

# ABC'S OF INSTAGRAM FOR REAL ESTATE



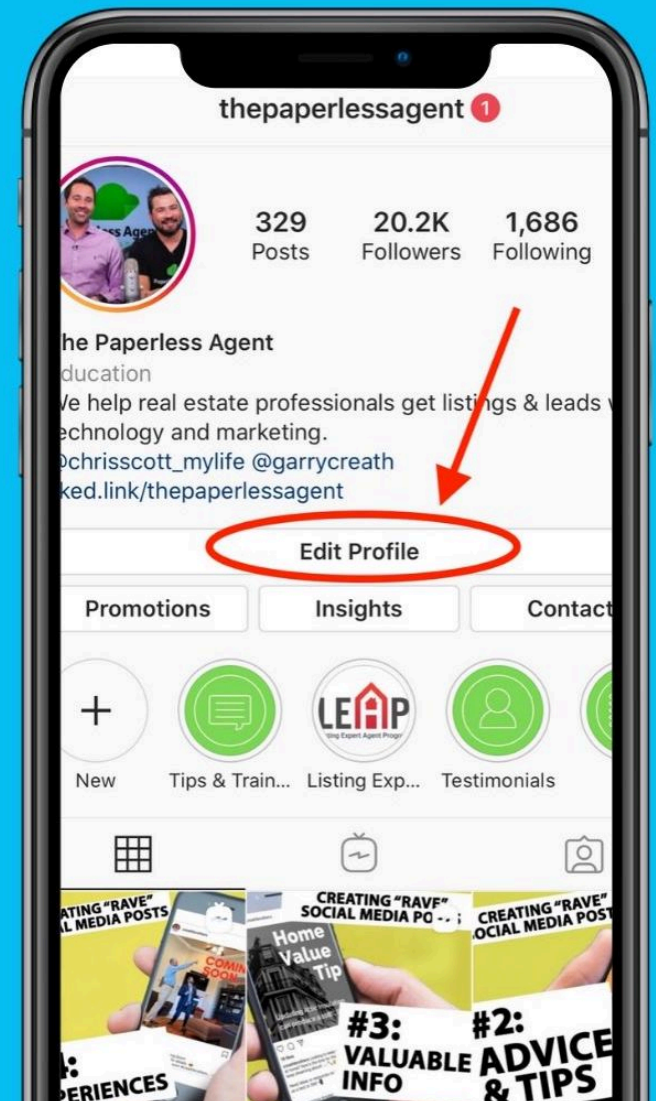
# **ABC'S OF INSTAGRAM FOR REAL ESTATE**

**A. Fix Your Profile**

**B. Connect With Contacts**

**C. Improve Effectiveness**

# A. FIX YOUR INSTAGRAM PROFILE



**"YOUR PROFILE IS THE MOST  
IMPORTANT PIECE OF REAL ESTATE  
YOU CAN MANAGE ON INSTAGRAM."**

**- Jason Miles, author of "Instagram Power"**



When you first got started with Real Estate, you probably were told you needed a website . . . and like most real estate agents when they first get started, you probably had no idea what the best practices were or how to manage your website in order to actually get visitors, make connections, and get leads.

Think of your Instagram Profile like your Real Estate Website . . .

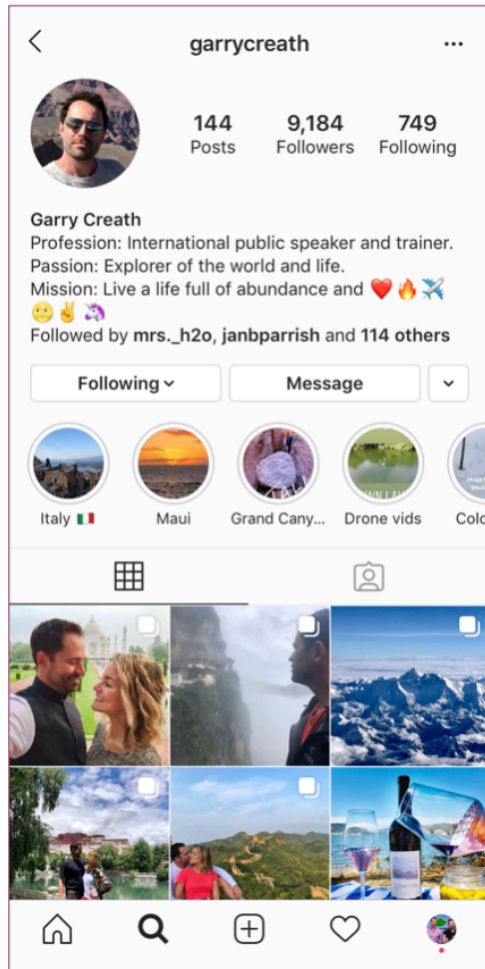
There are certain aspects needed in order for your Instagram Page to actually HELP your business . . . and if you do them right you can make more contacts, more connections, and ultimately more SALES.

Your Instagram Profile needs to be searchable, it needs to have a clear description of what you do, and it needs a clear and easy way to contact you.

Which brings us to the Instagram Profile Checklist. Follow this checklist and implement the features on your profile that are needed to help you reach out to more people and gain momentum through social media.

**\*\*BONUS\*\*** If you already have all 7 features of the Instagram Profile Checklist implemented, skip ahead to the BONUS: Advanced Profile Checklist for more advanced users.

