



| Marketing Yourself on Instagram

SHOW UP!

You, yes YOU, need to be in your feed and on your stories.

LONGER CAPTIONS

Tell a story and create a connection! Engagement rates are higher on these posts.

HASHTAG IT

Use 10+ hashtags in every post to reap the best engagement rates

SERVE

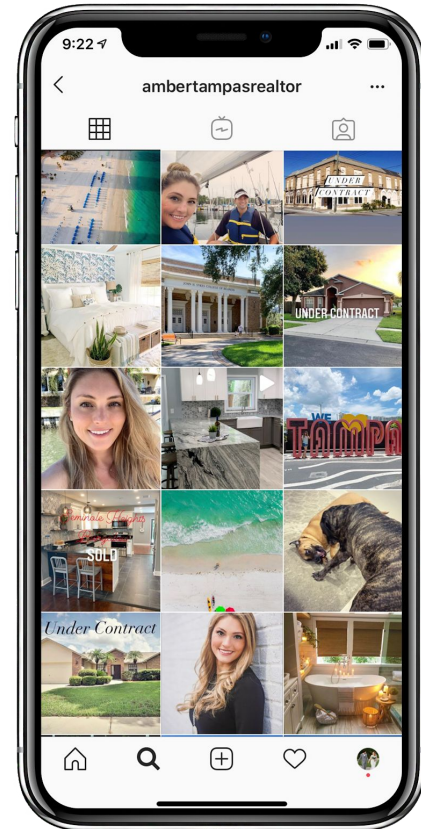
Serve your audience. Make those "deposits" to make a withdrawal later. {think education}

STORIES

Share behind the scenes, show your face, ask questions to get them in your DM Box!

CALL TO ACTION

Get social and boost engagement by making sure every post has a call to action.

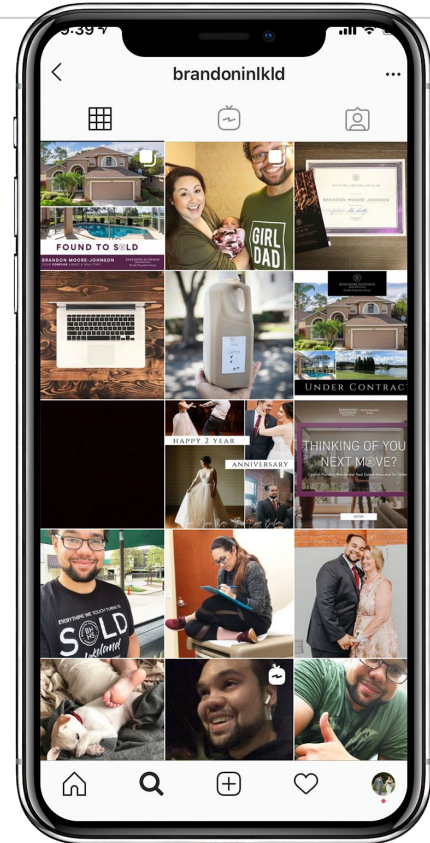




| Content Ideas for Instagram

Choose 5 facets of your life that make you, YOU. One of those should be your BUSINESS and real estate related. Rotate through those 5 categories each week so that your feed is multidimensional and interesting. Make sure YOU show up in these posts!! Yes, that means your face in your feed. Share things like:

1. Out and about (the community where you live and work!)
2. Pets
3. Hobbies (working out, gardening, craft beer, etc.)
4. Travels
5. Children
6. Spouse
7. Basic Listing Post
8. Company Highlights
9. Seasonal
10. Helpful Real Estate Tips (You are their FOREVER agent)
11. *Great for stories: Reviews from previous customers (screenshot them from zillow!)



