

Instagram 101

A BEGINNER'S GUIDE FOR REAL ESTATE PROFESSIONALS



Don't feel like you need to have a presence on EVERY single social media channel to be successful. Instead, focus your efforts on one channel until you are comfortable and have a routine. Then, add as you continue to gain confidence.

WHY INSTAGRAM?

- Fastest growing social media channel with over 500 million DAILY users and 1 billion MONTHLY users!
- A free marketing channel your buyers, clients, and future clients frequent.
- A visual medium to show off your highly visual product.
- Ability to be unique and stand out without a lot of competition (yet).
- Hashtags act as a search engine to reach new followers.
- Mobile-based platform means engagement is high.
- 10x more engagement than Facebook.
- Generally more affluent demographic.

ARE YOU READY FOR INSTAGRAM?

Use this checklist to determine if you're ready to take the plunge.

Are you already active on Instagram personally?	✓	✗
Are you posting and engaging regularly on Facebook?	✓	✗
Do you utilize and/or appreciate high quality photography?	✓	✗
Are you willing to commit to posting at least once daily?	✓	✗

If most of your answers are in the left column, go ahead and give Instagram a shot! If not, it may be best to focus your marketing efforts in other areas for now.

START WITH A STRATEGY

SET GOALS.

Determine exactly why you're using Instagram and what you want to accomplish. This will help dictate your road map for content and usage. Think of your personal brand, niche, and specialty, and stick to it. Don't try to be all things to all people.

EXAMPLE GOALS

REACH NEW LEADS. What kind of leads? Relocation? New home buyer?

TOUCH EXISTING CIRCLE. Using which method (mentions, messages, comments) and how often?

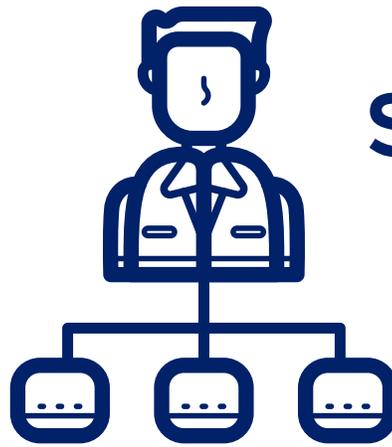
CREATE MORE LOYAL CLIENTS. Will your content be so valuable that it creates stronger ties to your existing clients?

INCREASE ENGAGEMENT. How will you encourage followers to engage with you?

NOTE:



Instagram technically does not allow scheduled posting, but third-party apps like Hootsuite can assist you with scheduling content and providing reminders when it's time to post.



CONTENT STRATEGY

PROVIDE VALUE:

Your posts should either EDUCATE, INSPIRE, or ENTERTAIN your audience.

DON'T BE ONE-SIDED.

Display your personality, whether in your photos, caption or both. People identify with people. Social media is conversation - remember to engage!

POST CONSISTENTLY.

Start with posting at least once a day.

STORYTELLING IS HIGHLY ENGAGING.

Try to tell stories in your caption on occasion that give followers insight into your personality and expertise.

LET YOUR PERSONAL BRAND SHINE THROUGH

your content, both as an agent and an individual.



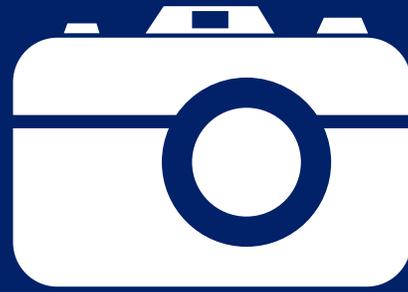
PLAN IT OUT

CREATE A CONTENT CALENDAR

that lines out your weekly posting schedule by content type. This makes it much easier for you to stick to your strategy, and also allows you to schedule content.

GETTING STARTED

- It is recommended that you use a business profile on Instagram as it provides access to tools and insights that personal accounts don't have.
- Selecting a user name: Try to think of something memorable that matches your personal branding. Keep it short if possible.
- Fill out your bio: Instagram does search bios for relevant keywords, so make sure you add your status as an agent, your location, specialty, and contact info. Emojis are okay as long as you don't overdo it!
- Add a profile photo. As with your other marketing, make sure it's an up-to-date and professionally-shot photo.
- Be sure to add a link to your website



PHOTOGRAPHY IS #1

Instagram is highly visual - accounts that stand out and are the most successful are those that utilize compelling photography and a certain curated aesthetic.

- You **MUST** utilize professional-style high-resolution photography
- Show off your listings! Make sure they all feature the same photography style
- Mix up interior and exterior shots when posting
- **ALWAYS** add a compelling caption - it's a proven fact that even if a compelling photo is posted, the caption itself can generate much more engagement.
- Square photos are not required but do display best on Instagram.

PRO TIP:

Stick to a color palette (example: Light and Airy) or style scheme (example: Modern, Rustic, or Contemporary) to stand out and excel quickly on Instagram. You can use the same filter every time when posting for consistency, or better yet, take the time to curate and organize your content before posting.





ENGAGE

- When someone leaves a comment on your post, be sure to like their comment or respond with one of your own.
- Like and comment on others' posts. It's a great way to either strengthen existing connections or create new ones.
- Don't always delete negative comments. You can use a negative comment as an opportunity to turn that client into a happy one. This also shows everyone else watching that you truly care about providing great service. That being said, sometimes it's best to just delete downright meanness and vulgarity.
- Following other accounts is a great way to connect. Many times that user will even follow you back, increasing your follower count.
- Luse the @feature to mention others in your posts, comments, or even on other people's posts. This is a GREAT way to get the attention of that user and/or let them know you're thinking of them.



KEYS TO SUCCESS

- Create a strategy and stick to it
- Post consistently (at least once daily)
- Utilize high-res, compelling photo
- Provide value by educating, inspiring, and entertaining
- Engage with other posts and users

**ALWAYS REMEMBER TO
BREAK IT DOWN BY
FOCUSING ON THESE 4
SIMPLE THINGS:**

1. BE CONSISTENT
2. HELP FIRST, SELL LAST
3. BE YOURSELF
4. EDUCATE, ENTERTAIN & INSPIRE!



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