

A warm-toned photograph of a desk. In the foreground, a pair of gold-handled scissors lies on an orange notebook, which is placed on top of a dark grey notebook. In the background, there is a dark glass candle holder with a white label, a white ceramic vase containing a small green plant, and a portion of a laptop. The overall lighting is soft and warm, creating a cozy and organized atmosphere.

# new year reset for your real estate business

HELLO AGENT SOCIAL - MARKETING FOR REALTORS

## BEFORE YOU START

Before you start digging into your Social Media + Print Media Marketing you have to do a few other things to truly get a Refresh in your Marketing. Follow along and do the exercises to help you navigate the "before you start"

### STEP 1: RETHINK YOUR BRAND

Here is where we start -- by rethinking your brand. Your brand isn't just about you, it's about who you are and why you do what you do. IE, You don't just sell homes.... you change lives, build relationships, create opportunities. Ask yourself, what sets you apart from other real estate agents in your area.

Why is having a why so important? Your why is the driver + purpose of your strategy. When you have your why everything becomes more manageable. Without knowing your why it's easy to lose track of your ultimate goals + veer off course.

Start your Marketing Refresh by navigating your why FIRST.

#### **QUESTIONS TO ASK YOURSELF TO FIGURE OUT YOUR WHY.**

**Okay, so you want to sell Real Estate, but WHY**

1. Ask yourself Why 5 times: Why is selling Real Estate important, why does it matter. I want to sell Real Estate because \_\_\_\_\_!
2. What gets you to continue your Real Estate Career each day, month or year?
3. Is your why niche based? Do you want to focus on a certain type of Buyer or Seller.

Write down your why and always keep it somewhere that you can visibly see it daily. I put mine on a sticky note and it's on the side of my computer.



## STEP 2: PICK THE RIGHT INGREDIENTS

Now that you have your WHY, you have to pick the right marketing strategy. Limit your focus on 5 ingredients for a successful marketing plan within the right proportions to remain flexible, but focused. Here are the 5 ingredients: **SWOT Analysis, Target Audience, Clear Objective, Defined Strategy, Financial Plan**

### What is SWOT:

Stands for Strengths, Weaknesses, opportunities and threats. To organize your SWOT copy my table below and answer the questions:

<b>STRENGTHS</b> What is your competitive advantage What resources do you have What marketing has been performing well	<b>WEAKNESS</b> What can you improve on What marketing or aspects are under performing What resources are we lacking in
<b>THREATS</b> What new restrictions threaten your business What do your competitors do well at What trends threaten your business	<b>OPPORTUNITIES</b> What technology can we use to improve reach What new market segments can we explore

**From here, determine and write down the following:** Who your target audience is, What is your objective - different from your why, how are you going to obtain your objective and once you have all that your marketing budget will be easy to set.

## PICK YOUR MARKETING

Now we get to do what I think is the fun part. We are going to talk all about branding when it comes to aesthetics of your marketing [fonts, colors, stock photos etc], we will decide which social media + print marketing you will implement in 2022 and go over each marketing platform to make sure you are utilizing it to your full advantage. So, if you need to take a break and come back or if you are ready to keep going...let's get started.

KEEP  
GOING

# PICK YOUR MARKETING, CONT'D

If you want to change the **aesthetics** of your marketing, now is the time to do it. Ask yourself: Do I want to use a specific font, color, logo or stock photo style in my marketing. If you answered yes, you can create a style board so you continuously stay within your aesthetics throughout all marketing. **I've given you a template on the next page to use.**

## Choose which social media platforms you will use

You should pick 3 at most, having too many platforms to engage with can be time consuming and chaotic: Pick Instagram + Facebook and add one more, such as; YouTube, Twitter or Pinterest

## Instagram - Make sure you profile is set up for success

### 1 USERNAME

Usernames can include letters, numbers, periods and underscores. However, try to only use letters and if you need to separate words use an period or underscore. Using numbers can be complicated and look spammy. [ ie. Kim.Sells\_Vegas]

