



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:

Instagram in the Real Estate Market is under utilized in the Rio Grande Valley. Make your MARK!

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 stronghold 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. There 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 so people you have met can find you.

Username: Be Clever. Be Unique. This will help you stand out. This ideally should be your branding hashtag. #familyrealtor #realtorboss

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

Most Realtors have websites. Make sure you connect your social media to your website to create more of a personality than just a site to buy houses. People buy from people, not businesses. Create that personal touch.

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

** the first thing people do when they meet you and get a card is to look for you on social media. They will sum up if they like you by your BIO. If you make it past your BIO they will start to look at your Instagram Grid to learn more about your character. They aren't just looking to see what type of houses you sell ... they are making a decision about hiring you based on YOU, so STAND OUT!

**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. **updated in 2 months

1. Most Popular Real Estate **Branded** Hashtags: **#realestate** Almost 17 million posts (**18.5 million). **#realtor** 6.5 million posts (7.2 million) **#realestateagent** 3.4 million posts. These are hashtags that build your influence and reach.
2. Texas Community: **#texasrealtor** 44.7K (51.3K) posts **#texasrealestate** 73.3K (84.6K) posts
3. Most Popular Rio Grande Valley Real Estate **Branded** Hashtags: **#rgvrealstate** 1,784 posts **#rgvhomes** 2,913 posts **#mcallentx** 86.4K **#harlingentx** 21K **#southtexas** 305k **#southpadreisland** 278k (**#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 are the comment I hear most from my buyers and sellers about their experience with me?

Examples: **#womeninresidentialrealestate**

This example of a personal brand in real estate is slowly building their own personal community. These women have just started and already are creating a “networking organization” to further differentiate themselves in a busy market. **YOU NEED a Branding Hashtag to build YOUR Personal Brand! What is yours?

Prospecting: Building your Instagram Community.

To be seen:

Use **Branded** Hashtags relevant to your content and include #rgv #texas and cities across the Rio Grande Valley you want to build a community into 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)

Of all the homes purchased in 2017:

34% of home buyers in 2017 were 1st time home buyers (**66%** of those first time home buyers are millennials).

65% were married couples

18% single women

7% single males

8% unmarried couples.

Of ALL THE HOMES Purchased in 2017, **18%** were veterans and 8% in active duty.

1. Who do you want to target? First time home buyers? Women? Single Women? Millennials? Veterans?
2. What are the interests and the habits of your targeted Demographic? Where do they eat? Where do they hang out? Where do they shop?
3. Research Followers to hand pick your demo. Make sure to build a relationship with your top Influencers that have the attention of your demo. **#rgvblogger** 17.9K posts **#rgvfashion** 32.4K posts **#rgvlife** 13.2K 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. Ask yourself, "Where is my core customer's attention?" then GO THERE... daily. Several times a day. Make sure you are SEEN there too.
2. Women. - Women are the decision maker when buying a home. Period. The end.

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: 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 for your content. (Or hire a graphic designer for sharp brand worthy Creative. Average rate: \$75-150 per ad.)

Content: Formality does not tend to translate so well on Instagram, which is why you have to be open, conversational and creative with each caption. Some businesses like to state 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, entertaining your audience, and only 20% should be self-promotional.

Tips for writing content:

1. Ask yourself, am I educating, entertaining, or solving a problem? If it is yes you are bringing people value. If you are SELLING you are only bringing yourself value.
2. Speak from your heart!
3. Be passionate.
4. Share Value ... DO NOT SELL YOURSELF. **Share yourself.**
5. Share the love you have for what you do and why you can help people with one of the biggest investment of their life!
6. Always have a **"Call to Action"** example: Call me at 956-xxx-xxxx which is my personal cell phone and I will answer any and all questions you have regarding xxx.

-MARKETING

(in advertising material) a piece of content intended to induce a viewer, reader, or listener to perform a specific act, typically taking the form of an instruction or directive (e.g. buy now, click here, book now, call now...)

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

Tips:

1. Every person who LIKES your post click on their name and go to their page. Follow them.
2. Like one of their most recent posts.
3. Comment on that post too. The comment needs to be sincere, thoughtful and more than three words.

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 into your day... YES! People will Care what you have to say!!!

Tips on Building Story:

1. LINK icon (top right corner. First icon): this is to link a story post to your IGTV Video you want to drive people over to see.
2. SQUARE with Smile icon (right next to the Link to the right): this is where you have FUN with decorating your story post and making it come to life! Take the time to get to know all your options. Use search with specific words to see what GIF's are available.
3. Pen icon with a line underneath (right of the square icon): Drawing tool. Great tool to highlight an important part of your story you want to draw people too.
4. Aa (alphabet icon): This is where you type!!
5. Arrow pointing down icon (bottom left corner): Before you put any writing or gifs on your picture you have the option to save onto your camera roll. Great way to leverage a great picture or 15-second video. If you love how it looks after all the fun additions ... you can save it like that too!
6. Plus Sign with circle icon (right of arrow): immediately save to your story.
7. Send To icon: save to your story and send directly to friends!

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!

1. Great way to showcase a house and be specific on the details!
2. Take people around the neighborhood to see where they will live if they buy that amazing house: including the school district, coffee shops, amazing restaurants, parks for the kids...
3. Always make it easy on your customer. Answer as many questions as they may have in the video. People will want to do business with a Realtor who is super helpful and shares without asking for anything.
4. Collaborate with Lenders and team up to share details on financing opportunities!

Video: If you know how to shoot video and edit this will be a game changer! You don't need 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.

Video App - **Videoleap**. Easy for beginners.

Key elements to creating a good video:

1. Good Lightening
2. Good Sound

**Download the PDF on effective equipment for creating a good video.

Bold Media does One Hour Consulting that includes a specific overview of how to build your personal brand on Instagram tailored to your character, personality, and expertise! \$150 an hour over a video conference call or in my office.

Book your appointment by emailing us at Giselle@beyoubebold.com

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

