

THE ULTIMATE GUIDE TO INSTAGRAM FOR REAL ESTATE AGENTS

It's no mystery that Instagram has become the go-to app for millions to share & view photos, videos, and stories every single day. Harnessing the power of Instagram can put your business in front of local buyers & sellers where they're already spending tons of their time: in front of their digital screens. How? Let Back At You share the top industry tips & tricks for setting your business up for success on Instagram. Let's get to it!

BACK AT **YOU!**

First thing's first ...

MAKE SURE YOU HAVE A BUSINESS ACCOUNT

As Facebook Marketing Partners, we often hear real estate professionals ask us, "Should I use my Facebook Business page or my personal page to market myself on social media?" And with Instagram being owned by Facebook, the platform adopted many iconic Facebook features: one of which being the launch of Instagram Business Accounts in 2016. So the question remains: Should real estate professionals use personal or business profiles to grow their audience?

With access to powerful advertising, transparent analytics, and exclusive Instagram insights, we answer with a resounding **yes!**

An Instagram business profile gives the user access to bonus features which provide detailed information about your audience, times when they're active, and more!

Some of the most common performance metrics you can use for measuring the impact of your Instagram marketing efforts include:

- **Engagement:** likes, comments, and shares your posts & stories receive.
- **Audience data:** times your followers are active on Instagram, and location & gender of your following
- **Traffic:** customers visiting your website from your Instagram.

How To Convert A

PERSONAL ACCOUNT TO A BUSINESS ACCOUNT

- Go to your profile and tap the three lines in the upper right corner.
- Tap Settings.
- Tap Account.
- Tap Switch to Professional Account.
- Tap Business.
- Done!

You should also connect your professional account to a Facebook Page associated with your business. This makes it easier to use all of the features available for businesses across the Facebook family of applications. Add details, like your business category and contact information. Tap Done.

It All Starts With

INSTAGRAM BIO

The saying “You never get a second chance to make a first impression” holds true in many aspects of business, ESPECIALLY presenting yourself online. When someone lands on your profile, they want to know what you’re about and why they should care without scrolling through pages of your content. If you only have a few seconds to attract a potential client, a solid bio is a great place to start. Since social media is oftentimes the first place leads inquire for more information about a company, having a thorough presence across all platforms is incredibly important, and Instagram is no exception!

USE EMOJIS

Instagram is a visual medium, right? So, creating an eye-catching bio will impress your followers with its visual appeal. You can do this by adding Emojis, using text symbols, or spacing out your text with line breaks. This is also a great way to position your personal brand on Instagram!

WANT TO SHARE MORE THAN ONE LINK?

As if now, Instagram only gives users one clickable link on their profile, and as of now it’s the link in your bio.

Using a service like Linkin.bio or Linktree will allow you to turn one link into many!

