



# Living Luxury Socially



LUXURY HOMES  
INTERNATIONAL

KELLER WILLIAMS® REALTY

## Tony Giordano

Beverly Hills, California

National Speaker, Operating Principal



@tony\_giordano



@kwri

Tell Keller Williams University what you think!

Simply enter

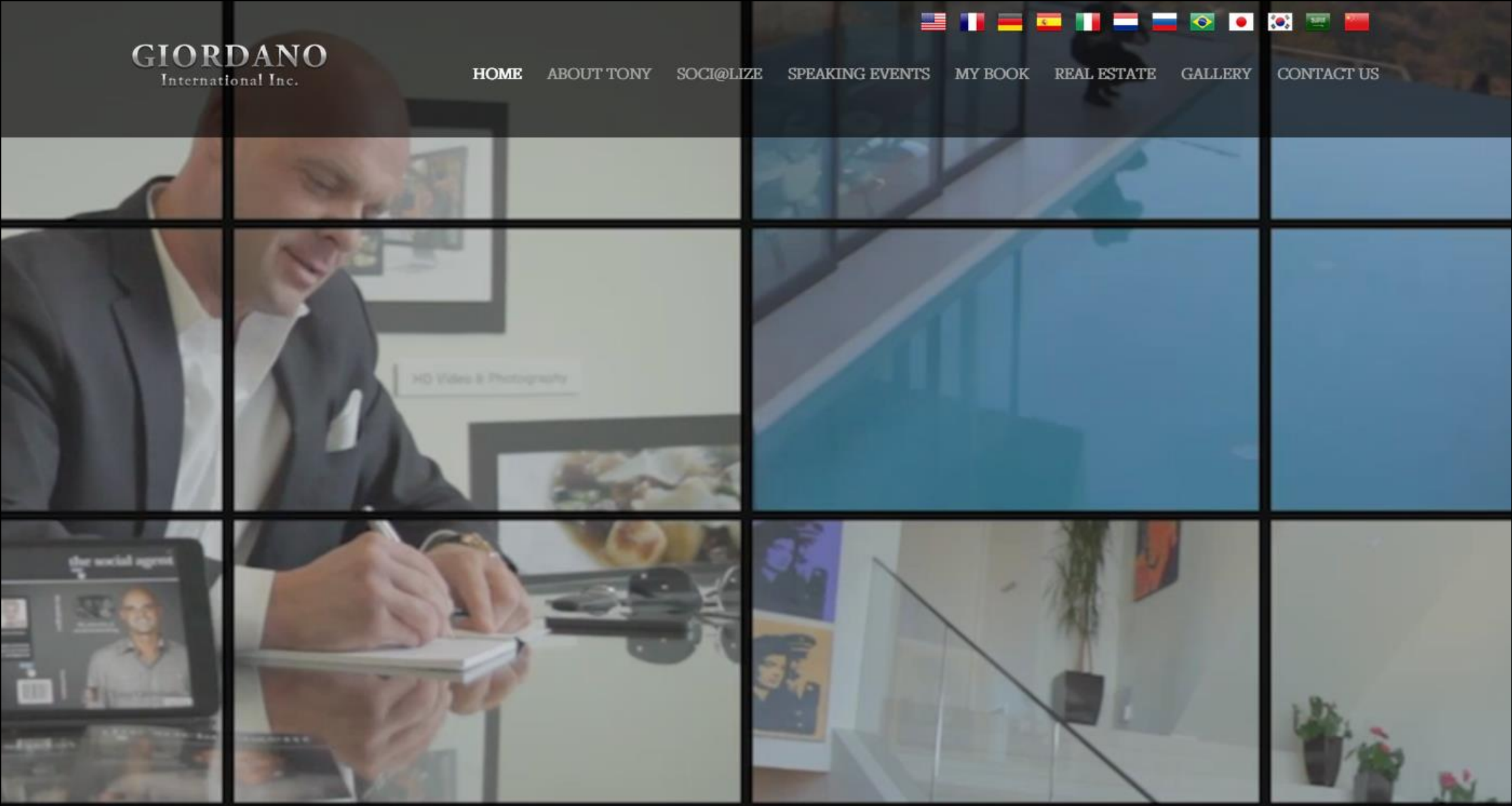
**www.evalfr.com**

into any mobile device to complete your evaluation  
for this session.

# WEBSITE:

The Foundation & Digital Presence You Build From


# Website: The Foundation & Digital Presence You Build From





# Website: The Foundation & Digital Presence You Build From

TONY GIORDANO



Based in Los Angeles Calif, author, national speaker / trainer, and celebrity real estate agent, Tony Giordano currently works with Keller Williams Realty Inc at kw Beverly Hills and holds the position of Operating Partner / Owner of kw Valencia / Santa Clarita Valley.

Tony began his career in real estate in 1998 developing a vast knowledge in all aspects of the industry, from being a top lending agent and executive in real estate finance, to the sales side of the business as a top real estate agent in residential, commercial, investments, development, etc...

In recent years fueled primarily by online presence, he has built an international global relocation and referral network as a real estate professional and has risen as one of the top social media savvy agents in the industry. With a unique background in both real estate finance and real estate sales, he has had a passion to lead thousands and change lives for the better.

National speaker and trainer on various topics, he is now a published author of the book titled, 'the social agent' the new era of social networking which teaches sales professionals the correct ways to integrate social media and grow their business while revealing secrets and dispelling the myths of social networking and online presence. His key goal is to grow your business by executing proven strategies he has developed as a business professional within the new world of social media.

He is currently writing the second edition to his book titled 'the social agent' 2.0S Update 'the birth of your digital identity' releasing in early 2015

Testimonials

**Nick Swisher**  
New York Yankees


"Tony thank you again for everything, you really stepped up to the plate for me and helped build such a great team to get my deal closed smoothly! My family thanks you as well and I will see you at a game soon brother!"

