

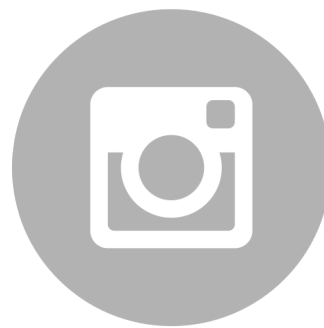


The Real Estate **Social Media** **Marketing** **Guide** for Agents



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Introduction

Facebook is far and away the social network of choice for real estate professionals — and it's easy to see why:

- It's the biggest social platform, with more than a billion users.
- It offers agents and brokers a premier promotional medium for their firms.
- [Facebook for Business provides targeted advertising options](#), while REALTORS' Facebook Business Pages can feature links to listings, blog posts, events, and videos.

However, limiting your social media marketing strategy to just Facebook is a big mistake.

Why? Because there are a handful of other essential social networks that can provide even more positive results:

- Twitter allows you to tweet your content to followers
- Instagram is a platform that's perfect for promoting your market
- Pinterest and LinkedIn allow you to share your listings and connect with other business owners

In this special guide, we list out all of the ways you can take advantage of every major social media outlet.

From showcasing you and your team as the premier local experts to spotlighting the top listings you represent, you'll learn how you can get started with each social network in a matter of minutes — and keep the engine running with regular published posts and audience engagement techniques.

Chapter 1: Growing Your Business on Facebook



Alright — let's get this one out of the way. We all know how helpful Facebook is for your online presence.

- You can share photos of your listings and videos featuring your clients
- You can post status updates announcing agency news and local market data
- You can promote fun contests and upcoming brand events to your fans

But there are some next-level Facebook marketing tactics you may not be aware of.

For instance, did you know that Facebook Live is now the preferred live-streaming platform for just about every internet user? That includes your potential leads!

Here are several ways you can use Facebook Live to promote your business and listings:

- **Interview clients, colleagues, and local influencers with large networks:** You don't have to search for people to chat with for Facebook Live updates when you have a built-in network of fellow agents, existing clients, and notable personalities in your market.
- **Provide live tours of your listings by walking through them on camera:** Not every home buyer is willing to go to open houses or schedule private showings without getting a glimpse of the property first. So, show off your listings with mini tours of homes you represent.
- **Offer a behind-the-scenes look at your office and staff at your office:** You probably don't consider your office a sexy location to showcase in Facebook Live clips, but you'd be surprised how giving outsiders an inside peek at your day-to-day can help build trust with prospects.
- **Host a recurring series of videos at the same time every single week:** Consistency is an underrated element of your real estate marketing. Produce regular videos via Facebook Live on the same day(s) and at the same time(s) each week, and you can grow a sizable audience.
- **Go to fun, locally focused events and capture footage of the community:** Partake in all your community has to offer. Show off fresh produce at a local farmer's market. Capture footage of bands playing at a nearby festival. Spotlight a beautiful park in your market.

You get the idea: Be as engaging as possible in your live streams. In turn, you'll get more brand awareness and become a trustworthy resource for your "fans."

If hopping in front of the camera isn't your thing — or you think it's not worth your time investment, there are certainly plenty of other Facebook marketing activities to try.

Another prime example? Facebook Groups. Chances are, you're part of at least one Facebook Group, so you know what they're all about: mini communities of people with a common interest.

There are Facebook Groups dedicated to specific markets, people who like certain celebrities or sports teams, and those who like to cook. Whatever your interests are, find some local Groups you can join.

Let's outline one specific example of how Facebook Groups can help you generate more leads.

If you're into outdoor activities like skiing or hiking, try to find a Facebook Group for your area dedicated to that niche topic. And if there isn't such a Group, consider creating the very first one!

Once you join or create this Group, you can connect with like-minded individuals in your community. When you start to chat with more members, you can reveal a bit about yourself — like how you're an agent.

You won't want to mention your job in your initial conversations with Group members, of course. After all, no one likes to be sold by strangers. But if you develop relationships with them, it's totally normal to bring up what you do for work.

This is clearly a long-term real estate marketing play, but this attention to detail is what distinguishes you from other agents nearby and boosts your brand awareness in a big way.

Regardless of what Facebook engagement strategy you choose to try, it's important that you make a time and effort investment so you can stay engaged and consistent.

