

MARK BRODSKY

- (416) 275-7916
- mbdigitalcommunications.com
- mark@mbdigitalcommunications.com





Using Instagram For Real Estate



AGENDA

- **Account Set Up**
- Types of posts
- Content
- Using Hashtags
- Generating a following
- Analytics
- Advertising
- Tips and tricks

Why do people use Instagram?

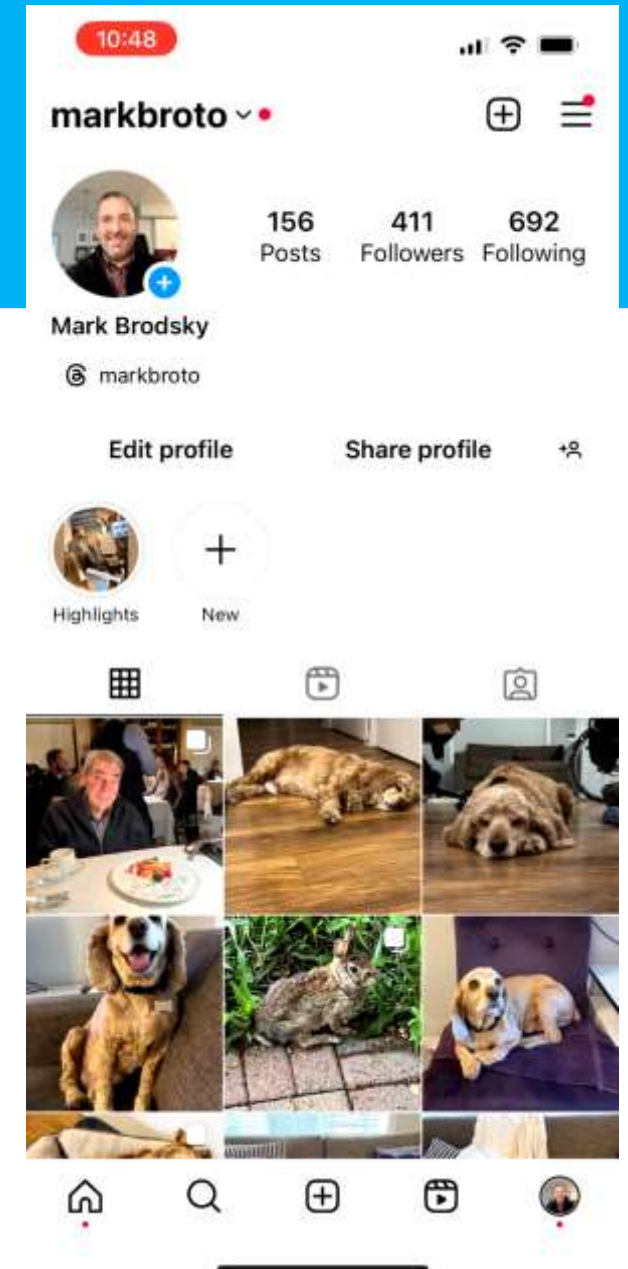
People post on Instagram to get that dopamine hit when they receive likes

But why do they scroll?

- Friends and family
- Brands
- Influencers
- Other content creators they like

Use a Business Account


Make sure that you are using a business account to utilize Meta Business services



Create a Compelling Bio

- Professional headshot
- Agent or Team Name
- Line 1: What you do & where with related hashtags (e.g. I help [ideal clientele] buy & sell homes in [region or city] / Helping [client niche] purchase their 1st home in [city])
- Line 2: Achievements ([#] clients served / [#] years of experience) / Featured in [publication])
- Line 3: Personal info, interests
- Line 4: Call to Action
- Links: Website and/or landing page

Examples



realestate_atx Follow ▾ ⋮

769 posts 15k followers 1,587 following


Ian Grossman - ATX Real Estate
🏡 I help buyers find their dream home & homeowners sell for more
📍 Austin, TX
🍷 ATX Food Lover
✉ grossmani@kw.com
☎ 512.705.5225 Call/Text ANYTIME
linktr.ee/realestate_atx



gogosrealestate Follow ▾ ⋮

3,078 posts 46.5k followers 4,311 following

Gogo Bethke - Brokered by Exp
Top 3% #Realtor in the Nation 🏆
#1 on social media in #Michigan 🇺🇸
Click link for #gogosbootcamp #SocialMedia lessons for #Realtors & more ↓
www.gogobethke.work/links



thewolfkingst Follow ▾ ⋮

1,592 posts 2,799 followers 2,790 following

MARIANA IORDANOVA
The Wolf of King St//Realtor Extraordinaire & Purveyor of Luxury Real Estate/iordanova.mar@gmail.com #thewolfkingst #thewolfsells #wolfstreet
41dovercourtrd-604.com



dustyjbaker Follow ▾ ⋮

1,310 posts 15.8k followers 821 following

Dusty Baker
Follower of Jesus • Montecito, California • #1 producing agent Sotheby's International Realty Santa Barbara/Montecito (2019) DRE# 1908615
dustybakerrealestate.com

