



Fun Instagram Facts!

How many Active Instagram Users worldwide?

1 Billion as of June 2018

How many Active Users are on it DAILY?

500 Million as of September 2017

Average Demographics: Instagram is most popular with teens and young Millennials – this holds true in the United States where more than half of Instagram’s user base is between 18 and 29 years old. Globally speaking, 41 percent of users are 24 years of age or younger. Instagram is the preferred social network of teens in the United States, beating out Twitter and Facebook.

(Fun Fact: Millennials make up 66% of all 1st time home-buyers)

IMPORTANT NOTE FOR BUILDING A PERSONAL BRAND:

If you post daily and follow all the steps in this workshop, it will take you 3-5 years to build a solid brand. The demo that has a strong hold now will know you and use you when they are ready to buy a house. It takes work. It is a commitment. But it is a guarantee! It is money in the bank if you put in the time and the work! Immediate gratification does not build a forever business!

The Instagram Basics and the importance of each facet

Headshot: Professional but playful... it needs to represent you. It needs to be current. Highly recommend changing your profile picture every six months.

1. Ideally: Hire a photographer to do Branding Pictures. Ask for a package of 3-4 clothing changes and up to 10 pictures. They will be an array of headshots but shot in a way in the studio where you can use for building ads, use as social media profile pictures, use for signs.. Etc..

they will all be brand worthy and match across all promotional materials.

2. Can't afford a professional photographer? No problem. Get a tripod. Use your smartphone. Set it up next to a window. Test the shots until you get the best natural lighting. Background needs to be solid. Clean.

Info:

Name: Use the name on your business cards

Username: Be Clever. Be Unique. This will help you stand out.

Website: If you don't have one, you need one.

Bio: BE ORIGINAL. Do you specialize? What makes you different from the WORLD of Realtors in San Antonio? Use Emojis to attract the "new" follower to READ your information. Add your *hashtag***

Be a Business Page not a Personal Page.

Connect to your Fan Page on Facebook.

Category: Local Business. Sub-Catagory: Real Estate.

Hashtag:

What is a hashtag? I define an Instagram hashtag as a way to build and be involved in instagram communities. This will build your influence and your brand.

A **branding hashtag** is a community you are building.

A **branded hashtag** is an active and engaging community.

YOU need BOTH.

1. Most Popular Real Estate **Branded** Hashtags: **#realestate** Almost 17 million posts. **#realtor** 6.5 million posts. These are hashtags that build your influence and your personal brand and reach.
2. Texas Community: **#texasrealtor** 44.7K posts **#texasrealestate** 73.3K posts
3. Most Popular San Antonio Real Estate **Branded** Hashtags: **#sanantoniorealestate** 24.7K posts **#sanantoniorealtor** 16.2K posts
4. **Branding Hashtags:** they do not need to be your name or the company that houses your real estate license. BRAND yourself uniquely. Make it catchy and brand worthy to who you are as a Realtor. Ask yourself... what makes me different? Why do I love being a realtor? What is the comment I hear the most from my buyers and sellers?
Examples: #bossbaberealtor #realtorbob

These personal brands are slowly building their own personal community.

Prospecting: Building your Instagram Community.

To be seen:

Use **Branded** Hashtags relevant to your content and include #satx and #sanantonio to every post

Add your Location on every post: Posts with locations have 79% more engagement than those without.

To build your targeted Demo:

30 / 30 Method

List 30 People you want to build a business relationship with that is the potential of being a strong referral base, an ambassador, has a strong network of your targeted demo, and influencer with a strong following... etc... For 30 days you will like and comment on every one of their posts. The comments will be sincere in nature and will always be relevant to the post you are commenting on.

Tips on finding this Demo:

Understand Habits of the Home Buyer

<https://www.nar.realtor/sites/default/files/reports/2017/2017-real-estate-in-a-digital-age-03-10-2017.pdf>

Pick a Demo (reference nar.realtor 34% of home buyers in 2017 were 1st time home buyers. Of all the homes purchased in 2017: 65% were married couples and 18% single women, 7% single males, 8% unmarried couples. Of that 18% were veterans and 8% in active duty.)

1. What are the interests and the habits of your targeted Demographic? Where do they eat? Where do they hang out? Where do they shop?
2. Research Followers to hand pick your demo. Make sure to build a relationship with your top Influencers that have the attention of your demo. #satxbloggers 96K posts and #satxblogger 24K posts. This is where the attention is. INFLUENCERS. (**Fun Fact:** Due to the apps visual nature and high user engagement rate, Instagram is a valuable social media marketing tool. As of March 2016, 98 percent of fashion brands had an Instagram profile.)

Why is this important:

1. You go where the attention is. Don't fight it.

2. Women

Posts:

Tips for Pictures & Creative:

1. Need to have good lighting (natural light by facing the sun or standing next to a window inside), nice background (not messy or too busy), clean lens. The creative or pictures do not have to be perfect but they do need to be thoughtful. A dark or blurry picture is lazy.
2. **Photos with faces get 38% more likes.
3. Creative ads, quotes, and tips: Canva.com Learn how to use it on a desktop or laptop. The app is very limited on your mobile phone. Start with what is provided there and make your ads clean. Do not put too much info on the ad. Leave the details on your content. (Or hire a graphic designer for sharp brand worthy Creative. Average rate: \$75-150 per ad.)

Content: Formality tends to not translate so well on Instagram, which is why you have to be open, conversational and creative with each caption. Some businesses like to stat facts about the company in the caption, but that doesn't mean you have to be cut and dry with your text.

The 80/20 rule states approximately 80% of your content should be focused on educating, enlightening and engaging your audience, and only 20% should be self-promotional.

Engagement: Follow every single person who follows you. You are not a celebrity. YOU are wanting to build a community. You want to be approachable. Engaging. Reciprocate everyone who likes or comments by going to their page and liking and commenting on their most recent post.

Story: Use it as your mini reality show! This is how people will connect with you because they will see your truth. Your authenticity. People do business with people they trust. Not because you sell the most houses. Have fun! Make sure you share a little insight to your day...

IGTV: A fantastic opportunity to build your expertise and do it like a YouTube show plus when you share it to Facebook it formats beautifully!

Tips: don't overthink it! Be you! Share the value your experience will bring your potential client. Plus just share for the sake of sharing ... the more you

GIVE the more you will receive. It is a long game! Highly recommend you do shows under 10 minutes. I have done the trial and error of this!

Video: If you know how to shoot video and edit this will be a game changer! You don't need the sophisticated equipment or software. There are several amazing apps you can use that will get you started. This is great for under one minute on your Instagram grid. Perfect for simple tips or opportunities that will engage.

**Statistics for Instagram
(sproutssocial.com and statists.com)