25 Social Media Marketing Tips for Real Estate Agents

Searching for a home online is becoming the norm. Social media marketing is a cost-effective, high-impact strategy for real estate agents to connect with current and potential clients, boost their online profile and amplify their marketing efforts. Social media is where your clients will be: looking for homes, researching interest rates and virtually visiting new neighborhoods.



1. **Think Local**: Social media reaches everywhere but most realtors sell in a very defined geographic area. Your buyers come from anywhere but they want to buy in a specific community.
2. **Social Profiles**: Use your social media bios to say where you are and your specialty. Don't: Florida Realtor; Do: Realtor with $50M Home Sales in Delray Beach Florida - 2017 All American City.
3. **Use Location Services**: Social media platforms like Facebook and Instagram allow you to identify the location you're posting from. Instagram posts tagged with location get 79% higher engagement!
4. **Facebook**: It's good to post news and photos about your properties but are you generating leads? Realtors should have a professional Facebook page to use FB's business tools.
5. **Videos**: Take visitors on a virtual open house tour and live stream and share videos of properties on Facebook, Twitter and Instagram.
6. **Hashtag Strategy**: Hashtags are essential for Twitter and Instagram to help people find your posts. IG allows up to 30 #s!
7. **Be a Go-To Resource**: Instead of only posting your listings and open houses share local information that is useful to potential clients and people new to the area.
8. **Social Media Scheduling Tools**: The secret key to success for many social media marketing pros are tools that help you plan and schedule your posts in advance: 1 day, 1 week and even 1 month!
9. **Be authentic**: That means the *real* you interacting with your audience in real time. Scheduling tools are good: but don't set it and forget it.
10. **Website**: Personal branding is vital to stand out from the competition. A personal website and blog plus your social media

profiles are your arsenal for digital reputation management.

11. **Instagram** is quickly becoming the top visual social media marketing tool. Realtors can take advantage of IGer's fascination with behind the scenes photos to showcase their properties.

12. **Lead Magnets** are free but useful resources you provide in exchange for an email address: webinar on choosing a realtor, 1st Time Home Buyer's Guide, Newcomers Welcome Book etc

13. **Use Geo-targeted Facebook Ads**to target your ads very specifically. Use promoted posts to get your great Facebook posts seen by other Facebookers in your geographic area.

14. **Tweet Tips about Staging and Moving.** Help your clients and teach them how to stage their home for better sales. Post links to articles and videos on how to feature their residence.

15. **Use the 80/20 Rule.** Post about your listings 20%, and 80% of your content should be about your community news, events, lifestyle and information.

16. **Set Up Pinterest Boards** for your listings, your community, local foods, home selling tips, home buyer facts, staging, decorating and other information for buyers and sellers.

17. **Set Up a LinkedIn Page** with a strong photo, bio and summary that specifies your area covered, specialties and awards or commendations. Get LI recommendations from clients and service providers.

18. **Blog** on your website to show your expertise, share information and tips for buyers and sellers, and are great for SEO and keeping fresh content on your site.

19. **Promote** your blog on all your social media channels.

20. **Follower Other Experts** on social media and reshare their posts, such as schools, community organizations, banks, nonprofits, mortgage companies.

21. **Don't Post Duplicate Posts** on all your social media channels. If you share a blog post, create a unique post for each social network, all pointing to the same link.

22. **Don't Try to Be Everywhere**. Pick 2 or 3 social media channels that your ideal clients follow and master them. Once you develop a strong presence and following you can expand to another network.

23. **Engage Don't Just Broadcast** Don't just post information on social media: interact! Comment, Share, and Like interesting posts. Ask questions and crowdsource information.

24. **Answer Questions** from people asking online about buying or selling a home, looking for local information or needing resources.

25. **Be Useful.** Social media is about being *social*. Provide useful, relevant information for your idea clients to build your online brand personality and grow a following.