**Dane Reynolds**  
Pro Surfer WCT

"Tony I really appreciate your hard work on the beach house! I told you exactly what I wanted and where I wanted the financing, and sure enough, you came through... Thanks again!" August 2007

**Peter Koral**  
President


Tony Giordano Million Dollar Listing



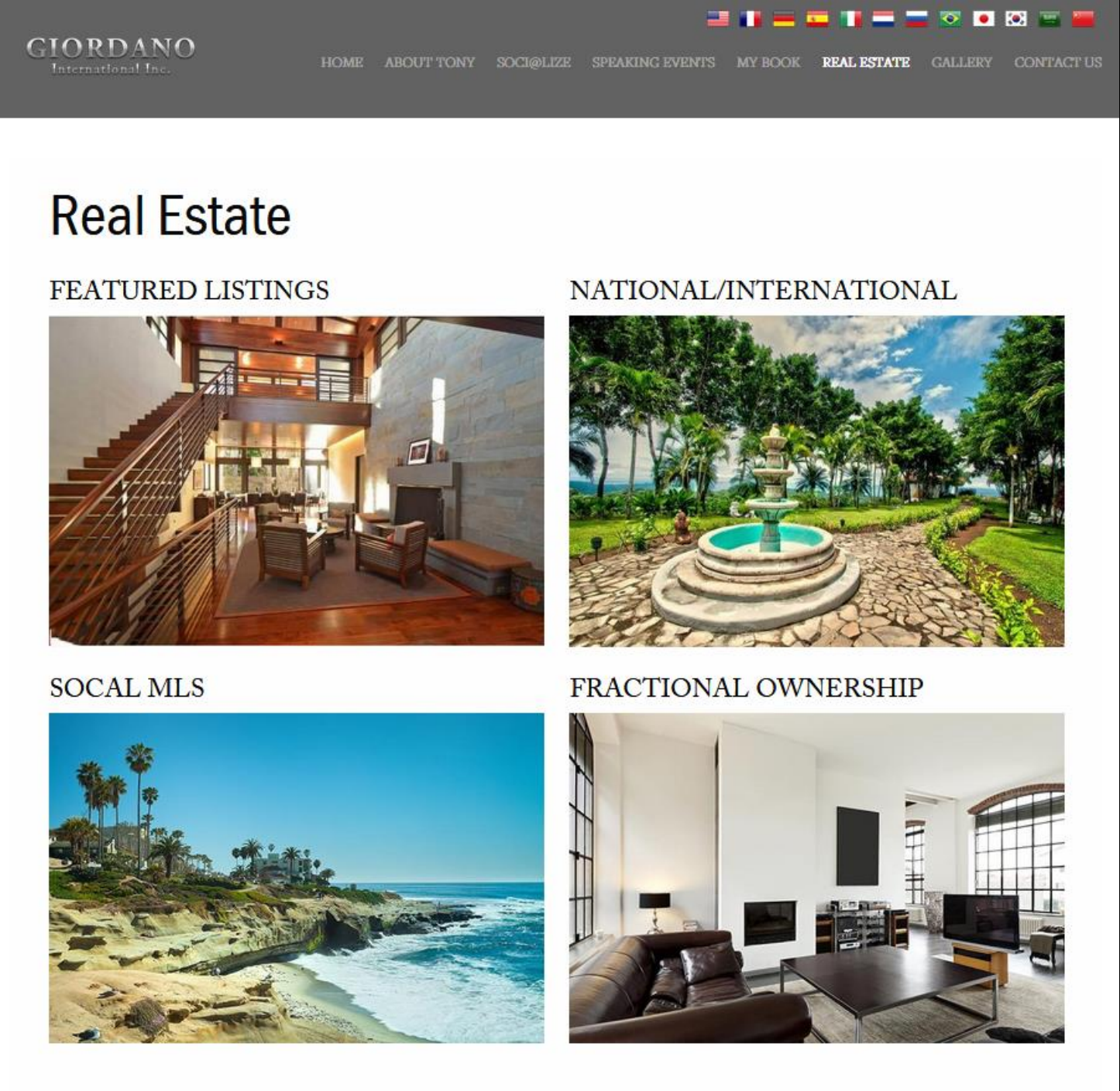
GIORDANO  
International Inc.

HOME ABOUT TONY SOCI@LIZE SPEAKING EVENTS MY BOOK REAL ESTATE GALLERY CONTACT US

## About Us



# Website: The Foundation & Digital Presence You Build From



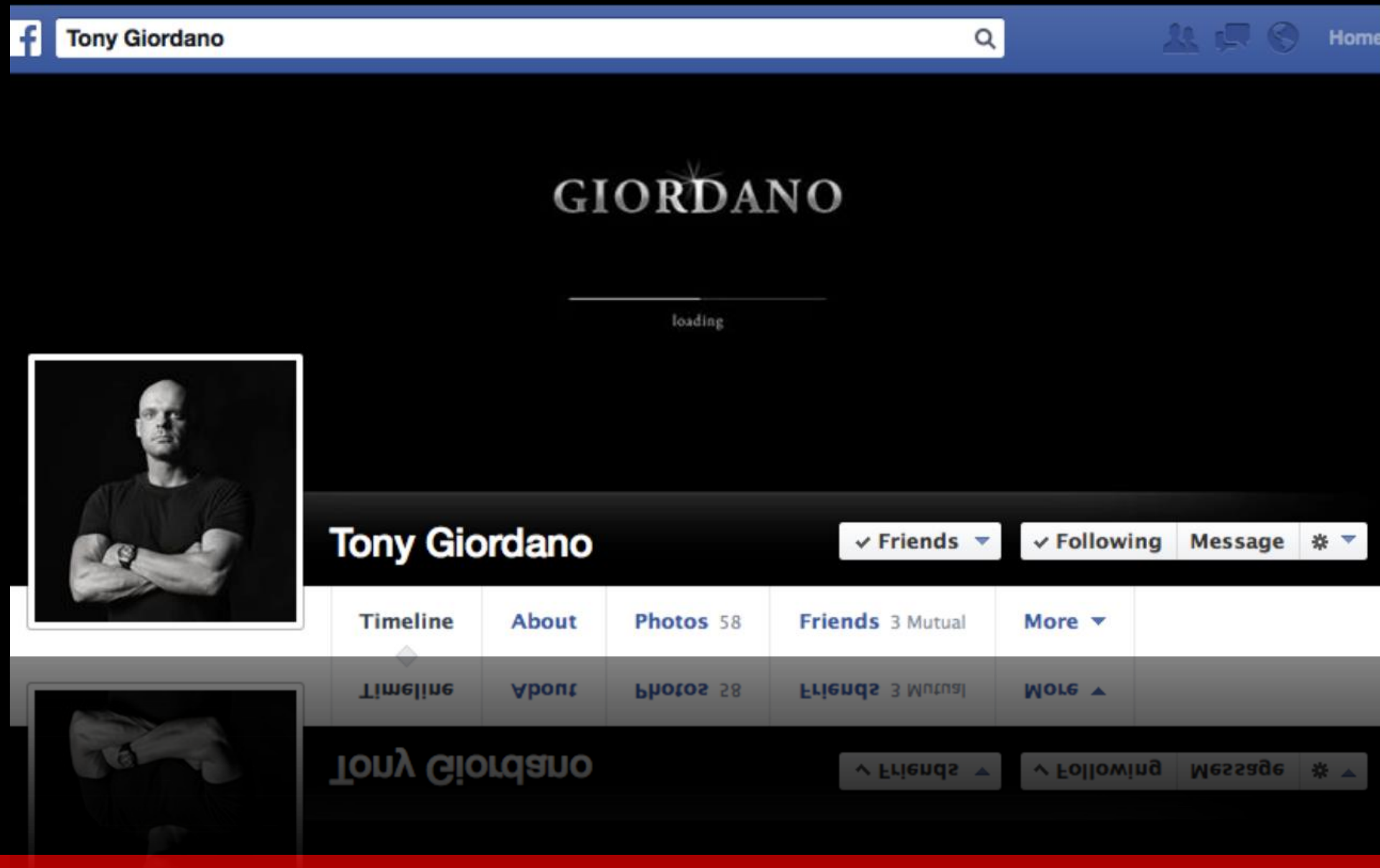


# PERSONAL FACEBOOK: Your Digital Twin

*“A digital relationship is 100 times more powerful than a real-life relationship in the same period of time.”*