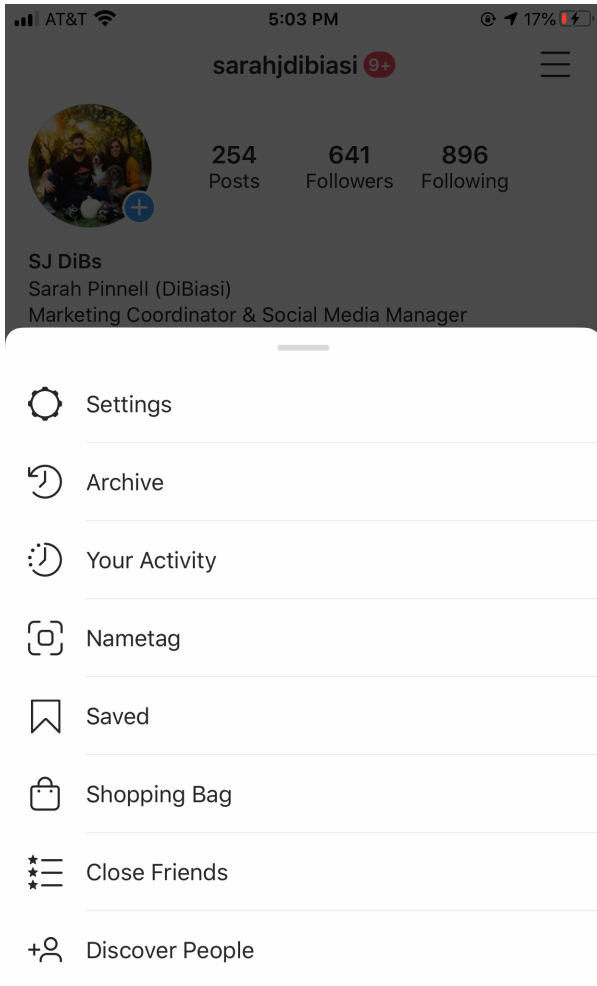
# Instagram Profile Checklist



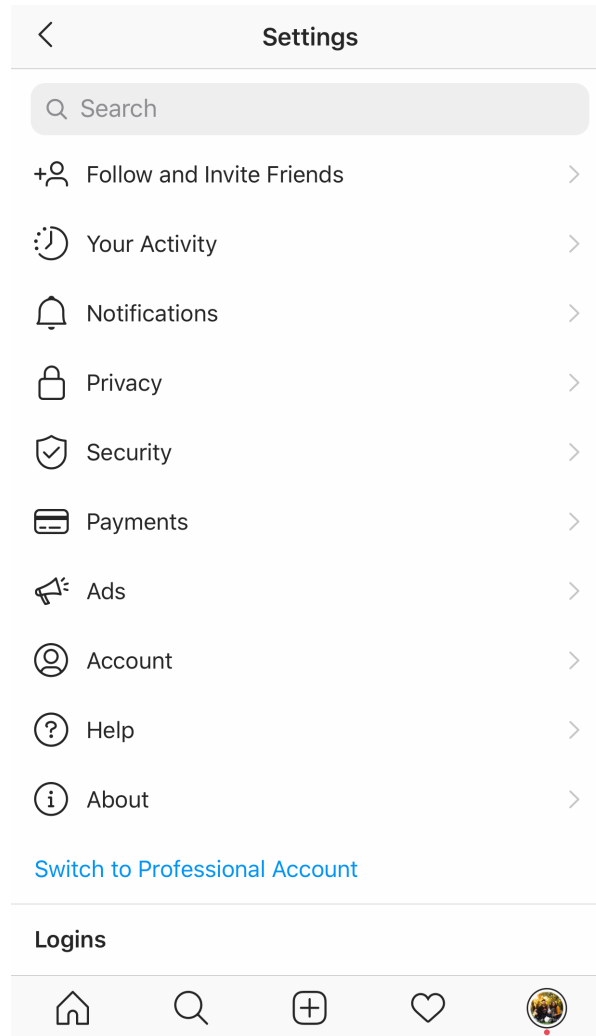
- 1 Create a username that clearly represents who you are (personal name, niche-related, or brand name).
- 2 Choose a profile picture that looks professional.
- 3 Create a profile name that matches your username (it doesn't have to be exact).
- 4 Create a concise-yet-complete bio (emojis a plus).
- 5 Include hashtags for relevant keywords.
- 6 Add a link to your website, your profile page on your firm's website, or a social account.
- 7 Set Privacy Setting to Public or Switch to a Professional Account.

# 1. SET PRIVACY SETTING TO PUBLIC OR SWITCH TO A BUSINESS OR CREATOR ACCOUNT.

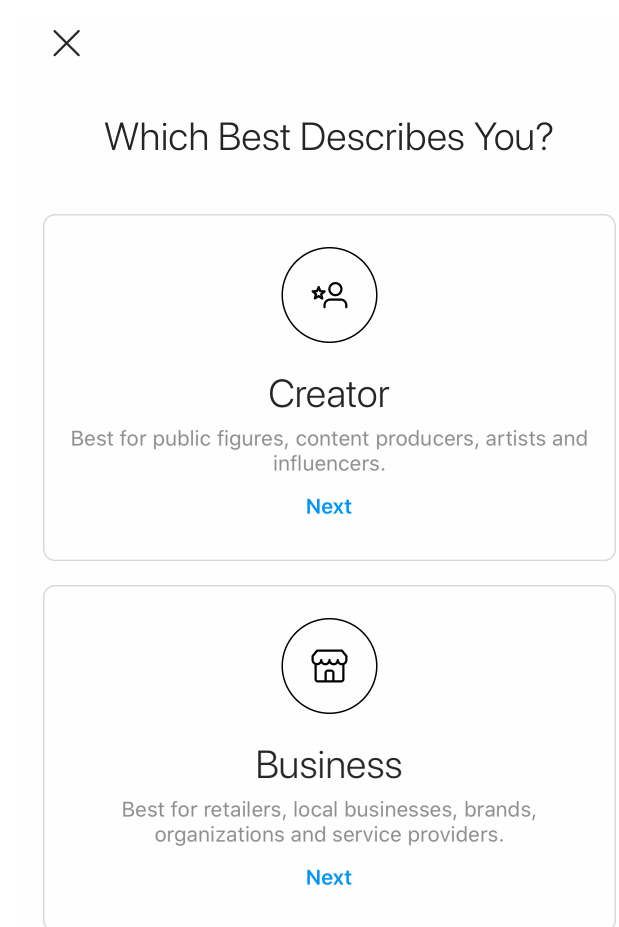
- If you already have a Business Instagram account or a Creator Instagram account - go ahead and skip to step 2!
- If you have a personal account, try switching it to a business or creator account. (If you don't like it, you can always change it back!)
- The differences between a Business Account and a Creator account are limited.
- A Creator account does everything a Business account does, except it allows you to cross post, and use music stickers on IG Stories (Business account does not). A Creator account also offers different action buttons than a Business account.
- Play with each type of account until you decide which one is best for you, there is no wrong answer as far as type of account.
- If you have a personal account, make sure that it is not private.
- If your Instagram account is private, you are limiting your reach and discoverability. Your hashtags and locations tags will not be discoverable, your content will not be seen, and your posts will not be shareable.



**Login to your IG account and click on the three horizontal bars in the upper right hand corner. Click Settings.**



**Click on Account.**



**Choose which account you want to switch to and follow the on-screen prompts that follow.**

## **2. CREATE A USERNAME THAT CLEARLY REPRESENTS WHO YOU ARE (PERSONAL NAME, NICHE-RELATED, OR BRAND NAME)**

## **3. CREATE A PROFILE NAME THAT MATCHES YOUR USERNAME (IT DOESN'T HAVE TO BE EXACT)**

- Your profile name and username are how people search for, and find, your Instagram profile.
- Make sure your username clearly represents who you are, instead of choosing a keyword related username, choose a username that represents your personal brand or niche.
- Then create your profile name to match, it doesn't have to exactly match but it should be pretty similar.

