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ALTA

in SIGHTS

REAL TIME | ON-DEMAND



Title Agent Tips For Social Media Success

Today's ALTA Insights Featured Sponsor



Speakers



- **Dean Collura**
CEO & Co-founder | Title Tap



- **Colin Smith**
VP, Marketing Technology & Innovation Manager
Old Republic Title



Agenda

- Which social platform is right for you?
- Platform Considerations & Skills to Think About
- How to find where your customers are
- Where to look for content your audience cares about
- What tools you can use to help stay more consistent
- How to set social media goals that are realistic





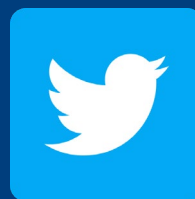
Does social really matter?

- 77% of Realtors actively use social media for real estate in some way, shape or form
- 47% of real estate businesses note that social media results in the highest quality leads versus other sources
- 99% of millennials (and 90% of baby boomers) begin their home search online





Which social platform is right for you?



Which social platform is right for you?

- Which platforms do you and your staff use personally?
How often and to share what?
- Are you in the habit of documenting?
- How much time do you have to dedicate to social media?





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Platform Considerations & Skills to Think About



Platform Considerations & Skills to Think About

- **Facebook & Instagram** have the largest user base in the home buying/selling demographic – Requires the least effort
- **Twitter** is a conversation. Requires active participation
- **LinkedIn** is great for business and networking. Can lead to referrals from business partners.
- **Snapchat & TikTok** demographics are only recently in the homebuying demographic. These platforms require daily effort.





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How do I find my customers?



How do I find my customers?

- Google them!
- Look at your recent transactions. What story do they tell?
- How do your top clients reach their customers? Mimic their behavior.





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What sort of content will my customers care about?



What sort of content will my customers care about?

- Focus on relevancy.
- Local always wins. The more local the better.
- Local News Sources, Business Journals, Local Magazines
- What content would your followers want to share with their followers?





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What tools can I use to stay consistent?

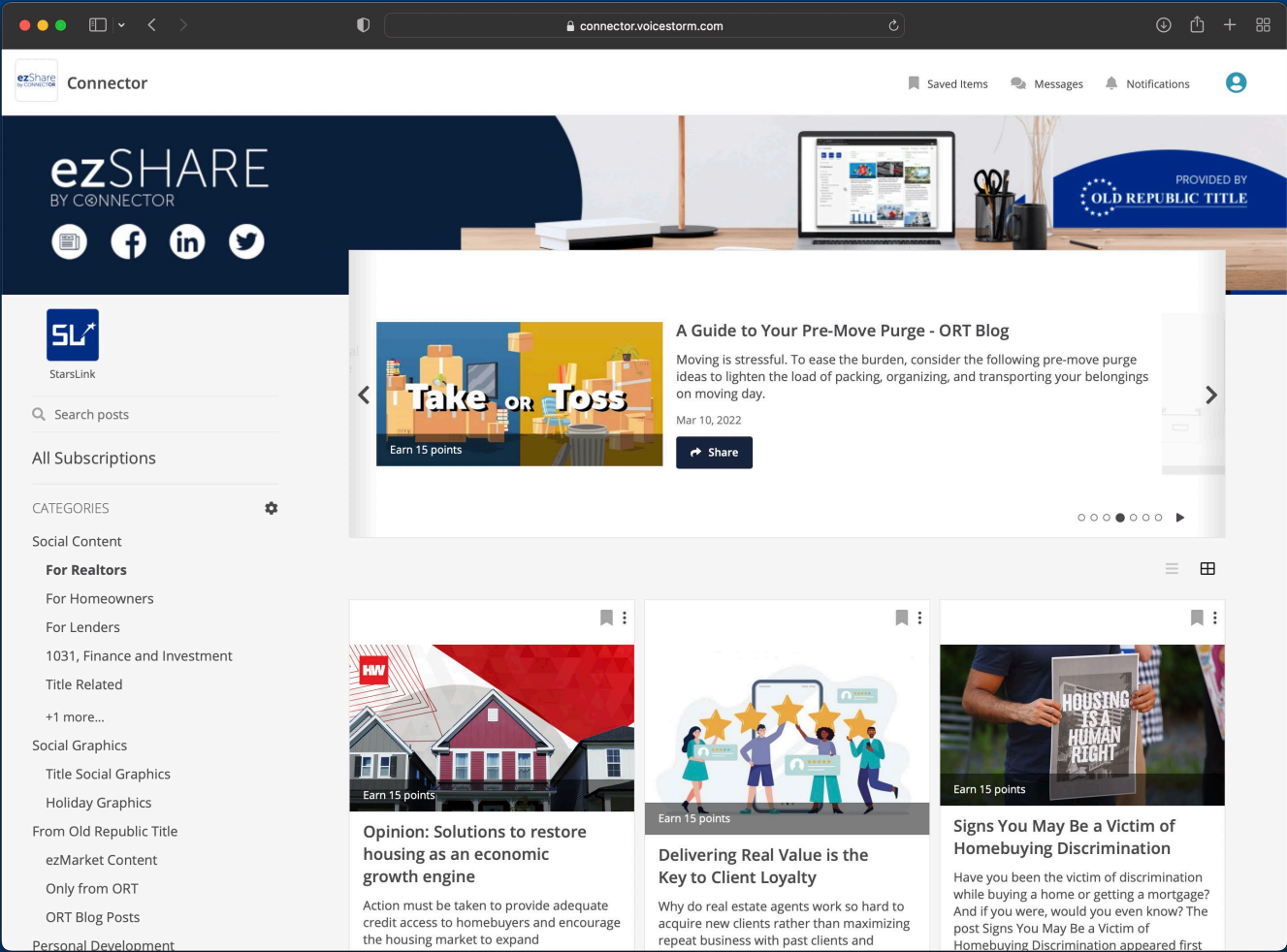


What tools can I use to stay consistent?

