



Online
LEAD
PLATFORMS

FEMME BOSS

With so many social media sites and online platforms, it can be daunting trying to figure out the platforms you should be investing your time in. Don't feel as if you need to jump into all of these platforms immediately. In fact, we recommend that you don't! Dive in one at a time, and slowly bring in another platform as you master the previous one. There's a lot to learn with each online platform, and we are here to support you as you grow your business so let's get into it!

ONLINE PLATFORMS FOR YOUR BUSINESS:

- **Facebook Business Page:** Business pages are a MUST in today's day an age. If you don't already have a highly successful business, and you don't have a business page, you need to get one right away. Even if you don't utilize Facebook paid ads to be bringing business, you can be certain that people will be looking you up on Facebook prior to deciding if they want to use you/hire you or purchase from you. Now if you know how to use Facebook ads, as we'll be teaching you in past and future modules, Facebook is an essential lead generation tool that can bring you big business for an affordable rate. It is easily the most affordable marketing platform for all kinds of business owners around with PROVEN results.

- **Facebook Personal Page:** Personal pages are a phenomenal way to build friendships and bonds with local community members. By adding them to a personal page (that you keep fairly professional, but still personal) you can build a true connection with your audience. With subtle techniques and reminders to your sphere, your page alone can be a gold mine for business. Again, something we'll be teaching you to utilize in a way that brings in real business.
- **Facebook (Local) Groups:** Hello big money, fame, and wealth. No kidding, Facebook groups are the biggest gold mine for just about any business on social media, and that includes real estate. It's not just about joining and spamming a ton of local groups - you won't get far with that. We'll be teaching you how to build your own Facebook group and utilize it to draw in a massive audience of buyers or sellers, which then translates into clients. We'll also show you how to do it so you build a platform that ensures you NEVER have to compete against other agents. Stay tuned for our upcoming modules, where we will dive into this area more!

- **Instagram:** Instagram is a great resource to build your business, but it's important to know that the audience on Instagram does favor the millennial generations. If you are strictly working in an older age range for your niche, we recommend sticking to Facebook. If you choose to work with millennials, we highly recommend building out an Instagram page. Instagram is a platform that consists of images and videos. If you're going to choose this platform, make sure the images and videos you post are great quality and if using a filter, you use the same one consistently.
- **Google Business:** Google business ads CAN work, however, if you're on a tight budget, experience and research shows you'll get a little further with your marketing dollars on Facebook. If you do have a large marketing fund, then Google can produce pretty good results. Just be sure you're up on their free Business Manager section so you come up right away when people search you. Be sure to fill out your profile completely so you're easy to get in touch with.

- **Your Website/Blog:** You'll need a platform to advertise your website and blog, but it's a must to have a website these days. In the past it used to be a luxury, these days it's a necessity. Be sure your website has landing pages you can use in your marketing. Remember, landing pages are for specific lead generation (they are call to actions) where as your website as a whole is a branding tool. It tells the story of who you are and why people should use you to buy or sell a home.
- **YouTube:** YouTube is a phenomenal way to grow your business because most content people consume in 2021 is video, and YouTube is a video-based platform. We're going to be providing you the training to create great videos and video content, but keep in mind that YouTube does require a lot more effort to manage than sites like Facebook or Instagram. There is a lot more prep work to the content you create and produce if you want successful results. We'll dive further into YouTube training and provide you with scripts to use and the tools we recommend dabbling in to help you create a YouTube presence that draws in the right audience for your biz.

We hope that helps you narrow the platforms you should be focusing on to generate business. There are hundreds of other platforms that you can use for your business, these are the ones we feel are the most popular and the ones that yield the best results. Depending on what your specific business is and what industry you are in, there may be other platforms that work that are not on here, but these will definitely at least get you started! Now anything can work for anyone when done right and in a unique and creative way. But if you're short on funds and short on time and need to make money quickly - utilize the tools above and the resources we offer in Femme Boss to get your name out to your community!