

YPN



Tech Tools to enhance your business in 2024

MADE IN
Canva



WATCH VIDEO



lake  shore

REALTORS® ASSOCIATION

What tech tools can you use in your business 2024?

Social Media- Facebook, Instagram, LinkedIn

Canva

Google Business

Task Management Apps

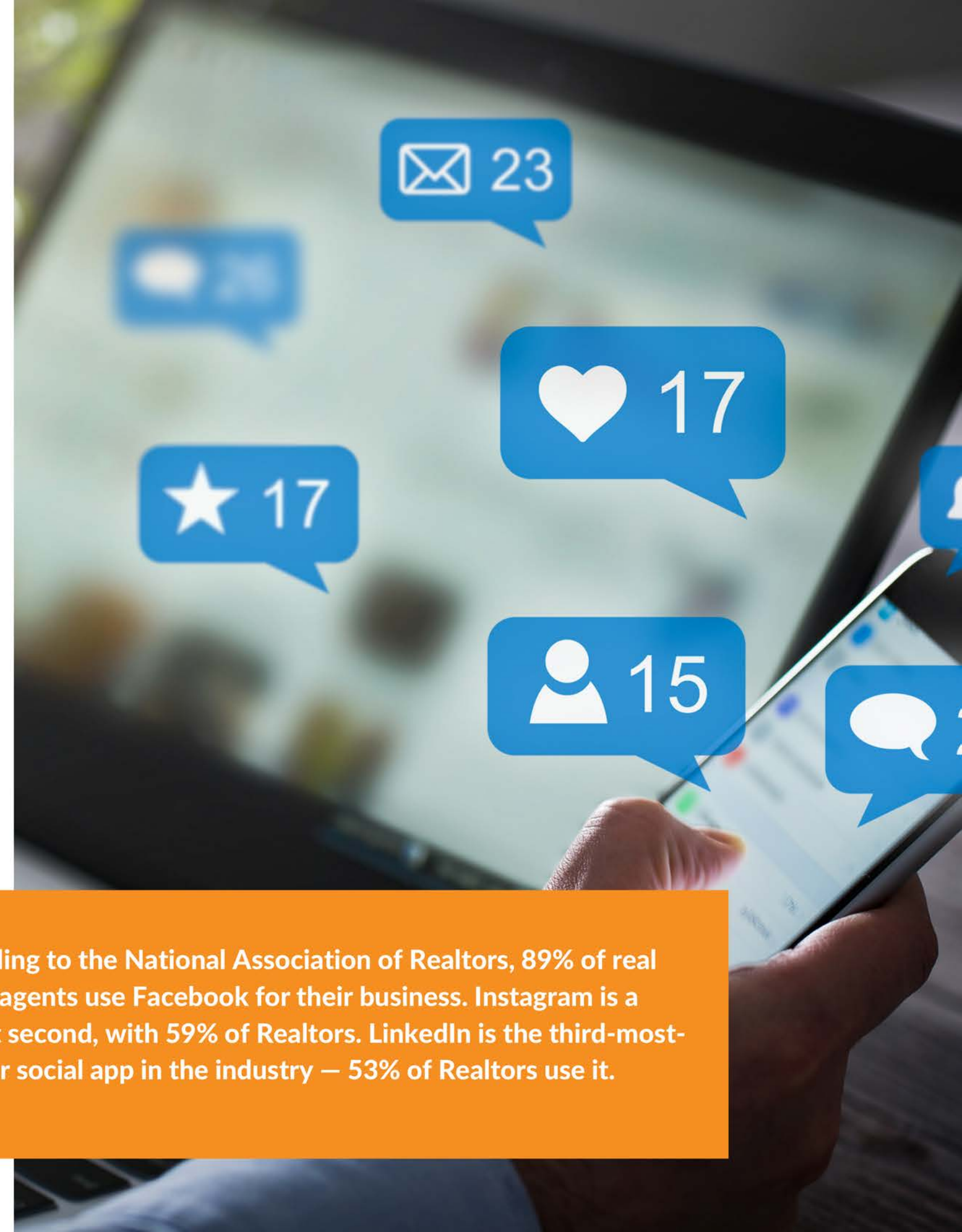
CapCut to make videos

GIS MAP/Assessor Data

LRA Homebase



According to the National Association of Realtors, 89% of real estate agents use Facebook for their business. Instagram is a distant second, with 59% of Realtors. LinkedIn is the third-most-popular social app in the industry — 53% of Realtors use it.



Social Media

What social media platforms are great for attracting your next client?

Facebook

Instagram

LinkedIn

YouTube

What is the key to creating engagement, growing your network and capturing leads?

CONSISTENCY!!!

Try to post at the same time of the day. The Algorithm will like this and show your content to more people.

What to share? Educate, entertain, provide value, testimonials and share what's happening in your business.

Do you need to use all social media platforms?

NO!



Examples of what your feed looks like when you mix in education, entertainment + items provding value!



160 5,071 1,767
Posts Follow... Followi...

