



The Best Brokers At Social Media: Joe Gattone

Joe Gattone of KoenigRubloff Realty Group explains how he uses social media to reach his audience.

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ESTATENVY: What is the greatest challenge in reaching and engaging with your audience?

Joe Gattone: Breaking through the barrier of real estate agent stereotypes. Gaining followers is the goal, and it's difficult to gain someone's loyal attention in a world of constant content in general. As a real estate agent there are many assumptions and stereotypes that are based on old truths. Someone may not follow me, or worse, not reach out, because my office is in a different area than they live or because they think that I only work in a high price range.

ESTATENVY: How has social media helped you with business development?

Gattone: Client trust and unique sales proposition. Documenting what I do--allowing other

people to witness my work ethic and success-- gives my viewers confidence that I'm able to help THEM when the time comes. Also being so familiar with social media platforms and how to advertise on them allows me to bring extra exposure to any homeowner's listing.

ESTATENVY: How do you find a balance between posts that are strictly business and those that are more humanizing / culture-based?

Gattone: It all boils down to whether I believe a particular post will add value to my audience or not. If it does, and I can stand behind the article/event/etc... I post it.

ESTATENVY: How important is it to you that your business's culture is reflected on your social channels and how to achieve this?

Gattone: Extremely important. Realizing that every viewer of my content is a potential client and bringing valuable content to them is the key.

ESTATENVY: Do you strategically plan out content for the month in advance or do you post more as-you-go?

Gattone: Mainly on the fly. In this business it's difficult to know what you have going on tomorrow let alone a month from now so finding things to post far in advance can be a challenge. When the more official-business-type occasions are scheduled i.e. closings, listings, open houses, etc. I know I'll have decent content for that day; therefore, I'll reserve other content for a different day.

ESTATENVY: What is your best advice for a new real estate broker looking to build a presence on social media?

Gattone: Do something, document it, don't worry about being fancy. Come work for me

ESTATENVY: What is the most successful platform for your brand and why do you think that it appeals to your audience the most?

Gattone: I think that due to sheer volume and the type of user, Facebook is probably the biggest bang for buck/time. However, I'm all in on Instagram. The people in their 20's are the buyers and sellers of tomorrow, and Instagram is where they focus. Insta also allows me to post to Facebook and Twitter at the same time, so I can hit 3 avenues at once.

ESTATENVY: How do you choose what outsourced content to share on your feed? Are there certain publications or thought leaders that you find align with your brand / appeal to your followers?

Gattone: There are feeds of articles and blogs that you can subscribe to... Some specifically about real estate, others more design and homeowner focused. You can even pay to automate the social media posts from these publications, and often make it look like they are your own articles. But I do it manually. There are too many articles that would be automatically posted,

inundating my feed. And most either don't bring enough value, are clearly salesy, or are of an opposing opinion from my own. I like to control the content and the frequency so that I can still give my audience a mix of content, at a somewhat high level of value, with medium frequency.

ESTATENVY: Do you promote your social channels anywhere other than your website? (Ex: Business Card, Email Signature, etc.)

Gattone: I do it where ever I can. I'm not into as much email marketing, business cards, or direct mail marketing, so it rarely comes up... But I do push my website which has my social media links.