

ALTA

in SIGHTS

REAL TIME | ON-DEMAND



How to Use Social Media as a Digital Marketing Tool

Linda Grahovec | FNF Family of Companies

Kaelyn Guillory | Ironclad Title LLC

Patrick Harris | Stewart Title/Western Division

Today's ALTA Insights Featured Sponsor



Today's Speakers



Kaelyn Guillory
Ironclad Title, LLC



Linda Grahovec
*FNF Family of
Companies*



Patrick Harris
*Stewart Title/
Western Division*





The Essentials of Digital Marketing

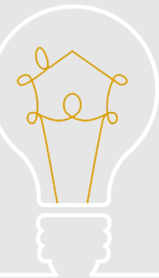


Digital Marketing



Control Your Message

If you don't tell your story, someone else will.

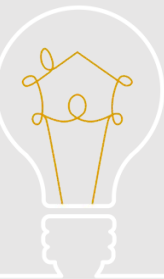


Digital Marketing



Keep It Consistent

Continuity for brand recognition is important.



Digital Marketing



The Power of Planning

The devil is in the details.

Planning gives you creative freedom.



Digital Marketing



Own It

Take the content and make it yours.
Be yourself; you're the best person at it.





How To Use The Resources That Are At Your Fingertips To Turn Your Social Media Posts Into Your Digital Marketing Strategy



Anatomy of a Social Media Campaign



Set Business Goals

It's best not to experiment without a clear idea of how social media will support your business goals.



Create a Strategy

A strategy will help you to deploy social media in the best way to reach your goals by prioritizing on the channels in our RADAR which are most effective. Know your audience and what mediums they are active in.



Active Social Listening and Reputation Management

Most advice on social media marketing strategies advises to start by listening to your conversations.



Define Content and Engagement Strategy

Acknowledge that encouraging engagement and participation are the biggest challenges to social media marketing, so clear strategies are needed to show how to achieve these.



Anatomy of a Social Media Campaign



Define Communications Strategy

A continuous communications strategy is necessary to engage your audience through the many channels available. Define the types of content value you offer through different social channels and the frequency.



Deploy Best Practice Approaches for the Core Platforms

Each social media platform such as Facebook, Twitter, LinkedIn, Instagram and YouTube has unique characteristics and audience needs.



Optimize

Optimize your presence to deliver real value for your business. Where is the most engagement, most shares, most click throughs? Are you looking at the analytics, your increase in website traffic?





WHO IS YOUR TARGET AUDIENCE?

- lenders, attorneys, REALTORS
- certain generation or geography



WHAT DO YOU WANT TO TELL THEM?

- what value add information are you providing
- curating the right content is the challenge

