

# Building A Community Around Your Brand

Presented by: Riley VanderKaay

Co-Founder & CEO - The Speculo Group



# History of Speculo

- History of Kyle and I
- Where we started
- Why we chose real estate
- Where we are now



# Why Does Your Brand Matter?

- The world of broad targeting is here...
- Broad targeting requires engaging content that hooks and retains attention from viewers - Video
- Especially during a market shift, building a personal brand is ESSENTIAL and now is the best time to take advantage
  - There is a massive shift in market share on its way
- Your industry is saturated... what makes you memorable?



# Complaints & Excuses Real Estate Agents Have and Make

- How do I even start?
- Takes too much time
- Doesn't improve the bottom line
- I am not tech savvy
- I don't get any views
- What do I talk about?



# The Purpose of This Presentation

Teaching you what the next 5-10 years looks like for gaining market share in real estate



# Capturing Attention

- Number of real estate related searches and actions made online in Tampa in the past year
  - Facebook
    - 1.6M
  - Instagram
    - 1.4M
  - YouTube
    - 2.7M
  - Tiktok
    - #tampa #tampaflorida #tamparealestate - 3.4B
  - Shorts
    - 1.1M
  - LinkedIn
    - 14,000+



# Your Digital Database

- Where did the largest part of your revenue this year come from?
- Your database is where warm, ready to go referrals come from and the conversion rate is through the roof!
  - Why?
- They, or someone else they trust, know you and have had experiences with you
- Most important thing in this presentation right here...
  - Build content people will share and save
- How?
  - By giving VALUE



# Key Characteristics of The Algorithms

- VIDEO
- Virality is the goal
- Organic reach on reels, shorts, and tiktok right now is surpassing paid on other platforms
- Create videos on the spectrum of entertainment and education
- The shift in the algorithm is focused on the creator's merit
  - To keep people interested in the platform, they need to have volume and quality from YOU
- These platforms reward the content creators that are grabbing viewers by their interest and keeping them on the platform
- INFOTAINMENT





# Key Characteristics of The Algorithms - Continued

- The algorithm brings forward relevant videos specific to the user, aka their FYP, this helps you find your niche community very quickly
  - Create multiple unique types of video content and let the algorithm and viewers tell you what they want from you
- Build sharable and savable content
- Build content that fosters attention
- Ask for comments
- Engage with others on the platform

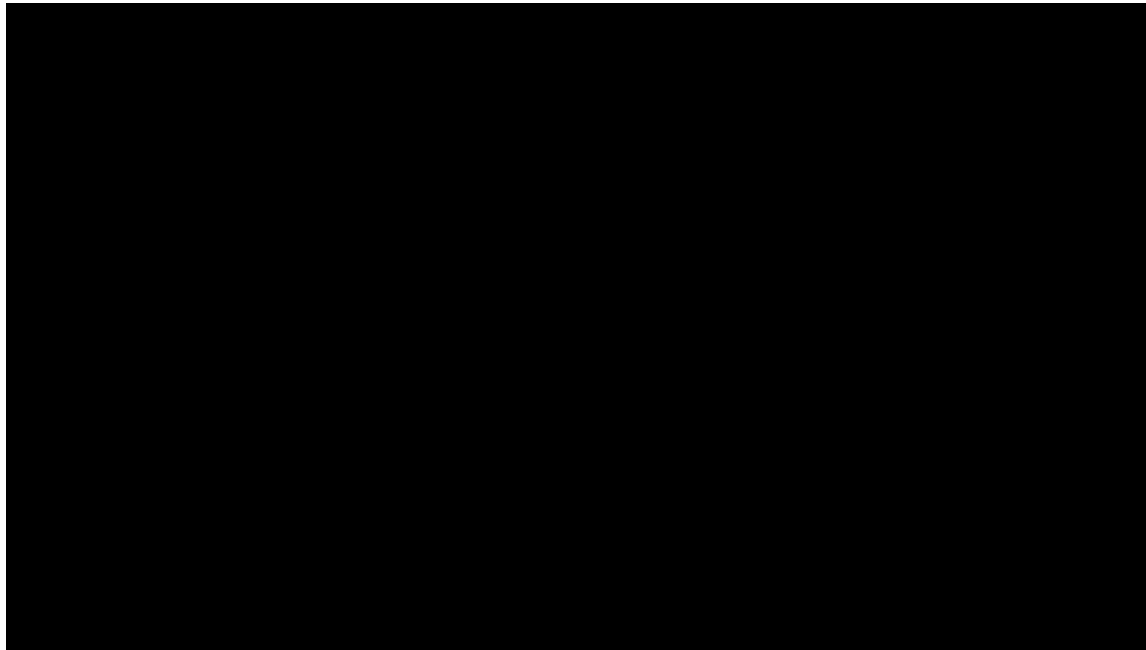


# Strategies Behind Content Creation

- SMMS
  - Self-awareness
    - Where do you thrive?
    - Where is your originality?
    - What is your unique value proposition?
  - Marketing Message
    - Clear
    - Concise
    - Credible
    - Compelling
  - Strategy
    - What we are discussing today