### 2 PROFILE PHOTO

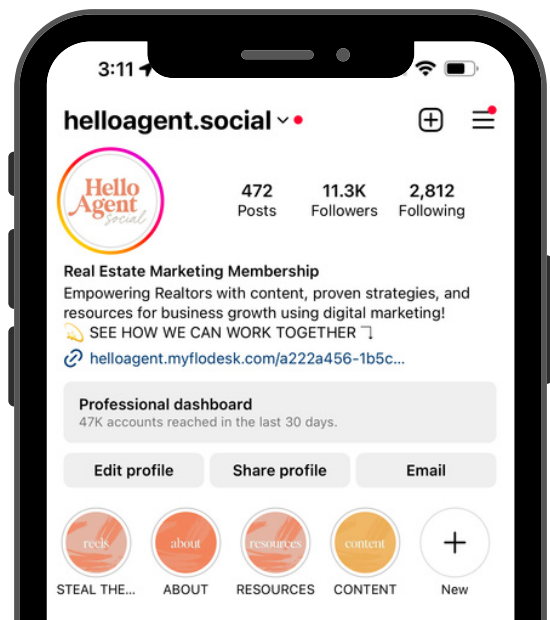
Use a picture of YOU. Your customer wants to relate to a person NOT a logo or a home.

### 3 NAME

Make sure your name is clear. Use your name and Realtor or Real Estate. Be sure to spell out in full [ie. Kim Smith, Phoenix Real Estate Agent]

### 4 BIO CONTACT INFO

No Instagram account is complete without a personalized bio. Your bio tells your followers a snapshot about you + the type of content you post. Answer WHO you are, WHAT you do, WHERE you do it at.



## QUESTIONS & ANSWERS

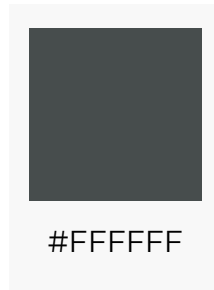
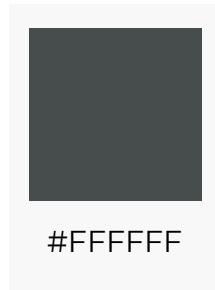
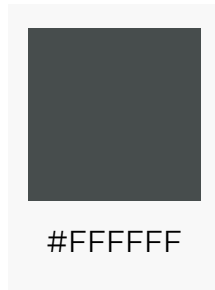
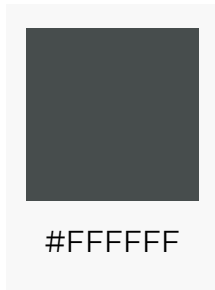
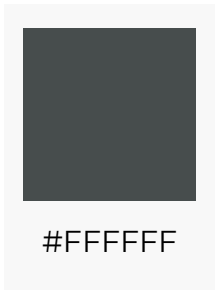
### Should I have 2 accounts, Business and Personal?

Suggest one account, but make sure it's a public profile. Your followers want to connect with YOU and not just what you do for a living. Practice the 80/20 rule. The 80/20 rule indicates 80% of social media posts should be useful to your audience—meaning it educates, entertains or offers a solution to their problems—and only 20% should explicitly promote your business.



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## COLORS



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## FONTS

Font Name

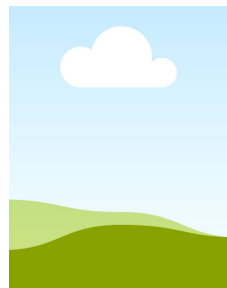
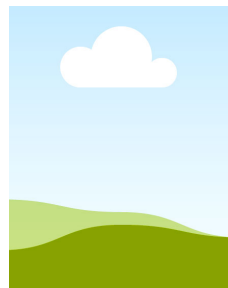
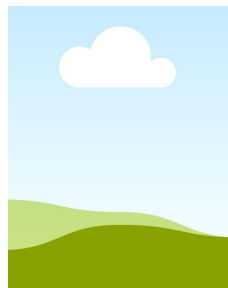
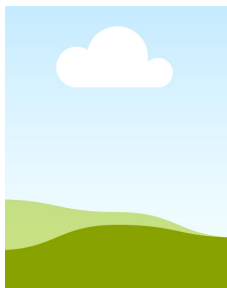
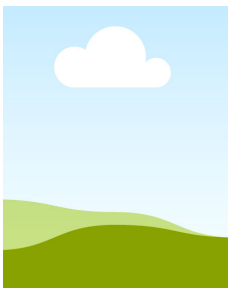
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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1234567890!@£\$%^&

