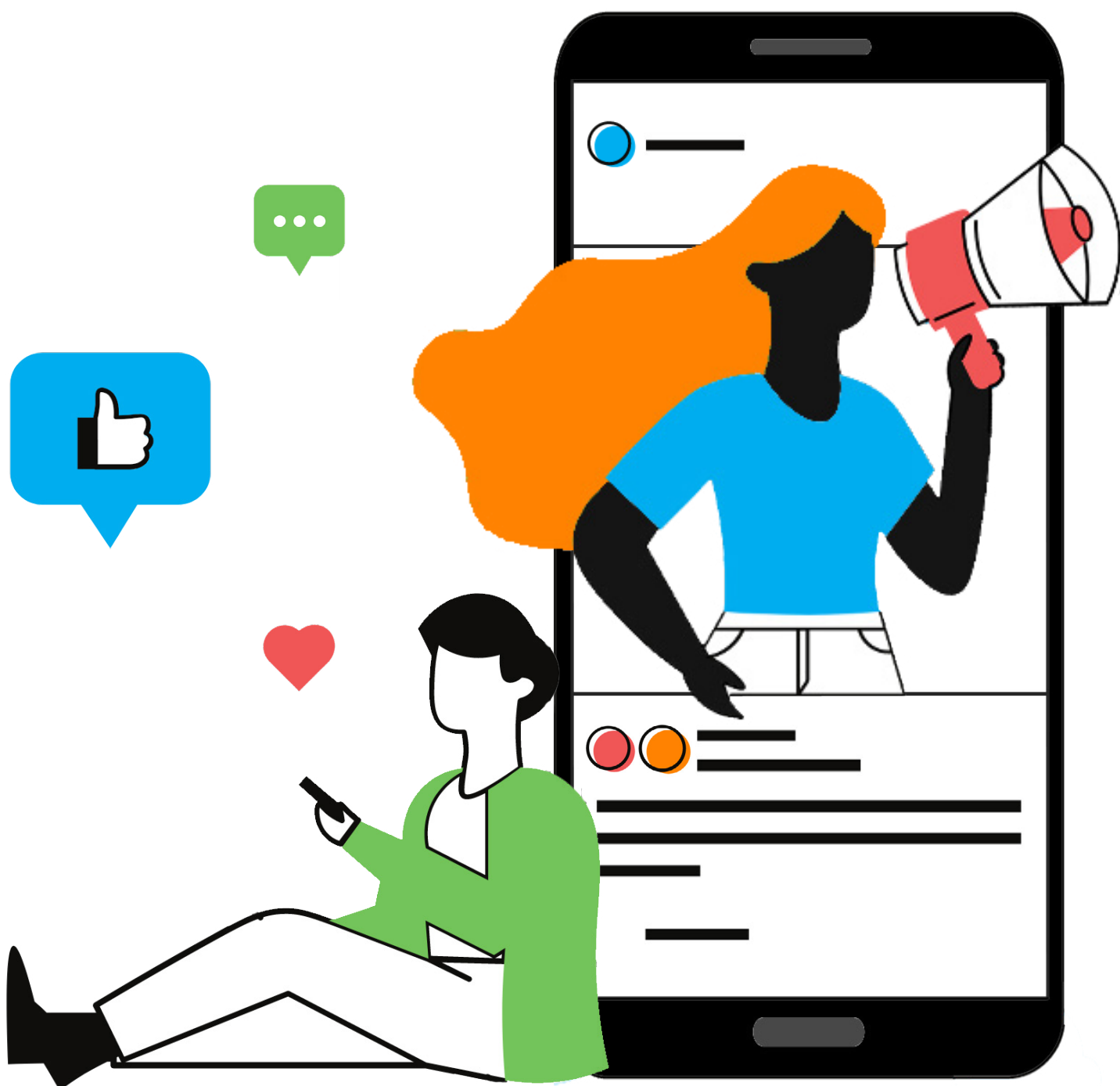


THE COMPLETE GUIDE

SOCIAL MEDIA FOR REAL ESTATE AGENTS



Thanks for downloading our eGuide

"Social media is about the people. Not about your business.