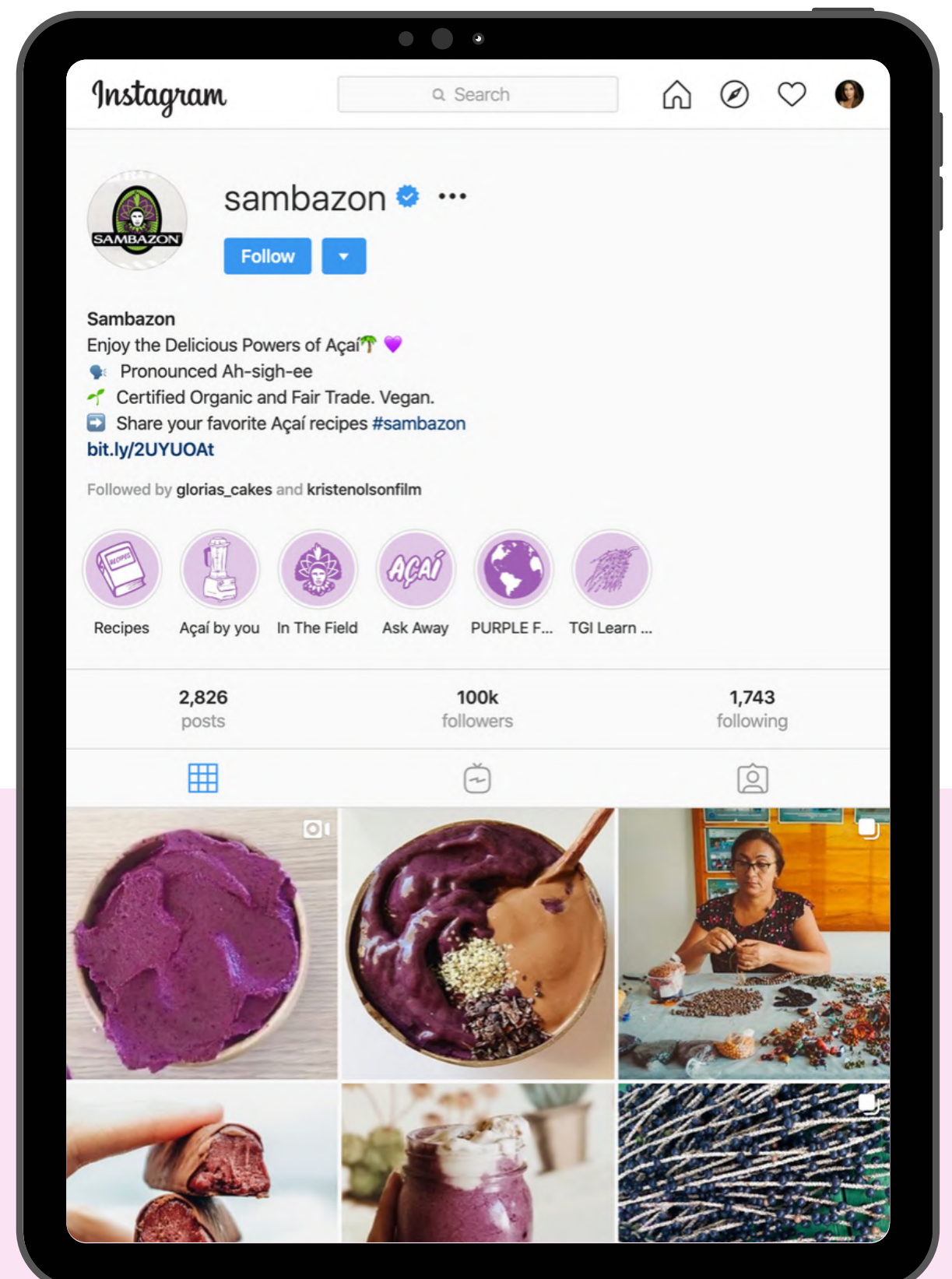
Whether it’s a home value landing page, a link to your website, or a listing, you’ll be able to share multiple links in one place.

SHARE YOUR SKILLS

What sets you apart from the competition? Do you have a unique set of skills or experiences that might be of interest to your potential following? Including these in your bio will not only help introduce new audience members, but it’ll also be a key indicator in whether or not they’ll want to utilize your services.

