

The left side of the slide features a vertical stack of decorative elements. At the top, there are several thin, light blue vertical bars of varying widths. Below these, a large, solid blue circle is positioned. To its right, a smaller blue circle is placed. Further down, another medium-sized blue circle is visible, followed by a very small blue circle, and finally, a small blue circle at the bottom. The text is positioned to the right of these circles.

FACEBOOK BOOTCAMP

**HOW TO THRIVE AS AN AGENT ON FACEBOOK
WITHOUT SELLING YOUR SOUL**

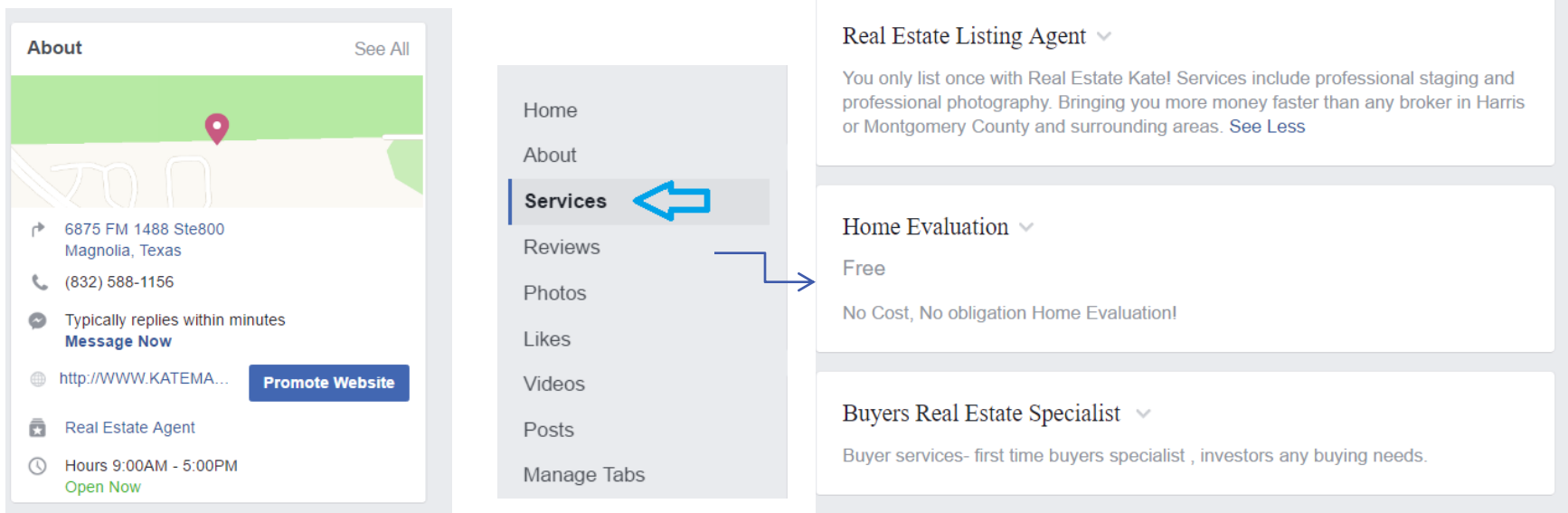
WHAT'S, WHYS AND HOW'S!

- First things first!! Do you have a business page?
- Let's talk about what the benefits of a Facebook business page are for YOU as an AGENT!
- Let's talk about **LIKES** on Facebook! 
- General Facebook activity- on the DAILY
- ON to the WHY- Did you KNOW? As of the third quarter of 2016, Facebook had **1.79 billion** monthly active users. In the third quarter of 2012, the number of active Facebook users had surpassed **1 billion**. Active users are those which have logged in to Facebook during the last 30 days.



SETTING UP YOUR BUSINESS INFORMATION

- Here are a couple of important items to make sure are correct on your page:



The image shows a screenshot of a business profile page with three main sections. On the left is the 'About' section, in the middle is a navigation menu, and on the right is the main content area. A blue arrow points from the 'Services' menu item to the 'Home Evaluation' section, and another blue arrow points from the 'Services' menu item to the 'Real Estate Listing Agent' section.

