

The mortgage marketer's guide to

# TWITTER



Pipeline **ROI**

[www.PipelineROI.com](http://www.PipelineROI.com) | 1-866-300-1550

# Introduction

---



Over 100 million people log in to Twitter daily to share articles, read the news, Tweet photos of their breakfast, and connect with others. In this crowded space, it can be hard to express your brand and find people to connect with. This eBook is filled with tips and strategies for marketing your mortgage business on Twitter.

You'll learn:

- Terms you need to know
- How to set up an engaging, informative profile
- The best sources for content to share
- Pitfalls to avoid when sharing on Twitter
- Tools to simplify and improve your marketing

# Terms to know

---



**Direct Message (DM):** Private messages shared between selected members. These are not shown to the public.

**Favorite:** This is similar to a “like” on a Facebook post, and gives the original poster a notification that you’ve favorited the Tweet. This Tweet won’t appear on your Timeline.

**Follow:** Click the **follow** button on a user’s profile, and their Tweets will appear on your Timeline.

**Hashtag:** Twitter’s categorizing system. Any public Tweet tagged with a # symbol is visible to all users who click that tag. Adding tags is a great way to get more exposure for your posts.

**Mention:** Tagging someone in a Tweet with an **@ sign and their user name** will mention them in your Tweet. This will give the user a notification that they’ve been mentioned.

**Pinned Tweet:** A Tweet that appears at the top of your profile, ahead of your most recent Tweets. Pin important information you want your followers to see here.

**Retweet (RT):** The act of re-posting another user’s Tweet to your own followers. By gaining retweets, you’re exposing your posts to a wider audience. When you retweet something, all of your followers will see the original Tweet, with a small **Retweeted by** at the bottom of the post, with your username.

**Timeline:** Live stream of Tweets from people you follow, such as your home page

**Tweet:** These 140 character messages contain text, images, video, GIFs, mentions of other users, and hashtags.

# Setting up your account



Your Twitter profile is your first impression to anyone that finds you on the social network. As a mortgage professional, you want it to quickly show the world who you are, what you do, and where you work. Here are the major parts of your profile:

- 1. Your profile photo:** Choose a professional image of your smiling face. It will seem a lot more personable than your logo. The ideal size is 400 x 400 pixels.
- 2. Your @username:** You want it to be two things — descriptive and short. This is your display name, and how you can be found on Twitter. Shorter is better, since each letter cuts into Twitter's 140 character limit per Tweet.
- 3. Your cover photo:** This is the biggest image on your page and it appears at the top. Make it clear and colorful. If you have a stunning photo of your city, this is a great place to use it. The perfect size for your cover photo is 1500 x 500 pixels.



# Setting up your account



- 4. Your bio:** You have 160 characters to explain who you are and what you do. While it's important to talk about your mortgage-related specialties and skills, add some personality to this area as well. If you're a baker, parent, golfer, or art-lover, add that too. You never know who you'll connect with on your hobbies.
- 5. Your location:** It's important for people to know where you're located, especially if they're in the market for a loan. Set your location to be as specific or broad as you'd like.
- 6. Your URL:** This is a clickable link that's visible on Twitter for desktop and on the mobile app. Paste in a link to your website here so that visitors can find out more about you. You can also try linking to a landing page or something with lead capture, like an eBook, giveaway, or a place to subscribe to your blog.



# Finding content to share



Before you start following pages and engaging, it's important to add relevant content to your profile if it's not already there. There are four main sources of mortgage content that we're going to cover:

- Hyperlocal content
- Content from your website
- Real estate market news
- Home buying advice and savings tips

It's a common misconception that a professional Twitter page should only share the owner's content. An engaging Twitter page will provide commentary on these different topics (and more!).

## Hyperlocal content

While it's great to have thousands of followers, what really matters is how many of your followers are potential clients and local connections. You want to target as many local users as possible. The most effective way to do this is to share content that is directly related to your market area.

Local businesses and bloggers are a great source of this content. Start by searching on Twitter for your favorite businesses, like shops and restaurants. Even neighborhoods and districts sometimes have their own Twitter pages. Follow and send a quick Tweet or DM to the page with a personal note about why you followed them.



# Finding content to share



## Hyperlocal content (cont'd.)

When you follow a page on Twitter, you'll also get suggestions of similar pages to follow. Check these out as well. Look for promotional posts to retweet, like if your favorite shop is having an anniversary sale, or your favorite restaurant has half price appetizers a certain day of the week. These local companies are trying to grow their business just like you, so they'll appreciate the free promotion.



### TIP:

To retweet with a comment like this, hit the retweet button () below any Tweet, then type your comment in the text box.