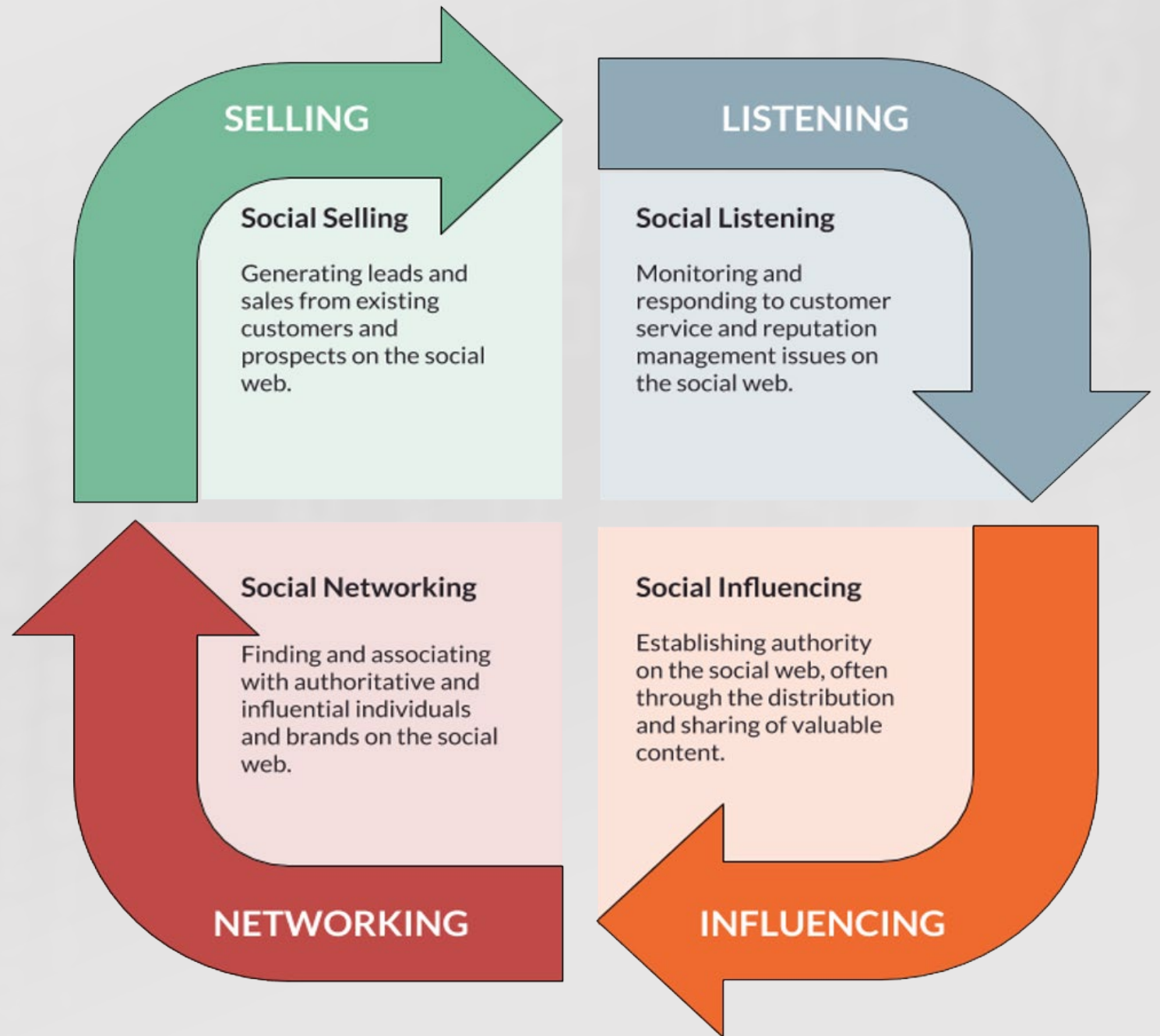


WHERE IS THE CALL-TO-ACTION?

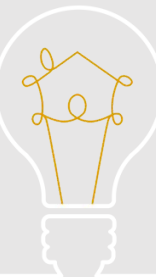
- where are you taking your audience
- are they directed to a person, place, thing
- is it a dead end or to another 'value pool'




Social Cycle



Digital Marketing




Go to
[alta.org/
homeowner](https://alta.org/homeowner)



AMERICAN
LAND TITLE
ASSOCIATION

[Business Tools](#) [Advocacy](#) [Education](#) [News](#) [Events](#) [About](#) [Store](#)

 [MY ACCOUNT](#) | [LOG OUT](#) [JOIN](#)

Communicate the Benefits

ALTA provides members with tools to easily communicate the benefits of what you do with homeowners, REALTORS® and others.

Quick Links

- Coronavirus
- ALTA Publications
- ALTA Registry
- ALTAPrints.com
- Best Practices
- Compensation Index
- Consumer Marketing**
- E&O Insurance
- Elite Provider Program
- Financial Crimes Enforcement Network (FinCEN)
- HomeClosing101.org
- Human Resources Sample Library
- Industry Research
- Information Security
- Marketplace
- Membership Directory
- MERS
- Mortgage Fraud Prevention
- Our Values
- Patriot Act Search
- Policy Forms
- Talent Focus
- Title Insurance Regulatory Survey
- TRID Education & Resources

Reach Consumers

Educating consumers is vital to growing your business in the digital world.