ABIGAIL JAQUA | MKE REAL ESTATE
Real Estate Agent

MILWAUKEE, WISCONSIN REALTOR

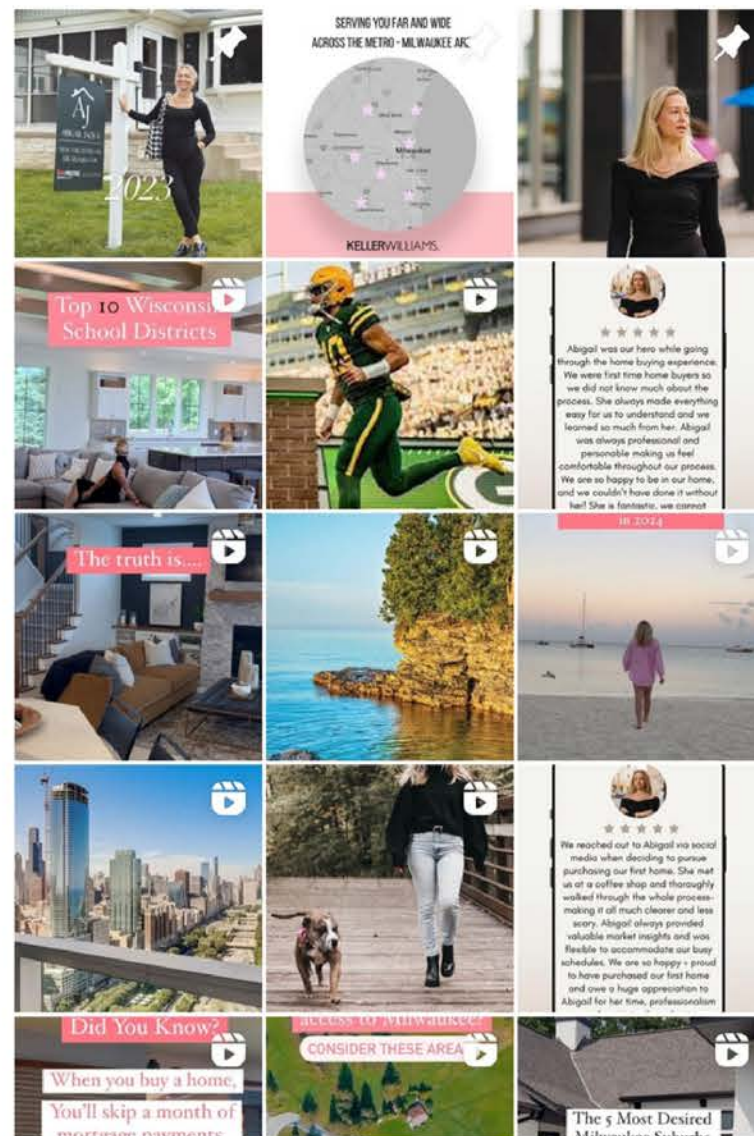
- KW

Co-host of @milwaukeegirlies

Freebies + Consults

liinks.co/movetomilwaukee?_gl=1...

Followed by dwell_mke,
milwaukeecondos and 24 others



1,418 178K 1,558
Posts Follow... Followi...

Amanda Albrecht Illinois Realtor +
Content Creator

@sellingthesuburbs

Video creator

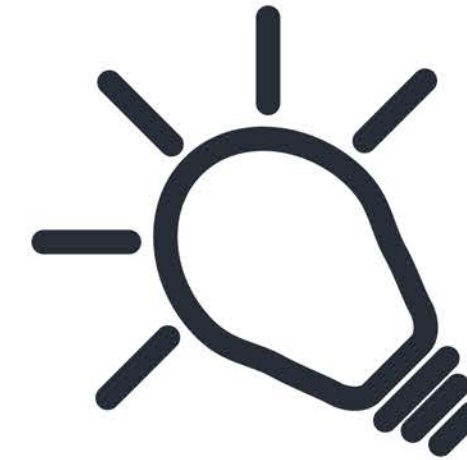
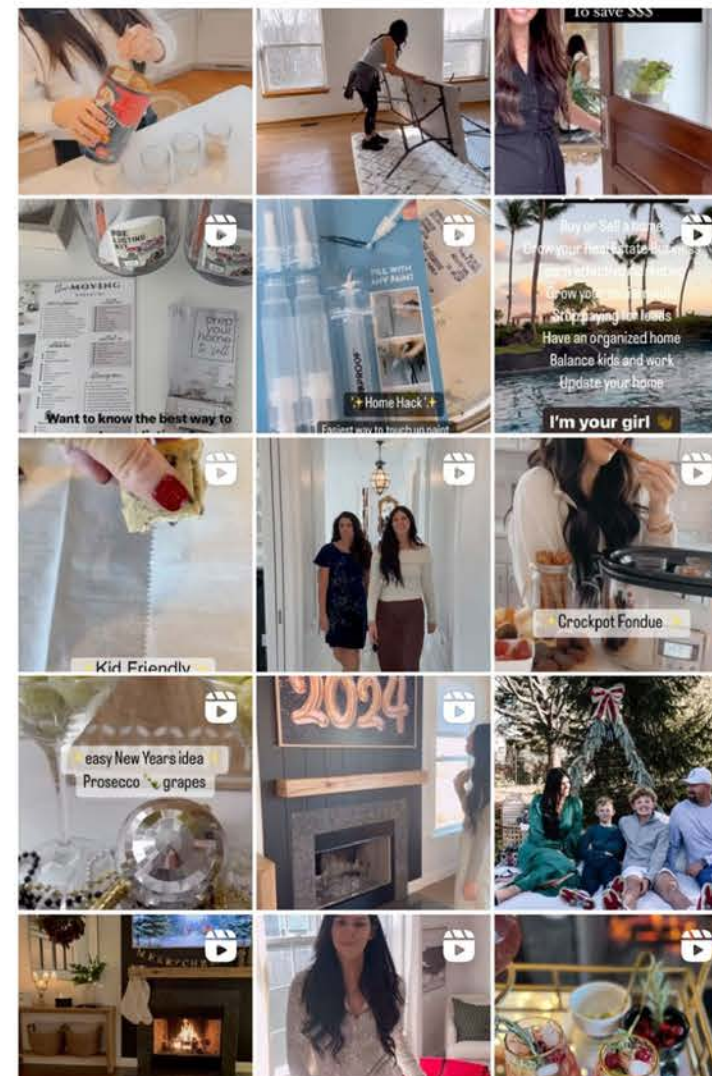
Illinois Realtor @ Michele Morris

