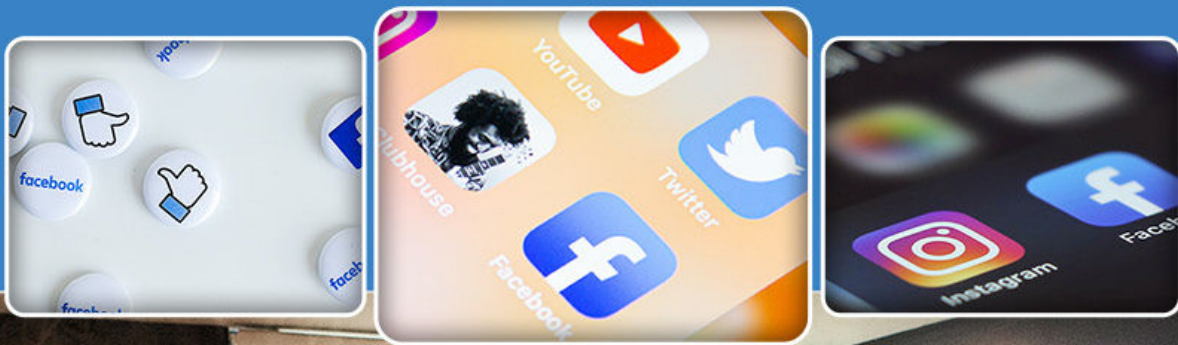


REAL ESTATE AGENTS' — SOCIAL MEDIA — FIELD GUIDE

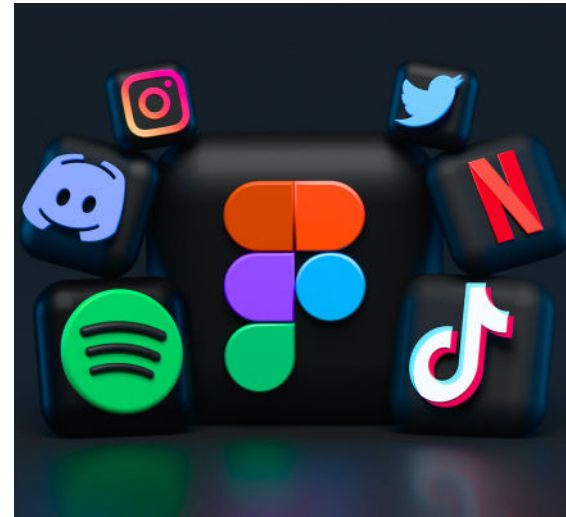
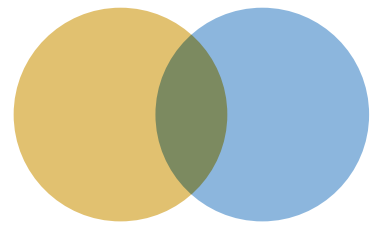


Commercial break in progress.



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WHY REAL ESTATE AGENTS

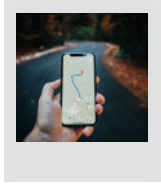


MUST EMBRACE SOCIAL MEDIA

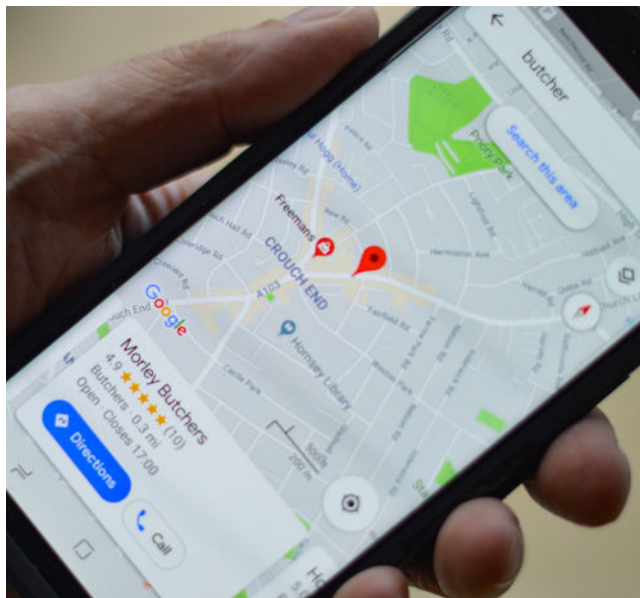
As a real estate agent, you know that staying ahead of the competition is essential to growing your business. And in today's digital age, that means having a strong presence on social media. Yet, many agents have been slow to embrace this powerful marketing tool. But, the numbers don't lie. Americans spend on average over 90 minutes

a day on Facebook and related platforms, it's clear that social media is where your audience is spending their time. To succeed in today's market, you need to be where your audience is looking. In fact, 73% of homeowners say they're more likely to work with an agent who uses video to sell property than one who doesn't. In this field guide, we'll show you

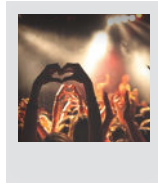
how to leverage social media to build your brand, connect with potential clients, and grow your real estate business. From creating engaging content to using professional services, we'll provide you with actionable tips and strategies that you can start using today. Let's get started!



