A Full Guide to

SOCIAL SELLING

For Real-Estate Agents

SOCIAL SELLINATOR.COM

YOUR EASY WAY TO SUCCESSFUL SELLING WITH SOCIAL MEDIA



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SOCIAL SELLING ON FACEBOOK FOR REAL ESTATE AGENTS



If you're interested in expanding your business, social networks, and especially Facebook, are the place to start. On average, there are about 1.59 billion daily active users on Facebook. It can be the platform of choice for photos from your last vacation or your family reunion. However, it can go much beyond that. In fact, it's becoming an excellent place for businesses to sell their products or services. Real estate included.

However, getting in on social selling can be easier said than done. There are many factors to consider, and real estate agents need to be very careful every step of the way.

So, to make things easier for all the real estate agents out there, let's see how you can use real estate social selling on Facebook.

The Creepiness Factor

Facebook is the ideal place for lead generation and conversion. Their ads can be as targeted as you need them to be. You can use social listening techniques to find qualified leads.

You can engage with your prospective clients through comments, groups, even via private messages. It all looks good on paper.

In reality, if you don't do it right, you might come off a little creepy. The chances are that you have plenty of information about your prospective clients. Engaging that way doesn't mean you should immediately send them a message. Don't just tell people you know a lot about them and can help them find the perfect real estate.

To avoid coming off as creepy, start small. Find a shared connection, like a few of their posts, respond to their comments. You cannot go all in at once. Nurture the relationship and give it time to grow before you offer them your services.

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Brand Facebook Page



To be successful in real estate social selling, you need to start with making a brand Facebook page.

Just like a personal profile, your brand page will keep your followers informed about you and your business. You'll want them to see only accurate and current information, so be sure to update it as needed.

While you can copy your website's "About Us" section, it's much better to write something unique for your Facebook audience.

Think of your brand Facebook page as a type of resume. You'll want to keep it short and exciting. Explain what it is that you do, state why you offer more than your competition and include some fun facts.

Keep your Facebook page professional, but friendly and approachable at the same time. Even if you're a luxury real estate agent, being a bit more casual will work better on this platform.

Brand Facebook Group

Now that you've set your brand page up, it's time to create a brand Facebook group. While Facebook groups have been around for some time, you can now create a brand-based group and connect it to your page.

Facebook groups are very similar to forums. The members can ask questions, have discussions, and you can keep them informed. The best part is that they drive higher levels of engagement so that you can spread awareness about you and your brand.

There is a downside, however. Groups take a lot of time and attention. With Facebook pages, you can log in once a day (or even less frequently), and this will be fine. When it comes to groups, you need to be more active. If possible, it's always best to hire someone to manage your group for you.

Relevant Facebook Groups

Whether your own brand Facebook group is going well or not, you'll also want to join other related groups on the platform.

Doing this will allow you to spread the word about your real estate business. If you do it right, you'll establish yourself as a reliable industry leader.

For examples, many local neighborhoods have their groups on Facebook (and also on Nextdoor - but that's another story). You can join them and start building your reputation in the area by engaging with your potential customers in the comments.

You can also join groups created for property listings and do the same.

Promoting your real estate business this way is excellent, as long as you aren't overly self-promotional. You can post a few links here and there that lead to your website, but don't overdo it. Engage with your potential clients by offering them free advice.

Just provide valuable information or help people solve their problems.

Content Style



When it comes to social media, we've all heard the phrase "content is king." There’s truth to this. Posting regular content is crucial if you want your followers to notice you and engage with you.

If you have a Facebook page that hasn’t been active in months, you’ll only seem unprofessional and disinterested. Why do you even have the page if you’re not using it?

Now, while you want to be active, you’ll also have to pay attention to the kind of content your posting. Currently, there are a few types of content that drive the most traffic, let’s see.

Blog Posts

77% of Internet users read blog posts regularly. They can help you increase your engagement levels and allow you to spread your real estate business.

Most real estate agents are already posting blogs about the property they're selling. They describe what it looks like, which features it has, etc.

To be successful in social selling, you should do much more. Offer your readers value. They have hundreds of real estate agents at their fingertips, and if you want to stand out, you have to give them value.

Give them advice. Tell people what they should look for when buying or selling a property. Explain how they can get the best deal on the house. Information like this allows you to become a trustworthy industry expert.

Your followers will become more loyal, and they'll think of you when they need a skilled real estate agent.

Facebook Live

Facebook Live videos get ten times more comments than traditional videos. Engagement rates go through the roof when you live stream, and this can work wonders for your real estate business.

You can use Facebook Live during an open house event to promote a property you're trying to sell. Other than that, you can use it to promote your business culture.

Allow your followers to get to know you and your team better. Go live during your lunch break, or start streaming during a fun team-building activity.

When your followers get to know you, it will be easier for you to build a stronger relationship with them and generate more qualified leads.

Stories

Just as with Facebook Live, Facebook Stories can increase your engagement rates. They can be in the form of a video, or you can use pictures.

Stories a good way to promote a property. You can give your audience sneak previews of a new piece of real estate and generate more interest.

Share amusing incidents, embarrassing moments, or funny stories to connect with your followers and grab their attention.

Video Content

Over 100 million hours of video are watched on Facebook per day! Even though live videos have more commenters than regular videos, this doesn't mean you should avoid creating traditional video content.

To make your videos more engaging, you can take your audience on a virtual tour of a piece of property. Introduce your team members, and start building an active community. Funny videos tend to be more engaging, so don't be afraid to share some humorous stories.

