



Integrating Social Media Into Search

Presented by

Matt Beall, Principal Broker

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Hawaii Life Real Estate Brokers



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PRODUCED BY



Social Media does work, just not how we at Hawaii Life traditionally think about marketing...

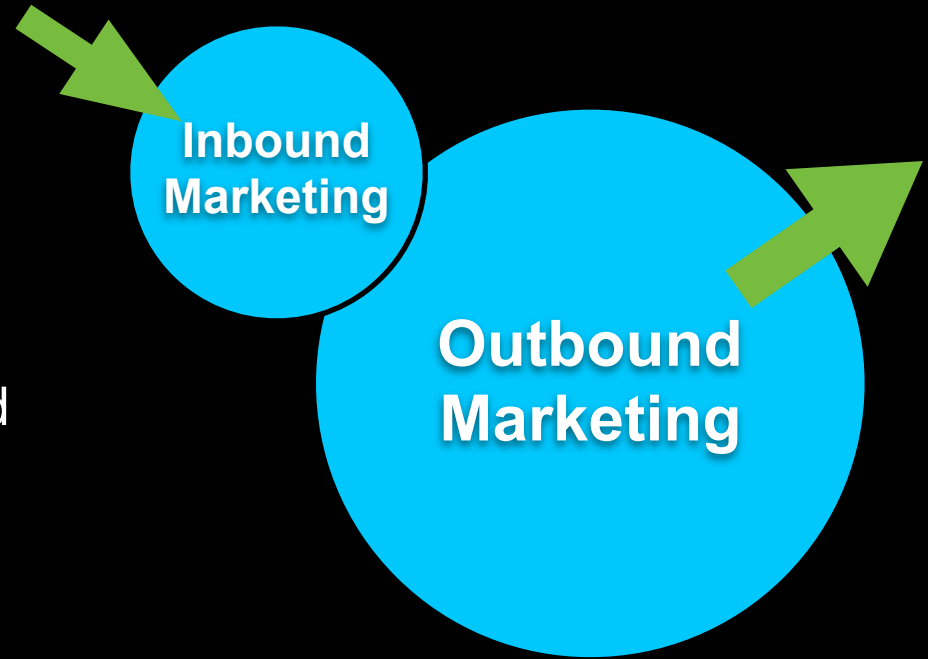
It's about **growing brand.**

Social VS Inbound Marketing

- **Inbound Marketing:** “Helping yourself ‘get found’ by people already learning about and shopping in your industry.”

Hubspot includes Social Media in this category

- Our research & experience found Social more like traditional **outbound marketing**.



The Data.



What we're looking at...

- **HawaiiLife.com** integrated social in search beginning Sept. 2011
- Data compares **Sept-Dec 2011 to Sept-Dec 2010**
- We're only presenting **Facebook** data, but the concepts apply to ALL Social Media

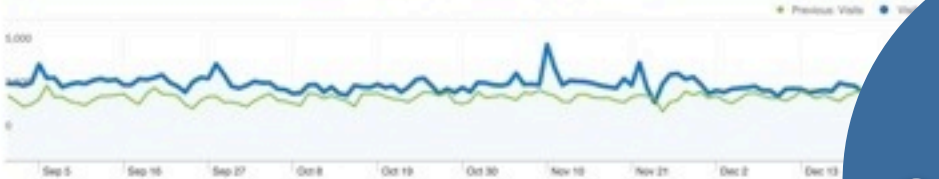
Google is King.

Search engine traffic has the potential to drive a lot more traffic compared to social media **(but social media is growing a lot more quickly).**

All Traffic Sources

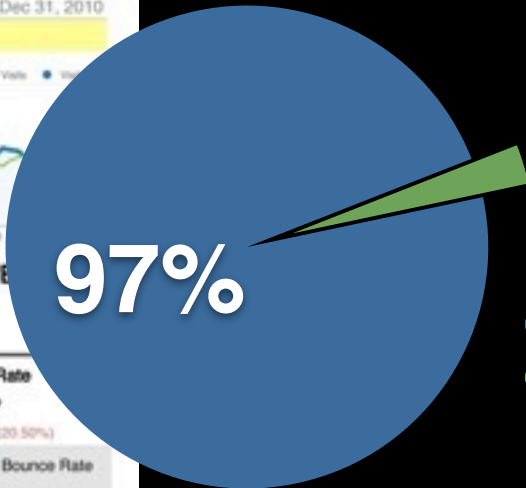
Sep 1, 2011 - Dec 31, 2011
Comparing to: Sep 1, 2010 - Dec 31, 2010

This report is generated in fast-access mode.