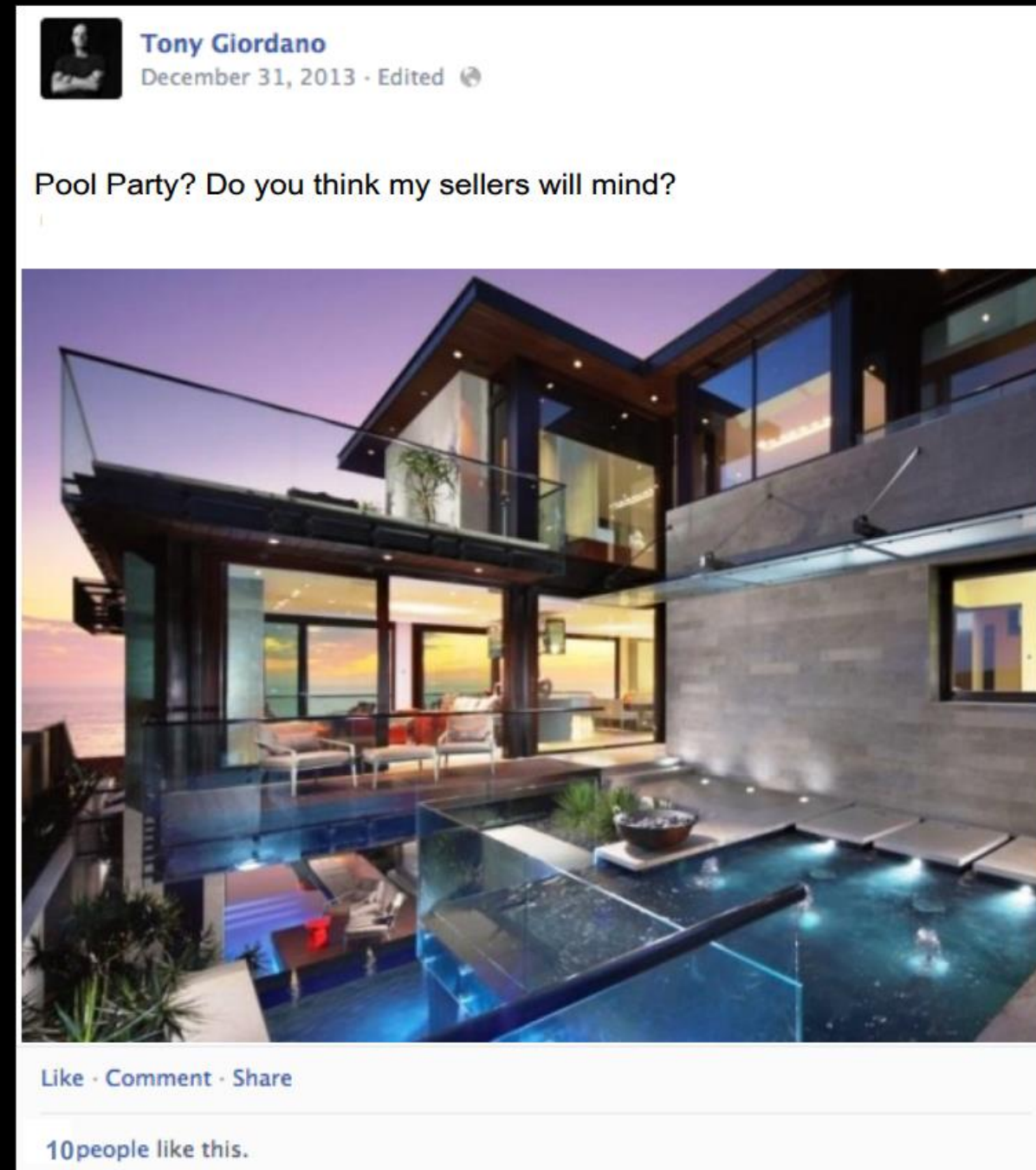
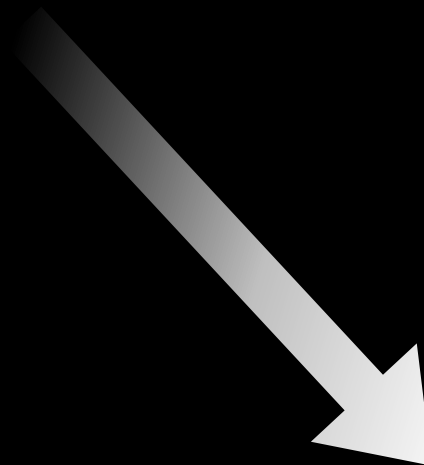
# Personal Facebook: Your Digital Twin





