



HOW TO MARKET YOURSELF

& GAIN LEADS ON
SOCIAL MEDIA



Social media marketing is a critical element of building a successful real estate business.

Though many agents find clients through their hobbies, friends, and communities, social media networking is vital to developing a growing client list.



WHY DO I NEED TO USE SOCIAL MEDIA?

Many people use social media as their primary source for social interaction and information gathering. A 2020 study showed that 3.6 billion people worldwide use social media. Being present and active on a platform with this massive potential audience drastically increases your chances of standing out as an option for potential property buyers and sellers.



I ALREADY HAVE AN EXTENSIVE, LOYAL CLIENT LIST. DO I STILL NEED TO BE ACTIVE ON SOCIAL MEDIA?

Even agents whose many years of experience in the industry landed them a loyal following of clients need to be active on social media.

Social media, as a tool, does far more than attract new clients. The primary purpose for social media is in the name: "social." Having an active professional presence on social platforms allows you to have a current role in your previous clients' lives.

With about 30% of an agent's business coming from repeat clients and referrals, it is essential to stay at the forefront of your previous client's minds. This is easily accomplished by liking and commenting on their social media posts and posting your own content on social media.

HOW DO I KNOW WHICH SOCIAL MEDIA PLATFORM TO USE?

There are so many social media platforms that knowing which platforms to use is a challenge.

Without a social media strategy, marketing can become a time and money suck that leaves you with nothing to show for your efforts.

It's exponentially worse when you're talking about social media for real estate.

There's an art and a science to social media marketing for real estate agents, and the first step – deciding where to concentrate your efforts – can go a long way toward being set up for success.

Real estate agents often fall into the trap of using as many social media channels as possible. Not only does managing this many channels lead to burnout, but it also means that your attention is divided. You cannot grow your audience or engage with the accounts you regularly follow when managing so many channels.

The most important thing to consider when choosing which social media to promote your profession is establishing yourself where you are most confident. Harness the tools you already know to connect with your audience through that network.





I FEEL WELL-ESTABLISHED ON MY FAVORITE PLATFORM ALREADY **HOW DO I FIND NEW PLATFORMS ON WHICH TO MARKET MYSELF?**

If you want to branch out and use new social media channels to promote yourself, consider the following points before choosing which social media to use. Look for a platform with:

- A large audience in the appropriate age range
- An engaged set of users where you work
- A pool of users that want what you're selling
- The ability to target those potential clients and gather quality leads

You'll hear much talk about platforms that provide opportunities for visibility and engagement, but name recognition doesn't pay the bills by itself. A lead generation component is the key to getting a return on your social media investment, so if a site doesn't provide a good option for lead gathering – or it doesn't have an audience that will submit leads – it's a bust. So, what are the social media sites for real estate agents with the best chance of success? We ranked popular social media platforms with the most potential for lead generation from 1 (best) to 5 (worst).



NUMBER ONE FACEBOOK

Facebook isn't new or exciting, but it has big data, a large pool of users, and the ability to target your advertising precisely.

That makes Facebook an enormous winner as your home base for real estate social media marketing. There are numerous ways to generate organic leads through groups and pages, and paid advertising is easy to use and adjust for specific audiences.

Here are some facts that prove Facebook is where your potential clients are:

- 72% of U.S. adults use Facebook daily

- Facebook accounts for more than half of all U.S. social media usage

- Over 68% of U.S. Facebook users are between the ages of 25 and 65

- 82% of U.S. college graduates are on Facebook; 75% of users with an income above \$75k

Ads can be heavily targeted, provide excellent opportunities for lead magnets, and are effective when used the right way.

Facebook is a great place to keep tabs on past clients, accrue satisfied reviews, and encourage referrals – all avenues for future business that are cheaper and more successful than cold lead generation.



NUMBER TWO INSTAGRAM

Instagram is such a visual platform that it lends itself well to an industry like real estate. It shares a large user base and sophisticated advertising apparatus with its big brother, Facebook.

Because of these factors, it's worth maintaining a presence – [and an advertising budget](#) – on Instagram.