***Provide for the people and the people will provide for you."** – Matt Goulart*

Whether you're a beginner, an occasional scroller or an avid user, this guide will help teach you how to use social media marketing to fuel your real estate business, reach new clients, and build stronger relationships with the ones you already have.

Let us introduce ourselves...o

What do we know about social media marketing? Well, it's what we do.

We help agents like you simplify the market and amplify their marketing with the latest housing data insights and personalized, easy-to-deliver content.

At KCM, we believe knowledge is power. That's why our innovative approach to educational content and real estate marketing helps agents become more confident and stand out as the market expert.

That way you have time back in your busy day to focus on what matters most: *your clients*.



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WHY SOCIAL MEDIA IS IMPORTANT FOR AGENTS

Any agent that's crushing it on social media will tell you this: clients ultimately choose to work with you because they *like you and trust you*. That's why social media offers endless opportunities for real estate professionals to build rapport, show off your personality, local expertise, and market knowledge.

Plus, it doesn't hurt that it's used by literally *billions* of people every single day.

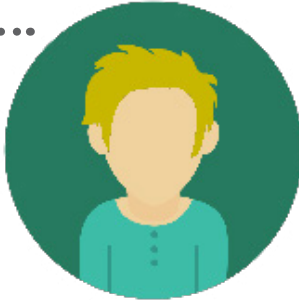
A recent National Association of Realtors survey confirmed this, finding that social media has gone from a nice-to-have to a must-have for any real estate agent's marketing strategy.

If you want to stay competitive in your market and increase your brand's reach, social media offers endless opportunities.

DID YOU KNOW?

77%

of realtors actively use social media for business in some way, shape or form.



90%

of baby boomers begin their home search online.



47%

of real estate businesses note that social media results in the highest quality leads versus other sources



99%

of Millennials begin their home search online.



THE BIGGEST BENEFITS

SOCIAL MEDIA MARKETING FOR AGENTS

Lead Generation & Conversion

To put it simply, social media is a gold mine for generating leads. First, it has millions of active daily users. Second, utilizing tools like hashtags can help your content reach new audiences. Third, it's also been cited by REALTORS® for generating the highest quality leads.

Foster Relationships with Clients

Social media offers an easy way to stay connected with your sphere on a personal and professional level. By frequently liking, posting, and commenting, you're showing your clients that you're not just their real estate agent-you're their friend too.

Increase Brand Awareness

One of the biggest marketing benefits social media offers is that it's easy to get your content in front of people beyond your sphere of influence. By utilizing tools like hashtags and location tagging, you're able to tap into more of your local market, expand your brand awareness and build a reputation as a local expert.

REAL ESTATE SOCIAL MEDIA GRAPHICS



Get thumb-stopping
graphics, captions
& hashtags that are
ready-to-share with
your clients every week

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[TRYKCM.COM/SOCIAL](https://trykcm.com/social)



INTRO TO PLATFORMS

CHOOSING THE RIGHT ONE FOR YOU AND YOUR BUSINESS

Fun fact: not all social media platforms are created equal.

In fact, there are some major differences between who frequents each app or site, making choosing the ones that are right for your real estate business all the more tricky.

Before you get in over your head, here are some pointers to keep in mind:

 You should focus the majority of your time and energy on 1-2 platforms only.

 You should choose the platforms based on your local market & target audience. For example, if you primarily work with first-time home buyers, go with Instagram because over 78% of their audience are people aged 18-44.

 The two most popular social media platforms used by real estate agents are Instagram and Facebook.

 Consider your strengths and passions: Do you love to write? Take photos? Create videos? Social media strategy doesn't have to be all work and no play!

Currently, there are
3.78 BILLION
social media users OR
about 48% of the world's
population.



