

INSTAGRAM

The Ultimate Guide for Realtors

My Porch Social

Instagram is THE PLACE for businesses to be. 90% of users follow at least one brand on Instagram and 83% say they discover new products and services on the platform. In this guide, I will tell you my top 5 tips for growing your brand on Instagram, as well as 10 posts you should have on repeat. Implement all of these tips to optimize your account and see explosive growth.

OPTIMIZE YOUR BIO

Use your bio to attract your ideal audience by putting your targeted key words in the name field. Add a call-to-action for the link in your bio. This could be a freebie, or simply an invite to book a free call with you! Check out my [@bloemmarketing](#) bio as an example.



USE HASHTAGS

Hashtags are incredibly important because they allow people to search for relative content they are interested in. Perform monthly hashtag research. What are your competitors using? What is your target audience following?



MASTER YOUR CONTENT

First and foremost, use beautiful pictures. Instagram is all about the visuals so make sure your pictures are clear and pleasing to the eye.

Write captions that give value to your audience. Why would they follow you if they're not gaining something from you? Every post you do should fall under one of these content pillars:

Educate, Engage, Entertain, Inspire

ENGAGE

Engagement is absolutely vital. Spend 30 minutes a day engaging with other hashtags. Interact with your followers' stories and reels. When you do this, your followers and engagement on your content will increase dramatically.



FOLLOW NEW ACCOUNTS

Follow 10 new accounts per day. This could be people in your industry, your ideal customers, or accounts that simply inspire you. When someone follows you, send them a message thanking them.

Now that you've optimized your Instagram bio, let's talk about your content calendar. Here are *10 posts every realtor should have on repeat*:

- 1 *Expert Tips & Advice* - buying and selling tips, financial tips, home staging tips, how to boost curb appeal, etc. As a realtor you are a wealth of knowledge. Share these tips regularly to establish yourself as an expert in your field and give value to your target audience.
- 2 *Behind the Scenes* - setting up for an open house, working in your office, hobbies, recipes, family/friends. It is up to you how personal you get on social media, but you do need to GET SOCIAL and share your personality. Show your face on your accounts and share a few items about yourself.
- 3 *Client Testimonials* - people want to work with someone they like, know, and trust. Don't be shy about sharing testimonials to build that trust factor.
- 4 *Quotes* - quotes are one of the most shared pieces of content on Instagram. What resonates with you? This is another chance to show your personality by sharing your favorite quotes.
- 5 *Sell* - Here's where you sell your services by posting your listings: Coming Soon, Just Listed, Open House, Sold, etc.
- 6 *Highlight the Local* - Share local articles, highlight a neighborhood, tag your favorite restaurant/coffee shop, get involved in community events.
- 7 *Ask Questions for Engagement* - this or that, home decor, dream home, favorites books/movies, recipes. This is a way to engage with your audience. Learn about them, and also share your answers so they can get to know you!
- 8 *Introduce Yourself* - Every 4-6 weeks, you should have a post that tells your audience who you are and what makes you different. It can be a simple photo of you in your home or a local coffee shop. Share a few facts about yourself.
- 9 *Beautiful Real Estate* - People want to see beautiful homes and imagine themselves living there. You can even use Canva stock images and pair the image with a quote or tip.
- 10 *Seasonal messages or holiday greetings* - Take advantage of holidays and social media holidays to send well wishes to your audience. This helps show you care.