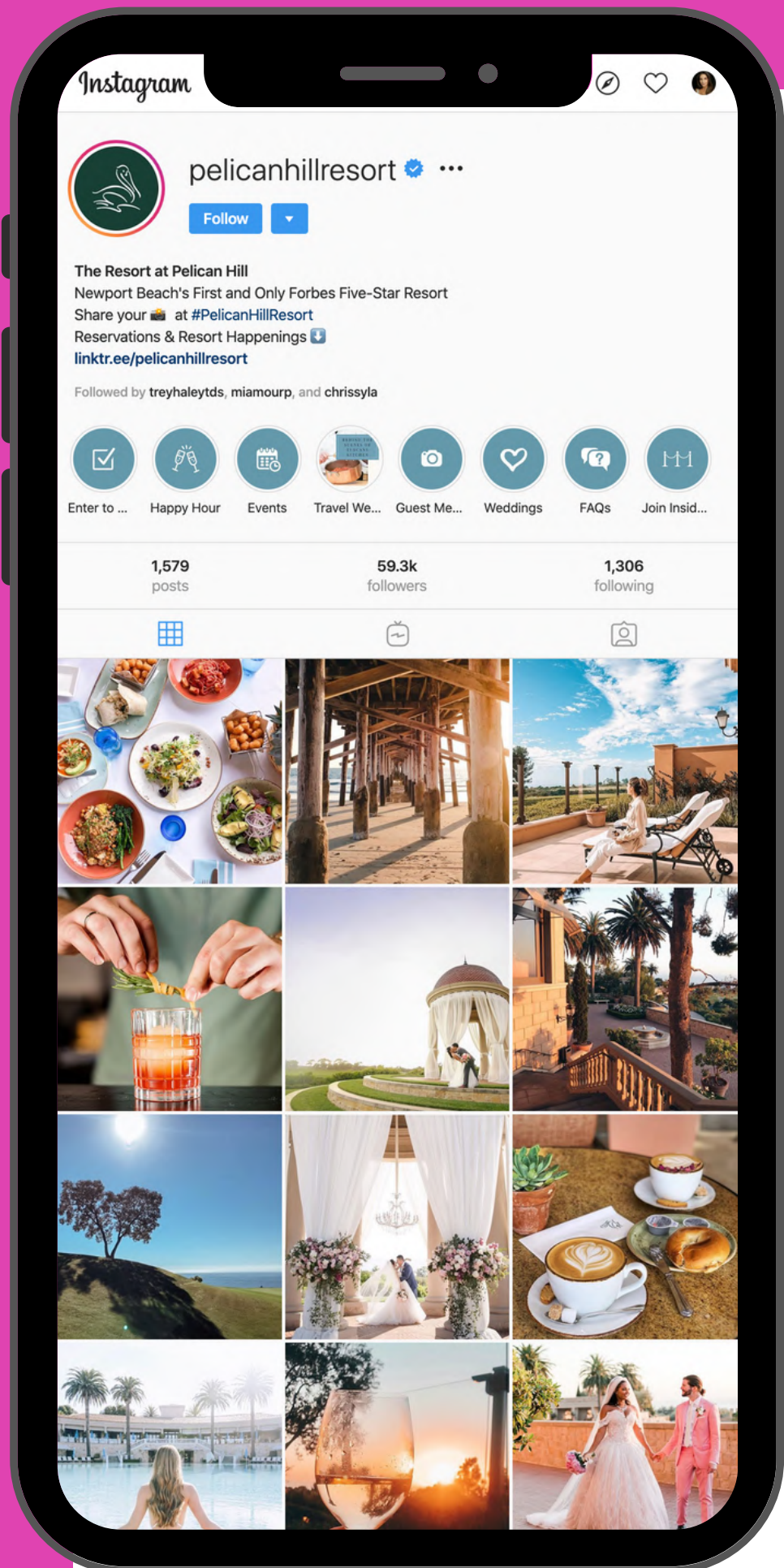
INCLUDE A CALL TO ACTION

With Instagram, you are limited with the amount of characters at your disposal (150 to be exact), so you need to immediately compel visitors to take some kind of action: a follow, a click on your website, filling out a home valuation, or simply engaging with your content.



Remember...

THIS PLATFORM IS ALL ABOUT VISUAL CONTENT



If a picture is worth a thousand words, a pretty picture on Instagram is worth a million words and will definitely help sell your listings! With that said, make sure you are extra cognizant of your Instagram feed. One of the best ways to gain credibility on Instagram is to establish your specific brand.

SHOW OFF YOUR LISTINGS

Focusing on bite-sized, "Insta-worthy" home elements can serve as teasers for your listings. That infinity pool? That's a post all on its own! A cozy fireplace? That's another! A kitchen island? That, too! You get the idea.

SHARE SUCCESS STORIES

Whether it be a photo of a happy couple posing with their new house key, or even a picture of a "thank you" note a client has given you, putting social proof on Instagram is a great way to stay in the minds of your leads.