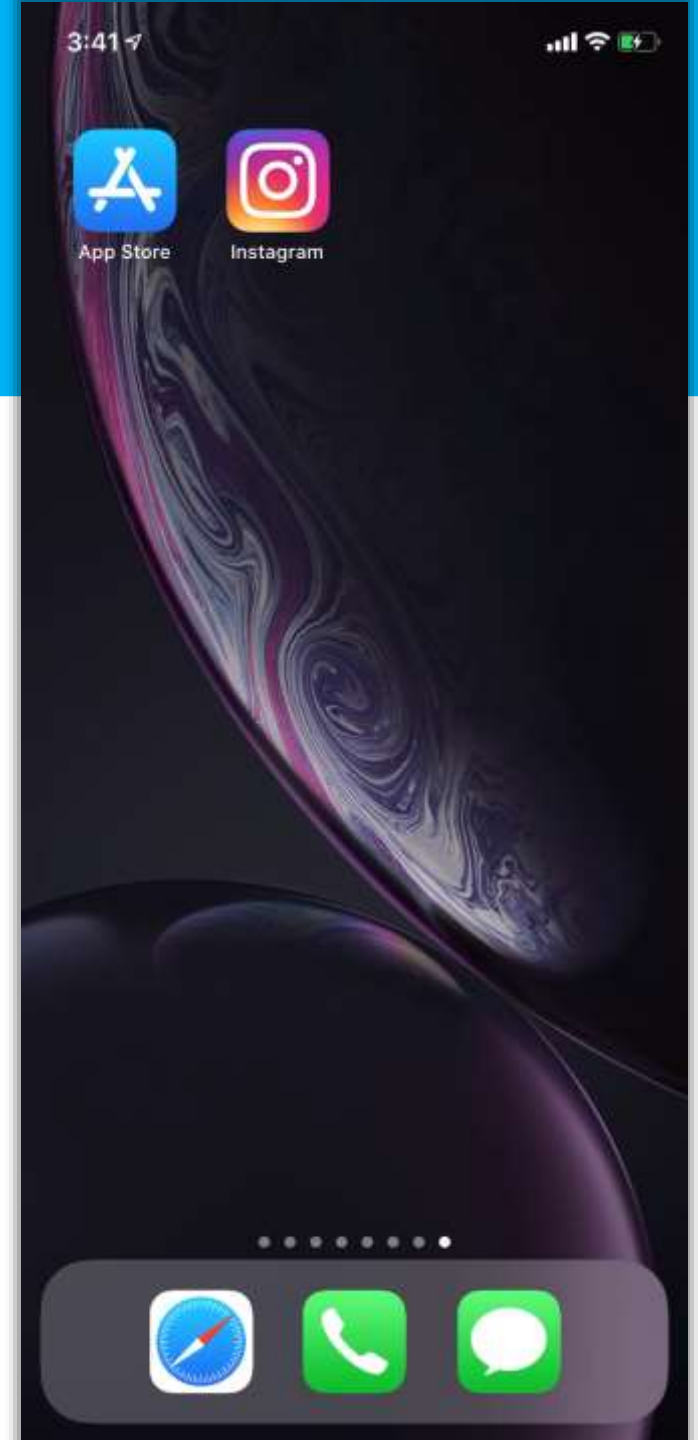


AGENDA

- Account Set Up
- **Types of posts**
- Content
- Using Hashtags
- Generating a following
- Analytics
- Advertising
- Tips and tricks

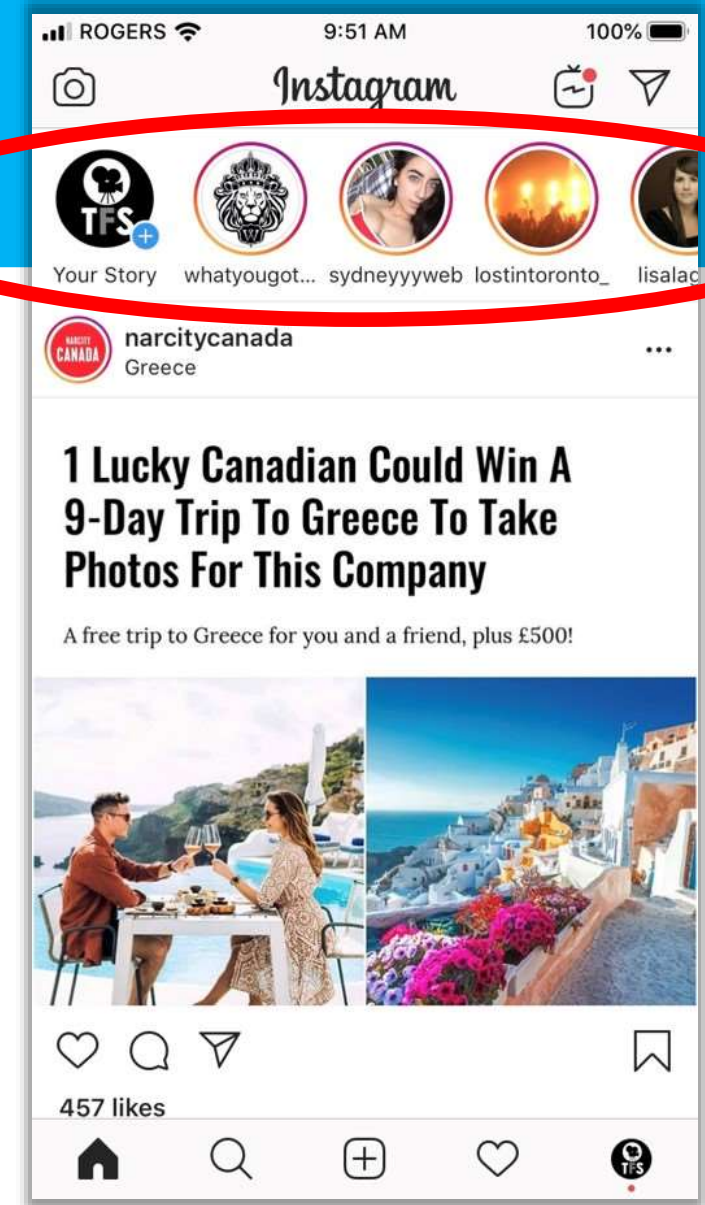
IG Feed

- Feed can be accessed from the home page
- A photo, carousel, stories, or Reels up to 90 seconds long.