Not all your videos have to be directly related to your real estate business. If you find that your audience reacts well to office pet, or your teammate’s shenanigans, share those types of videos as well.

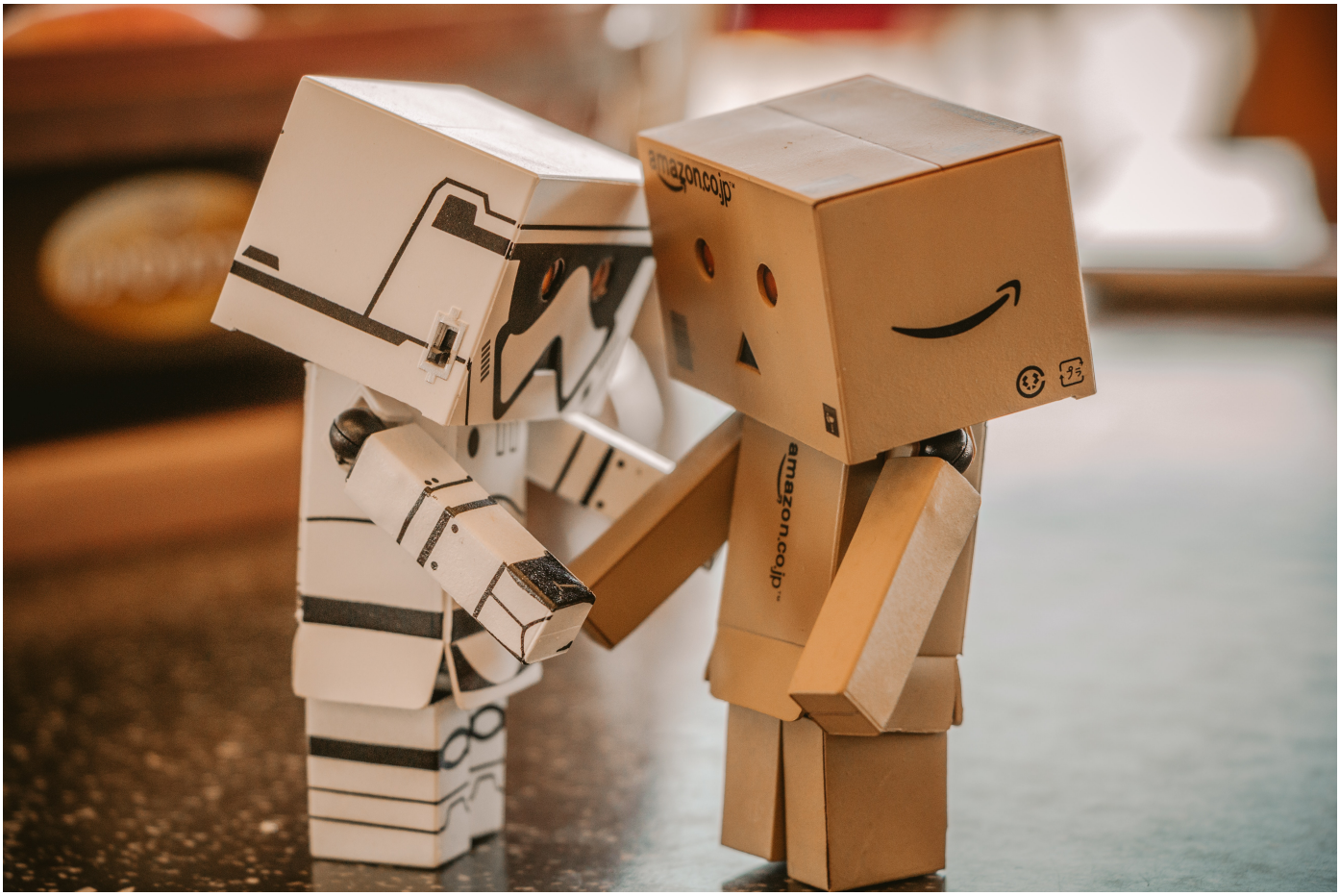
Facebook Ads

Nothing can improve the success rate of your social selling quite as well as Facebook ads. As we mentioned, Facebook can help you target exactly the type of audience you need.

You can start with the location, and target your audience based on their state, city, or even zip code. Target based on your followers’ interests, age, even their relationship status if that’s important.

You can customize your ads and present different ads to different demographics. Targeting works especially well if you’re selling in both lower and higher-income neighborhoods.

Facebook Bots



Facebook is an excellent place for your potential clients to contact you and ask questions. If you want your business to be successful, you'll need to provide quick and accurate answers.

Over 85% of Facebook users expect a response from a company within 6 hours. It doesn't matter if they've sent a message in the middle of the night. To meet this expectation, you need to get a Facebook bot.

Chatbots can be highly effective, as they can answer most questions quickly and accurately. They're easy to set up, and they allow you to be available 24/7.

Facebook Marketplace

Facebook Marketplace has recently added the “Housing” section. This section is a perfect place for promoting your property.

Since it's location-specific, you'll only be attracting qualified leads who are genuinely interested in doing business with you.

If you want to get the most out of social selling on Facebook, getting listed on the Marketplace is a must.

Conclusion

Facebook is a fantastic place for real estate agents. It offers you plenty of options to connect with your followers and generate more qualified leads.

It does take a lot of time and dedication if you want to do it right, but it pays off. You’ll quickly see your real estate business taking off.

SOCIAL SELLING ON INSTAGRAM FOR REAL ESTATE AGENTS



Using social media for showcasing your real estate properties can be very rewarding. You have an opportunity to reach out to millions of people, given that you know your way around social selling.Perhaps you're already using Facebook and Twitter to grow your audience and capture qualified leads. But have you ever thought about using Instagram? The platform can help you extend your reach and convert a lot of great leads.