About See All

6875 FM 1488 Ste800
Magnolia, Texas

(832) 588-1156

Typically replies within minutes
Message Now

http://WWW.KATEMA... **Promote Website**

Real Estate Agent

Hours 9:00AM - 5:00PM
Open Now

Home

About

Services

Reviews

Photos

Likes

Videos

Posts

Manage Tabs

Real Estate Listing Agent ▾

You only list once with Real Estate Kate! Services include professional staging and professional photography. Bringing you more money faster than any broker in Harris or Montgomery County and surrounding areas. [See Less](#)

Home Evaluation ▾

Free

No Cost, No obligation Home Evaluation!

Buyers Real Estate Specialist ▾

Buyer services- first time buyers specialist , investors any buying needs.

HOW TO BOOST OPEN HOUSE EVENTS ON FACEBOOK



Kate Malito - Better Homes and Gardens Gary Greene
Magnolia

October 14, 2016 · 🌐

#SundayFunday Come see ME!! This #JustListed home in #Tomball features plenty of room for everyone!! No Rear Neighbors and SUPER functional Floorplan!! Lennar build- so you know it's amazing quality!! Sunday 2-4pm I'll see you there!

#OpenHouse #Home #TomballMemorial #GrandParkway



Tomball Real Estate - 12738 Carriage Glen Drive,
Tomball, TX 77377

Tomball real estate, TX real estate, 12738 Carriage Glen Drive, Tomball, TX 77377, Single Family Homes, Tomball properties, TX properties, 77377 properties, real...

GARYGREENE.COM

Link through your website!!

144 people reached

Boost Post



AUDIENCE

People you choose through targeting Edit

Location - Living In: United States: Conroe, Klein, Spring, The Woodlands Texas
[More](#)

Magnolia

Champions Area

Audience 3

Audience 2

[See All \(6\)](#) | [Create New Audience](#)

When boosting- you have to select an audience. You can create and save audiences for different areas you might hold open.

You are targeting **men and women, ages 21 - 60** who live in **1 location** and have **9 interests**.

Location: United States: The Woodlands (+25 mi) Texas

Interests: Creative real estate investing, Open House Party, Shopping, Garden, Sales promotion, Family, Home, Real estate investing or Real estate broker

Age: 21 - 60

[Hide full summary](#)

This promotion will run for **2 days**.

Your total budget for this promotion is **\$20.00**.

Here's an example

Interests

Interests > Additional Interests

- Buying agent
- Creative real estate investing
- Garden
- Home
- Open House Party
- Real estate broker
- Real estate investing
- Sales promotion

Interests > Family and relationships

- Family

Interests > Shopping and fashion

- Shopping

Search interests | [Suggestions](#) | [Browse](#)

[Cancel](#) [Save](#)

You can target an audience by their hobbies or online searches

Now set your budget

Total budget

\$45.00

\$20.00	Estimated Reach 1,500 - 3,800
<input checked="" type="checkbox"/> \$45.00	Estimated Reach 3,100 - 8,300
\$50.00	Estimated Reach 3,500 - 9,100
\$200.00	Estimated Reach 10,000 - 28,000
\$750.00	Estimated Reach 31,000 - 81,000
Choose Your Own	

Run this ad until Jan 19, 2017

TRACKING CONVERSIONS

Choose a Pixel (Optional)

Choose a pixel (optional)

PAYMENT

Payment Method



NOW FOR RESULTS FROM BOOSTING

Kate Malito - Better Homes and Gardens Gary Greene Magnolia
August 26, 2016

WHOA!!! Check out this AMAZING price improvement!! Canyon Lakes at Legends Ranch has a TON of amenities to offer- not to mention the IMPECCABLE ease of the location!! Come see this 4 Bedroom-beauty SUNDAY 1-3 Barron Cheek my fellow agent, will be there to show you all the great features this home has to offer! Stop by and make this your next address!! #openhouse #springhomes #ConroeISD #GrandParkway #TheWoodlands #RealEstate #ForSale P.S. At the Manned gate Entry- show your ID and tell them you're going to the open house!! See you there!



