

NOT a Normal Social Media Presentation...



Presented by Rebecca Mountain
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What You'll Learn

- What is a Unique Selling Proposition?
- Understanding your audience – and their motivators
- “Remarkable” content simply means that people want to talk about it – and you want that!
- The Art of the Personal Message
- Social Media as a Strategic Marketing Tool
- Make the plan – then WORK the plan!



Unique Selling Proposition

- Definition: A unique selling proposition (USP) is a strategy or way of doing business that distinguishes one business from the competition
- In a world where people are spoiled for choice, knowing how you're different is the key to survival
- What it does:
 - Separates you from the pack
 - Positions you as the best choice



Building your USP

- **Step 1: List the top 3 BENEFITS you offer to clients (this does NOT include: best service, quality, price, etc.)**
- How do you ease their fears/uneasiness about the moving process?
- Think not only about when you have clients – what do you do in between moves? What value do you provide even when they're not moving?



Building your USP

- **Step 2: Be Unique**
- What sets you apart?
 - Coordinated network to help clients through each step of the process
 - Demographic Specialist – Seniors
 - Home Type Specialist: Condos, Retirement Homes
 - Process Specialist – Packing & Moving;



Building your USP

- **Step 3: Solve a Point of Pain**
- What are the Points of Pain for my clients today?
- How do I meet or exceed these expectations?



Building your USP

- **Step 4: Condense into one sentence**
- It's tough to take a big thing and condense it into a few words, but this is critical
- Each word will earn you money by being convincing and immediately and consistently action-worthy



Knowing your Audience

- You **MUST** answer these two questions:
 1. What do they ultimately care about most?
 - You need to be **NEEDED** all the time – even between each move
 2. How do **YOU** deliver a solution to this concern better than anyone else?



Content & Engagement

The power of Remarkable Content – and the importance of Conversation

4 E's of Content

- Educate
- Empower
- Entertain
- Engage



Content Balance

- About 60%-75% of your posts should be about the home or the moving process, and keep it informative, relevant and timely
- Leave the other 40%-25% for YOUR BRAND PERSONALITY
- It's okay to talk about your passions because they are connectors between you and your fans
- In two words: *Be Interesting!*



Starting the Conversation

- To get engagement you need to ASK for it:
 - Click “Like” if... or “Like or Dislike?”
 - Ask for the Share...or the Comment
 - Voting – A or B?
 - How old were you when you bought your first home?
 - How many times have you moved in your life?
 - Inspirational or “feel-good” messages



The Art of the Personal Message

- A new fan, follower, connection, subscriber – they're all worth NOTHING...until you GIVE THEM VALUE
- Use a Personal Message:
 - Thanks for liking the Page/following/connecting...
 - If you're planning on moving soon, we have a great chart to show you how many boxes you'll need, and a quote on how much it could cost.
 - If you're just checking us out, we'd love to send you an eBook on how to improve the value of your home, as well as tips on making the moving process seamless and fun!



Social Media Integration

- Instead of just having one database – you can have 3 or 4 or more
- Connect and engage across multiple networks
- Participation across multiple platforms = MORE engagement



Make a Plan

- Successful Social Media-ites have a plan
- Determine if morning, during the day, or evening works best
- Use scheduling tools like Hootsuite or the scheduler in Facebook to help manage your time
- Remember: What you get out of your social media is directly attributed to the effort you put in.



Social Media Success

- Know what your business is TRULY about – and how you uniquely solve your clients’ “points of pain”
- Understand your audience and what motivates them – both at time of purchase/sale and in between
- Deliver a variety of content for interest and engagement
- Integrate your social networks
- Make a plan – and then work it!



Thanks!

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