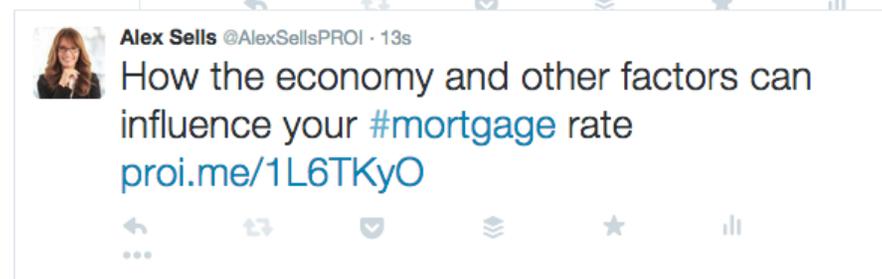
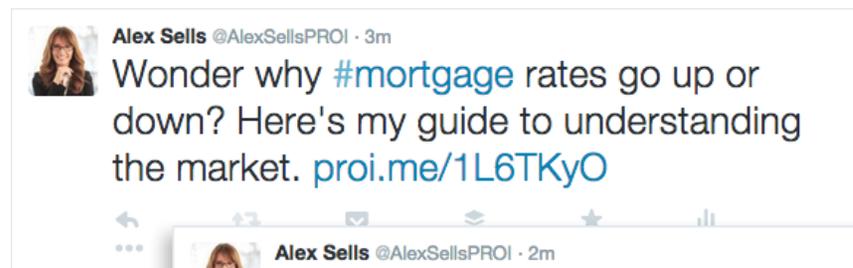
If your market has any food or lifestyle blogs, they're also a great source of up-and-coming information. They may be the first one to stop in a new shop or check out a new restaurant, so following them may give you cutting edge content to retweet.

# Finding content to share



## Content from your website

Sharing posts from other people will get more traffic to your Twitter page, but you also want to be driving visitors to your website. This is easiest when your website is full of helpful content to share. If you blog, you should be sharing your posts on Twitter regularly. And if you're not blogging, you're selling your mortgage website short! Original, relevant content is the best way to give your Google rankings a boost while demonstrating your knowledge to the casual visitor. You can share the same link on Twitter multiple times, as long as you're sharing them at different times of the day and using a slightly different post. Here are some examples:



### TIP:

Not sure what to blog about? [Click here](#) for 51 mortgage blog ideas to inspire you to write.

# Finding content to share



## Content from your website (cont'd.)

You want to catch the eye of anyone who is actively pursuing a loan, but you don't want to post meaningless information without any context, like this first Tweet on the right.

Instead, you should be sharing your valuable information in a conversational tone like this second Tweet. If you're sharing content from your website, attaching your header image to the Tweet will make it stand out in a timeline even more.

### TIP:

Tweets with images get 18% more clicks, 89% more favorites, and 150% more Retweets.

Source: [Adweek](#)

## Don't:



Alex Sells @AlexSellsPRO1 · 14s

Buying a home and needing a loan? Give me a call! 866-300-1550 #mortgage #naples

## Do:



Alex Sells @AlexSellsPRO1 · 38s

Looking into buying a home in #Naples with a VA loan? Here's everything you need to know [proi.me/1L6TKyO](https://proi.me/1L6TKyO)



# Finding content to share



## Real estate news

If anyone is interested in buying a home, they want to know how the market is doing, both nationally and in their area. You can share that information through Twitter by finding and sharing the latest real estate trends and market news. There are several national news sites and reporters who deliver daily real estate updates. [Click here](#) to check out a list of our favorites and give them a follow. Retweet their posts or share their articles and add your own personal take on their information.



# Finding content to share



## Home buying advice and savings tips

You don't have to be your only source of helpful advice. While you don't want to share pieces from mortgage lenders in your area since they're competition, there are several real estate agents and mortgage pros around the country who are known for producing general, helpful content that it could be beneficial for you to share. By engaging on social media with others in your field, you could help yourself build relationships and earn some referral business as well. You'll also find buying tips on news sites and general real estate blogs.

People looking to purchase a home might also look for money saving strategies and advice. You can find entire websites and Pinterest boards out there full of content on this topic. Add these pieces into your social media mix for helpful variety. While original content is always the best thing to share, sometimes advice from others can come in handy as well.



# Growing your following



In a perfect world, every time you followed someone, you'd get a follow back. But unfortunately, social media is tough. You won't just wake up one day to find out you're Twitter famous. You have to work hard to prove you're informative, entertaining, and worth a follow. Here are some tips to help you get started.

## When you follow someone, give a shout out:

It's always nice to let someone know you think their posts are great. When you follow a new account, send out a Tweet about them and why you're following. This will help your audience see them and get them a little more exposure.

