

OPTIMIZE

Your **Social Media Marketing** in 2021

A REAL ESTATE EBOOK BY



Social media has proven to be a valuable channel for real estate agents looking to expand their reach and advertise their brand services.

This channel, driven by a focus on community and conversation, has repeatedly proven its worth as a tool that can grow your business through new leads and converted customers. Even with the sensational growth of social media since its inception in the early 2000s, not every real estate agent has adopted this tool and added it to their marketing arsenal.

Now, as we await the resolution of the COVID-19 pandemic, the daily significance of digital communication and connection on



social media can't go unnoticed. Within the changes and challenges faced, there is always an opportunity. Take this shift in consumer behavior as a hint to optimize your social media channels and capture your audience to create meaningful relationships with potential clients sooner rather than later.

It's vital for real estate agents to understand their clients' needs and meet them through their social media channels to create meaningful connections.

Smart businesses will understand that being transparent, authentic, and even vulnerable is savvy marketing in 2021. People are social creatures yearning for connection, and that connection is at the heart of every real estate transaction. As a real estate agent, you should focus on being transparent about your job, capabilities, and any listings you currently have open.

In other words, your brand and your social media presence should be structured in a way that reveals who you are and what you stand for. Honesty is the best policy; in an online world full of paid ads, influencers, and dodgy “experts” in the field, online consumers are getting better at sniffing out the BS and knowing what’s real and what’s not.