GIVE DESIGN INSPIRATION

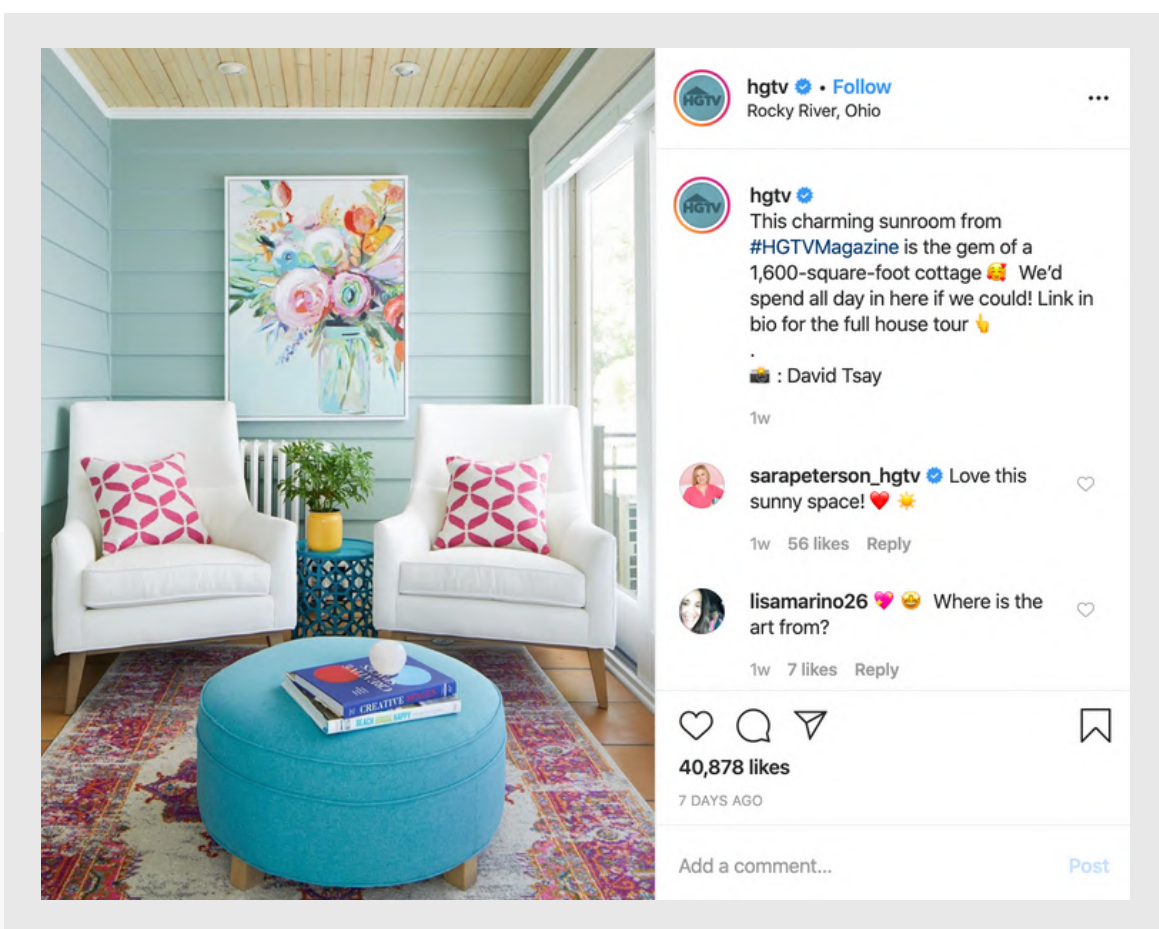
From rug selections to patio furniture, Instagram is a great platform to post varying design inspiration. Ask your followers to weigh in on their favorites, and you'll see your engagement skyrocket!

SHARE NON-REAL ESTATE CONTENT

Don't be afraid to put the "social" aspect back in "social media"! This is your opportunity to give audiences a peek into your life: show them your hobbies, pets, and favorite local spots. Show followers and potential clients what makes you different and unique from the competition, and why they should want to work with you. And since the Instagram content you push out serves as an example of your expertise, sharing local restaurant recommendations, the nearby farmers market, or a great new boutique will help prove your knowlege for your local market.