## 4. CHOOSE A PROFILE PICTURE THAT LOOKS PROFESSIONAL.

- You want to choose a professional looking photo, one that you would put on your Real Estate Website (or the same one that is on your Real Estate Website)

## 5. CREATE A CONCISE-YET-COMPLETE BIO (EMOJIS A PLUS).

## 6. INCLUDE HASHTAGS FOR RELEVANT KEYWORDS.

- You get 150 characters for your Instagram Bio so you want to make sure it's concise but still conveys enough information for someone to know that you're a real estate agent. Try to include emoji's when you can (❤️ instead of heart, or 📍 next to your location, etc.) and include hashtags to relevant keywords for better discoverability!

## **7. ADD A LINK TO YOUR WEBSITE, YOUR PROFILE PAGE ON YOUR FIRM'S WEBSITE, OR A SOCIAL ACCOUNT.**

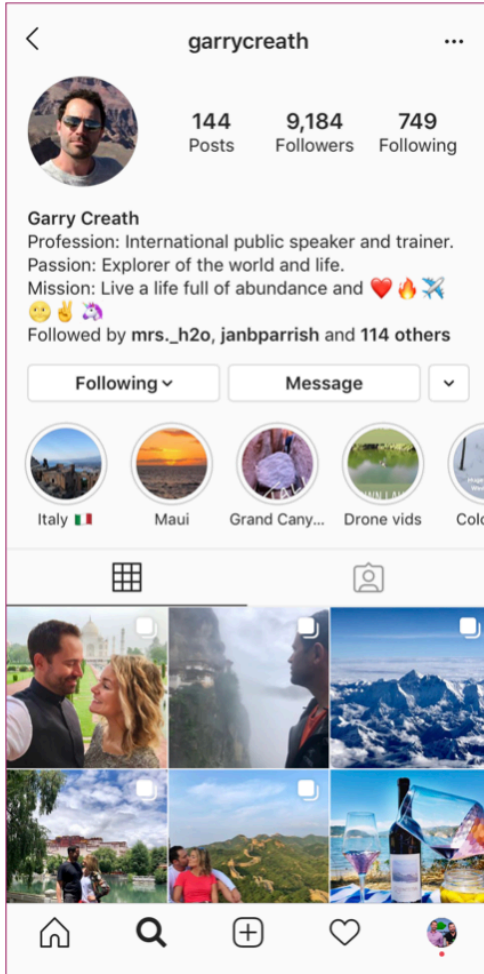
- Add a link to another webpage or social media account to your Instagram Profile (you can do this on any type of Instagram Account)
- Links you should consider adding include:
  1. Link to your website
  2. Link to your profile page on your firm's website,
  3. Link to another social account that you have, consider cross-posting (adding a link to your personal social media account or vice-versa if you have a personal IG account).
  4. OR, consider a 'link in bio' link to include links on all of your posts.
- This is an added way to connect with you, so make sure it's a worthwhile link that promotes your business.

# BONUS

**ADVANCED IG PROFILE CHECKLIST**

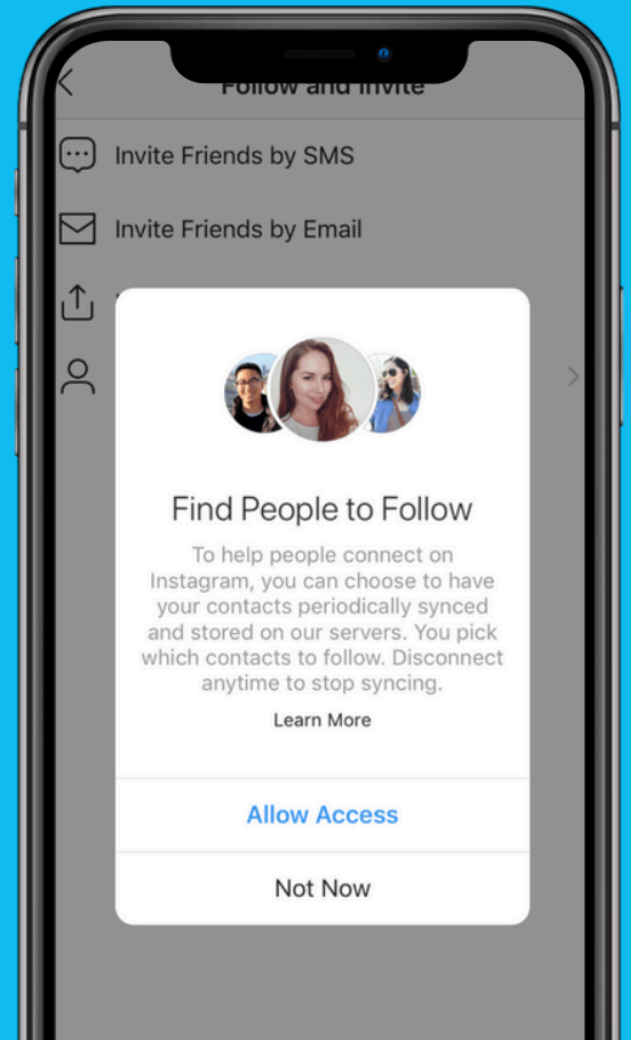


# ADVANCED Profile Checklist



- 1 Create Story Highlights & Highlight Cover Images.
- 2 Use a Link-in-Bio tool to let your audience easily follow links connected to posts.
- 3 Connect your FB Account so you can post once on IG and auto-post to FB.
- 4 **[Professional Account]** Include tags to your personal Instagram account in your Bio.
- 5 **[Professional Account]** Set your business category is related to Real Estate.
- 6 **[Professional Account]** Add a Call To Action to your profile.