# Examples



# Examples



# The TikTokiafication Effect

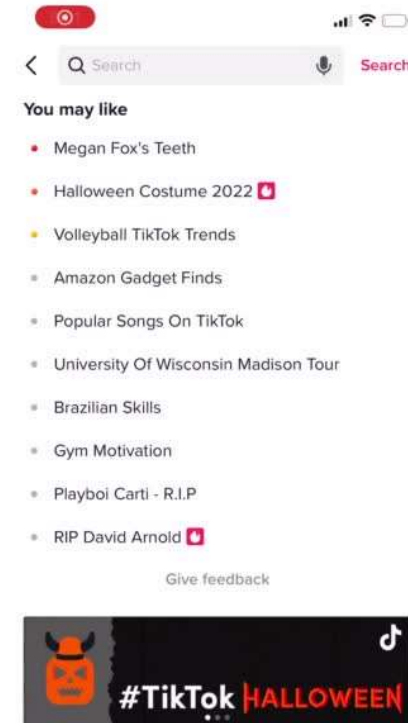
- The algorithm brings forward relevant videos specific to the user, aka your FYP, this helps you find your niche community very quickly
- Educate & entertain
- Home renovation, DIY, Lifehacks, Advice, Encouraging comments, real estate facts, and home tours
  - Study the trends
- Posting times
  - Monday: 6 AM, 10 AM, 10 PM.
  - Tuesday: 2 AM, 4 AM, 9 AM.
  - Wednesday: 7 AM, 8 AM, 11 PM.
  - Thursday: 9 AM, 12 AM, 7 PM.
  - Friday: 5 AM, 1 PM, 3 PM.
  - Saturday: 11 AM, 7 PM, 8 PM.
  - Sunday: 7 AM, 8 AM, 4 PM.
- Video length: 15-20 seconds with cuts every 2-3 seconds
- Captions
  - VEED



# TikTok

Use the platform to learn about all of this

- Identify your target audience
- Leverage TikTok trends
  - Videos
  - Sounds
  - Stitch
  - Duet
  - Video reply to comments
- Cut videos every 2-3 seconds to keep attention
  - Capcut
- Use hashtags effectively - 3 to 4 recommended
- Post 1-4 times daily
- Engage with followers and other creators



# Instagram

- Use Reels
  - Post 1-4 times a day
- Optimize your account bio
  - Include URL to your website
- Stay consistent
- Schedule posts in advance
- Post content your followers want
  - Behind the scenes
  - Before and after
  - Tutorial/DIY videos
  - Carousels
- Use hashtags – 3 to 4 recommended
- Engage others



# Facebook

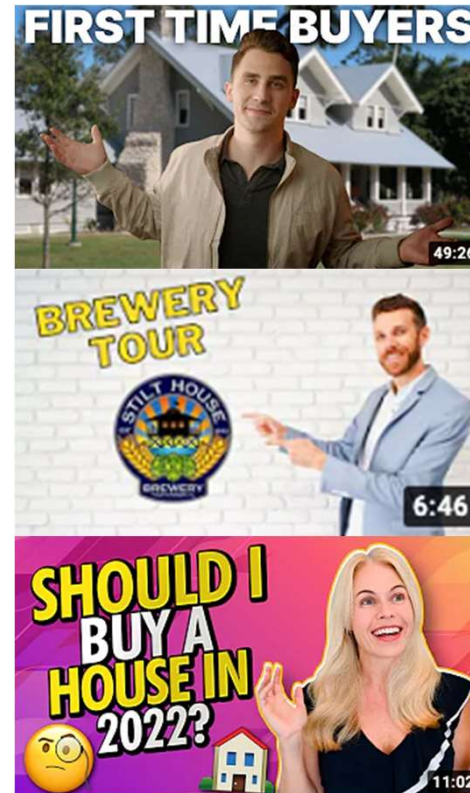
- Optimize your page
- Invite people to like your page
- Engage with followers
- Focus on local
- Maintain consistency
- Join or create relevant groups
- Focus heavily on Facebook stories and reels





