

Social Media Hacks For Estate Agents

RAISE AWARENESS
INCREASE ENGAGEMENT
GENERATE LEADS



Is Social Media Important?



2.77 Billion

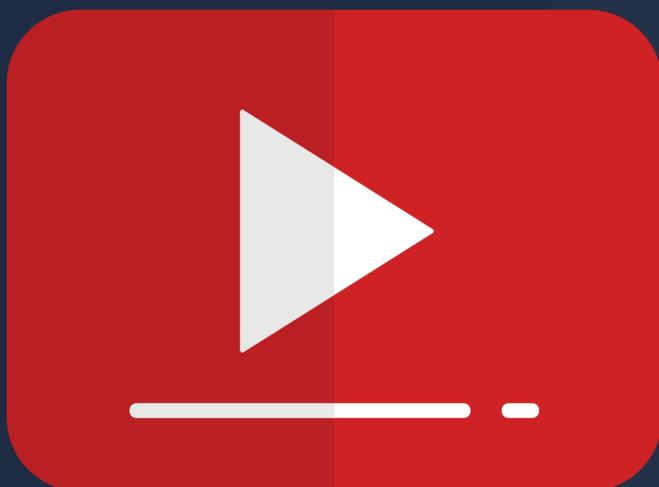
THAT'S HOW MANY PEOPLE
ACTIVELY USE SOCIAL MEDIA

66%

THAT'S HOW MUCH OF
THE MARKET MILLENNIALS
MAKE UP FOR FIRST-TIME
HOMEBUYERS

99%

OF THOSE LOOKING
FOR HOMES USE
THE INTERNET TO
RESEARCH PROPERTIES.



64%

64% OF CONSUMERS ARE
MORE LIKELY TO BUY A
PRODUCT AFTER WATCHING
A VIDEO ABOUT IT.

...So yeah, it's important

What Channel Should You Use

Ideally you will master all of your social channels, because what if someone stumbles across your account or does some research into you and sees an inactive account, with poor content? From experience we would suggest that you are active on the following social channels:



Facebook is the largest platform with over 2 billion active users, it is a free way to get all of your brand information out there, with the options to post imagery or videos of available properties, showcase the surrounding area and sell them the lifestyle.

Got a larger budget? Why not make the most of Facebook Ads... Reach specific audiences based on age, gender, interests, targeted areas, you name it you can target it. Generate large amounts of traffic & leads for a low price (If you market correctly). You can monitor your results at all times with Facebook Insights, allowing you track engagement, reach, traffic & leads.



Instagram is a great way to interact with your customers & future prospects. A critical mistake that most estate agencies make is thinking that social media is just about SALES, SALES & MORE SALES!... It's not at all, social media is social for a reason, it's meant to be fun, it's there for your business to create a personality, so anytime someone comments on your images or direct messages you, be friendly and reply...having a conversation with someone and building a rapport can go a long way when gaining brand loyalty.

Make the most of your space, Instagram allows you to use 30 hashtags, so find fun & relevant hashtags that will instantly increase your engagement & reach. Utilise carousel images and post multiple photos in one go, show the exterior and encourage people to swipe across to see more, let's get them interacting!!



- Inspire your customers (Inspiration boards & pins)
- Great for raising awareness
- Link people through to the site on each post
- Further extend the brands personality by making interest boards (relevant to your aesthetics & goals)

Who Should Tweet T'who

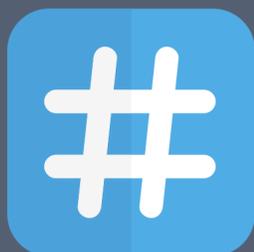
You are probably wondering what value Twitter can have on a Estate Agency... It's about opening up another channel that buyers and prospects can seek your help on, customers in 2019 are pretty clued up, and they can access an ocean of information at the touch of a button. So you need to win them over by showing them that you care. Nurture them, listen to their needs and offer your advice and help.