# B. CONNECT WITH CONTACTS



## **5 Easy Ways to Activate Your Contacts & Connections in Instagram**

**1** Directly on Instagram

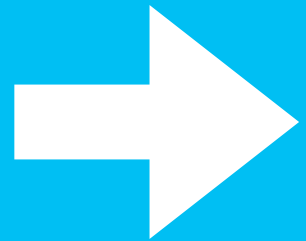
**2** Through email messages

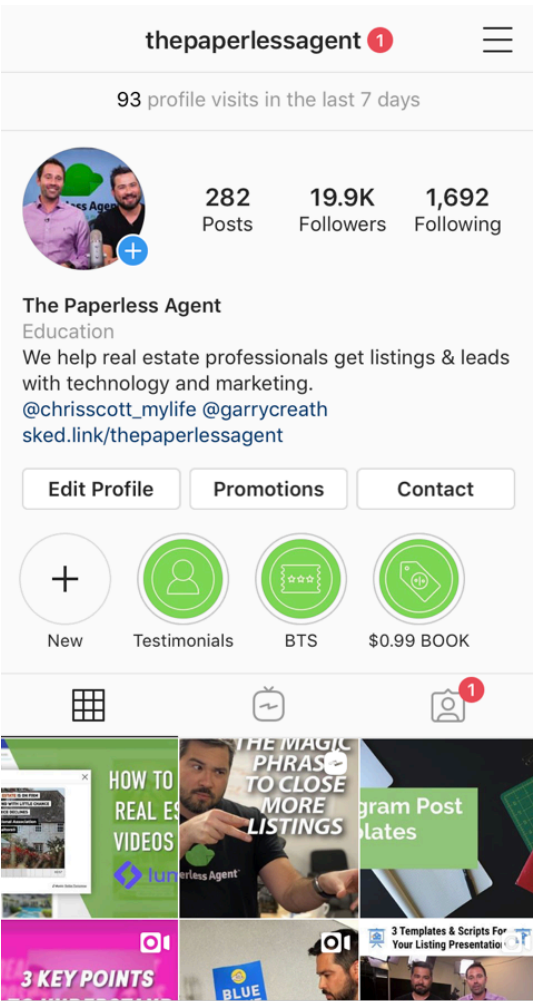
**3** Through text messages

**4** Through Facebook

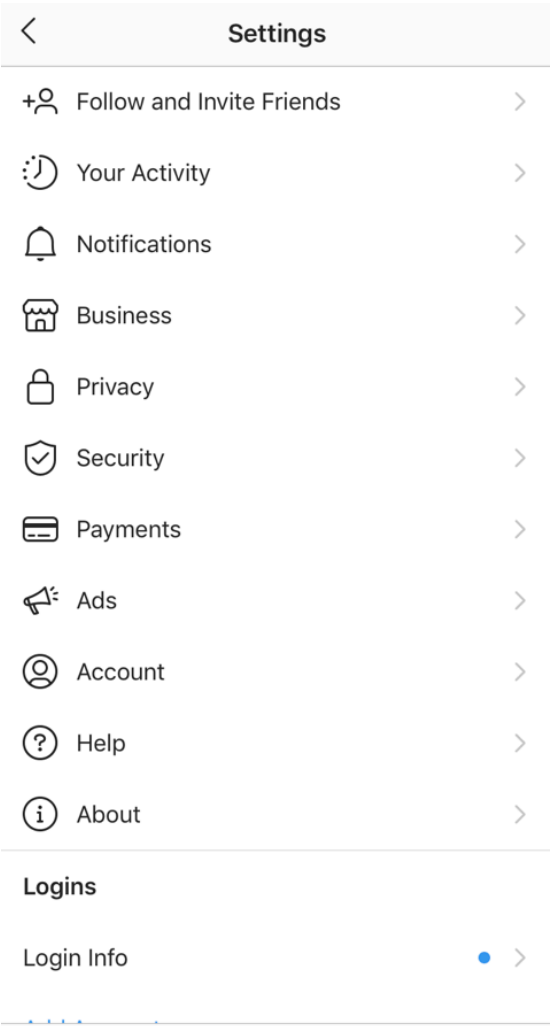
**5** Through FB Messenger

**ADDING CONTACTS AND CONNECTIONS**

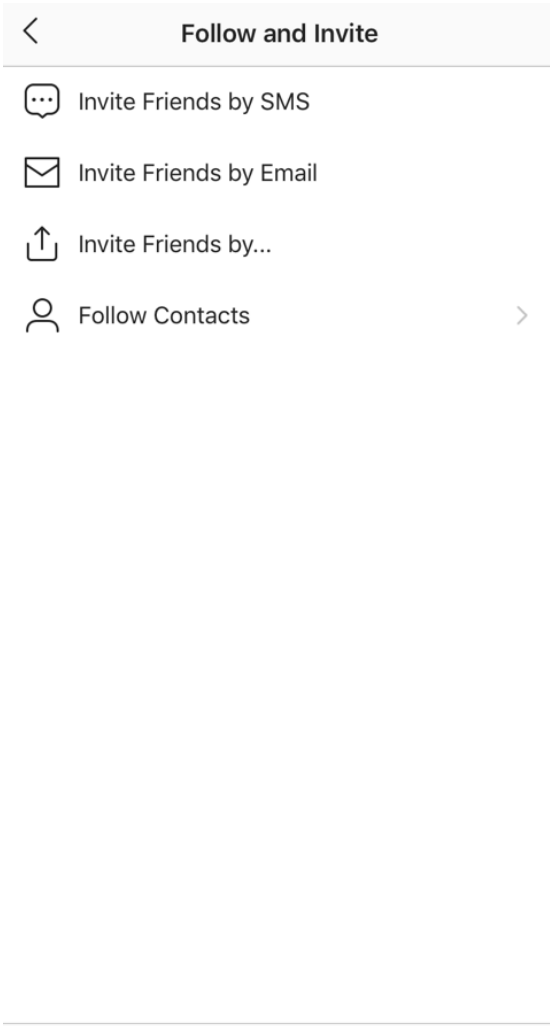




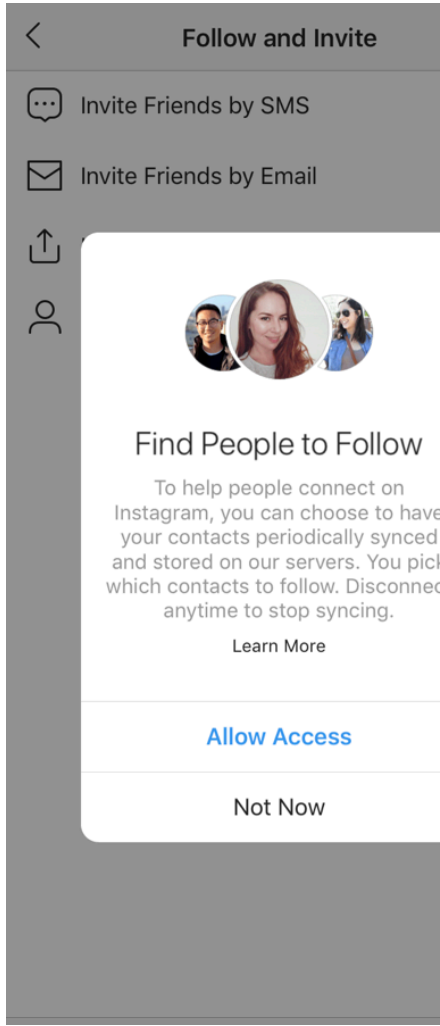
Login to your IG account and click on the three horizontal bars in the upper right hand corner. Click Settings.



