

What's Trending Now



AUDIENCE POLL

How often do you use Instagram®?

- Nada
- Have an account
- Weekly
- Daily
- 3x+ Daily



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APRIL 2018

LEVERAGING INSTAGRAM® IN YOUR SOCIAL MEDIA STRATEGY

Hosted by: Jim Marks & Ryan Rockwood



WHAT'S TRENDING NOW

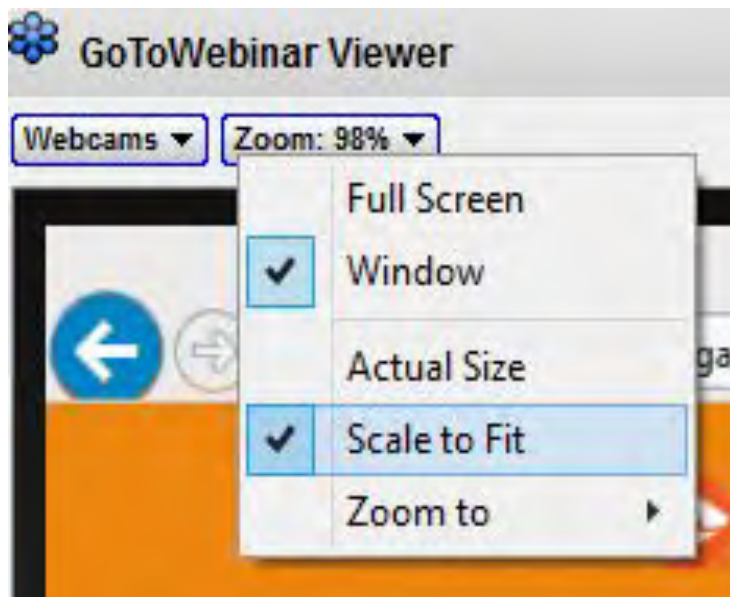


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1) **YOU ARE MUTED FOR THE DURATION OF THE WEBINAR**

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) **THIS WEBINAR WILL LAST 60 MINUTES**

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions



3) **THIS WEBINAR IS BEING RECORDED**

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING



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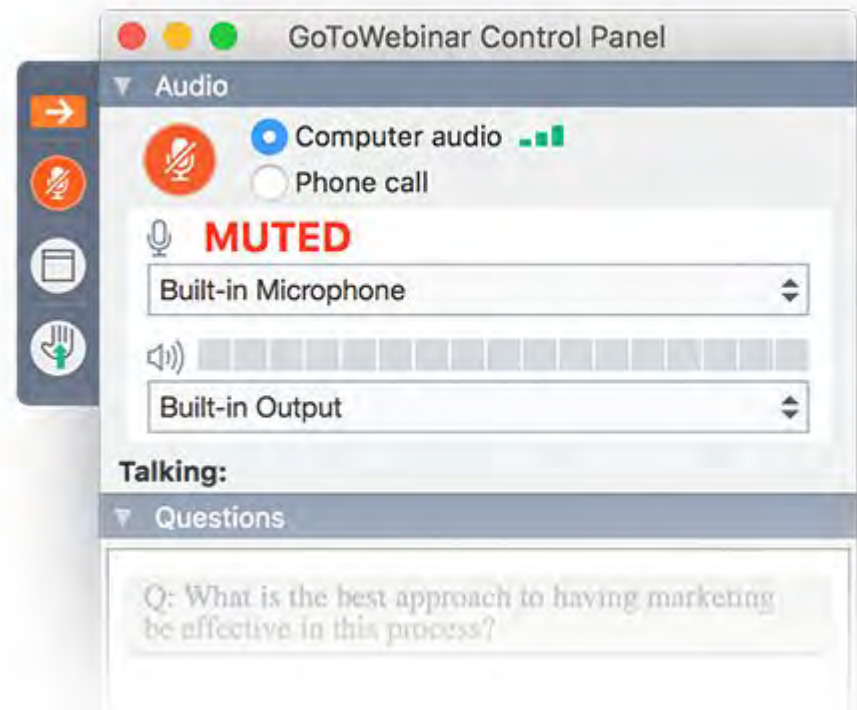


HAVE QUESTIONS? Not A Problem!

Locate the Questions
Panel.

You CAN type a question
in your control panel.

We will do our best to
answer it.



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WHAT'S TRENDING NOW

If we teach it on this webinar series, it's been

 Tried  Tested

APPROVED



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WHAT'S TRENDING NOW



AUDIENCE POLL

Poll Results



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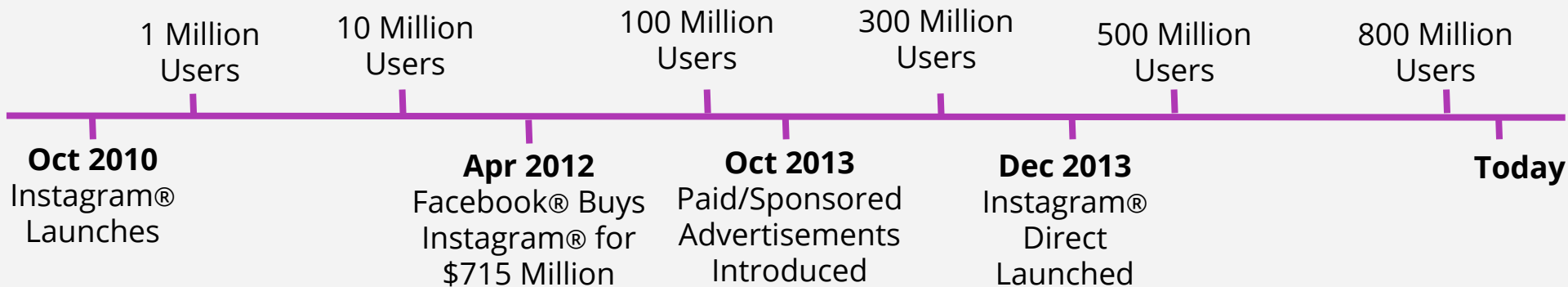