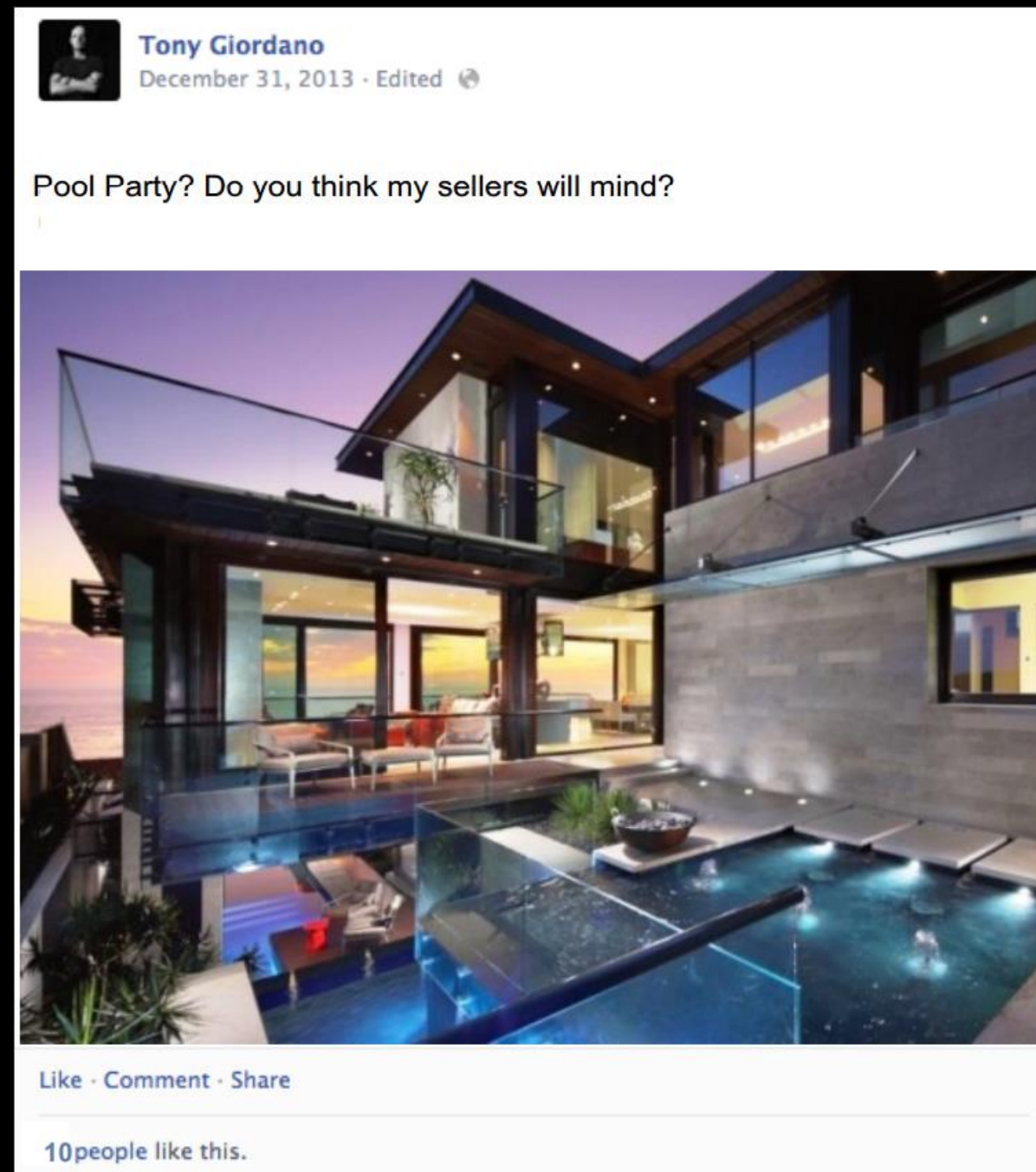
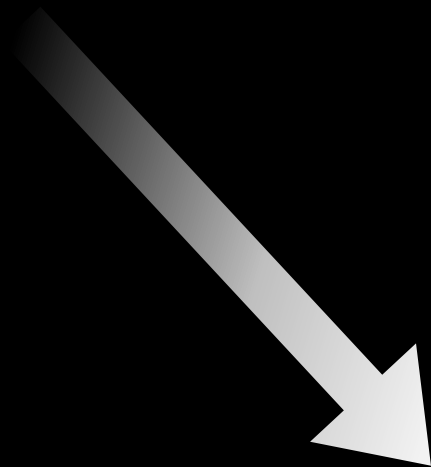
# Personal Facebook: Your Digital Twin

10 Likes



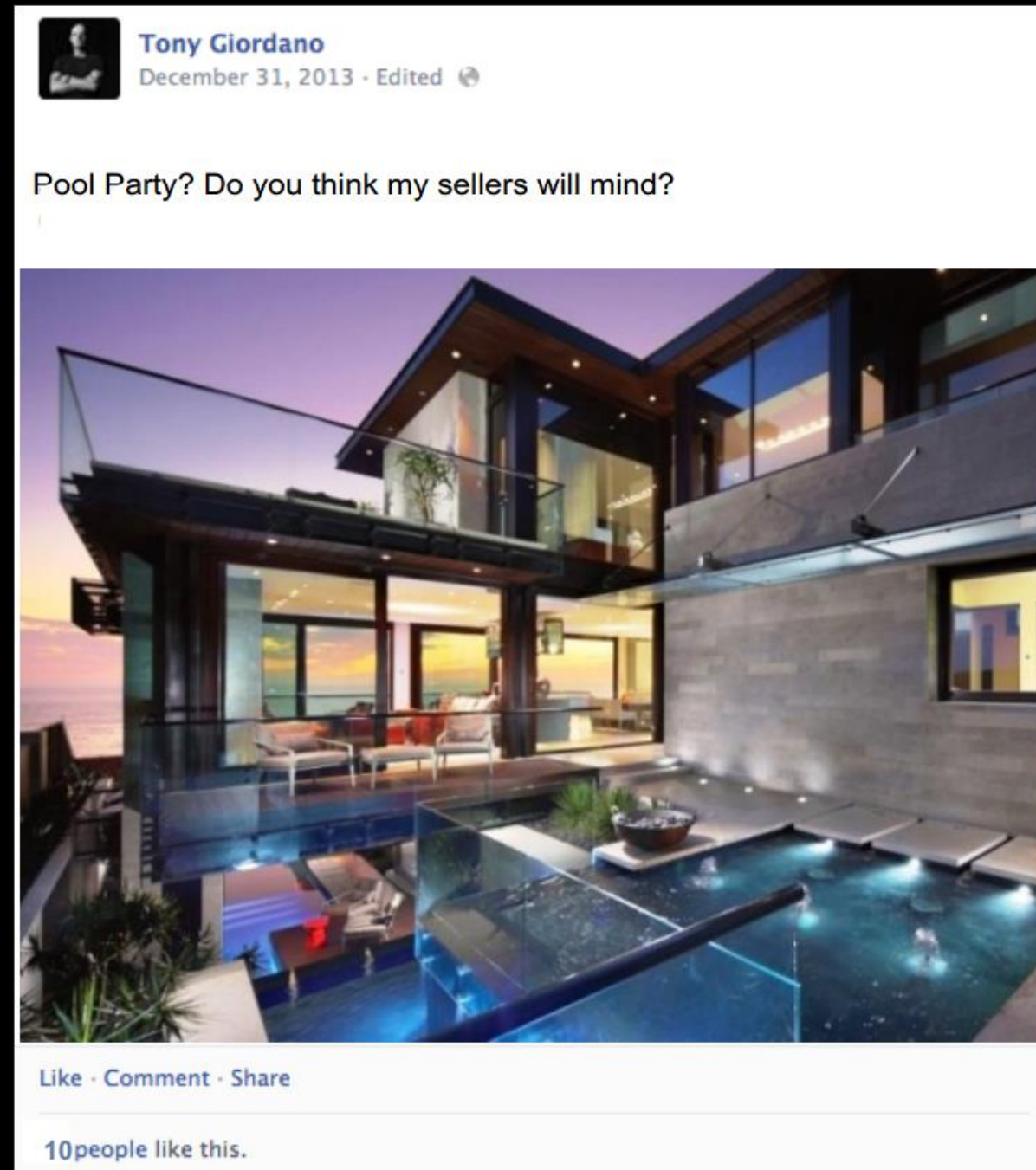
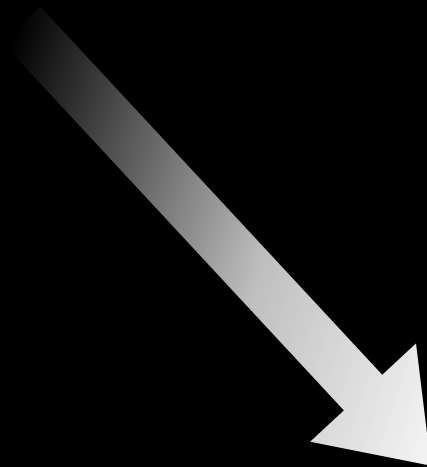
# Personal Facebook: Your Digital Twin