Again, it's not about sales marketing. There's really only one way to correctly use Twitter for real estate agents: To do some research on their real estate areas, to hear the local news whilst curating interesting community news. Twitter used to be an amazing resource for real estate agents to produce leads, but due to the huge rise in usage, the platform is so saturated that it isn't feasible to generate leads this way.

Always engage with your users about the local issues that have meaning to them. So if you are in one of the property's and it is a sun trap, take a photo and talk about it, show people the fun quirks of the homes. Make it feel personal and immersive, the more they feel like they know you, the more incentive they have to buy with you.



Hashtags can go a long way



If you're using social media then you really should be placing hashtags on every post (*apart from Facebook*). It's a way for smaller agencies to get their name out into the online realm. Make sure to use #realestate on property posts, then create more specific hashtags for where the property is based, for example #hartlepoolrealestate. It may not be a popular hashtag but if someone is seeking it out and you're the only one using that # then you win.



Post up to 30 times a day



Finally, a social site you're encourage to post content as much as you can, the average lifespan of a post on Twitter is around 18 minutes, it's fast paced & content disappears quickly. So the more you post the better you stand a chance of getting noticed.

Tailor Your Content To Mobile Phone

People see thousands of adverts every day and everyone is always on the move digesting new information. Get your message across straight away, make your content snappy & easy to digest.

Do's



- Have a call to action
- Link where possible (Reference # for Instagram)
- Make short & snappy punchlines
- Use carousel pictures to showcase the exterior & interior
- Use Instagram stories
- Offer live chat services, respond to direct messages, comments, inboxes as fast as possible before the desire burns out

Don'ts



- Copy & Paste the entire property description
- Post low quality imagery
- Avoid placing typography on your imagery
- Don't spam people's feeds
- Be disrespectful
- Ignore people's messages
- Delete negative feedback

95.1 percent of active Facebook user accounts accessed the social network via a mobile device (Statista, 2018)

Quality Over Quantity

Like we said previously, you don't want to post every single property you have as it ends up looking like spam and people will switch off from it on their feed, or simply unfollow you & get rid of the problem. So below are key pieces of content you should focus on posting.

Your Property Listings

Only if it's not every single post, and please make the caption short & snappy! Ask questions, "who would love to live here? hands up!"

Your Workspace

Show a bit of the behind the scenes, introduce the team... become more than just another agency, become a friendly face. People will feel like they know who works at your company before they even visit your estate agency

