



NEST REALTY

A Modern Approach to Social Media:

Less is More: Quality over Quantity

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Executive Summary

Nest Realty is already present on social media; therefore, the following research is just an extension of owner, Ryan Crecelius' belief that "less is more" in regards to social media. The following research compilation supports this "less is more" approach through the assistance of the "quality over quantity" approach as well. Provided below are examples of how Nest is currently interacting on Facebook, the research supporting the "less is more" and "quality over quantity" approaches and how to implement these approaches cohesively on Nest's Facebook page. The following information is presented in a format that compares Nest Realty's posts to its own as well as to other business' posts. But overall, the goal of this White Paper is to present a new, comprehensive approach to social media from which Nest Realty could benefit from, in regards to increased customer satisfaction online.

Introduction

In a world where companies and organizations alike are constantly bombarding internet patrons with advertisements and announcements, it is rarely heard of for a business to successfully gain footing in the online marketing arena without publishing multiple times during the week using various forms of social media.

The following approach to social media runs on Crecelius' wants, and it focuses on a strategy often frowned upon by other popular businesses. But ultimately, the following platform runs on the idea that effectivity lies in the simplicity of posts. As simple and seemingly ineffective as that may sound, there is a method being put in place here. If the displayed social media is selective by design qualities, relevant information, and pertinent rhetoric, the company's message will be more effectively received than if that company posted every hour on the hour. The quotes, "quality over quantity" and "less is more" come to play here. Just because a company can tweet, post an Instagram photo, or write a Facebook post doesn't mean it needs to.

Why Quantity Hinders Efficiency

According to, Relander's article, "Too Much Social Media Can Drive Away Your Customers," customers can be easily overwhelmed by a company's contribution to social media's collective noise. Relander even goes on to warn that, "in response to such increased noise, many consumers may respond by simply tuning out." This is detrimental to the tedious process of creating of an

online community. This idea of “tuning out” can be seen by comparing the following two posts from Nest Realty’s Facebook page.



There were no responses to this post. No likes, comments, or shares were created from this post. Therefore, although visually appealing, this post did nothing to help Nest Realty’s brand.

Now take a look at this more interactive post that addresses the audience directly, while presenting useful information to its followers.



This post created a good interaction between Nest and its followers. By just simply addressing the audience and providing helpful information, this post became useful to followers. As a result, this post was effective in engaging the audience in the conversation. If just a simple, “your” can

generate 9 more likes than the post before, just imagine what else can be encouraged if “quality over quantity” is taken into account before the creation of every post.

With that said, how can Nest ensure that its presence on social media is active, yet not overly loud and discouraging?

The “Less is More” Approach

This is an approach to social media that allows the business to be active in their online community without driving their followers away. This interactivity with followers goes along with what Ryan Crecelius emphasized in his interview with Dr. Lance Cummings. Overall, Nest is looking to hold on to the aspects of human interactions that never go out of style. Crecelius also said that Nest, as a business, tries to portray an old-school style for their customers. This goal may seem impossible in the high tech, social media oriented world we live in. However, with the implementation of a “less is more” approach to social media, Nest would be able to achieve just that.

The implementation of this approach will require businesses to post only relevant and audience-oriented information. This is when the “quality over quantity” idea comes into play. A business will post semi-regularly, but will use each post to its fullest potential. Fullest potential in this sense means that the business will not only post something for their audience to see, but they will also interact with their audience within every post.

According to, “The Business of Social Media: How to Plunder the Treasure Trove” report on social media, this is called the “always on” effect. The article suggests that this approach is the key to success on social media. The most important aspect of a business’ social media site is that it is active. The word, active, is used to explain the online interactions a business has with its customers.

This occurs once a business begins to interact online. From that point forward, “...it must provide constant feedback and interaction...a company must follow through and provide interaction and feedback over the long-term” (The Business 4).

Implementing the “Less is More” Approach

Implementing the “less is more” approach does not simply mean post less. Nest is doing a good job at posting regularly; however, it is its effectiveness with each particular post that is in need of help.

Often times it appears that Nest is posting *to* its audience, rather than *interacting* with its audience. In other words, this is like a business marketing *at* its customers rather than *learning* more about its customers and how it can satisfy their specific needs. For example, view the screenshot below:



Here is a nice photo. But what makes the photo appealing to its audience? Why does Nest post “nice photos” such as this one? Perhaps it is just to foster a sense of community among its followers. Whatever the motive is, the main idea here is that it needs to be clear to the audience that they are not being marketed at, rather they are being invited into the online conversation.

There is not much in this post that encourages followers to interact, and according to, “The Business of Social Media: How to Plunder the Treasure Trove” this is something that needs to be present in every post in order to uphold that “always on” effect.

As of right now, it seems like Nest is just posting filler photos. One suggestion for taking posts like this and making them effective would be to directly engage the audience. By creating more themes such as Nest’s already, “Meet the Maker” series. Perhaps a new series such as a “Photo

of the Week” or “Photography Spotlight” would encourage followers to interact and maybe even participate.

For example, Burt’s Bees did a sleeping babies photo contest that drew much attention and interaction from its followers. It is important to notice in the screenshot below that not only did Burt’s Bees reach out to its followers, but it also replied to its followers.



Overall, in order to achieve the “always on” effect in addition to the “less is more” approach, audience interaction needs to be a constant, repetitive aspect of every one of Nest’s posts. If posts are made more interactive, the Facebook interactions with customers will, as a result, become a genuine conversation as well. This again, would be upholding the Nest Realty goal of being an old-school company that values the human aspects of life that never go out of style: like a quality conversation.

Quality over Quantity

With the “less is more” approach comes the need to address the idea of “quality over quantity.” According to Platon’s study, “An Analysis of the Social Media Presence of the Brands,” all brands need to be close to their customers. As a result, social media is a necessary and useful tool in the business world. Social media is now not even just an advertisement tool, it is a way for companies to create a sense of community with their customers. If used effectively, social media can even be a, “...way to generate high visibility for the brand” (Platon 1). This is the catch, “if used effectively.”

Effectiveness is one word that all businesses are familiar with. However, it is not as straightforward of a term on social media. Implementing effectiveness in one’s social media presence is to make sure that every post counts.

This is useful information for Nest Realty marketing strategies because it relates to their own belief that the business they create is done through relationships. Platon also advises that in order to reach this relationship goal with customers “...authenticity and the credibility are essential aspects that increase the chances of success” (Platon 1). Therefore, there is a need for not only a “less is more” approach but also *quality* posts when Nest is interacting online.

The goal of an interactive Facebook site is to maintain current followers and to reach out to potential customers. “Quality Over Quantity: The Overblown Importance Of Likes And Followers” talks about this issue saying, “People who engage with your brand are interested in your brand, and are therefore likely to either do business with you, or share your content to more potential followers and customers.” This article supports the “less is more” approach and suggests that one way to monitor it is through the interactivity of the site.

Therefore, the less is more approach is essential when trying to build an effective, interactive brand on social media. Every post must have a clear purpose and invite followers to engage in the conversation.

Examples of “Less is More” Approaches Elsewhere

One example of a “less is more” business approach that has already been implemented is mentioned in, “The Globe: How French Innovators Are Putting the “Social” Back in Social

Networking.” The French company’s approach to interacting with customers is similar to that of Nest Realty in that both companies believe in building relationships. Kramer reflects that the French company, “...have figured out that while technology is changing consumer behavior, it’s the relationships that matter—and sometimes, the best interactions still take place offline.” It is the common belief in this philosophy that makes the French company and Nest Realty similar.

The difference between the two is a presence on social media. Nest Realty already has the upperhand having a presence on social media where the French company does not. Nest is already on the right track towards truly using Facebook as an extension of the conversation. Just like the French company that proved that personal relationships with clients is profitable, Nest is proving that this personal relationship can be done online.

The screenshot below is a great example of how Nest is already utilizing and engaging its community.



This is a great interaction with the community and is a great start towards really integrating the “less is more” approach, and “quality over quantity” approach to social media, all the while promoting a personal conversation with its followers.

Conclusion

Nest Realty has already incorporated good qualities to its Facebook site. The fact that Nest already has an active Facebook page is a huge advantage. Nest also seems to have a substantial follower base to where it receives a good amount of response activity on its site. In addition, the fact that Nest's Facebook site matches the clean, fresh, no-nonsense feel of its web page is an excellent way to show consistency. This clean and fresh feel on Facebook is maintained by the use of mostly picture-based posts.

Overall, Nest Realty has a good Facebook site, however there are areas that could be improved. For example, in direct contrast with one of Nest's best qualities on Facebook (being its use of picture-based posts) it does not use this picture-based post approach to its fullest potential. There are many posts that are non-engaging filler photos that just add "noise" to its Facebook page.

The implementation of a "less is more" approach in accordance with a "quality over quantity" approach to social media could greatly improve Nest's online presence. The "less is more" approach to social media cooperates with the "quality over quantity" approach in the sense that a company should post *less* "noisy" posts and *more* effective, quality posts. Quality, in this sense, is a post that involves the audience. An engaging post is one that takes the audience and their wants and needs into account.

In accordance with Ryan Crecelius, Nest is looking to portray an "old-school style" approach to business. Therefore, this implementation of "less is more" and "quality over quantity" would just be another way of making sure Nest's followers know that the organization is genuine. Nest Realty is using Facebook to further the conversation. Facebook for Nest is just another way to "treat people right, and just try to do a good job."

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