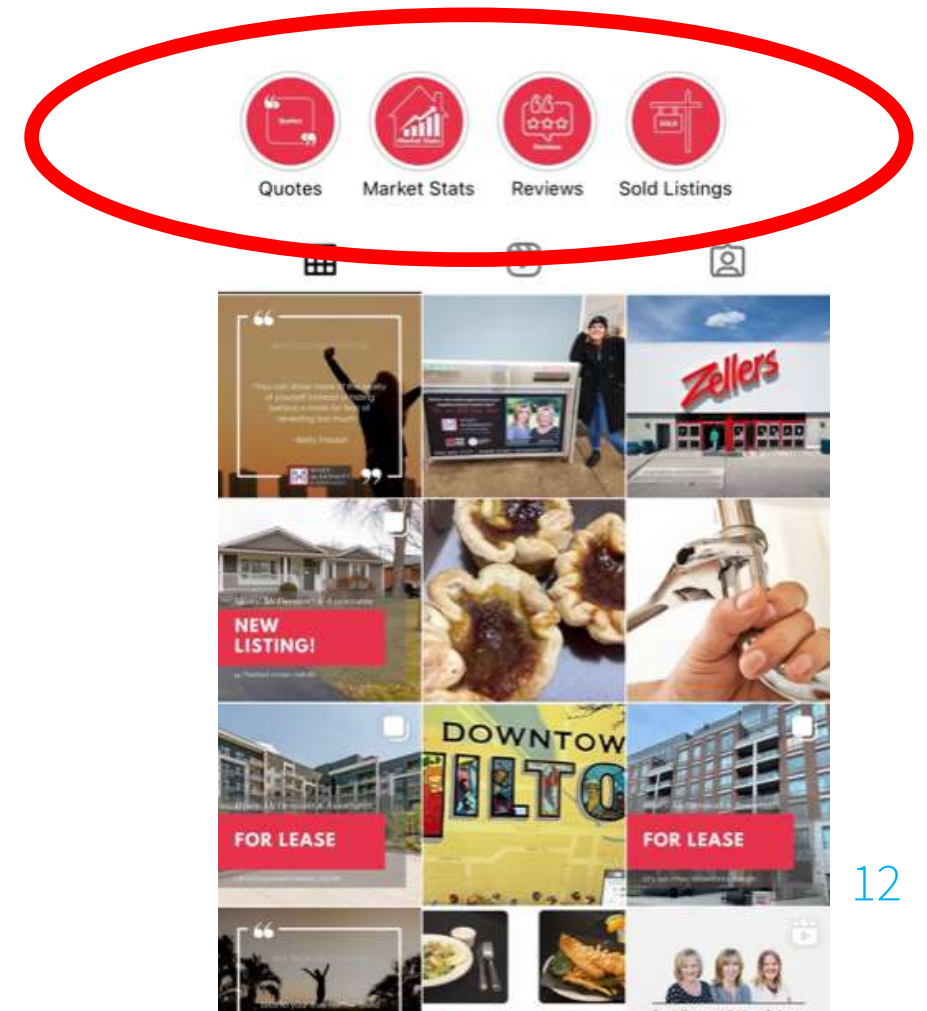
Stories

- Photos and videos that are visible for only 24 hours. If your video is longer than 60 seconds, it will be broken up automatically.
- Less formal than regular posts because they don't last for long.
- You can add text, filters and play around with the effects.



Highlights

- If you want to keep your stories permanently, you can add them to highlights. You can also use this strategically to categorize your posts.



Reels

- Short form videos up to 90 seconds long with audio, effects, and creative tools. If your reel is engaging enough, it will be automatically be shared to a wider audience other than your followers, in the explore page.





AGENDA

- Account Set Up
- Types of posts
- **Content**
- Using Hashtags
- Generating a following
- Analytics
- Advertising
- Tips and tricks

Content Mix – 4:3:2 Rule

Out of Every 9 posts:

- Four posts should provide value.
- Three posts should create connections
- Two posts should promote your business

Promote	Value	Connect
value	promote	connect
value	connect	value

Content Mix - Value Posts

- Décor Tips
- Inspirational quotes
- Market Insights
- New industry related developments

Content Mix - Value Posts



Content Mix - Connection Posts

- Behind the scenes / Day to day life
- Humour
- Local events or new things you've tried
- Commemorative days
- Family
- Pets

Content Mix - Connection Posts



Content Mix - Promotional Posts

- New listings
- Sold listings
- Open houses/virtual open houses
- Sell your services
- Testimonials

Content Mix - Promotion Posts



Tips for Generating Ideas

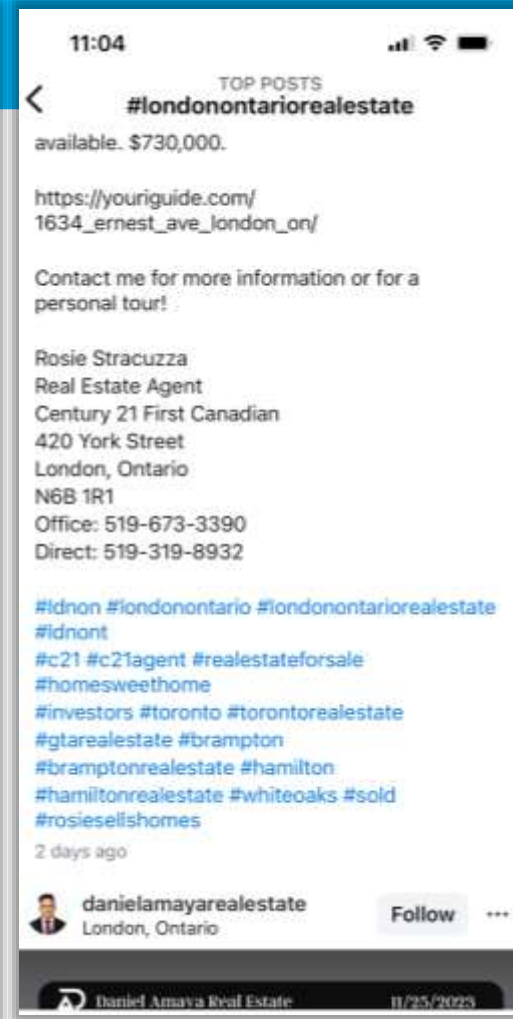
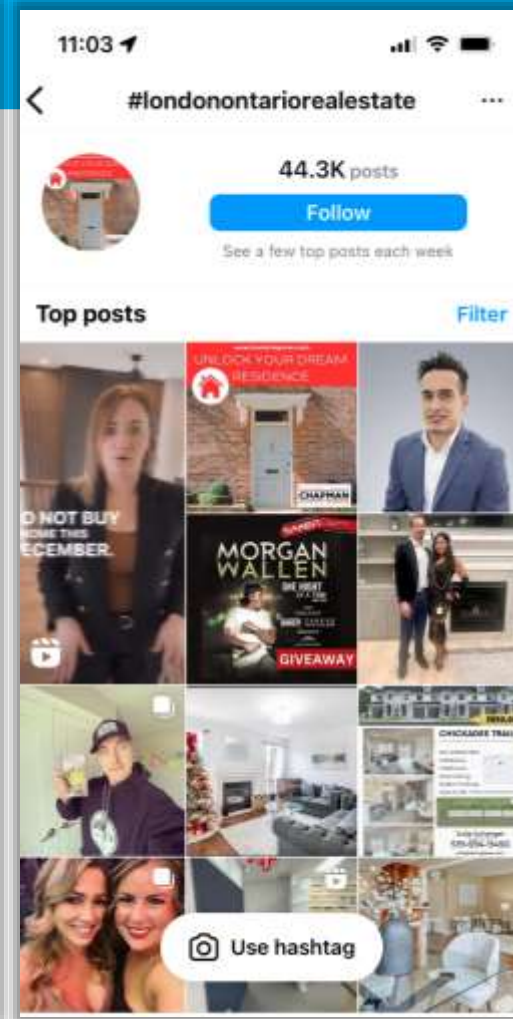
- Creep your competition
- Ask ChatGPT



AGENDA

- Account Set Up
- Types of posts
- Content
- **Using Hashtags**
- Generating a following
- Analytics
- Advertising
- Tips and tricks

