
Must-Know Twitter Engagement Tactics

Digital PR Summit
February, 2014
San Francisco



Audie Chamberlain
Director, Social Media Marketing

Agenda

- Real-Time Digital Landscape
- Building Brand Ambassadors
- Measuring Success
- Case Study



“The illiterate of the 21st century will not be those who cannot read and write, **but those who cannot learn, unlearn, and relearn.**”

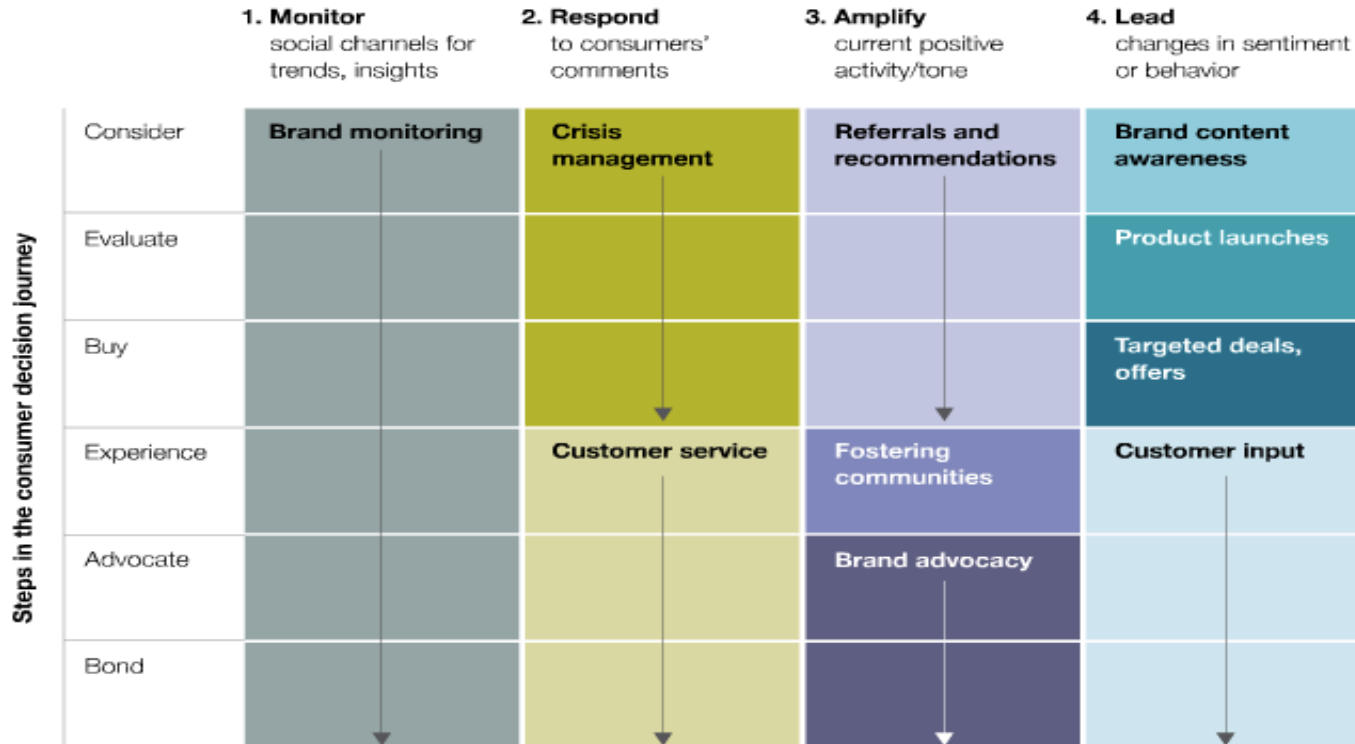
— Alvin Toffler



1. Are people **talking about you**?
2. Are the conversations leading to **your desired outcomes**?



Social media enables targeted marketing responses at individual touch points along the consumer decision journey.



Relationship Status





- Build your **network** before you need it
- Connect with **highly influential** people
- Let your executives **tell the world**





Realtor.com cracks open NYC market with listings from The Corcoran Group

Licensing discussions with other brokerages, REBNY underway

Dec 3, 2013

 Add a comment

Moving to capitalize on its new freedom to publish listings from non-Realtor affiliated sources, realtor.com is now getting listing data from The Corcoran Group, and is in discussions to license data from other New York City brokerages and the Real Estate Board of New York (REBNY).

Up until [amendments to the realtor.com operating agreement were approved by the National Association of Realtors in July](#), the portal could not license data from non-Realtor-affiliated brokers and multiple listings services.



[New York City skyline image](#) via Shutterstock.



Mia G. De Andrade @MiaGabriella91

17h

[Realtor.com](#) & [Pinterest.com](#) are the most addicting websites

  [View summary](#)



Michael Obi @MichaelObi11

6 Jul

[Realtor.com](#) is my favorite website lol smh

[Expand](#)



George O. @MummsThaWord

5 Jul

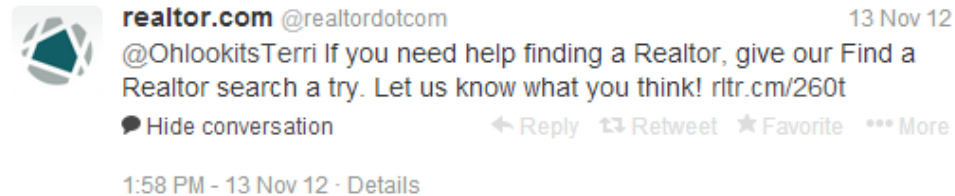
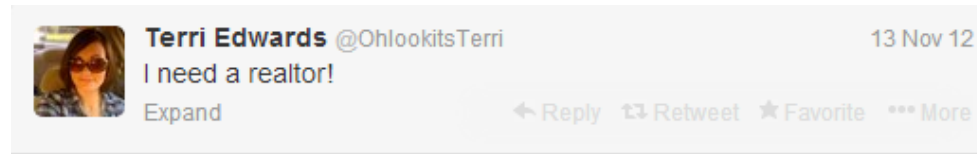
Relationship status: One eye on [realtor.com](#) at all times.

