



3 Unbreakable Rules of Social Media Marketing

Estimated Read Time: 4 Minutes

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Yet another freebie for you from today's video! In addition to this guide, we also posted more details regarding The Loan Officer Project this morning. Visit the link posted above for the juicy details!

Rule #1 –

Build your own resource first! Just as I've suggested to loan officers who had their websites setup at free hosts, or those whose blogs were setup on free systems such as Blogger, or Active Rain, you need to take control.

In other words, why drive traffic primarily to someone else's site instead of your own? Whenever you have an opportunity to either drive someone to your site, or send them to an outside site, you should be choosing your own. *(In fact, you're using social media as a funnel to drive these individuals back to your primary site as well – right?)*

My point here is many individuals have spent endless hours customizing profiles, websites, and other selling tools that were setup on a "freebie" site only to have it shutdown, or "Google slapped" because of spammers/abusers. These individuals watched their income source shrivel to nothing literally overnight.

Had they spent as much time setting up their own website first, and driving traffic to that site, instead of using a freebie network, they could have averted a disaster. So rule number 1 can be summarized by saying: set your priorities straight! Your home turf comes first, and social networking comes 2nd.

Rule #2 –

Balance out your message. For every blatant ad, try to send at least 10 helpful, high value, or even entertaining messages. The key is balance. If all you send are funny pictures and forwards, how will you expect anyone to take you seriously as a business person when it's time to chat mortgages? But if all you ever send are advertisements, then you'll be tuned out faster than you can say "please listen to me! Pleeeeeaaaaaaase!"

Think of social networking as a near telepathic view into the human mind. This is why I value it so highly. You can get near instant feedback into what works, and why. With

direct mail, or magazine ads, there's hundreds of reasons why it may or may not work, and you may have to wait weeks, or even a month to ascertain if it was successful or not.

With social media, you can send a message, and get feedback the very same day. With the ability to have these messages seen by hundreds, or even thousands, it's a great way to tweak your marketing. I tweaked my mailers this way by placing classified ads on Craigslist. Ad #1 – 1 reply – Ad #2 – 3 replies – Ad # 3 – 16 replies and 2 sales.

Which ad do you think I selected for my mailer? This is micro-market research, and considering I mail 5,000 pieces per drop, it saved me from wasting thousands of dollars on my first 2 mailings. See how valuable these networks can be? *(To be fair, Craigslist isn't exactly an official social network, but I personally place it in a similar category anyhow – So the point stands! This is my article darn-it!)*

Rule #3 –

Be creative with your message. Remember, people flock to these sites for entertainment, not advertising. *(Except LinkedIn of course – A business networking platform)* How can you make your message more fun, or at least interesting? I've seen a few interesting marketing methods used:

- Trivia questions posted *(People can't resist showing off what they know)*
- Offer a freebie guide, link to a video when people join you, or "follow you"
- Tip of the day
- Quote of the day *(These are popular on Twitter)*
- Interesting link of the day
- Marketing tip of the day *(For networking with professionals)*

The point here is that there are numerous ways to draw people into joining you online. Each new person who joins you adds to the number of ears that hear your message. *(I suppose it'd be eyes instead of ears in this instance!)*

As mentioned in today's video, marketing in general is all about exposure, your audience. When you speak, who listens? The smaller that number, the less money you make. The larger that number, the more you make.

Oversimplified? Sure, but that's the core message as long as you're making a positive impression on the people you speak to, and targeting your prospects properly. So to wrap things up today I'd like to direct your attention to some recent news stories about successful usage of social networks:

<http://www.gazetteonline.com/apps/pbcs.dll/article?AID=/20081111/NEWS/711119929/1001/NEWS>

<http://blog.reportwitters.com/2008/02/16/tv-networks-incorporate-twitter-into-marketing-campaigns/>

<http://worldofoneworld.com/2009/04/top-twitter-public-relations-and-marketing-campaigns/>

In the links above, you've seen examples of restaurants using Twitter only special discounts, the U.S. Presidential campaign with nearly 1,000,000 followers, and a discussion about major national news networks getting in on the "Twitter Action."

These are all signs that hey, maybe there's something to this. People really are changing the way they communicate. Would I say that social networking is 100% necessary to your success? No I wouldn't. Would I say that you're operating at a huge disadvantage if you're not making use of this medium? Most likely.

Few things are set in stone. Some of you already have a massive database that is well marketed to. But for those of you who need to build your "audience" your ears that hear your message when you speak – Well, here's a great way to get started quickly!

NOTE: We'll cover social media marketing in more detailed steps for those selected to participate in The Loan Officer Project. Have you seen the latest update? Exciting:

<http://loanofficermarketinglab.com/blog/loan-officer-project-exposed/>

- *This article is part of Day 3 of The Loan Officer Project Pre-Launch series. To view Day 4, please return to www.loanofficermarketinglab.com/blog*

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