Hashtags



Hashtag Best Practices

- Allowed up to 30 hashtags
- Even though the number of allowed hashtags in a post is up to 30, it is recommended to use them as sparingly as possible with the most relevant hashtags
- Real estate & Location specific Hashtags (#londonontariorealestate #stthomasrealestate #masonvillerealtor)
- Location specific hashtags (#londonontario #elgincounty)
- General real estate hashtags (#realestate #realty #broker #forsale #newlisting #newhome #househunting)
- General hashtags (#photooftheday #instagood #nofilter #tbt #igers #picoftheday #nature)
- Activity Hashtags (#fun #summertime #golf #yoga #kayaking #coffee)

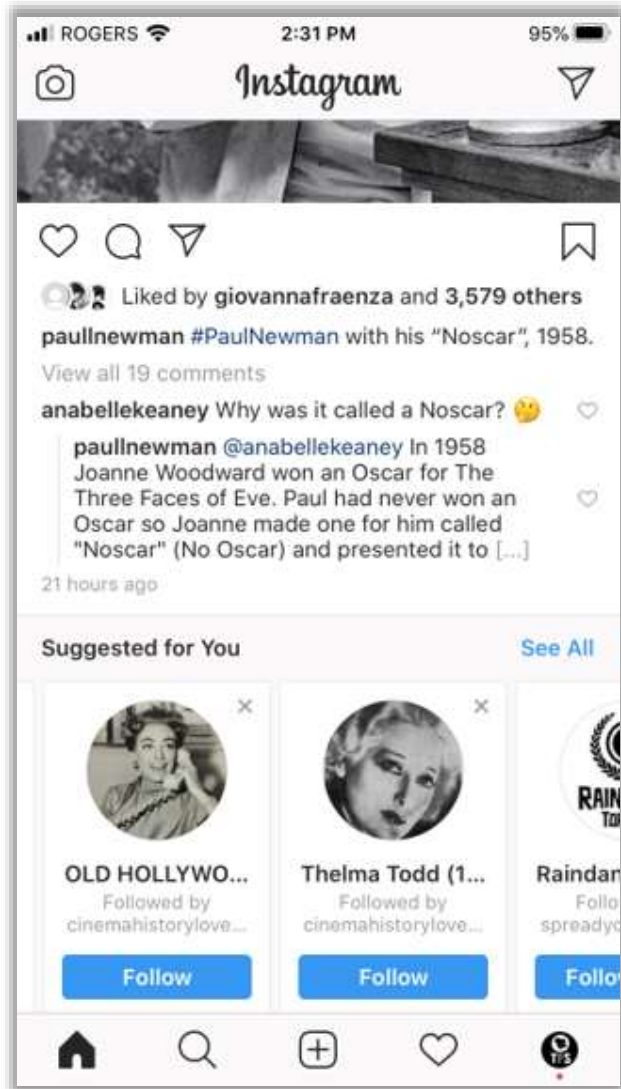
INSIGHTS





AGENDA

- Account Set Up
- Types of posts
- Content
- Using Hashtags
- **Generating a following**
- Analytics
- Advertising
- Tips and tricks



GETTING FOLLOWERS

- Follow people first.
- Follow your clients!

11:05

#londonontariomoms 20.6K posts

Follow

See a few top posts each week

Top posts Filter

Use hashtag

11:12

#londonontariodogs 5000+ posts

Follow

See a few top posts each week

Top posts Filter

Use hashtag

11:12

#londonontariorestaurants 5000+ posts

Follow

See a few top posts each week

Top posts Filter

Use hashtag

11:15

angelabobanovicdesign



319 Posts 1,498 Followers 1,777 Following

Angela • Interior Design
Design & fashion
Designer • Sharing my journey of creativity.
London, Canada 🇨🇦
@angelasbutikk
houseandhome.com/decorating-design/thi...

Follow Message Email +




11:16

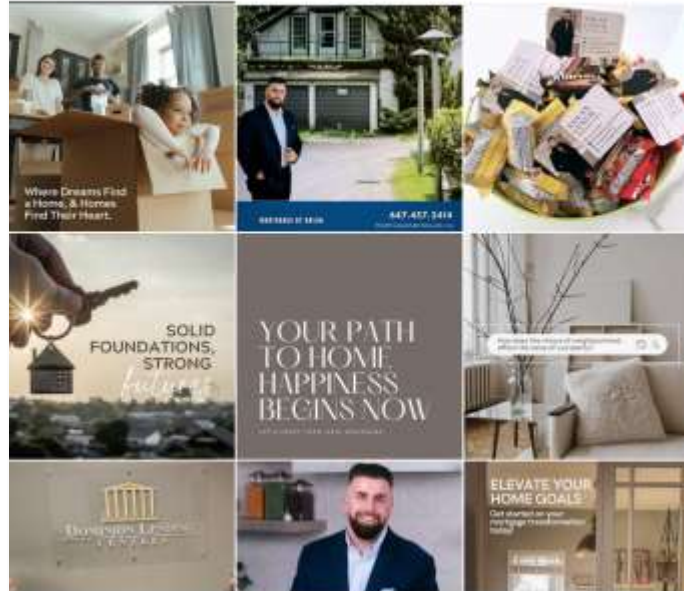
mortgagesbynolan



201 Posts 3,343 Followers 5,121 Following


Nolan Lynch - Mortgage Agent
Product/service
Mortgage Agent Level 2
Award-winning 🏆
M20001497... more
www.mortgagesbynolan.ca