“Transparency may be the most disruptive and far-reaching innovation to come out of social media.”

Paul Gillin



SOCIAL MEDIA STANDOUTS

The thought of reaching hundreds of millions of leads through a free social media platform sounds intriguing, right? To help you optimize your social platforms and show your audience the genuine side of real estate, we've broken down the top three social media channels you should consider optimizing this year:



FACEBOOK



TWITTER



INSTAGRAM

Through these platforms, you will have access to your audience(s), you will connect with clients in a meaningful way, and **you will earn more trust, which can lead to more business.**

“The social media algorithms will always favor people. Be the first in your industry to craft a radically different people-first social media strategy that is driven by the voice of your employees, customers, and influencers.”

Neal Schaffer, President, PDCA Social

INSTAGRAM



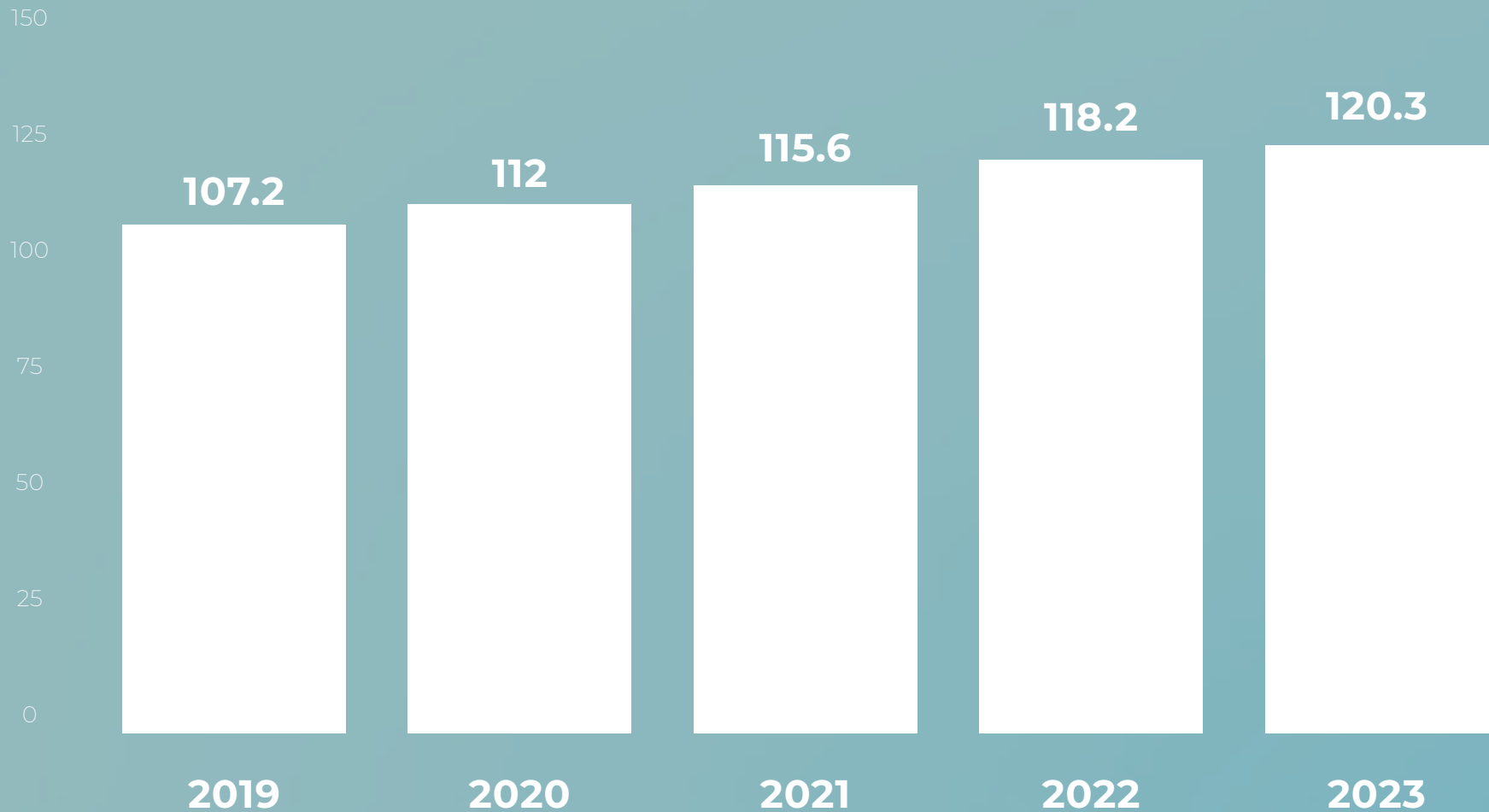
Instagram already has a huge following with [over a billion total users](#). The platform has 500+ million daily active users, ranking as the social network with the second highest daily logins behind Facebook. In 2020, there were 112 million users active on the app every month. In 2021, the users per month is projected to reach 116 million. Marketing your business has the potential to reach tens of thousands of users who might be looking to buy or sell their home. If you can manage to go [viral](#), then your brand could reach millions. These are the [most popular activities of users on Instagram](#):