[Expand](#)



Each tweet creates a **marketing moment**

It signals what a user is **experiencing** in the moment, and may also reveal a users' **intentions**



Measure Success



FIND IT FIRST
Hits the road with **AIRSTREAM**

realtor.com®
Realtor.com

Verizon 3G 5:09 PM 98%

Results **Details**

Overview Details Schools

\$100,000,000 ✓
2001 Blake St, Denver, CO 80205
1 Bd - 1 Ba - 100 Sq ft - 100 Sq Ft Lot

FOUND IT! #finditfirst

Using the send feature, share this listing to foundit@realtor.com for a chance to win an Airstream!

Presented by realtor.com

Ask a Question

3.5%

Lift in unique users for the app

2.4%

Lift in page views for the app

21%

Increase in avg. daily downloads

“

You know me, I am all about Customer Experience + Fun, so this campaign immediately caught my attention.

”

Debra Trappen
D11 Consulting

d11 consulting

Case Study: Customer Experience Adventure!



Date: July 6, 2015 By: Debra Trappen Leave a Comment Filed Under: Experience



pass!... have you heard?

Last week [realtor.com](#) launched a fabulously FUN consumer promotion--> A Mobile Treasure Hunt called #FindItFirst! You know me, I am all about Customer Experience + Fun, so this campaign immediately caught my attention.

98%

Increase in mentions

185%

Increase in impressions

5%

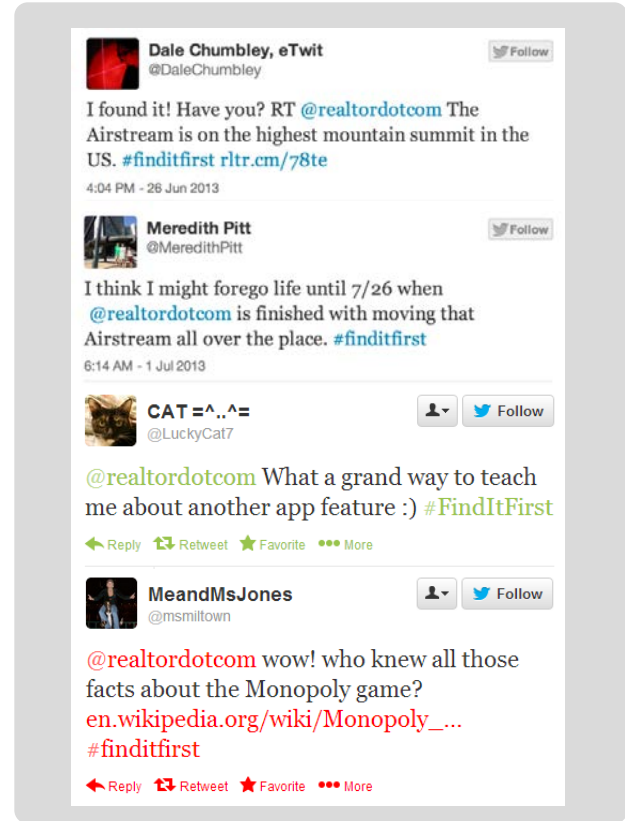
Social share of voice increase

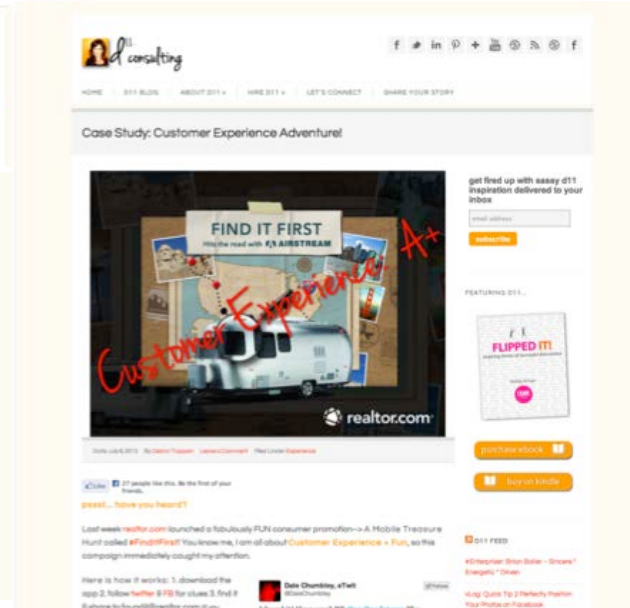
“

I think I might forego life until 7/26 when @realtordotcom is finished with moving that Airstream all over the place. #finditfirst

”

Meredith Pitt
Twitter.com





In Summary

- Social is simple
- Relationships are foundational
- Always measure everything



Thank you!



Contact info:

@audiechambrln on Twitter

[Linkedin.com/in/audiechamberlain](https://www.linkedin.com/in/audiechamberlain)



**KEEP
CALM
AND
KEEP
TWEETING**