Read on to find out why you should invest time in Instagram marketing, and how to make an active profile with engaging content.

What Makes Instagram an Important Channel for Realtors?

Instagram is a potent channel for realtors because it has higher engagement rates than any other platform. For instance, Instagram has ten times more engagement than Facebook.

Another enticing reason to harness the power of Instagram is the audience. According to eMarketer's report, 59% of US millennials use Instagram daily.

Also, did you know that millennials are powering the housing market right now? That's a very compelling reason to get on the platform and try and capture all those potential leads.

The audience and engagement may be more than enough to direct your social selling efforts toward Instagram, but you know what else is? All the features that keep rolling out.

For starters, every Instagram profile is like a photo album. As a realtor, you have an opportunity to showcase stunning photos of all your listed properties. This way, you'll instantly grab your followers' attention.

There's also Instagram TV, that is, IGTV. You can use it to post compelling videos, and take your followers on virtual tours through your properties.

Let's also not forget about Instagram Stories, which you can also use to garner a more significant following and increase engagement.

Now you know that this fantastic platform is genuinely excellent for realtors. Take a look at how you can set up your profile and establish yourself as an expert in your field.

Setting up Your Profile



Creating your profile is a piece of cake, but there are several more steps to take to grow your business and make your efforts pay off.

1. Set up an Instagram Business Profile

If you already have an Instagram profile, make sure you convert it to a business account. The switch will give you access to Instagram Insights. These analytics provide you with access to useful information about your followers and profile performance.

You'll be able to collect invaluable data for improving your efforts and use social listening to power your social selling.

You'll also be able to add a contact button on your profile, add links to your Instagram Stories, and use promotions and Instagram Ads.

To switch to a business account, go to Settings > Account > Switch to Professional account. Make sure your profile is set to Public, and then choose the Facebook page to connect to your profile.

2. Connect with Real-Estate Influencers in Your Niche

Teaming up with real-estate influencers can help you tap into a vast audience. There are influencers with thousands and millions of followers. Imagine how many sales opportunities you could seize.

The key is to partner with influencers who have the power to engage their followers truly. Engagement is much more important than reach.

So, check the number of likes and comments before reaching out to an influencer with a considerable following. More importantly, make sure their audience consists of your ideal customers.

3. Watch, Learn, Integrate

Once you start collaborating with influencers, please pay close attention to how they engage their followers.

What hashtags do they use? What kind of captions do they write? Do they use CTAs? How are they interacting with their followers, and how do the followers respond?

Learn from your real-estate influencers, integrate what you've learned, and come up with ideas to be even better than they are.

4. Harness the Power of #Hashtags

Hashtags are mostly keywords that your target audience is using to search for real estate properties. Using relevant hashtags will help you grow your following, and attract more qualified leads.

You can use tools such as Seekmetrics or Ingramer to generate relevant hashtags related to your keywords and images. The key is to use hashtags with fewer mentions so that you can increase your visibility and capture the right leads.

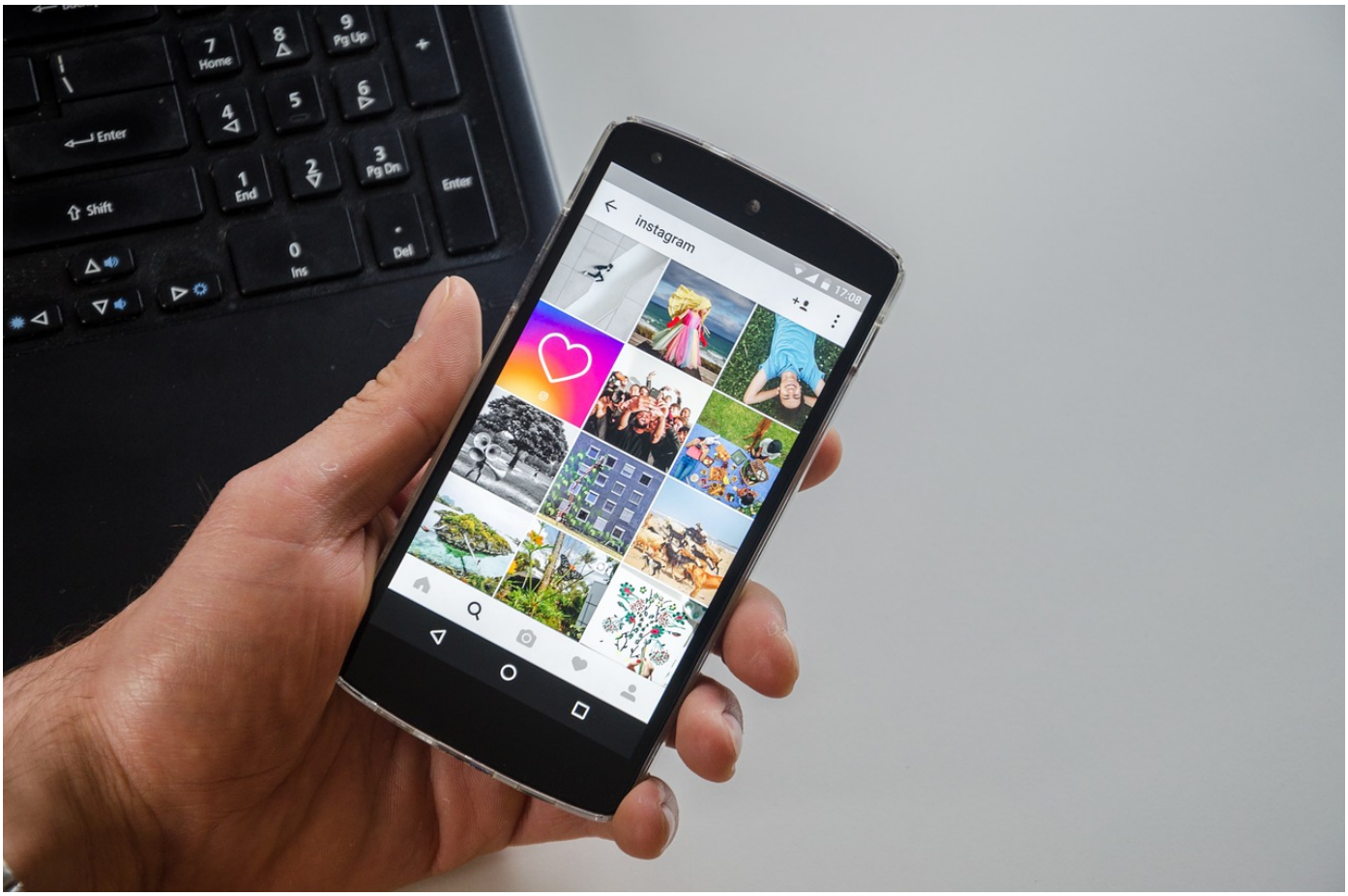
5. Use Automation for Publishing and Advertising

