



IREM HOUSTON DIGITAL STRATEGY

Jo D. Miller | IREM Association Executive



OLD SCHOOL

VS

NEW SCHOOL

- Printed Newsletters
- Business Cards
- Ad Specialties
- Some Say Websites Are Dying
- Email Marketing -(Less than 23% open rate)

**Your Target Market
Should Be Aged 22-35**
(Largest Generation
Now In the Workplace)



WHY DIGITAL?

- Cheaply Showcase Your Chapter and Brand
- Makes Your Chapter Accessible to Customers and Prospects
- Build Marketplace Credibility
- Creates a Sense of Community/Engagement
- Increase Your Search Engine Ranking
- No Cost and Low Cost Solutions



LOW COST / BIG BANG

- Decreased marketing expenses from \$3,159 to \$1,100
- Monthly average reach of 2,500 to 6,200 people
- 15 social media touches per week = Informed members
- Social Media followers have increased 25% in 2017
- Digital Strategy Platform:

Facebook

Blog

Instagram

LinkedIn

Twitter

Tried Pinterest

YouTube

Tried Snapchat



PAY-TO-PLAY

- 2-Hours Social Media Consultant = \$500 (1-time fee)
- Video Camera and Wireless Microphone = \$70 (1-time fee)
- Facebook Paid Posts = \$400 (annually)
- Instagram Paid Boosts = \$25 (annually)
- Time Per Week = 3 Hours



OTHER PAY-TO-PLAY IDEAS

- Offer Discounts or Promo Links – Instagram
- Hold Contests with Incentives
- Paid Promotion of Facebook or Instagram Platform
- Paid Promotion of Facebook Events
- Pay for Stock Video or Photos



TOTALLY FREE

- Publish Top “5” or Top “10” Lists
- Assign Volunteers to Help Posts Go Viral
- Offer Speaker Presentations or Value Ad Items
- Post Member Testimonials
- Tag Members and Check-In to Local Places
- Take Advantage of Freebies Like Boomerang and Giphy
- Monitor Likes, Retweets and Comments Then Interact




GRAB TIPS AND TRICKS

- Samples of Our Top Posts
- Do's and Don'ts
- Links to Free Resources and Apps
- Topic Ideas
- List of Others to Follow

bit.ly/IREMdigitalresources



INSTAGRAM TOP POSTS



iremhouston Market Square Tower Following

iremhouston Just another day at the pool. On the 41st. 🏢🏢🏢#luxurylife #propertymanagement #cityscape #concretejungle #commercialrealestate #houston #ihavethisthingwithbuildings #downtownliving ireminfo 🏢🏢🏢🏢 miamicommercial So cool jamjad Hey I'm a producer at @nowthisnews can I have your permission to use this photo in a news video with all credit going to you? Please let me know, you can also email me at jasmine@nowthismedia.com thanks!

71 likes
MARCH 30

Add a comment...



iremhouston Following

iremhouston Sometimes you gotta toot your own horn. And sometimes when you do, the @houstonchron runs a story about it! Check out the published list of top CPM-employed real estate firms 🏢🏢🏢🏢 Link in bio #blessed #greatjob #newsworthy #tuesdaymotivation #thebest #houston #realestate #commercialrealestate #propertymanagement iremhouston @transwestern @cbre @brookfieldhouston @tarantinoproperties

28 likes
JULY 11

Add a comment...



INSTAGRAM TOP POSTS



iremhouston Following

iremhouston In the midst of the heartbreak our great city is experiencing, we can find comfort in the bravery and kindness of our first responders and heroic citizens. If we had to be stuck in this situation, we're glad we're stuck in it with #texans Thank you to those that have come from far and wide to help us too, whether you stepped up by donating money or made your way here with a rescue boat. We are grateful for every ounce of love and support the country is showing us.
#harvey #houston #houstonflooding
#hurricaneharvey #helpothers #thankful
#realheroes #notallheroeswearcapes

32 likes

AUGUST 29

Add a comment...



iremhouston Black Walnut Cafe ... Following

iremhouston Everyone got the #blackandwhite memo for today's Fashion Show Model & Clothing Subcommittee Meeting. #cantstopwontstop #matchingoutfits #twinning #iremstyle #lunchmeeting #iremladies
pdjwork Fancy people
iremhouston @pdjwork that's the subcommittee's nickname #fancypeople

