

Dealing with Vendor Objections

Here are some facts and figures about social media marketing to help your vendor understand why Social media is a vital component of their listing marketing schedule.

SOCIAL MEDIA ISN'T GOING TO SELL MY PROPERTY

The goal isn't to sell the property. It's to market the property to an audience who are not actively looking to shift just yet. These are what we call passive buyers. Liken this to buying a mars bar at the shops. You didn't want a mars bar but when you seen it it sparked interest in you and you bought it. We also use this to subconsciously keep your property front of mind of people who have already made enquiries or inspected it. By them continuing to see the property on social forums keeps that momentum building and through the sharing and algorithims we are able to reach a whole new dempgraphic we otherwise wouldn't.

GREAT TARGETING CAPABILITY.

We are able to deploy highly sophisticated audience targeting which can directly match potential buyers interested in your specific property type. The average Social media campaign results in 13%* of people shown the property ad clicking through to the listing against an industry average of 1%.

Source: OBrien Real Estate Global Campaign Report – May 2019 Include a recent Social media campaign report in your listing presentation to strengthen this argument.

I'M NOT ON SOCIAL MEDIA SO I DON'T BELIVE IT WORTHWHILE

That's fine, but what about all the people in your local market who are. I want to make sure when I come to you with an offer I can look you in the eye and say we have marketed your property to every platform available. If we are not on social we do run the risk of missing a potential buyer. You don't want that do you?

BE PRESENT WHERE EVERYONE IS ONLINE.

Portal classified listings alone no longer provide your property with complete digital marketing coverage during your sales campaign. Australia is one of the most active countries per capita in the world when it comes to social media with more than one third (34%) of users accessing social media sites over five times a day and 62% doing so daily.

Source: Yellow Social Media Report 2018
Source: Facebook Audience Insights Data – 28 June 2019

PEOPLE ON ENGAGE WITH BRANDS & ADS.

People use social media to research products and services including finding a new home. In Melbourne, over the last 30 days people clicked more frequently on ad links (17), then they liked a post (15) or made a comment (8).

Source: Facebook Audience Insights Data – 28 June 2019

PRE-QUALIFYING ENQUIRIES.

Because we can engage in two way conversations with potential buyers and monitor engagement and interaction on the listing campaign we can answer questions and encourage more buyers to opens.

IT'S TOO EXPENSIVE

The difference between social marketing and print is that the costs associated are directly spent on the ad. We can certainly look at a cheaper option but that will mean less people will see your property and we don;t want that do we.

Examples

Please refer to the list of examples we have provided to assist in selling your social media campaigns. The staff at Bespoke Media Management are more than happy to discuss social media marketing with your vendors. Please feel free to pass on our contact details & we will do the rest. Please advise our staff prior so we are fully prepped for the call.