The potential reach of advertising on Instagram is 802.3 million, which is a great reason to use Instagram Ads. Running ads will help you get additional exposure, but it can be very time-consuming.

Automation can take a massive burden off your shoulders. You should also automate your posts, partly because it will save you time, partially because it shows consistency.

Consistency builds trust and lets your followers know exactly when to expect new content. However, remember: consistency doesn't mean publishing a dozen posts every day. That's spamming, and people don't like it. Stick to 1-2 great posts a day, and make sure the content is always fresh.

Establishing Your Content Strategy



If you want your real-estate social selling on Instagram to be effective, you need to establish a good content strategy.

1. Post Plenty of High-Quality Photos

Posting beautiful photos is a must for real estate. Always use high-quality, professional images of your listed properties. It will help you stand out and improve your chances of selling. It would be best if you also considered branding your pictures with filters, colors, and fonts.

Also, don’t shy away from posting photos of your team and happy clients. That will humanize your brand and help your followers instantly resonate with it.

2. Draw in Followers with Engaging Videos

Sharing videos of your properties, including walk-throughs before an open house, will pull in a lot of potential customers. Videos of neighborhoods are also great for attracting clients, and for showcasing your expertise as a real estate agent.

Make sure you include a voiceover in every video to introduce your followers to all the details about your properties.

3. Post Updates with Instagram Stories

You can capture plenty of leads with Instagram Stories and increase referrals. Use them like with regular posts, for sharing property photos and videos. You can also post behind-the-scenes photos and videos. You can also post various moments from your business events, and further personalize your brand.

Stories also allow you to run a poll, launch a promotion, and share testimonials and moments of clients getting the keys to their new homes.

4. Start Using IG Live

IG Live is perfect for conducting virtual open houses. You can also post other real-time updates about your brand and listed properties.

It gives you a chance to invite the nearby followers to stop by and check out a particular property or stop by to get to know you better. It's a great way to engage your followers excitingly.

Building a Following



Building a following might be the toughest part of social selling on Instagram, but it doesn't have to be difficult at all. Here are some tips to help you get off on the right foot.

1. Who to Follow?

The goal of your social selling on Instagram is to get leads, but with whom should you connect?

You should follow all your clients – current, past, and potential ones. You should also follow various realtors and influencers in your niche, apart from those with whom you collaborate. Most of them should be local, just like different business owners with whom you should also connect.

Instagram is great because you can follow anyone, and it wouldn't be weird. So, find as many residents as you can and click on that Follow button. You're sure to grab the attention of some homebuyers that way.

2. How to Interact?

Be authentic, professional, friendly, and honest. Please communicate with your followers daily and always respond to their comments and direct messages. Ask questions, ask for their opinions, and always answer in a friendly manner to both positive and negative feedback.

Be social and engage with people. Engagement is how you build trust and credibility and forge meaningful relationships that lead to loyalty and brand advocacy.

3. When to Push for a Sale and How?

Pushing for a sale on Instagram isn't such a good idea. Your goal is to sell homes, but overselling your followers might push them away.

Use your Instagram to give your audience value, and establish yourself as an expert in your field. However, when someone shows interest in a particular property via a comment or direct message, that's your cue for trying to convert them.

Answer all their questions and share property details. Offer your expertise in helping them find their dream home. Also, suggest a meet to show them all the property highlights. Once you meet face to face, you can further implement strategies for closing a deal.

Examples of Successful Profiles on Instagram

These real estate agents have built a considerable following on Instagram, so be sure to check them out and take a few pages from their books.

Luis Iglesias

Luis Iglesias posts stunning photos of luxury listings for his Iglesias Realty Group in Miami. He also regularly shares information about new properties in Miami that are yet to be constructed.

Ian Grossman

Apart from gorgeous listing photos, you can see that Ian Grossman also shares exciting things he finds around town. He also frequently tags local businesses in his posts.

Usaj Realty

This profile is full of incredible listing photos of the highest quality. It also showcases fun local events and the images of the realty team behind the camera.