31 likes

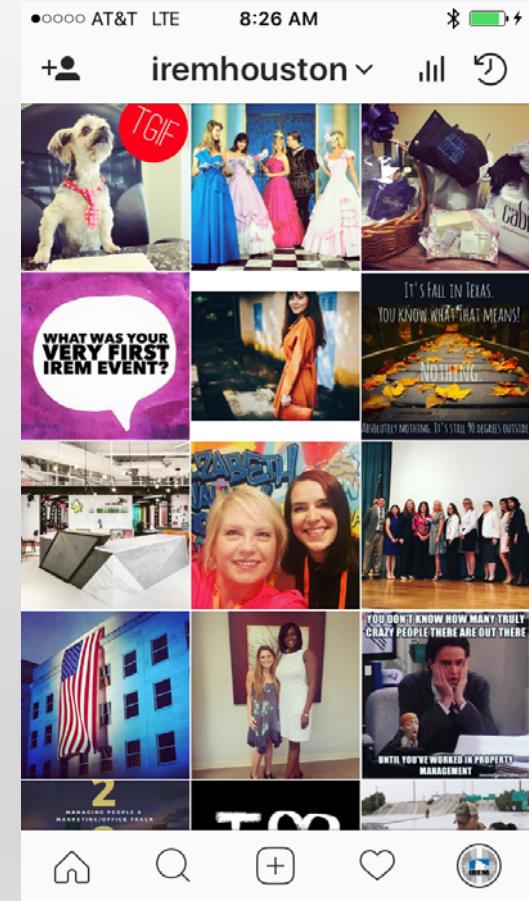
MAY 4

Add a comment...



INSTAGRAM WALL

- Think of it as your story
- Offer diverse content
- Make it visual and fun
- Lighter photos are liked more than dark ones
- Appeal to emotions
- Link to your website in your profile



INSTAGRAM SAMPLE HASHTAGS

Experts Say To Use 5 to 15

#CRE #CommercialRealEstate
#Careergoals #Professionaldevelopment #Learningisfun
#PropertyManagement #Hirise #Multifamily
#Brokers #BuildingEngineer #PropertyManager #BuildingOwner
#Volunteers #AssociationLife #ManagerLife #CREPro
#MarketingandLeasing #TeamBuiling #LikeABoss
#PropertyGoals #PortfolioProgress #WorkHardPlayHard
#BossLife #EmergencyPreparedness #TakinCareofBusiness
#Volunteerlife #AssetManager



FACEBOOK TOP POSTS

Institute of Real Estate Management, Houston Chapter
Published by Jo D Miller Bressler [?]
Page Liked - July 1 · 🌐

IREM searched the U.S.A. for "30 under 30" next-gen real estate management pros who have made significant contributions to the profession as demonstrated by career success, professional leadership, and community involvement. We can proudly say that three of them are part of the IREM Houston chapter. Congrats to everyone selected! <http://irem.org/30under30recipients>

Tag Photo Add Location Edit

2,313 people reached Boost Post

Like Comment Share

60 Top Comments

- Jack Barfield Look at you all famous & stuff! 🙌
Like Reply Message - July 1 at 4:56pm
- Scotty Rhoads That's awesome
Like Reply Message - July 1 at 5:34pm
- Hector Villarreal Congratulations 🎉🎉🎉🎉🎉🎉
Like Reply Message - July 1 at 6:29pm
- Brooke Caseros Blaire Moreland proud of you!
Like Reply Message - July 1 at 8:45am
- 1 Reply
- Morgan Tuttle Blaire Moreland congratulations!!
Like Reply Message - July 1 at 5:20pm

Write a comment...

Institute of Real Estate Management, Houston Chapter
Published by Jo D Miller Bressler [?]
Like This Page - April 21 · 🌐

IREM Houston is pleased to introduce the reason we missed our President yesterday at Food Fest 2017.
👉 Born at 12:50 pm on April 20th was little Cate Crawford.

Tag Photo Add Location Edit

1,121 people reached Boost Post

Like Comment Share

53 Top Comments

- Laura Rowden Hagan Congratulations! That is a lot of weddings to save for Dad!
Like Reply Message - April 21 at 11:33am
- Sheryl Green Congratulations! So happy for you guys! 🙌
Like Reply Message - April 21 at 3:40pm
- Rose Hernandez So happy for you all! Congratulations ❤️
Like Reply Message - April 23 at 4:50pm
- Mary Butler Summy Congratulations
Like Reply Message - April 22 at 11:17am
- Stephanie Michalk Congratulations!!! 🙌
Like Reply Message - April 22 at 7:17pm

Write a comment...