Don't Forget The EMOJIS IN YOUR CAPTION

I guarantee that if you open up your Instagram feed (or even your personal texts), you'll be able to spot several Emojis within the first minute of your browsing. After all, who wouldn't want to use Emojis?! 😍



57%

higher interaction rate
for Instagram posts
with emojis

source: Quintly

Those colorful characters are able to spruce up messaging, convey emotion beyond words, and add some FUN to digital communication! Not only are they cute, but it turns out they're pretty darn useful as well. Emojis are powerful 🤝 because they allow us to communicate beyond using words and punctuation alone.

... & ADD HASHTAGS!

A great way to get your posts seen by your targeted audience without spending money on ads, is through the powerful tool of the hashtag. In fact, Instagram posts with at least one hashtag got 70% more likes and 392% more comments than those without hashtags (source: Augorapulse). However, it's important you use the right hashtags to achieve your goals. For example, "#RealEstate" or "#OpenHouse" is too broad and will get lost in the noise, so try more specific examples like:

#CLEVELANDNEWLISTNG

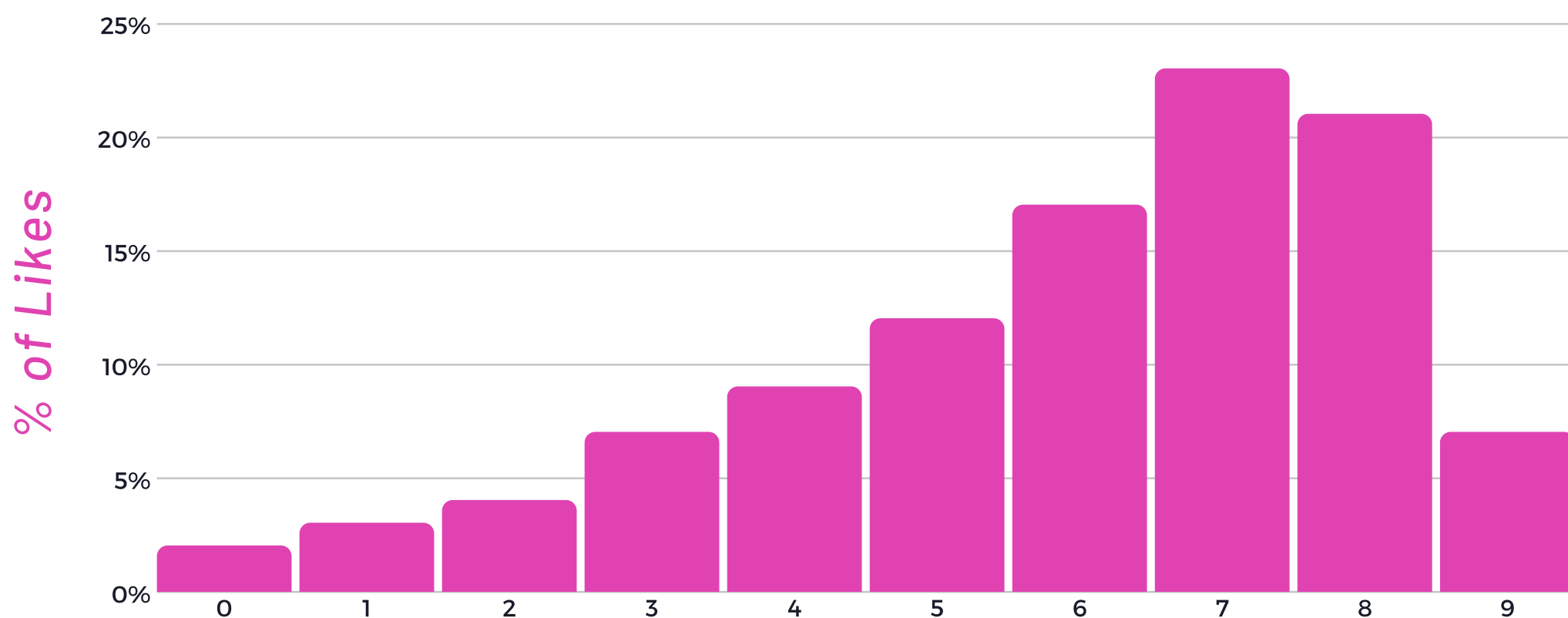
#OCEANVIEW

#MUSICCITYREALESTATE

#OUTDOORKITCHEN

#AUSTINOPENHOUSE

TIP: Although you can post up to 30 hashtags per Instagram post, data shows that 7 generates the most engagement, while more than 9 is perceived as spam. Remember: your hashtag strategy should not be about quantity, it should be about relevance.