Follow Message Contact +



11:17



covenantconstruction



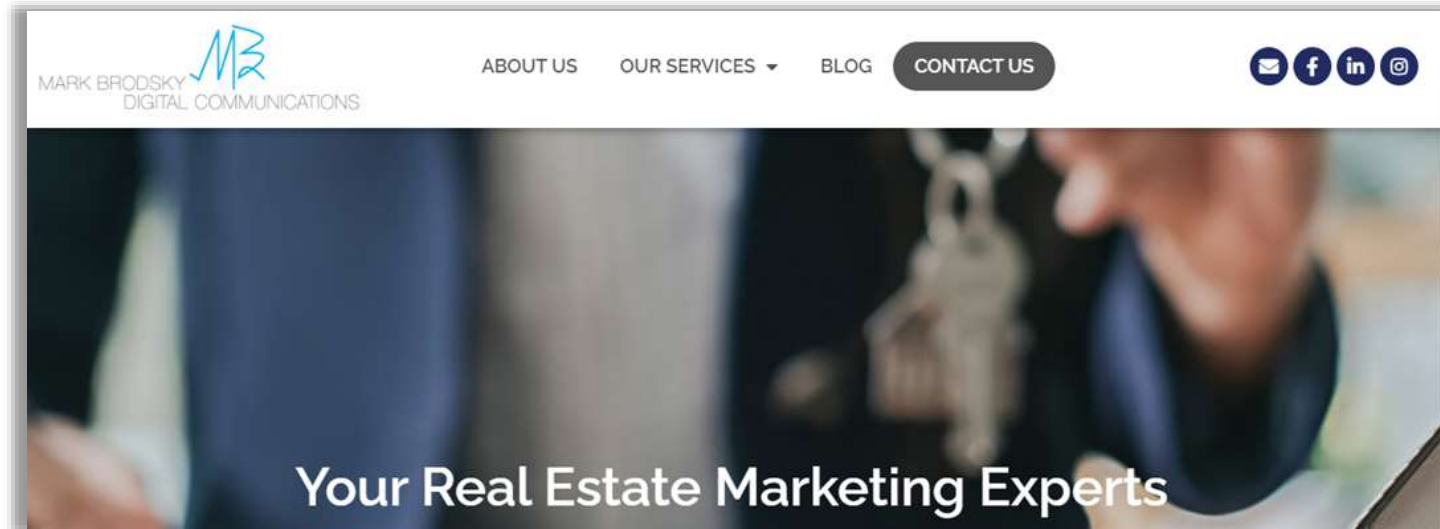
266 Posts 2,085 Followers 610 Following

Covenant Construction
Entrepreneur
London, Ontario
Renovations
Additions... more
linktr.ee/covenantconstruction

Follow Message +

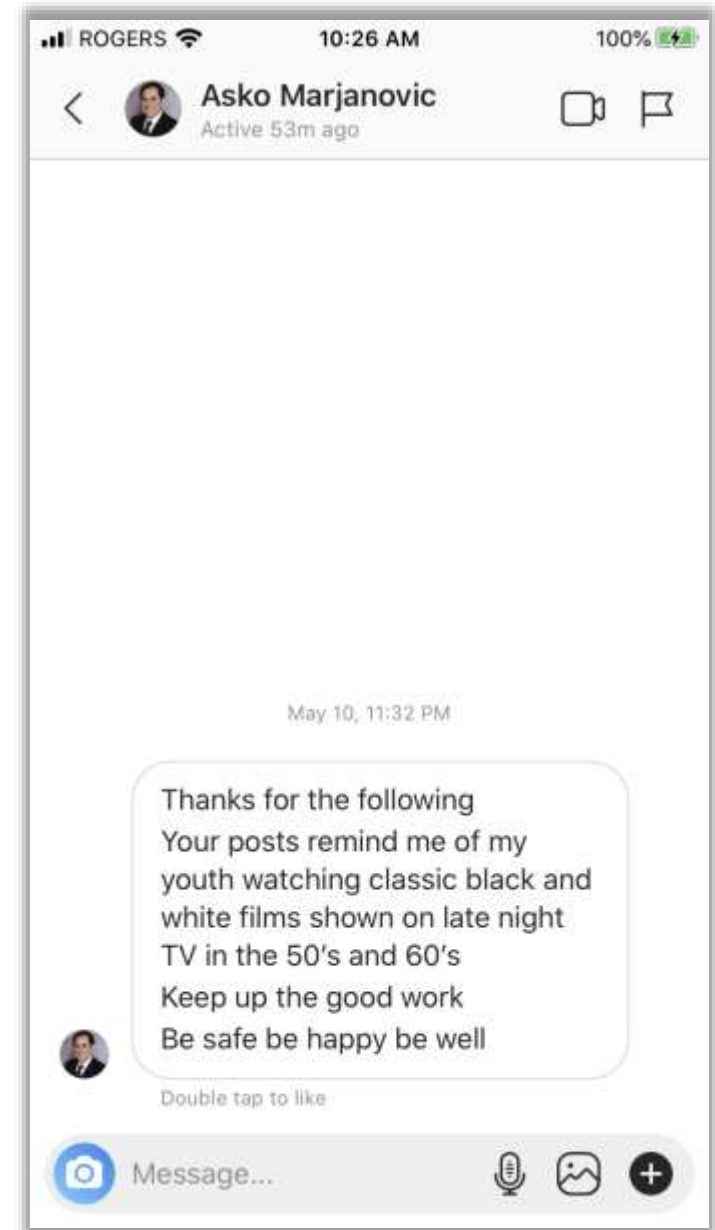



In Your Email Signature | On Your Website



INTERACT AND ENGAGE

- Like posts
- Leave comments
- Reply to comments
- Direct messages
- Tag a profile
- Mention a profile