- Watching other people's stories
- Browsing their timeline
- Watching videos on their timeline
- Posting photo to their profile
- Sending or receiving direct messages



PROJECTED NUMBER OF INSTAGRAM USERS

in the United States from 2019 to 2023 (in millions)



HOW TO OPTIMIZE YOUR INSTAGRAM MARKETING

Over the course of the last year, Instagram has made changes to its platform to combat competitors like TikTok and Snapchat. New features and changes can make it challenging to adapt and continue to grow, so we're going to break down how to grow your brand awareness through Instagram marketing:

- Include relevant hashtags in every post
- Always add a location tag
- Utilize Instagram stories
- Include relevant keywords in your profile description for SEO purposes
- Post during high engagement hours of the day (typically 9 AM to 11 AM)



FACEBOOK



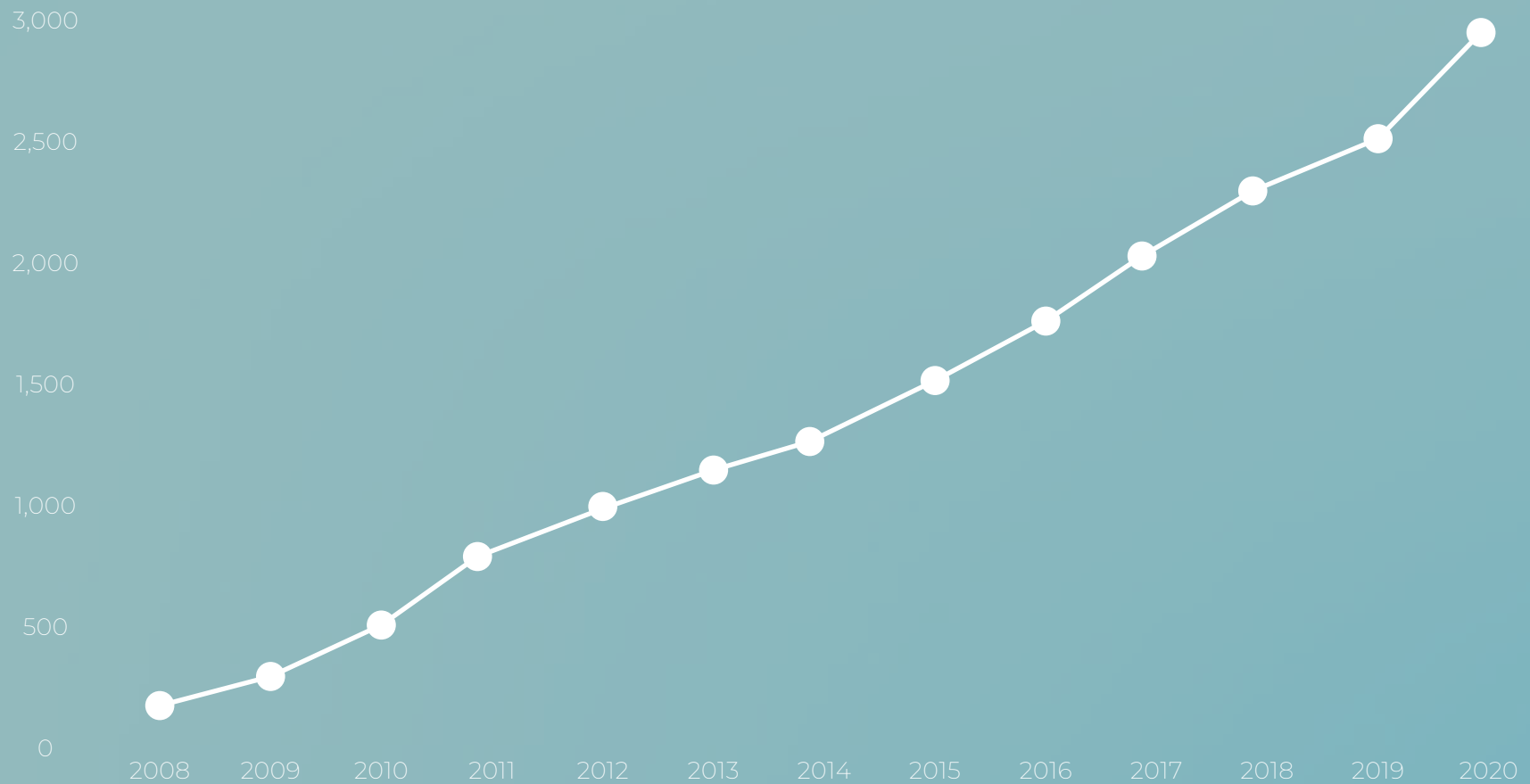
Facebook has historically been a powerhouse of marketing opportunities, but as of late, that has changed. It's harder than ever for small businesses to get noticed on this platform due to saturation of the space and the absurdly high costs to run ads on the platform. That said, Facebook has [2 billion active monthly users](#), which is why it's still an appealing marketing platform despite the ever-present competition and high costs. These are the [most popular activities of users on Facebook](#):

- Sending messages on Facebook messenger
- Browsing their timeline
- Posting a photo, written status, or video to their profile
- Watching videos on their timeline
- Visiting a Facebook group



NUMBER OF MONTHLY ACTIVE FACEBOOK USERS WORLDWIDE

(in millions)



HOW TO OPTIMIZE YOUR FACEBOOK MARKETING

For real estate agents looking to make an impression on Facebook without paying high ad prices, there are ways to optimize your organic marketing and boost awareness of your brand. Like most social platforms, visual posts will catch your audience's attention, so don't be afraid to share pictures of your listings, create short videos highlighting key features of a home, or even conduct a live Q&A for a listing to field questions from interested buyers who don't want to venture out of their homes. When it comes to Facebook, focus on:

- Creating visually engaging posts (pictures and videos) to publish on your feed
- Tailoring your page's chatbots to answer commonly asked questions and refer visitors to [your website](#)
- Utilizing Facebook Live to connect with your audience in real time
- Creating and engaging in small community groups
- Facilitating conversations about your local market, available listings, and life as a real estate agent