# YouTube

- Target the right keywords
  - Answer the public
- Create top notch thumbnails
  - Canva
- Focus on video titles
  - Answer the public
- Build and promote video playlists
- Cross-promote YouTube channel
  - Shorts, reels, FB stories, etc.
- Call-to-action viewers into subscribers
- Post 1 time a week



# YouTube Shorts

- Chopped, short form clips from your long form video content
  - Descript
- Quick, short, engaging, choppy content
  - Cut video every 2-3 seconds to keep attention
  - Capcut
- Focus on value
- Focus on video titles
  - Answer the public
- Goal is to pull back viewer to long form content
- Post 1-4 times a day



# LinkedIn

- Provide helpful and inspiring content
- Post consistently
- Humanize your profession
- Interact with followers
- Use links and other calls to action (45% higher follower engagement)
- Re-purpose others content related to yours
- Post 1 a day



The screenshot shows a LinkedIn post from Kelly Lilly, dated 3 months ago. The post includes a comment from Sean Swauger and a main post by Kelly Lilly. The main post features a graphic for 'Florida Housing Finance Corporation HOMETOWN HEROES' and a link to an article titled '\$12.1M Goes to Fla.'s Hometown Hero Homebuyers'.

**Sean Swauger** · 1st  
Market President / Managing Broker at Berkshire Hathaway HomeServic...  
3mo · 🌐

**Kelly Lilly** thank you for sharing; this list is impressive! So many occupations qualify so be sure to check it out.

**Kelly Lilly** · 2nd  
3mo · 🌐 [+ Follow](#)

Woo Hoo!!!  
Are you a Hometown Hero in Florida? Would you qualify for this Homebuyer program? ...see more



**\$12.1M Goes to Fla.'s Hometown Hero Homebuyers**  
floridarealtors.org · 2 min read

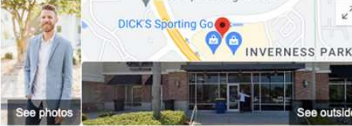
2

👤 Like 💬 Comment 🔄 Repost 📧 Send



# Google My Business

- Repurpose other content
- Push for reviews
- Post 1 a day



The screenshot shows a Google My Business profile for Donnie Hathaway - Palm Harbor Realtor. At the top, there is a header image with a man in a suit and a map showing the location in Inverness Park, Florida. Below the header, the business name is displayed along with a logo. There are buttons for 'Website', 'Directions', 'Save', and 'Call'. The profile has a 4.2-star rating from 26 Google reviews. The address is 2539 Countryside Blvd Suite #3, Clearwater, FL 33761. The hours are listed as 'Open' and 'Closes 6PM'. The phone number is (727) 240-2510, and the website is calendly.com. There are sections for 'Questions & answers' and 'Reviews'. The reviews section shows three reviews, all with 5 stars. The first review is from 'T' and says 'Donnie continued to go above and beyond by checking on the condo for me.' The second review is from 'Bo' and says 'He was able to negotiate everything we would want in repairs and a house offer.' The third review is from 'J' and says 'He helped me get many things accomplished through a tough inspection.'

Donnie Hathaway - Palm Harbor Realtor

4.2 ★★★★★ 26 Google reviews

Real estate consultant in Clearwater, Florida

**Service options:** Online appointments · Onsite services

**Address:** 2539 Countryside Blvd Suite #3, Clearwater, FL 33761

**Hours:** Open · Closes 6PM

**Phone:** (727) 240-2510

**Appointments:** calendly.com

Questions & answers

Be the first to ask a question

Reviews

"Donnie continued to go above and beyond by checking on the **condo** for me."

"He was able to negotiate everything we would want in repairs and a **house offer**."

"He helped me get many things accomplished through a tough inspection."

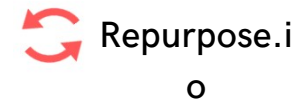
From Donnie Hathaway - Palm Harbor Realtor

"We inspire people and communities to fulfill their dreams. We do this by connecting people with their dream homes and local communities. Want to learn more? Schedule a discovery call with us



# Tools & Purpose

- Repurpose.io
  - Automatic posting for short form video content
- Descript
  - Short snippets from long form content
- Otter.ai
  - Transcribe popular video content
- Jarvis
  - Change up the copy from otter.ai to make it original
- Answer The Public
  - Find the questions people are asking
  - Use for titles on YT videos
- Buffer
  - Schedule posts and create content calendars
- Capcut
  - Cutting videos to help keep attention
- VEED
  - Generating and editing captions



