Scrolling for a Home

Nebraska Mortgage Association - AUG 2023

Who is using Social Media?

1. Average adult spends 2 hours and 31 minutes every day scrolling

2. Young Adults - 5 or more hours

   Adults - 4-5 hours a day

   Older Adults - 3 hours a day

3. Adults spend 30% more time using social media than watching traditional TV

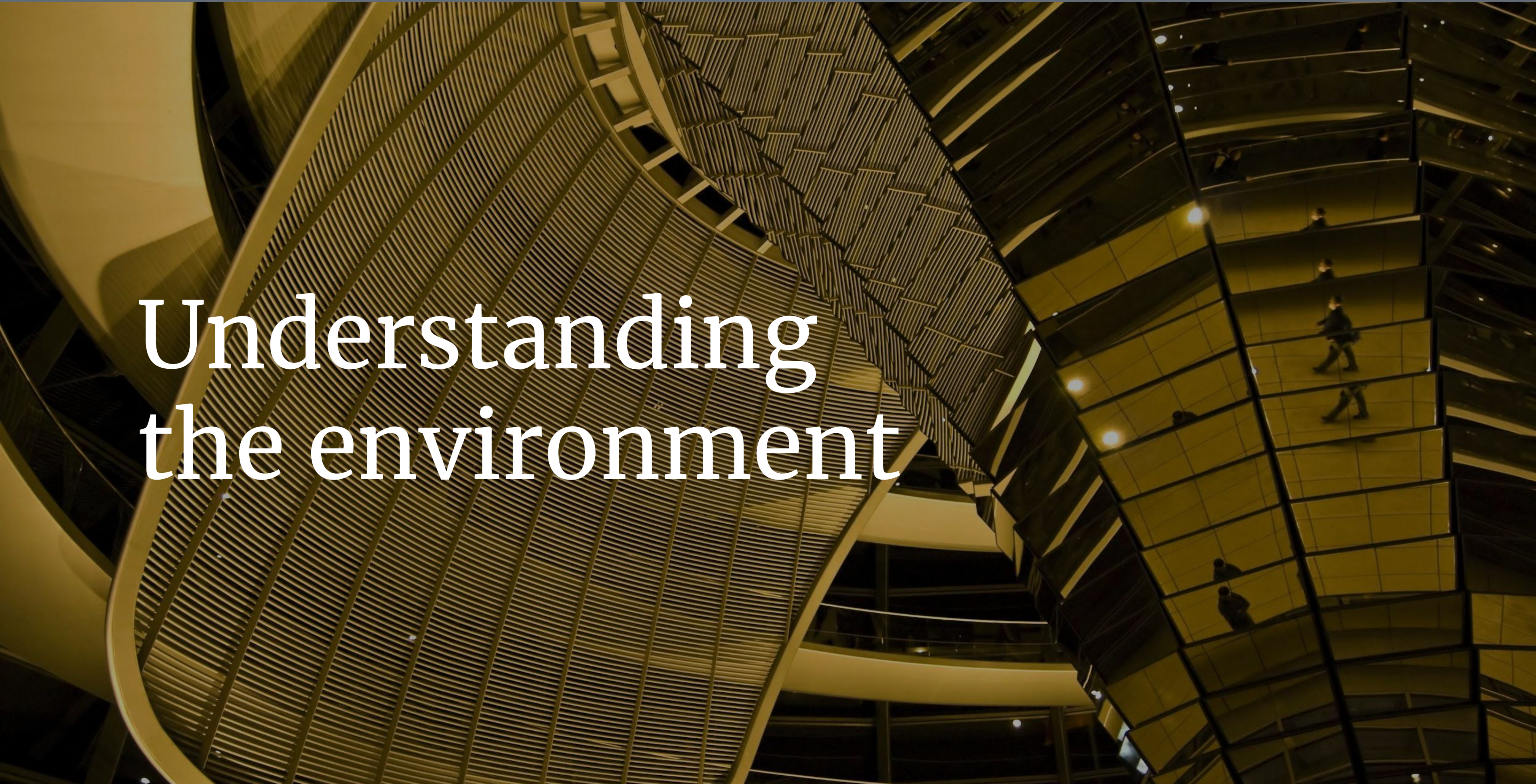
4. 90% of the US population is on social media.

https://techjury.net/blog/time-spent-on-social-media/

Today's Objective

Social marketing is the fastest, easiest, and cheapest way to grow a personal, or corporate, brand on the market.