All traffic sources sent 360,724 visits via 1,773 sources and mediums in the "Blog" segment

| Site Usage | | | | | |
|---------------------------------------|--------------------------|-----------------------------|---------------------------|---------------------------|-------------|
| Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate | |
| 360,724 | 10.29 | 00:08:30 | 45.72% | 33.31% | |
| Previous: 297,573 (21.22%) | Previous: 4.91 (100.54%) | Previous: 00:05:26 (56.41%) | Previous: 48.09% (-0.85%) | Previous: 27.64% (20.50%) | |
| Source/Medium | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
| google / organic | | | | | |
| September 1, 2011 - December 31, 2011 | 190,735 | 10.32 | 00:08:15 | 44.27% | 31.72% |
| September 1, 2010 - December 31, 2010 | 156,196 | 4.50 | 00:05:12 | 48.76% | 26.40% |
| % Change | 22.11% | 129.19% | 58.45% | -9.21% | 20.13% |
| (direct) / (none) | | | | | |
| September 1, 2011 - December 31, 2011 | 85,161 | 9.04 | 00:08:18 | 48.83% | 42.32% |
| September 1, 2010 - December 31, 2010 | 68,612 | 4.65 | 00:04:50 | 37.72% | 33.87% |
| % Change | 24.12% | 94.61% | 71.78% | 29.45% | 24.95% |
| yahoo / organic | | | | | |
| September 1, 2011 - December 31, 2011 | 17,613 | 13.61 | 00:10:33 | 50.81% | 20.25% |



3%

● Search Engines

● Facebook

Way less total traffic
BUT growing 10X
as fast!

Leveraging Social

- **Make it easy** to like, Tweet, +1 and comment within search.
- **“Shared” properties go to friends**, and friends friends, and so on...
- Each comment gets 1,200 impressions / comment X 2 = **2,400!** It's **Exponential!**

72-130 Hokuia
 Home in Hawaii, Ho-Hou, 9876 Sq Ft
 \$18,500,000
 5,388 sqft, Living area 1.3 ac. Lot
 5 bedrooms w/ 5 full baths and 1 half bath. [View photos](#) [View details](#)
 302 views, just added by [Brooke](#)

Share this Property

Listing Agent: [Brooke Johnson, R/E](#)
 She called the property and saw [photos](#) [virtual tour](#)
 Email: [bjo@kw.com](#)

Listing Agent's Description

In a time where "Bali Style" has become cliché, Hale Ku Mana offers an intelligent implementation

A master architecture selected as a prime location at Hukua Resort. The result is a home with a variety of carefully crafted indoor-outdoor living spaces, pools, waterfalls, new materials and original decor. Some areas are warm and intimate, others open and airy, all are private.


6 bedrooms, 12 bathrooms, office in master suite, 10,000 square feet of living space, located on 1.33 acres, surrounded on three sides by the Hukua Golf Course. Creating an estate island with... [View more](#)

| Price/Assessed | Price | Living Area | Land Area | Year Built |
|---------------------|---------------------|-------------------------|-----------------------|--------------------|
| 81 | 222.84% | \$18,500,000 | \$3,433.56/sf | \$318.84/sf |
| AVG. 102.77% (+41%) | AVG. 178.88 (+176%) | AVG. \$1,548.38 (+157%) | AVG. \$284.70 (+103%) | AVG. 2008 (+12 y) |

Property
 Subdivisions (HAWAII) 1
 Pool/Spa 1
 Hardwood,Stone,Other (Remarks)
 Lot/Construction
 Dead End,Other (Remarks)
 Access
 Covered,Attached
 Pool
 Appliances/Technology
 Ground,Level,Other (Remarks)
 Property Features
 Golf Course
 Pool
 Private,Pool
 Remarks
 Gated Community,Security Guard,Security patrol
 Taxes (Year)
 312026270000
 Notes
 Coastline, Golf Course, Mountain, Ocean, Ocean Horizon, Sunset
 Location