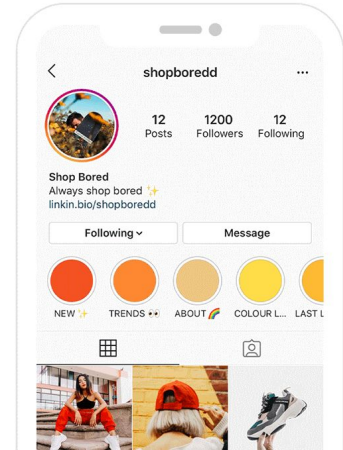


| Instagram: Drive Traffic to your Website

One of your goals for using Instagram {and social media in general} should be to drive traffic to your website to **generate LEADS!**

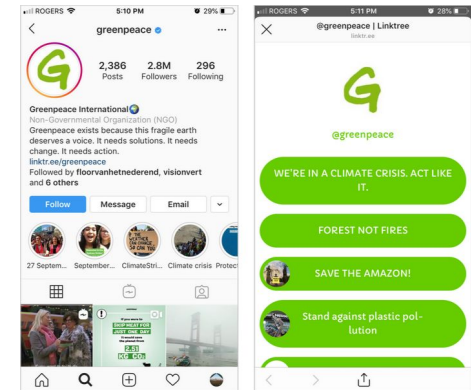
WHAT: You have many things you can share to drive traffic to your website.

- Promote your **Buyside AVM** – get people to look up what they're home's value is
- Share your **seller's listing page** – you'll certainly be sharing about your listing, so make sure your audience can see the home!
- Add to your **email list** – gain a loyal following and get in their inbox!
- Your **agent.bhhsfloridaproperties.com website**



Free Link In Bio Tools

- **Linkin.bio (from Later):** Linkin.bio lets you turn your Instagram feed into a clickable, mobile-optimized landing page so your followers can find exactly what they're looking for, whether it's a blog post, newsworthy article, or a specific webpage. (<https://later.com/linkinbio/>)
- **Linktree:** Linktree lets you build a mobile-optimized landing page with links to the sites you want to share — like your blog, your other social media accounts, or even your website. (<https://linktr.ee/>)





| Instagram: Using Hashtags

Using relevant, targeted hashtags on your posts is still one of the best ways to get discovered by new audiences on Instagram.

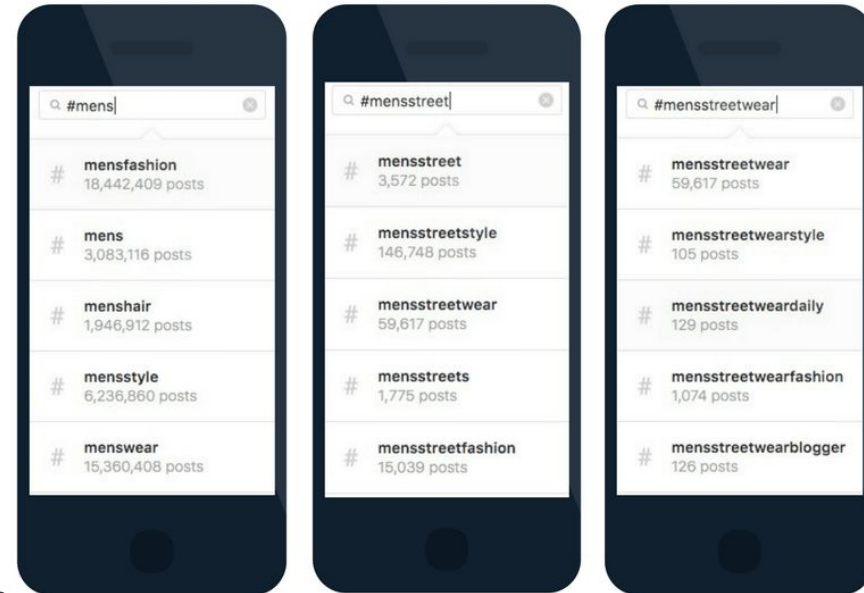
HOW:

- **Use 10+ hashtags on each post**
- Use 1 to 3 **local hashtags** that target your **FARM** area
- If sharing your listing, highlight your listing's **best features** {#industrialchic #luxurypool #citylife}
- Use **fun** real estate hashtags like #wontlast #poochfriendly #freewine
- **Research** in the search bar of instagram to see how many posts are related to that term. You'll want a good mix of highly used and barely used terms.