Understanding the environment



JAN 2023

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP, RANKED BY CUMULATIVE TIME ACROSS ALL ANDROID USERS

GLOBAL OVERVIEW

01: YOUTUBE	23H 09M	YEAR-ON-YEAR CHANGE	-2.3% (-32 MINS)
02: FACEBOOK	19H 43M	YEAR-ON-YEAR CHANGE	+0.7% (+8 MINS)
03: WHATSAPP	17H 20M	YEAR-ON-YEAR CHANGE	-6.7% (-1H 15M)
04: INSTAGRAM	12H 00M	YEAR-ON-YEAR CHANGE	+6.9% (+46 MINS)
05: TIKTOK	23H 28M	YEAR-ON-YEAR CHANGE	+19.7% (+3H 51M)
06: FACEBOOK MESSENGER	3H 07M	YEAR-ON-YEAR CHANGE	+5.5% (+10 MINS)
07: TELEGRAM	3H 57M	YEAR-ON-YEAR CHANGE	+33.2% (+59 MINS)
08: TWITTER	5H 28M	YEAR-ON-YEAR CHANGE	+6.7% (+21 MINS)
09: LINE	10H 59M	YEAR-ON-YEAR CHANGE	-5.5% (-39 MINS)
10: SNAPCHAT	3H 10M	YEAR-ON-YEAR CHANGE	+7.0% (+12 MINS)

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI FOR MORE DETAILS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES THROUGHOUT 2022. DOES NOT INCLUDE DATA FOR CHINA. FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN.

Facebook and Instagram

The most used platforms in America.

Facebook caters to the communication and written content more successfully. Videos on Facebook are pulling 135% more engagement than written content

Instagram caters to Millennials at a higher rate. Gen Z reports Instagram is their favorite platform.

Instagram Reels are the best tools to grow personal business and brand awareness. Pulling massive numbers of new followers and engagement

LinkedIn

Business Focused

Great for recruiting purposes and promoting your company

Promoting personal loan businesses not as effective as FB and Instagram.

49% of Realtors actively use LinkedIn. These numbers are rising

Tik Tok

Younger user base. 60% of TikTok users are under the age of 35

Exclusive to short form video. No other forms of content available*

Users spend over hour and half every day on TikTok but less than 30% use TikTok for educational purposes

Type of Content

Short Form Video

Most popular form of content right now

73% of consumers prefer short form video to learn about a product or service

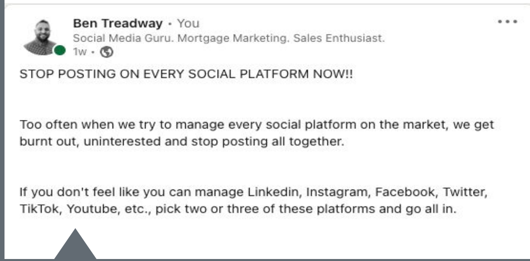
Receives 1200% more engagement than any other piece of content

Visual Content

Half of all marketers are using static images for their marketing content

Personalized content gets 38% more engagement than generic content

Using visual content helps increase awareness and maintain consistency without much lift



User Written Content

More native to Facebook and LinkedIn

Conversation starters with additional comments. Using articles or blogs to drive interest

Highest engagement among 40+ years old

F@%#*&^

Social Media in the Mortgage Industry

Why Post on Social Media?

- Establish a greater online presence
- Reach a wider audience
  - Consumers - 97% start online
  - Realtor Partners - 89% realtors use Social media weekly
- Increase brand awareness and credibility
- Showcase Expertise and Industry Knowledge

Knowing Your Audience

Consumers

- 97% of all home buyers use the internet for their home search
- 70% of customers say they'd prefer to get to know companies through online content and social media instead of paid advertisements

Realtor Partners

- 77% of realtors actively use social media for real estate in some way, shape or form
- 47% of real estate businesses note that social media results in the highest quality leads versus other sources

What does this mean? Your audience is online and using social media. If you are not on social media, you are missing opportunities that are available to you.

Knowing Your Brand

- What is the message for each individual loan officer?

- What makes you different from other loan officers or companies in the industry?

