



Lead Generate with Social Listening

What if you were able to get a notification of a conversation on Facebook that they are about to become empty nesters? Or someone is having a baby... announcing an engagement... ? These are all great reasons to contact someone to see if you can help them with their real estate needs, right?

The hottest trend for 2019 in Social Media is “active” or “social” listening. Social listening is the process of tracking conversations around specific topics, keywords, phrases, brands or industries, and leveraging your insights to discover opportunities or create content for those audiences. And there are apps for that! Social listening can help you take your marketing strategy to the next level. You can:

- Track the Health of Your Brand
- Create Content that will Engage Your Audience
- Generate Leads through Social Media
- Improve Your Customer Experience

When marketing, you need to spark meaningful conversations, engage with customers, and use social media to build lasting relationships. You can't be everywhere all the time. Now with the help of Social Listening you can lead generate, develop targeted marketing campaigns, and create more engaging content.

For more information on Social Listening and how to use it in your marketing strategy, go to your FAQ Knowledgebase and read the articles.