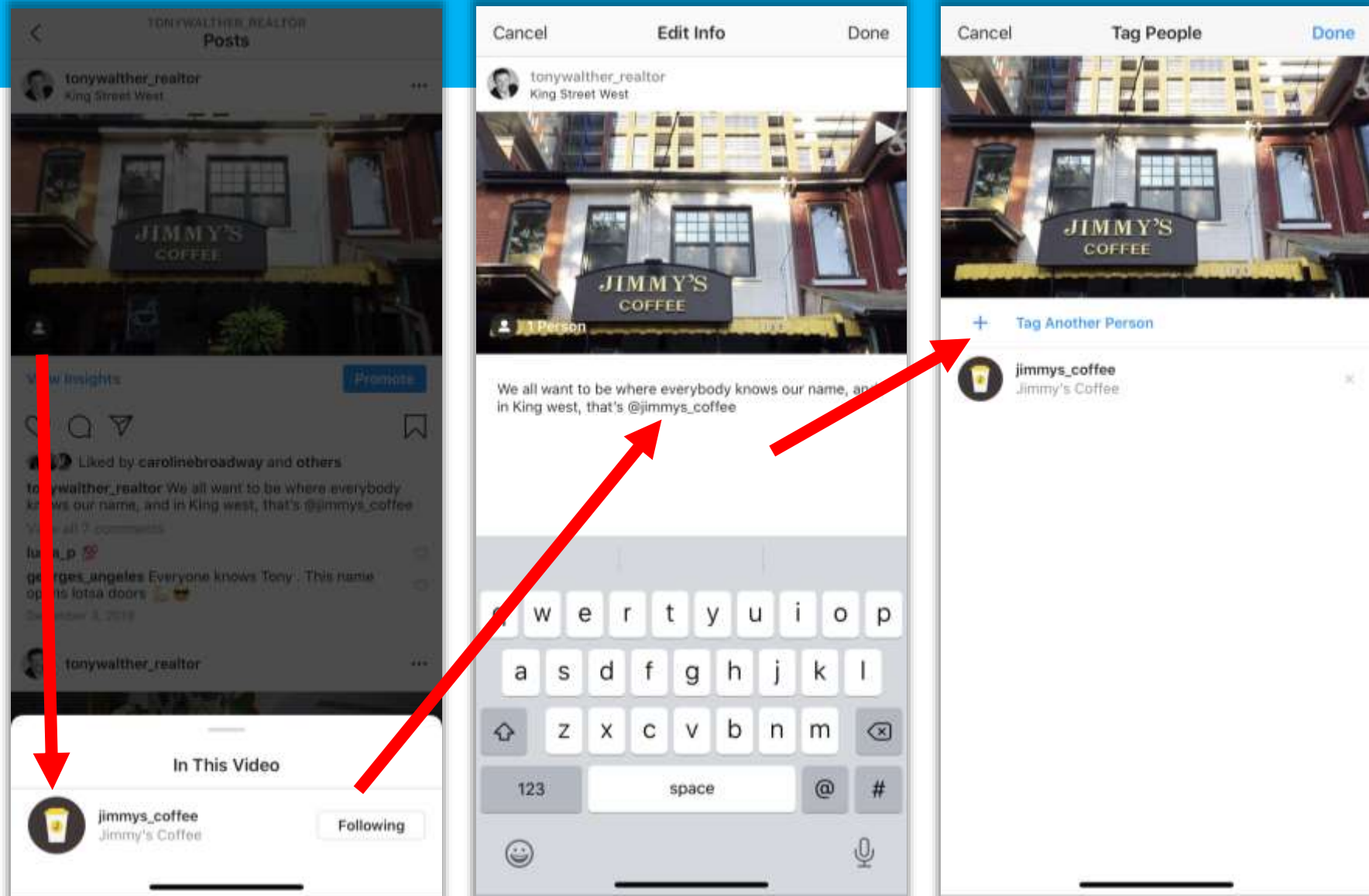


Tag & Mention Related Profiles

To tag people as you're posting a photo or video:

1. Tap on someone in the photo.
2. After you've selected a photo or video and added effects and filters, tap Tag People from the Share screen.
3. Start entering their name or username and select them from the dropdown menu.
4. Tap Done (iPhone) or (Android).

To mention someone, type @ followed immediately by their username (example: "great photo, @shayne!"). Don't include a space between @ and the username.



MARK BRODSKY 
DIGITAL COMMUNICATIONS

We're Social!



Please follow us on Instagram, Facebook or LinkedIn where we post terrific photos, great articles and industry insights.

SEND OUT
AN EMAIL

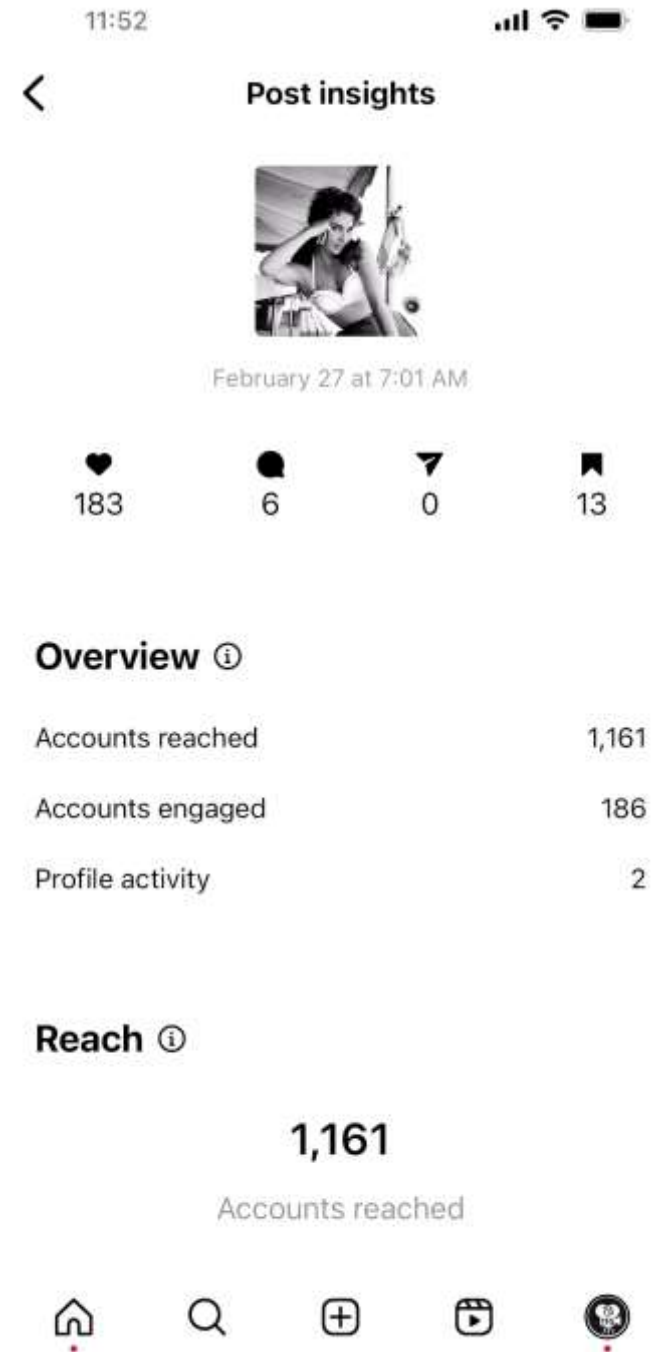


AGENDA

- Account Set Up
- Types of posts
- Content
- Using Hashtags
- Generating a following
- **Analytics**
- Advertising
- Tips and tricks

INSTAGRAM ANALYTICS

- Individual post analytics.



INSTAGRAM ANALYTICS

- Profile analytics.