TWITTER



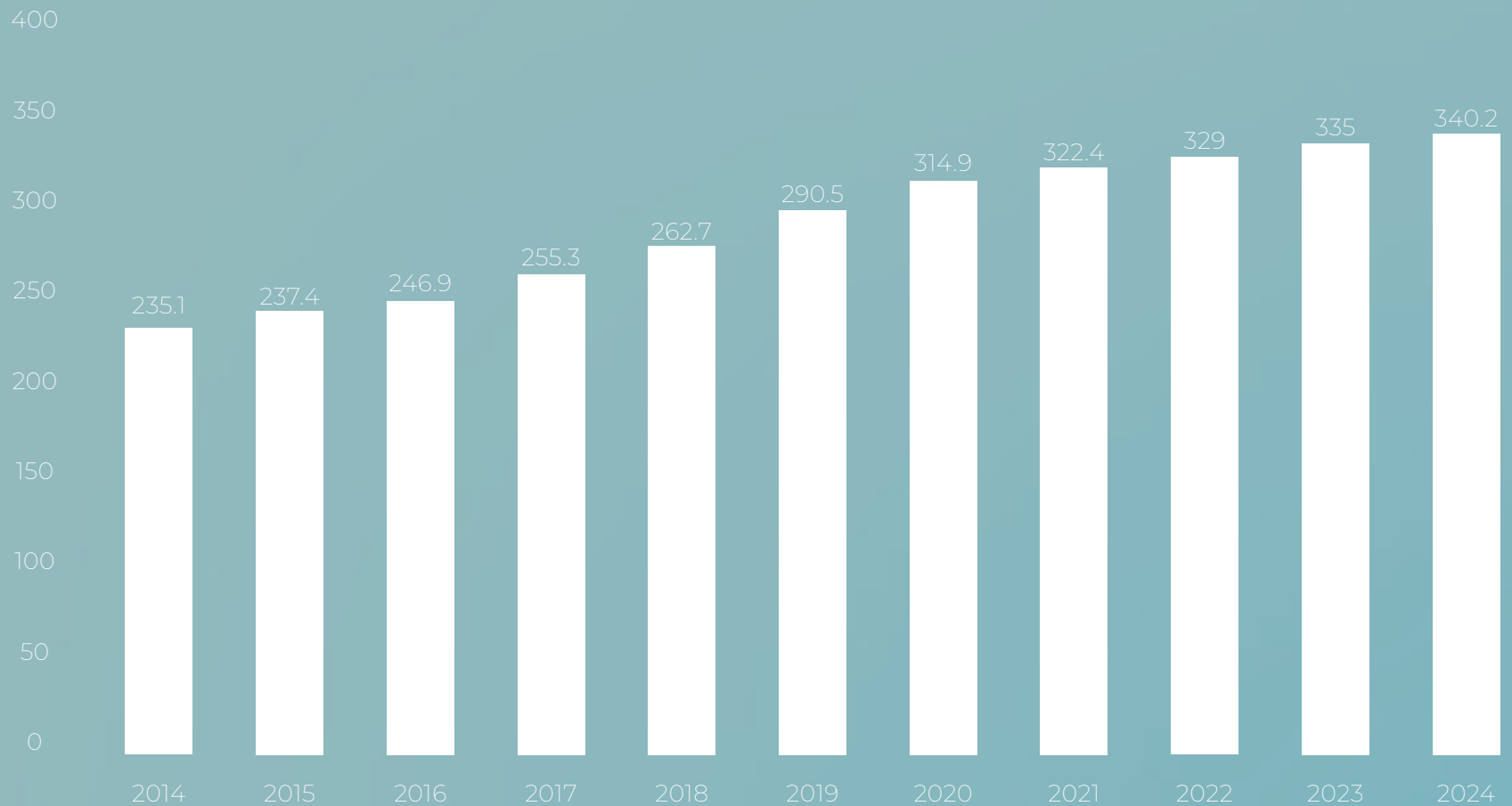
Twitter may not be the easiest social platform to create a marketing strategy around, given its fast-paced nature, but that doesn't mean the platform isn't essential to online marketing in 2021. Twitter had over [315 million monthly active users](#) in 2020 and is projected to reach 322 million active monthly users in 2021. These are the [most popular activities of users on Twitter](#):

- Posting personal updates
- Posting work updates
- Sharing links to news stories
- Posting photos or video clips
- Retweeting (or re-posting) others' updates



NUMBER OF TWITTER USERS

worldwide from 2014 to 2024 (in millions)



HOW TO OPTIMIZE YOUR TWITTER MARKETING

Twitter is a powerful social networking tool that has turned into a search engine through which users can find the latest information about virtually any topic. Use Twitter as your frontline for business updates, changes to listings, open house opportunities, or to be authentic and show your audience the “behind the scenes” of your real estate practice. To best optimize your Twitter marketing, you’ll want to:

- Tweet consistently
- Use hashtags that are relevant to your brand and business
- Be authentic and genuine
- Utilize Twitter’s [advanced search](#) features
- Always be engaged and provide customer support



“The first rule of social media is that everything changes all the time. What won’t change is the community’s desire to network.”

