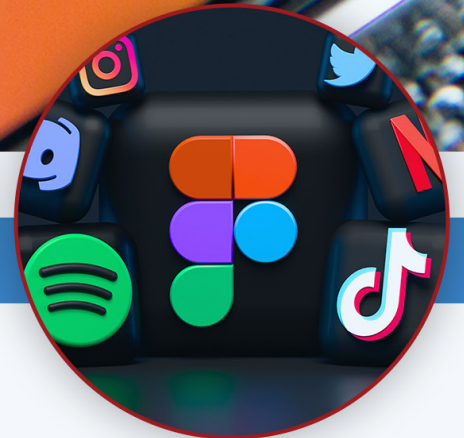




# 10

## MISTAKES TO AVOID IN REAL ESTATE SOCIAL MEDIA MARKETING



SocialStackPro.com

"Post Like a Pro"



# 10 MISTAKES TO AVOID IN REAL ESTATE SOCIAL MEDIA MARKETING

## 01

### COMPARING YOURSELF TO OTHER REAL ESTATE AGENTS:

Don't waste your time comparing yourself to other agents, as everyone is at a different point in their career. Instead, focus on your own journey and what you need to do to achieve your goals.

## 02

### CREATING CONTENT THAT'S ALL ABOUT YOU

Don't make your social media content all about yourself. Instead, focus on what your readers will get out of it. Always answer the question, "What's in it for them?"

# 10

mistakes to avoid in  
real estate social media  
marketing



## 03

### IGNORING YOUR AUDIENCE

Don't ignore your audience on social media. You need to make time to engaging with them. This is critical for building relationships and increasing your social activity. Respond to comments, thank your readers for their thoughts, and make them feel valued.



## 04

### NEGLECTING VIDEO CONTENT

Don't neglect video content in real estate social media marketing. Video is an essential tool for establishing the know, like, and trust factor quickly. Create short videos that showcase your personality and life to connect with people on a human level.

## 05

### FAILING TO PLAN

Don't wing it on social media. Failing to plan is planning to fail. Creating a plan is crucial for successful real estate social media marketing. Use a marketing calendar to schedule posts, block off time to work on social media, and plan your content in batches to stay on track and consistent.



Failing to plan

## 06

### NOT INCLUDING A CALL TO ACTION

Don't forget to include a call to action (CTA) in every social post. CTAs help your readers stay engaged with your content. Give them options to find more of your content, follow you on other social media platforms, check out your website, and like, comment, and share.

# 07

## BEING FAKE

Don't try to be something you're not on social media. Being authentic and true to yourself is essential in real estate social media marketing. Speak specifically to your ideal client avatar and don't try to be everything to everyone. Your vibe attracts your tribe, so be genuine to connect with the people you want to work with.



# 08

## INCONSISTENCY

Don't be inconsistent on social media. Consistency is key for building relationships and increasing engagement. Don't set an overly ambitious schedule that you can't maintain, as this will lead to inconsistency and a drop in engagement. Instead, set a realistic schedule and stick to it to ensure consistent engagement with your audience.

# 09

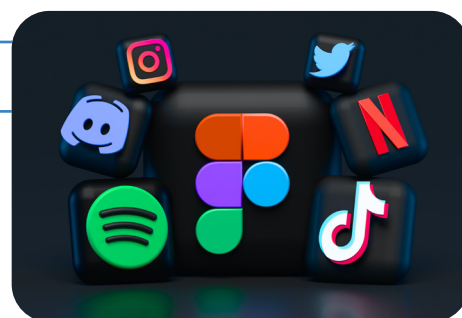
## FORGETTING TO ANALYZE YOUR DATA

Don't forget to analyze your social media data regularly. Use analytics tools to measure your engagement, reach, and conversions. Analyzing your data will help you optimize your social media marketing efforts for better results.

# 10

## IGNORING NEW SOCIAL MEDIA PLATFORMS

Don't ignore new social media platforms that emerge. Keep up-to-date with the latest social media trends and test new platforms to reach new audiences. Ignoring new platforms could mean missing out on valuable opportunities to connect with potential clients.



# 10 MISTAKES TO AVOID IN REAL ESTATE SOCIAL MEDIA MARKETING

---



**SocialStackPro.com**

**"Post Like a Pro"**