Financial
 Remarks, Taxes
Cash,Conventional
 Record Property Taxes **\$75,547**
 Estimated Value **\$8,301,300**
 2008 Taxes **Five Single**
 Original Price **18500000**
 Price/Assessed **\$18,500,000**
 Price Change (%) **-5%**
 MLS Listing Info **3433.598904826**
 Price per Sq Foot (S.F.) **ML S Listing Info**
 Price per Sq Foot (S.F.) **33**

Zoning
 Notes
 K - Zones B, C, and K are the flood insurance rate zones that correspond to areas outside the 1% acc.
 Listing Date
 12/14/2011



Long: -155.889220 | Lat: 19.827294 [Request showing info](#)

7 comments

Post to Facebook

Brooke Johnson Derby of Subscribed - Realtor at Brooke Derby, Real Estate Agent Kohala Coast Hawaii

This home is absolutely spectacular! The master bathroom will blow you away! I can see myself being here!

Reply Like Follow Post December 15, 2011 at 9:03am

Katie Francis Minkas of Subscribed - R/E Broker-In-Charge, Registered Sales at Hawaii Life Real Estate Brokers

I could live JUST in the master bathroom! I think it's bigger than my whole house! :)

Reply Like December 27, 2011 at 2:52pm

Karen Ferrara Washert of Subscribed - Realtor at Hawaii Life Real Estate Brokers

I could be very comfortable here! :-)

Reply 2 Like Follow Post December 22, 2011 at 2:18pm

Justin Britt - Head Web-Head at Hawaii Life Real Estate Brokers

Yeah, with a bad life...

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Katie Minkas, R/E Peaks Hawaii Life and Lifestyle, www.hawaiilife.com

Can I rent the Master Bathroom from you?

Reply 2 Like December 27, 2011 at 1:13pm

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I'll be bringing clients to the open house this afternoon... can't wait to see the finished product!

Reply 4 Like Follow Post December 14, 2011 at 12:47am

Brooke Derby, Real Estate Agent Kohala Coast Hawaii

Hukua Beverly for a BEACHYUUL EVENING at Hale Ku Mana! What a fabulous way to showcase this amazing home! The website looks great esp for those that have not seen it. <http://www.hawaiilife.com/listings/8-0003/index.php>

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What a spectacular property! An island within an island.

Reply 2 Like Follow Post December 14, 2011 at 10:38am

Beverly Lind Wofford - Last Onions High School

Thank you all for coming, it is a unique property! As the listing agent I am planning a series of open houses every Sunday beginning New Year's Day from 11AM to 4 PM by appointment. I am hoping that the

7 comments

Add a comment...

Posting as Winston Williams (Change) Comment

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A Long-Term **Brand Strategy**

- More **inline with traditional marketing**
(not inbound marketing)
- **NOT** for driving leads
- Grows the **Hawaii Life Brand**



Chrome File Edit View History Bookmarks Window Help

www.facebook.com/pouhain7sk-wall

facebook

Make Comment

Tyler Furukado

José Francisco Llompart Nona Sister

Family

Noreen Kimitea Sister

John Kaanaina Brother

Thomas Yrigoes, Jr Brother

Don Yrigoes Brother

Craig A Yrigoes Brother

Kwai Maradang Fajyema Aunt

Lorraine Carr Aunt

Nona Aina Aunt

Roseana Aina Aunt

Mary A. Aina

Recent Activity

'Hau'oli is hana'u, brah!' on Ryan Kalama's Wall.

Pua Kaahani Happy belated, Birthday Sunday at 7:05pm - @

Dana Pumehana Aina mahalo!! hau'oli makahiki hou!! Sunday at 7:27pm

Dana Pumehana Aina commented on Hawaii Life Real Estate Brokers. howzit, Erik what a beautiful property. could you tell me how long is the remaining lease? mahalo!

83-1599-E Middle Keel Rd, Keel, HI 96704 www.hawaiiRe.com

3 bedroom, 2.0 bathrooms Residential located at 83-1599-E Middle Keel Rd, Keel, HI 96704. This property is listed for sale at \$210,000.