Number of Hashtags

source: SocialFresh

Show Off Your Brand With

INSTAGRAM STORIES & HIGHLIGHTS

Instagram stories allow users to create a snippet of content that disappears within 24 hours of being posted. Although you're allowed just 15 seconds, that's enough space to provide an exciting insight into your business. Remember: stories don't need to be a massive production!

Anyone with a smartphone can start creating stories! They aren't meant to be anything fancy - small, digestible peeks into your day are exactly what stories are made for.

SHOW BEHIND-THE-SCENES

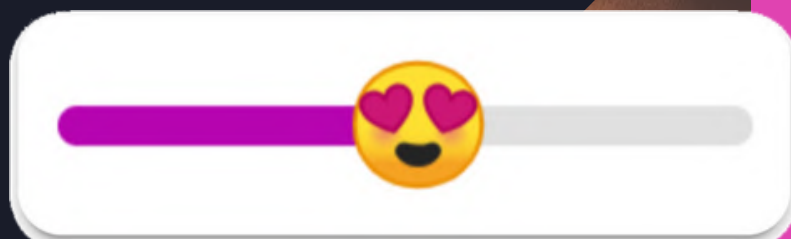
Instagram Stories are a great place to showcase behind-the-scenes footage of your life as a real estate agent. You could show how to set up for open houses, the daily challenges of the real estate industry, or show a live look at new homeowners receiving the key to their home! Giving people an insider's look at your brand will add a new dimension to their understanding of your job and help users feel more connected and knowledgeable.

GIVE VIRTUAL TOURS!

Whether it be via video or still images, Instagram Stories are the perfect solution to showing your audience a listing, neighborhood, or local hotspot via one cohesive stream.

SAVE HIGHLIGHTS

Even though Stories expire, you can still save your favorite moments to your profile in the form of "Highlights." These could be categorized by listings, Q&As, selling tips, market knowledge, and more!