STATISTA 2020

SOCIAL MEDIA PLATFORMS

BREAKDOWN



Monthly Users: 2.7 billion

Audience: Ages 18-64

Best for: Ads, videos, market insights, listings & solds, community related content, client testimonials

Posting frequency: 1-2 posts per day

FACEBOOK



Monthly Users: 1 billion

Audience: Ages 18-49

Best for: Personal content, engagement, community related content, listings & solds, client testimonials

Posting frequency: 3-5 posts per week, stories daily

INSTAGRAM



Monthly Users: 260 million

Audience: Ages 30-64

Best for: Networking, market insights, business related posts, blogs

Posting frequency: 1-2 posts per week

LINKEDIN



Monthly Users: 330 million

Audience: Ages 18-49

Best for: Market insights, listings & solds, blogs

Posting frequency: 3-5 posts per week

TWITTER



Monthly Users: 2 billion

Audience: Everyone

Best for: Market updates, community highlights, buyer & seller tips, listing tours

Posting frequency: 1-3 posts per month

YOUTUBE



Monthly Users: 100 million

Audience: Ages 18-29

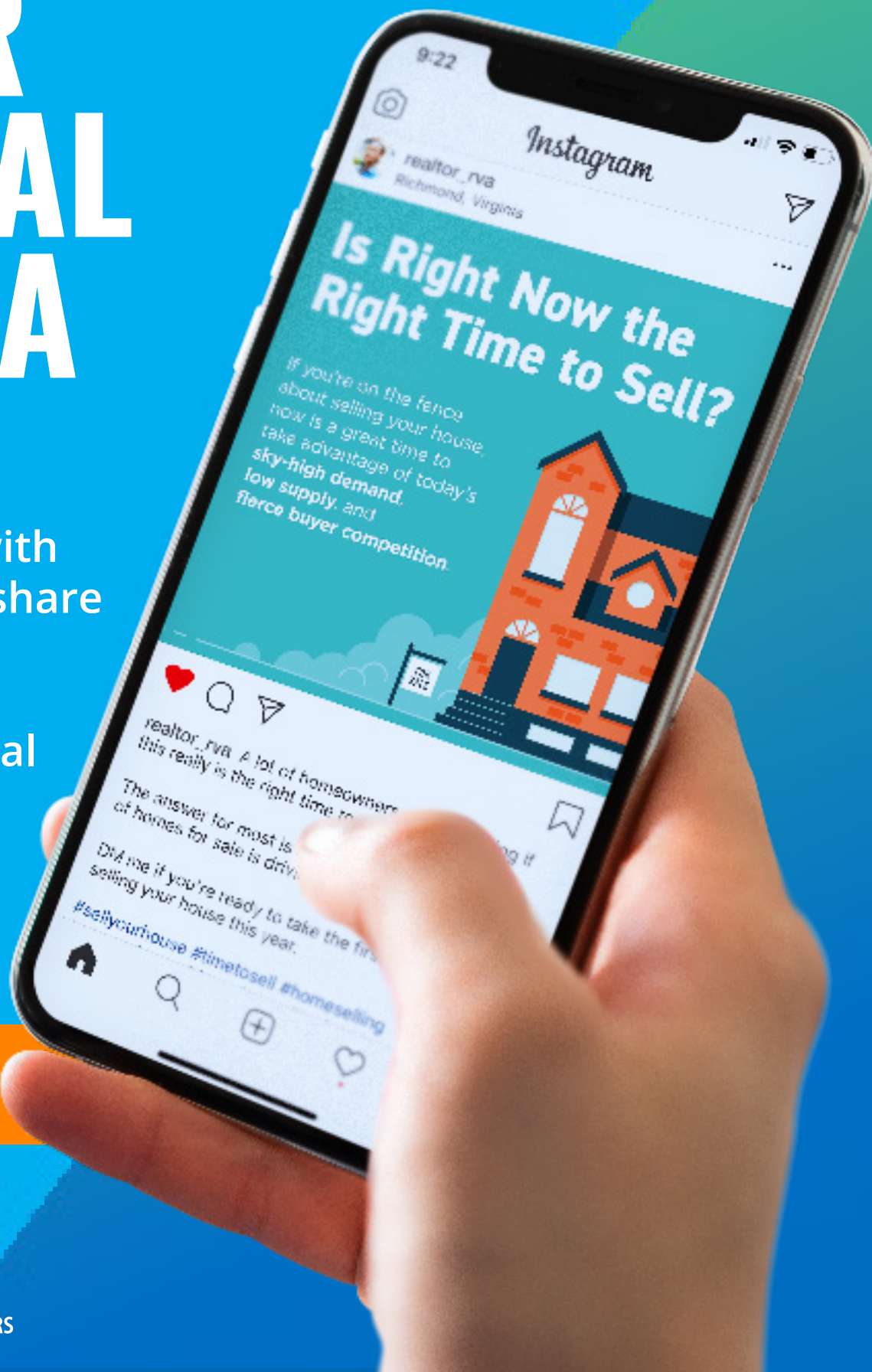
Best for: Listing tours, buyer & seller tips, market updates