And remember: You should always keep your Business Page updated with relevant, educational info your fans will find useful. You never know who may drop by.

Chapter 2: Sharing Your Top Content on Twitter

There's a pretty steep drop-off in the number of agents willing to use non-Facebook social networks for their marketing.

We think this is a huge missed opportunity! After all, shouldn't you be where other agents are not?

There are several other premier social media platforms at your disposal today. At the top of those worth exploring? Twitter.

Twitter is well-known as the social network where strangers and friends alike connect on any topic of interest to them: politics, sports, entertainment, education, et cetera. Name a topic, and it's been discussed on Twitter - including info on housing markets.

The main difference between Facebook and Twitter is Facebook only shows its users content that interests them. Twitter's algorithm is catching up, but there's much more "noise" there.

The half-life of a tweet isn't very long. Most estimates say it's only a matter of minutes before a tweet is seen and forgotten. That means two things:

- Your tweets need to stand out from the crowd
- You should be tweeting far more often than you post to Facebook



Here's how you can elevate your Twitter game and get your tweets consumed by your audience:

- **Big, bold images can separate you from the pack:** This includes visuals in your tweets and in your profile. Use your most distinguished headshot as your avatar, and include your agency logo and a photo of listings you've sold. Throw your contact info in this graphic as well. As for images in tweets, you can use this [Twitter sizing guide](#) to help you create effective visual posts to share with your followers.
- **Pin a brand explainer video to the top of your account:** Don't have a brand explainer yet? It's time to [hop on the video marketing train](#) and produce one. This video should be the first thing Twitter users find when they visit your account. Make there's a call-to-action link back to your website embedded in your video and in the tweet copy so you can turn your Twitter followers into first-time website visitors!
- **Schedule autoplay video ads to your target audience:** Are you looking for fresh buyer and seller leads? You can create autoplay video ads — along with static image ads — and get them to appear only in front of users who fit your target criteria. As with Facebook, you can target users by age, location, language, interests, topics, and other demographic details.
- **Follow and retweet others in your market like crazy:** [Engagement is a must on every social network.](#) (1) Identify notable individuals and brands in your area with sizable follower bases and unique voices. (2) Follow them, ask them to follow you back, and share their content often while tagging their Twitter handles. This is a task you can take care of between showings and meetings with minimal time investment.
- **Make use of hashtags:** Twitter and Instagram were built with discoverability in mind, so take advantage of this fact. Users who search for a topic of interest on Twitter (like "#forsale") are guided to a landing page that aggregates tweets containing that hashtag, so we recommend including at least 1-2 in every tweet that you share out. It's a great way to attract new followers! Here are 2 examples of this in practice:

Twitter offers real estate professionals much more than meets the eye when it comes to marketing.

Try the Twitter marketing tactics above, and you will steadily turn followers and retweeters into website visitors and legitimate prospects.



Example 1



Example 2

Chapter 3: Highlighting Your Agency on Instagram

While Facebook and Twitter require copywriting skills, Instagram is much more focused on visuals.

Sure, you'll need some descriptive copy to explain the meaning of what you're sharing on Instagram. But for the most part, it's all about including relevant hashtags and posting stunning images and videos.

Here's how you can add Instagram to your online marketing strategy today.

Many people use Instagram to follow accounts that feature awe-inspiring photos and footage: top travel destinations, fine-dining cuisine, and beautiful architecture ... including homes for sale.

So, your top priority should be to create a folder on your computer for every listing you've sold/helped close, plus ones you currently represent. Then, add in any multimedia (like images and videos) into each respective folder.

These are your most important [assets to share over time on Instagram](#). Using an editorial calendar, you can schedule out months' worth of shares.