Fredrik Eklund

Fredrik Eklund shares moments from both his personal and professional life. His profile is authentic, open, and very interesting. The luxury listing photos he shares are awe-inspiring.

Bespoke Real Estate

Zach and Cody Vichinsky of Bespoke real estate are masters in showcasing the elegance of their luxury listings. However, they go beyond the real estate and capture the lifestyle as well.

Head to these profiles. Explore how these realtors interact with their followers. And start applying the tips from above. Armed with all that knowledge, you'll quickly get the hang of social selling on Instagram and begin closing a significant number of deals.

30 CUSTOMERS IN 30 DAYS: GENERATING ONLINE LEADS AS A REALTOR



1. Competitions and prizes

When organized well, contests and prizes will provide your marketing team with strong leads.

Make sure your prizes offer value to potential customers, as this is what grabs their attention. Consider including a value-specific award so that everyone can feel like a big winner.

2. Base your approach on target audience research

Targeting is becoming more critical in modern marketing, and it should be a part of your strategy.

By sending a message to a defined audience directly, you add more value to your efforts and your audience can relate directly to your data. When targeting a specific audience, you attract high-quality leads.

3. Gated content

You need gated content in your lead generation strategy. Creating informative content offers helps attract and convert the highest quality leads.

You need to follow your potential prospects through each phase of their customer journey. Use videos, guides, white papers, case studies, demos, or podcasts to achieve your goal.

4. Geo-targeting for better quality leads



Geo-targeting is an effective technique for increasing conversions. It allows you to provide your online visitors with the most relevant content, specific to their location.

Match your offer to the specific location of your potential prospects and run different marketing campaigns in several locations for the best results.

5. Q&A sessions on appropriate social networks

Hosting Q&A sessions through live videos on social networks is one of the best ways to communicate a brand's value and engage with the target audience. Your prospects can relate to your brand and take part in communication by asking questions about your products and services.

6. Webinars, seminars, and other professional events promote you

Professional events such as these help you:

- Establish brand credibility and trust
- Generate high-quality leads through subscriptions
- Widen your target audience
- Create great partnership opportunities
- Provide only the most relevant content to your target audience to get them engaged
- Build a relationship with your audience
- Raise brand awareness and exposure
- Rank better in SEO

7. Use the advantages of dynamic ads



There are two main advantages of dynamic ads that can help your brand to increase lead generation significantly:

- A high level of customization
- The ability to tailor your brand message to provide each prospect with a personalized treatment

Dynamic ads allow you to create messages in a customizable and personalized way to encourage prospects to engage with the brand.

8. Instagram is the place for your image content

Instagram is a highly effective social network for lead generation and boosting your ROI. With one billion active monthly users, this is one of the biggest online markets. The potential is enormous. Visual storytelling is the hottest business trend, so take your image content to a new level and generate more leads.

9. Facebook live

Facebook live takes customer personalization to a whole new level. Allow customers to ask questions and leave comments on your videos. You can then give replies, and engage in a real-time conversation more authentically and spontaneously. Encourage opt-ins to your email list and start collecting leads.

10. Instagram stories

Instagram stories are an incredibly powerful tool to drive sales and build brand awareness. They can encourage higher customer engagement if you know how to handle them properly.

More importantly, capitalizing on customer relationship building requires a strategy, and if used wisely, it can help foster good relationships and loyalty.

11. Lead generation forms on LinkedIn

Ads on LinkedIn are an excellent opportunity to generate more quality leads. You can use Lead Gen Forms to seamlessly collect contacts and track your campaigns to access and manage freshly generated leads. Add the call-to-action button to make the most of your effort.

12. Share quality blog posts

Sharing quality blog posts is still the best way to improve your brand's online visibility, generate leads, and engage your target audience.

Blogs are a huge part of every inbound marketing strategy, as they help customer retention, SEO, brand building, and lead generation.

13. Use video content

Video content is the king of all online content. You can use video marketing to generate more leads by:

- Adding gated content to drive traffic
- Adding video content to your landing page to convert online visitors
- Adding a clear call to action to lead prospects down the funnel

14. Open house social media updates

Posting an open house update is probably one of the best ways to generate more leads as a realtor. Open houses allow you to collect both seller and buyer leads.

More importantly, social media updates are the most effective way to engage with community members and get a listing to increase exposure.

15. Engage people by asking questions

There are many online communities like Quora, where you engage online users by asking questions about your brand, niche, and industry.

These online communities, as well as social media, are great destinations for your target market. Ask questions related to the real estate industry and grow a following.

16. Use retargeting



Retargeting is one of the most potent lead sources for realtors. It helps drive more relevant traffic and turn that traffic into quality leads.

Focus your retargeting efforts on your industry and drive qualified traffic that you can turn into loyal customers. Adjust the budget and don't be afraid to experiment to increase channel volume.

17. Connect and publicly cooperate with real estate investors

All you need as a realtor to skyrocket your business are relevant real estate buyer leads. These prospects are ready to buy, and they need someone to help them.

Connecting and publicly cooperating with other realtors means expanding into new markets for you. New markets equal more leads.

18. Share updates about the neighborhoods you cover

Updates can be a great way to get ahead as a realtor. Create your neighborhood content, but be consistent about it. It will help you show off the most critical points to potential buyers.

Consider mentioning local events, community developments, using photos of sold homes, and video walkthroughs to grab more attention.

19. Freebies

Offering freebies to get contact information in return is an excellent way not only to generate leads but to get in touch with your potential prospects as well.

Create a free offer like a video or an infographic and make it available to online visitors by entering their email address and name.