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WHAT'S TRENDING NOW

A BRIEF HISTORY OF Instagram®



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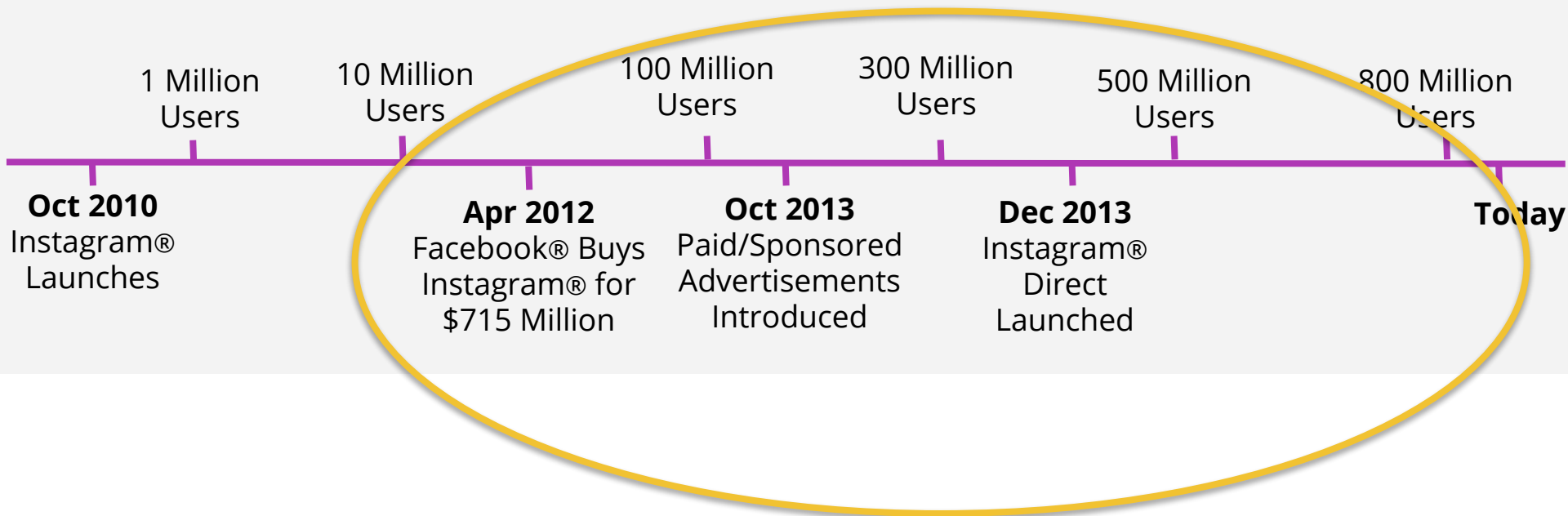


What's Trending Now



WHAT'S TRENDING NOW

A BRIEF HISTORY OF *Instagram®*



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A BRIEF HISTORY OF Instagram®



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IN 2018, INSTAGRAM® DEMANDS YOUR ATTENTION

Instagram® now has 800 million monthly active users, and 500 million daily active users.

70% of users log in at least once per day

72% of users purchased products seen on Instagram®

80% of users follow at least one business



Carrier fees for data usage may apply



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SHOULD YOU DIVE DEEP? IT DEPENDS.

POP QUIZ



1. (Y/N) Do you use and enjoy Instagram® already?
2. (Y/N) Learning a new(er) social network sounds fun!
3. (Y/N) Sharing more (often personal) info sounds fun!
4. (Y/N) You are funny, insightful or quirky..
5. (Y/N) You prefer images/videos to text?

If you answered Yes to 3 or more of these questions, it's full speed ahead. You may have found your new favorite thing.

Regardless, everyone should know and use Instagram for their business.



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What Is Your Goal?



**SPHERE
BUILDING**



**USER
ENGAGEMENT**



**BRAND
AWARENESS**



**LEAD
CAPTURE**







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SO WHAT'S SO UNIQUE ABOUT INSTAGRAM®?



IN THE WORLD OF
Instagram®

-  Images and Videos first
-  Hashtags have increased importance
-  No Links in Posts!
-  Heavy User Engagement



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WHAT'S TRENDING NOW

STEP ONE: ACCOUNT SET UP



GETTING STARTED WITH
Instagram®



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PNC BANK

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Edit Profile	 jamesmarksla  Edit Profile Photo
Change Password	
Authorized Applications	
Comments	
Email and SMS	
Manage Contacts	
	Name Los Angeles Realtor
	Username jamesmarksla
	Website mysite.com
	Bio INCLUDE: Your location, Services you provide, Website link and call to action (ie "Visit my site for ABC").
	Private Information
	Email 1@virtualresults.net
	Phone Number 3108090203
	Gender Male 
	Private Account <input type="checkbox"/> When your account is private, only people you approve can see your photos and videos on Instagram. Your existing followers won't be affected
	Similar Account Suggestions <input checked="" type="checkbox"/> Include your account when recommending similar accounts people might want to follow. [?]
	Submit Temporarily disable my account



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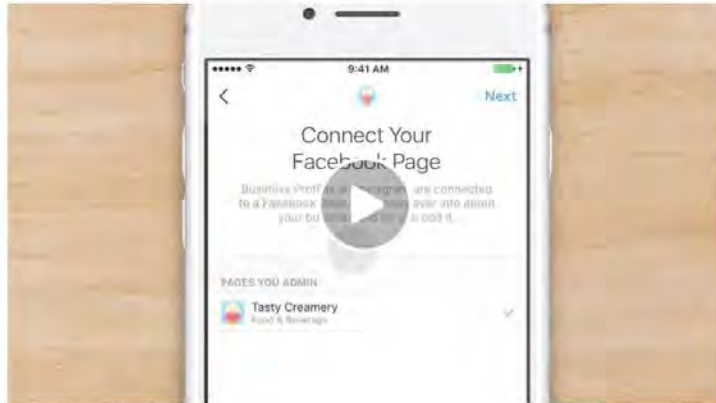
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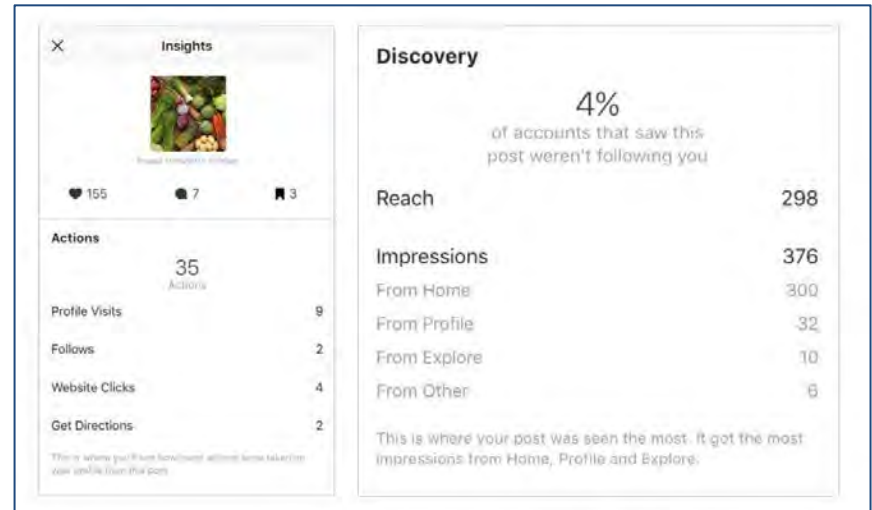


CONVERT YOUR INSTAGRAM® PROFILE TO A BUSINESS PROFILE



Convert to a Business Profile:

1. Go to your profile and tap .
2. Tap **Switch to Business Profile**.
3. Tap **Switch to Business Profile** and select the Facebook Page you'd like to associate with your Business Profile on Instagram with.
4. Make sure your profile is set to Public. Private accounts can't switch to Business Accounts.
5. On the **Set Up Your Business Profile** page, review your business's contact information, make any changes and tap **Done**.



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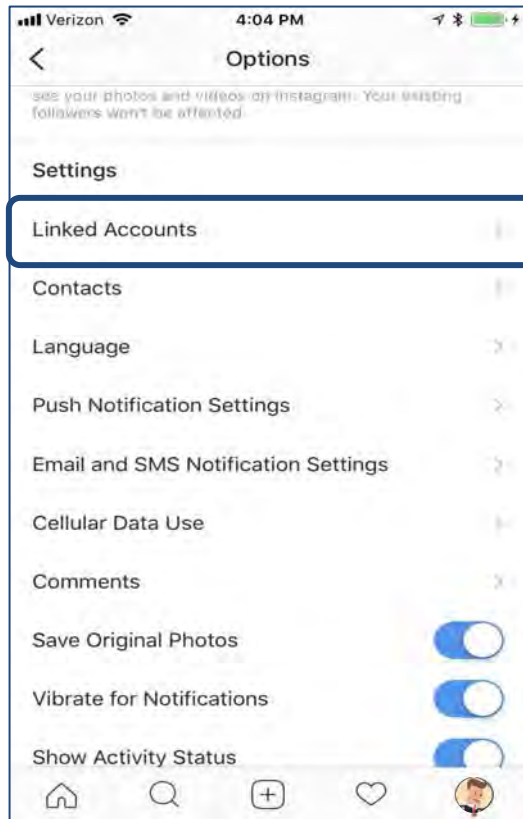


What's Trending Now



WHAT'S TRENDING NOW

AUTOPOST TO FACEBOOK® AND TWITTER® (APP ONLY)



Carrier fees for data usage may apply

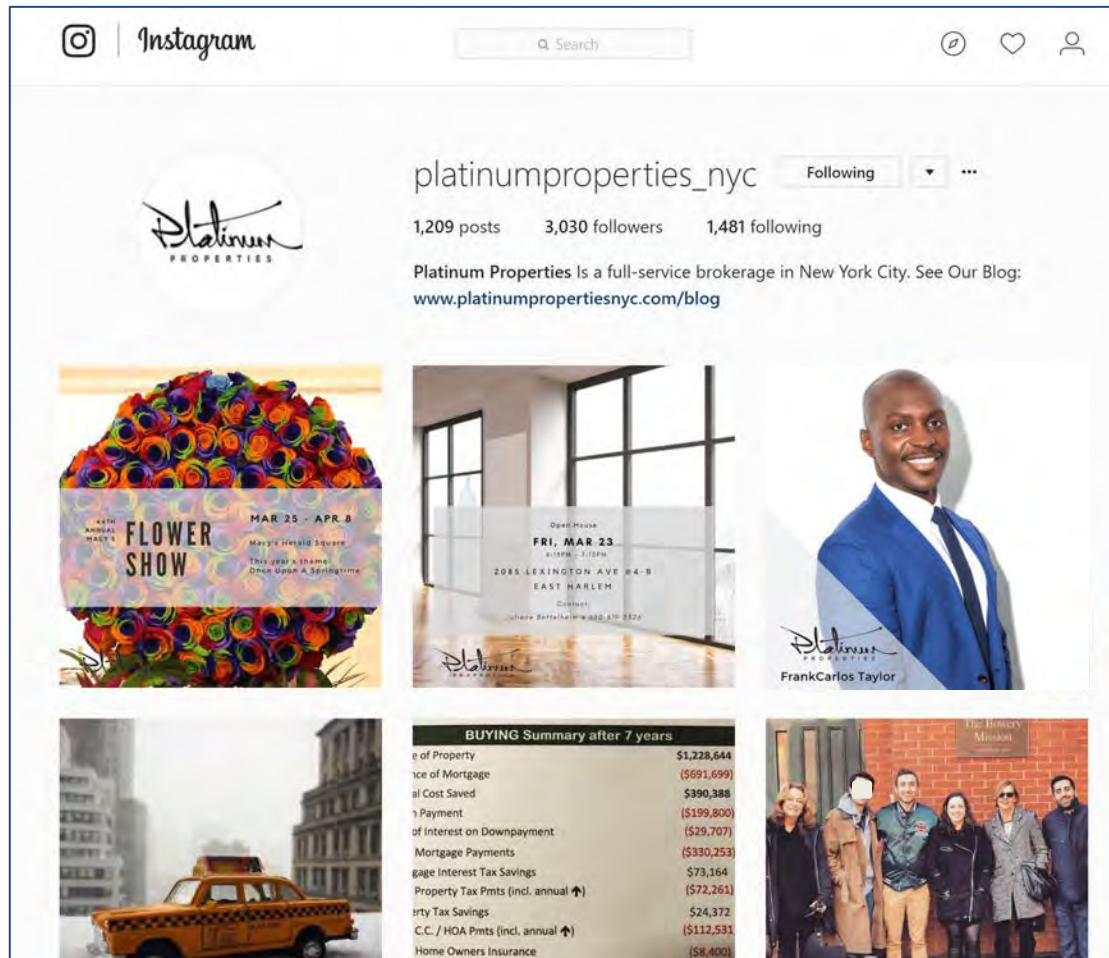


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Platinum Properties

BUYING Summary after 7 years

Value of Property	\$1,228,644
Balance of Mortgage	(\$691,699)
Rental Cost Saved	\$390,388
Down Payment	(\$199,800)
Loss of Interest on Downpayment	(\$29,707)
Total Mortgage Payments	(\$330,253)
Mortgage Interest Tax Savings	\$73,164
Total Property Tax Pmts (incl. annual ↑)	(\$72,261)
Property Tax Savings	\$24,372
Total C.C. / HOA Pmts (incl. annual ↑)	(\$112,531)
Total Home Owners Insurance	(\$8,400)
Estimated Closing Costs	(\$40,000)
Advantage of Buying vs. Renting	\$231,916

