

Secrets of Social Networking:
Creating Relationships
and Sales Online



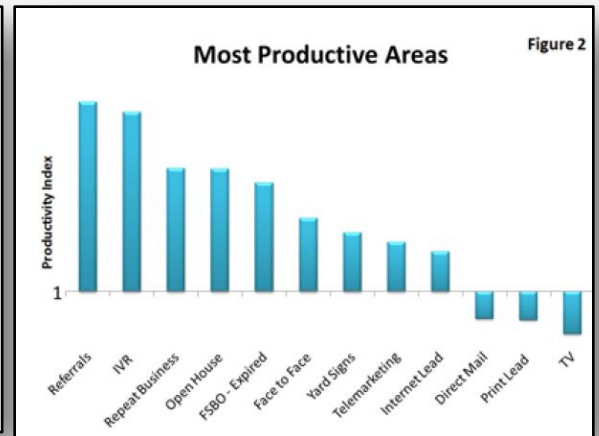
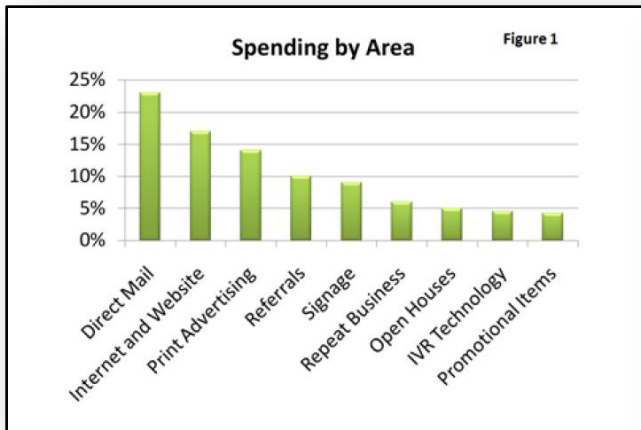
**Matthew Ferrara
& Company**

Social Networking is a modern form of:

What kind of “activities” do you consider social networking online?

What is the goal of social networking?

Marketing Performance Metrics



Leads Management Metrics


- 88% of all internet leads are abandoned within 30 days (92% abandoned within 72 hours)
- 50% of online consumers take 12-18 months to move from “dreaming” to “closing”
- 64% of listings come from Referrals and Repeat Clients

This is why “Days on Market” must be “re-interpreted” to mean not how long it takes a home to sell, but:

The Next Generation of CRM

- OLD CRM MODEL
- Baby Boomer Model
 - Database Driven
 - Direct marketing mechanisms
 - Advertising as **periodic experiences**
 - “Right place, right time” sales model
- NEW CRM MODEL
- Next Generation Model
 - Influence Driven
 - Relationship as marketing
 - Advertising as **persistent presence**
- “Know their need before they realize it”





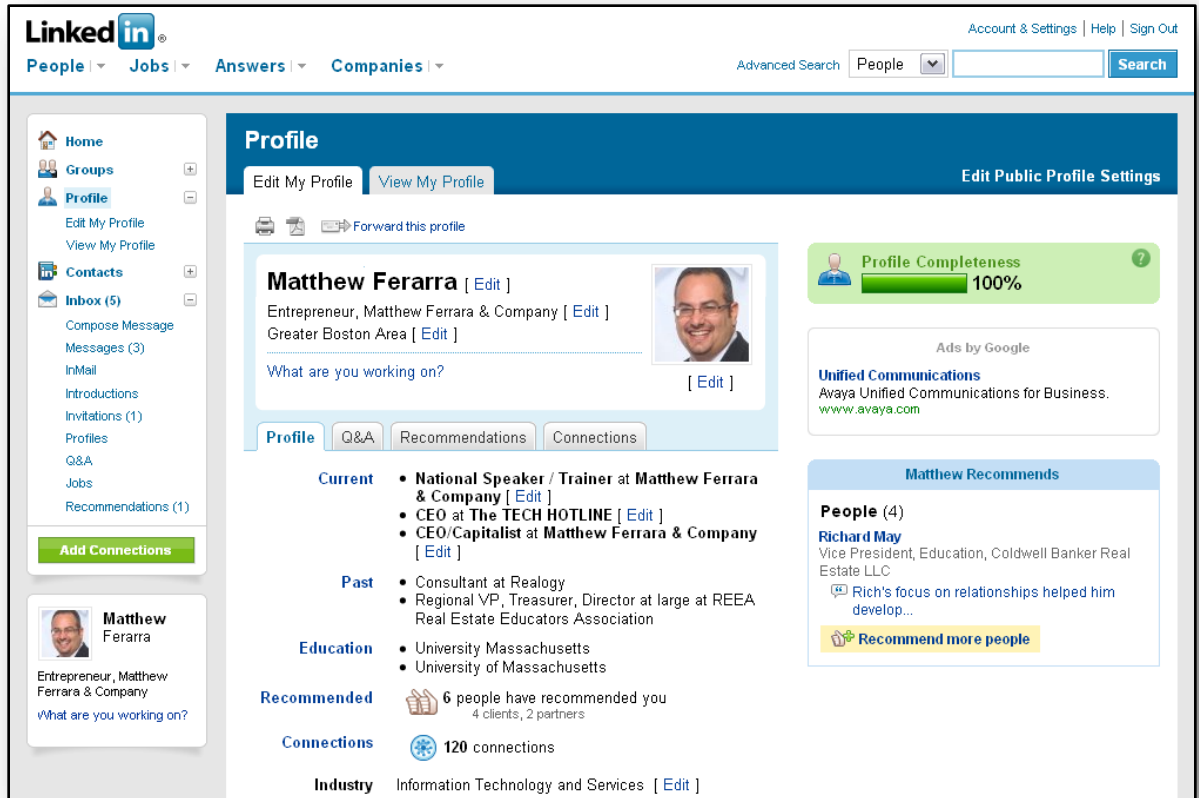
The image shows a screenshot of a Facebook profile page for Matthew Ferrara. A red line with three numbered circles (1, 2, 3) highlights specific areas:

- 1**: Points to the profile picture area on the left side of the page.
- 2**: Points to the main content area of the profile, including the status update and the 'BumpTop' post.
- 3**: Points to the bottom navigation bar of the profile page.



This is a close-up of the 'What's on your mind?' text input area on a Facebook profile page. It includes the following elements:

- Navigation tabs: Wall, Info, Photos, Blogs, Video, Boxes, >>, +
- Text input field: A large white box with a vertical cursor at the beginning.
- Share button: A blue button labeled 'Share'.
- Add menu: A row of icons and text: 'Add: Link Photos Video Add Politician'.




The screenshot shows a LinkedIn profile for Matthew Ferrara. The profile is for an entrepreneur at Matthew Ferrara & Company in the Greater Boston Area. It features a profile picture, a 100% profile completeness score, and a list of current and past roles. The current roles include National Speaker/Trainer, CEO at The TECH HOTLINE, and CEO/Capitalist at Matthew Ferrara & Company. Past roles include Consultant at Realty and Regional VP, Treasurer, Director at large at REEA Real Estate Educators Association. The profile also shows education at University of Massachusetts, 6 recommendations, 120 connections, and an industry of Information Technology and Services.


Why LinkedIn?


- Professional Image – your company and/or agent presence here is more “buttoned down” than on “friends/family” sites like Facebook
- More business culture – it’s acceptable to discuss, announce and ask for business opportunities on LinkedIn
- Learning Environment – Groups and Answers areas offer more “learning” opportunities than inside social-fun networks

1. A complete profile



Profile
[Edit My Profile](#) [View My Profile](#)

Matthew Ferrara [Edit] 
 CEO at Matthew Ferrara & Company [Edit]
 Greater Boston Area [Edit] | Real Estate [Edit]


[\[Edit\]](#)

Matthew teaching an awesome business consulting program all afternoon. 6 hours ago [Edit]

Current

- CEO at **Matthew Ferrara & Company** [Edit]
[Add Current Position](#)

Past

- Consultant / Trainer at Long & Foster Real Estate Inc.
- Consultant at Century 21 Real Estate LLC
- Consultant at Coldwell Banker Previews International

[see all...](#)

Education

- University of Massachusetts at Amherst
- The Pike School

[see all...](#)

Recommended 20 people have recommended you

Connections 457 connections

Websites

- Matthew Ferrara & Company [Edit]
- My Blog [Edit]
- The TECH HOTLINE [Edit]

Public Profile <http://www.linkedin.com/in/mferrara> [Edit]