# How to Measure & Optimize

- Technology and algorithms have become unfathomably intelligent
  - The algorithms will bring your videos to those who are interested in them
- Post content on platform and double down on what works, stop focusing on what doesn't
  - How to know what works
    - views
    - likes
    - comments
    - shares
    - Saves
- Once you discover what works, film lump sums at once and schedule out
- This is EXTREMELY important for lead generation which is our next lesson



# A Social Media Plan for Lead Generation

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# Necessities

- A well designed, personal website to you or your brand
- An IDX feed to allow others to search for homes on your website
- Data tracking tools for retargeting (i.e. tags, pixels, scripts)
- Strategies for generating organic traffic and reach
- Ad spend focused on generating transactions to achieve ROI



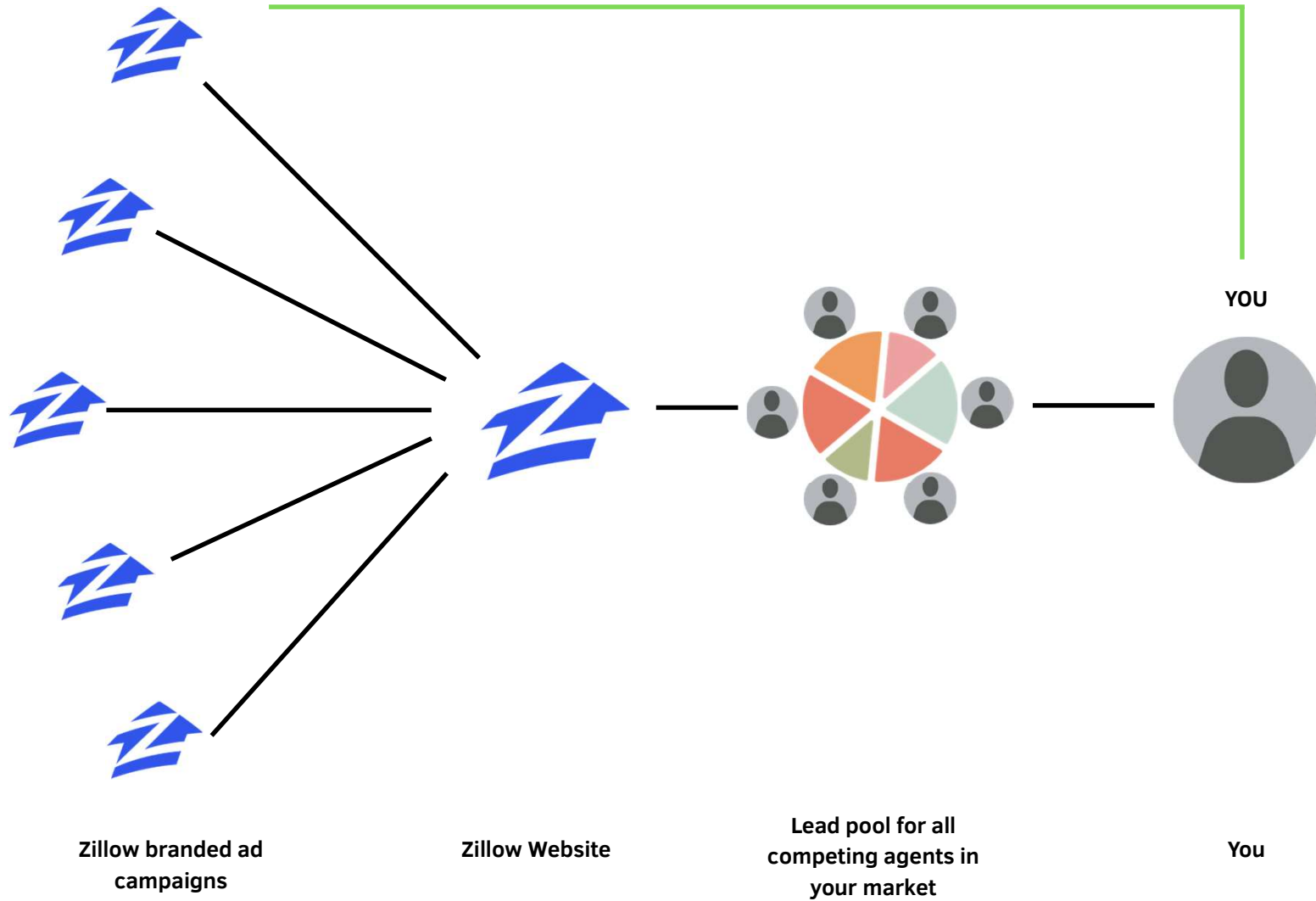


# Get Off Of 3rd Party Lead Generators



Your marketing budget

# The Zillow Model

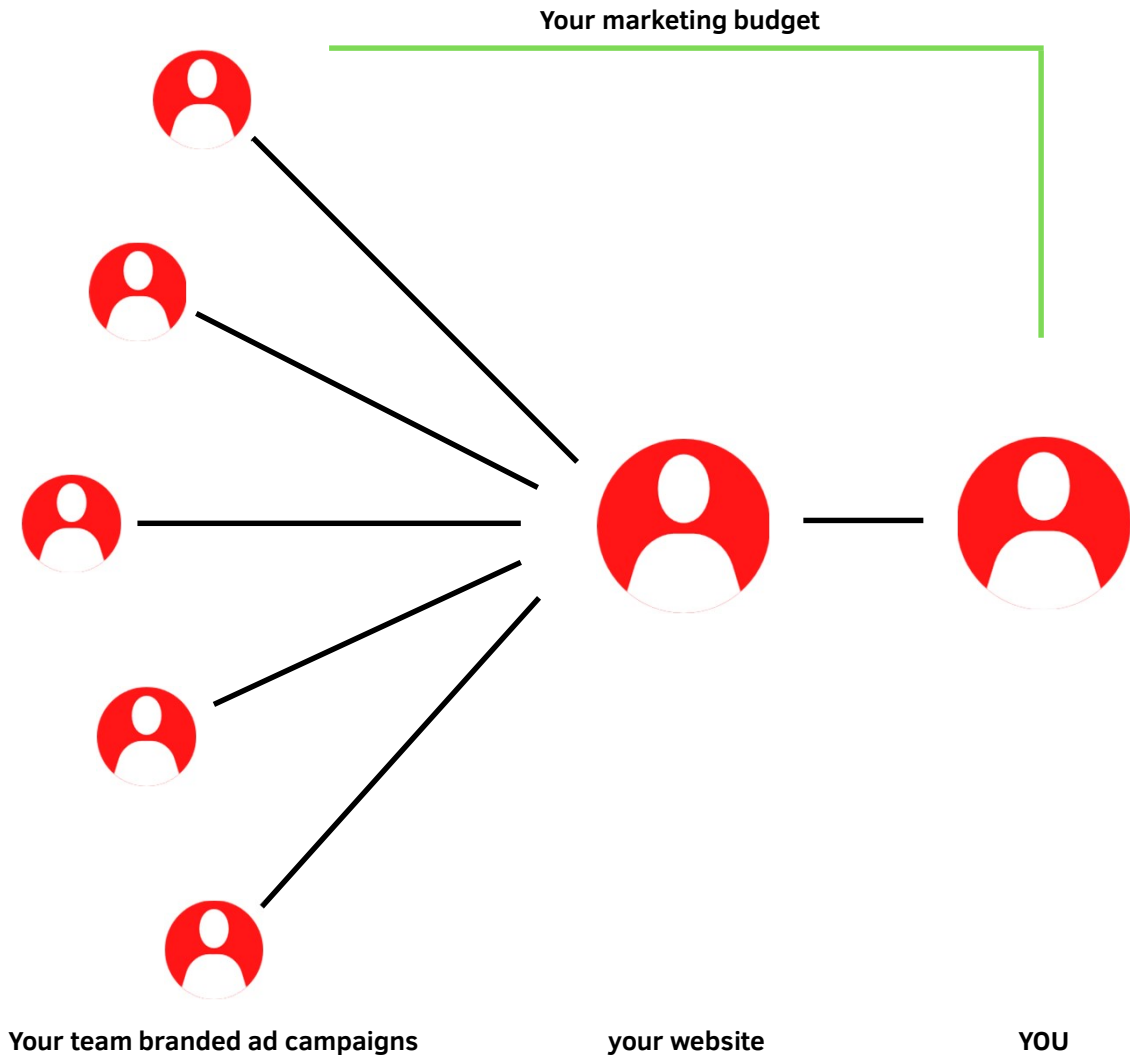


Zillow branded ad campaigns

Zillow Website

Lead pool for all competing agents in your market

You



# The Branded Website Model

# Facebook

- Recent updates really messed things up... lack of ability to effectively target and use look alike or special audiences in real estate
- The platform has become over saturated and overly expensive
- How d we get around it... listening to the algorithms and using broad targeting with video

