



PLATINUM
PROPERTIES
A Keyes
Family Company

SOCIAL MEDIA MARKETING FOR REAL ESTATE AGENTS

WE LIVE IN A TECH-SAVVY WORLD.

Cultivating your online presence is vital for the success of your business. Your primary goal as a real estate agent should be to leverage social media by creating a strategy that will drive organic leads from your current network. Whether you are new to social media or a seasoned pro, here are some proven tips, tricks & strategies to keep your social media fresh, fun and focused on delivering results for you and your business.

TIP 1: BALANCE NON-PROMOTIONAL & PROMOTIONAL CONTENT

As in life, social media is about balance. Too much of one thing and people hit the snooze button. Using that approach will lose your audience before you've had a chance to build trust. The most common mistake real estate agents make is choosing to flood their feed with statistics and real estate information. Remember the goal here is to grow your following and engage with them.

THE 30/30/30 RULE.

- 30%** of your content casually promoting your business
- 30%** talking about others (businesses, friends, family)
- 30%** post engaging & fun content (food, hobbies, pets)
- 10%** engaging with your network with real-time messaging

Your content should be all-encompassing, personalized to you, and **FUN!**

TIP 2: HUMANIZE YOUR CONTENT

STOP HIDING BEHIND THE CAMERA AND TALK TO YOUR AUDIENCE.

Admit it, you like seeing pictures of your friends and family...and so does your audience. They want to get to know you and you want to know them. Authenticity goes a long way, those unfiltered pictures and videos will see higher engagement. So if you're having a bad hair day or just feel a little tired, don't let that be an excuse to not talk directly to your audience.

FLIP THE CAMERA AROUND AND BE RAW AND AUTHENTIC.

Celebrate your successes, new listings, and new closings by talking directly to your audience. Your audience likes hearing about your success and your real stories.



TIP 3:

CREATE LOCALIZED CONTENT THAT RESONATES WITH YOUR AUDIENCE

SUPPORT LOCAL BUSINESS

It is very important that you promote your business, but you can also become a resource for all things in your local area. Be an ambassador and build trust with your audience. Create content around local restaurants, small businesses, and upcoming events in your area.

PROMOTE COMMUNITY EVENTS

Pro-tip: local city and county websites have calendars with upcoming community events. Promote these events across your social channels.

SEASONAL CONTENT SELLS

Planning unique and engaging content for each holiday is a great way to connect with your audience. As we wrap up summertime fun and send kids back to school we know that the holiday season is just around the corner. Consider making a marketing plan or social calendar for your business.

LUXURY LISTINGS & SOCIAL DAYDREAM

Everyone likes to daydream, and luxury listings are usually on the list. Be the expert in your market by sharing some luxury listings in your area. Use Twitter polls and Instagram Q&As to engage your audience. Even if you don't have luxury listings yet, that doesn't mean you can't post the local "wow" properties on your social channels. Have some fun with it!



VISIT [CARREERSATPLATINUMPROPERTIES.COM](https://www.platinumproperties.com/careers)

LET'S LOOK AT SOME QUICK BEST PRACTICES

- Blog a minimum of once per week.
- Cross-promote/cross-link social with your website and/or lead capture forms.
- Include photos and/or videos to increase click rates.



FACEBOOK

- Aim for 2 - 3 posts per week.
- Over 70% of users login 6-10x per day.
- You're not allowed to do business on personal accounts, so make sure business is originating on a Facebook Business Page (*then share on personal*).
- Optimize your listing post by linking to your lead capture site with the full listing sheet & MLS IDX search.



LINKEDIN

- Aim for 2 - 3 posts per week.
- It's like your online resume, and always pops up near the top of Google searches.
- #1 Agent to Agent referral network.
- High SEO (search engine optimization), so be sure to build out your profile to its fullest.



TWITTER

- Aim for 2 - 3 posts per week.
- Biggest group of millennials.
- Open forum with high SEO.
- Use #hashtags to help interested users find relevant content.



YOUTUBE

- 1 billion users and counting.
- Excellent platform for listing virtual tours.
- Create a library of educational Vlogs and/or client testimonials.
- Share on all of your social channels.



INSTAGRAM

- Aim for 2 - 3 posts per week.
- Keep it highly visual with photos & videos that support the content of your post.
- Great content includes day-to-day activities, virtual tours, client testimonials, and showcasing people and businesses.

SO WHAT ARE THE BEST DAYS & TIMES OF THE WEEK TO POST ON SOCIAL CHANNELS?

Although this will vary based on your individual audience, here are some industry-wide stats:



BEST DAY:
Wednesday
11am - 2pm

WORST DAY:
Sunday

SAFE TIME:
Tuesday - Thursday
8am - 3pm



BEST DAY:
Wednesday & Friday
after 9am

WORST DAY:
Sunday

SAFE TIME:
Monday - Friday
8am - 4pm



BEST DAY:
Wed. 8am - 12pm
& Thurs. 9am - 2pm

WORST DAY:
Sunday

SAFE TIME:
Tuesday - Friday
8am - 2pm



BEST DAY:
Thursday & Friday
12pm - 4pm

WORST DAY:
Tuesday

SAFE TIME:
2pm - 4pm



BEST DAY:
Wednesday 11am
& Friday 10 - 11am

WORST DAY:
Sunday

SAFE TIME:
Monday - Friday
9am - 4pm

STILL STRUGGLING WITH SOCIAL MEDIA TO GROW YOUR REAL ESTATE BUSINESS?

The Platinum Properties offers our Agents the tools, resources and training needed to conquer social media and online marketing.

Connect with a member of our growth team to learn more about how we can help you grow. Schedule a quick one-on-one call today:

Visit: careersatplatinumproperties.com

Call: 561-339-6981