Posting frequency: 4-8 posts per month

TIKTOK

SIMPLIFY YOUR SOCIAL MEDIA

Fill your feed with
new, ready-to-share
content every
week powered
by the latest real
estate insights



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BACK TO THE BASICS

BUILDING A SOCIAL MEDIA STRATEGY THAT WINS

The most important takeaway you should walk away with from this eGuide is that building a solid social media strategy is not difficult.

That's because like most parts of marketing, social media is all about strategy.

Posting a bunch of random content to every channel probably won't produce great results. However, posting the *right content* to the *right channels* at the *right time* will.

Here are some simple steps you can take to set yourself up for social media success starting today.

STEP 1: PROFILES

THE DO'S AND DONT'S OF BIOS, USERNAMES & MORE

Setting up your profiles correctly is a small step that can yield big results. Already have them? No biggie!

Here are some of the biggest do's and dont's of social media profiles for real estate agents.

 **DO:** Use the same profile image for all of your accounts. Any marketing expert will tell you that consistency is key to branding!

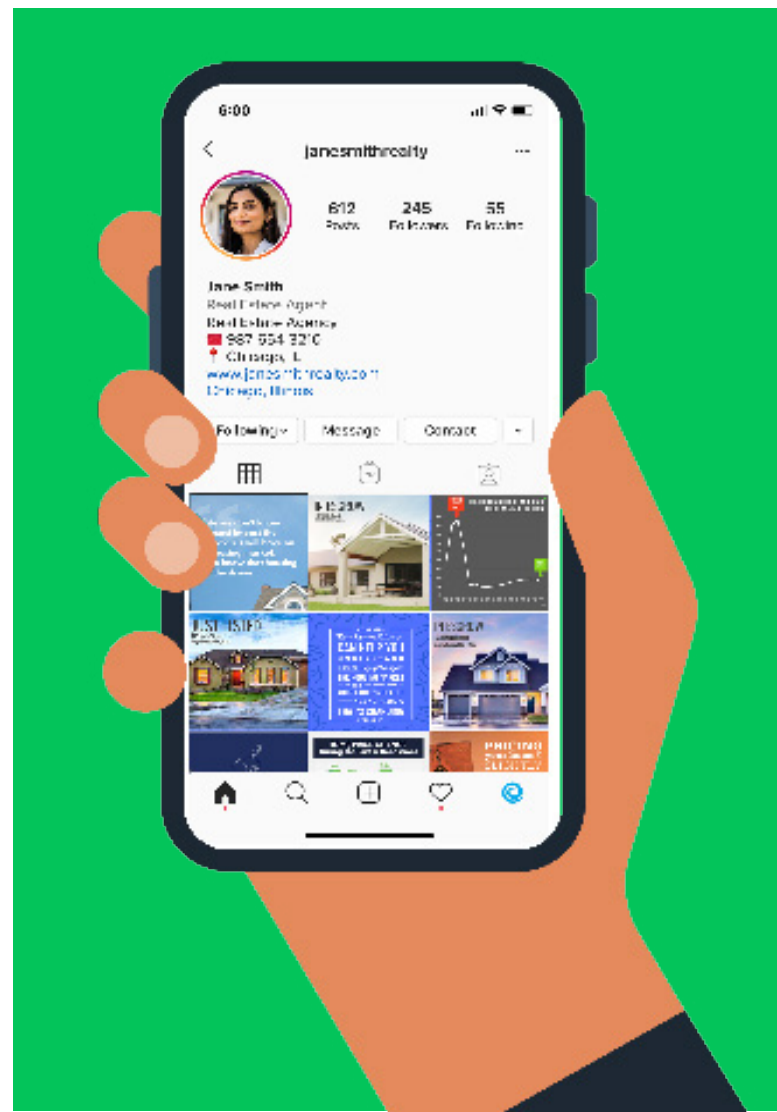
 **DON'T:** Use a low-quality or outdated photo. Your profile image should be equal parts modern, professional and personable.