Realty

creative marketing strategies for Real...
more

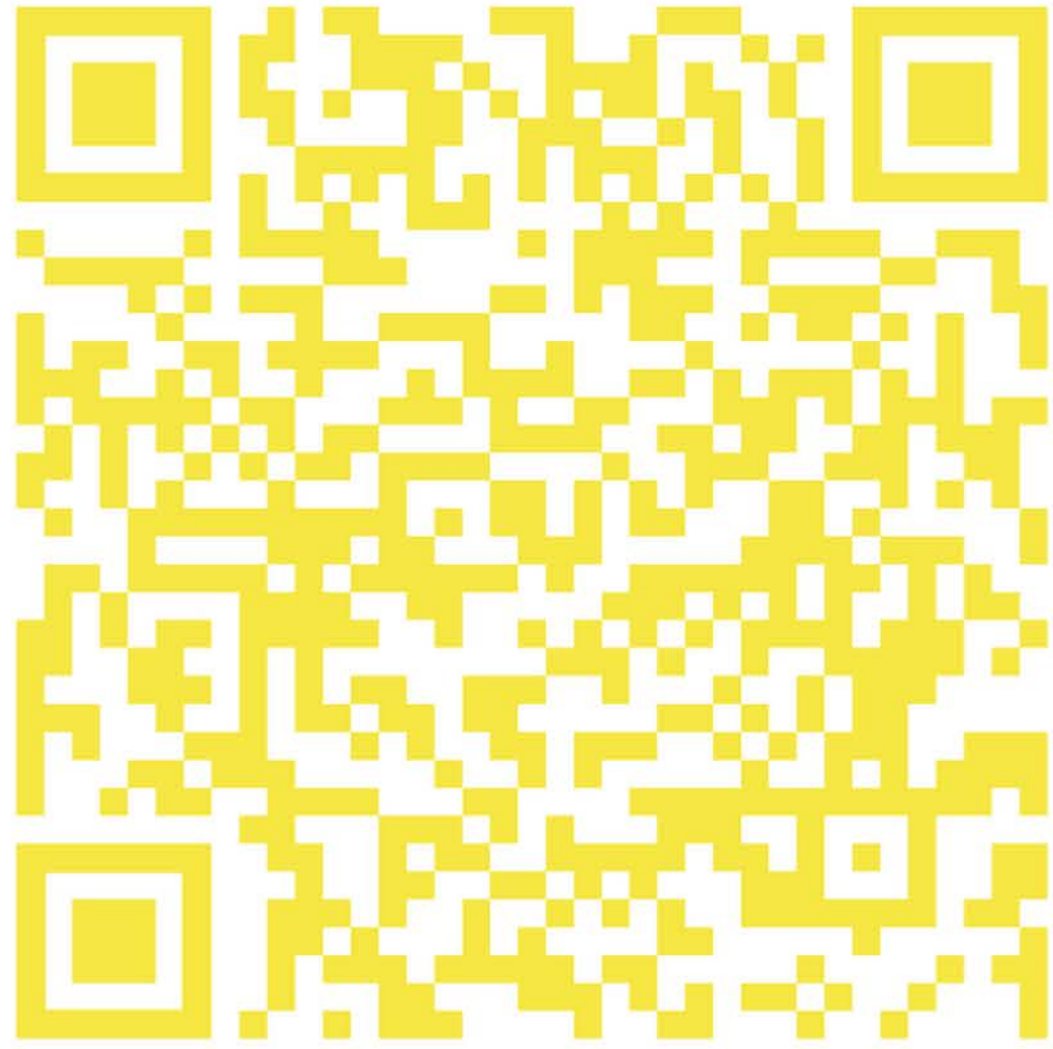
stan.store/sellingthesuburbs

Followed by kcdock13,
dahliaandcorealtygroup and 59 others

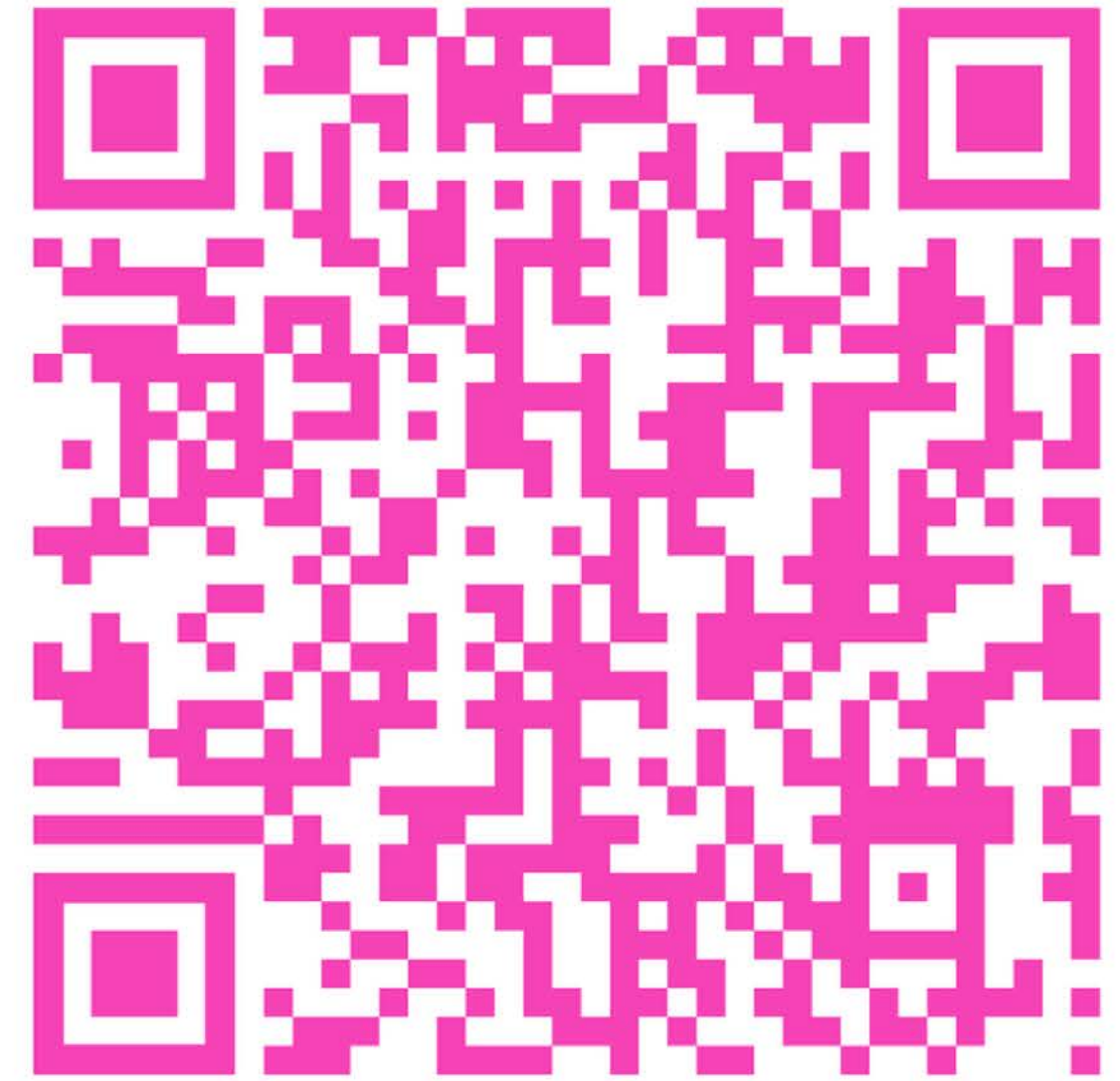


TOP TIPS

Think of your
business page as a
portfolio. Think
like a consumer,
would you want to
work with you?
How can potential
clients connect
with you?