## When you get followed, say thanks:

Getting a follow is a big compliment! It means that someone thought what you had to say was worth hearing. When you get a new follower, a thank you Tweet is good practice.



# Growing your following

---



## **Join a Twitter chat**

Nearly every industry has a Twitter chat, where people get together to discuss a certain topic using a hashtag to categorize posts. There are several real estate-related chats every week where you can connect with others in the industry. It's also become more common for cities to host Twitter chats about growth and development, and it may include local lawmakers and influencers. Keep an eye out for these and participate when possible. It's a great way to get exposed to a powerful and engaged audience.

## **Tweet about local events and news**

Including a timely hashtag is an effective way to get your Tweets exposed to more people. After following local businesses and influencers, you might start to notice several of them commenting on the same topic with a hashtag, whether it's an upcoming festival, store anniversary, county fair, or sporting event. Chime in when these topics are trending. You'll be meeting your audience where they're already gathering, helping you gain followers.

# Pitfalls to avoid

---



There are some major issues to avoid if you want to keep your Twitter page growing and visible. Here are a few things to stay away from:

## **Hashtagging everything**

While hashtags are a great way to make your Tweet visible to a wider audience, it's important to stick to two or less per Tweet. Any more than that can make your Tweet hard to read, and your message will get lost.

## **Buying followers**

The promises of “thousands of REAL followers” may seem tempting, but purchasing followers or any kind is bad for your business. The number next to your username only matters when it's real people who are engaging with your posts. And the thousands of followers you buy won't be doing that. Be patient, share quality content, and engage with people instead. Your followers will be there to stay.

# Pitfalls to avoid

---



## **The dreaded auto-DM**

It sounds like a good idea, right? Sending an automatic message to every new follower you get? Unfortunately, it often comes across as spammy and could annoy your new followers. If you want to send a personal message, send it yourself and tailor it for each new follower. This is one social message you shouldn't automate.

## **Keeping it 100% business related, 100% of the time**

A Twitter page that shares nothing but real estate specific content is going to have a very narrow audience. Anyone that isn't looking to buy a home in the immediate future won't be interested in what you're sharing. It's important to show a little personality and variety. If you're running a 5K or attending a local event, share that on Twitter. People want to know about you, not just your business.

## **Starting an important Tweet with "@"**

If you're Tweeting at someone, it makes sense to start your Tweet with "@", followed by your message. But beginning your messages with this character limits your audience to only users who follow you and the other user who is tagged. Simply put a period before the @ in your Tweet, or tag them at the end to make sure all of your followers will see your Tweet.

## **Tweet (or retweet) posts on controversial topics**

While your Twitter account should tell a little about you personally, it doesn't need to broadcast your views on politics or other divisive topics. This goes for retweets, too. There's no sense in alienating yourself from half your audience by sharing a Tweet about a political candidate. It's smart to be cautious and stay away from anything too controversial.

# Tools to simplify your Twitter marketing



## A social scheduler

You'll rarely find a social media rockstar that isn't using a social media scheduler. Sharing content multiple times a day without one is a time-consuming and overwhelming process, so it's beneficial to get comfortable scheduling your posts.

Our inbound marketing platform comes with a **built-in social scheduler** that allows you to share content from your website, listings, and anything else from around the web without ever leaving our dashboard.

There are several other social schedulers out there, so try and few and stick with the one that's easiest to use. **Hootsuite**, **Buffer**, and **TweetDeck** are some of the largest.

The screenshot shows the PipelineROI Dashboard in Google Chrome. The main interface is titled "Post Listing to Social Media" and features a calendar for August. The calendar has columns for days of the week (S, M, T, W, T, F, S) and rows for dates. The date 17th is highlighted with a blue checkmark and a Twitter icon, indicating a scheduled post. To the right of the calendar, there are instructions on how to schedule posts, including a list of steps: "1. Select date(s) on the calendar", "2. Select account(s) and time", "3. Click 'Add to schedule'", and "4. Repeat as needed to add more posts to your queue". Below these instructions, there are dropdown menus for account selection (currently showing "AlexSellsPROI") and time selection (currently showing "1" and "30"). A large blue button labeled "Add to schedule" is visible. At the bottom right, there are buttons for "Previous" and "Post It".

Below the main interface, there are two summary widgets. The "Most Visited Pages - Past 30 days" widget shows a list of pages with their respective view counts and line graphs: "Default Listings" (1867 views), "Blog", "Contact Info", "Home Price Index", and "Home". The "Promoter Campaigns last 30 days" widget shows a summary of campaign performance, including a yellow envelope icon, and a table with columns for "Sent", "Viewed", and "Clicks". The "Sent" column shows 379, "Viewed" shows 1, and "Clicks" shows 0%.