Kami Huyse

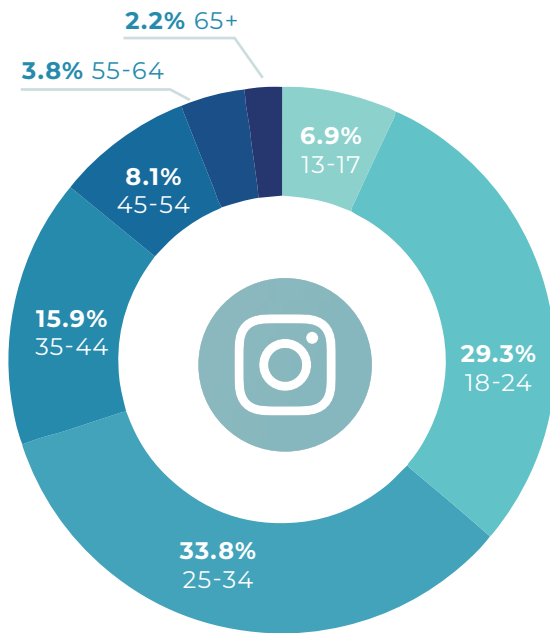
WHY YOU SHOULD INVEST TIME TO OPTIMIZE THESE PLATFORMS

It's important to understand why these platforms are so powerful for marketing. Simply put, it boils down to who you can reach and the potential to convert followers to customers. The best way to accomplish that is by knowing who uses these platforms and then marketing to them.

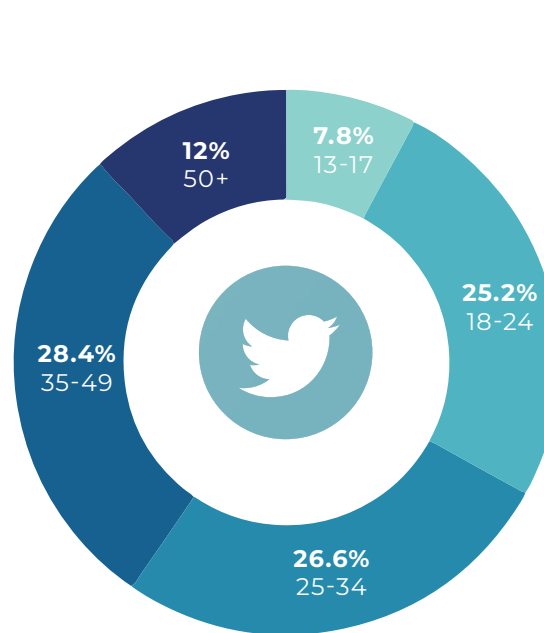


USERS BY AGE

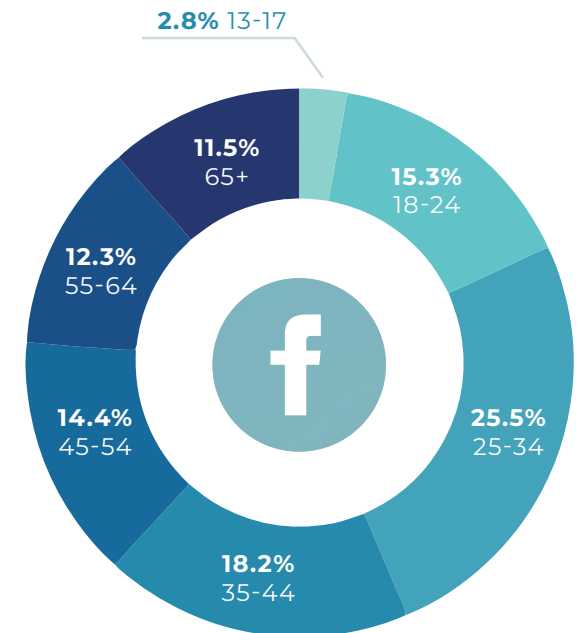
Reading these graphs, it's clear that the top users are between the ages of 25-34 on average (Millennials), making up over 25% of the overall user base across these three social platforms. What does this mean for agents? The Millennial generation now makes up the highest percentage of buyers in the nation at 25%, while Gen Xers constitute 23% of homebuyers, and 18% of buyers are Baby Boomers. To stay ahead of your competition and best serve your market, you need to market your services on social media and connect with these potential future clients.