Like - Comment - Sunday at 11:25am - @

Mel Kawaschau likes this.

View all 5 comments

Erik Hinshaw howzit Dana, It is a beautiful property. So private yet close to the Bay and shopping. I live just up the street. The lease expires in 2025. There is a new 35 year lease available if you meet some requirements re farming. 22 hours ago - Like

Erik Hinshaw Mel Kawaschau You are so right. Paradise. 22 hours ago - Like

Write a comment...

D-haku Telemine

Sry, my bad. Happes B-lated Burfday Dana. Hope u had fun. Happes d's Year, aloha!!

Sunday at 9:40am via mobile - @


Dana Pumehana Aina likes this.

Dana Pumehana Aina mahalo ou!! aloha! 2 da 'ohana!! 'ae, hau'oli keia makahiki! Sunday at 11:28am

Chat (2)



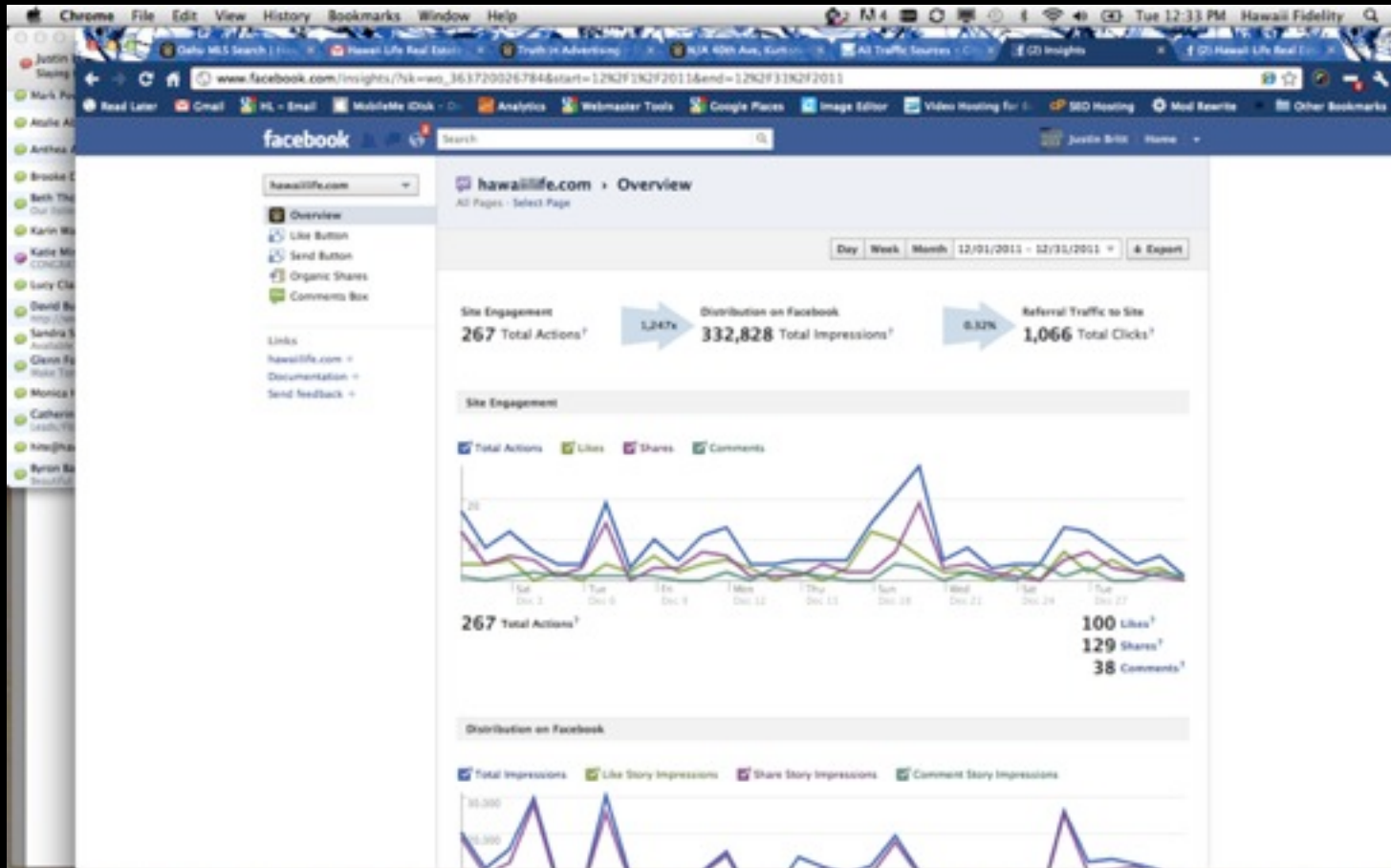
real estate
connect
new york city

PRODUCED BY 

Thursday, January 5, 12

Handling Social Communication

- Not like a standard web lead
- Permission marketing
- **Provide info freely**
- Creates a **feeling of obligation.**



Also Has **SEO** Benefits

MOZ SITE EXPLORER

http://

Link metrics for the page <http://www.hawaii.com>

| Page Authority | Domain Authority | Linking Root Domains | Total Links | Facebook Shares | Facebook Likes | Tweets | Google +1 |
|----------------|------------------|----------------------|-------------|-----------------|----------------|--------|-----------|
| 66/100 | 60/100 | 239 | 6,881 | 107 | 22 | 6 | 13 |

Inbound Links | Top Pages | Linking Domains | Anchor Text | Compare Link Metrics | Advanced Reports

Show: all links from: all pages to: this page and: show links ungrouped

1 - 10 inbound links from 239 domains

| Title and URL of Linking Page | Link Anchor Text | Page Authority | Domain Authority |