 **DO:** Open a business account for Instagram and Facebook. Not only does it open more opportunities for advertising, it also adds credibility.

 **DO:** Make sure that your username includes real estate, realtor, buy, sell or anything else that makes it clear you're an agent.

 **DON'T:** Underestimate your cover image! Make sure you use a clear, non-blurry photo of a home, a local landmark or something on-brand.

 **DO:** Make a bio that includes your business information like location, brokerage name, and email address. See our example below!



STEP 2: AUDIENCE

FIGURING OUT YOUR TARGET AUDIENCE IS KEY

What's Your Market or Specialty?

When it comes to figuring out your target audience, two big factors come into play: your local market and the area of real estate you specialize in.

For example, if you're a buyer's agent, you most likely work with a lot of Millennial first-time homebuyers. Figure out your biggest client-base and then focus your time and energy on the platforms that the demographics you work with spend the most time on.

USE OF ONLINE PLATFORMS BY DEMOGRAPHIC GROUP



	YOUTUBE	FACEBOOK	INSTAGRAM	LINKEDIN	TWITTER	TIKTOK
Men	82	61	36	31	25	17
Women	80	77	44	26	22	24
White	79	67	35	29	22	18
Black	84	74	49	27	29	30
Hispanic	85	72	52	19	23	31
Ages 18-29	95	70	71	30	42	48
30-49	91	77	48	36	27	22
50-64	83	73	29	33	18	14
65+	49	50	13	11	7	4
\$30K-49,999	83	76	45	21	29	29
\$50K-74,999	79	61	39	21	22	20
\$75K+	90	70	47	50	34	20
Urban	84	70	45	30	27	24
Suburban	81	70	41	33	23	20
Rural	74	67	25	15	18	16

SOURCE: PEW RESEARCH CENTER

STEP 3: SCHEDULES AND GOALS

**CREATING A SOCIAL CALENDAR & SETTING GOALS WILL
HELP YOU FEEL MORE CONFIDENT & LESS OVERWHELMED**

Social media marketing is all about *consistency*.

The best way to achieve that is by creating a weekly social media calendar and setting simple goals for yourself to achieve.

By planning out what you're going to post to each platform, you will feel more in-control of your social media strategy and therefore, more confident.

It also makes sure that there aren't large gaps of time when you're not posting—a big turnoff for potential clients who find you online.

Another huge advantage of a social calendar: making sure that you're posting a variety of valuable content

that shows off your professional and personal side.

You can even make a daily theme out of it—Market Insight Mondays, Walk-Through Wednesdays or Seller Tip Saturdays, etc. You get the idea.

At the end of the day, just be yourself. There may be a ton of other agents in your market, but there is only one ***you***.

"Remember, people work with you when they like and trust you. The only way they can do that is if they get to know you," said L.A.-based agent Keri White, an agent influencer on Instagram.



"Remember, people work with you when they *like and trust you*. The only way they can do that is if they get to know *you*."

