

Crafting a Winning Social Media Strategy for New Real Estate Professionals: Attracting Buyers and Sellers

By Sandy Hibbard, December 2023



For new real estate professionals, building a brand and attracting buyers and sellers is a top priority. In today's digital age, a strong social media strategy can be your secret weapon. In this article I will walk you

through the steps to create a social media strategy that will help you connect with potential clients and establish your presence in the competitive real estate market.

Sandy Hibbard Creative has been working with top producing Realtors and new real estate professionals for over 20 years to build powerful marketing plans that bring about awareness and create lead funnels through online and social media marketing. These tips come from my hands-on experience in working with some of the top producing real estate pros in the country.

Let's get started!

As a new real estate professional, you're entering a dynamic industry that relies heavily on relationships and trust. Your social media strategy will play a pivotal role in building those relationships and establishing trust with potential buyers and sellers. Here's how to get started:

I. Set Clear Goals and Objectives

Before diving into the world of social media, it's essential to define your goals and objectives. What are you hoping to achieve with your social media strategy? What budget do you have for it and how much time can you devote to creating the content?

Here are some common goals for new real estate professionals:

A. Brand Awareness

Your Brand is what you promise to your clients and how you deliver it. Use social media to create a compelling brand image that resonates with your target audience. Make it memorable. Have a story that will support it and keep it consistent across all marketing mediums. Many real estate professionals skip right to the sales process before ever building a brand, it's important to take the time to develop a brand that is memorable and that will connect to your target audience!

B. Lead Generation

Now that your brand is built and you know how you will deliver your brand promise to your customers, it's time to get leads and find potential buyers and sellers. Use social media to generate "social leads" and build your client list. This is accomplished through engagement and dynamic content. Paid and organic content should be part of your marketing plan to garner leads from interested prospects.

C. Community Engagement

Engaging with your local community can help you establish yourself as a trusted real estate professional. Community engagement could include sponsoring local

events or promoting neighborhood businesses through your social channels. Be local in your approach to your content, keep the grass-roots vibe to your marketing.

II. Choose the Right Platforms

Not all social media platforms are created equal when it comes to real estate. I have always believed it's good to be found everywhere online, "attracting your customers who are like a passing parade". However, you will want to start with one network and "blow it up" with your content. Here's how to select the right platforms:

A. Facebook: The All-in-One Hub

With its extensive user base and versatile features, Facebook is a must for real estate professionals. Most new real estate professionals will already have a Facebook profile. The next step is to clean it up and create a Facebook Business Page. There you will leverage Facebook Ads, and engage with local groups to connect with potential clients. Remember great content and engagement are your keys for success on any network, Facebook especially.

B. Instagram: Visual Storytelling

Instagram is perfect for showcasing properties with high-quality images. Use posts, stories, and reels to tell compelling visual stories that engage potential buyers. There is not enough to be said about the importance of professional photos on Instagram, you want them to be the main attraction.

C. LinkedIn: The Professional Network

LinkedIn is where you can connect with fellow professionals, share your expertise, and build a strong network. Regularly update your LinkedIn profile and share industry insights. Utilize their “article” feature to build a library of information on the areas you are specializing in.

D. YouTube: Video Excellence

Video content is in high demand. Use YouTube to create virtual property tours, neighborhood guides, your podcasts, hot market reports and expert tips. Videos can be shared across other platforms, extending your reach.

III. Create Valuable Content

Now that you’ve selected your platforms, it’s time to create content that resonates with your audience and that

shares your knowledge and expertise in the areas you specialize in:

A. Property Showcases

Use high-quality images and detailed descriptions to showcase properties effectively. Highlight unique features and amenities to attract potential buyers. Include yourself in video walkthroughs as a guide that knowledgeably talks about the property and the neighborhood. Interview the builder to get detailed “behind the scenes” info on a new home.

B. Client Testimonials

This is huge, but for new real estate professionals can be challenging. You will want to set up a system to get reviews of your work immediately. After your first sale share success stories from your satisfied clients. These testimonials build trust and serve as social proof of your expertise. Get photos and videos of clients who are willing to share their reviews online for you.

C. Market Insights

Provide valuable information about the real estate market. Share market trends, mortgage insights, and neighborhood highlights to attract potential buyers and sellers looking for expert guidance. For new real estate professionals this is a marketing method that you can get

in on immediately. Resources like Keeping Current Matters can provide you with current marketing info videos you can make to post on social. Get creative here with videos and visuals that can highlight the hottest news for your area while building you up as the local real estate expert!

D. Behind the Scenes

Share behind the scenes content about you and your team, your office. People love to see you in action and will get to know you through these more personal type posts. For new real estate professionals, finding content can be challenging while you are building up your listings and buyers list, so engage your office as a place to focus on for fun and informative content!

IV. Engage with Your Audience

Engaging with your audience is a crucial aspect of your social media strategy and a perfect way for new real estate professionals to build their networks:

A. Respond Promptly

When potential clients comment or send messages, respond promptly. A timely response shows your commitment and professionalism. Stay away from canned

or auto-responses as much as possible, a real response from you is worth far more than an automated one.

B. Host Q&A Sessions

Consider hosting regular Q&A sessions where you address common questions about the buying and selling process. These sessions can help you establish yourself as an expert in the field, especially great for new real estate professionals. You can do this with live videos on the social platform, or in interactive posts and stories where you post questions in your stories and answer those questions in your posts.

V. Use Hashtags Effectively

Hashtags can expand your reach on social media. Research and use relevant hashtags in your posts to reach a broader audience. For example, #FirstTimeHomeBuyer, #RealEstateInvestor, or #DreamHome. Create your branded hashtags and always use those in your posts as well as descriptive hashtags that identify the post. Keep your branded hashtags consistent on all posts all the time! Think of hashtags as searchable keywords where people can find you.

VI. Consistency is Key

Not just for new real estate professionals, but for any business doing social media marketing, consistency is essential for success. Create a content calendar to plan your posts and maintain a consistent online presence. Keep your branding consistent across all networks so that you become recognizable.

People often ask me, “how often should I post?”, that depends on your audience and your content. It is not too much to post daily if you have interesting content. It is not too much to post 3 times a day if you have the content. The key is to create your content and post it. Just get it done!

Conclusion

For new real estate professionals, a strong social media strategy is a game-changer. It’s the key to attracting potential buyers and sellers, establishing your brand, and building valuable relationships in the competitive real estate market. By setting clear goals, selecting the right platforms, creating valuable content, engaging with your audience, and using effective hashtags, you can craft a social media strategy that sets you on the path to success.

Now, it's your turn. I would love to hear about your experiences with building a social media strategy as a new real estate professional. Please leave a comment and share your insights, challenges, and successes. Your experiences can inspire and assist fellow real estate professionals on their social media journey.

Working with Sandy Hibbard Creative

I know that making the right decisions with your marketing budget is crucial to your brand's success, especially when you are starting new in real estate! With my 25+ years of industry experience in marketing and creative design I can help you build and implement a diverse marketing plan for your real estate business for a fraction of the cost of hiring a full time Marketing Department.

Sandy Hibbard Creative can run your campaigns along side your social media posts and help you build traction in your overall marketing. Remember, people do not know about you and your services unless you tell them!

Contact me and let's talk to see how we can work together – **214.208.3987**.