Once this is set, you can focus on real-time posts. These should include:

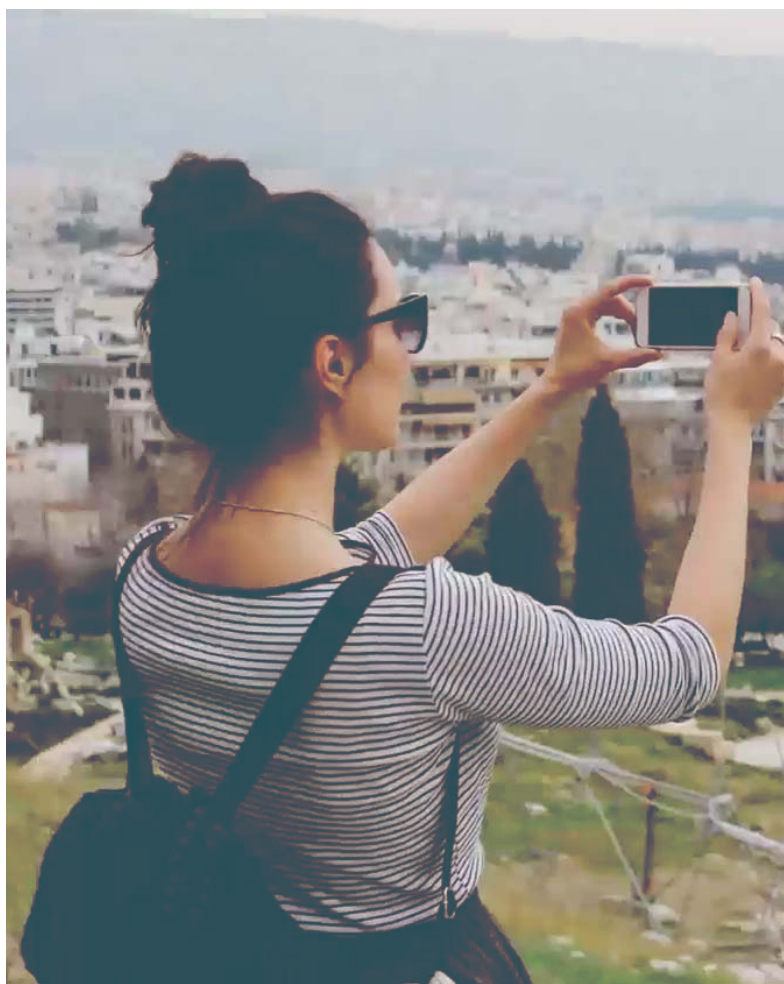
- **Recent trending subjects.** There will definitely be some exceptions to this, like any topic that's divisive. But if something like the Super Bowl or Halloween is coming up or if there was a major celebrity announcement of some kind, you can capitalize on these happenings by posting about them on your Instagram account. Note: These kinds of posts shouldn't be 'grammed nearly as frequently as ones that align with real estate or your agency.
- **Tagging friends, family, and other associates in shares.** When you publish on Instagram, you're given the opportunity to tag accounts that are pictured in the photo or being mentioned in the copy. For example, if a satisfied client has an Instagram account and they give you a testimonial, you can post a sentence or two from it and tag them. This is a great way to get someone's attention and encourage them to share your post (this is known as a 'regram'). The more you involve other people in your social network, the more brand awareness you can earn for you and your agency.
- **Creating Stories.** Stories is an Instagram feature that allows you to stitch together images and videos into a slideshow and add effects like text and graphics over them. Your Stories can and should have a unifying theme! For instance, you can take lots of pictures and videos of a single event you attend or open house you conduct and publish them in one Story.

Regardless of the content you share on Instagram, remember to always be your true self.

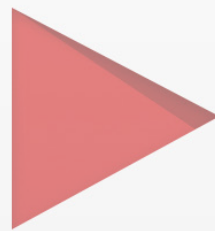
Connecting with your potential customers is the ultimate goal of any marketing activity. Before sharing anything on Instagram, think about what it is someone wants and needs to know about your business.

The obvious answer is, "They want to see gorgeous houses, cool design trends, and interesting decor pieces." But if you dig a little deeper into your audience's Instagram preferences, you'll notice they also crave a personal touch -- and often appreciate humor.

So, be yourself on Instagram (along with all other social outlets). It's the key to attracting followers, shares, and new business online.



Chapter 4: Promoting Your Expertise on YouTube



This may surprise you: Of all the big-time social media platforms, YouTube is second only to Facebook in terms of [active monthly users](#), with roughly 1.5 billion (with a “b”) visiting the video service each and every month.

That means you have the opportunity to gain a lot of exposure for your business. The trick is creating worthwhile content that differentiates your firm. To do this, you need to [build a YouTube channel](#).

Create your own YouTube channel and take advantage of the network’s easy-to-use interface.