FACEBOOK TOP POSTS



Institute of Real Estate Management, Houston Chapter
Published by Lindsay Konlande (1) · Page Liked · September 8 · 49

#friendcrushfriday "I've had the pleasure of working with GuardTexas Houston on several of my properties over the past 4 years. They strive to provide the highest quality of security personnel and services, while ensuring the property rules and regulations are enforced. Their guards are professional, friendly and willing to go beyond the call of duty to assist when needed. As a Property Manager, k... See More


Tag Photo · Add Location · Edit

1,064 people reached [Boost Post](#)

Like · Comment · Share


1 Share

Write a comment...



Institute of Real Estate Management, Houston Chapter
added 16 new photos to the album: Dog Days of Summer Happy Hour — with Alice Darling Boss and 2 others at McIntyre's.
Published by Lindsay Konlande (1) · June 16 · 6

Thank you to all of our members and their four legged friends for joining us at our first Happy Hour of 2017!

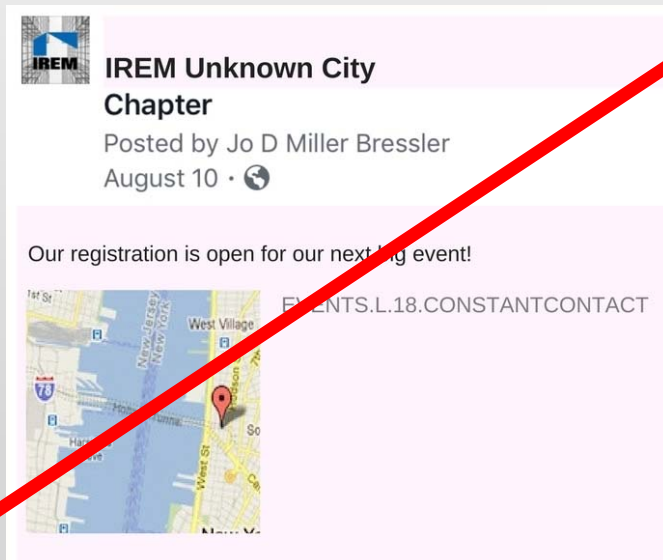


907 people reached [Boost Post](#)

Like · Comment · Share

EVENT PROMO

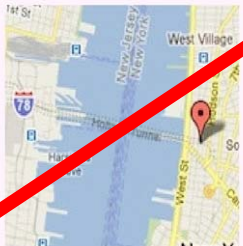
Can Sell Events
If Done Well



IREM Unknown City Chapter
Posted by Jo D Miller Bressler
August 10 · 🌐

Our registration is open for our next big event!

EVENTS.L.18.CONSTANTCONTACT



Institute of Real Estate Management, Houston Chapter

Posted by Jo D Miller Bressler
August 10 · 🌐

We've had a strong young professionals group since before it was even cool. Their next members-only networking meet-up is on 8/31 and is a building tour of the BBVA Compass Plaza, the first significant Galleria office building in 30 years. Details on our site www.iremhouston.org



👍❤️ 10

👍 Like 💬 Comment ➦ Share



\$30 PER URL

Consider Buying Custom URLs

~~www.iremhouston.org/calendar/october/fashion4367~~

www.iremffashion.com

www.iremffgolfopen.com

www.iremfffoodfest.com



TWITTER TIPS

Go Follow:

- Member Firms and Apartment Communities
- Local Council Members, Mayor and State Politicians
- Local TV and Radio News plus Reporters
- School District, Universities, RE Clubs
- Fire, Police and City Hall
- Local Community Magazines
- Other Associations
- Chambers of Commerce
- Your Competition



TWITTER HIGHLIGHTS

IREM Houston
@iremhouston

Social Spaces That Work Throughout The Workday goo.gl/EBCGHD @BuildingsMedia #WednesdayWisdom





2:12 PM - 9 Aug 2017

4 Retweets 5 Likes

4 5

Tweet activity

	IREM Houston @iremhouston Social Spaces That Work Throughout The Workday https://goo.gl/EBCGHD @BuildingsMedia #WednesdayWisdom pic.twitter.com/TOBqirYinV	Impressions 1,168
Total engagements 13		
Likes 5		
Retweets 4		
Detail expands 4		

 **Reach a bigger audience**
Get more engagements by promoting this Tweet!

[Get started](#)



TWITTER HIGHLIGHTS

Tweet activity ✕

IREM Houston @iremhouston
If brick & mortar retailers are out, who will anchor shopping centers? <https://goo.gl/gvccP1> [#realestatetips](#)

Reach a bigger audience
Get more engagements by promoting this Tweet!