Because it is closely affiliated with Facebook, you can run both accounts without too much additional time strain. The business platform makes it easy to publish posts and reply to messages and comments from one place.

If your ideal client base skews young, then it's worth investing more of your time. As of October 2020, [the largest single age group on Instagram was 25 to 34 \(32% of all users\)](#). Plus, data shows that 59% of adult Instagram users engage daily; 80% engage at least once a week.

However, it'll never be the powerhouse social network for real estate agents that Facebook is. Another 37% of users are between 13 and 25, and [only 40% of U.S. adults report using Instagram](#).



NUMBER THREE LINKEDIN

LinkedIn is best thought of as a marketing tool if you deal with real estate investors or your clients lean commercial. It's an excellent place to establish your expertise and engage in thought leadership to attract your ideal clientele.

LinkedIn provides less direct ways to gain new business for residential real estate agents, and it may not be worth your time. Here you can grow a professional network as a source of mutual referrals, new ideas, and collaboration.

Keep in touch with other agents you meet on LinkedIn to swap marketing and lead nurturing strategies that have worked for you.

Virtually schmooze with local real estate professionals that don't represent competition: home inspectors, appraisers, mortgage brokers, moving and relocation companies, and others. When you find a professional you like to work with, forming a referral relationship can bring you both more business.

Keep your time here focused, however. It can be easy to convince yourself that you're building your brand when all you're doing is shouting into the void.



NUMBER FOUR TIKTOK

TikTok's gotten much notoriety, and it's certainly a platform that encourages creativity. Though the platform started as a place for young people to share fun videos, there is an ever-growing professional presence on TikTok.

This platform is a great option to connect with others through fun and creative videos. If you are a real estate coach, want to communicate with other agents, look to learn fun tips and tricks of the trade, or love showing off your gorgeous properties, this is a great platform to make your presence known.

Here is our [list of the top real estate TikTok accounts](#) to watch.



NUMBER FIVE TWITTER

The problem with Twitter isn't that it's lacking in the right users; more than half of [Twitter users are between 25 and 49](#). The problem is that Twitter is not set up to form long-lasting connections.

People are mostly talking about the latest eye-catching news and trends. It isn't easy to funnel leads and develop relationships on this platform.

If you use Twitter personally, you can keep an eye out for opportunities to promote your real estate business. It can also be a place to keep your ear to the ground for economic and market trends.



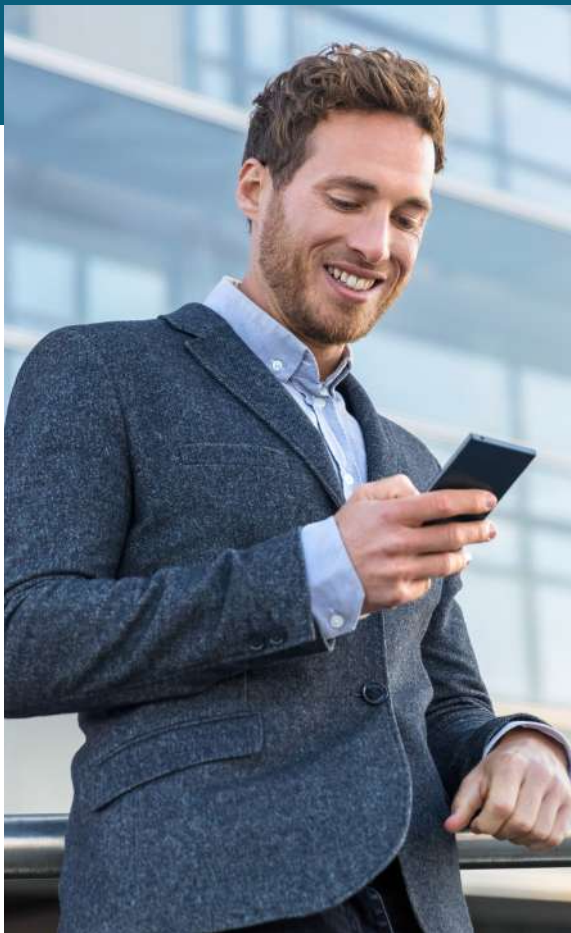
HOW TO BUILD A SUCCESSFUL PRESENCE ON FACEBOOK AND INSTAGRAM



Facebook and Instagram are the ideal social media pairing for real estate agents, especially residential agents, to maintain.

