

Mortgage Brokers: How to Use Social Media Marketing

The virtues, the benefits, and the popularity of social media have been discussed and debated upon incessantly. Suffice it to say that everyone now knows how beneficial it can be for small businesses if used correctly, creatively, and effectively. Regardless of the industry you operate in, and whether you sell a product or a service, social media can be put to extremely advantageous use.

Unfortunately, most mortgage brokers seem to struggle with the concept of using social media to help further their business, its growth, and its profitability. They do use various social networks, but they do it ineffectively and end up wasting valuable time on websites such as Facebook, Twitter, LinkedIn and Pinterest. Your time is valuable and priceless, even if social media is free. Here's how you can put social media marketing for mortgage brokers/professionals to better use.

The Need to Understand It!

You can't control it, or gain any benefits from it, if you do not understand it. Do not fall into the same pitfall as most other mortgage brokers. Understand how social media works first, and learn to use the various tools of each social network to your advantage. They do not all work the same way! Twitter is not Facebook, and Facebook isn't Google+.

The Need to Own It!

Mortgage brokers often share a trait with most small business owners: online naivety. If you're using social networks to promote your mortgage brokerage, always remember to completely own the content you create. Do not blog directly on Facebook, or anywhere else, but always link it back to a website that you personally own.

The Need to Share!

Social media marketing can be used through a variety of mediums and with a plethora of tools. The one common feature of all these tools and of each medium is that they allow you to share. But before you actually go ahead and do it, before you ever hit 'send', 'like', 'tweet', or '+1', sit back and evaluate what you're about to share. It should be helpful and educational, yet interesting and engaging, and it should not always be all about you or your small business.

The Need to Be There!

Perhaps the biggest mistake that most mortgage brokers make is that they're almost never available online. They do maintain a presence online, but they're not interactive. Make sure you do not succumb to the same mistake. If you've spent time and effort establishing a presence online, be there to put it to good use as well. Spend some time daily on social networks, read what others have commented about on your posts, and make sure that you engage with them through replies - even if they've left negative comments.

As a small business owner, mortgage broker or otherwise, you can help your business grow and be more profitable and successful through social media, if only you can learn to put it the most intelligent, creative, interactive, and effective use possible.

SAMPLE