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# Creating/Optimizing Your Facebook Business Page For Those In the Real Estate Industry



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I'm excited that you're here with me to learn how to successfully market your business.

Today, if you are not online, you are not in business. Over 90% of home buyers and sellers begin their process online. If you want to be successful in the Real Estate world, you need to be there too!

Did you know that Facebook is the new phone book? The purpose of your Facebook Business Page is a way for clients to find you. It is also a place for clients to tell other people about your amazing service by leaving you wonderful reviews that will help your business grow and flourish.

Most people don't have a business page because they don't know where to start or once its done, what to do with it. I've created this comprehensive list to help you focus on what's important and where to go from here.

Feel free to join my [Your Social Media Matters Facebook Group](#) and post any questions that you have. I'd be more than happy to help!

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# Creating/Optimizing Your Facebook Business Page

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Name - Keep it simple & long term, remember you are branding YOU not the company you work for

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About section - keep current and be sure all contact is accurate so people can contact you

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Cover Photo - update regularly and ALWAYS include all contact information for user ease

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Make sure your Services Section is complete with your products/services including cost

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Reviews - be sure to have 10 or more

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Profile picture - start with a headshot. People may NOT recognize a name but will a photo

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Connect page to your website, all social media platforms and your business card

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Put together a social media calendar/schedule for content

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Start by inviting the people closest to you and then branch out

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Post at least 2 times per day as only 10% of your audience sees each post



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## Bonus #1 - Top 5 Post Ideas

- ☐ VIDEOS! By YOU, about YOU! 82% of traffic is driven by video
- ☐ Company News - what's happening at your company
- ☐ Articles or blog posts related to your business
- ☐ Behind the scenes of your business - show people WHAT you do
- ☐ ALWAYS add value/be a resource to keep people coming back



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CONGRATULATIONS! You made it to the end!!

Okay, now that your page is created you are well on your way to growing your business!

For posting tips and hints, please join my [Your Social Media Matters Facebook Group](#).

Now, a little about me: I have been a licensed Realtor in Central Florida for 16 years and for 8 of those years I also worked as an escrow closer at a title company. I feel my first hand knowledge and experience in this business gives me a unique perspective on social media for those in the business.

I would love for you to visit my Facebook Business Page at [YourMediaMattersFL](#) to find out more about how I could help you to market and grow your business. Also if you are ready to have someone help you with your social media, you can schedule a free 30-minute call to find out if we're a good fit to work together.

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