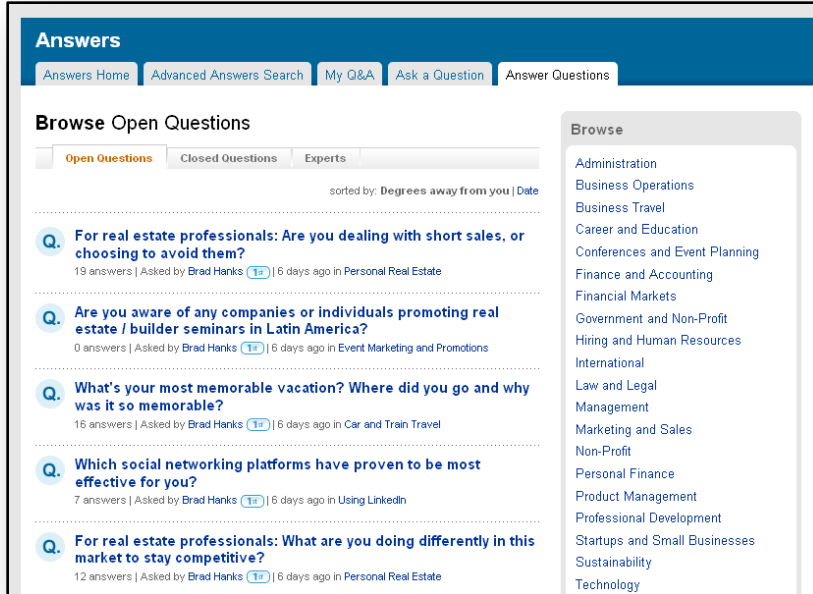
- Recommendations (testimonials) are the best form of marketing. Generation X is extremely skeptical of self-promotion. Generation Y is extremely susceptible to influence from their network. Recommendations are a double-whammy marketing tool based upon actual success stories and proven past performance.

Pam Johnson O'Connor *(client)*
 show Pam hired you as a Business Consultant in 2008 and hired you more than once

Top qualities: Great Results, Expert, High Integrity

"Matthew has impressed me from Day One, which is why we keep asking back to help our members expand their skills and perspectives. He has a rare grasp of the basics of the traditional brokerage business AND the potential for enhancement brought by interactive marketing and social media. He understands that it's about people, with their relationships and productivity enabled by technology and the Web. Matthew not only has this expertise but he's a great teacher and presenter, mixing effective delivery of concepts with humor and examples. We get rave reviews every time we have him, and our LeadingRE member brokerage firms who have engaged him feel likewise. He's one of the best consultants/teachers in the business today....a really special talent!" *April 1, 2009*

[Request a new or revised recommendation from Pam Johnson O'Connor](#)



Answers

Answers Home | Advanced Answers Search | My Q&A | Ask a Question | Answer Questions