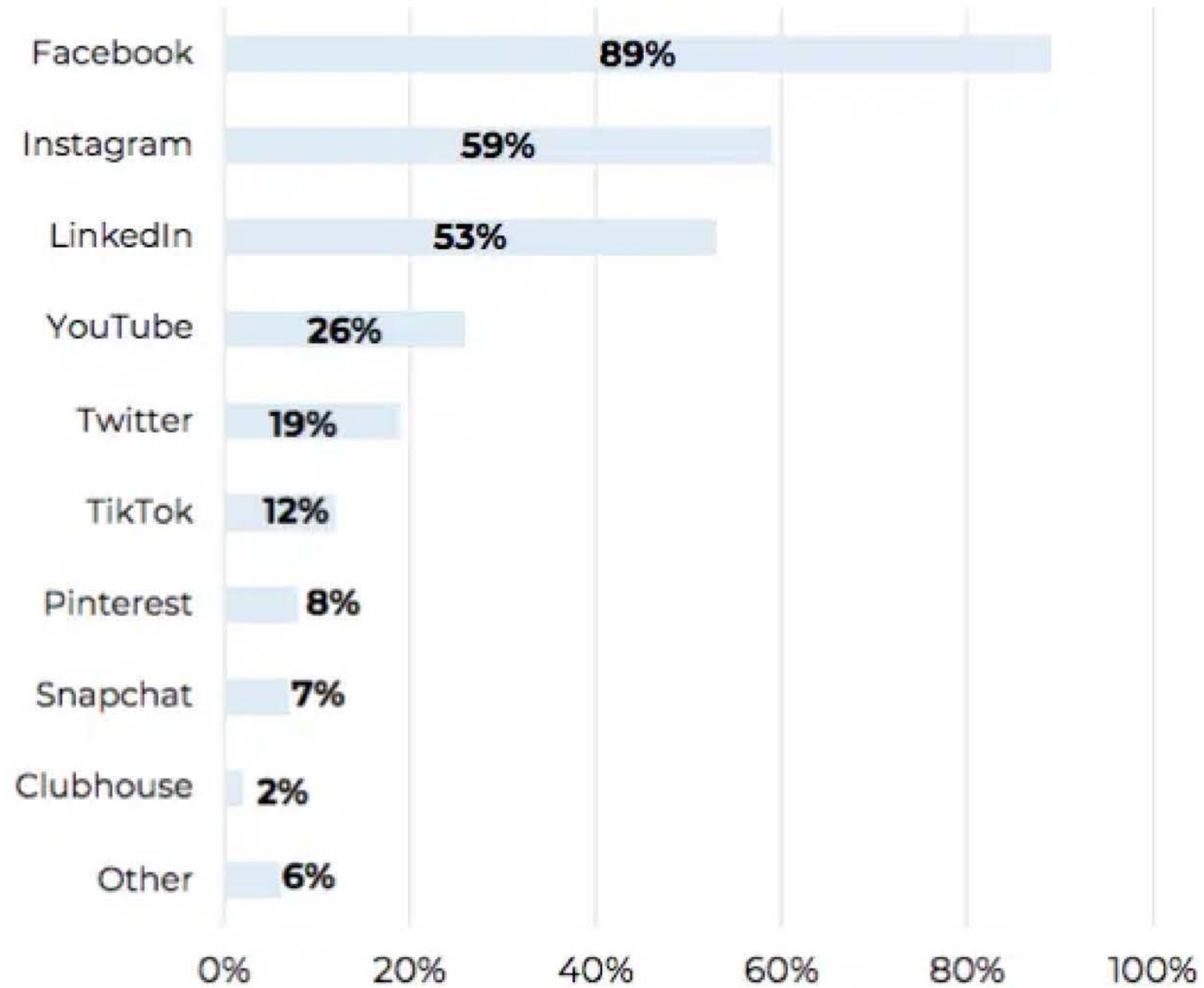


Katie Lance Reel - Consistency



Katie Lance Reel - Get the right followers

Social Media Networks Used in Real Estate Business

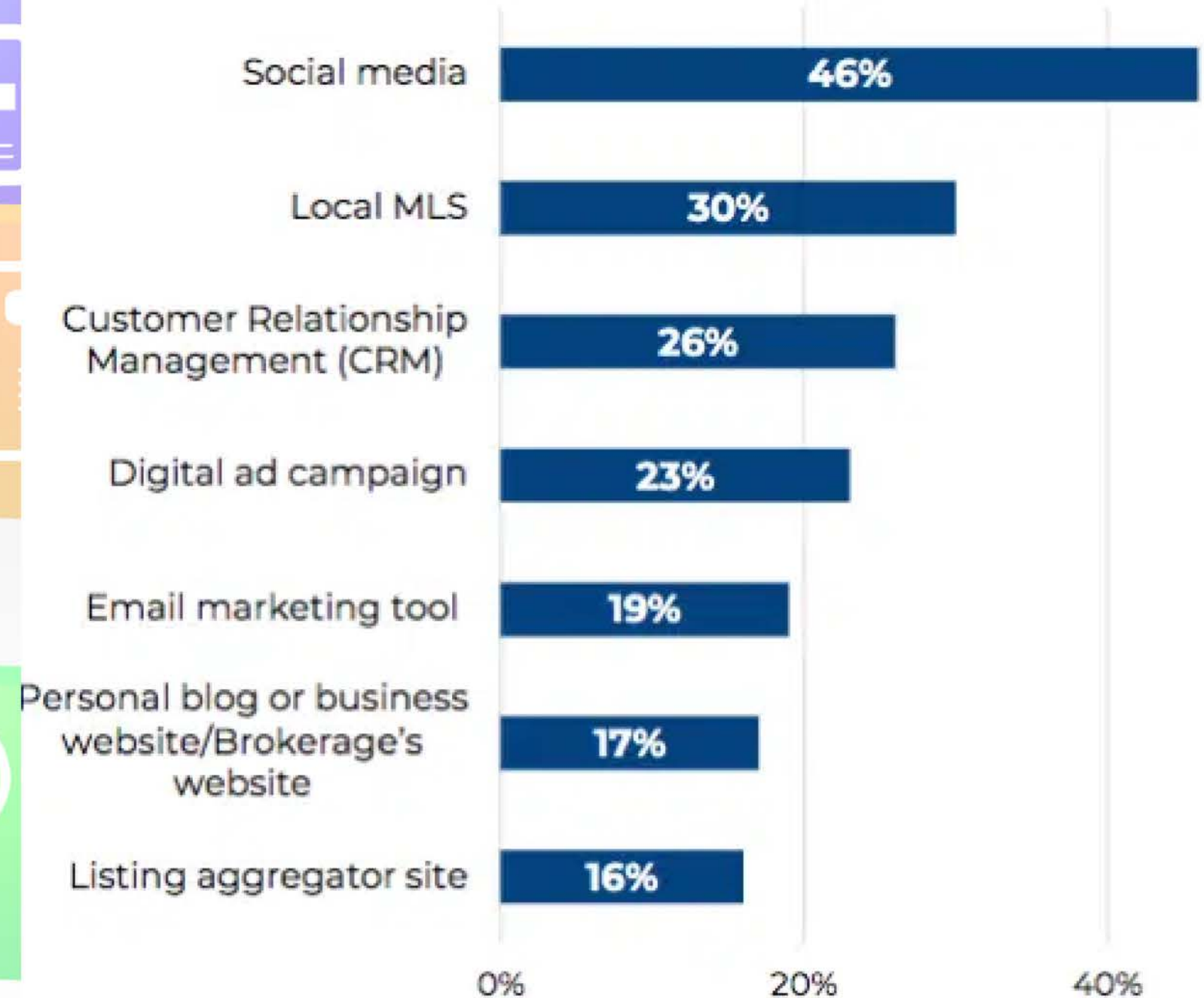


*- Less than 1%

2022 Technology Survey



Tech Tools That Have Given the Highest Number of Quality Leads