Keri White



HOW TO MAKE A SOCIAL CALENDAR

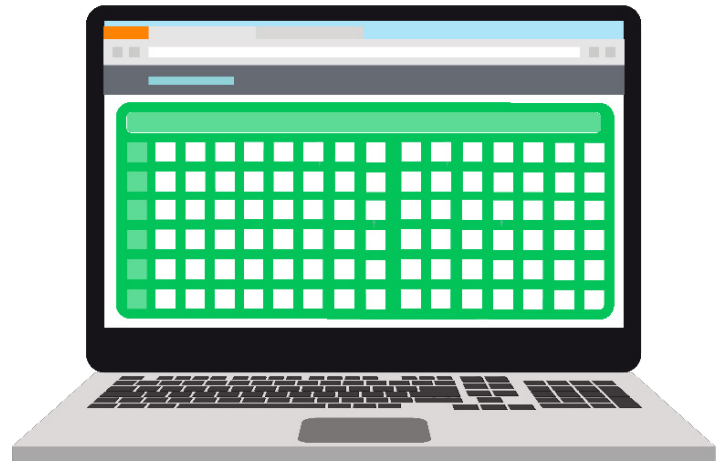


STEP 1: MAKE A LIST

Make a list of what you want to post and the days you want to post them for each platform you use. This can literally be the same outline you use every week! Remember, consistency is good.

STEP 2: SPREADSHEET

Consolidate your list in a spreadsheet: breaking it down by day, platform, stories, etc. You can even pre-create your captions, hashtags, etc. so everything is ready to go.



STEP 3: POST, REPEAT

You now have a social calendar you can use every week! Schedule your posts or post them live according to the schedule you created.

PRO TIP: KCM makes this easy with auto-posting and one-click sharing! Learn more at [TryKCM.com](https://www.TryKCM.com)

WHAT TO POST

EASY FEED, STORY & VIDEO IDEAS FOR AGENTS

Now that you've done the work, the fun begins. Using everything you've set up with platforms, profiles, target audience and social media marketing goals, you can start creating posts that enhance your business and ultimately, get you more.

If this is where you've struggled in the past, you're not alone. Many marketers (even big companies) have a hard time narrowing down a strategy that works.

While we can't promise that there won't be a bit of trial and error, we can give you the same gameplan top agents use for their own social media marketing.

With time, patience and consistency, you'll be turning likes into leads and listings in no time.

SOCIAL MEDIA DOESN'T HAVE TO BE HARD

**SIMPLIFY YOUR STRATEGY WITH
READY-TO-SHARE GRAPHICS,
AUTO-POSTING AND EASY
CUSTOMIZATION**

Learn more at
TryKCM.com/Social



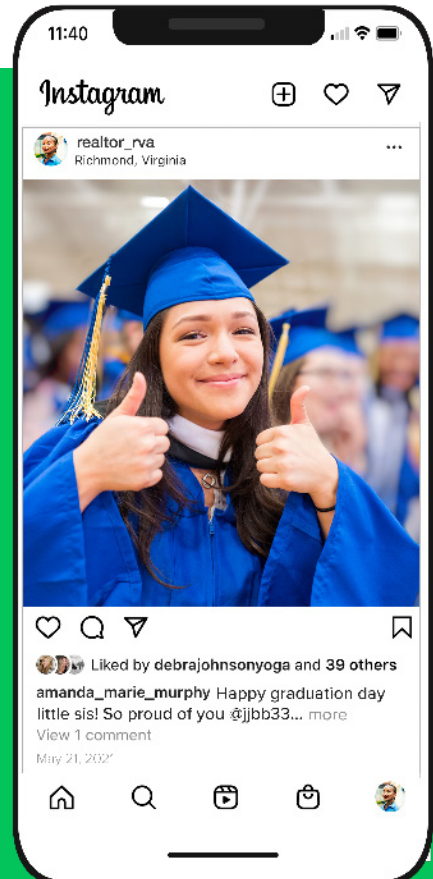
FEED POST IDEAS

4 EASY POST IDEAS FOR A THUMB-STOPPING FEED

PERSONAL POSTS

One of the biggest mistakes agents make on social media is they use it to sell real estate—and that's it. Instead, try the 80/20 rule: 80% personal posts & 20% everything else.

These can be: photos of you, your home, family, friends, vacations, etc.



MARKET INSIGHTS

Whether it's buyer and seller tips, the latest housing news or a quick monthly update, sharing posts with market insights sends all the right messages to a potential client.

That way, you build a reputation as a real estate agent that knows what's going on.