Browse Open Questions

Open Questions | Closed Questions | Experts

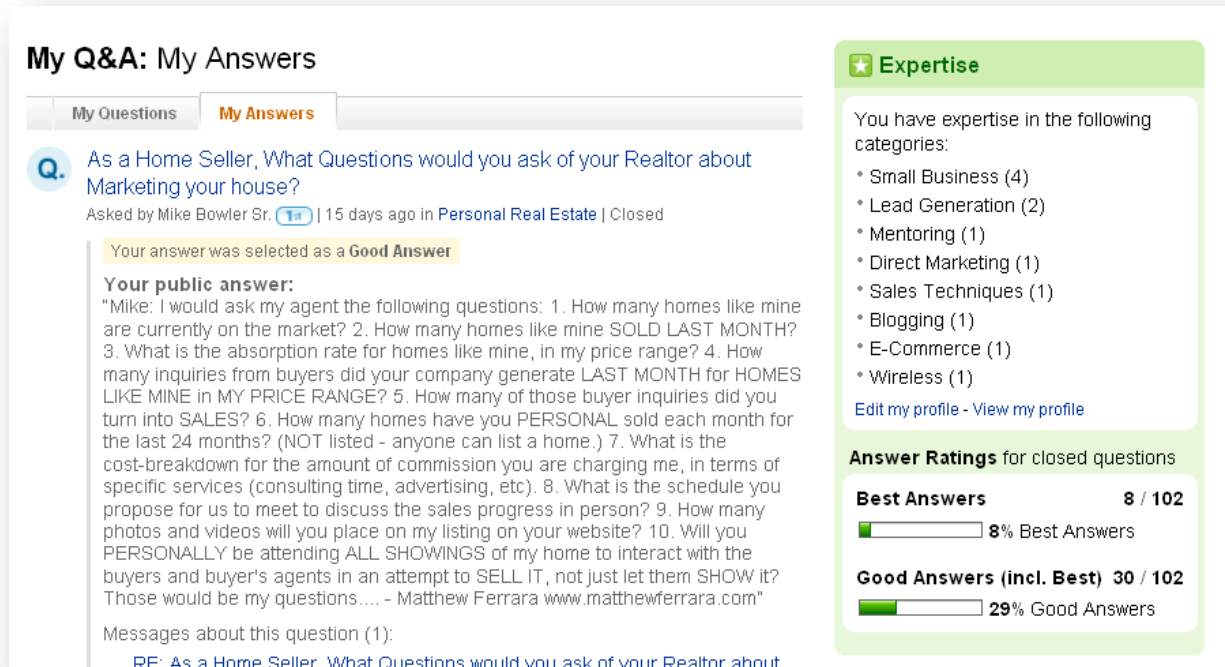
sorted by: Degrees away from you | Date

- Q. For real estate professionals: Are you dealing with short sales, or choosing to avoid them?**
19 answers | Asked by Brad Hanks | 6 days ago in Personal Real Estate
- Q. Are you aware of any companies or individuals promoting real estate / builder seminars in Latin America?**
0 answers | Asked by Brad Hanks | 6 days ago in Event Marketing and Promotions
- Q. What's your most memorable vacation? Where did you go and why was it so memorable?**
16 answers | Asked by Brad Hanks | 6 days ago in Car and Train Travel
- Q. Which social networking platforms have proven to be most effective for you?**
7 answers | Asked by Brad Hanks | 6 days ago in Using LinkedIn
- Q. For real estate professionals: What are you doing differently in this market to stay competitive?**
12 answers | Asked by Brad Hanks | 6 days ago in Personal Real Estate

Browse

- Administration
- Business Operations
- Business Travel
- Career and Education
- Conferences and Event Planning
- Finance and Accounting
- Financial Markets
- Government and Non-Profit
- Hiring and Human Resources
- International
- Law and Legal
- Management
- Marketing and Sales
- Non-Profit
- Personal Finance
- Product Management
- Professional Development
- Startups and Small Businesses
- Sustainability
- Technology

The simple alternative to blogging is to engage in online discussions. Question and Answer forums, discussion threads and other “post-based” interactions provide you an opportunity to engage your sphere based upon real-life situations and concerns.



My Q&A: My Answers

My Questions | **My Answers**

Q. As a Home Seller, What Questions would you ask of your Realtor about Marketing your house?
Asked by Mike Bowler Sr. | 15 days ago in Personal Real Estate | Closed

Your answer was selected as a **Good Answer**

Your public answer:
"Mike: I would ask my agent the following questions: 1. How many homes like mine are currently on the market? 2. How many homes like mine SOLD LAST MONTH? 3. What is the absorption rate for homes like mine, in my price range? 4. How many inquiries from buyers did your company generate LAST MONTH for HOMES LIKE MINE in MY PRICE RANGE? 5. How many of those buyer inquiries did you turn into SALES? 6. How many homes have you PERSONAL sold each month for the last 24 months? (NOT listed - anyone can list a home.) 7. What is the cost-breakdown for the amount of commission you are charging me, in terms of specific services (consulting time, advertising, etc). 8. What is the schedule you propose for us to meet to discuss the sales progress in person? 9. How many photos and videos will you place on my listing on your website? 10. Will you PERSONALLY be attending ALL SHOWINGS of my home to interact with the buyers and buyer's agents in an attempt to SELL IT, not just let them SHOW it? Those would be my questions.... - Matthew Ferrara www.matthewferrara.com"

Messages about this question (1):
RE: As a Home Seller, What Questions would you ask of your Realtor about

Expertise

You have expertise in the following categories:

- Small Business (4)
- Lead Generation (2)
- Mentoring (1)
- Direct Marketing (1)
- Sales Techniques (1)
- Blogging (1)
- E-Commerce (1)
- Wireless (1)

[Edit my profile - View my profile](#)

Answer Ratings for closed questions

Best Answers 8 / 102
8% Best Answers

Good Answers (incl. Best) 30 / 102
29% Good Answers

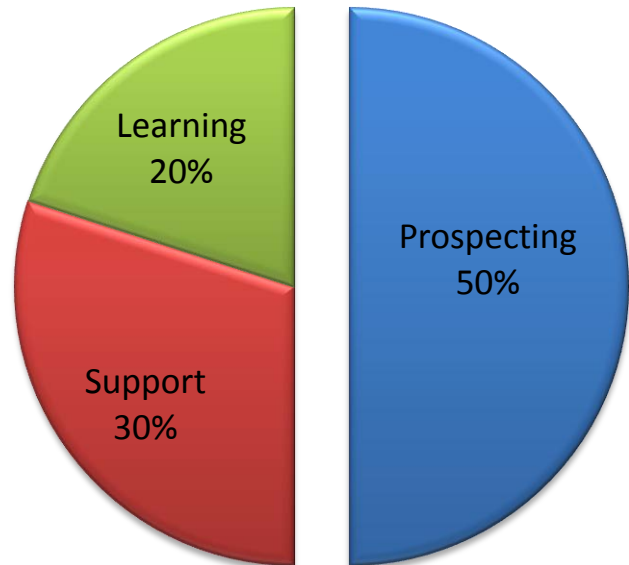
How much time?

Social networking is a portion of that time dedicated to prospecting.

It comes from substituting time spent on non-effective prospecting activities

Cup of coffee – 1x a day

Supported by real-time wireless presence



Targeted and Effective:

- Networks with the greatest number of consumers (ie., Facebook and LinkedIn)
- Networks with “exploratory” and research potential (ie., MySpace for buyers)
- Networks with opportunities to interact with other real estate professionals