20. Referrals

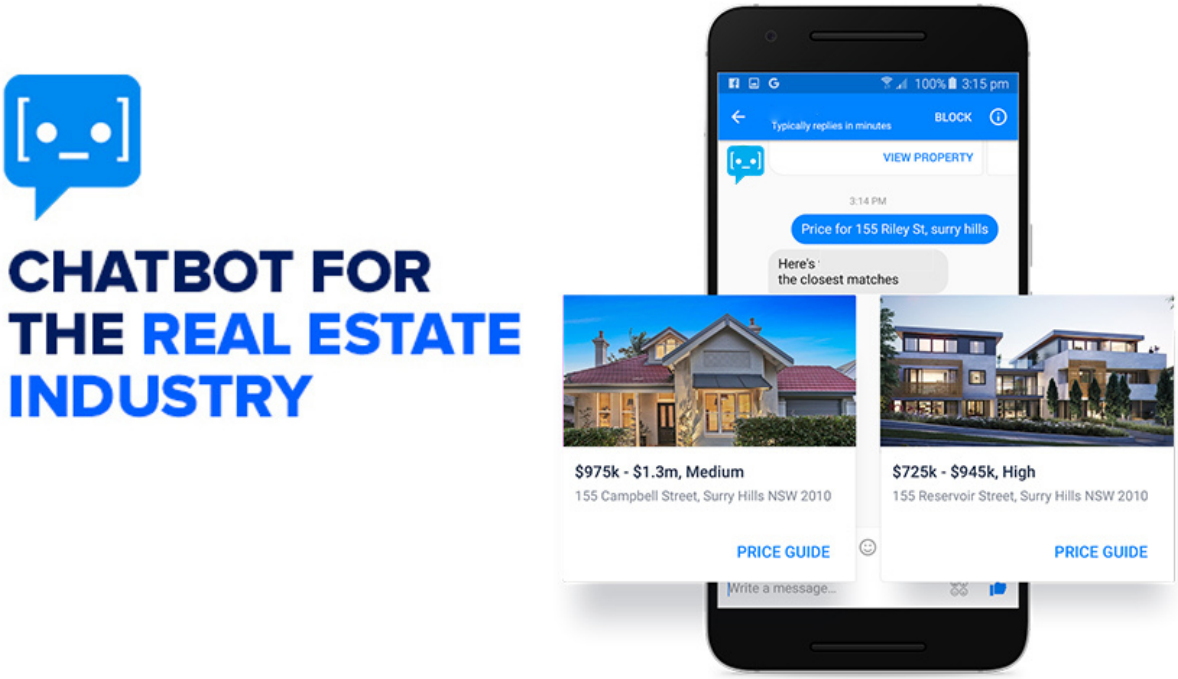
Real estate referrals are your most powerful tool for generating more leads. Use them to:

- Invite your prospects to relevant events
- Share your favorite local spots with your audience
- Share only the most relevant market information
- Create a personalized, in-person interaction
- Switch between the referral and prospecting game

21. Facebook groups

When it comes to generating leads as a realtor, Facebook is your number one friend. Facebook groups and paid advertising help you beat the competition, reach a wider audience, enhance engagement, and build brand awareness. Use these groups to post engaging content and target people with sponsored posts.

22. Bots and AI are a big help



Chatbots and AI have revolutionized real estate marketing. These technologies can help you create a customer-centric marketing strategy. Implementing an AI-powered chatbot on your email list, Instagram, Facebook, and website and just let it work for you. Connect it to your existing marketing campaigns and generate consistent leads.

23. Include your satisfied customers in your content

Including your happy customers in your content gives you credibility, as potential prospects can see real social proof of your services as a realtor. It's one of the easiest ways to use word of mouth to drive more traffic to your website and increase lead generation.

24. Exclusivity sells

To get ahead of the competition in your local market, you need to include exclusivity by allowing one broker per ZIP code for seller or buyer leads.

Exclusivity will help you improve local conversion and make your ads unique. It's also a great way to nurture leads.

25. Drive other marketing efforts to social media

Driving other marketing efforts to social media helps you:

- Get new prospects
- Build a brand personality
- Engage with existing prospects
- Maintain a meaningful relationship with your clients
- Get your existing clients to spread the word about your brand
- Keep in touch with your current clients to expand to new markets

26. Give free advice in public conversations and groups

Public conversations and groups are most convenient for building a loyal and dependable clientele, which almost always guarantees high-quality leads.

Offer to give free advice about the real estate industry to help solve problems of home buyers and sellers.

27. Focus on soft selling for better results

Soft-sell marketing is quite persuasive despite being so subtle. That's why many realtors find this approach to work like a charm when they need better results.

You have to believe in it to make it work. Keep it relaxed and emotional and share valuable data for free.

28. PPC

PPC is the most effective way for realtors to generate leads quickly and easily in a cost-efficient manner.

It's a budget-friendly way to increase traffic and convert it to a loyal client base. Crush your competition and increase ROI with PPC advertising.

29. Keep the conversation going

Nurturing your leads as a realtor is even more important than generating them. Be consistent, understand your clients, and come up with an effective strategy to strengthen your relationship with them. Keep the conversation alive to stay on their mind.

30. Consistency is the key

The best way to keep your clients engaged with your brand is by continually providing the most relevant type of content for both homebuyers, renters, homeowners, and sellers. Being consistent is the key to expanding to new markets and reaching wider audiences.

THE ULTIMATE 2019 SOCIAL MEDIA CHEAT SHEET FOR REALTORS



Social media is an ever-changing environment. Every day, there's something new. Many industries use various social channels to expand their audiences, find prospects, build their online presence, brand identity, and eventually take their sales sky high.