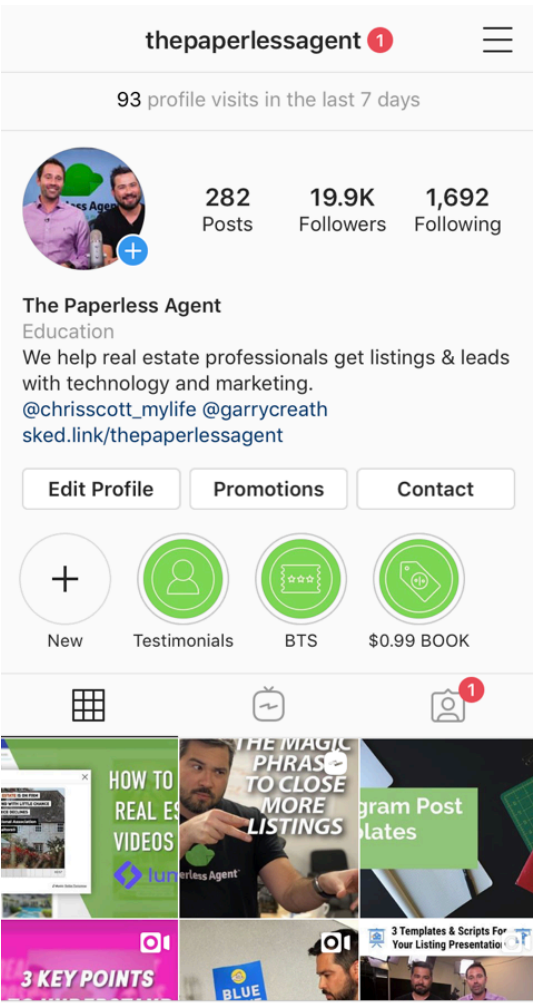
Click on 'Follow and Invite Friends' (first option)



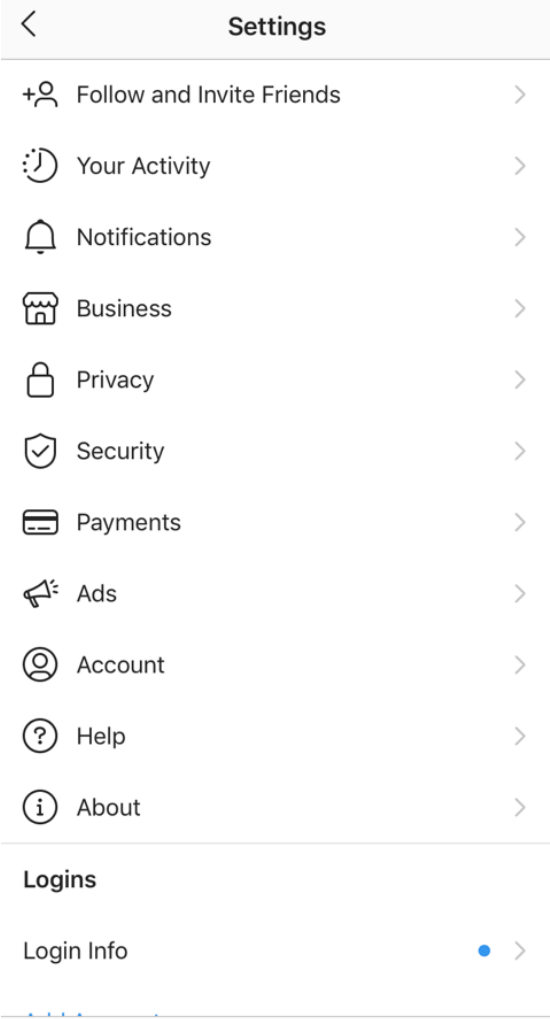
Click on 'Follow Contacts' (last option)



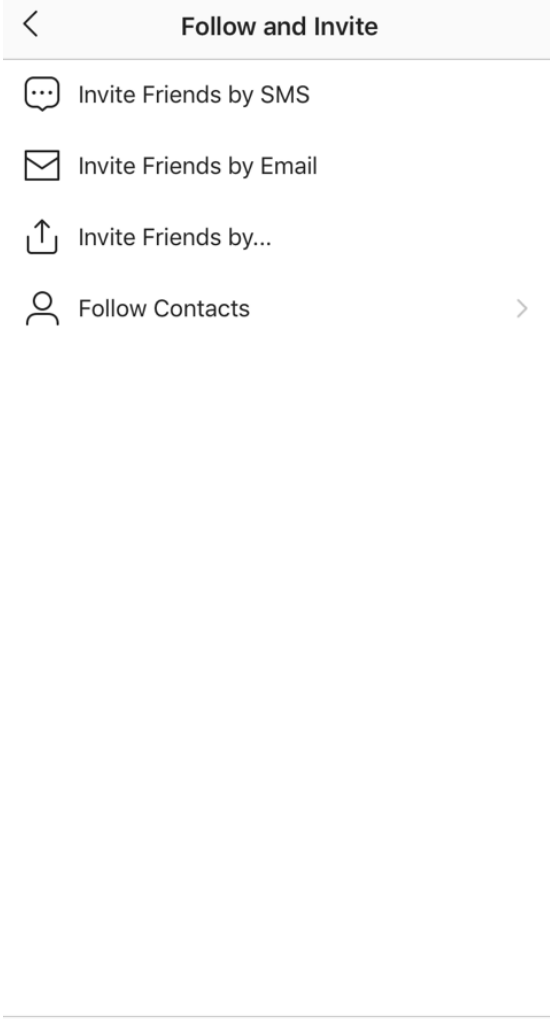
Click on 'Allow Access'



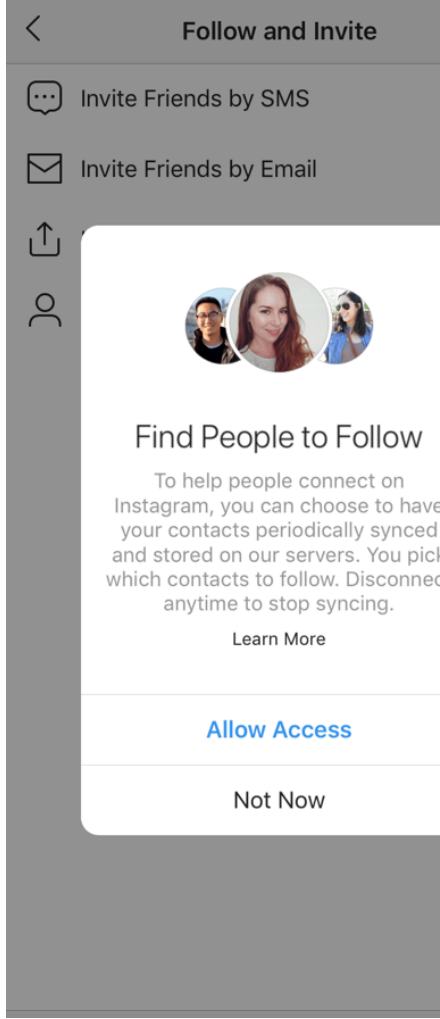
Login to your IG account and click on the three horizontal bars in the upper right hand corner. Click Settings.