- Your Calendar! Schedule time to post.
- Meta Business Suite – Facebook & Instagram
- Subscription Platforms for larger teams
 - Hootsuite
 - Sprout Social
- Paper.li – Social Content



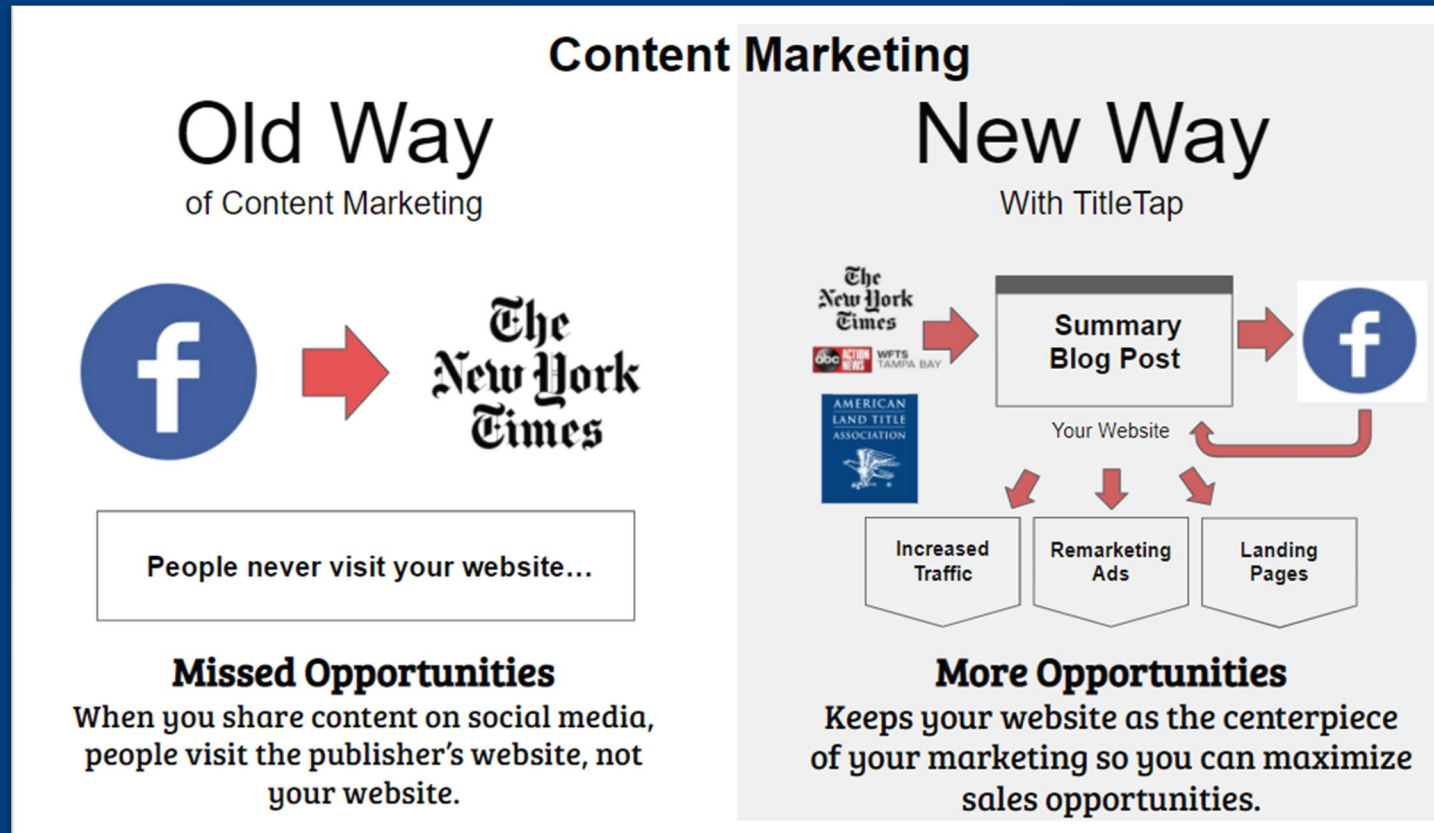
Bonus Tool – ezShare by Old Republic Title



Bonus Tool – Content Marketing by TitleTap



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How do I set social media goals that are realistic?



How do I set social media goals that are realistic?

- What is the ROI of your mother?
- What is the cost of not having it? Do your competitors have it?
- What is the value of "connection?"



Where do I go from here?

- Consider which platforms are right for you. Start simple.
- Do I have the tools that I need? Do what you know.
- Go to where your customers are.
- Local content always wins.
- Use your calendar. Stay consistent.
- Start with the end in mind. It's a marathon, not a sprint.





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Q&A



Contact Us



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