



# GUIDE *to* USING HASHTAGS *and* KEYWORDS

FOR REAL ESTATE AGENTS

HELLO AGENT SOCIAL MARKETING FOR REALTORS

# HASHTAGS FOR REALTORS



**Think of Instagram as the new google, and hashtags and keywords play a huge part in people doing searches finding you on the platform. You need to be specific with hashtags in keywords.**

## **TIPS ON USING HASHTAGS**

**Be Specific:** Make sure your hashtag is targeted and specific for your audience.

**Example:** #realestateagent has 28.2 million posts. If you use this #hashtag odds are your content won't show up if someone is searching that specific hashtag. Try #YourCityRealEstateAgent such as #PhoenixRealEstateAgent or which has only 32.5K posts, OR you can even be more specific such as; #SuburbRealEstateAgent

Now you are focusing on your target audience in your area.

## **TIPS ON NOT USING HASHTAGS**

- Combine words together such as #SellingCityName but do not #StringTooManyWordsTogether Also, capitalize the first letter in each word so it's easier on the eye.
- #Do #Not #Hashtag #Every #Word your audience will quickly lose track of what you are saying and move on quickly, too.
- Don't over use Hashtags. Try to keep it at 15-ish or below each time.





## SUGGESTION OF HASHTAGS

#NicheRealtorLocation  
#HouseHuntingYourTown  
#HomesForSaleYourTown Name  
#YourTownRealtor  
#YourTownHomeValue  
#WhatsMyHouseWorthYourTownName  
#YourBrokeragesName  
#SellingYourTownName  
#HomeForSaleYourTownName  
#OpenHouseYourTownName  
#PoolHomeYourTownName  
#RealEstateYourTownName  
#YourTownNameRealEstate  
#MortgageRates  
#NewConstructionYourTownName  
#YourTownNameNewConstruction  
#VaLoanSpecialist  
#MovingToYourTownName  
#RelocationYourTownName  
#YourTownNameRelocationSpecialist  
#RelocationToYourTownName  
#RealEstate101  
#RealEstateMarketYourTownName  
#LuxuryRealEstateTownName  
#JustListedYourTownName  
#SellingNeighborhoodName  
#locationlocationlocation  
#NeighborhoodNameRealtor  
#RealEstateNewsYourTownName  
#RealEstateNewYourTownName  
#RealEstateTip  
#YourTownNameHomeDesign  
#YourTownNameHomeBuyers  
#YourTownHomeBuilder  
#BuilderNameYourTownName  
#SafeNeighborhoodLocation  
#HouseGoalsYourLocation