The average person  
on FB has 300 friends



# Personal Facebook: Your Digital Twin

3,000 potential  
people saw this post





# FACEBOOK BUSINESS PAGE:

Boost Your Awareness with Value Add and a Custom Page



# Facebook Business Page: Boost Your Awareness with Value Add and a Custom Page



# Facebook Business Page: Boost Your Awareness with Value Add and a Custom Page

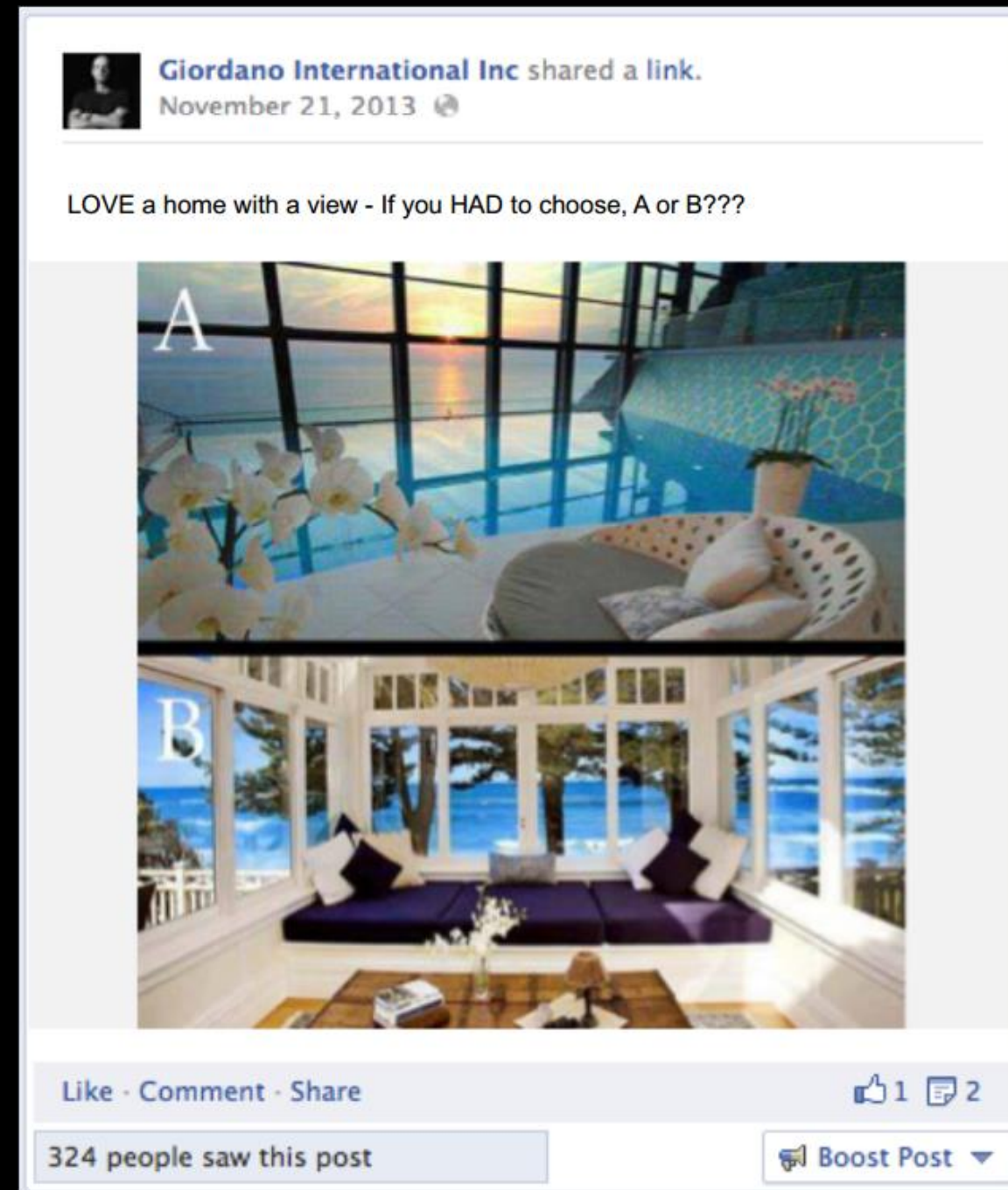
Welcome



Videos




# Facebook Business Page: Boost Your Awareness with Value Add and a Custom Page







# Facebook Business Page: Boost Your Awareness with Value Add and a Custom Page

 **Giordano International Inc** shared a link.  
November 21, 2013

LOVE a home with a view - If you HAD to choose, A or B???



A



B

Reach more people by boosting your post  
[Learn More](#)

Audience ☐ People who like your Page and their friends [?]  
☒ People you choose through targeting [?]

Audience 1 ▾ Edit

Gender: Men or Women  
Age: 22-65  
Locations: Within 25 miles of Beverly Hills, California

Maximum Budget  ▾


Est. People Reached  of 2,600,000

Increase your budget or narrow your audience if you want to reach more people that you care about.

More Options ▾

Like · Comment · Share

324 people saw this post

 **Boost Post** ▾

By clicking "Boost Post," I agree to Facebook's Terms and Advertising Guidelines.

Reach more people by boosting your post  
[Learn More](#)

Audience ☐ People who like your Page and their friends [?]  
☒ People you choose through targeting [?]

Audience 1 ▾ Edit


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More Options ▾




By clicking "Boost Post," I agree to Facebook's Terms and Advertising Guidelines.




# Facebook Business Page: Boost Your Awareness with Value Add and a Custom Page


**Giordano International Inc** Suggested Post

 Like Page





LOVE a home with a view - If you HAD to choose, A or B???




A




B

Like · Comment · Share ·  22  8  32 · Sponsored · 




Handmade Succulent Cushions. Discover Now!

Shop at Amazon.com  
amazon.com



North American Bear Company Little Princess Angel Doll Brunette 10"

Sorel Boots  
zappos.com



Beat the cold-shop for the hottest selling boots at Zappos. Free shipping and returns!