# Tools to simplify your Twitter marketing



## A link shortener

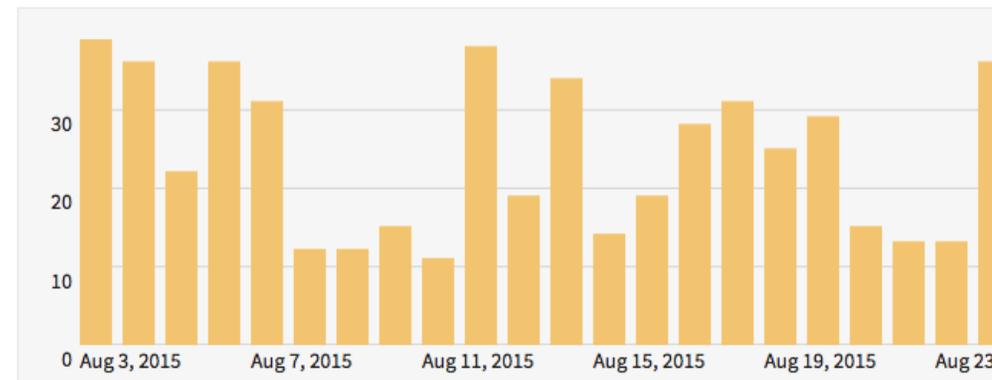
With Twitter's 140 character limit, shortening your links is a good practice. If you're posting through a social scheduler, your links will automatically be shortened. But for posts you share directly to Twitter, shortening your links using the [Bitly](#) app or extension will help you get analytics on your link and see what's getting the most clicks.

If you own a domain name, you can also set up custom shortened URLs that contain your brand name. [Here's how.](#)

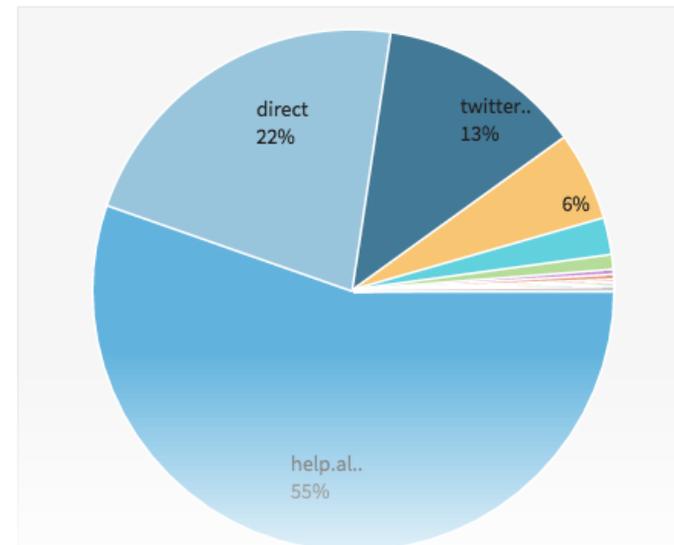
654 clicks on your Bitlinks

All Domains Clicks

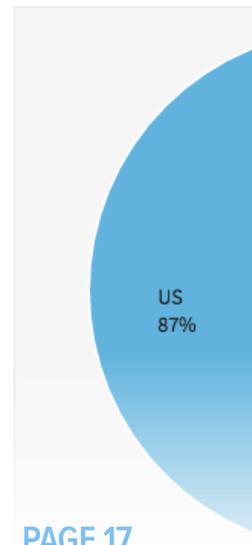
since Aug 3, 2015



Referrers



Locations: 23 Countries



# Tools to simplify your Twitter marketing



## A detailed analytics tool

Twitter has some great, built-in analytics features that can help you see what's working and how you're growing. But for a more detailed, actionable overview of your Twitter account, there are tools out there to help.

**SocialBro:** This tool can help you find the best time of the day to Tweet, along with filtering options to find new people to follow. There is a free plan, and paid plans with more features.

**Followerwonk:** If you're looking to find new people to follow, check out Followerwonk's bio [search tool](#). You can search for a location, or any other term, and find users with that information in their Twitter bio.

**Rite Tag:** Choosing the right hashtag can have a major effect on your Tweet's visibility. This tool gives you stats and analytics to help you select the right one, so your Tweets will be seen by a wider audience.

### TIP:

These are just a few of the hundreds of Twitter tools out there. If you're looking for a tool to do a specific task in Twitter, check out this list of [91 Free Twitter tools](#) from Buffer.

To see more great landing social media content and tips, subscribe to our blog! ►