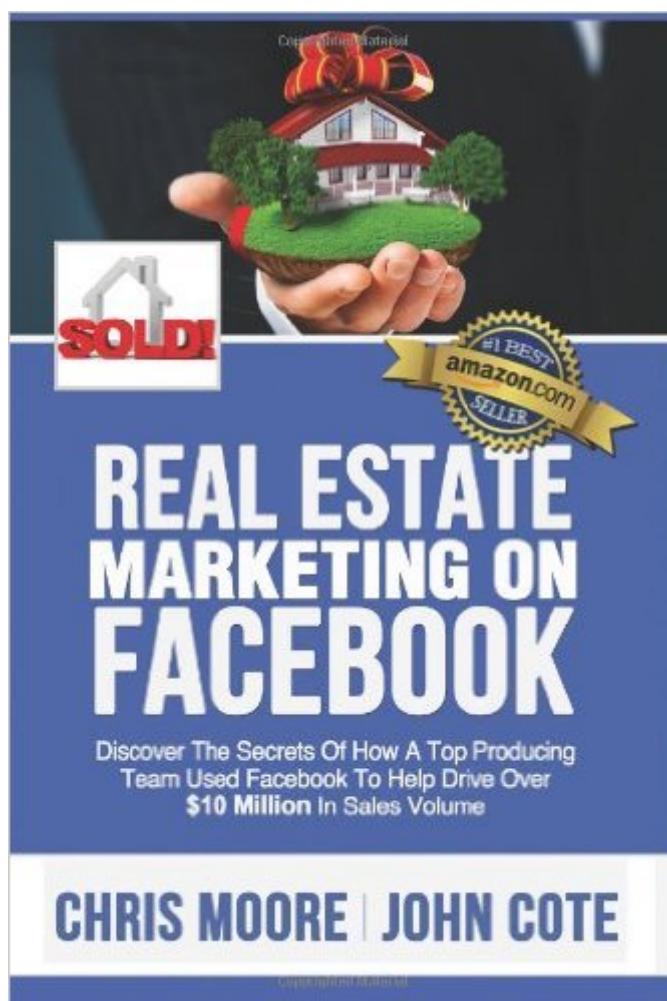


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# Real Estate Marketing On Facebook: Discover The Secrets Of How A Top Producing Team Used Facebook To Help Drive Over \$10 Million In Annual Sales Volume



## **Synopsis**

Are you tired of wasting time and money marketing in social media with no results? What if we told you that YOU could close more deals by marketing on Facebook, in less than 30 minutes per week? For FREE! In this engaging book, Realtor® Chris Moore reveals the secrets he uses on Facebook to keep his sales pipeline full and his closing calendar busy. He and co-author John Cote (#1 Best Selling Author and Social Media Strategist) will teach you how to: - Farm for new listings and buyers online then convert them into closings - Market your business to your target demographic using branded advertising - Drive consistent traffic to your website - Increase your referral business - Stay in constant contact with your past clients, automatically You will learn the techniques Chris uses to create highly successful real estate marketing campaigns on Facebook. This is not theory, but real world application of the money making strategies used by Chris in his business. This step by step guide to creating a Facebook Business page (Fan page) will teach you how to actively engage your viewers and generate leads. You can learn how to increase your referral business, generate Internet leads, and stay in touch with your past and current clients, all for FREE.

## **Book Information**

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## **Customer Reviews**

This book is written by a "Social" Realtor and a Social Marketing Expert! Chris and John bring the powerful Facebook engine of today's connected social media through a straightforward and easy to understand \*and\* implement strategies that work!

Chris and John capture the essence of what so many agents are missing in their businesses, then

translate how to achieve Facebook marketing success in concise, easy steps. This book is a an easy read packed with invaluable information. Great for any level agent!

I'm on Facebook all the time and now I know a way to market my business while I'm logged in! Thanks for the info and the head start with the 101 posts you've given away.

The step by step instructions were just what I needed. I believe I can implement what I have learned from this book and attain the results I have been looking for... Chris & John have provided a new perspective for me about using Facebook in my business.

Not because I didn't know a lot until I read this book, but because I bought this book! Thank God I'm only out \$5! Here's some examples of why. The author claims that the method outlined here generates their firm about 50 new leads a month. Out of this 50, about 3-4 closes as deals an average of about \$4k each/month. Author even says "You do the math." Enough to get the reader excited right? I know I was. Until I reached a part where they said their leads dried up "last January". So bad that the author only had \$85 in his checking account until they got a referral. So what happened to the 50 new leads a month that this system supposedly generates? Another is they keep stating the obvious of keeping one's posts positive on FB. You think so? I don't know about you, but I don't know of any business owner who would fill their FB Page with negativity if they're trying to attract customers. Do you? Here's the kick in the teeth. The authors share their "knowledge" on how to increase your "like" count on your business page. Are you ready for this revelation? Drum roll please.....INVITE ALL YOUR FB FRIENDS AND EMAIL CONTACTS TO LIKE YOUR PAGE! Oh wow! Really? Why didn't I think of that in the first place? I hope you're feeling the sarcasm because I'm laying it on pretty thick. There are also a lot of fillers like how to set up a FB Business Page, which maybe I'm assuming too much here, but if you were smart enough to set up a personal page, there really isn't much difference on how to set up a Business Page. The only "secrets" I discovered after reading this book are these guys are hacks and anyone can make money publishing nonsense.

Chris and John have hit the nail on the head with social media marketing. This book is just what is needed to help real estate agents apply themselves to the vast world of social media. If you are familiar with it, or just starting out, let this book point you in the right direction of how to drive your business toward greater success.

Good ideas. Some stuff works as far as setting up and some doesn't. Maybe Facebook changed how you set things up after publication of book. Would have rated 4 stars but where are these guys now? Can't find them on Facebook, Internet. If you try to use their free prom to get 5 tips invalid email comes back. Makes me wonder if ideas in book are going to work if they already gave up

A visionary look into maximizing lead generation efficiently. Useful for both new and experienced agents- Would highly recommend as a reference point when designing your marketing strategy.

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