

# A DIGITAL PRESENCE HANDBOOK

A GUIDE FOR REALTORS



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# **WELCOME TO HAVING MORE LISTING & BUYER BUSINESS USING DIGITAL MEDIA EFFECTIVELY!**

This guide is designed to help you build a strong online presence through social media. Whether you're new to social media or looking to enhance your current strategy, this guide will provide you with the tools and tips you need to succeed.

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# WHY SOCIAL MEDIA?



**Social media platforms** are **key tools** for **connecting with past clients, potential clients**, sharing your **personal brand** and showcasing your **listings**. The entire purpose of this journey is to **expand** and **close more business**.

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# GET STARTED

## 1. CHOOSE YOUR PLATFORMS

 <p><b>FACEBOOK</b></p> <p>Great for building a community and sharing detailed posts.</p>	 <p><b>INSTAGRAM</b></p> <p>Perfect for visual content and engaging with your audience.</p>	 <p><b>LINKEDIN</b></p> <p>Ideal for professional networking and B2B connections.</p>	 <p><b>YOUTUBE</b></p> <p>Excellent for video content and virtual tours.</p>
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## 2. SET UP YOUR PROFILES

 <p><b>CONSISTENCY</b></p> <p>It is critical to show up consistently on the platform. Personally, I rock three platforms consistently versus being on all platforms with a scattered approach.</p>	 <p><b>BE AUTHENTIC</b></p> <p>It is so very important to be who our social media says we are.</p>	 <p><b>CONTACT INFORMATION</b></p> <p>Make it easy for potential clients to reach you. (Have your Instagram bio complete including using all five links in IG bio AND a phone number on LinkedIn)</p>
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# CREATING ENGAGING CONTENT

## 1. TYPES OF CONTENT



### PROPERTY LISTINGS

- Good-quality photos and detailed descriptions.



### VIRTUAL TOURS

- Short videos showcasing the features of a property.



### CLIENT TESTIMONIALS

- Videos or quotes from satisfied clients.



### MARKET UPDATES

- Informative posts about the local real estate market.

*Note: All of these still images can be created for FREE in Canva AND OR we will create the image on your behalf! We can take a string of photos and make a marketing video. We can take a few short videos and thread into one video to showcase a listing.*

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# CREATING ENGAGING CONTENT

## 2. HIGHLY SUGGESTED TOPICS

- **Rate Environment** 
- **Housing Inventory** 
- **Community Events** 
- **Buyer Agency** 
- **Home Staging** 
- **Landscaping Tips** 
- **Your Team** 
- **Your Why** 
- **Come up Story** 

*Note: Because you are our Realtor partner we will professionally edit your content at no cost.*

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# CREATING ENGAGING CONTENT

## 3. SUGGESTIONS ON RECORDING VIDEOS



### EQUIPMENT

- You can use a smartphone with a good camera and you are all set!



### LIGHTING

- Natural light is best; avoid harsh shadows.



### SCRIPT PLANNING

- Plan what you're going to say to keep the video concise and focused.

#### Tips for Recording:

- **Skip the Introduction:** AKA do not introduce yourself. We need to get right to the message.
- **Be Authentic:** Speak naturally and show your personality.
- **Keep it Short:** Aim for 60s-90s per video.
- **Call to Action:** End with a clear action you want viewers to take, such as contacting you or visiting your website.

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# SCHEDULING & CONSISTENCY

## 1. CONTENT CALENDAR

### MIX IT UP

Alternate between different types of content to keep your audience interested.

## 2. SUGGESTED POSTING FREQUENCY

### INSTAGRAM

- For Instagram Story at least 2-4 times a day
- And a minimum of 3 reels and or still images a week.

### FACEBOOK

- At least 3-4 times a week.

### LINKEDIN

- 1-2 times a week.

*Note: It is a MUST to get verified and have the verification badge (the blue check mark on your profile). We can educate you on the WHY.*

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# ENGAGING WITH YOUR AUDIENCE

## 1. RESPOND TO COMMENTS

### Timely Replies

**Engage** with comments and messages promptly.

### Personal Touch

**Personalize** your responses to build **relationships**.

## 2. USE HASHTAGS

### Relevant Tags

Use hashtags **related** to **real estate** and your **local area**.

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# ANALYTICS & ADJUSTMENTS

## 1. TRACK PERFORMANCE

### INSIGHTS

Use the analytics tools provided by each platform to monitor engagement and reach.

### ADJUST

Make data-driven decisions to refine your strategy.

## 2. EXPERIMENT

### TRY NEW THINGS

Don't be afraid to test different types of content and posting times.

### LEARN & ADAPT

Use the results to improve your future posts.

*Note: You MUST only have one IG page — not a personal and a business. Turn the one page into a CREATOR account and we can educate you on the WHY.*

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# THANK YOU!



**Building a digital presence takes time and effort, but the rewards are worth it. By following this guide, you'll be well on your way to creating a strong social media presence that attracts clients and grows your real estate business.**

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*We are always willing and happy to assist you with your Digital Presence journey. Because of you we get to do work that we love. TOGETHER WE WIN!*

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