

Top Social Media Tips for Real Estate Agents

by Hydrate Marketing



It's becoming more and more common for real estate agents to use social media for lead generation. This is because conversions really do happen there! Think of free platforms like Facebook, Instagram, LinkedIn, and even YouTube as tools that you can use to demonstrate your expertise. Check out these tips if you're looking for some advice on how to get better at using social media to grow your real estate business...

Target Your Niche Audiences

In this business, you'll probably be catering to multiple buyer personas. People looking for homes near the best school districts probably have pretty different demographic and psychographic makeups than people looking for property near a golf course. First, you'll have to identify what groups of people you should be marketing to. Next, hit them with content that will be helpful and interesting to them, specifically. You can also use your buyer personas to make informed decisions about who to target when boosting posts and paying for advertisements on Facebook, Instagram, and Google.

Engage with Your People

Now that you know what kinds of people you should be focusing on, engage with them on their social media platforms of choice. If you want to get follows, likes, comments, and shares, then you'll need to give some out too. Engagement is a two-way street, so hop on your computer or pull out your phone and start interacting with relevant content. If you consistently display the same name and profile picture while engaging in valuable ways, other users will start to recognize you and consider you to be an authority when it comes to real estate.

Give Them the Inside Scoop

When it comes to your own posts, try to avoid generic content and instead share with your followers what your business is really about. Social media is a great place to let people know what's important to you. Personalized content will attract like-minded buyers with whom you'll be able to create genuine connections. Give your people a behind the scenes look at a day in your life as a real estate agent. Okay, maybe don't vent about the last annoying thing that happened during your work day, but you could share your local perspective on fun and unexpected things to do around the neighborhood.

Get Visual

It's no secret that most social media platforms these days favor photo and/or video content, so always be ready to bust out your camera! If you're volunteering in the community or hosting an event of your own, record it! That's social media gold. Consider live streaming an open house or posting a virtual tour of a home that's on the market. Any fun things you're already planning to do, like decorating and landscaping workshops, client appreciation block parties, or holiday gatherings, will provide great opportunities to take high quality and visually compelling photos and videos.

Use your social media accounts to show people what you can do for them. If you remain active and informative you will establish yourself as a local authority and grow your network. If you don't take full advantage of these free platforms, you'll miss future money-making opportunities. Now, go start some online conversations and don't forget to have fun!

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