Source | [Statista.com](https://www.statista.com)

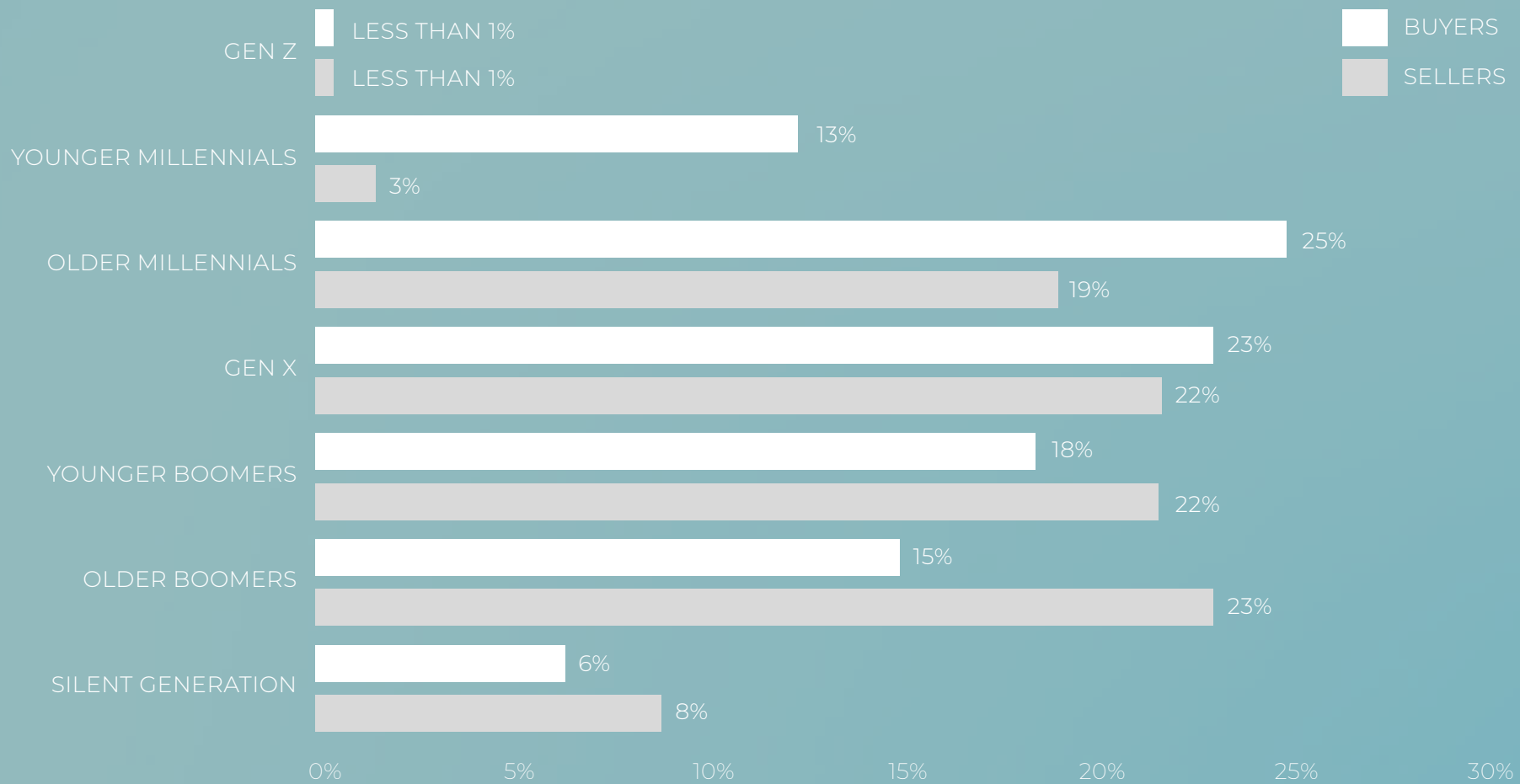


Source | [Statista.com](https://www.statista.com)



Source | [Statista.com](https://www.statista.com)

SHARE OF BUYERS AND SELLERS BY GENERATION



FINAL THOUGHTS ON SOCIAL MEDIA OPTIMIZATION

The function of an agent's social media channels should focus on being a hub of information about your business that's centered around providing the best experience to potential and repeat customers so that they can learn more about you and your business. Let your social pages speak to your high-quality services and showcase the work that you do.

Tailor your profiles, descriptions, and About Us sections to include keywords that are relevant to your market and business to increase your organic reach. Be mindful that each social platform has an algorithm that's designed to help users find relevant content based on what they've engaged with previously. It's imperative to cater to these algorithms because they can either help or hurt your overall social media performance.

Beyond all else, remember that the point of social media is to make meaningful connections. So get out there, start a conversation, and before long, your social media marketing could take you to the top.



ABOUT US

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