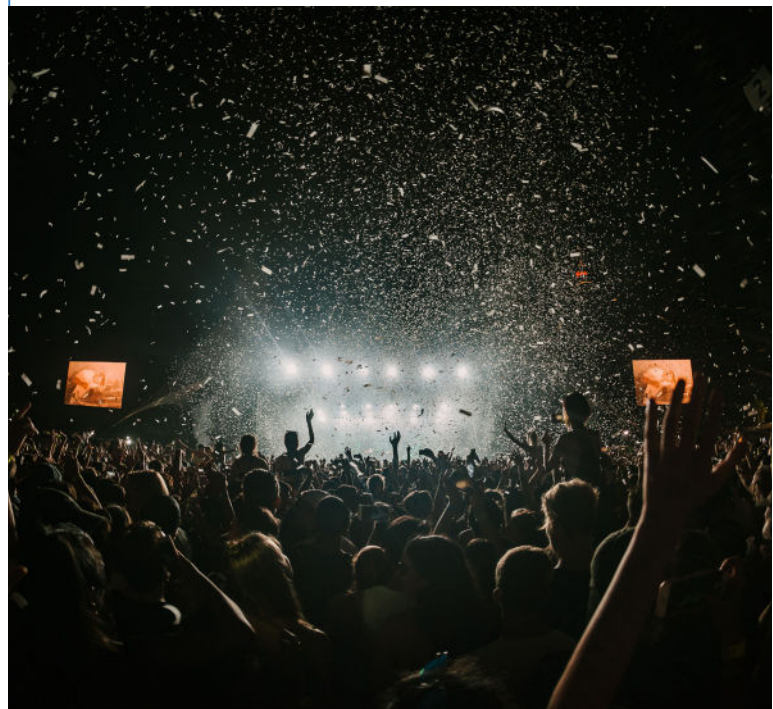
TACTIC 1: ENHANCING YOUR EXPOSURE WITH LOCATION TAGS



- Tag your location in social media posts, including your favorite vendors and neighborhoods.
- Diversify your exposure by mixing things up and not solely focusing on your farm.



TACTIC 2: SHARING LOCAL EVENTS AND ESTABLISHING EXPERTISE



- Share information on local events, hangouts, annual festivals, farmers markets, special exhibits, concerts, and sports events.
- Post pictures and videos of yourself enjoying the best moments in your locale.
- Engage your followers by asking about their favorite events in your city and adding valuable content.

TACTIC 3:

USING PROFESSIONALS TO BOOST YOUR MARKETING

- Consider hiring professionals to handle tasks that are not in your skill set.
- With sites like Upwork or Fiverr, you can hire someone to help you with something outside of your wheelhouse.



MARKETING

TACTIC 4:

FOCUSING ON AUTHENTICITY AND VARIETY



- Balance your social media content between life, personal interests, and real estate.
- Give readers insight into who you are as a person first and a real estate agent second.
- Create engaging content that you enjoy creating, behind-the-scenes videos of your day-to-day life as a real estate professional, valuable real estate tips, and listing videos.

TACTIC 5:

STARTING WITH BROKERAGE BRANDING AND DEVELOPING YOUR OWN

- Don't confuse marketing with branding.
- Lean on your brokerage's branding until you establish a footing in your real estate business.
- Narrow down your ideal clients and understand your personal style to establish your own brand kit.



TACTIC 6:

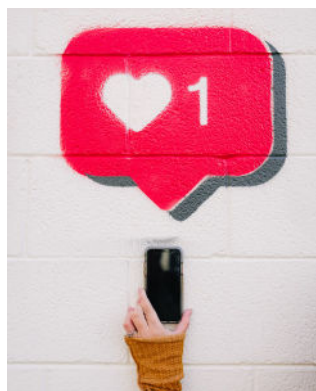
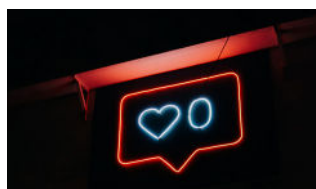
PRIORITIZE VIDEO CONTENT ON ALL PLATFORMS

- Video is the fastest way to connect with your audience and build clout and credibility with followers.
- All platforms are a great opportunity to create simple, 1 minute to-the-point videos.
- Your video content doesn't have to be super-produced. Most videos on these platforms are made with smartphones and a ring light or desk lamp pointed towards your face.
- Start by sitting down at your kitchen table, talking directly to the camera, and posting. As you make more videos, your confidence and authenticity will shine through.
- When you make videos, your audience gets to see you and develop a relationship with you, which can ultimately lead to more business opportunities.

