

**TOP
15**

REAL ESTATE

Social Media Marketing Tips

2021

Facebook | YouTube | Whatsapp | Messenger | Instagram

1. Switch Up Your Location Tags on Instagram

2. Get a Boost From the Pros to Supercharge Your Social Media Marketing

4. Learn the 5 Secrets of Writing Great Titles (& Why They Work)

3. Ask Your Followers Questions to Build Engagement

7. Learn the Best Times to Post on Different Social Media Platforms

5. Get a Professional Logo Before You Try to Build Your Brand on Social

6. Focus on Variety & Be Your Authentic Self on Instagram

10. Don't Forget About YouTube

8. Focus on E.A.T.
Engagement, Authenticity & Thought leadership

9. If You Want Professional Results, Use Professional Marketing Tools

11. Measure Your Results & Test Constantly

13. Post Bite-size Summaries of Studies & Other Market Data

14. Post a 50/50 Mixture of Business & Personal Stories—Think Aspirational & Celebratory

12. Document Local Events & Invite Colleagues to Curate Your Stories for a Day

15. Use Humor, But Make Sure It's Appropriate



Scan for additional info: