

SOCIAL MEDIA SIMPLIFIED:
The Real Estate Agent's Guide to Dominating on Social





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5 helpful resources to eliminate the guesswork from social media:

- ◆ 30-Day Instagram Story Game Plan
- ◆ Social Media Posting Schedules for Beginner, Intermediate, and Advanced Users
- ◆ 50 Video Ideas You Should Shoot
- ◆ Top Social Automation Tools
- ◆ 8 Ways to Turn Likes Into Commissions: Getting Your Followers Into Action



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Congratulations on downloading this informative guide!

Everyone knows the importance of posting on social media, but what holds us back is figuring out exactly WHAT to post. Right?

The goal of this guide is to eliminate that guesswork and give you ready-to-use concepts so you can start building your brand and attracting more business through social media. We're also including tips to optimize your time and effectiveness on each platform.

Many of these strategies are pulled directly from the playbook of some of our top-producing coaching members.

To maximize the impact of this guide and to discover how our coaching members earn 10X the industry average, be sure to schedule your free coaching consultation right away.

Good luck to you, and please know we're always here to help!

Tom Ferry

A stylized, handwritten signature in black ink. The signature appears to be 'Tom' followed by a large, sweeping loop that ends with a horizontal stroke.

RESOURCES

30-Day Instagram Story Game Plan

Follow this plan for 3 great benefits:

- It's quick and easy to do
- It's a great way to get comfortable being on camera
- It's a proven effective method to inform and educate your followers and position yourself as your market's "knowledge broker"

PRO TIP #1: Shoot videos in batches so you don't have to do it every day.

PRO TIP #2: After you post these videos to your Instagram Stories, save them to your Highlights so they're always viewable by new people discovering your page.

Here are 30 sample questions to use. Feel free to tweak them to make them more relevant to your market and/or come up with your own.

1. What's involved in the appraisal process?
2. What's involved in a home inspection? What if it says we need to make repairs?
3. What does escrow mean?
4. What are closing costs... and are they going to significantly impact the overall cost of my home?
5. What's the best way to figure out how much house I can afford?
6. What are the differences between various mortgage loan types – conventional, FHA, VA, etc.?
7. What do I need to do to prepare to sell my house?
8. Why should I hire a Realtor and pay commission when I could try to sell my home on my own?
9. Will my house show better if I move out?
10. What are the most cost-effective ways to increase my home's value?
11. Will holding Open Houses help sell my home? How disruptive will they be to my normal routine?
12. Is staging worth it? Do staged homes really sell for more money?
13. What's the best strategy for deciding on my listing price?



14. How are you going to market my home once it's listed for sale?
15. Are the pricing estimates provided by online portals accurate?
16. It seems like every day I see ads for new, easier ways to sell houses. Why should I sell my home the traditional way?
17. Is there a certain time of year that's best to put my home on the market?
18. Once I accept an offer for my home, how quickly will I get paid?
19. What happens if our buyer gets cold feet and wants to back out?
20. If the market is so hot and it's difficult to buy a home, why should I sell now? Where will I go?
21. What's the key to winning a bidding war to buy a house in today's competitive market?
22. How do agents get paid? Where does your commission come from?
23. How much down payment do I need to buy a house?
24. I keep hearing how it's such a seller's market. Why should I buy now?
25. I've heard that the real estate "bubble" is going to burst. Is now really a good time to buy a house?
26. Why are mortgage interest rates increasing and what's it mean for today's buyers?
27. What's the first step in buying a home?
28. I want to buy a house. What are the steps I should take to prepare?
29. Should I be shopping for my new home before I sell my current property?
30. Once I make an offer, am I locked in? What if I change my mind?



Social Media Posting Schedule: The RESULTS are in the REPETITION

POSTING FREQUENCY

Beginner

Instagram: 2-4x/week

2 Reels

2 static feed posts

Instagram Stories: 2-5 stories daily. Repost recent feed post, Talk about your day, Use stickers (polls, Q&A, link)

Facebook: 3-5x/week

A mix between static feed posts, links to articles, FB Lives, video posts

LinkedIn: 1-3x/week

Market updates, links to articles, reuse FB feed posts from that week

Twitter: 2-4x/week

Quotes, market updates, links to articles, reuse FB posts and IG posts from that week

Intermediate

Instagram: 4-7x/week

4 Reels

3-4 static feed posts

Instagram Stories: 2-5 stories daily.

