

Social Media Marketing for Real Estate Professionals (A Guide)

Here's a helpful guide on how to use social media marketing to attract new clients when you're a new real estate agent.

On Facebook:

- Create a Facebook business page for your real estate business.
- Use your Facebook cover photo to showcase your listings. (change it monthly, weekly)
- Post consistently and frequently (i.e., every Monday and Thursday).
- Pay for promotion. Promote top-performing blog posts or to simply share your page to likely prospects.
- Join relevant groups and engage regularly (i.e., once daily after lunch)
- Ask questions. (this promotes engagement)
- Answer questions. (engagement!)
- Host live Q&A sessions on Facebook. (Consider a regular time-slot for doing so)
- Share "SOLD" or "HAPPY HOMEOWNERS" photos as a weekly feature.

On Pinterest:

- Create a Pinterest business account.
- Fully fill out the bio section with a link to your real estate website/listings.
- Curate inspirational images on different themed boards.
- Create a board for your own listings and sold properties.
- Create a board for your blog and then post linked images from your blog
- Include a "Pin It" button to the images on your blog.
- Use keywords to show up in searches.

On Instagram:

- Use hashtags to get found. (Research hashtags used by top influencers)
- Link back to your website in your bio.
- Follow influencers and tastemakers to keep an eye on important trends.
- Leave comments to get comments. (Engagement!)
- Post every day, if possible. Try using an automatic posting service like Buffer or Hootsuite - check out the free and paid version options.
- Participate in Instagram stories. Use stories to "tell a story"
- Stay focused on buying and selling homes and all of the details that go into home ownership. Maintain a balance between your personal life and likes and your business page.