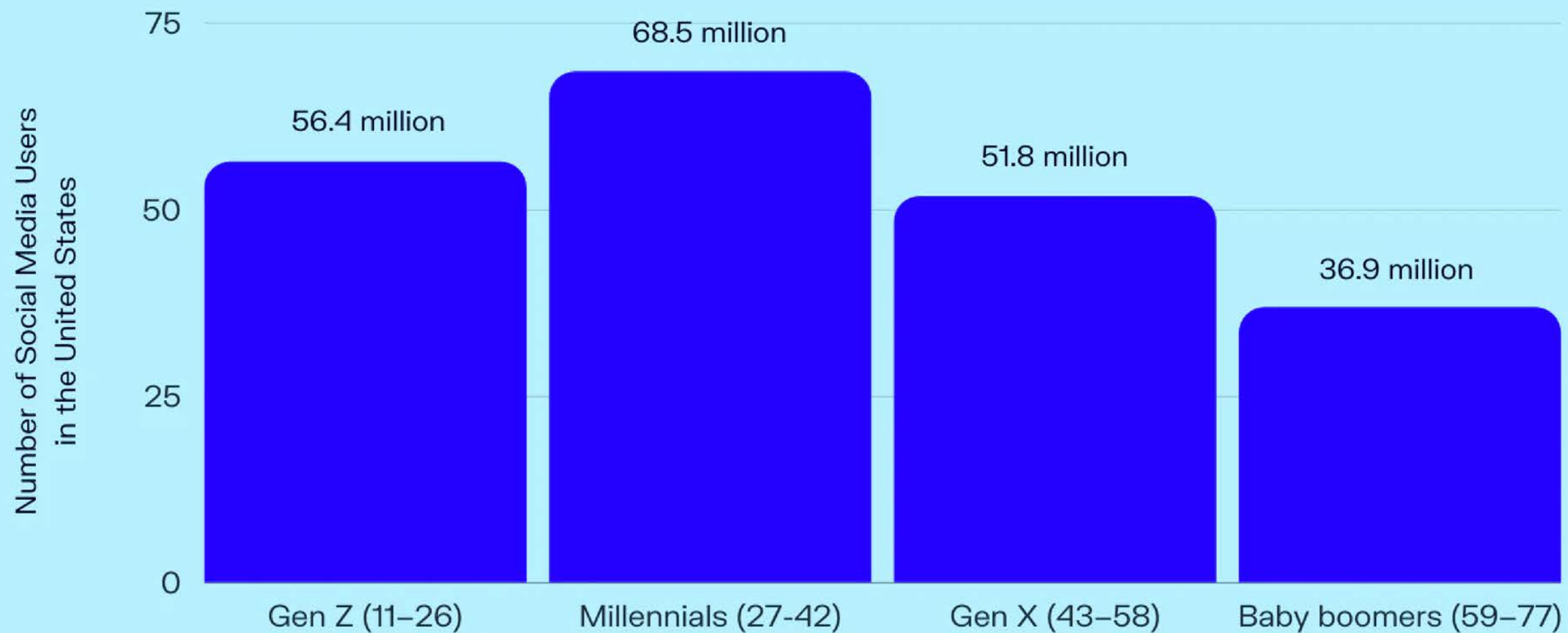


2022 Technology Survey



Generations and Social Media Useage

Social Media Usage by Age (2023)



Source: eMarketer

OBERLO



Canva

New Listing, Open House Graphics + more

Canva is a program where you can create social media graphics, videos, documents, cover letters and more.