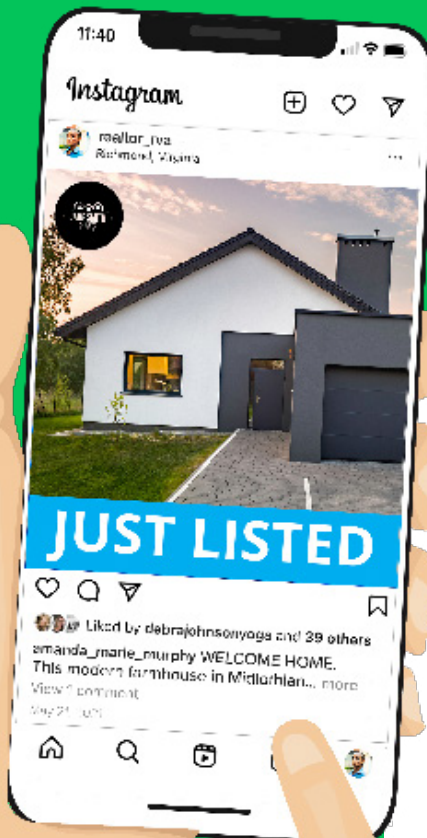
**GET READY-TO-SHARE GRAPHICS, CAPTIONS
& HASHTAGS LIKE THIS EVERY WEEK**

START YOUR 14-DAY FREE TRIAL AT [TRYKCM.COM/SOCIAL](https://trykcm.com/social)

CLIENT SPOTLIGHTS & TESTIMONIALS

Nothing says good business like sharing a client appreciation post, a spotlight or a testimonial.

You can make this simple with a quick snapshot of a home you just sold, a pair of keys or even a good quote.



LISTINGS & HOMES

You're a real estate agent, after all.

Whether you're a listings or buyer's agent, you should use your feed to showcase what you do best. Let the caption do the rest.

Pro tip: Make sure to use local hashtags to get your posts in front of more eyes.

For example: #richmondrealestate
#rvarealestate #richmondrealty

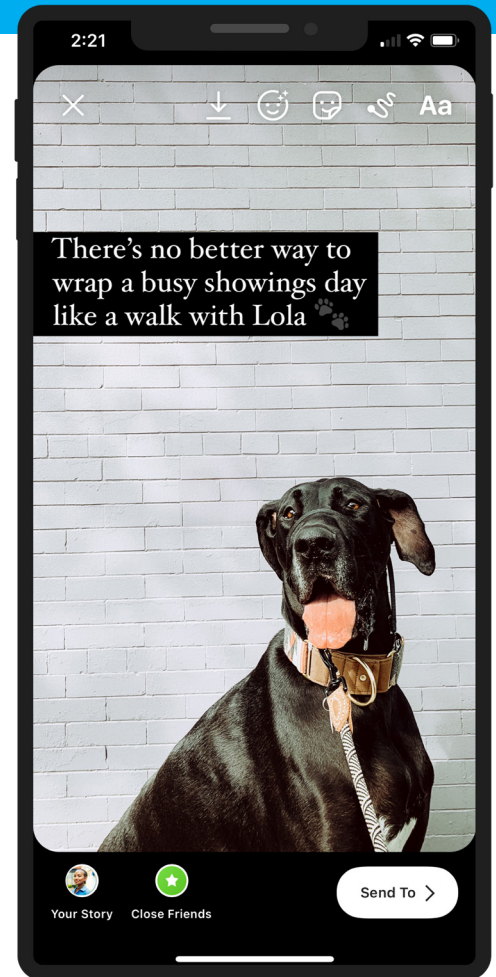
STORY IDEAS

THE BEST WAY TO ENGAGE ON INSTAGRAM & FACEBOOK

DAY-IN-THE-LIFE

While your career statistics may help seal the deal, the initial way to win the hearts of potential clients is by being you.

Stories are a great way to show your followers a behind-the-scenes look at your life. These can be both personal and professional!



POLLS

One of the best ways to create engagement and interact with your followers is by using polls.

Need some ideas? Take a look at the example to the left to get an idea.