[See Resources](#)

Reach Your Customers

REALTORS®, lenders and others in the settlement industry can help explain the benefits of title insurance. Use the tools to train your clients.

[See Resources](#)

Reach Regulators

Regulators work with our industry to build a better product every day. It is important that we help our regulators understand our messaging.

[See Resources](#)

Start Here

Get your feet wet with some of our most popular items. This curated set of resources will get you started.

[See Resources](#)

Social Media Marketing Calendar

Stay in contact with your customers with this yearly calendar of social media posts.

[See Resources](#)


All Resources

The HOP Committee has developed over 100 resources that you can use to market your business and educate your customers.

[See All Resources](#)

Featured Resource

A Homeowner, a Realtor and a Lender Walk Into a Bar... Script



ALTA MEMBER BENEFIT



Resources Powered by HOP



Reach Consumers

Educating consumers is vital to growing your business in the digital world.

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By Product



ALTAprints

ALTA members can easily customize more than 60 HOP resources with their company logo and contact information, download modified digital files for free or order discounted print products for use in their local market.

[See Resources](#)

Presentation Resources

ALTA has created several powerpoints that ALTA members can customize and use in the marketing and sales process with homeowners, internal staff training, and to spread awareness of wire fraud.

[See Resources](#)

Digital Marketing

Blogs and social media content can help propel your message to your community, and help you become the subject matter expert.

[See Resources](#)

Internal Training

Internal training reflects a solid knowledge of the organization's culture and identifies the exact skills and knowledge that participants need to succeed in their jobs.

[See Resources](#)

HOP Leader Resources

Current HOP Leaders Gain Access to a Library of exclusive content developed by the HOP Committee, including the latest presentations.

[See Resources](#)

Spanish Language

ALTA has translated some of our most popular items for ALTA members to use in their markets.

[See Resources](#)

Communication Templates

Use these easy-to-use and professionally-designed templates for all your homebuyer communications and presentations.

[See Resources](#)

3rd Party Resources

ALTA has compiled a list of resources from other trade associations that you can use in consumer education.

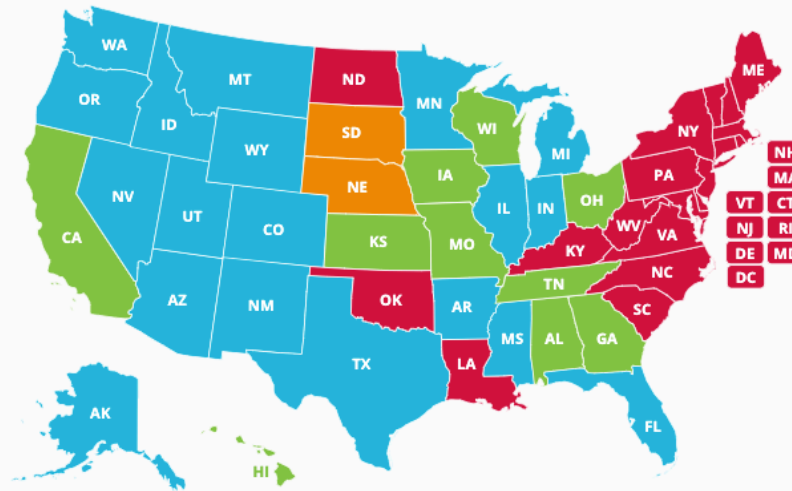
[See Resources](#)

ALTA MEMBER BENEFIT



Resources Powered by HOP

■ By State



- Seller-Pay States
- Buyer-Pay/Attorney States
- Negotiable/Varies
- Divided Equally

Hover over any state to see HOP leaders in the state.

For Consumers

For Industry Partners

For HOP Leaders

Find a HOP Leader



Types of Resources Available

Doorhangers



THE FAQs OF TITLE INSURANCE FOR HOMEBUYERS

WHAT IS TITLE?
Title is your ownership right to your property.

WHAT IS TITLE INSURANCE?
Title insurance is a policy that protects your investment and property rights.

There are two different types of title insurance: owner's policy and lender's policy.