Get started

Impressions	3,623
Total engagements	11
Link clicks	4
Profile clicks	3
Retweets	2
Hashtag clicks	1
Detail expands	1

IREM Houston
@iremhouston

If brick & mortar retailers are out, who will anchor shopping centers? goo.gl/gvccP1 [#realestatetips](#)

12:55 PM - 3 May 2017

2 Retweets

2

Tweet your reply



SAMPLE BLOG TOPICS

- Resume and Interview Tips
- Property Management Topics
- Friends of IREM Articles
- Leadership Topics
- Money Saving or Time Saving Tips
- How to Become A Property Manager
- Speaker Topics
- Asking For A Raise
- Conflict Management Tips



**Don't Forget to Promote
Your Blog Posts on
Facebook, Instagram,
LinkedIn and Twitter**

VIDEO TIPS

- Know Your Audience (All members, Young Professionals?)
- Determine Your Message (Informative, Call to Action?)
- Find Creative Members to Help or Lead Initiative
- Videos Don't Have to Be Scripted
- Don't Overthink the Production / Viewers are Not Expecting High Dollar Videos
- Make Sure Sound and Video Quality is Good
- Try Boomerang



PROMOTE YOUR DIGITAL PRESENCE

Jo D. Miller

Make sure you are providing links in every email you send!

Jo D. Miller, Executive Director
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Connect with us:



FOLLOW OTHER CHAPTERS

- Orange County (Facebook and Instagram)
- Chicago (Facebook)
- San Diego (Instagram)
- Western North Carolina (Twitter)
- Central Florida (Twitter)
- Of Course, Follow Houston (on all social platforms)



TOOLS, TIPS AND TRAINING

DESIGN YOUR POSTS

CANVA – www.canva.com

Free, easy to use website that allows you to design social media content, ads, flyers and more.

PHOTOS AND VIDEO

Unsplash – www.unsplash.com

High-Def, artistic stock photos for free. Great resource when you're needing photos for social media posts, flyers, posters, etc.

Stocksnap – www.stocksnap.io

Another great resource for high quality stock photos. Less artistic and more everyday photos.

Adobe – www.stock.adobe.com/videos



TOOLS, TIPS AND TRAINING

TRAINING AND INSPIRATION

Bloguettes – www.bloguettes

Free, online tutorials on digital marketing, making videos, and promoting content.

Latergram Blog – www.later.com/blog

Fantastic blog full of free information on how to easily create great Instagram content, how to maximize your presence, and engage followers.

Hootsuite Blog – www.blog.hootsuite.com

Great resource for do's and don't, tips and tricks, and inspiration for all social media platforms.



TOOLS, TIPS AND TRAINING

MORE TOOLS

Bit.ly – www.bitly.com

Free online service that shortens URLs to keep your number of characters in a social media post low. Also allows you to track the number of click-thrus. Bit.ly also allows customized URLs which can be helpful for branding.

Hootsuite – www.hootsuite.com

Online service that allows you to schedule social media posts ahead of time.



TOOLS, TIPS AND TRAINING

FAVORITE PHOTO / VIDEO EDITING APPS

CameraPlus

SnapSeed

ToolWiz Photos

WordSwag

GIPHY

Boomerang

iMovie



CHECK US OUT

IREM Houston Digital Presence

Our Blog: iremhouston.org/blog.php

Twitter: twitter.com/iremhouston

Instagram: [instagram.com/iremhouston/](https://www.instagram.com/iremhouston/)

Facebook: [facebook.com/IREMHouston/](https://www.facebook.com/IREMHouston/)

LinkedIn: [linkedin.com/company/irem-houston](https://www.linkedin.com/company/irem-houston)

YouTube: [youtube.com/user/irem28rocksout](https://www.youtube.com/user/irem28rocksout)

www.iremhouston.org

713-783-9225