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# Twitter Approach:

## Secrets to #Advanced #Se@rch

*“Every form of advertising is considered buying an audience.  
Do that online and you will dominate.”*

# Twitter Approach: Secrets to #Advanced #Se@rch

The image shows a screenshot of a Twitter profile for Tony Giordano (@Tony\_Giordano). The profile header includes a profile picture, the name "GIOORDANO Tony Giordano", and the handle "@Tony\_Giordano". Below this, a bio reads: "Author of @socialagentbook, national speaker & trainer on #realestate & #onlinepresence, #MDL guest on Bravo TV & a USC fanatic! TonyGiordano.net Online, Planet Earth · amazon.com/The-Social-Age...". Statistics show 825 tweets, 169 following, and 68,673 followers. A "Follow" button is visible. The "Tweets" tab is selected, showing three tweets from January. The first tweet is from 10 Jan mentioning @LauraMonroe and @AgentReboot. The second is from 6 Jan about a video. The third is from 5 Jan mentioning a house. A sidebar on the left contains navigation links (Tweets, Following, Followers, Favorites, Lists), a "Tweet to Tony Giordano" form, a "Photos and videos" section with a grid of images, and a "Who to follow" section listing accounts like Dreft and Walt Disney Pictures. The background of the profile page features a quote from Allana Baroni.

Home Connect Discover Me Search

**Tweets**  
Following  
Followers  
Favorites  
Lists

**Tweet to Tony Giordano**  
@Tony\_Giordano

**Photos and videos**

**Who to follow** · Refresh · View all

**Dreft** @Dreft  
Follow Promoted

**Walt Disney Pictures** @Disne...  
Follow

**Walt Disney Pictures** @Disne...  
Follow

**GIORDANO**  
**Tony Giordano**  
@Tony\_Giordano  
Author of @socialagentbook, national speaker & trainer on #realestate & #onlinepresence, #MDL guest on Bravo TV & a USC fanatic!  
TonyGiordano.net  
Online, Planet Earth · amazon.com/The-Social-Age...

825 TWEETS 169 FOLLOWING 68,673 FOLLOWERS

**Tweets**

**Tony Giordano** @Tony\_Giordano 10 Jan  
@LauraMonroe @AgentReboot Big Apple mind blowing countdown! :)  
View conversation Reply Retweet Favorite More

**Tony Giordano** @Tony\_Giordano 6 Jan  
For those that didn't see tweet of new video last night. SOLD in 16 days... youtube.com/watch?v=hfO55B... #southerncalifornia #losangeles #ventura  
View media Reply Retweet Favorite More

**Rebecca Hill** @rebeccahillteam 5 Jan  
#golfcourse #openhouse #guesthouse @Tony\_Giordano  
4316clubhousedrive.com 1-4pm today 4316 clubhouse drive, Somis  
pic.twitter.com/g14gEwuoBH  
4316clubhousedrive.com 1-4pm today 4316 clubhouse drive, Somis  
4316clubhousedrive.com 1-4pm today 4316 clubhouse drive, Somis

"Tony killed it! His book focuses on social media as a tool for human interaction, not solely as an extension of your office. *The Social Agent* is one big 'how to' book for increasing your production by digitally mixing work with play in an appropriate manner."  
- Allana Baroni author of *Get Social: Unleash Your Inner Extrovert and Fearless*  
Contributor for www.Oprah.com

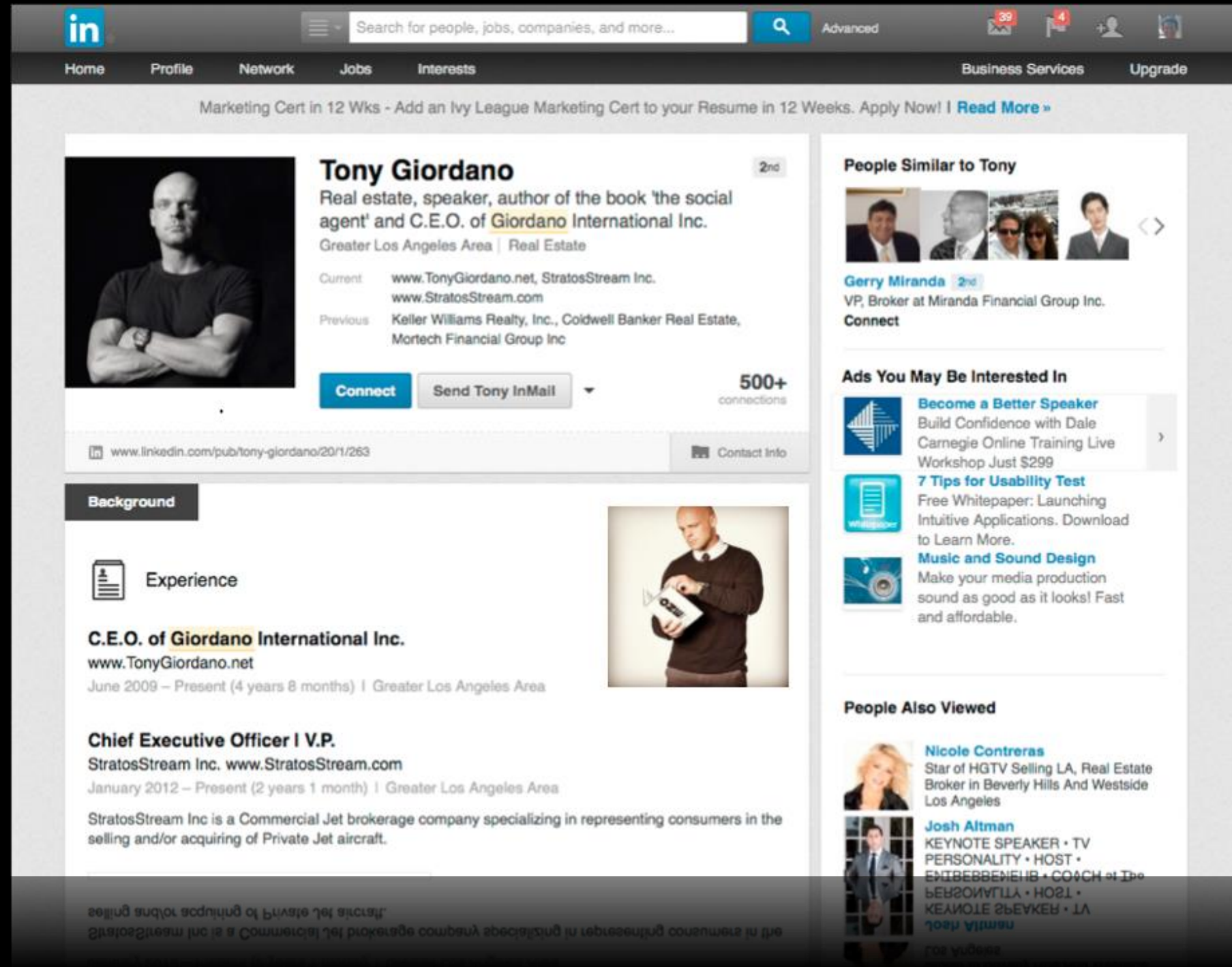
**kw** LUXURY HOMES INTERNATIONAL  
KELLER WILLIAMS® REALTY



