

INSTAGRAM MARKETING TIPS



6 Tips To Make Your Real Estate Instagram Posts Stand Out



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BY LOWELL BROWN - [GOINGSOCIAL.CA](https://www.goingsocial.ca)

You may have come across another real estate agent that seemed to get SO many comments, likes, and overall engagement on their Instagram post. Perhaps you are noticing that only friends and family are the ones on your Instagram. The good news is that there IS something that you can do about it. In fact, there are 6 things!

You're in the right place because we are sharing **6 tips to make your real estate Instagram posts stand out**. Keep reading to find out what they are.

1. Edit The Photo

The first thing that we recommend is ensuring your photos are clear and high-quality. Imagine someone looking at a home you are selling on your website and the photos don't do it justice. Use the same approach with your Instagram posts. You want every photo to show the best elements of the property and look clear and amazing so they stand out with that WOW factor. Let every photo show the perks, the features, and why people want to see it. You want to use photos that are as high-quality as possible. You can edit the saturation, brightness, and more (PRO TIP - try different filters too) before you post on Instagram. If you already have photos of a house edited for your site, perfect. Use the same images for Instagram.

You can use a series of photos on Instagram (up to 10) and each one of them should be edited to their fullest potential. Remember that you don't want to over edit them though. This won't look realistic. You want to paint a picture for the potential homeowner in that home without misleading in any way.

2. Add Text To Each Photo (but not too much)

People scroll through photos quickly. You have less than a second to capture their attention. People are visual learners and that is why text on photos works so well. Some great examples are "3-bedroom, 3-bathroom in desirable neighbourhood" or "The craftsmanship in this house is like no other!" The key is to add compelling text to command attention, but do not to go overboard. You want to catch a reader's eye. You don't want them to continue scrolling through their feed because there was too much text and it was too hard to read.

3. Use Proper Hashtags

The next Instagram marketing tip is all about hashtags. Many people get confused with hashtags and what they are. A hashtag allows users to find you (your account or posts) easier. Hashtags are used as keyword search terms and are very valuable for Instagram's discovery tool. That means that a hashtag should be researched. There are many popular (and free) sites to look at hashtags that will attract real

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estate clients. Instagram's own search feature is an excellent tool that you should not overlook. The recommended strategy is to make a list of very popular keyword terms as well as some not as popular (more niche or specific). Some examples of general hashtag options are #RealEstateAgent, #RealEstate or #HomeForSale. Some more niche hashtag ideas are #TorontoRealEstateAgent, #TopTorontoRealEstateAgent #TorontoPropertyForSale, or #TorontoCondoForSale. You can also use your brokerage name, your own name or any branded name you use as well. This helps with branding and may help attract people looking for your name or company.

One option (not mandatory), if you are posting right from your phone in real time, is to put some or all of the hashtags in the first comment immediately after posting. Using this strategy allows your overall post text to be shorter and leverage the power of hashtags for overall search and discovery.

You can use 30 hashtags per post. Although you don't need to use all 30 every single time, make sure that you utilize a lot of them so that there is a better chance of being seen.

4. Share Your Location

Did you know that you can include a specific location within each post? This is a good strategy to use and allows your posts to be found by people looking up or in that area. This is an easy and free option that barely takes any time. What truly makes you stand out? The little things. Adding a location is another strategy will can help do get found - so why not use it.

5. Always Add A Call-To-Action

It's important to add a call-to-action to every single post. Perhaps someone sees a post featuring a property you are selling and they love the house. Adding a quick call-to-action of the end of each post makes it easier for people to get in contact with you immediately. Also consider adding an element of urgency to make people act fast.

Here are some examples:

- Give me a call at ***-***-**** today to learn more about this property!
- This house will go fast. Don't delay. Call me today to arrange a private viewing.
- Send me a txt at ***-***-**** to see additional photos.
- Send me a message now and I will let you know how this beautiful home can be yours!

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6. Have A Strategy

The final piece of advice we want to give you is to have an overall post strategy. We have worked with several real estate agents who have properties that come up for sale suddenly and sell quickly. While this does make it a bit more challenging to plan an entire months worth of social posts in advance, it's still doable.

It will save you a lot of time if you have specific posts and images planned in advance, even if for a shorter period. Consider planning for two weeks out instead of an entire month in advance. If you get a new listing or sell a listing you can always adjust the date of posts or replace a post, but it will still save you a lot of time if you have your posts planned in advance rather than taking time each day to prepare your post content and graphics or videos.

A good idea is to also balance your post content. Have a balance of listings, testimonials, market news maybe even tips to help buyers and sellers. [Educate, Inform and Build Community.](#)

Here are some topic ideas:

- Home selling tips
- Home buying tips
- Tips to help you stage your home
- How to decorate each room of your house
- Feature a testimonial
- Feature recently sold properties
- Promote a free home valuation

These are all quick topics that will help you build value to your overall profile so that more and more people start to stumble upon you. Posting great content regularly will help you earn credibility and make you a valued and sought after real estate agent in your community.

There you have it! Posting quality photos, having a strategy, always including a call-to-action, utilizing hashtags, and finally adding text to photos will not only help you attract more viewers to your Instagram posts but you will also increase the amount of people sending you messages and contacting you too (engagement)!

Instagram is all about consistency and if you are able to do these 6 things on a regular basis, your sales are sure to increase in the best way possible!

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