Font Name

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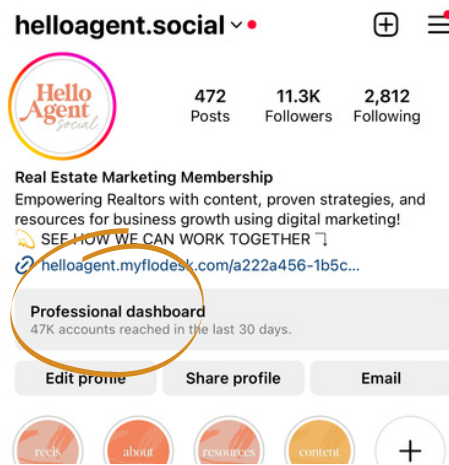
## MOOD BOARD





## USE YOUR INSIGHT

There is always room for improvement with our Instagram strategy but Instagram does make it pretty easy to develop a good one. Insight is a feature that allows Instagram Business Account users to see analytics related to their profile and posts. From this data, you'll be able to identify what your audience likes and engages with the most along with when more of your followers are likely to be online to post. Simply click the Professional Dashboard button.



Insights are only visible if you have a business or creator account. To see or switch your account: Open the hamburger menu on the top right and click SETTINGS --> click ACCOUNT --> Scroll to the bottom and click SWITCH ACCOUNT TYPE

Switching your account type will not do anything to your current account and your followers will not be aware of this change.

## MAKE A PLAN FOR SHARABLE CONTENT

Now that you have decide on your branding, the right ingredients and picked your marketing platforms, it's time to figure out HOW you will engage. The best way on socials to know what your followers are interested in is to ask. You may want to start the New Year asking your followers what they are interested in-stories is a great place for this.

**Example:** Create a Story, add a branding photo of you, add a question sticker on the photo somewhere and ask "What questions do you have about Real Estate." OR create a Quiz Sticker and ask at the top "What do you want to learn more about and the choices could be: New Construction, Buying, Selling, Loan Process etc.

Tip: On the days you post on social media, also post 4-5 times that day on your Stories. I know it's a lot but your followers are always watching and sometimes the algorithms won't show your posts to your followers but your followers will see your stories.

# DON'T MAKE THESE MISTAKES ON SOCIALS

## **NOT ENGAGING WITH YOUR AUDIENCE**

Spend 15 minutes twice a day engaging with your audience. What does this mean? On Instagram, click through your followers stories and comment, answer their question stickers, respond to their polls etc. Also, scroll through your feed and comment on any photos you feel you can respond well to. If you don't do these things and you just post, it's called posting + ghosting.

## **NOT HAVING A PLAN OR STRATEGY ON WHAT YOU ARE POSTING**

It doesn't matter how great your content is if there's nobody there to read it. Some concepts outlined in your strategy should include:

- Target audience for each platform in use
- Content schedules
- Communication tactics
- Metric tool management

## **BEING TOO FORMAL**

Yes, it's important to stay professional, but social media is one place where you can let your hair down. Engaging with your customers is a huge part of what these platforms are for. Take the opportunity to relax and have a bit of fun. Use your content to show consumers the lighthearted side of your brand. Tasteful humor, personal anecdotes, and experimenting with humanizing your brand.



## USING MANYCHAT

ManyChat is a popular chat marketing platform that enables businesses, including realtors, to automate and optimize their communication with clients and leads on various messaging platforms, particularly Facebook Messenger and Instagram.

### **Here's why a realtor might consider using ManyChat:**

#### **Instant Communication:**

ManyChat allows realtors to engage with clients and leads in real-time. Through automated chat sequences, you can provide instant responses to inquiries, making the communication process more efficient and responsive.