The Local Area

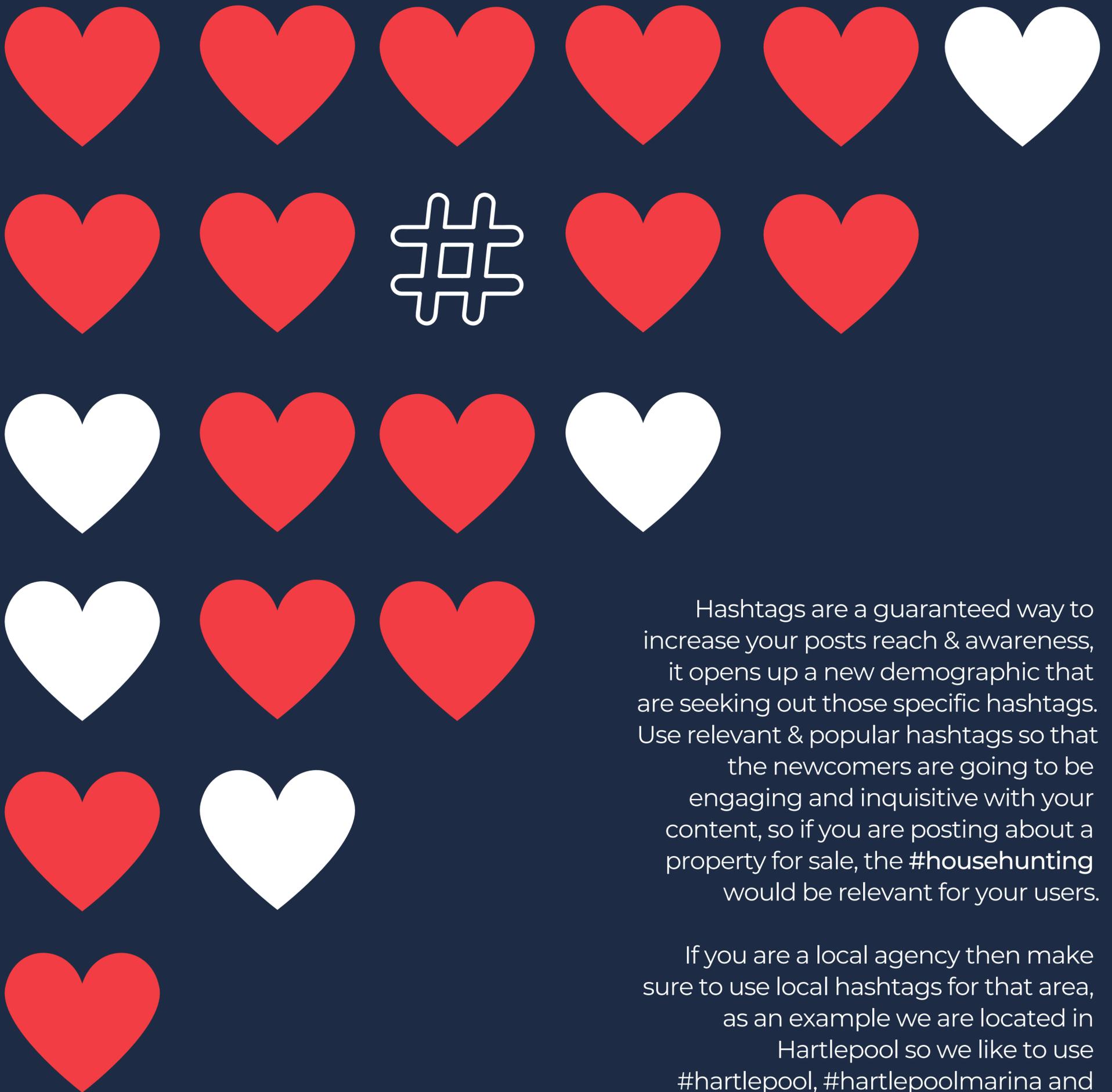
If people are moving to a completely new area, put them at ease by showing them all the fun things there are to do in the area. Whether it's at a tasty restaurant or playing a game of tennis, it's all painting a vivid picture in their minds readying them for a move.

Humour (Memes)

Don't constantly bombard people with products, show them that you have a fun personality behind that corporate face. Memes are the perfect way to increase engagement and make people laugh.

Key To Success

Share up to date property news. This gives you the opportunity to keep up to date with all the latest industry related news as well as being the one stop place your followers will visit to view all the latest property news. Share local news If you are a localised Estate Agency, make sure you share local events and news and ultimately become involved within your local community.



Hashtags are a guaranteed way to increase your posts reach & awareness, it opens up a new demographic that are seeking out those specific hashtags. Use relevant & popular hashtags so that the newcomers are going to be engaging and inquisitive with your content, so if you are posting about a property for sale, the **#househunting** would be relevant for your users.