Canva is free to everyone, but there is a Pro Account which allows you to do more.

Do you need a Pro Account? NO!
Pro Account \$119 a year or pay monthly \$14.99



Who uses Canva?

Canva has 135 million active monthly users as of Q4 2023



Canva

Link to Social Media from Canva or Schedule your post via Meta Business

Meta Business is back end of Facebook to schedule your IG, FB posts one time per month.

There is no cost, its part of your business Facebook Page technology.

Find a resource for posting ideas or templates such as Reminder Media, Coffee & Contracts, Curated Social, Blink Marketing, Roomvu plus there are many more out there but they come at a cost.



Join a National Social media group

Example: Labcoat Agents

Bounce off ideas, ask questions!

Be sure to join the LRA
Facebook Members Group!



More tools for your business.

Google Business

Set up your Google Business page

Task Management Apps

Asana

Google Task

Phone Calender



Google
Calendar





Create

Search

Upgrade

Home

My tasks

Inbox

Insights

Reporting

Portfolios

Goals

Projects

2024 Marketing Plan

Teams

Stephanie's First Team

Browse teams

My tasks

List

Board

Calendar

Files

Today

<

>

January 2024

Filter

Month view

SUN	MON	TUE	WED	THU	FRI	SAT
31	January 1 Get started... Send out...	2 Find the layout... Email for...	3 Create folding... 9am Dan...	4 Get or- ganize... 10:30am YPN...	5 Create DIY en... YPN - LUNCH...	6
			+ Add task			
7	8	9	10 OZYD 2:30-...	11 YPN Lunch...	12	13
14	15	16	17	18	19	20

✓ Mark complete

This task is private to you.

Make public

10:30am YPN Meeting

Assignee Stephanie Morano Long Recently assigned

Due date Tomorrow

Projects Add to projects

Description

What is this task about?

Add a comment

Google Calendar



Calendar

Today < > Dec 2023 – Jan 2024

Search ? Settings Week Calendar Checklist App Drawer Profile

Create

December 2023 < >

S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Search for people

My calendars ^

- ☒ Stephanie Long
- ☒ Birthdays
- ☒ Tasks

Other calendars + ^

- ☒ Holidays in United States

	SUN 31	MON 1	TUE 2	WED 3	THU 4	FRI 5	SAT 6
GMT-06	New Year's Eve	New Year's Day					
8 AM							
9 AM							
10 AM							
11 AM							
12 PM							
1 PM							
2 PM							
3 PM							
4 PM							
5 PM							
6 PM							

Calendar Checklist Location People +

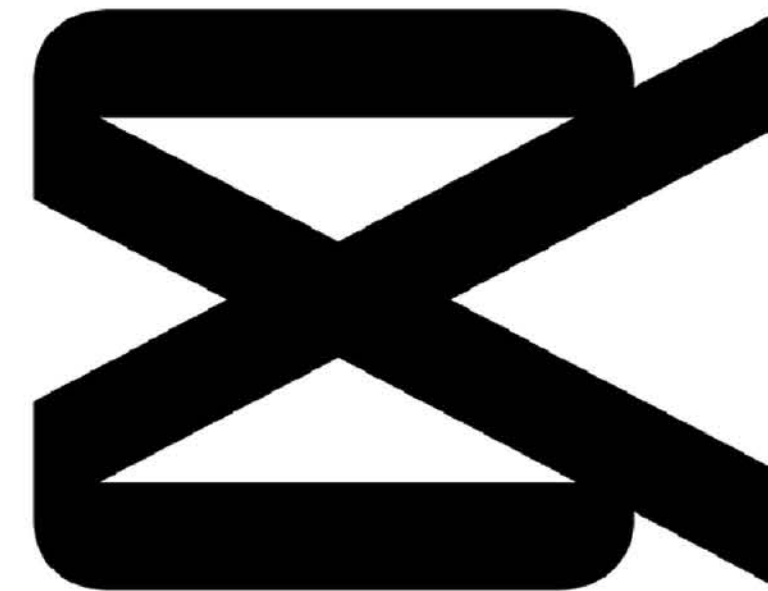
Video Marketing Capcut

Prospective buyers today most often see homes for the first time online, and videos allow for a more detailed view of the home