These two platforms are wildly popular across all categories of people. Facebook speaks to a Gen X crowd, while Instagram is most popular among the emerging millennial and Gen Z housing market. The best part of pairing these two accounts is the shared portal to manage them both since the same company owns the two platforms.

Managing a business page and a designated professional Instagram account means that both can have scheduled posts and stories from the Facebook business suite. If you practice commercial real estate or work primarily with investor clientele, then LinkedIn is also important. Since 71% of agents specialize in residential real estate, Facebook and Instagram should be staples for most agents.



BE STRATEGIC WITH YOUR EFFORTS

Not everything you do on your business account should be geared toward your success in selling property. It is essential that you also post about yourself and show why you love working in real estate.

Social media is all about being social. If you are constantly talking about property and do not give any insight into your life, your followers will not stick around. People want a real estate agent who is transparent and familiar. Show your potential clients who you are.

Depending on where you are in your career, your social media goals and activities will be most productive if they directly address:

- Establishing authority and trust with your target market audience
- Driving traffic to your website to open opportunities for remarketing
- Showing your personality and making space for conversation with followers
- Increasing conversion (turning traffic and engagement into high-quality leads)
- Nurturing relationships with past clients for referrals and repeat business



MAKE CONVERSION EASY

The goal for your social media presence is conversion – generating new leads and encouraging referral business. Therefore, it's critical to maximize the opportunities people must enter your sales funnel.

On Facebook and Instagram, that includes:

- Activating and experimenting with the CTA button at the top of your page
- Linking to high-conversion landing pages on your website
- Using the cover photo banner to drive lead submission to either of the above methods
- Setting up Messenger for your business
- Running ads that drive leads submission

Speaking of advertising...



LIMIT PROMOTIONAL POSTS TO 1 IN 5

We've been focusing on lead generation so far because many real estate agents make the mistake of forgetting to account for it in their social media presence. To make your time on social media productive, you must understand and deploy strategies for gathering leads.

But most of your posts and interactions on social media will not directly promote business. Experts recommend that no more than one in five posts be about promoting your work. This is conceptualized as the 80-20 rule.

That means 80% of your content on social media should be helpful and relevant to your target audience, with no direct benefit to you. You can promote yourself, your services, and your listings in the remaining 20%.

The goal of this strategy is to engage potential clients, build trust, and prove your expertise. It's a long game so that when people are ready to hire an agent, you're the one they "know."



SELL YOUR EXPERTISE AND KNOWLEDGE

In a world where all human knowledge is at your fingertips, many people are wondering whether they need to hire experts at all. This trend is called disintermediation, and one of your social media goals should be to prove that your services are worth having.

The informational posts you share will depend on your specialty and niche. You should brainstorm content that your target audience wants or needs to know. Some time back, we laid out a [list of post ideas for engaging residential real estate clients](#) and where to find shareable content.

If you hit a dead end on ideas for new posts, use social listening tools or poll posts to get feedback on what your followers want to see. You can also use polls to learn more about who's following you, which may generate additional ideas.