Click on 'Follow and Invite Friends' (first option)

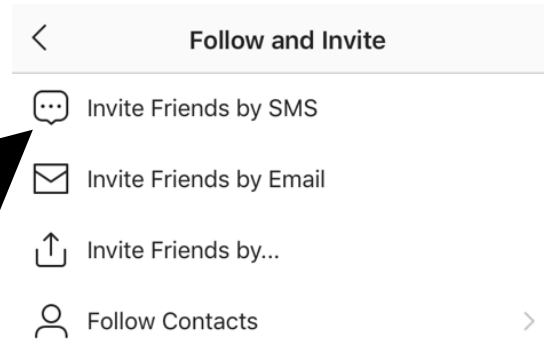
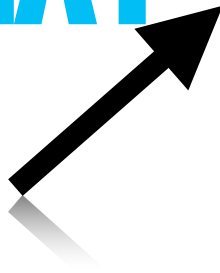


Click on 'Follow Contacts' (last option)

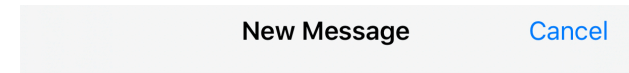


Click on 'Allow Access'

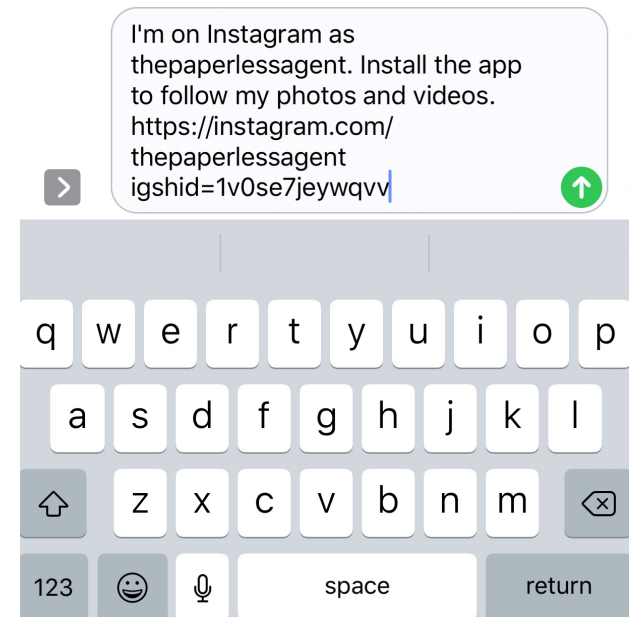
# VIA TEXT



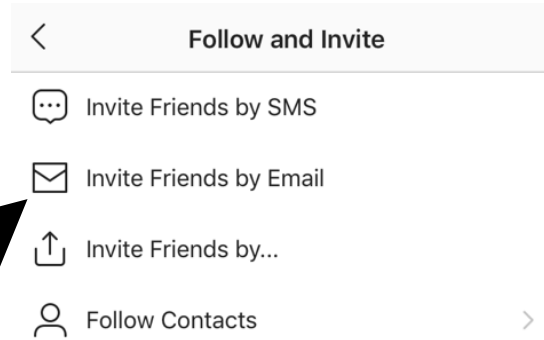
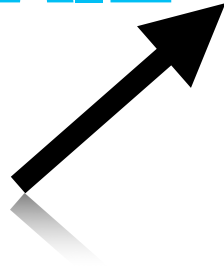
**Tip: Don't use the default message or link. Create a custom message with your account url!**



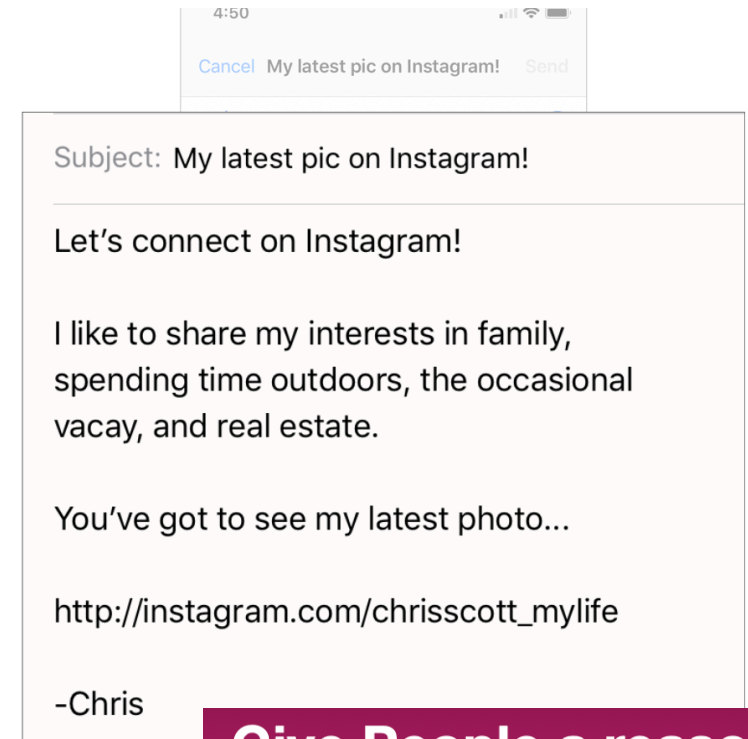
To:



# VIA EMAIL



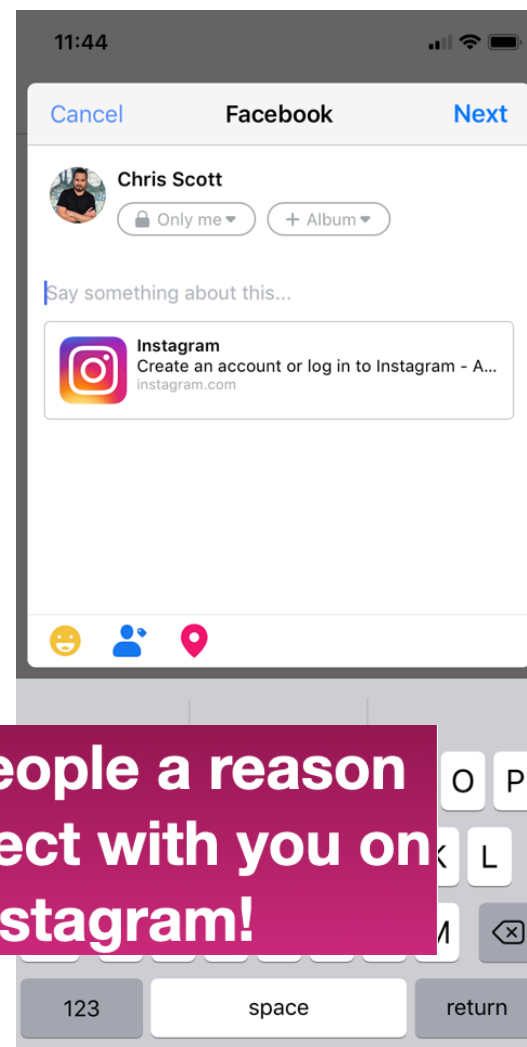
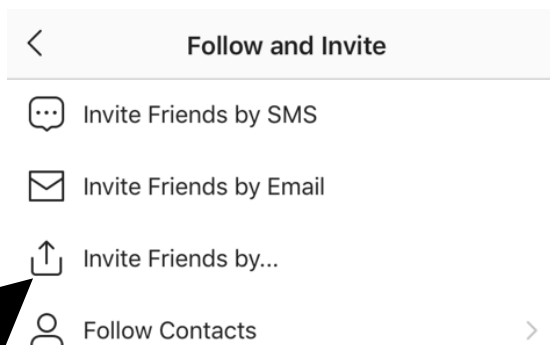
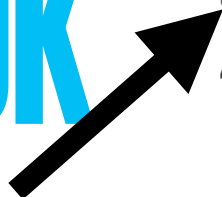
**Tip: Don't use the default message or link. Create a custom message with your account url!**



**Give People a reason to connect with you on Instagram!**



# VIA FACEBOOK



**Give People a reason  
to connect with you on  
Instagram!**

**BONUS TIP**

## My latest pic on Instagram!



Chris Scott <chris@thepaperlessagent.com>  
to icxscott ▾

4:56 PM (0 minutes ago)



Let's connect on Instagram!

I like to share my interests in family, spending time outdoors, the occasional vacay, and real estate.

You've got to see my latest photo...

[http://instagram.com/chrisscott\\_mylife](http://instagram.com/chrisscott_mylife)



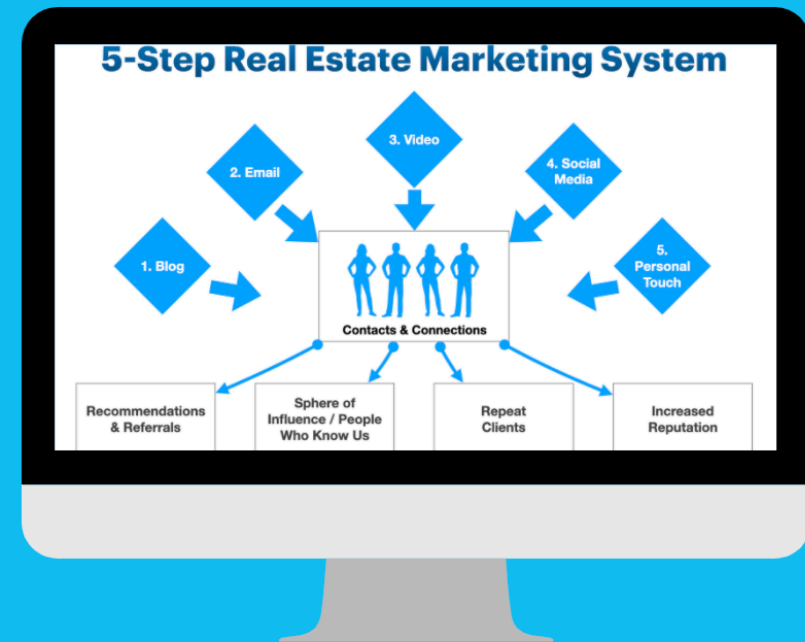
-Chris

← Reply

➡ Forward

**Use your email, CRM,  
or email marketing  
tool to send to your  
database with a recent  
image from IG.**

# C. IMPROVE EFFECTIVENESS WITH THE 5-STEP REAL ESTATE MARKETING SYSTEM




# STEP 1: PUBLISH USEFUL REAL ESTATE INFO (MONTHLY)

- Provide real estate related, informational value each month. You want people to think of you whenever they think of real estate and vice versa... to think of real estate whenever they think of you.
- The purpose is to provide informational value.
- This informational value is the reason for our outreach.
- Creates authority & credibility for your online reputation.

Chris Scott | Marketing | Austin, TX

LISTINGSCONTACT

f t in y o



IS NOW A GOOD TIME TO BUY OR SELL REAL ESTATE?

### Is Now a Good Time to Buy or Sell Real Estate?

📅 31 May 2020 👤 by Chris Scott

Traditionally, spring is one of the busiest times of the year for real estate. However, the coronavirus outbreak—and subsequent stay-at-home orders—led many buyers and sellers to put their moving plans on hold. In April, new listings fell nearly 45%, and sales volume fell 15% compared to last year.<sup>1</sup>

Fortunately, as restrictions have eased, we've seen an uptick in market activity. And economists at Realtor.com expect a rebound in July, August, and September, as fears about the pandemic subside, and buyers return to the market with pent-up demand from a lost spring season.<sup>2</sup>

But given safety concerns and the current economic climate, is it prudent to jump back into the real estate market?

## STEP 2: SEND THE EMAIL TO EVERYONE YOU KNOW (MONTHLY)

- Email everyone you have an email address for a summary of the article with a link to read more online on your website or blog.
- Gather or update contact info for all of your contacts & connections.
- Email to all of your contacts (include current & past clients).
- Add the link to your blog post.

**Subject: Is Now a Good Time to Buy or Sell Real Estate?**

Hi Jordan,

How are you holding up? Just wanted to check in and see how things are going for you and your family.

I also wanted to reach out to see if you have any questions or if there's anything I can do to help you right now.

As restrictions begin to ease, I'm getting a lot of calls from friends and clients asking if it's a good time to buy or sell a home. I'm also getting calls from homeowners who are concerned about how their property's value could be impacted by a recession.