# LinkedIn: Connections Outside of Your Profession Is the Key



# LinkedIn: Connections Outside of Your Profession Is the Key



The screenshot shows the LinkedIn profile of Tony Giordano. The profile includes a header with the LinkedIn logo, a search bar, and navigation links. The main section features a profile picture of Tony Giordano, his name, and a brief bio: "Real estate, speaker, author of the book 'the social agent' and C.E.O. of Giordano International Inc. Greater Los Angeles Area | Real Estate". Below this, it lists his current and previous roles, including "C.E.O. of Giordano International Inc." and "Chief Executive Officer I V.P. at StratosStream Inc.". The profile also shows a "Background" section with "Experience" and a "People Similar to Tony" section. The "Experience" section lists his roles at Giordano International Inc. and StratosStream Inc. The "People Similar to Tony" section shows a list of people with similar profiles, including Gerry Miranda. The "Background" section includes a "Experience" tab and a list of roles, including "C.E.O. of Giordano International Inc." and "Chief Executive Officer I V.P. at StratosStream Inc.". The "People Similar to Tony" section shows a list of people with similar profiles, including Gerry Miranda. The "Background" section includes a "Experience" tab and a list of roles, including "C.E.O. of Giordano International Inc." and "Chief Executive Officer I V.P. at StratosStream Inc.". The "People Similar to Tony" section shows a list of people with similar profiles, including Gerry Miranda.

**Tony Giordano** 2nd  
Real estate, speaker, author of the book 'the social agent' and C.E.O. of Giordano International Inc.  
Greater Los Angeles Area | Real Estate

Current: www.TonyGiordano.net, StratosStream Inc.  
www.StratosStream.com  
Previous: Keller Williams Realty, Inc., Coldwell Banker Real Estate, Motech Financial Group Inc

Connect Send Tony InMail 500+ connections

www.linkedin.com/pub/tony-giordano/20/1/263 Contact Info

**Background**

**Experience**

**C.E.O. of Giordano International Inc.**  
www.TonyGiordano.net  
June 2009 – Present (4 years 8 months) | Greater Los Angeles Area

**Chief Executive Officer I V.P.**  
StratosStream Inc. www.StratosStream.com  
January 2012 – Present (2 years 1 month) | Greater Los Angeles Area

StratosStream Inc is a Commercial Jet brokerage company specializing in representing consumers in the selling and/or acquiring of Private Jet aircraft.

**People Similar to Tony**

**Gerry Miranda** 2nd  
VP, Broker at Miranda Financial Group Inc.  
Connect

**Ads You May Be Interested In**

**Become a Better Speaker**  
Build Confidence with Dale Carnegie Online Training Live Workshop Just \$299

**7 Tips for Usability Test**  
Free Whitepaper: Launching Intuitive Applications. Download to Learn More.

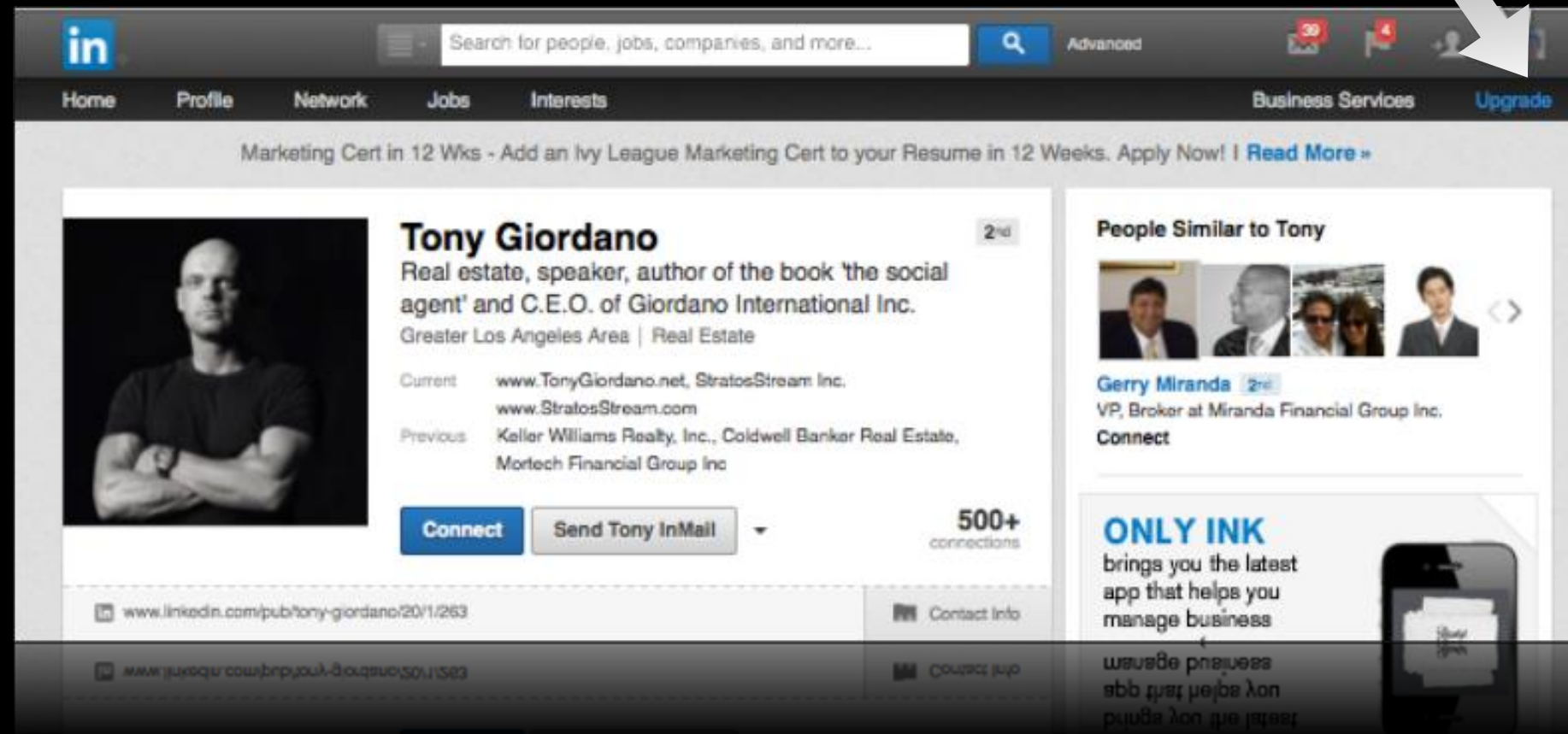
**Music and Sound Design**  
Make your media production sound as good as it looks! Fast and affordable.