- OWNER'S POLICY**
An owner's policy protects your property rights for as long as you or your heirs own the home.
- LENDER'S POLICY**
A lender's policy is usually required by the lender and protects only the lender's financial interests. The buyer typically pays for this policy, but this varies depending on geography. We recommend you ask an ALTA member how it's handled in your area.

For more information, ask an ALTA member or visit homeclosing101.org

 American Land Title Association
Protect your property rights



WHY SHOULD I PURCHASE OWNER'S TITLE INSURANCE?

Owner's title insurance is the best way to protect your property from future legal claims. It's a one-time fee that covers you and your heirs for as long as you own your home. The owner's policy also covers potential legal fees for settling claims against your property rights.

WHAT DOES OWNER'S TITLE INSURANCE COST?
The one-time payment for owner's title insurance is low relative to the value of your home. The typical owner's title insurance policy costs around 0.5% of the home's purchase price.

HOW LONG AM I COVERED?
Your owner's insurance policy lasts for as long as you or your heirs own your property. Your life will change over time, but your peace of mind never will.

WHERE CAN I GET MORE INFORMATION?
The American Land Title Association helps educate homebuyers like you about title insurance so you can protect your property rights. Check out homeclosing101.org to learn more about title insurance and the home closing process.

 American Land Title Association
Protect your property rights

This advertising is for informational purposes only. Actual coverages and your eligibility may vary by company and state. For exact terms, conditions, exclusions, eligibility and limitations, please contact a title insurance company authorized to do business in your location.

For more information, ask an ALTA member or visit homeclosing101.org

Advertisements



YOUR LIFE WILL CHANGE OVER TIME. YOUR PEACE OF MIND NEVER WILL.

As long as you own your home, owner's title insurance protects your property rights. Now that's peace of mind every homebuyer deserves. If you're buying a home, ask an ALTA member for more information or visit homeclosing101.org.

 American Land Title Association
Protect your property rights

Education Flyers



7 REASONS WHY EVERY HOMEBUYER NEEDS OWNER'S TITLE INSURANCE

BUYING A HOME IS AN EXCITING AND EMOTIONAL TIME FOR MANY PEOPLE. TO HELP YOU BUY YOUR HOME WITH MORE CONFIDENCE, MAKE SURE YOU GET OWNER'S TITLE INSURANCE. HERE'S WHY IT'S SO IMPORTANT FOR YOU:

- PROTECTS YOUR LARGEST INVESTMENT**
A home is probably the single largest investment you will make in your life. You insure everything else that's valuable to you—your life, car, health, pets, etc., so why not your largest investment? For a one-time fee, owner's title insurance protects your property rights for as long as you own your home.
- REDUCES YOUR RISK**
If you're buying a home, there are many hidden issues that may pop up only after you purchase your home. Getting an owner's title insurance policy is the best way to protect yourself from unforeseen title discrepancies. Don't think it will happen to you? Think again.
- YOU CAN'T BEAT THE VALUE**
Owner's title insurance is a one-time fee that's very low relative to the value it provides. It typically costs around 0.5% of the home's purchase price.
- COVERS YOUR HEIRS**
As long as you or your heirs own your home, owner's title insurance protects your property rights.
- TITLE CLAIMS CAN INCLUDE:**
 - outstanding mortgages and judgments, or a lien against the property because the seller has not paid his taxes
 - pending legal action against the property that could affect you
 - an unknown heir of a previous owner who is claiming ownership of the property
- NOTHING COMPARES**
Homewoners insurance and warranties protect only the structure and belongings of your home. Getting owner's title insurance ensures your property rights are protected.
- 8 IN 10 HOMEBUYERS AGREE**
Each year, more than 80% of America's homebuyers choose to get owner's title insurance.
- PEACE OF MIND**
If you're buying a home, owner's title insurance lets you rest assured, knowing that you're protected from inheriting possible debts or legal problems, once you've closed on your new home.