Platinum

platinumproperties_nyc Are you as excited as we are about the \$231,916 savings that a buyer can accumulate after 7 years of owning a \$999,999 apt in NYC? Check out our story and reach out to a platinum properties agent to learn more! #platinumpropertiesnyc #nycrealstate #manhattan #buylocal #buynow #buyersagent #sellersagent #buyvsrent #renting #rentalproperty

30 likes
5 DAYS AGO

Add a comment...

Mortgage Payments	(\$330,253)
Mortgage Interest Tax Savings	\$73,164
Property Tax Pmts (incl. annual ↑)	(\$72,261)
Property Tax Savings	\$24,372
C.C. / HOA Pmts (incl. annual ↑)	(\$112,531)
Home Owners Insurance	(\$8,400)



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What's Trending Now



WHAT'S TRENDING NOW

BUY
Value of Property
Balance of Mortgage
Rental Cost Saved
Down Payment
Loss of Interest on Do
Total Mortgage Payme
Mortgage Interest Tax
Total Property Tax Pm
Property Tax Savings
Total C.C. / HOA Pmts
Total Home Owners In
Estimated Closing Cos
Advantage of Buy

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platinumproperties_nyc " Choose a job you love, and you will never work a day in your life." - Confucius @frankcarlostaylor

#platinumproperties #platinumpropertiesnyc #platinumproperties #nycraalestateagent #nycraalestate

33 likes
FEBRUARY 15

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Platinum PROPERTIES
FrankCarlos Taylor



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"HOW YOU SPEND YOUR TIME IS A PREDICTION OF FUTURE SELF... DO MORE, SEE MORE BE MORE!"

Krishe Van Der Walt

Platinum PROPERTIES

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platinumproperties_nyc Originally from South Africa, Krishe now lives and breathes New York City. She is motivated, enthusiastic, and rigorous in everything she does, especially for her clientele. Say hello to @krishevanderwalt. #platinumproperties #platinumpropertiesnyc #platinumproperties #nycrealestateagent #nycrealestate

33 likes
FEBRUARY 12

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33 likes
FEBRUARY 15

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FrankCarlos Taylor



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 | Instagram



**platinumproperties_nyc** • Following



Sunday, February 4th 2-3PM



OPEN HOUSE

123 Main Street, Apt 98765

Platinum

platinumproperties_nyc Entertain in style in this 1000sqft 2 bed, 2 bath beauty featuring a chef's kitchen and a stunning view of Manhattan. Open house today @ 2pm to 3pm. More amazing homes on display! Check out all our open houses. #BatteryParkCity #OpenHouse #PlatinumPropertiesNYC #NYCRealestate


What football game? we're apt hanging around day every day



33 likes

FEBRUARY 4

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852 followers

1,382 following

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🚤 Boating 🪚 Woodworking 🍷 DC Brunch ❤️ Vancouver 🎿 Skiing in Whistler BC 🧳
🍷 👨👩👦 🍎

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A couple people showed up in our little town today.

#MarchForOurLives

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#exploredc #dcfocused #igersdc
#mydcool #districtofcolumbia
#dctography #exploredc #dcchasers
#streetmeetdc #instadc #compass
#compassdc

ome!

m



95 likes

1 DAY AGO

Log in to like or comment

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Realtor 🏠 Running & Gym time 🏃
Vancouver 🏔️ Skiing in Whistler BC 🗜️



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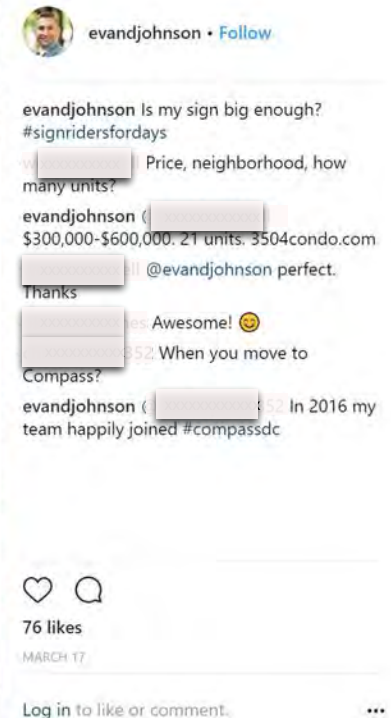
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What's Trending Now



