

5 known ways agents benefit by incorporating social media tools into their business

Social media is an increasingly important tactic in businesses' advertising strategy. Many businesses manage social media as a separate activity spending a large amount of marketing budget on it. If you haven't adopted a tactic to implement this social network into your industry up till now, here are five reasons you must:



1. Individuals want to see “behind the scenes”: Real estate is exciting to most individuals nowadays. Share your experiences making one of your listings before it goes live. Capture the way of life of a local community that you're advantaged to be en-grained in. Show how glad your customers are when they find “the one” or when they leave the closing table.

2. Facebook's algorithm: The algorithm is branded, and it seems like Facebook changes it daily. Through the Instagram app, you have the option of sharing your photo to Facebook. When you share Instagram pictures on Facebook, Facebook wants individuals seeing lovely filtered photographs from their family of networks. If you want your post to be on the top of the news feed for a longer time, you'd have a better chance posting a picture through Instagram. Try sharing an image from a non-Facebook-owned network versus Instagram and see which one is shown better and gets more engagement.

3. Instagram's Photo Maps: You can share photos to your photo map before uploading it. It uses the Geo-tag feature and puts a thumbnail of your photo on a Google map so that you can see where it was taken. If you want to show your familiarity with a particular vicinity, upload an eye-appealing Instagram photo map that shows listings you've sold, eateries you've visited, and local events you've been involved in. It is an ideal way to build your image as a local expert.

4. Personal Web profiles: Though Instagram used to be an exclusively mobile app, in early years of its launch, it created Web profiles that attractively display your pictures along with your profile photo and bio. The network has created downloadable insignia to help you link and promote your Web profile. Getting customers to your Instagram profile is one thing, but be sure to put a link to your website in your bio so that this can be one channel to bring prospects where you want them.

5. Short video tours of properties: Attention span is declining nowadays, and unless somebody is already in love with a property, they possibly aren't interested in watching a video or panoramic tour. Instagram allows you to share up to 15 seconds of video by simply holding the record button, then lifting your finger to end. You also have the choice of uploading the previously recorded video from your phone. Try presenting a 15-second video tour of a property by just taking one to two seconds in each room.