For more information about owner's title insurance, ask an ALTA member or visit homeclosing101.org

1800 H Street, NW, Suite 300S, Washington, D.C. 20036-6828 | P. 202.296.3071 | homeclosing101.org



Types of Resources Available

Posters



Rack Cards



Digital Media



Types of Resources Available

Blog Posts



American Land Title Association
Protect your property rights

7 REASONS WHY EVERY HOMEBUYER NEEDS OWNER'S TITLE INSURANCE

Buying a home is an exciting and emotional time for many people. To help you buy your home with more confidence, make sure you get owner's title insurance. Here's why it's so important for you.

- 1. Protects Your Largest Investment**
A home is probably the single largest investment you will make in your life. You insure everything else that's valuable to you—your life, car, personal property, health, pet, jewelry, etc., so why not your largest investment? For a one-time fee, owner's title insurance protects your property rights for as long as you or your heirs* own the home.
- 2. Reduces Your Risk**
If you're buying a home, there are many hidden issues that may pop up after purchasing it. Getting an owner's title insurance policy protects you from legal title discrepancies. Don't think it will happen to you? Think again. Here are just some of the many situations that you'll be protected from if you have owner's title insurance.

Unforeseeable title claims, such as:


 - Forgery: making a false document
 - For example, the seller misrepresents the identity of the person who sold the property.
 - Fraud: deception to achieve unfair gain
 - For example, someone steals your identity and either sells your house without your knowledge or consent, or takes out a second mortgage on the property and walks away with the money.
 - Clerical error: inconsistent paperwork and historical records
 - For example, an unforeseeable discrepancy in the property or fence line can cause confusion in ownership rights.

Unexpected title claims, such as:

 - Outstanding mortgages and judgments, or a lien against the property because the seller has not paid his taxes
 - Pending legal action against the property that could affect you
 - An unknown heir of a previous owner who is claiming ownership of the property
- 3. You Can't Beat the Value**

1800 M Street, NW, Suite 3005, Washington, D.C. 20036-0808 | P. 202.296.3471 | F. 202.223.5643 | homecloing101.org

Handouts



THE FAQs OF TITLE INSURANCE

WHAT IS TITLE?
Title is your _____ to your property.

WHAT IS TITLE INSURANCE?
Title insurance is a policy that protects _____ and _____. There are two different types of title insurance:
 ● An owner's policy is purchased by _____. While it is your choice, purchasing an owner's title insurance policy is the best way to protect your interests.
 ○ Who does it protect? You, the homebuyer, are covered as well as your _____
 ● A lender's policy is usually paid for by _____. It is almost always required by the lender and protects only _____.
 ● Who does it protect? _____ is covered by the lender's policy.

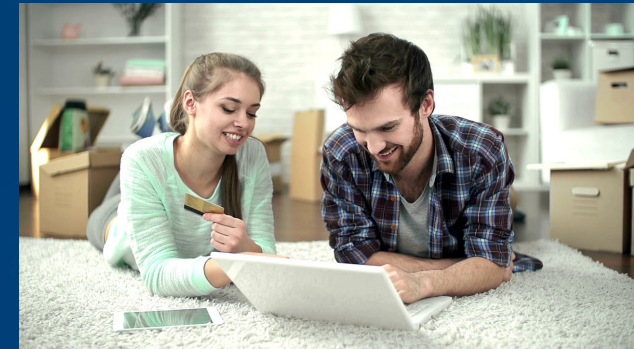
WHY PURCHASE OWNER'S TITLE INSURANCE?
A home is the largest investment you will make in your life. Owner's title insurance is the _____ that protects your property from legal claims. It's a _____ that covers you and your heirs as long as you own your home. The owner's policy also covers potential legal fees for settling claims against your ownership rights.

WHAT IS A TITLE SEARCH?
A title search is an early step in the home-buying process to _____ that could limit your rights to the property.

WHAT DOES OWNER'S TITLE INSURANCE COVER?
Under the owner's title insurance policy, you are protected against any _____ in the title. Common errors include:
 1. _____; making a false document; for example, the seller misrepresents the identity of the person who signed the title.
 2. _____; deception to achieve unfair gain; for example, someone steals your identity and either sells your house without your knowledge or consent, or takes out a second mortgage on the property and walks away with the money.
 3. _____; inconsistent paperwork and historical records; for example, an unforeseeable discrepancy in the property or fence line can cause confusion in tracking the title history.