Instagram



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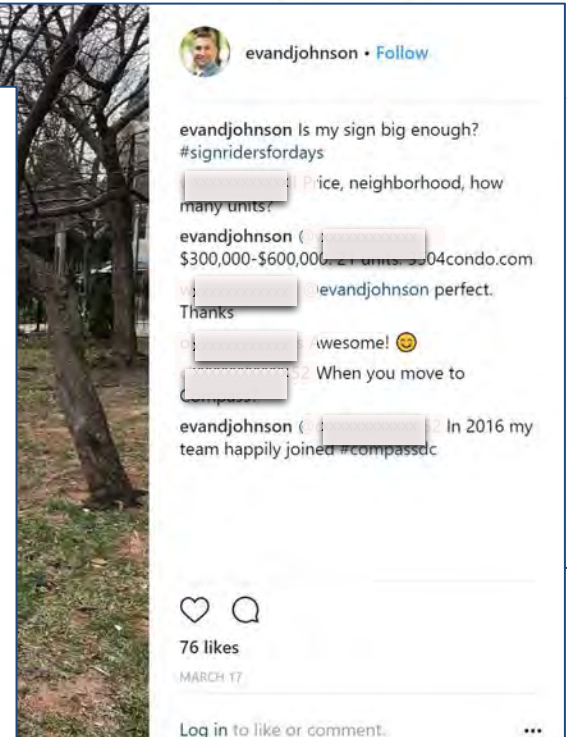
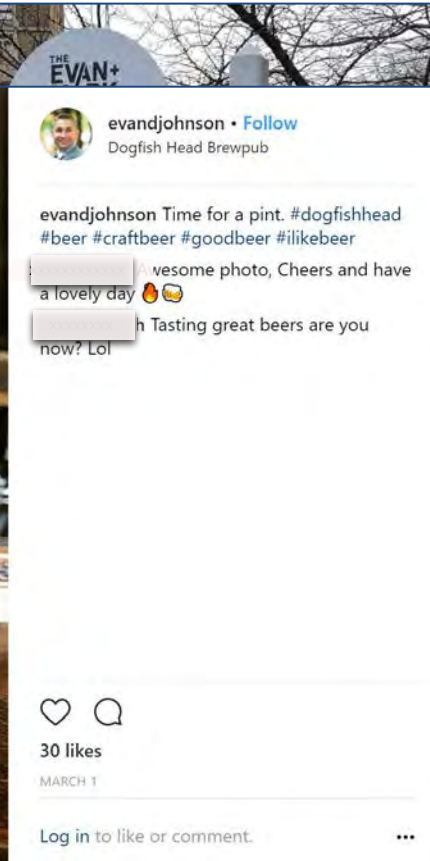
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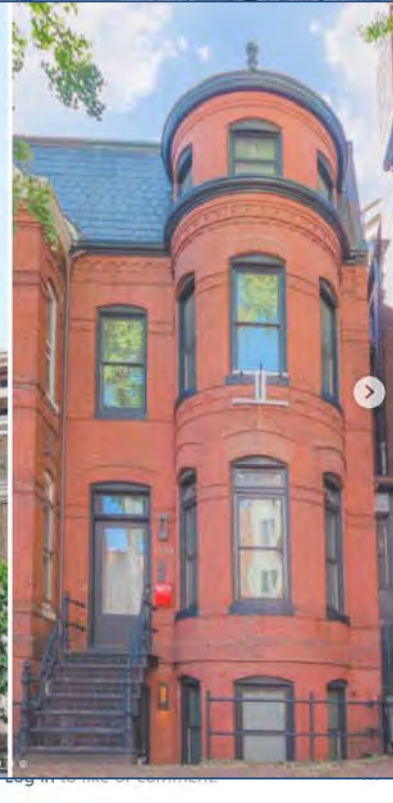


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evandjohnson • Follow

Washington, District of Columbia

evandjohnson Now that we wrapped up the last two settlements and \$2 million of 2017, here is a toast 🍷 to 2018! I am taking the rest of the year off. 😊 #dcrealestate

for 📺 📺 📺 ..



68 likes

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WHAT'S TRENDING NOW

STEP TWO: CONTENT PLAN



GETTING STARTED WITH
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WE PRESENT TWO CONTENT PLANS TO YOU!

(You may wish to master the Standard tract first)

Standard tract:

- Coming Soon
- Just Listed
- Just Sold
- Testimonials
- Open House
- Behind the Scenes

Advanced Tract (Standard tract, PLUS):

- Adventures in Real Estate
- Community Life
- Hall of Shame
- Team Spotlight
- Local Business
- Local Influencers
- Community Events
- From the Archives
- Text Quotes
- Paid Ads



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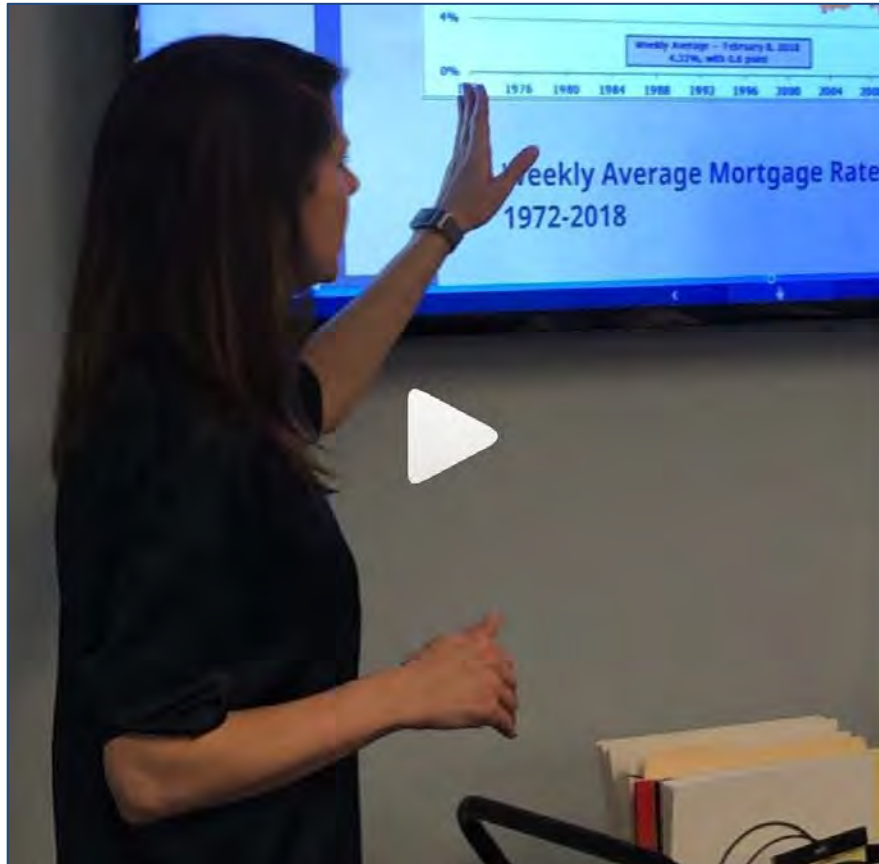