PRO TIP: This is a great way to show off your listings without being too salesy

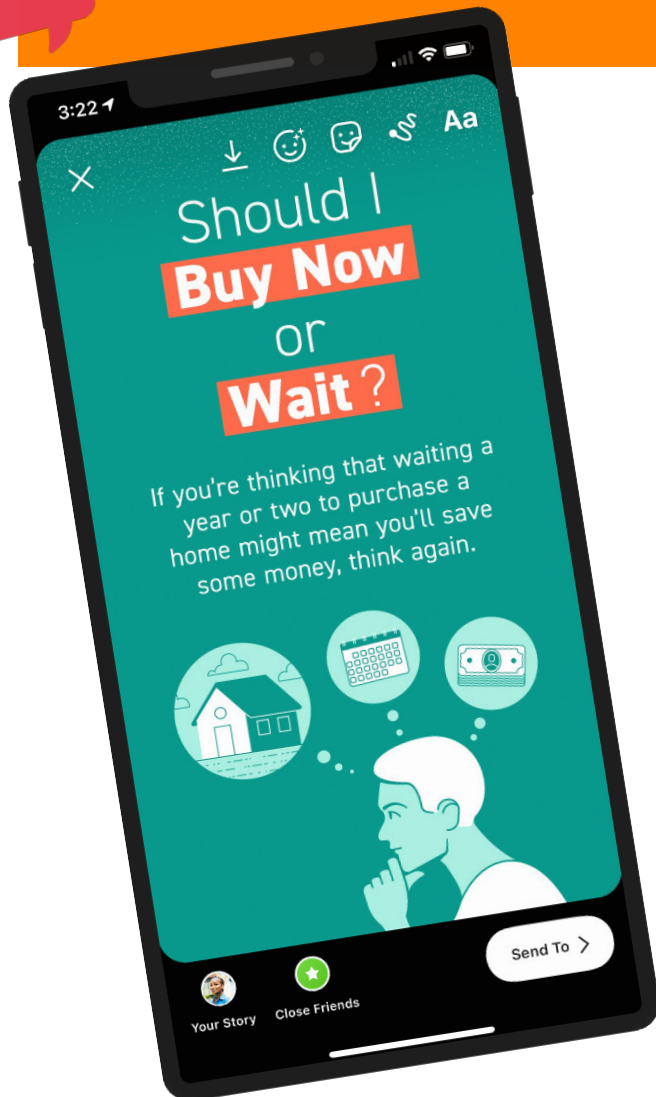
LOCAL MARKET EXPERT

When people hire a real estate agent, they not only want someone who can navigate the buying and selling process, they also want a local expert.

Stories are a great way to show off how well you know your community while also building relationships with businesses in your area. Just don't forget to tag them!

WANT STORY GRAPHICS LIKE THIS?

VISIT [TRYKCM.COM/SOCIAL](https://trykcm.com/social) TODAY



MARKET UPDATES

People have a lot of questions about what's happening with the real estate market and stories offer the perfect platform to keep your followers informed.

An easy way to do this is to show a weekly snapshot of what's occurring in your local market. Is buyer traffic picking up? Are home prices holding steady?

These are all great topics you can cover to keep your followers informed.



BOTTOM LINE

“Engage, Enlighten, Encourage and especially...just be yourself! Social media is a community effort, and everyone is an asset.” - Susan Cooper

Social media is one of the biggest parts of today's real estate industry, and it's only anticipated to grow in importance.

Remember, social media is not just another part of your marketing strategy. It's a tool that allows you to build rich connections, trust and loyalty with your community.

Like putting money into a 401K, that investment can ultimately

lead to a big reward in the end. It just takes time & patience.

If you want to build out a strategy that not only sells your houses, but also sells you, then you need to focus your time and energy on these three key areas:

- relatability
- market expert
- community expert

Most importantly, don't forget to have fun and be yourself!

Stress less. Share more.

Build a social media presence that turns
leads into listings with KCM Social Graphics

LEARN MORE AT [TRYKCM.COM/SOCIAL](https://trykcm.com/social)