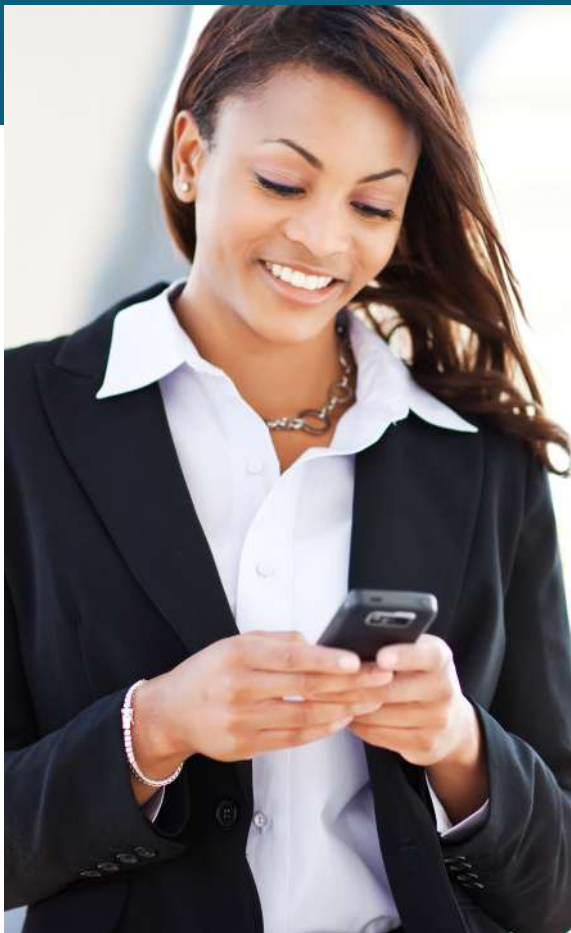


SELL SOCIAL PROOF & SUCCESS

Property listings are an essential part of the promotional 20% of your content. The listings you promote on social media should be selective. Choose them to be representative to followers of the type of listing they can expect from you.

However, it's just as important (or perhaps even more so) to promote yourself and your success in serving your customers. You can do this with posts like:

- Testimonials from happy clients, especially those that reveal specific value propositions
- Closing photos or posts to congratulate new homeowners and celebrate successful sales
- Sharing clients' posts about their new home (with permission)
- Celebrating your milestones, like your 50th closing or 10th year in the business
- Celebrating or sharing clients' milestones (with permission)



BOLSTER YOUR NETWORK

Real estate agents don't do their jobs in isolation – they're part of a professional ecosystem. Business can and does come from partnerships with other professionals, including home stagers, photographers, mortgage brokers, inspectors, appraisers, and agents in different niches.

You can nurture these ties by thanking or celebrating them on social media, sharing their content, or creating content and resources together. Like the 80% of posts solely geared towards benefitting potential clients, these posts are best approached as altruistic. Most people will eventually reciprocate.



MAKING POSTS VISUAL

The fact that visual posts get more engagement is probably not news to you, even if your experience is only through personal use.

Learning how to leverage this concept as a professional – and without breaking the law – can be a little trickier. Here are some tips:

- When you post listing photos, make sure they're high-quality and professionally taken.
- Source any photos from the internet through a reputable stock site. Look for creative commons or licenses that allow commercial use. Don't just grab something off a website and use it – you may end up with copyright infringement problems.
- If you find news articles or resources with interesting data, you can create infographics using some online tools. Just remember to credit your source.
- Make real estate quotes and testimonials visual by dressing them up with fonts, colors, and backgrounds. This ability is native to Facebook now, but you can also use online graphics generating tools.
- Videos are even better than images. Aside from sharing helpful videos from third parties, consider virtual open houses, live AMA (Ask Me Anything) sessions, and other self-produced video content.
- Make videos and images accessible to everyone by using closed captioning and alt-text. In addition to serving anyone with vision or hearing impairment, most people watch videos with the sound off, and alt-text can help if images break or fail to load.



APPLY A LITTLE DATA

Once you've built up a little steam and experience with social media marketing, you want to drive your decisions for future activity based on data. This will help you target your time and money in the most productive direction.

Business accounts on social media open up all kinds of metrics and analytics. You'll want to examine and adjust your behavior based on data in areas like:

- Who your followers are
- What types of posts are most popular, and with who
- How to improve the effectiveness of your CTAs
- What ad types perform the best
- What audience parameters produce the best advertising ROI
- How to optimize your ad budgets and campaign durations
- Which lead magnets perform best
- How to make your landing pages more effective
- How to make your remarketing campaigns more effective

BOTTOM LINE

The secret to marketing yourself on social media as a real estate agent is showing who you are and demonstrating your professionalism and expertise. Self-education is the key to making your product valuable to clients.

Be genuine, connect with followers, provide helpful information and gain some leads.



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