What's Trending Now



EXAMPLES OF ADVANCED TRACT: BEHIND THE SCENES

WHAT TO POST



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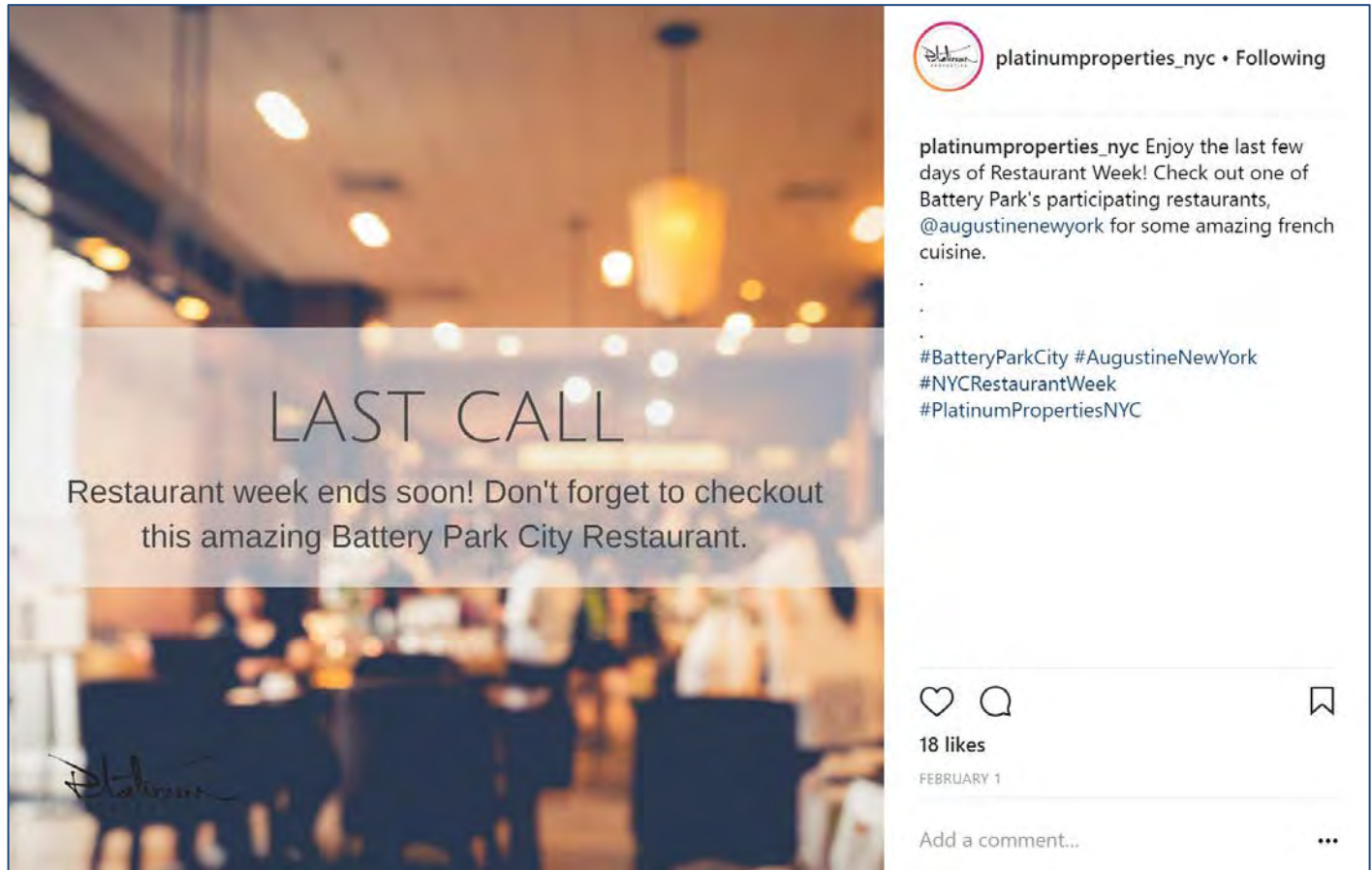


What's Trending Now



EXAMPLES OF ADVANCED TRACT: LOCAL BUSINESS

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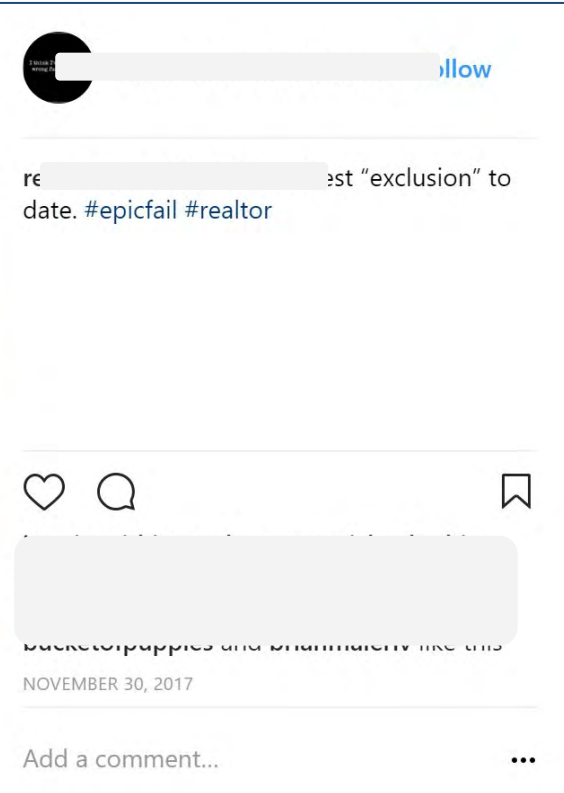
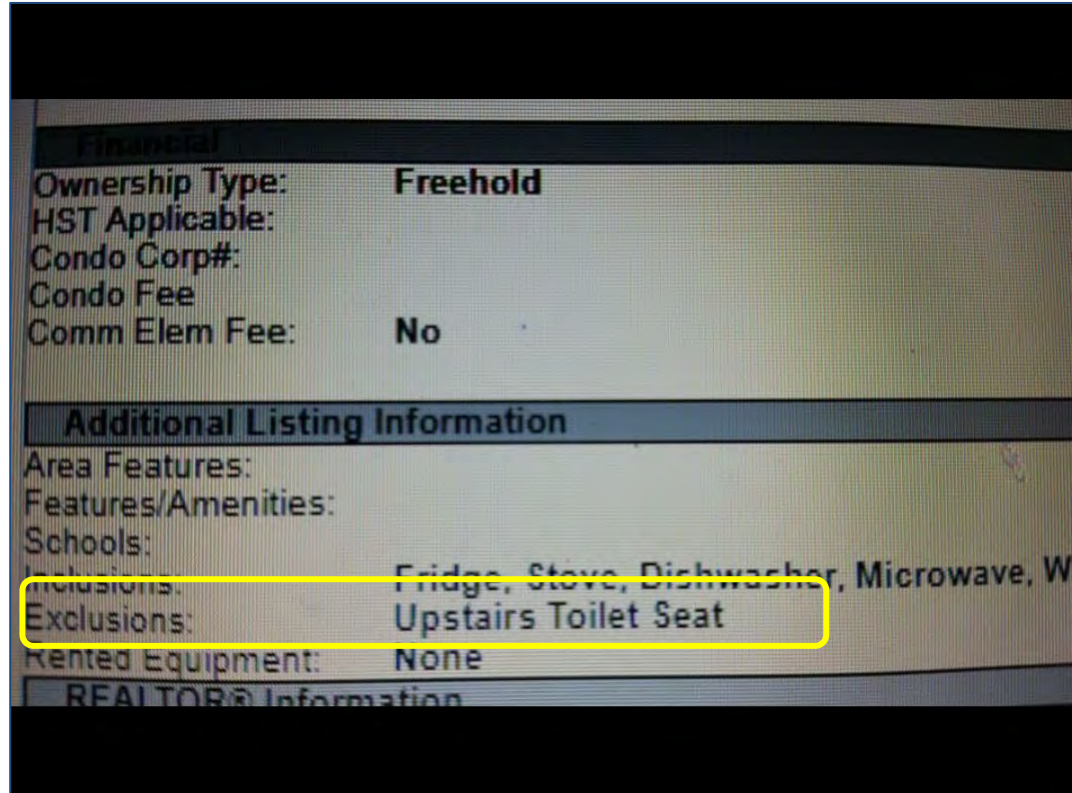