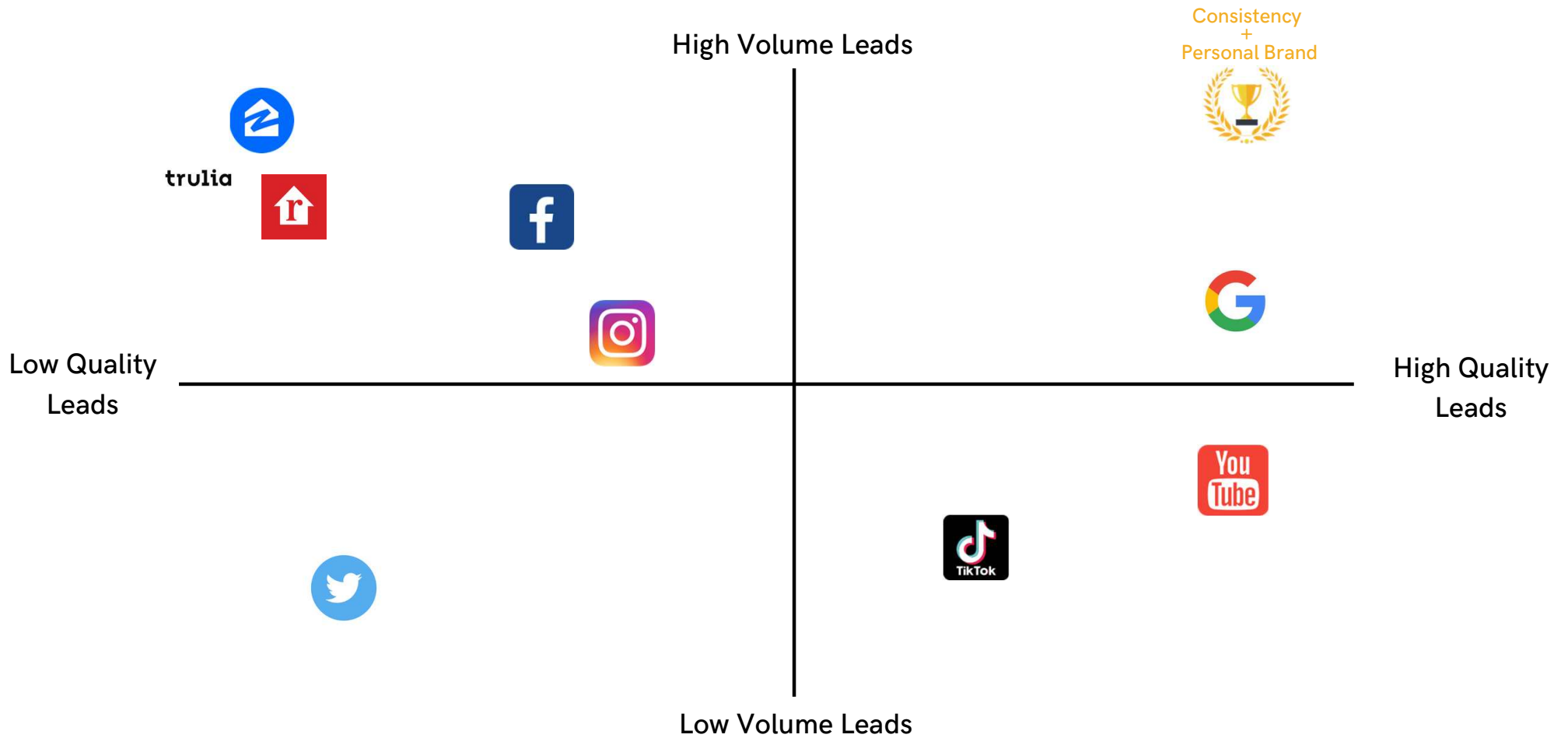


# Quality Over Quantity

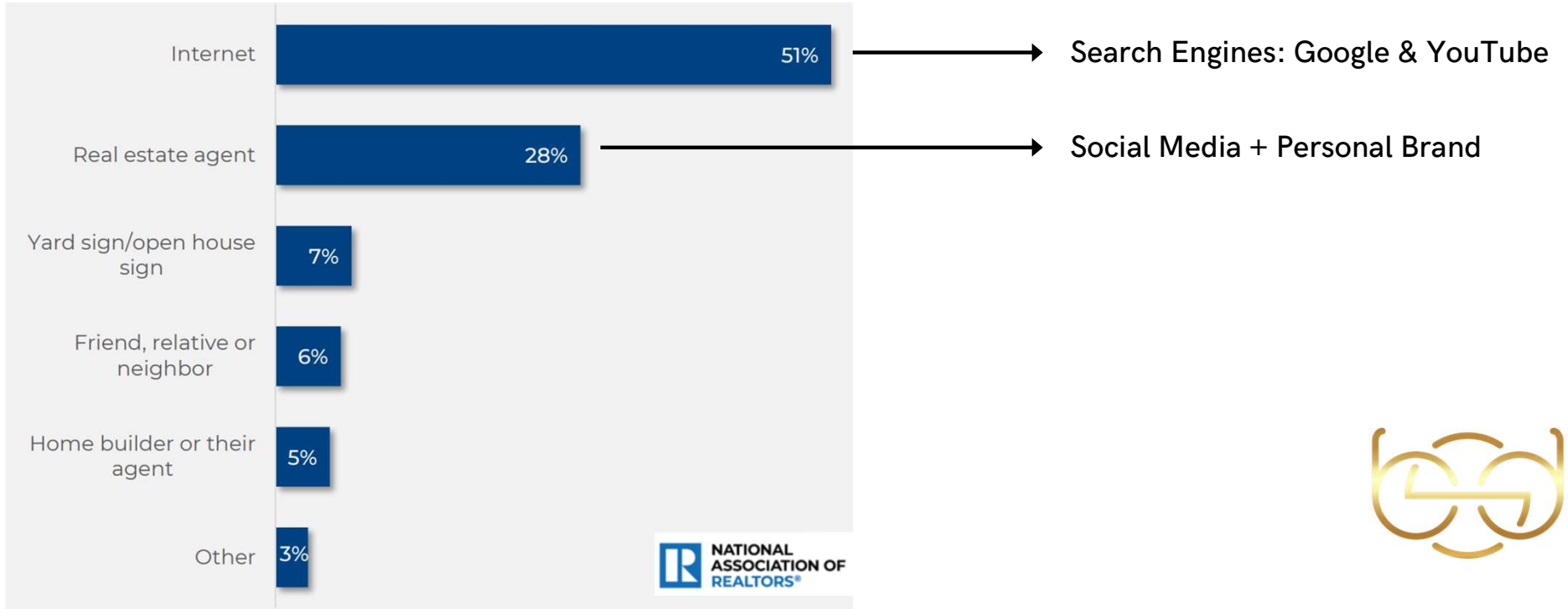
- This is the core to all lead generation
- There is no shortage of "leads" in real estate
- However, there is a shortage of transactions
- You want transactions



# Competitive Analysis



# Where Buyers/Sellers Go



# Where Should Your Focus & Budget Be?

## OUR TOP 3:

- Google Ads
  - "Tried and true approach" highly qualified, intent bearing leads
  - Generate warm leads at a low cost
  - Ideal starting budget \$1,000/month
- YouTube Ads
  - "Talk of the town" in real estate advertising
  - Leverages engaging video content with Google's targeting capability
  - Ideal starting budget \$200/month
- Tiktok Ads
  - "Wild west" of digital advertising for real estate agents
  - Low cost for attention
  - Ideal starting budget \$500/month





# The Power of Search Engines

- 97% of all home buyers used the internet during their home search
- 51% of home buyers, sellers, and investors start their search on Google and YouTube when conducting home research
- 76% used a mobile phone or tablet during their real estate search

Buyers typically searched for 8 weeks, viewing at least 9 homes, 5 of which were viewed solely online



# Tampa Search Engine Stats On Google

- Where:
  - Greater Tampa Bay Area
- Keyword searches with intent to use your services
  - 242,000+/month
- Average cost-per-click Google PPC
  - \$10.70 - \$29.91
- Average cost-per-click YouTube
  - \$0.10 - \$0.30
- Competition Level
  - 51/100 | Medium



# Google Ads

- Our favorite method of generating high quality, bottom-of funnel leads
- Intent-based marketing
  - The customer is asking for the services you offer and are, in turn, receiving ads for it
- Advanced targeting capabilities
  - You can easily target your ads to show up based on user interests, location, demographics, and if they are looking to buy or sell specifically

Example: If somebody makes a search - "4 bedroom homes for sale in Tampa, FL under \$800k" you can use AI to automatically create an ad that, once clicked on, takes them straight to an IDX feed on your website with every single 3 bedroom home for sale in Tampa under \$800k