Spring Real Estate - 3210 Felton Springs, Spring, TX 77386
Spring real estate, TX real estate, 3210 Felton Springs, Spring, TX 77386, Single Family Homes, Spring properties, TX properties, 77386 properties, real estate broker...
GARYGREENE.COM

4,541 people reached [View Results](#)

Like Comment Share

Boost Post

OVERVIEW EDIT PROMOTION

You are targeting **men and women, ages 21 - 60** who live in **1 location** and have **9 interests**.

Show full summary

This promotion will run for **2 days**.

Your total budget for this promotion is **\$20.00**.

3,668 People Reached **243** Engagements **\$20.00** Total Spend [?]

Actions | People | Countries

Link Clicks **227**

Post Likes 12
Comment 1
Shares 3

Add Budget

\$15.00 Add Budget

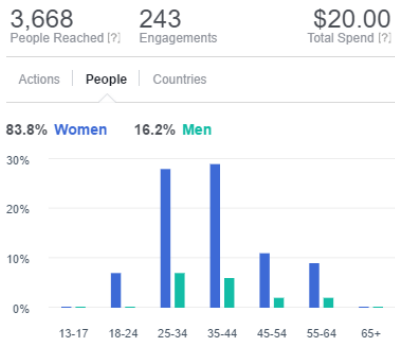
DESKTOP NEWS FEED MOBILE NEWS FEED

Kate Malito - Better Homes and Gardens Gary Greene Magnolia Sponsored

WHOA!!! Check out this AMAZING price improvement!! Canyon Lakes at Legends Ranch has a TON of amenities to offer- not to mention the IMPECCABLE ease of the location!! Come see this 4 Bedroom-beauty SUNDAY 1-3 Barron Cheek my fellow agent, will be there to show you all the great features this home has to offer! Stop by and make this your next address!! #openhouse #springhomes #ConroeISD #GrandParkway #TheWoodlands #RealEstate #ForSale P.S. At the Manned gate Entry- show your ID and tell them you're going to the open house!! See you there!



Spring Real Estate - 3210 Felton Springs, Spring, TX 77386



4,541 people reached [View Results](#)

Like Comment Share



OTHER WAYS FACEBOOK CAN WORK FOR YOU



Facebook
Groups- JOIN
THEM

- From A to Zeke ...
- Kate Malito- Better ... 2
- Spring/Klein or To... ...
- Better Homes and ... 1
- Beg, Buy, Barter & ... 20+
- Beg, Barter, Buy an... 20+
- Conroe Yard Sale 20+
- Beg, Barter, Buy & ... 2
- ASK SPRING! 20+
- Spring TX - Buy It, ... 1
- Beg, Barter, Sell & ... 20+
- Beg, Buy, Barter, an... 20+
- Beg, Barter, Buy & ... 20+
- Beg, Barter, Buy, Se... 20+
- Beg, Barter, Buy & ... 20+
- The Woodlands/ Sp... 20+
- MFG Custom Cups 3
- Woodlands Area Fo... 20+
- Beg, Barter, Buy an... 20+
- Gary Greene Youn...

Amy Cossey
January 14 at 1:23pm

ISO home for rent in Klein ISD
\$1,700
Spring, TX (77379)

ISO a 4+ bedroom home to rent in the Klein HS/Kleb middle school area. Lease is up and cannot find anyone to work with our bad credit. We have stable income and can put more down if necessary. We have kids and a dog and will be moving into a hotel until we can find something as our landlord is losing his home to foreclosure and will be moving into the rental. If you know of anyone that has something in the area and is willing to work with us please let me know. We are desperate at this point. TIA!