What's Trending Now



EXAMPLES OF ADVANCED TRACT: HALL OF SHAME

WHAT TO POST



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EXAMPLES OF ADVANCED TRACT: TEAM SPOTLIGHT

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EXAMPLES OF ADVANCED TRACT: COMMUNITY EVENTS/LIFE

WHAT TO POST



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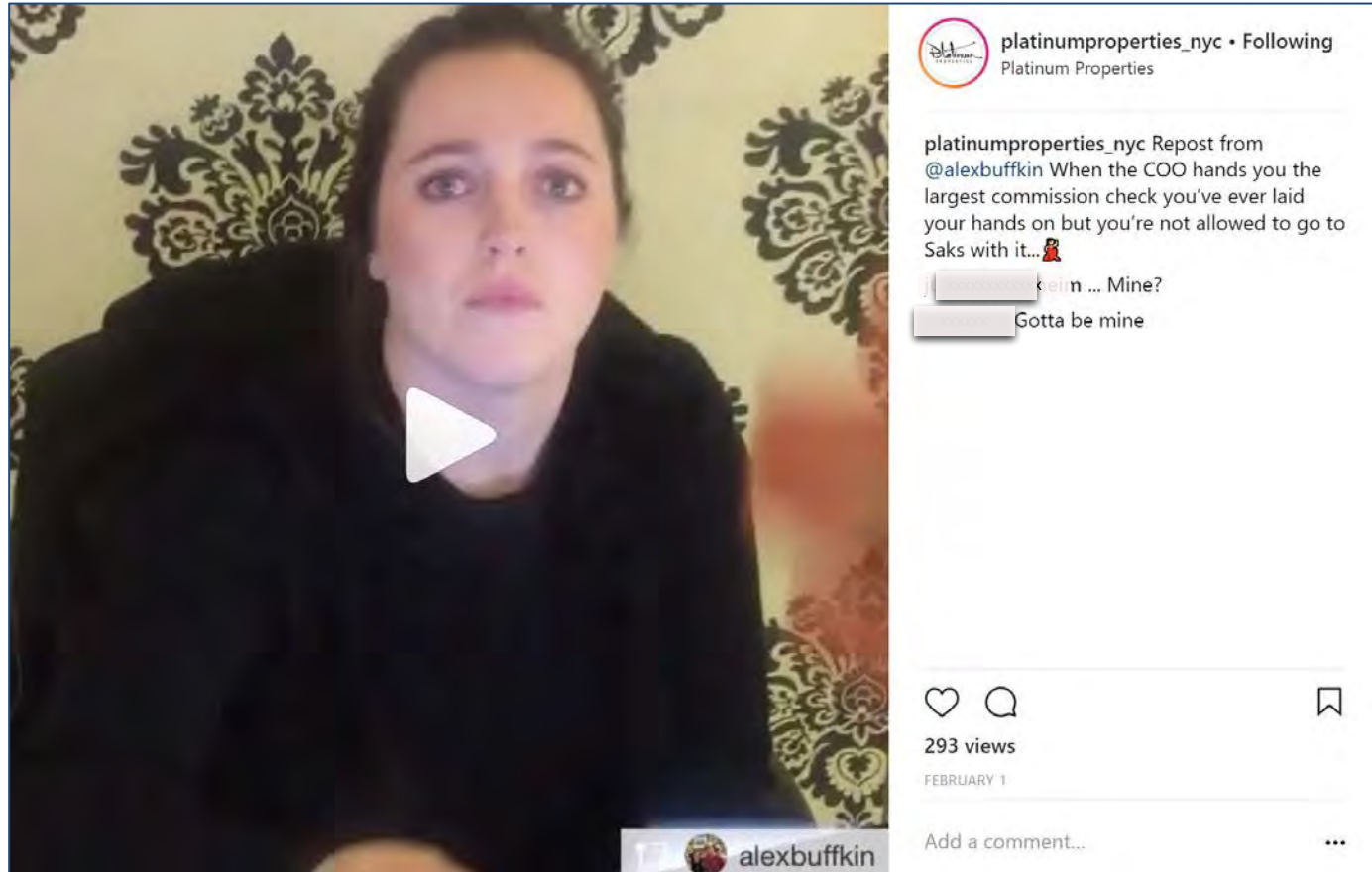


What's Trending Now



EXAMPLES OF ADVANCED TRACT: ADVENTURES IN REAL ESTATE

WHAT TO POST



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WHEN TO POST

CREATE A CONTENT CALENDAR

Planning ahead is the only way this is going to work, for busy Real Estate Agents.

Create a Monthly calendar for what you will post and when.

Ideally post 3-5 times per week. But that's not going to happen right away. Consistency is most important.



