

# **On-Ramp: Your Social Media Roadmap**

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## Introduction

This book is for you if you are a real estate agent who is already aware of the value of social media marketing, but unsure of where to start. This book might apply to you even if you are not an Realtor, you might be an insurance agent looking to expand your business, or any other type of independent agent. You may have seen traditional marketing like flyer's or newspaper ads decreasing in effectiveness recently and want to know how you can transition utilizing these new marketing techniques.

Our goal is to take you through a series of steps to help you focus your efforts in social media, and leverage your time to be as effective as possible. The first step in this process is personal introspection, so you can understand what you enjoy doing online that can still benefit you and you will be consistent in that activity. Next, we will take you through target market identification, so you can spend your time with the right people, and focus your efforts. This is related to customer research, which is the next step in getting to know your customers. When you know what information is valuable to them, and empathize with them, it becomes easy to share the right content with customers, and to connect with them on a personal and professional level.

The fourth step is determining how and where spend your time online. When you know where to spend your time, you know you are helping people, connecting with them, and those activities will eventually make you successful and profitable. And finally, how to measure the success of your efforts. Without measuring your success, you don't know if all the effort is worth it, or if you are just wasting your time. This "road-map" is intended to be extremely hands-on and more of a workbook than a book that you read cover to cover.

Through our research with real estate agents, like you, we've found that it's better to simply be yourself online and have a good time using social media so that you can eventually meet these new contacts in the real world. The key, which we will reiterate through many of the exercises in this book, is to find what you are passionate about personally and connect with others that have similar passions.

We have worked with, and taught, agents that setup all their social media before they determined who they should talk to, what their goals were, or even why they were participating in social media. It is not bad to learn the ropes for a period of time, or play around with social media to discover how it can work for you, but there is a time to live on milk, and there is a time for steak and eggs. We hope this book can be your steak and eggs breakfast to jump-start your social media day.

As a real estate agent you must be a person first and an agent second. Why surround yourself with people you don't enjoy spending time with?

Really. Honestly. You can't be everywhere at once, and many social networks will simply drain your time. Once you are done with the assignments we have laid out, you will begin to have a better picture which social network should be your "hub". We have seen many agents thrive on just Twitter, without any other cross promotion strategy. Christopher calls this "Fish where the fish are". Go where your customers live online.

Once you know where your customers are, you want to discover how they talk about the pain points you are solving for them. This is in no way how YOU describe your real estate business, but how your

CUSTOMERS describe their problems and the way you solve them.

When potential new customers are talking about the pain they are going through, you want your business to show up... to be listed in the search results where your customers happen to be in that moment. They may not even be looking for you, but by being visible in their moment of pain, you are potentially able to help them, or at least connect with them on a personal level.

We have put together a section dealing directly with this issue, and how to put yourself in their shoes to discover the missing link between your marketing efforts and your customers desire to solve their problems.

Unfortunately, the nature of social media is to suck up our time. The creators of these social networks want you to spend as much of your time as possible on their networks. We will help you dial in your marketing schedule so that you are only spending the time necessary on each network to keep your sales funnel full, but not overflowing.

The old adage “You can’t improve what you don’t measure” is all too important with any business endeavor and with real estate is much more critical. You may hear from others that it’s difficult to measure your social media efforts, but we disagree. We’ll walk you through how to ensure that you can track all of your key customer interactions and iteratively improve the quality of your sales.

We don’t have a magic bullet secret social media strategy (but that is the makings of a mighty fine acronym). What we do have is a tool belt of business marketing strategies that have proven to be effective in the social media context. Aaron has been teaching and implementing design thinking for years (at Intuit), product management, business intelligence and Lean Startup principles. Christopher has been helping start-ups, small businesses, and college programs integrate collaborative tools, and social media marketing into their organizations since 2006. We will let our results speak louder than past experiences.

Please check out the links below to participate in the conversations people are having about these ideas right now!

- Google + <https://plus.google.com/u/1/s/%23OnRamp>
- Twitter <https://twitter.com/#!/search/%23OnRamp>
- Facebook <https://www.facebook.com/garious1>

## About Aaron and Christopher

Here is more background on these two crazy guys.

[Aaron Eden](#) is the founder of [Garious.com](#), co-founder & CEO of Webglimmer Internet Solutions and Vice President of [Atrevete, Inc.](#) For more than 15 years, Aaron has utilized his passion for innovation, entrepreneurship and customer empathy to start over 10 small businesses in industries ranging from information technology, real estate, online continuing education, family entertainment and business consulting.

In addition to his entrepreneurial ventures, Aaron works as a product manager at [Intuit, Inc.](#) with specific focus on helping employees grow their careers inside the company. Aaron has used his entrepreneurial skills to find ways to create department-specific innovations across the entire enterprise in order to improve productivity, profits and customer focus company-wide.

[Christopher Porter](#) is a Social Media Manager for J3 Effect, a Digital Marketing company. He is a teacher and trainer at The S.M.A.R.T Group, showing small business owners how to use social media effectively.

He is a creative type, who considers learning new hobbies his hobby. He has constantly looked for ways to improve personal effectiveness in himself and others, which drove him to learn the dvorak typing system. In search of becoming a polymath, he has been a barista, server, bartender, locksmith, golf cart delivery driver, and countless other jobs.

Through all of his life experiences, he has learned how to connect with people, discover their passion, and effectively communicate with them. One day he would like to be a speaker at TED about human networking in the digital age.