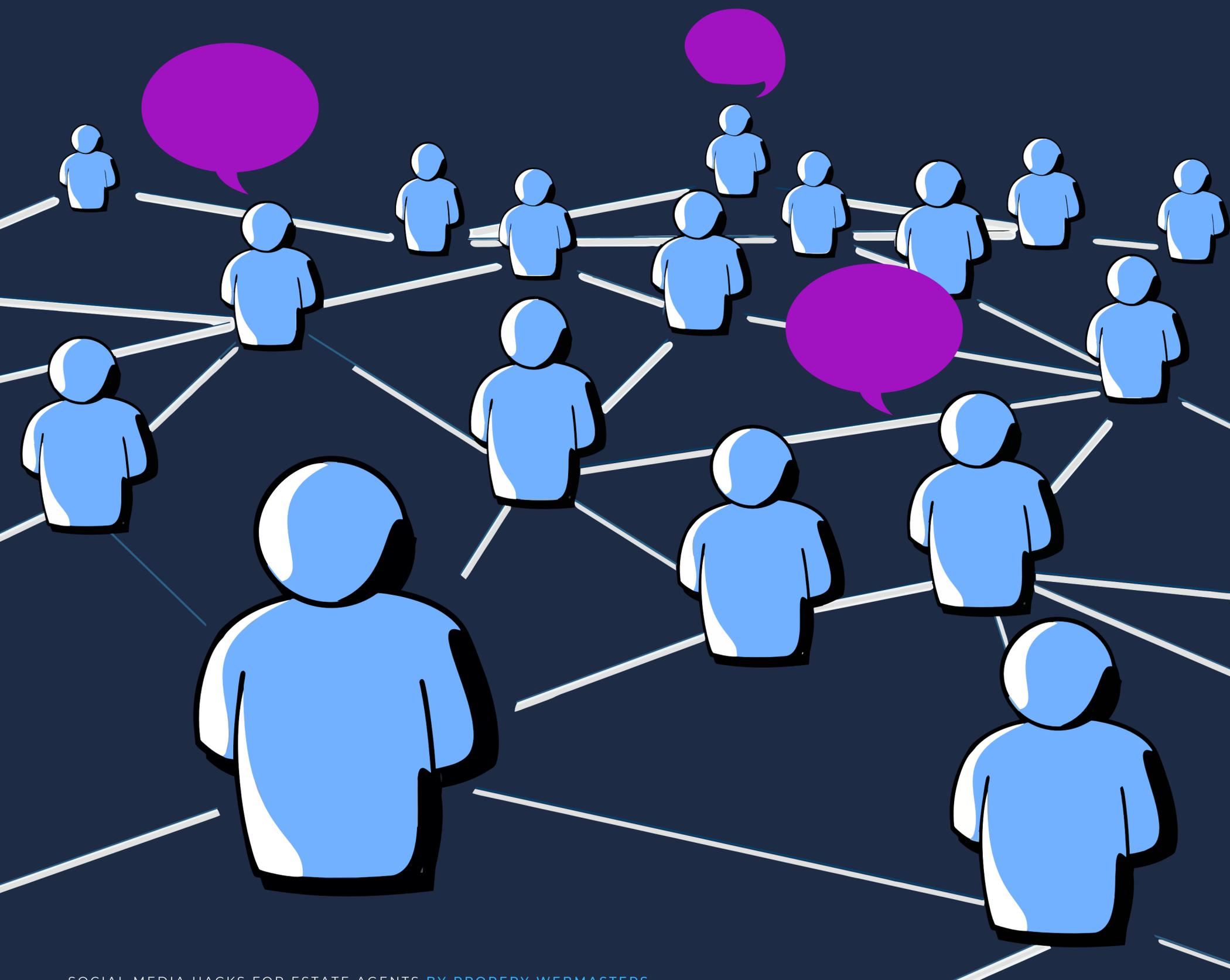
If you are a local agency then make sure to use local hashtags for that area, as an example we are located in Hartlepool so we like to use **#hartlepool**, **#hartlepoolmarina** and other local hashtags, this pulls out an even more refined audience as they're local to your properties..

"Instagram allows you to use up to 30 hashtags, make the most of them all!"

Make Meaningful Connections

Making connections can take your business a very long way, and it's so simple & easy to do. I'm not saying it's going to be like Tinder where you have to swipe left, then pop up to them and try to win them over. Not at all, if someone leaves you a comment on your posts, then reply to them and open up a dialogue. Are they asking you a question? Be as helpful as you can. Are they saying how gorgeous the house is? Agree with them and tell them what you like about it.

A simple conversation can go a long way. Every person is a potential buying customer, even if it isn't straight away and is 5 years down the line. If you have treated them with respect and given them your attention then they will feel a sense of trust and will remember that they can talk to you, so they may pop into your inbox any time they see a house available, or they may even recommend you to a friend as they know you're friendly and comforting.





Congratulations

SOCIAL MEDIA EXPERTS

You are now ready to take on the social media world by storm



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