Message Seller

Like Comment

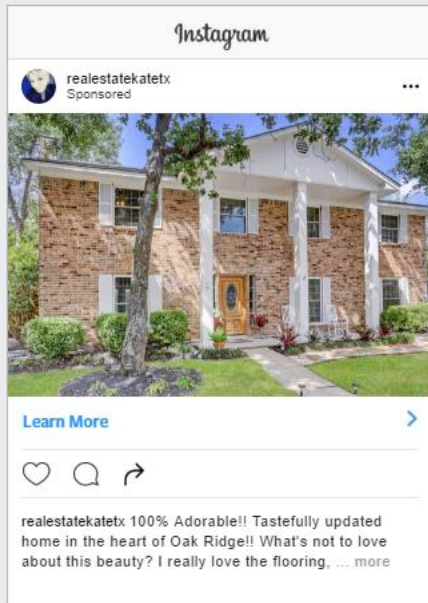
I see these for
renters, sellers,
buyers alike- keep
your eyes peeled!



In a relationship with
Real Estate

Today
see relationship

INSTAGRAM- REALLY??? YEEESSSS



Don't limit yourself- when it comes to Social media- many of the Millennials rely on Instagram-ONLY to communicate with friends & search by the almighty HASHTAG!! When you post on Facebook business- you can connect it with your Instagram account- this is how your boosted post will look- AND it cost nothing extra to do it!



Statistics

This statistic gives information on the number of monthly active Instagram users as of December 2016. As of that month, the mainly mobile photo sharing network had reached **600 million** monthly active users, up from **500 million** in June 2016. The app is one of the most popular social networks worldwide.



SO- WHY POST THROUGH YOUR WEBSITE?

PowerHouse

Gary Greene Login

- GG Agent Websites
- GG Marketing Proposals
- GG Power Flyers
- New Agent Corner
- David Knox Videos
- Training Resources



Being able to track progress- without surveys is pretty impressive and it's easy to see on Facebook- but are the clicks getting you "web traffic"?? Here's how to see it.

Log into Powerhouse (there's a link in BackAgent).

Registered Users GG Webmail Listings CMA
 Media Center Links BHGGreenhouse Message Board
 Back Agent PowerDesk SEO Tags **Site Stats**
 Power Search Flyers Website

Welcome Kate

Most Viewed Properties

Most Viewed Featured

Agentsite Stats

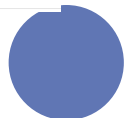
Most Viewed Agent Listings

Most Viewed Featured Properties

Last Week	Last Month	Last 3 Months
12738 Carriage Glen Drive,Tomb... (26)	12738 Carriage Glen Drive,Tomb... (26)	131 N Wildwood Lake Drive,Hunt... (96)
27182 Lana Lane,Oak Ridge Nort... (8)	9218 Running Eagle Falls,Tomba... (20)	12738 Carriage Glen Drive,Tomb... (26)
30 S Tranquil Path,The Woodlan... (3)	25211 Kingsdown Drive,Spring,T... (20)	9218 Running Eagle Falls,Tomba... (20)
2612 Majesty Row,The Woodlands... (1)	131 N Wildwood Lake Drive,Hunt... (8)	25211 Kingsdown Drive,Spring,T... (20)
18130 Westlock Court,Tomball,T... (1)	27182 Lana Lane,Oak Ridge Nort... (8)	27182 Lana Lane,Oak Ridge Nort... (8)

Agentsite Stats

Title	Last Week	Last Month	Last 3 Months
About Me	40	195	611
Blog	0	3	11
Listings	0	9	24
Recent Sales	4	13	42
References	1	2	10
Mortgage Calculator	0	5	11
Buyer Seller Tips	0	10	27
Office	0	4	17



NOW - HOW TO MAKE IT SUCCESSFUL

- **CONTENT**- Can't stress enough how important it is to be **RELEVANT**. This is how we capture and hold the audience. Think about “posts” you scroll right past- what would make you **STOP** as a consumer , user and friend? Once you start posting on your business page you'll see what attracts more attention.

