

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.

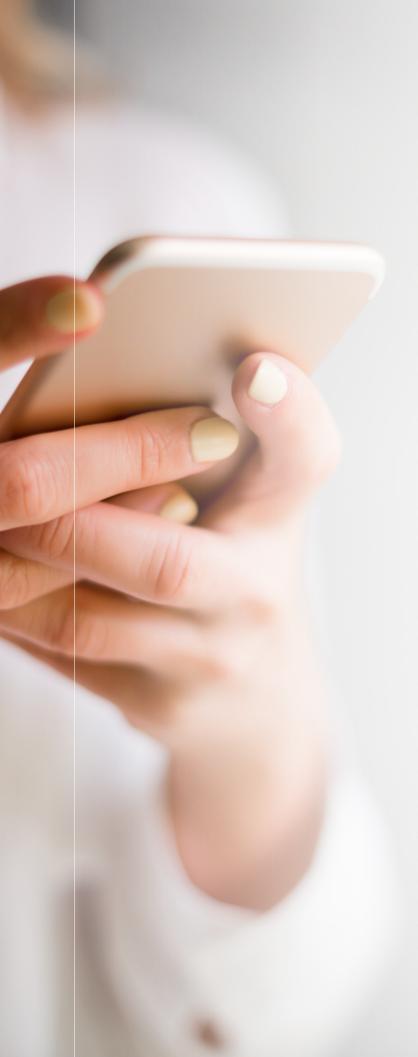
TIPS ON USING HASHTAGS

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 #StringToManyWordsTogether 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