Repost recent feed post, Talk about your day, Use stickers (polls, Q&A, link)

LinkedIn: 2-5x/week

Market updates, links to articles, reuse FB feed posts from that week

Twitter: 4-6x/week

Quotes, market updates, links to articles, reuse FB posts and IG posts from that week



Advanced

Instagram: 7-14x/week

Posting 1x/day or 2x/day (*morning/evening*)

5-7 Reels a week

3-5 Feed Posts (*static or video*)

Instagram Stories: 10-15 stories daily, report recent feed post, go live, use stickers (*polls, Q&A, links*), updates throughout day, reposting content from other likeminded accounts

Facebook: 5-7x/week

A mix between static feed posts, links to articles, FB Lives, video posts

LinkedIn: 5x/week

Market updates, links to articles, reuse FB feed posts from that week

Twitter: 6-14x/week

Quotes, market updates, links to articles, reuse FB posts and IG posts from that week

IMPORTANT QUESTION:

Now that you know your optimal posting schedule, how will you hold yourself accountable?



50 Video Ideas You Should Shoot

There's no question we're living in a "video-first" marketing environment. Build your presence across your social platforms with these 50 ideas:

1. Intro video / Meet local real estate professional [Your Name]
2. What does \$300,000 buy in [Your Market]?
3. What does \$600,000 buy in [Your Market]?
4. What does \$1 million buy in [Your Market]?
5. [X] things I've learned in [X] years in real estate
6. The funniest story from my real estate career
7. The most EMBARRASSING moment in my real estate career
8. The weirdest question I ever got in my real estate career
9. The single biggest mistake SELLERS make in [Your Market]
10. The most-costly mistake BUYERS make in [Your Market]
11. Welcome to [Your Market] / The Newcomer's Guide to [Your Market]
12. Your take on a recent real estate news article (the more local, the better)
13. Market update / This week in [Your Market] real estate
14. When is the best time to sell a home?
15. How to prepare to sell your home in [Your Market]
16. 3 things you should know before moving to [Your Market]
17. Pros & cons of buying vs. renting in [Your Market]
18. Should you stage your home before selling?
19. Spring real estate market forecast for [Your Market]
20. Summer real estate market forecast for [Your Market]
21. Fall real estate market forecast for [Your Market]
22. Winter real estate market forecast for [Your Market]
23. Top 5 outdoor activities to do in [Your Market]
24. Top 5 "can't miss" local attractions in [Your Market]
25. The 5 ABSOLUTE BEST parks in [Your Market]



26. 5 ways to increase your home value before selling
27. How much down payment you REALLY need to buy a home today
28. 3 affordable home renovation tips to rekindle your love for your home
29. BUYERS: How to win a bidding war in today's market
30. SELLERS: 3 pricing strategies to get the most for your home sale
31. Behind-the-scenes of your next team or office meeting
32. Behind-the-scenes of how you generated top dollar for a recent sale
33. How to choose the best real estate agent for your needs
34. Driving tours of various local communities
35. Interviews with local business owners and/or figureheads
36. Client testimonials supercut
37. 6 tips for real estate investors in [Your Market]
38. What's a 1031 Exchange?
39. What happens in a home appraisal?
40. What happens during the escrow process?
41. Why home prices are increasing
42. Here's the deal with home prices in [Your Market]
43. Exploring your home loan options
44. Debunking 10 of the biggest myths in [Your Market] real estate
45. What I love about living in [Your Market]
46. Answering the 10 most-asked questions about buying a home in [Your Market]
47. Answering the 10 most-asked questions about selling a home in [Your Market]
48. Is now a good time to buy a house?
49. 3 trends I'm seeing in today's housing market
50. 5 ways to make your home STAND OUT in a crowded market



Top Social Media Automation Tools You Should Be Using

Social media only makes sense when it works FOR you rather than eating up all your time. Don't let it dominate your schedule. Instead, use these tools to automate posts, track your effectiveness, and more!



◆ **Sprout Social** - We love this because it includes reporting (*weekly, monthly*).



◆ **GAIN App** - Does not provide reporting but allows you to schedule out IG stories and videos on LinkedIn. We love the approval process on it for teams. It's probably our favorite and also the cheapest.



◆ **AgoraPulse** - Great for people in the UK/US. No reporting but it's otherwise seamless.



8 Ways to Turn Likes Into Commissions: Getting Your Followers Into Action

The whole point of increasing your social media activity isn't to get "internet famous" or bask in likes. It's to get more business! Be sure to use these tactics whenever possible to make social media one of your best conversion tools:

1. Always include a link in your bio (Use Linktree to be able to house multiple links).
2. Always ask for feedback in posts.
3. Be welcoming and encourage people to reach out to you with any questions.
4. Create and promote lead magnets that lead to a simple form on a landing page.
5. Include CTAs (*Your "call to action"*) in captions whenever appropriate.
6. Save FAQs (Frequently asked questions) in your Instagram Stories Highlights so viewers recognize your expertise.
7. Use Polls on Instagram Stories to identify people considering a move: Create a Story asking if they are happy in their home and including "Yes" or "No" poll options. Then be sure to reach out to all of those that say no. Repeat every few weeks.
8. Work with another page on content and have them add you as a "collaborator" to expand your reach and introduce you to new audiences with the implied endorsement of your collaborator. (eg. *A local ice cream spot for "best place in [your town]."*)