80% of consumers watch videos online each week



Most Popular Video Platforms for Sharing



Video Marketing

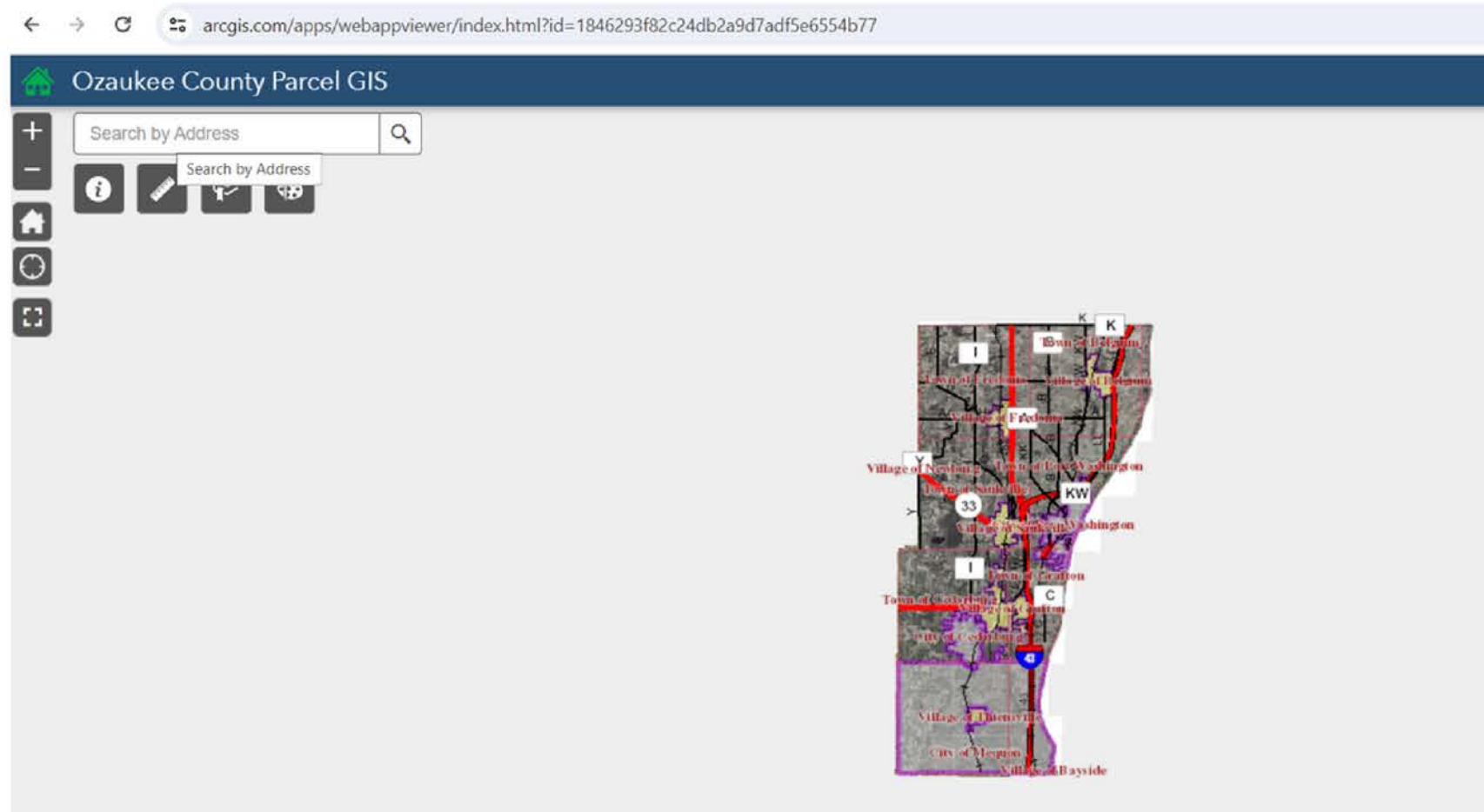
The National Association of REALTORS® reports that Realtors who embedded videos on their websites saw a 157% increase in organic traffic. Furthermore, these were highly qualified leads, as agents experienced an average of 4X more inquiries. 73% of sellers will choose a Realtor who uses video over one who doesn't.

How effective is video marketing to the consumer?

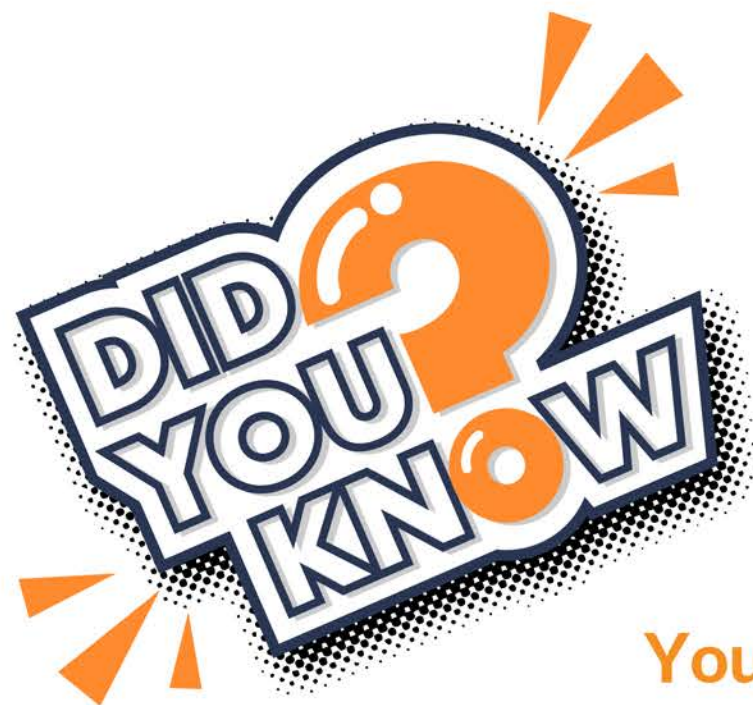
91% of consumers want to see more online video content from brands. 86% of marketing professionals use video as a marketing tool. 66% of consumers find short-form videos to be the most engaging type of content on social media. 92% of video marketers say they've gotten a good ROI from video marketing.



GIS MAP



Assessor Data



You can take a screenshot of your computer by hitting the **prt sc** button.



This one-stop property information resource is provided as a public service through the cooperation of municipalities and Real Property Data. Together, we are pleased to make this data easily accessible to you.

? HELP

Search by **County** and **Property Address** or **Tax Key Number**

Select County ▾

Property Street Address (e.g. 123 N Water St)

OR

Tax Key Number

Search

Experiencing problems or errors? Please report any issues [here](#).

