

Optimizing Your Facebook Business Page for More Leads

By Geneva Ives



Do you have a Facebook business page for your [real estate](#) business? You should. Facebook business pages are free advertising, as social media expert Erica Campbell Byrum pointed out in a recent [article](#).

With over a billion global users, Facebook provides an ideal marketing platform on which to position yourself as a go-to real estate resource, both locally and as part of a larger network. Here are 4 easy tips to optimize the power of your Facebook business page to help

you get more leads:

Complete the 'About' Section

It is shocking how often we see incomplete contact information in the 'About' section of business pages. If you have time for nothing else, take a minute to do this one thing to ensure that leads can find you when they need you. In addition to your phone number, you should also have a link to your website, your email and your office address. Given its placement, this information is one of the first things a prospective client sees when he or she lands on your page. Do you have a brand statement that differentiates you from other agents in your area? Great. Include that, too.

Commit to a Posting Schedule

Business pages that post multiple times a day are likely to seem spammy and alienate fans. Conversely, business pages that post only infrequently are likely to be forgotten entirely. Strike the perfect balance by committing to a reasonable posting schedule that shares relevant content a few times a week, rather than a few times a day (or a few times a year). Create a monthly or weekly posting calendar that highlights a mix of local events, [real estate trends](#) and advice for buyers and sellers. Facebook business pages even let you [schedule posts in advance](#), so you can plan for the days ahead.

Share Your Listings

Almost everyone agrees that Facebook is a place to connect with consumers, rather than sell to consumers. You certainly don't want to bombard your fans by posting every new listing as an update on your timeline, but there's no reason that your fans shouldn't be able to access your listings at their discretion. Your business page is the social version of your website and should have much of the same information, including listings. There are several ways to share your listings tactfully and professionally; check to see if your [real estate](#) marketing platform offers Facebook integration. For example, the [Point2 Agent Listings App](#) allows users to seamlessly integrate listings with just one click.

Interpret Insights

Don't forget to consult the ['Insights' section](#) of your Facebook business page from time to time. This area holds valuable analytics that Facebook collects about the people who are interacting with your business page. Here you can find out the average age of your fans, what times they are online, which posts of yours are the most popular and so much more. Discover everything you need to perfectly tailor your Facebook strategy to your audience to connect with more fans and boost engagement.

By optimizing your Facebook business page with your contact information, strategic updates, easy-to-access listings and valuable insights, you make your real estate business more appealing and accessible to online leads. Facebook is a powerful way to build community and position yourself as a local authority in your marketplace.

One final tip: don't forget to be social! If you want people to 'like' your posts, you should probably take a few minutes to like and comment on their posts as well. A little reciprocation goes a long ways.