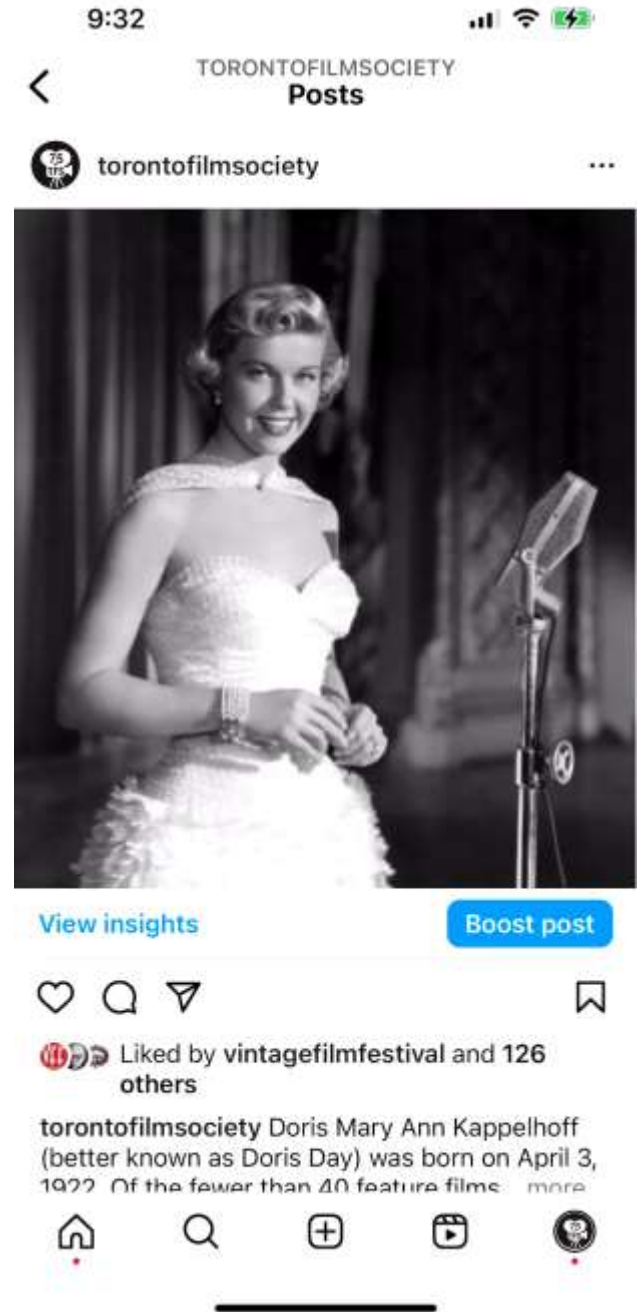


AGENDA

- Account Set Up
- Types of posts
- Content
- Using Hashtags
- Generating a following
- Analytics
- **Advertising**
- Tips and tricks

INSTAGRAM ADVERTISING

- Directly Through Instagram



INSTAGRAM ADVERTISING

- Through Meta Business Suite



335

People Reached

13

Engagements

-

Distribution Score

[Boost Post](#)

Facebook interface showing the Toronto Film Society page. The page features a "Manage Page" sidebar, a "Photos" gallery, and a large image of a woman holding an Oscar statuette. A video player is visible at the bottom left, and a "Boost post" button is at the bottom right.

Manage Page

- Toronto Film Society
- Professional dashboard
- Insights
- Ad Center
- Create ads
- Settings

Toronto Film Society

Photos [See all photos](#)

... see more

Boost this post to reach up to 526 more people if you spend \$25. **Boost post**

5:00



AGENDA

- Account Set Up
- Types of posts
- Content
- Using Hashtags
- Generating a following
- Analytics
- Advertising
- **Tips and tricks**

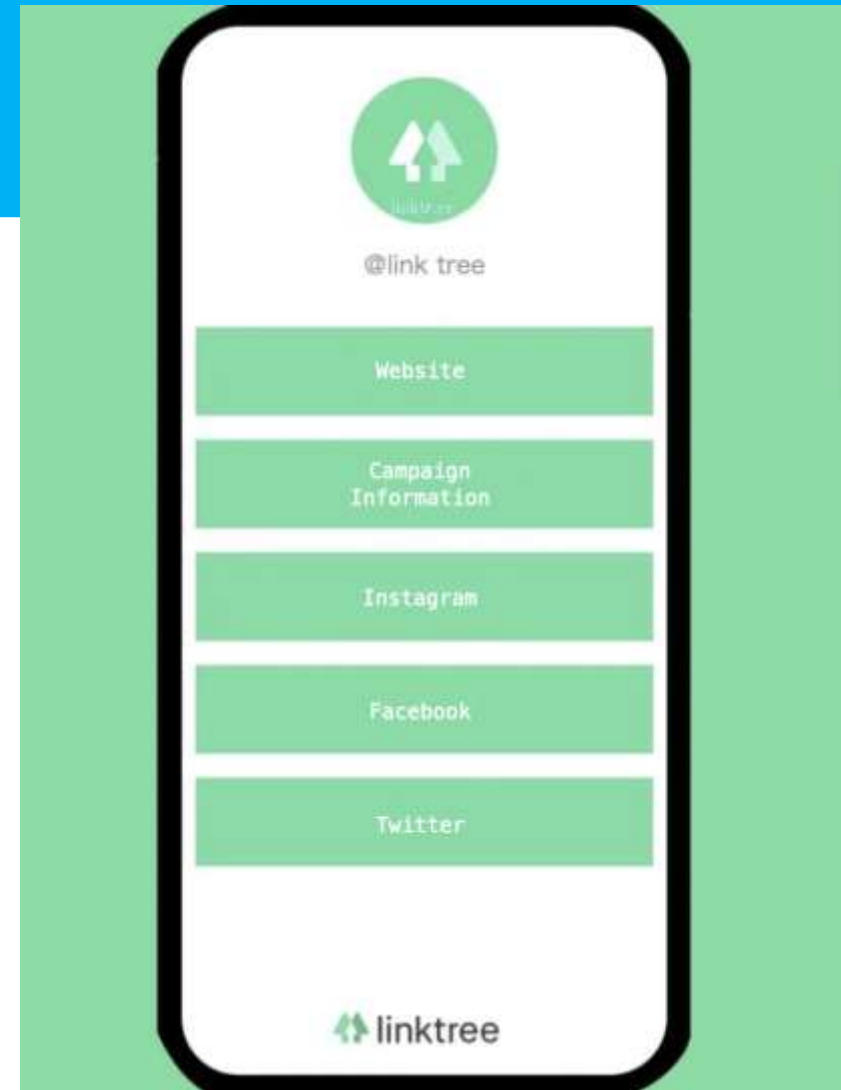
Geotagging

- Helps identify where you are.
- Makes it easier for people to find you, but it also helps your content show up in more searches
- Increases your visibility in the locality – you can see your posts under the tagged location.
- Geotagged posts receive 79% more engagement than non geotagged posts.