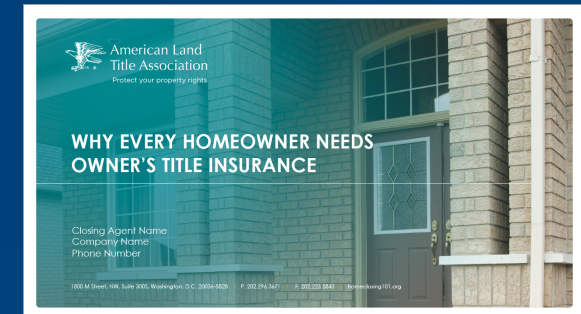
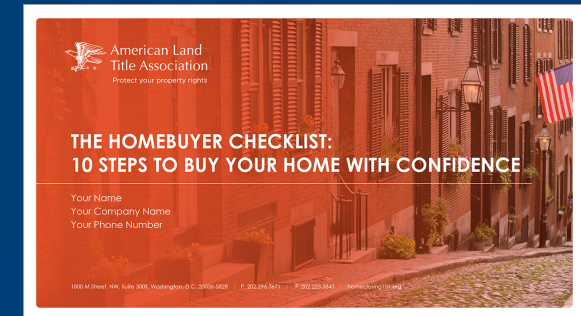
HOW LONG ARE YOU COVERED?
Your owner's insurance policy lasts as long as _____.

Video Library



Types of Resources Available

PowerPoint Presentation Resources



Types of Resources Available

Use Multiple Mediums to Develop Awareness Campaign

AMERICAN LAND TITLE ASSOCIATION & INSERT TITLE COMPANY NAME HERE

PROTECT YOUR MONEY WHEN BUYING A HOME FROM WIRE FRAUD SCHEMES

Every day, hackers try to steal your money by emailing false wire instructions. Criminals will use a similar email address and steal a logo and other info to make it look like the email came from your real estate agent or title company. You can protect yourself and your money by following these steps:

BE VIGILANT

- Call, don't email. Confirm your wiring instructions by phone using a known number before transferring funds. Don't use phone numbers or links from an email.
- Be suspicious. Be suspicious of any company that asks you to change wire instructions and payment info by email.

PROTECT YOUR MONEY

- Confirm everything. Ask your bank to confirm the name on the account before sending a wire.
- Verify immediately. Within four to eight hours, call the title company or real estate agent to confirm they received your money.

WHAT TO DO IF YOU'VE BEEN TARGETED

- Immediately call your bank and ask them to trace a recall notice for your wire.
- Report the crime to www.IC3.gov.
- Call your regional FBI office and police.
- Detecting that you sent money to the wrong account within 24 hours is the best chance of recovering your money.

For more information about the home closing process, please visit: HOMECLOSING101.ORG

This is for informational purposes only and should not be considered legal advice.

American Land Title Association

Protect Your Money

www.stopwirefraud.org

CAUTION!

- Call your title company to learn their process for wiring money.

TITLE COMPANY NAME

MAIN PHONE NUMBER

ESCROW OFFICER'S NAME

PHONE NUMBER

Your title company will never change their bank account or wiring instructions during your transaction.

CALL IMMEDIATELY IF:

- You receive a text, email, phone call, or other communication to change wire instructions or contact information.

CONFIRM BEFORE YOU SEND MONEY

- Before you send money, call your title company to confirm wire instructions – you should always use a phone number listed above.
- If no phone numbers are listed above, call your real estate agent for the correct phone number.
- After you send money, call the title company again to confirm that the money was received.

CLOSE THE DEAL!