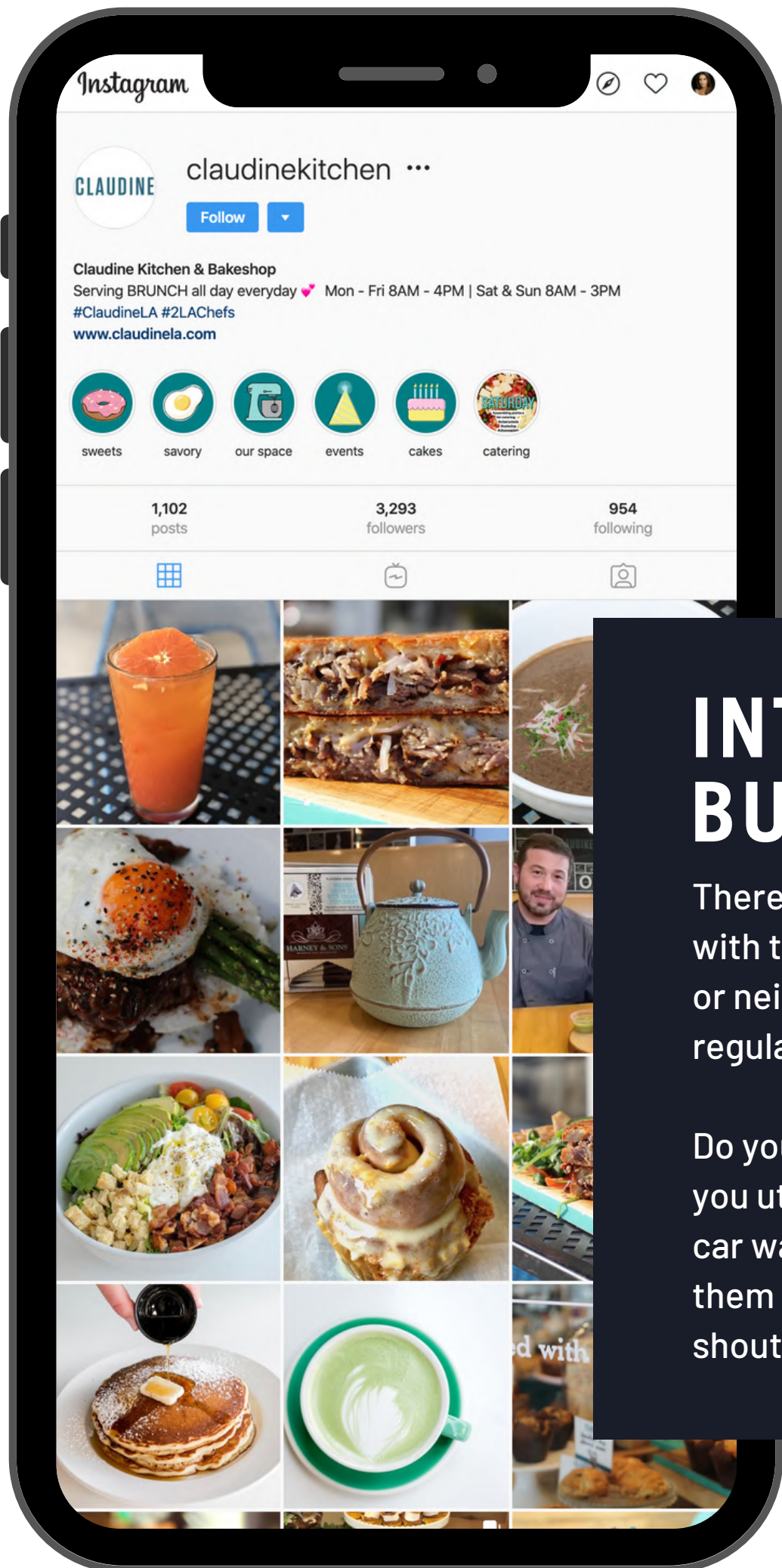
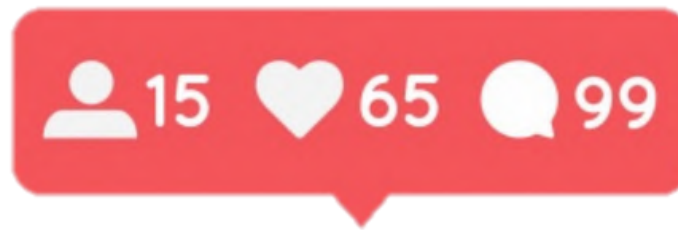


USE "STICKERS" WHEN YOU CAN:

- Add music
- Ask questions
- Host polls
- Post animated gifs
- And more!

A Secret Strategy?

ENGAGEMENT CAN BE A MAGNET



The Instagram algorithm LOVES comments. Every single comment counts towards showing your post to more users (including your replies to your followers)! If someone responds to your post, comment back! This could include:

- Saying thank you, and include more information about the image (ie: "Thanks! ")
- Comment about their own feed (ie: "I love your dog! There's a great dog park nearby this exact property!")
- Ask them a follow-up question (ie: Would you make the spare room a home-gym or a home-theater?)

INTERACT WITH OTHER LOCAL BUSINESSES

There's nothing more valuable than real estate professionals connecting with their local community on Instagram. If you have a focus on one city or neighborhood, try tagging the accounts that you interact with on a regular basis.

Do you go to a specific coffee shop before listing presentations? Or do you utilize a certain bakery's goodies for your open houses? Maybe a local car wash helped get your whip polished ready for a day of showings? Tag them in your posts & stories! More likely than not, they'll love your shoutout and repost your content.

Connect With Your Followers And

GO LIVE ON INSTAGRAM

One great way to build transparency and build engagement is by going LIVE on Instagram! You can stream live Q&A's about the real estate industry, host a virtual open house, interview a previous client, and more. Best of all? Instagram gives users the option to save the video upon completion, so you can upload it on your Instagram profile and use it as more content! Win - win!





Are you an agent looking for an easy, reliable, and powerful social media solution? Let Back At You handle everything from advertising your listings, creating and posting content, and capturing leads through social media, all in one intuitive place.

BACK AT **YOU!**