

How Snap Chat Can Help REALTORS® Reach Millennial Clients!



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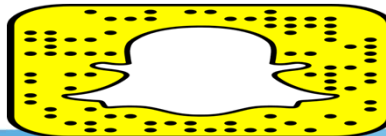
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“How SnapChat Can Help REALTORS® Reach Millennial Clients!?”

What is SnapChat? Stats...


- SnapChat is a social media application that allows you to take pictures, shoot videos, and text conversations. They can last up to 10 seconds and disappear or they can be saved for 24hrs as “stories.” The application is free to download and use.
- 300 Million accounts with 172 Million daily users. The user base is very loyal.
- 1 Million Snaps (pictures/videos) created daily.
- 71% of Snapchat users are under 34 years old.
- Roughly **70% of Snapchat** users are female.
- **30% of US Millennial** Internet Users use Snapchat regularly.
- People under the age of 25 use Snapchat for 40 minutes on average every day, more than Instagram’s latest stat for same demographic.
- 45% of Snapchat users are **aged between 18-24**.
- Snapchat reaches **11%** of Total US Digital population.




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Why Should You Check Out/Use SnapChat?

1. Millennial Buyers and Sellers spend time here. It's an effective way of communication and stay "top of mind."
2. SnapChat = Engagement. Has the highest engagement rate of any social media network. Roughly 90%. Meaning the Snap was either opened, watched, and/or replied to. That is huge!
3. Due to the high engagement rate, you don't need thousands of followers. Having the right 50-75-100 people can mean your messages are hitting the right people and are viewed. This is much higher than an email newsletter (stock).
4. Allows a Realtor to create consistent picture and VIDEO content to convey value messages.
5. Allows "Linking" inside of the Snaps to a website. Meaning you can send your Snap followers to your real estate website, single property website, YouTube video, or landing page.







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Snap Filters and Fun!

- SnapChat has many "filters" that allow you to change your voice, your face, or just post fun videos to friends. Why? They are engaging and again...keep you in front of your target audience.
- Not all of your Snaps need to be real estate related. Show your followers both personal and business. Visibility creates credibility.
- Here is fun Snap video I did with my 16 month old daughter. (*notice the filter?*)





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Take Snaps of What? Snap “Stories”

Snaps can come in all forms!

- Talking Head—you talking to the camera speaking about a topic.
- Walking your followers around a new listing, open house, or at a closing!
- Testimonial video Snaps with clients.
- Fun pictures and videos to create engagement.
- Snaps can be sent an individual, group of people, or made as a “Story” that everyone who follows you sees.

Snap “Stories”

- Snap videos are 10 seconds max, but continuous 10sec videos that create a “Story”. These stories can be posted for everyone who follows you to see up to 24hours. Stories can be anything, but think of how they can be used to expose your business and properties. You can always add more to your stories over the 24hour period. It can be as long or short as you want.
- You can see the analytics of “who” is watching your Snap stories.



Creating Groups/Private Groups

- SnapChat allows you to create “groups” within your followers. This means you can send specific messages just to specific people. Use this method if you don’t want to post a “Story” to all of your followers.
- Create your groups accordingly:
 - real estate prospects/sphere
 - A clients only
 - B clients people you are getting to know
 - C newly added followers to Snap.

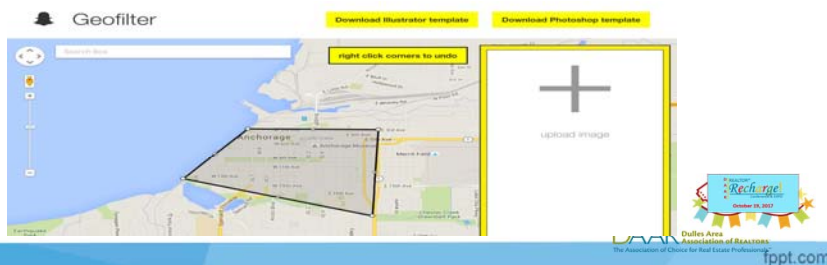
Create specific Snap pictures/videos that resonates with each audience.



Geofilters and Geofencing!

SnapChat “geofilters” allows you to highlight community events, personal occasions or your business. They can be created here:
<https://www.snapchat.com/geofilters> Yes, this part costs money.

Geofencing-Allows you to take your geofilter promotions (community/personal/business) and draw a “fence” around a geographic area. Meaning that anyone inside this “fence” on Snapchat will receive your Snap video. It is a way to promote or advertise a listing, open house, event, and more for your business on SnapChat. <https://forbusiness.snapchat.com/>



What are you Waiting For?

SnapChat is a growing social network. Young people are leaving Facebook for SnapChat and Instagram.

Picture and Videos rule the day on social media. People would rather see and listen than read a long post.

Being visual in the medium your clients prefer will help you reach the demographic and communicate to them the way they like to communicate.

SnapChat is FREE (besides paid ads) so use it and expand your marketing reach!



Questions?

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