DON'T BECOME A VICTIM

PROTECT YOUR MONEY WHEN BUYING A HOME FROM MORTGAGE CLOSING SCAMS

You can protect yourself and your money by following these steps:

BE VIGILANT

- Call, don't email
- Be suspicious

PROTECT YOUR MONEY

- Confirm everything
- Verify immediately

WATCH THIS VIDEO TO LEARN MORE

WHAT TO DO IF YOU'VE BEEN TARGETED

- IMMEDIATELY** call your bank and ask them to issue a recall notice for your wire
- REPORT** the crime to www.IC3.gov
- CALL** your regional FBI office and police
- DETECTING** that you sent money to the wrong account within 24 hours is the best chance of recovering your money.



And now the star
of the show....



Social Media Calendar



What is It?

**Pre-made social media posts
1 a week for every month
of the year**

- Post copy is customizable
- Each post comes with HOP video or image



AMERICAN
LAND TITLE
ASSOCIATION



[Business Tools](#)

[Advocacy](#)

[Education](#)

[News](#)

[Events](#)

[About](#)

[Store](#)



Social Media Marketing Calendar

January

Audience – Consumers

February

Audience – Consumers

March

Audience – Consumers

April

Audience – Consumers

May

Audience – Consumers

June

Audience – REALTORS®

July

Audience – REALTORS®

August

Audience – Consumers

September

Audience – Consumers

October

Audience – Consumers

November

Audience – REALTORS®

December

Audience – Consumers



ALTA MEMBER BENEFIT



Content from HOP



Photo Inspiration Board



Pre-campaign Posts



Weekly Posts

What's Included

March

Content:

- **Closing Time: 6 Steps Every Homebuyer Should Expect** (blog)
- March **Photo Inspiration Board**

Audience - Consumers

Pre-Post

1. It's time! You're buying a home. Maybe it's your first or your 10th. Either way there are certain things you should expect to happen every time. Follow along as we post about the **6 Steps Every Homebuyer Should Expect!**

WEEK 1

1. **Expect to look at a lot of houses.**

Whether you use a Realtor® or search on your own, don't jump at the first house you see. Think long term, ask questions, check out the neighborhood. This is the largest financial decision you will make in your life.

2. **Expect to negotiate – again and again.**

If you are purchasing your home with a spouse, partner, or other individual, you will likely negotiate your likes and dislikes. Once you find your dream home, you'll negotiate the price. [Learn more.](#)

3. . . . **And Keep Negotiating**

After the inspection is done, you'll negotiate any repairs or monetary considerations. Negotiating is about finding your way over or through an obstacle, not being stopped by the obstacle. So, go ahead. Negotiate.

WEEK 2

1. **Expect things to change.**

It could be the date of the inspection. It could be the date of the closing. It will likely be the amount of money you will need to bring to closing. During the process things change. And that's ok. You just have to be prepared to adjust.

2. **Expect clear title.**

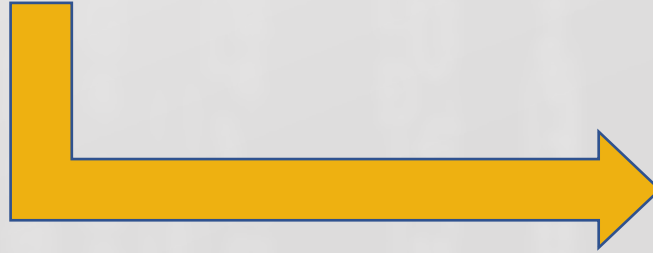
Make sure your attorney or title company has conducted a title search, reviewed the results, and dealt with any issues or defects. If you don't have clear title when you purchase the house, you may run into problems when you try to sell it later. **Even President Lincoln had title issues . . . twice!**



Customize & Call to Action

2. Expect clear title.

Make sure your attorney or title company has conducted a title search, reviewed the results, and dealt with any issues or defects. If you don't have clear title when you purchase the house, you may run into problems when you try to sell it later. **Even President Lincoln had title issues . . . twice!**





Make it Your Own



Call to Action

Create Post


 Western Title Company

 Public


STEP #4: Expect clear title.

Make sure your title company has conducted a title search, reviewed the results, and dealt with any issues or defects. If you don't have clear title when you purchase the house, you may run into problems when you try to sell it later. Even President Lincoln had title issues . . . twice!

Here at Western Title company...