|--|----------------------------------|----------------|------------------|
| New Real Estate Report: Case Studies in Tech Sp... www.inman.com/news/2011/10/13/new-real-estate-report-case-stud... | Hawaii Life | 72 | 86 |
| New Real Estate Report: Case Studies in Tech Sp... www.inman.com/news/2011/10/13/new-real-estate-report-case-stud... | Hawaii Life | 71 | 86 |
| 2010 Innovator Awards Finalists Inman News www.inman.com/news/2010/09/16/2010-innovator-awards-finalists | Hawaii Life Real Estate Services | 67 | 86 |
| Hawaii vacation rentals - FIND: Homes, Villas, ... www.hawaii-beach-rentals.com/ | Real Estate | 67 | 82 |
| Hawaii Car Rentals from \$66/week - Cheap & Discou... www.hawaii-carrentals.net/ | Hawaii real estate | 66 | 80 |



HAWAI'I social LIFE

Not about luxury listings, not about leads. It's about culture and **building long-term relationships** with clients.

It's about hanging out with your team...



R.S.V.P. REQUIRED!

LET'S GO

~~SELLING~~ SAILING

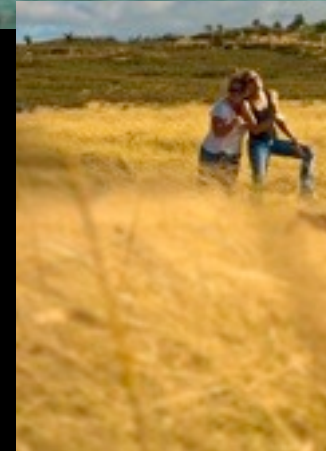
Last year was pretty fun - this year is going to be even better!

2011 HAWAII LIFE HOLIDAY ADVENTURE

A private four hour charter onboard the 65' yacht, Southern Star
Sailing | Drinking | Gourmet Food | Libations | Bidding | Celebration

Wednesday, December 14th from 7:30pm - 11:00pm
Please RSVP to tyson@hawaii.life.com ASAP
Meet at Capt. Andy's office in Pt. Allen at 7:00pm | Visit hawaii.life.com for Photos | Black Ties Optional
See us for more special occasions. We're here to make it all happen and make you smile.

SOUTHERN STAR YACHTS



Heading to the beach...



it's about Mr. Nui



Wanna be our
Maui BIC?



It's about getting people to **dream the Hawaii Life.**



HAWAIIsocial**LIFE**