The basic layout of your YouTube channel “homepage” is a banner image (featuring a photo of you, your clients, and/or your listings) and an avatar (again, an ideal spot for your headshot, or your logo, if preferred).

Once these images are good to go, simply fill in your “about me” details, contact information, and links to your website and other social channels. The copy from your about page should be short and sweet.

After that, you can start publishing your real estate videos. To ensure people find your channel useful, we recommend producing several videos at once and publishing them simultaneously. That way, when you start promoting your YouTube account in your email signature or on your website, you won’t be directing them to a ghost town.

If you find yourself unable to come up with video ideas, don’t fret. There are [dozens of types of videos you can create](#), and we’ve narrowed it down to a handful for you.

Here are five you should publish routinely to your YouTube channel:

- Client testimonials to act as your social proof
- Recaps of your most popular blog posts to date
- Brand explainers featuring you and your team
- Reviews of local businesses and establishments
- How-to videos that cover buying or selling basics

You can also get inspiration from [videos that have been produced by top agents](#). There are many industry pros who have created breathtaking videos, so conduct some research before producing yours. That said...

Don't get overwhelmed! Start small.

Creating videos for YouTube will likely be the most time-consuming aspect of your content creation efforts. But you don't need thousand-dollar lighting or the fanciest camera on the market.

Your phone or tablet comes equipped with a pretty stellar video camera (assuming you regularly update your iPhone, iPad, Android, or other smart device).

Once you feel comfortable scripting, filming, editing and publishing videos with a tool you already have, you have the option of looking into professional cameras and editing software to make your videos even more polished. As we said earlier, being authentic goes a long way on social media, so you may find that people connect with you more when your videos have a lower production value!

The key to YouTube success is simply getting the ball rolling. Eventually, you'll learn what videos are easiest to create -- and resonate most with your potential leads.

Chapter 5: Expanding Your Social Media Presence

Your Facebook Business Page is set up and fully optimized with fresh content. Several automated tweets are sent through your Twitter account daily. Your Instagram presence is on point.

Now, you can focus on the so-called “bonus” social networks: Pinterest and LinkedIn.

Let’s start with Pinterest. Though it may be best known as the place where you get delicious recipes, Pinterest is also a real estate agent’s best friend. It can essentially function as a duplicate blog for REALTORS.

STEP ONE: Develop a detailed library of all of your assets by pinning them to your Pinterest account.

You can accomplish this by sharing links to blog entries on your website and adding featured images to accompany them ([this site recommends mostly portrait-style images](#)). Then, create several themed boards.

Each Pinterest board can represent a specific subject that you routinely blog about, like buying and selling advice, info on your local market, reviews of area businesses, or tips for getting a home loan.

If other Pinterest users find your content insightful, they may “re-pin” your items on their boards, amplifying your reach and boosting your audience. The [more universally appealing your content is on Pinterest](#), the more likely it is to be re-shared.

STEP TWO: Continue to grow your personal and professional network by connecting with locals on LinkedIn.

Another social media outlet that's worth exploring is LinkedIn. Most people only use this channel when they're job-hunting, but it's actually a great place to connect with likeminded individuals.

You may not get [real estate leads directly from LinkedIn](#), but what you can do is plant the seeds for partnerships and learn who's who in your market, then leverage your newfound relationships to generate leads and referrers.

There are often several LinkedIn groups that will make sense for you to join. Search for ones related to real estate or your particular housing market (or both) so you can connect with folks who want to chat about housing and/or your community.

Think of LinkedIn as the long game of social networks. The fruits of your labor may not be seen until months down the line, but the more you network — like you do at live events — the more chances you have to close new business.

Social Media Pro Tip: Don't feel like you have to be everywhere, all the time. It's better to specialize in a couple platforms than spread yourself too thin among 4-6.

At this point, you might be exhausted from all of the social networks at your disposal. It's vital to test out all your social media options to see which ones deliver the most value -- but once you have that insight, it's even more important to stay focused on the ones that give you the best return on your time investment.

There are bound to be new social networks that emerge in the weeks, months, and years ahead as well. Whenever a new one pops up, ask yourself, "Can I take advantage of this for my real estate marketing strategy? Are buyers and sellers likely to be using this channel?"



Learn more about
digital marketing
[HERE!](#)

The answer may not always be yes — but you won't know for sure unless you give it a try. As with all aspects of your online marketing, experimentation is the key to long-term success.