# YouTube Ads

- YouTube is quickly becoming one of the best platforms for real estate agents to advertise on!
  - Mixes search and intent-based marketing with highly engaging video content
- Maximizes the potential to build awareness around your brand while also generating high quality leads

## The \$1.00 A Day Strategy

- Create 5 short videos on the following topics:
  - Your home is worth way more than you think
  - There has never been a better time to buy a home in \*your city\*
  - \*Your city\* market update
  - Crazy real estate story you have
  - I am your local expert
  - Client testimonial
  - High quality listing video
  - First time homebuyer educational video
- Analyze data to identify which videos are performing the best
- Over time, place more ad spend into those top performing videos



# TikTok (Wild West!)

- You can still target very deeply
- Organic impressions and reach is greater here than paid on FB
  - Steps to paid lead generation on Tiktok:
    - Identify high performing organic content

## Step-by-step process

- Set up your account
- Create and Install TikTok Pixel on website
- Use the TikTok promote feature to boost the videos you post that receive most organic views
  - Select goal of website visits to drive traffic to your website
  - Let TikTok choose your audience for you, the algorithm knows best!

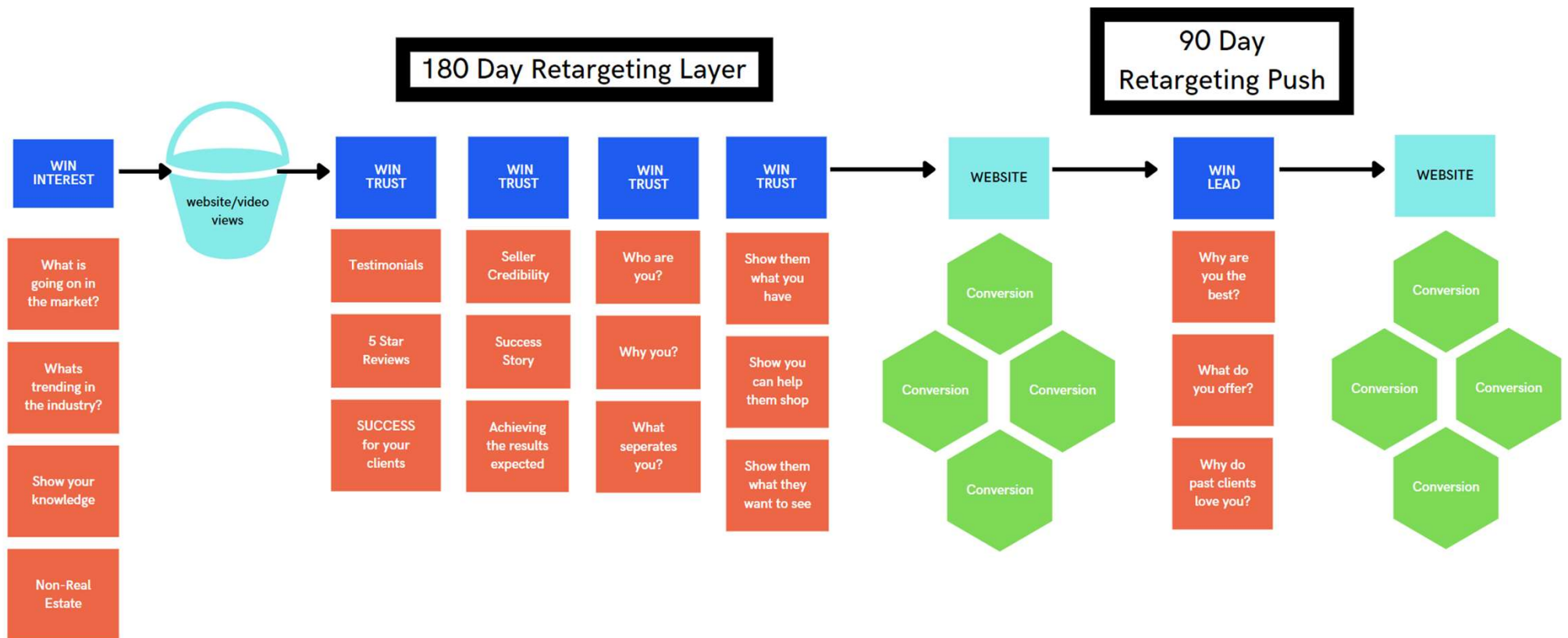


# Retargeting

- In the simplest sense, the goal is to drive people to your website, use API keys to track those website visitors to different platforms (fb, insta, google, yt, etc.) and bring them back



# The Retargeting Model



**Thank  
You!**