Many realtors use Instagram or Facebook consistently because of all the opportunities these social networks provide. Such visual platforms are just perfect for finding potential prospects and creating a meaningful relationship with your current clients. You can also expand into new markets and find new partners.

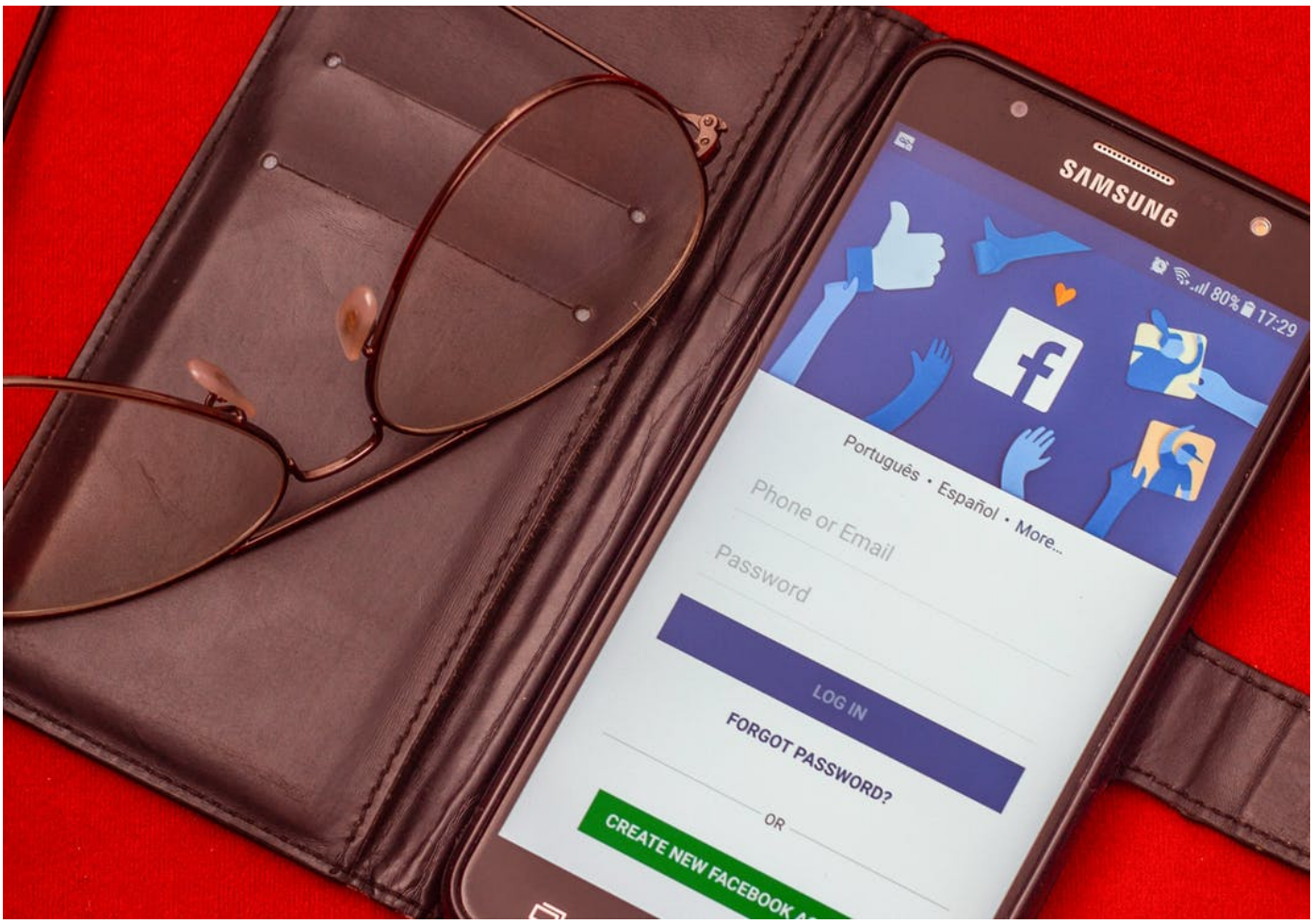
That's why it's essential to stay on top of changes related to social media marketing efforts. If you're still struggling to find the ultimate social media cheat sheet that will take your real estate business to a new level, you've come to the right place.

The web is crawling with many different versions of social media cheat sheets, but very few of them are correct. We made this guide for realtors who want to grow their business. We created for you the ultimate social media cheat sheet - accurate and based on the latest, most relevant information.

This cheat sheet will introduce the right image sizing and the best times and days to post according to each social platform as well as a few useful tips to take your social media presence to a whole new level.

These essentials will help you create a strategy to excel at social media marketing and management in 2019.

Facebook image sizes



The ideal image size for Facebook is 1,200 pixels, square. It's essential to keep in mind that you need to keep critical elements away from the bottom and top of the image to achieve the best image size. A square gives you a 1:1 aspect ratio.

Many tools help you resize the image according to the central platform you use. The most recommended one is a free online photo editor like Pixlr.com or image creators like Snappa and Stencil.

Facebook introduced new page templates in August 2018. These new templates are based on your business types such as Store, Restaurant, or Services. The good thing about this change is that it hasn't affected the image sizes in any way. The size of cover photos stayed the same.