Add to Your Post



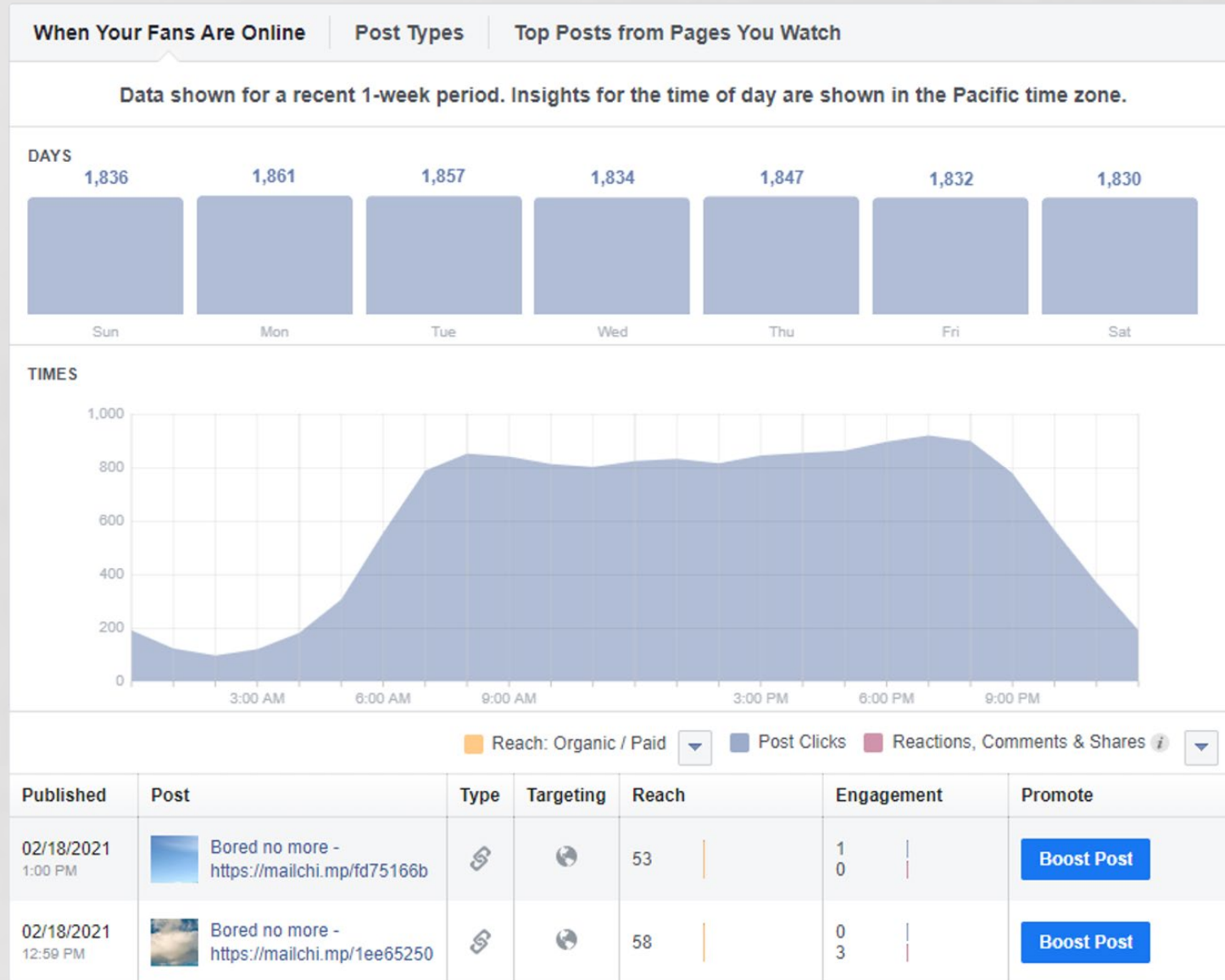


Build It Better!

Start Posting Daily



Create Monthly Campaigns



Go to

alta.org/social-media-marketing-calendar

Thank You!



Q&A