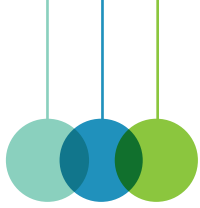


TACTIC 7:

FOCUS ON ENGAGEMENT



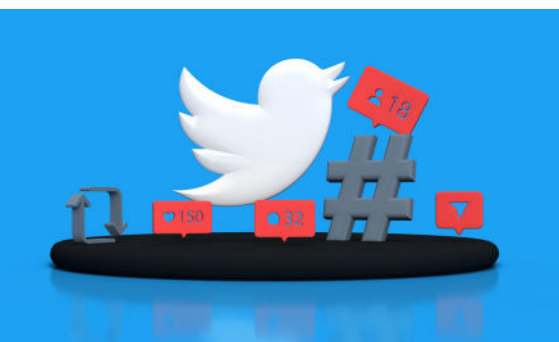
- Certain post formats, like "this or that" posts or asking specific questions, can generate engagement from followers.
- Engagement on your posts will increase the algorithm's push for your content to the top of the feed, getting your post seen by more people.
- Engage with other accounts on social media, especially local businesses and other real estate professionals, to become more recognizable in your local area.
- When people comment on your posts, respond to them, and slide into their DMs to thank them if they've shared your post or added some valuable information.
- Use the information you get from engagement with followers to create user-generated content for future posts and blogs.



TACTIC 8:

LEARN THE 5 SECRETS OF WRITING GREAT TITLES & CAPTIONS

- Weak titles or captions won't be seen by the algorithms, even if the content is excellent.
- People are driven by emotions, so it's important to tap into them when writing titles and captions.
- Create FOMO and a sense of urgency with phrases like "Sale Ends at Midnight!".
- Keep titles short and sweet, ideally with 60 characters or less.
- Use alliteration, be specific, and use brackets or parentheses to build curiosity.



TACTIC 9:

LOOK LIKE A PRO—INVEST IN PROFESSIONAL TOOLS FOR YOUR SOCIAL MEDIA CONTENT

- Using professional tools for graphic design and video editing can make a huge difference in the quality of your content.
- Invest in quality equipment like cameras, upgraded camera phones, tripods, microphones, and editing software to create high-quality content.
- High-quality content will make you stand out from the competition and ultimately lead to more business opportunities.

TACTIC 10:

EDUCATE YOUR BUYERS & SELLERS

- Create content, including short-form vertical videos, answering questions your future clients have.
- Provide the good and the bad about buying right now.
- Create content in a planned series that you can brand.



TACTIC 11:

DON'T FORGET ABOUT YOUR PAST CLIENTS

- Create a series just for past customers and send them info on the neighborhood they are in.
- Post a pleasant past testimonial that reminds you and them of the fun day it was.
- Nurture relationships to keep your name on your past clients' minds.



TACTIC 12: MEASURE YOUR RESULTS & TEST CONSTANTLY

- Keep your social activity numbers in front of you.
- Try A/B testing the same content under different flows.
- Measurements you view consistently get managed.
- Measure the activity of a campaign of posts instead of just one post. Seeing engagement trends matter more than engagement on a single post.



TACTIC 13: CREATE SCROLL-STOPPING INFOGRAPHICS & MORE WITH DESIGN TOOLS



- Turn market data into scroll-stopping infographics with Canva.
- Use data from the National Association of Realtors® or your state association for up-to-date industry news and stats.
- Come up with your own conclusions from the data and share them with your audience.
- Create or share infographics on the homebuying process, the listing, and selling process.

TACTIC 14: LEVERAGE USER- GENERATED CONTENT & ENCOURAGE REVIEWS

- Encourage happy clients to post reviews on your social media platforms.
- Share user-generated content, such as testimonials or photos on your platforms.
- Create a branded hashtag for clients to use when sharing their experience with you on social media.
- Show that you care about your clients by reposting their content and featuring them on your social media profiles and pages.



TACTIC 15: WRITING SCRIPTS FOR YOUR VIDEOS

- Learn AI prompts that will help you be creative and get a format to work with.
- Improvisation is a skill that takes practice, effort, and time to improve.
- Writing a script or rough outline can make your videos easier for your audience to understand.
- It can also improve your confidence while shooting videos.

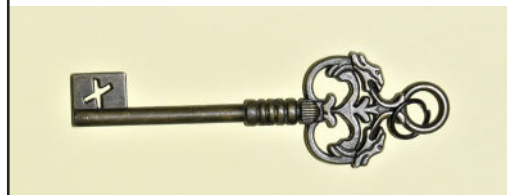
TACTIC 16: EARLY ADOPTION OF NEW PLATFORMS OR TOOLS

- Being an early adopter of new platforms can open doors for your career.
- Stay on top of what's working now and test out new platforms.
- Constantly changing and adding new tools, these platforms can be a great resource for your social media marketing.



TACTIC 17: GIVING YOUR AUDIENCE A VIDEO TOUR OF OPEN HOUSES

- Share behind-the-scenes #realtorlife content that your audience loves.
- Share listings that your future clients will be interested in viewing.
- Record more footage than you need so you can spread content out over a few days' worth of posts.



TACTIC 18: CONSISTENCY IS KEY

- Plan your social media strategy and stick to it.
- Schedule your posts in advance using tools such as Canva or platform scheduling features.
- Create most of your content in advance to save time.
- Keep up your social media presence to avoid losing any momentum that came from previous posts.

REAL ESTATE AGENTS SOCIAL MEDIA FIELD GUIDE



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