#### **Lead Generation and Qualification:**

With ManyChat, realtors can set up chatbots to capture lead information directly within Messenger. These chatbots can ask qualifying questions, helping realtors identify serious prospects and gather essential details for follow-up.

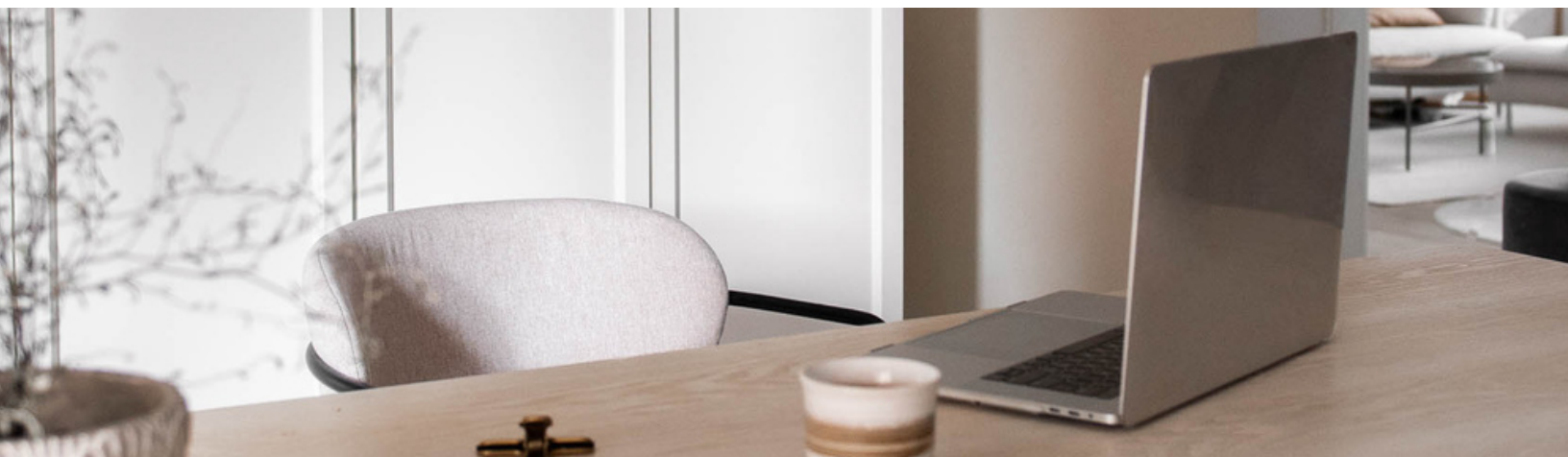
#### **Automated Follow-ups:**

ManyChat enables realtors to create automated follow-up sequences. This is particularly useful for nurturing leads over time by sending relevant information, property updates, or market insights. Automated follow-ups help keep your brand and listings top of mind for potential clients.

#### **Personalized Engagement:**

ManyChat allows for personalized communication at scale. By segmenting your audience based on their preferences or interactions, you can send tailored messages and content. This personalization enhances the user experience and increases the likelihood of conversion.

*If you missed it, there is a MANYCHAT training inside your dashboard*





## IMPORTANT TAKE AWAYS

- Engage with your followers. Take 15 minutes in the morning engaging and 15 minutes in the evening engaging. Be meaningful about your engagement though and don't just tap the heart button on every post and say DONE.
- Have a plan. So that it's not overwhelming, plan in quarters! Quarter 1 is almost here so it's time to get planning. If you collaborate over compete, find a group of other Real Estate Agents that you can bounce ideas off.
- Social media is not a one size fits all platform. Your audience differs from others on social media, so remember to always show up as your authentic self and showcase your personality and what you have to offer.
- Have fun with Social Media!

The Hello Agent Membership provides you with the tools + templates to take your marketing strategy and implement it successfully. Remember everything is just a template and you can always take the bones that are given and personalize to your branding.

**Interested in an Instagram Audit?** Send an email to: [Kim@helloagent.social](mailto:Kim@helloagent.social)

thanks for being part  
of this community