**People Also Viewed**

**Nicole Contreras**  
Star of HGTV Selling LA, Real Estate Broker in Beverly Hills And Westside Los Angeles

**Josh Altman**  
KEYNOTE SPEAKER • TV PERSONALITY • HOST • ENTREPRENEUR • COACH at The PERSONALITY • HOST • KEYNOTE SPEAKER • TV

# LinkedIn: Connections Outside of Your Profession Is the Key



Sean, pinpoint the right leads on LinkedIn  
Upgrade to LinkedIn Sales Navigator

- Find decision makers with premium search
- Contact anyone with InMail
- See the full list of who's viewed your profile

Annual: US\$39.95/MO **Save up to 25% per year**  
Monthly: US\$49.95/MO  
**Upgrade**

Did you know?  
You can cancel your Premium account anytime

Compare Plans	Free <small>Your Current Plan</small>	Sales Basic	Sales Plus	Sales Executive
Pricing: Annual / Monthly		US\$15.95/MO <sup>1</sup> <small>Billed annually</small>	US\$39.95/MO <sup>1</sup> <small>Billed annually</small>	US\$74.95/MO <sup>1</sup> <small>Billed annually</small>
		<a href="#">Start Now</a>	<a href="#">Start Now</a>	<a href="#">Start Now</a>
<b>Find Prospects</b>				
Search Alerts <small>Stay on top of new leads.</small>	3 <small>weekly</small>	5 <small>weekly</small>	7 <small>weekly</small>	10 <small>daily</small>
Lead Builder <small>Manage your pipeline to source and close deals.</small>		✓	✓	✓
Premium Search <small>Pinpoint the right leads.<sup>2</sup></small>		4	4	8
<b>Relate with Insight</b>				
Full Profiles <small>See full profiles of everyone in your network - 1st, 2nd and 3rd degree.</small>	Limited <small>Up to 2nd Degree</small>	✓	✓	✓
Who's Viewed Your Profile <small>Proactively manage inbound queries and interest in your profile.</small>	Limited	✓	✓	✓
Full Name Visibility <small>See full names of 3rd degree and group connections.</small>				✓
<b>Engage with Confidence</b>				
Introductions <small>Get warm introductions to inside sources at companies you're interested in.</small>	5	15	25	35
InMail Messages <small>Gain access to decision-makers. Response guaranteed.<sup>3</sup></small>			10 <small>per month</small>	25 <small>per month</small>
			<a href="#">Start Now</a>	<a href="#">Start Now</a>



Google



Google Search Engine Default,  
Google+ The SEO Social Network,  
YouTube: On-Location-Off-Advertisements



Tony Giordano

Lives in Malibu Ca

GIORDANO

loading

About

Posts

Photos

YouTube



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About

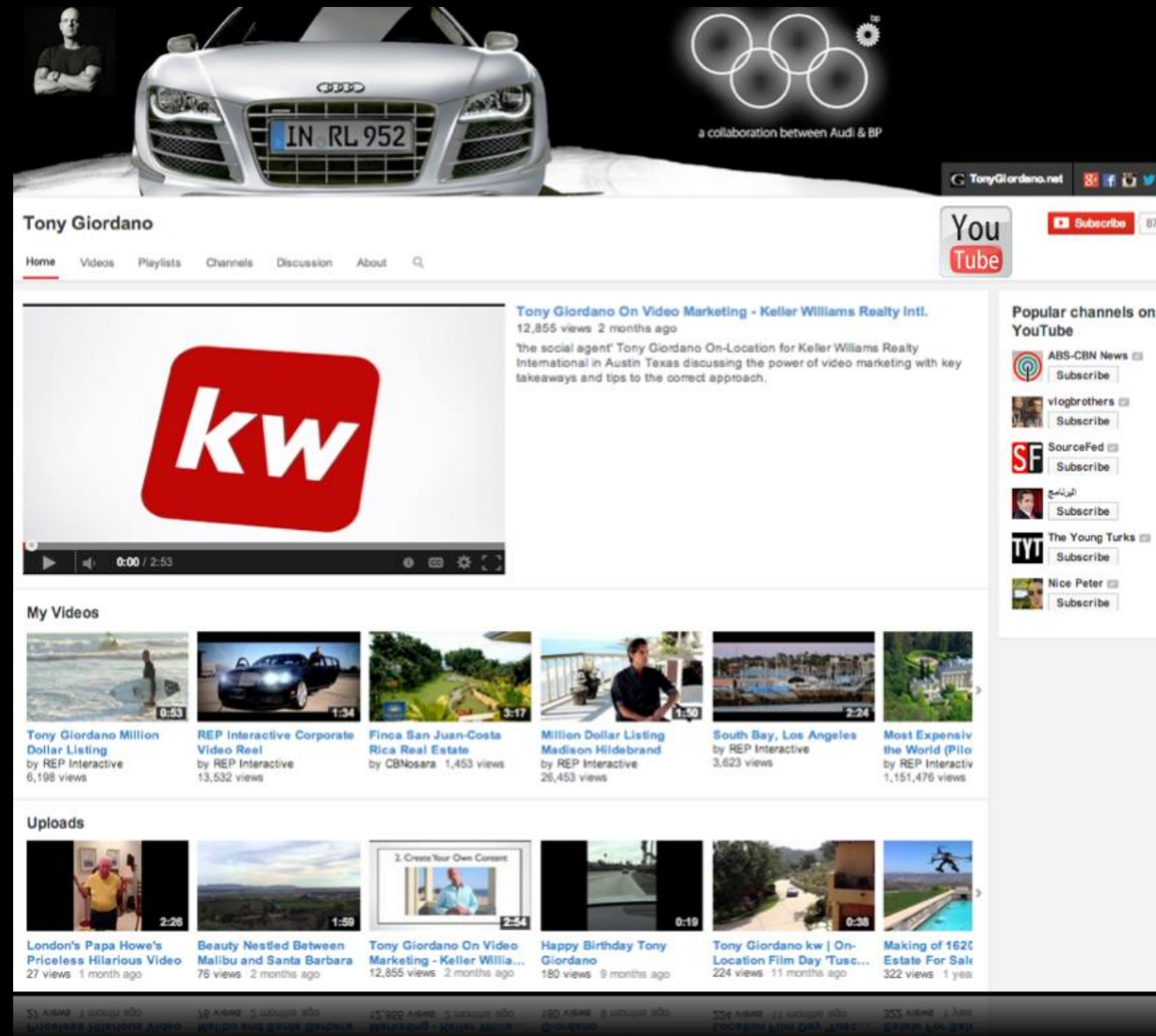
Posts

Photos

YouTube



# YouTube: The Power of Video





# Pinterest:

## Fantasy Football for Women



# Instagram:

Instagram is a marketing giant, that you must express yourself through the photo, not words.

# Questions?



# Thank You!

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Use any mobile device!

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