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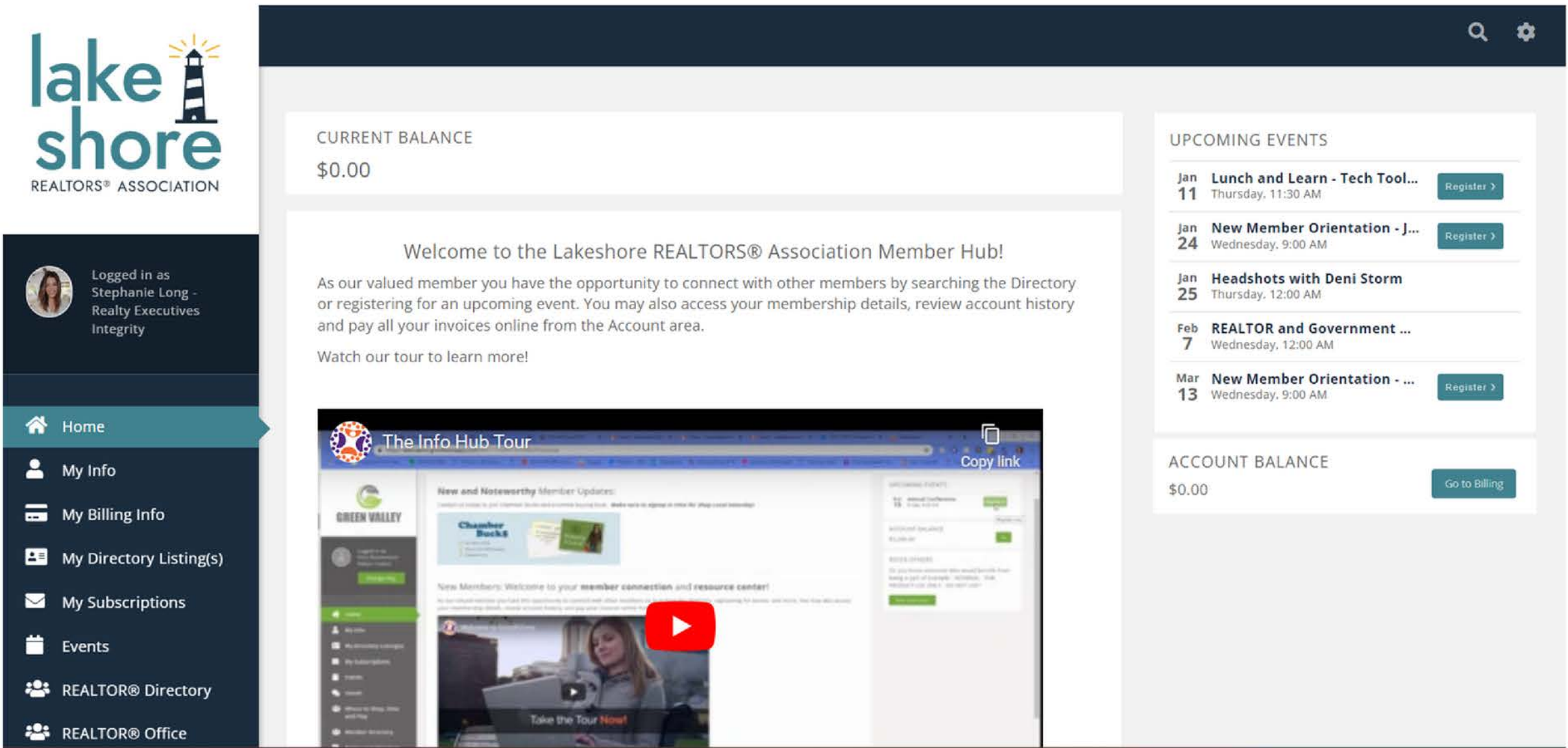
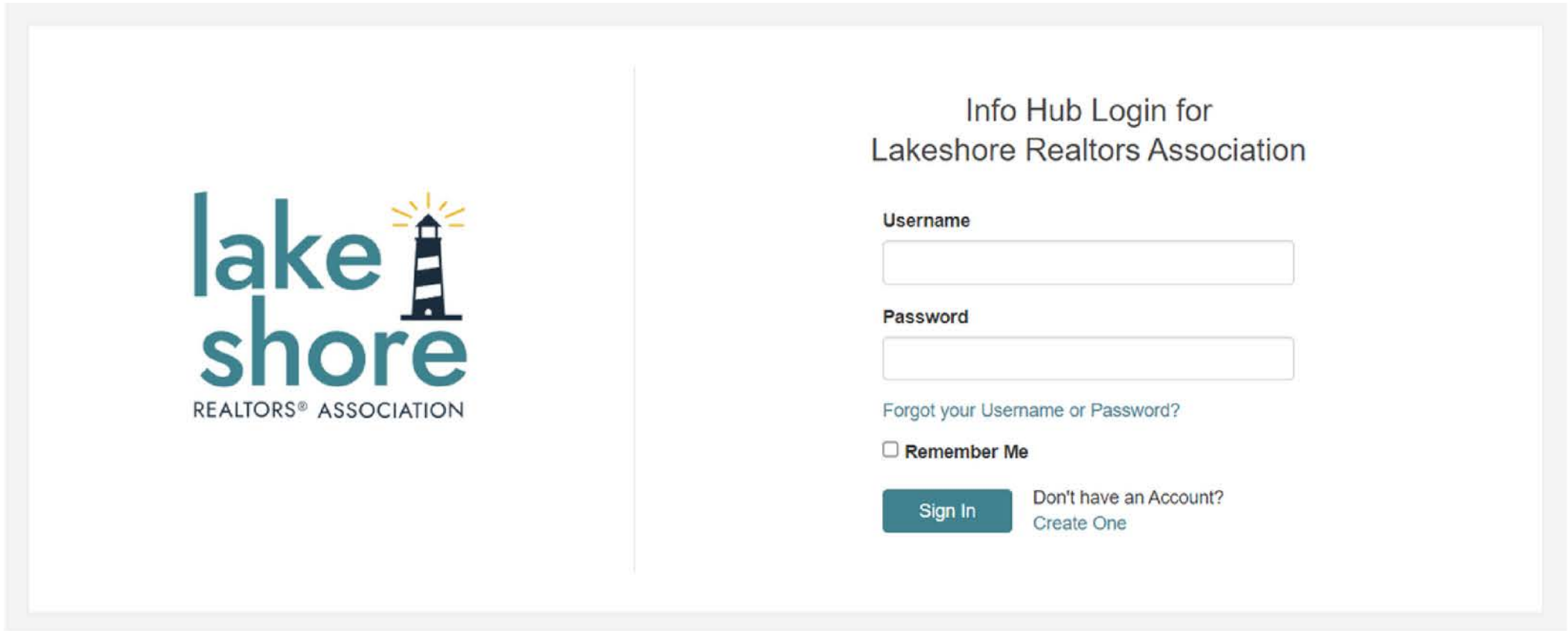
LRA Homebase

Erin will send an email to you to login and then you can create your account.

In the Homebase you can access your history of payments, update your Bio and have access to the member diretory.

Has a list of upcoming events.

Watch YouTube video to learn how to use the Homebase



Thank you for joining us today!

✧ Save The Date ✧

Next YPN Lunch and Learn
Thursday April 11th 11:30-1pm

Top Agent Panel