- Your brand is your skills, values, offering and who your audience is and what differentiates you from your competitors

Social Media Roadblocks

Loan Officer Excuses
- Not enough time
- I don’t have social media
- What do I even post?
- It doesn’t work
- Forgot

Sales vs Marketing instead of Sales AND Marketing

#DOITFORME

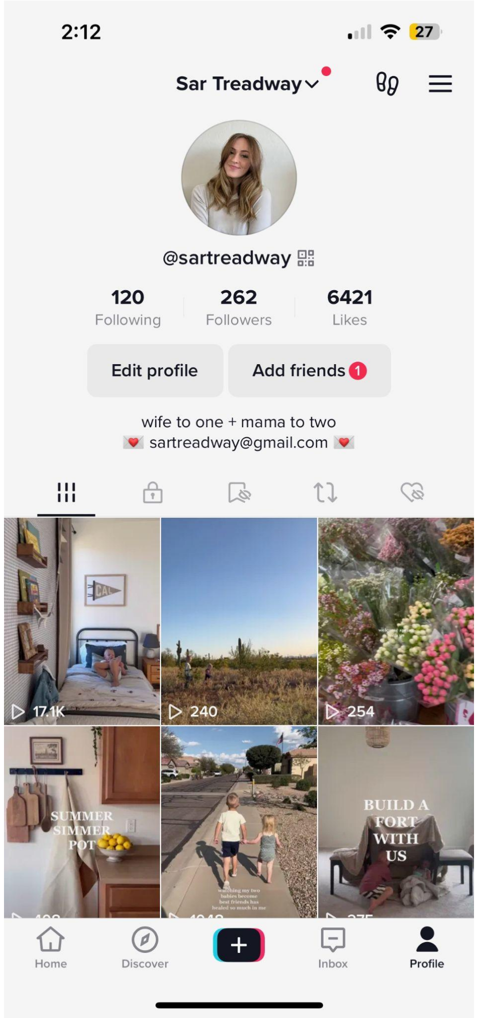
Compliance concerns and struggles

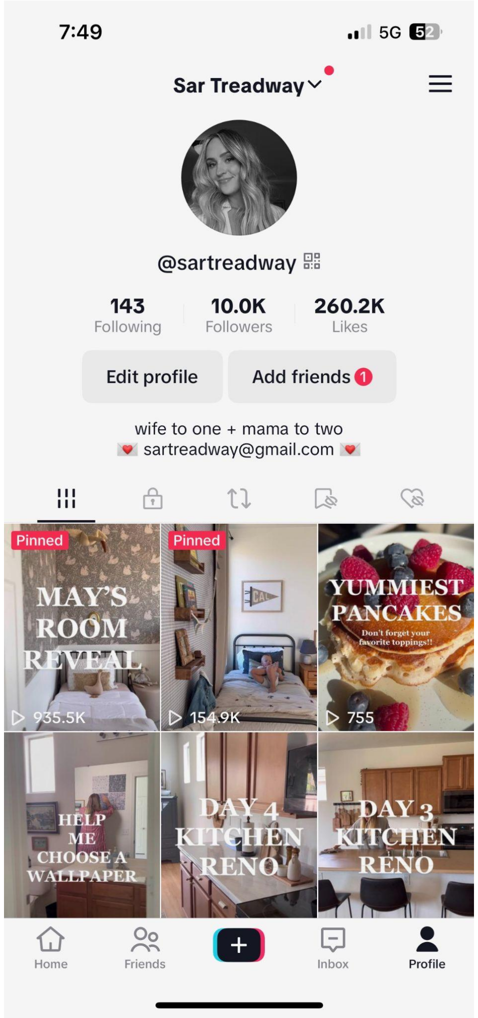
How to Win on Social Media!

- Start! Too often we let overthinking get in the way of starting social media
- Consistency is key! 1, 2, 3
- “Engage, Enlighten, Encourage and most importantly...just be yourself!! Social media is a community effort, everyone is an asset!” - Susan Cooper
- CCQ - It’s time to respond
- Use Hashtags to Hyperfocus your content
- Personalize your content

Case Study - Video Content

- Strategic plans for short form video
- Posted consistently 3 times a week
- Used trending audio and hashtags in order to grow awareness on Tik Tok
- Within 2 months, increased 9.8k followers, 250k likes





What is SocialCoach?

- Social Media Management software specifically designed for mortgage professionals
- Automated Posting, Compliance Filtering, Content Creation
- Custom Video Production to increase engagement

Ben Treadway - Head of Sales for SocialCoach

Follow Me On Instagram

Follow Me On LinkedIn

Thank you.