My latest blog post addresses both of those issues:

[\[insert link to post\]](#)

If you'd like more information on what I see happening in your current or target neighborhood, reply to this email, and I'd be happy to fill you in!

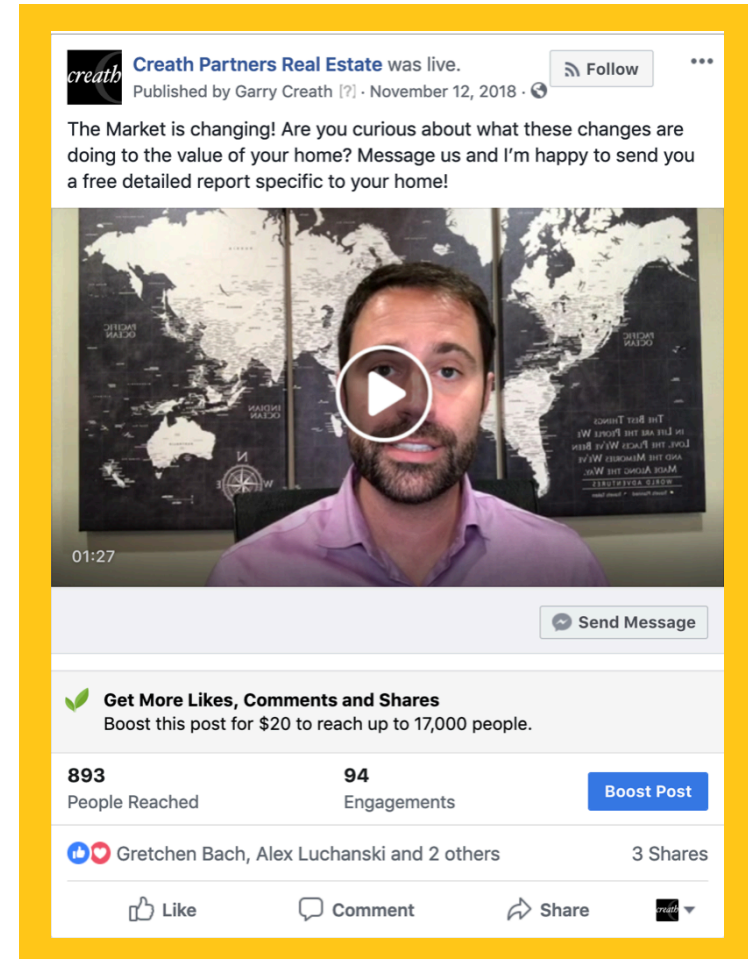
And if you have a few minutes to let me know how you're doing, I'd love to catch up.

Take care,

~ Garry

## STEP 3: SHARE A 1-MINUTE VIDEO.

- Using your phone's camera, record a 1 to 3 minute video discussing the blog. Using video creates a strong connection with viewers & gets better reach. People using video report getting 6x more leads.
- Discuss highlights from your blog post and include a link to it.
- Post on your Facebook business page.
- Promote the video using Facebook Ads.
- Share on your Facebook Personal Profile.



## STEP 4: POST ON SOCIAL MEDIA (WEEKLY)

- Use images and portions of your article to create social media posts for the social accounts you're already active on. FB, Instagram & LinkedIn have the highest populations of people we know.
- Post on your FB Business Page.
- Share from your Business Page onto your Personal Profile.
- Post on any social accounts you're actively posting.
- Consider longer format text in the post (micro blogging).





## STEP 5: INDIVIDUAL FOLLOW-UP (MONTHLY)

- Connect with people via text messaging, FB Messenger, or even calling them on the phone. These communications are more heavily weighted and will lead to real estate conversations if relevant.
- Use FB Messenger to say, “Hi \_\_\_\_\_, just wanted to check in to see how you’re doing...”
- DO NOT talk business, if they respond, ask questions to see how they are doing.
- They will bring up the real estate conversation if it’s relevant to them now.



Want the 5-Step process delivered to  
your inbox EVERY MONTH?

With . . .  
Google Friendly Website  
Strategies & Training  
Library of Templates  
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& a TON MORE

...ALL for only \$1?!

[www.thepaperlessagent.com/IG](http://www.thepaperlessagent.com/IG)



**BONUS!**

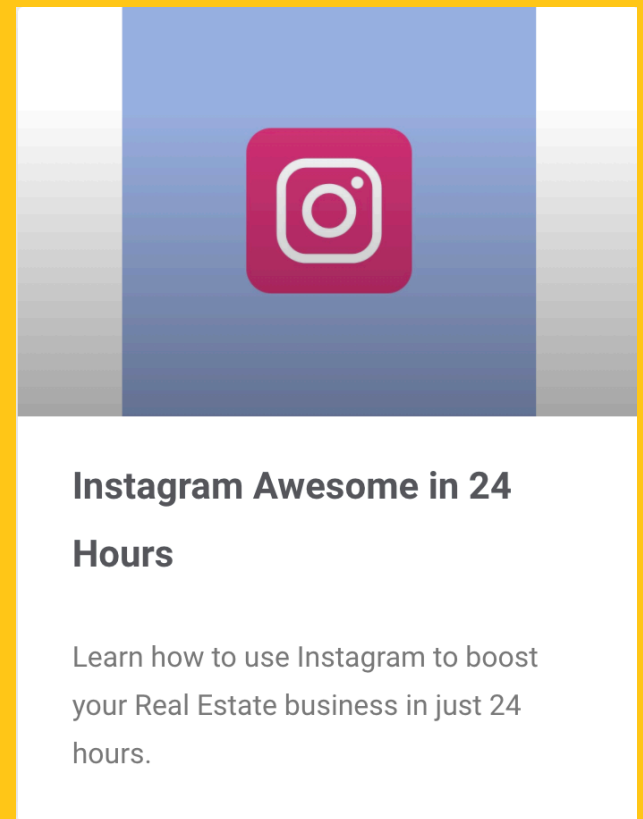
**BRAND-NEW COURSE:**

**INSTAGRAM AWESOME IN 24  
HOURS**

# INSTAGRAM AWESOME IN 24 HOURS

Get training on everything you need to turn your Instagram account into an AWESOME machine for more leads, staying in touch with your database, and engaging with your sphere.

- Learn how to fix your profile (including the ADVANCED Profile Checklist)
- Learn how to use hashtags and emoji's to reach a larger audience
- Learn what to post SPECIFICALLY for Real Estate Agents
- AND MORE...



Get a 14-day trial of EVERYTHING  
included in the Marketing Club

+ Instagram Awesome in 24  
Hours

All for only \$1!

[www.thepaperlessagent.com/IG](http://www.thepaperlessagent.com/IG)

