The Ultimate Checklist for **Effective Real Estate** Social Media

x WEBKOW

Follow these steps to create a successful social media marketing campaign for your agency.

Using social media to promote real estate services and properties is a cost-effective and straightforward way for agents to advertise their business, particularly for those working at smaller or medium-sized agencies.

Real estate social media marketing can help these agents build their business and gain a competitive advantage.

1. Post Regularly

- [ ] Post multiple times a day
- [ ] Schedule your posts
- [ ] Post in a variety of formats
- [ ] Follow the “rule of thirds”

2. Leverage each platform’s strengths

- [ ] Facebook
- [ ] Twitter
- [ ] Snapchat
- [ ] Instagram
- [ ] Pinterest

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According to the Gartner Hype Cycle for Digital Marketing and Advertising, some large enterprises struggle to demonstrate the value of their social marketing efforts and as a result, social marketing is considered to be in a state of disappointment for these companies.

In contrast, small agencies have the ability to directly track the ROI of their social media campaigns and make adjustments to optimize their results. While there are successful strategies for using social media for real estate marketing, there are also methods that are less effective.

3. Showcase your personality

- [ ] Create shareable content
- [ ] Post content that's not directly related to real estate
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4. Build your community

- [ ] Create a Facebook group
- [ ] Go live for Q&A sessions