

Road Map to SM Success

This worksheet is provided to assist you in implementing your SM strategy

- Think about your new Brand name
- I have researched my brand name using www.namechk.com
- Buy your Domain on godaddy.com
- Set up your wordpress.com blog
- Host your wordpress.com blog on Hostgator.com
- Set up email to go with new domain name
- Get new head shots done for SM
- Set up a Twitter account utilizing brand name (set up multiple accounts if you need to)
- Set up your Facebook Fan Page with the brand name
- Set up your Skype handle with brand name
- Register your Youtube.com name
- Set up your Youtube channel
- Register for LinkedIn – under your own name
- Set up your Ustream.com or Qik account for video feeds
- Set up your Flickr account
- Set up Foursquare account
- Set up Yelp
- Set up Google alerts for your name, twitter handle, listings, keyword searches
- Set up Socialmention.com for your brand
- Use hootsuite.com, socialoomph.com or socialmadesimple.com to schedule posts to Twitter, FB, FB fan page, WordPress, LinkedIn
- Add new email account to phone
- Add apps on the SM to your phone
- Get your QR code from clikbrix.com
- Use your QR code on my listings and marketing material
- Schedule to shoot a Member Video at har.com/hartv
- Update your email signature with Facebook, Twitter, Skype, LinkedIn
- Plug all your passwords into SplashID and download App for your phone
- Analyze target market
- Set up marketing plan-
Content?
Frequency? (10 to 1 is good ratio)
Where to push content to? Twitter, Facebook, FB Fan Page
- Grab RE content from these places
 - HGTV.com Youtube.com
 - HAR.com HAR TV channel
 - Realtor.org RealtorTV

Houselogic.com Enewsletters

- Schedule content push using Hootsuite, Socialmadesimple.com, etc.
- Engage people –Remember etiquette and manners
- Add your member video as static video in FB Fan, Facebook, tweet it out, add to your wordpress site
- Learn to video your listings
- Put your listings on my youtube channel, link in to MLS and put on FB Fan page
- I use my QR code on my listings and marketing material
- Create your own mini-slideshows about your community and push to FB, Twitter, and Wordpress site using Animoto.com
- Use Postlets.com to promote your listings
- Fill out your profile with Zillow.com
- Fill out your profile on Trulia.com
- Complete your profile on Texasrealtors.com
- Live stream video to clients from your phone using Ustream or Qik
- Know your Klout score
- Start using the Client Survey Ratings or reachfactor.com
- Use Roost.com
- Use Xobni in your Outlook