Pro Tip: Copy and paste your most commonly used hashtags in your notes on your phone. Or some scheduling apps have a place to save them so they're easily put into your captions!

Hashtag Research

Using Instagram's search bar autocomplete





| Instagram: Hashtags to Incorporate

Neighborhood hashtags

#walkableneighborhood
#walkscore
#treelinedstreets
#downtown
#uptown
#yourneighborhood + styleofhome
#yourneighborhood + realestate
#yourneighborhood + homeforsale
#yourneighborhood + realty
#yourneighborhood + life
#yourneighborhood + living
#closest big city + realestate
#closest big city + homeforsale
#closest big city + realty
#closest big city + life
#closest big city + living
#prettyarea
#closetothebeach
#greattransportation

Real Estate Branding hashtags

#yourbrokerage
#realestateexperts
#referrals
#yourpersonalbrand
#reducedfee
#discountbroker
#your farm area + expert
#your farm area + brokerage
#your farm area + personalbranding

Fun real estate hashtags

#wontlast!
#callnow!
#bringthedog
#poochfriendly
#freecookies
#freewine
#motivationmonday
#thursdaythoughts
#justRealtorthings
#riseandgrind
#condogoals

Free Tool

- <https://displaypurposes.com/>: Use this website to search and create relevant hashtags. Banned and spammy tags are filtered out.



| Instagram: Creating & Scheduling Content

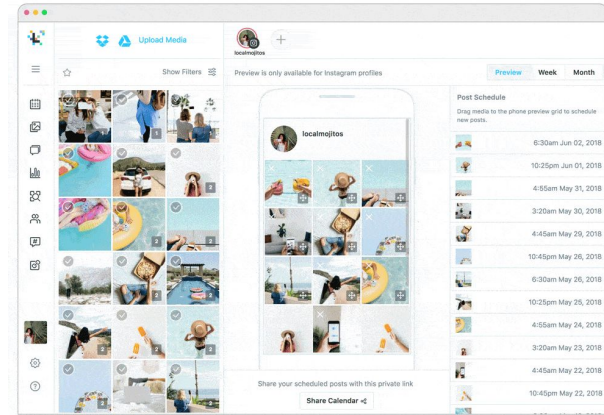
Pro Tip: Spend **one day each week** planning and preparing your content! Prep the photo, caption and hashtags, then you can just log in, schedule, and sign off!

Free Social Media Management Tools

- **Later:** Visually plan, schedule and analyze posts for Instagram, Facebook, Pinterest and Twitter (<https://later.com/>)
- **Planoly:** Easily plan & schedule your content for Instagram, Pinterest, Facebook, Twitter (<https://www.planoly.com/>)

Free Stock Photography Tools: Let's face it, sometimes we need some beautiful photography to help out our feeds. Use these websites to find images that fit your need and feed!

- **Unsplash:** one of the best places on the internet to find beautiful, royalty-free photos. (<https://unsplash.com/>)
- **Pexels:** The best free stock photos & videos shared by talented creators. (<https://www.pexels.com/>)





| Instagram Stories

With 300 million daily users, Stories are a potent way to reach your audience in a more direct way.

- Post 5–7 stories a day with varied formats.
- Look for engagement opportunities like direct messages, swipe-ups, polls.
- Share or repurpose your feed posts in your stories.
- Give a behind-the-scenes look into your brand, the people behind it, and the stories you have to tell.

Stories: post a mix of fun, lighthearted content and promotional content that reflects your brand's tone and style.

IGTV: The goal of IGTV is to be more like YouTube than Netflix. More long-form content. Ask yourself: How can I create value for my audience?

Reels: designed to be fast and fun and are packed full of special effects that make creating captivating and authentic content seriously easy. Use this for educational content – tips for buyers, tips for sellers, etc.

