



REAL ESTATE MARKETING MADE EASY: A COMPREHENSIVE GUIDE TO DOMINATE ON SOCIAL MEDIA





What real estate marketing strategy is used by the most successful agents? Becoming the go-to friendly face in your market is never a fluke. Top-performing agents use real estate agent marketing that:

- Fosters engagement.
- Generates trust.
- Provides useful information.
- Establishes them as the "local expert."
- Guides the audience to a call to action.

Yes, establishing an effective real estate marketing plan takes work. However, success begets success in this wheelhouse because growth through engagement brings the views to you. Follow along with our marketing-made easy guide so you can dominate social platforms.

Step 1: Establishing the Target Audience for Your Real Estate Agent Marketing

It's impossible to make relevant content until you know who you're making content for as a marketer. The default trend is to just push out properties that will attract buyers. The problem with that is that most agents make their bread and butter using a mix of buyers, sellers, and past clients. The other problem is that people who just want to see properties can see them without talking to you first. This is where the concept of "adding value" that will be discussed shortly becomes important.

Social media marketing is intended to nurture your lead pipeline. That's why it should be planned to provide value to potential clients at specific stages. Consider content geared for:

- First-time buyers.
- "Upgrade" buyers.
- Sellers ready to list now.
- Sellers planning to sell eight to 12 months out.
- "Someday sellers" planning to sell in two to five years.
- "Someday" buyers in the process of getting their finances ready.
- Active buyers.

Content that's too broad often gets ignored because your audience doesn't know that you're talking to them. While you can create content that appeals to everyone, you can't create content to appeal to everyone at the same time. That's why successful social media marketing for real estate agents focuses on granular, segment-based content that appeals to specific audiences. Focus on individual posts that hone in on buyers and sellers at specific stages of their journeys.



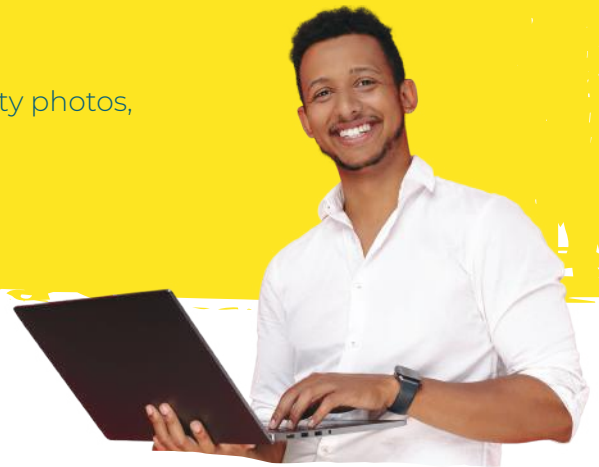


Step 2: What Social Media Marketing Platforms Should Real Estate Agents Be Using?

All of them! Yes, that is the simple answer. However, overextending your efforts can cause you to simply "check off boxes" for posting instead of actually having a dedicated strategy for how to post on each platform. In order to dominate on social media as a real estate agent, it's actually necessary to take a step back to embrace an old-school content medium once more.

Are you blogging as a real estate agent? While many agents have abandoned blogging in favor of the "quick hits" that come with posting on social media, the truth is that agents who don't post on their own third-party websites miss out on extraordinary opportunities for both click-based and organic exposure. The long-form blog post remains the ultimate powerhouse for lead generation. Social media posts can help to lead followers to your blog. In addition, your blog can increase your social media following. Here's what the full "digital marketing" roster needs to include:

- An agent website with an SEO-optimized, highly active blog. This is where you provide highly valuable, in-depth market information.
- A fully completed Google Business page. Ignoring this free resource is small-business blasphemy. Taking just a few minutes to complete your profile allows you to jump in front of competitors in local Google searches for real estate agents.
- An active Facebook profile and page.
- An active Instagram page with a mix of property photos, stories, market analysis, and "memes."
- Segmented email lists.



What does being "active" on social media mean for real estate agents? An agent should have a weekly content plan across platforms. While you never want to bombard followers, it is important to create exciting posts that drum up curiosity, enthusiasm, and all of the other emotions that make people want to "click on properties." If you're worried about content-creation fatigue, there's something exciting to know about successful real estate marketing campaigns. At least one engagement per week across email and social media platforms can be an "in case you missed it" share that recaps the great highlights from your week.



Step 3: Balancing Your Content

No guide to dominating social media as a real estate agent is complete without talking about the importance of breaking up content between "need to know" and "need to see" items. What does this mean? A certain portion of your engagement should come from the way you promote your property listings. The nice thing about property listings is that they give you several different angles to work with. They can even help you to generate buzz using the "exclusivity" angle. Everyone hunting in your market is going to get excited when they see that an agent is sharing "coming soon" listing emails. You can even get people to subscribe to your email list by advertising the fact that you share exclusive access to "coming soon" property details just for your email list subscribers! Every email subscriber is then captured in your system for targeted remarketing purposes.

The engagement doesn't have to end with "coming soon" properties. You can also spark interest with "just listed" properties. This tends to be a popular category because even people who have been refreshing Zillow tirelessly to catch a glimpse of any new properties will be interested in what promises to be fresh content. Even people who are "about to list" like this category because they want to see how their own homes compare. There's also tons of mileage to be gained by using price reductions, "just sold" houses, and announcements about open houses as headlines. When all of these categories are posted separately, it creates a sense that there's always movement going on in your little corner of the market. This is exactly what both buyers and sellers want to see from an agent because the worst fear of all is "crickets" in the market.



Listing promotions on social media and email is always great for engagement because curiosity compels people to take a look. Every "click" then fires up the algorithms to make all of your content more visible. However, you don't just want your social media presence to turn into a "property-showing mill." The reason why is because there are plenty of other places where people get that information. You need to refocus on your niche to balance out property postings.

Property postings should be buffered by targeted postings for the core groups identified earlier. In addition to creating content that appeals to buyers, sellers, and past clients, you're also creating content that appeals to people in those ultra-specific categories at different stages in the journey. Some ideas for solid content that appeals to different categories of clients at different stages include:

- Links to in-depth posts on your blogs going over local market trends.
- Quick facts about market trends.
- Quick facts about what sells.



- Quick facts about why now, next week, a month from now, or two years from now would be considered the best time to buy.
- Encouraging, upbeat posts that make people want to engage in the market instead of run from it.
- Trust-building posts that help you to be established as a "local authority."
- Engagement-boosting posts asking questions related to what people love about where they live, favorite features in a home, and more.

Never "post and ghost." The feedback that you get during your initial journey into social media marketing as a real estate agent will actually serve as your own treasure chest for future analytics. Go back to see which posts sparked engagement to get an idea of what your audience wants to see. In fact, this information won't just help you to create a dynamic social media marketing plan. It can also help you to discover an untapped niche within your own market that you didn't realize was quite so needed!



Social Media Marketing for Real Estate Agents Can Never Be "Just One Thing"

Marketing made easy for real estate agents comes down to creating an ecosystem that doesn't just attract followers with "flashy" posts. The goal is to provide meaningful content that gets potential clients into a specific sales funnel based on how they engage with your content. It all comes down to creating good content that's delivered the right way instead of just making noise.