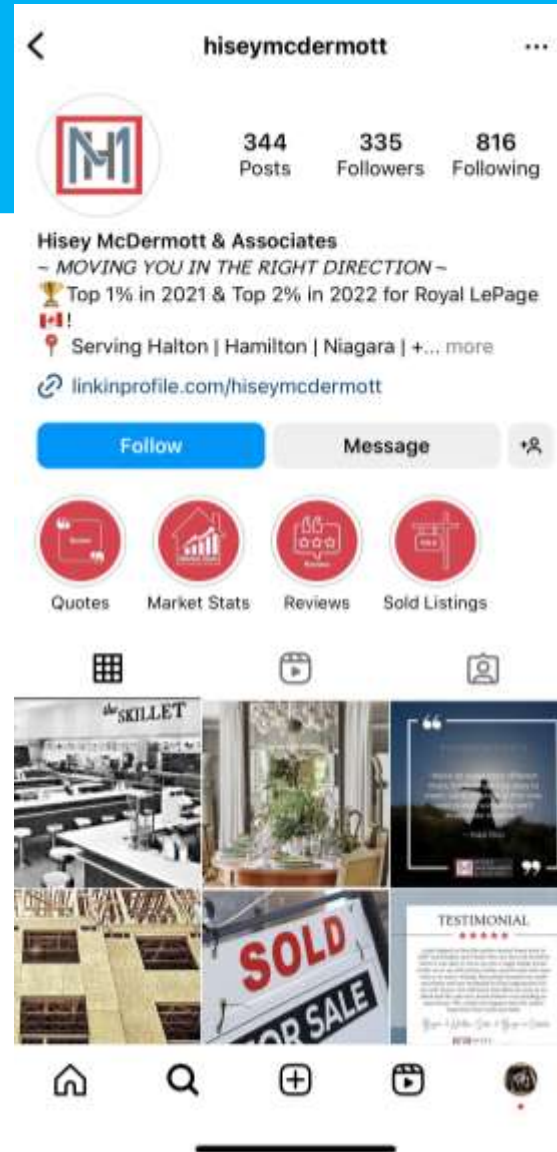


Landing Pages

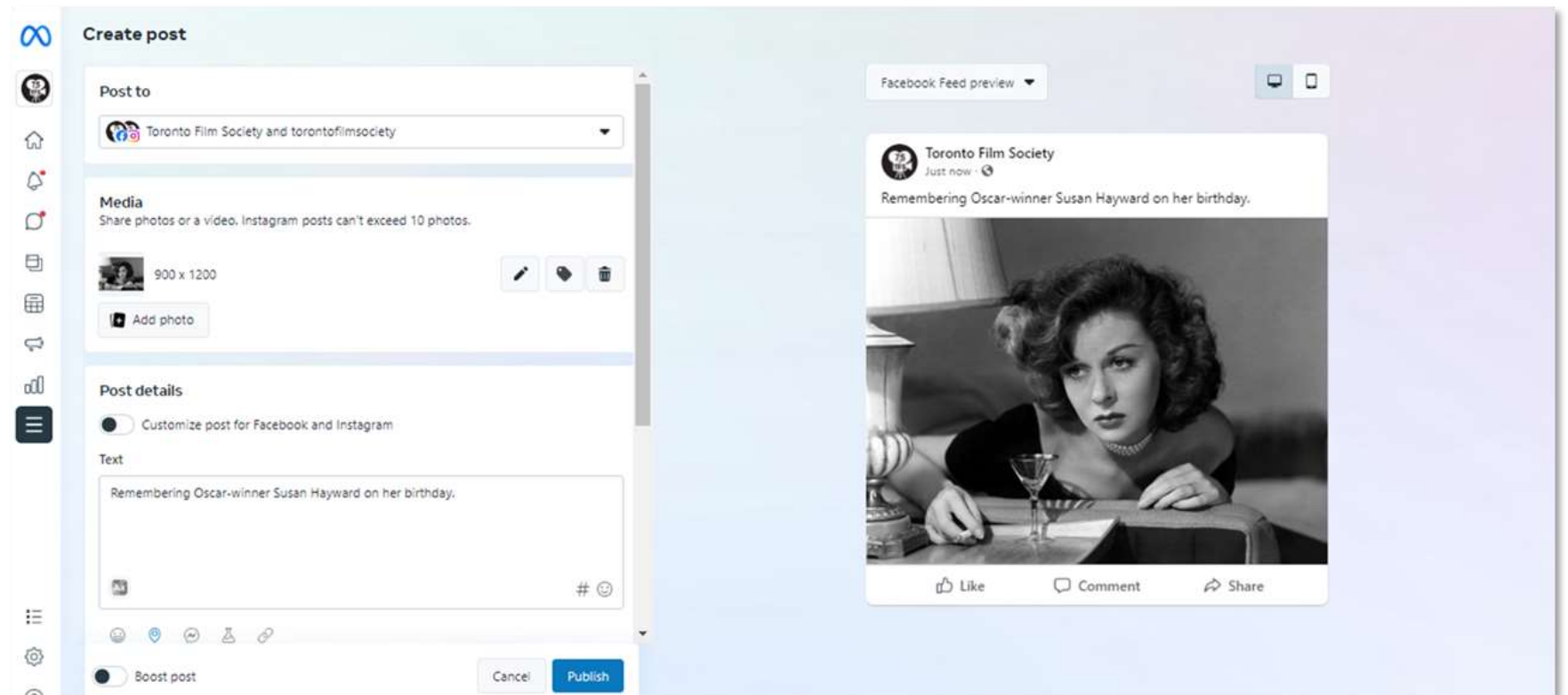
Linktree*



Link in Bio Tool



Schedulers: Meta Business Suite






Schedulers: Constant Contact

Create a post

Schedule for later

Select social profiles


 MB Digital Commu... ons  mbdcto  Mark Brodsky

Add a profile


Your post

[Undo variations](#)

Facebook Instagram LinkedIn

 63193

Meet Buster!



[Cancel](#) [Save draft](#) [Post now](#)

Content Graphics



Layout & Feed Aesthetics



VIDEOS

- Teleprompter applications.



Teleprompter for Video 4+

Read and Record Video

Norton Five Ltd

★★★★★ 4.8, 1.2K Ratings

Free · Offers In-App Purchases



Teleprompter Lite 4+

The Best Script & Lyrics App

JoeAllenPro Limited

★★★★★ 4.2, 222 Ratings

Free



Simple Teleprompter

Julian Schakib Tools

E Everyone

⚠ You don't have any devices.

➕ Add to wishlist

THANK YOU



(416) 275-7916



mbdigitalcommunications.com



mark@mbdigitalcommunications.com