Now, for Facebook, the most recommended proportion for all cover photos is 16:9. It's important to know that this proportion works perfectly on mobile devices because that's where most social media users are.For your image sizes to work, it's necessary to allow for top and bottom cropping. Don't place any critical elements or text near the bottom or top. The recommended proportions that work best are:

- 1200 x 675
- 1640 x 923
- 1920 x 1080

If you want to achieve the best quality, go with the largest image. In most cases, Facebook will specify the minimum size requirement for uploading images, but modern mobile devices have excellent resolutions. Avoid low-quality photos and go for the best quality available.

Facebook also introduced one more innovation in June 2017: a video instead of a simple cover photo. Because a video says more than a thousand pictures, it's an excellent way to tell your story in 90 seconds and grab the attention of your target audience. A video should be at least 820 x 312 pixels. For Facebook photo posts, go with larger photos. It's best to go up to 2048 x 2048. Keep your Facebook images in the following order:

- Profile photo size: 180 x 180
- Page cover photo size: 820 x 312 desktop, 640 x 360 mobile
- Photo post size: 476 x varied height for the timeline
- Group cover photo size: minimum 1640 x 859

Here are some useful tips:

1. Use your company logo as a profile picture to show your brand and complement your brand storytelling with a video instead of a cover photo
2. Usually, the highest level of activity on Facebook is between 9 AM and 7 PM. Avoid posting in the evenings or at night.
3. The best days to post are Thursday and Friday
4. Ask Facebook users to share your posts directly
5. Only share visually relevant content like images and videos
6. Exclusivity is the key to success. Try to share content that hasn't already been shared elsewhere

Instagram image sizes

Being present on social media helps your business stand out and grab the attention of potential clients, but it's also a competition. Fortunately, social media platforms like Instagram gather millions of users with whom you can connect to promote your business.

Keep in mind the reason for your activity on Instagram: You share posts and visuals to get noticed by others and convert them to loyal clients.

Words don't matter much - Instagram focuses on visual content. To drive the engagement you need for your real estate business, you need eye-catching images, and that's where image sizes matter the most.

Instagram images used to be limited to a square but not anymore, though the platform still crops images to a square on profile page galleries. The recommended Instagram image sizes are as follows:

- Profile photo: 110 x 110, for optimal size: 180 x 180
- Photo thumbnail: 292 x 292
- Photo size: 1080 pixels wide
- Feed photo: 600 pixels wide
- The recommended resolution for Instagram stories: 1080 x 1920
- Aspect ratio: 9:16

A few useful tips:

1. Monday is the best day to post
2. The highest activity is between 3 PM and 4 PM, seven days a week
3. Tagging influencers is the best way to grab their attention

Paid advertising options on Instagram



Instagram allows you to target your audience with paid advertising. It's quite easy to create real estate campaigns and add them seamlessly into the timeline of your target audience. The main goal is to attract as many followers and have them follow your campaign for more information and additional posts. Facebook owns Instagram, so paid ads function pretty much the same way on both platforms. Paid advertising options on Instagram allow you to:

- Determine your objective - use this option to create brand awareness
- Select your audience - customize the exposure by ZIP code and set demographics to homeownership, homebuyers, and specific industries to navigate your campaign effectively
- Choose ad placement - select Instagram under "platforms" and select "all devices" to cover both desktop and mobile
- Choose the best posting option - photos, 60-second videos, multi-image ads or stories
- Determine your budget - determine your spending options and ad-appearing time frames
- Format your ad - match the ad format with the ad type

Paid advertising options on Facebook

Paid advertising options on Facebook are probably the most efficient ways to promote your business and target potential clients as a realtor. This platform offers self-service tools to create, run, and track the performance of your paid advertising.

Here are the options:

- Set the goal that gives you the desired outcome
- Target the audience by location, age, demographic, behavior, and interests to reach the right people
- Facebook allows you to run your ads on Audience Network, Messenger, Instagram, Facebook, or across all channels as well as specific mobile devices
- Determine the budget and time for running your ads
- There are six different ad formats to choose from
- Submit your order
- Track the performance

Setting up a messenger bots

It takes less than 30 minutes to set up a messenger bot on Facebook Messenger. Bots offer significant benefits you can use to:

- Reduce the workload and handle customer service with a sharper focus
- Make your real estate business available to your clients 24/7/365
- Provide essential and relevant information to your customers on-demand and in real-time

Setting up messenger bots includes a few easy steps:

1. Creating an account on a bot-building platform. The most popular ones include www.instabot.io, https://manychat.com, www.chatfuel.com and https://mobilemonkey.com
2. Accessing your Facebook profile
3. Linking your Facebook page
4. Creating a Messenger welcome message that will greet your clients
5. Creating default replies to avoid giving awkward responses on questions bots can't answer
6. Adding an AI rule that allows bots to identify keywords to understand your clients better
7. Adding a message button to your page

Popular tools for managing Instagram and Facebook

If managing Facebook and Instagram images isn't quite your forté, many useful image tools can help you share the load. The most recommended tools are:

- Adobe Spark
- Pablo
- PicMonkey
- Snappa
- Stencil
- Canva

These amazing image tools offer plenty of great features, such as customizable image templates that perfectly fit both social media platforms. These tools will help you create custom images with little to no effort and on time. More importantly, you can add overlays, stickers, text, and crop images to make your visuals more eye-pleasing.

Conclusion

If appropriately used, visuals can help you beat the competition and grow your real estate business. As a realtor, it's essential to keep in mind that you need relevant posts about the area where you operate, local events, relationships with new homeowners, and happy clients.

These topics will help you get the attention you need to drive more engagement and promote your business in the right way. This social media cheat sheet will show you the ropes on how to get noticed on social networks following the latest standards.

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