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What's Trending Now



WHAT'S TRENDING NOW

WHEN TO POST

Sun Apr 1	Mon 2	Tue 3	Wed 4	Thu 5	Fri 6	Sat 7
	● 9am Just Sold - Instag	● 11:30am Local busines	● 11:30am Adventures in	● 5pm Testimonial - Inst	● 12pm Open House - In	
8	9	10	11	12	13	14
	● 9pm Just Listed - Insta	● 10am Local influencers	● 11:30am Community li	● 5pm Coming soon - Ins	● 12pm Open House - In	
15	16	17	18	19	20	21
	● 9am Just Sold - Instag	● 11:30am Community e	● 11:30am Hall of shame	● 5pm Behind the scene:	● 12pm Open House - In	
22	23	24	25	26	27	28
	● 9pm Just Listed - Insta	● 11:30am From the arch	● 10am Team spotlight	● 5pm Behind the scene:	● 12pm Open House - In	
29	30	May 1	2	3	4	5
	● 9am Just Sold - Instag	● 11:30am Local busines	● 11:30am Adventures in	● 5pm Testimonial - Inst	● 12pm Open House - In	

Advanced Tract



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WHEN TO POST

Download these Calendar templates!



(Presentation replay / notes link at end of presentation)



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WRITING CAPTIONS



Don't always try to sell in every post.

Offer value to your audience.

Write in call to actions to boost engagement.

Example: Yes or no, would you live in this luxury villa?

Never just post hashtags and no caption.



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What's Trending Now



WHAT'S TRENDING NOW

Standard Tract

STEP THREE: HASHTAGS & WHEN TO POST



GETTING STARTED WITH
Instagram®



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WHAT'S TRENDING NOW

WHAT ARE #HASHTAGS?

[#clickablecategories](#)

[#wiredforsuccesswebinars](#)

HOW DO #HASHTAGS WORK?

Once a user clicks on a specific [#hashtag](#), all content using the same [#hashtag](#) is shown on a single results page.

[#YourBrokerage](#) [#JustSold](#) [#YourNeighborhood](#)
[#YourCityRealEstate](#)



THE LANGUAGE OF
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HASHTAG ETIQUETTE

- #Don't-string-together-too-many-words
- Don't spam. #UnRelated-Hashtags
- Learn/use trending hashtags for your topic
- Don't always reuse the same hashtags
#overandoverandover
- Feel free to put hashtags in your comments, instead of the caption. Just make sure you post them immediately after publishing.



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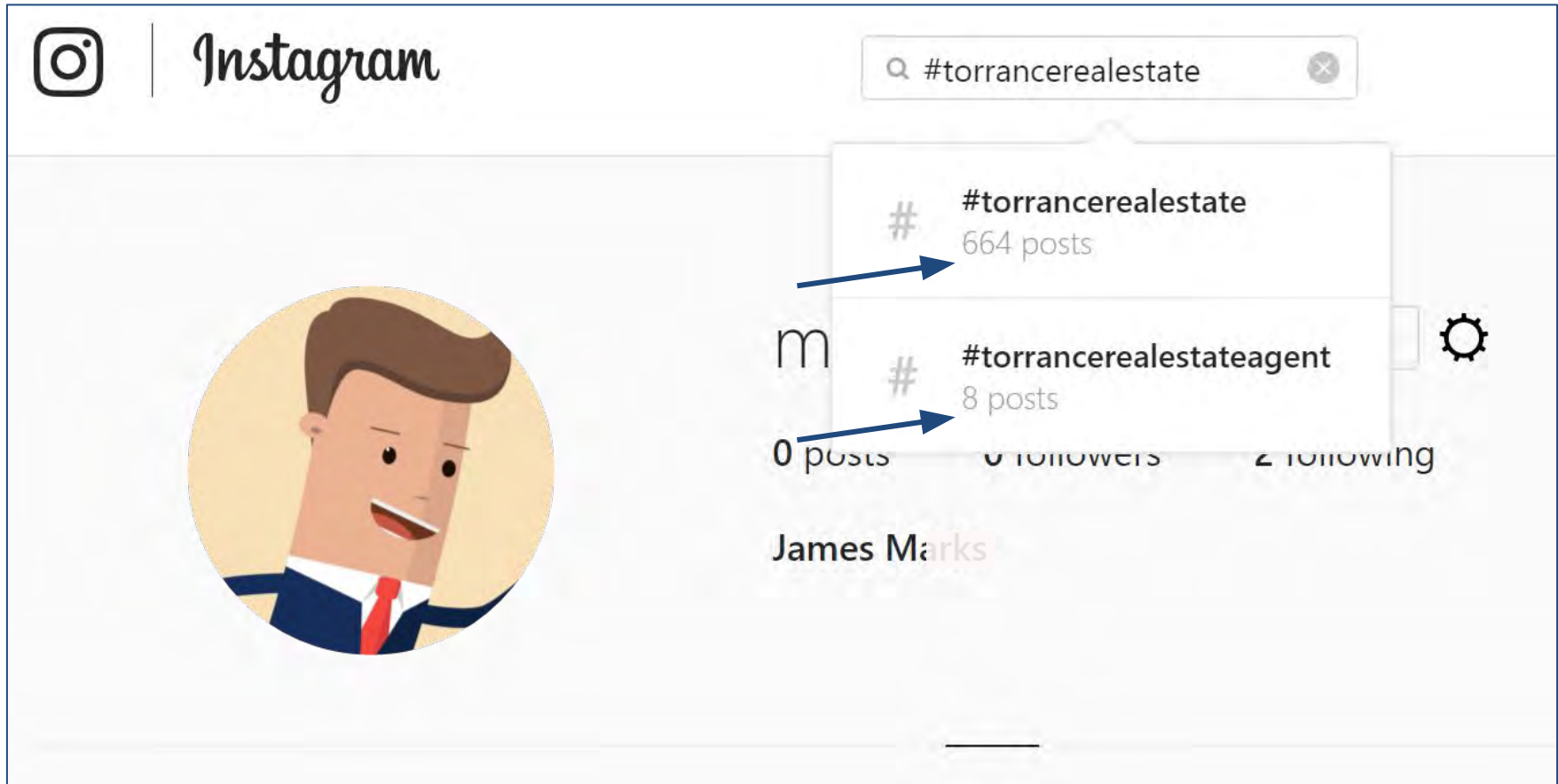
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Hashtag Research



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BEST TIMES TO POST

WHAT ARE THE BEST TIMES TO POST?

Unfortunately, this isn't a one-size-fits-all kind of a question. Plus, the answer is constantly evolving. We can give you recommended times, but it's up to you to analyze your audience response and adjust your strategy from there.

POSTING TIME ANALYSIS TIPS

- 1) Experiment with different times and see how your results vary.
- 2) Pay attention to time zones.

Mondays, Thursdays & Saturdays
8-9am, 11am-12pm & 7pm-9pm



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WHAT'S TRENDING NOW

Standard Tract

STEP FOUR: GET STARTED



GETTING STARTED WITH
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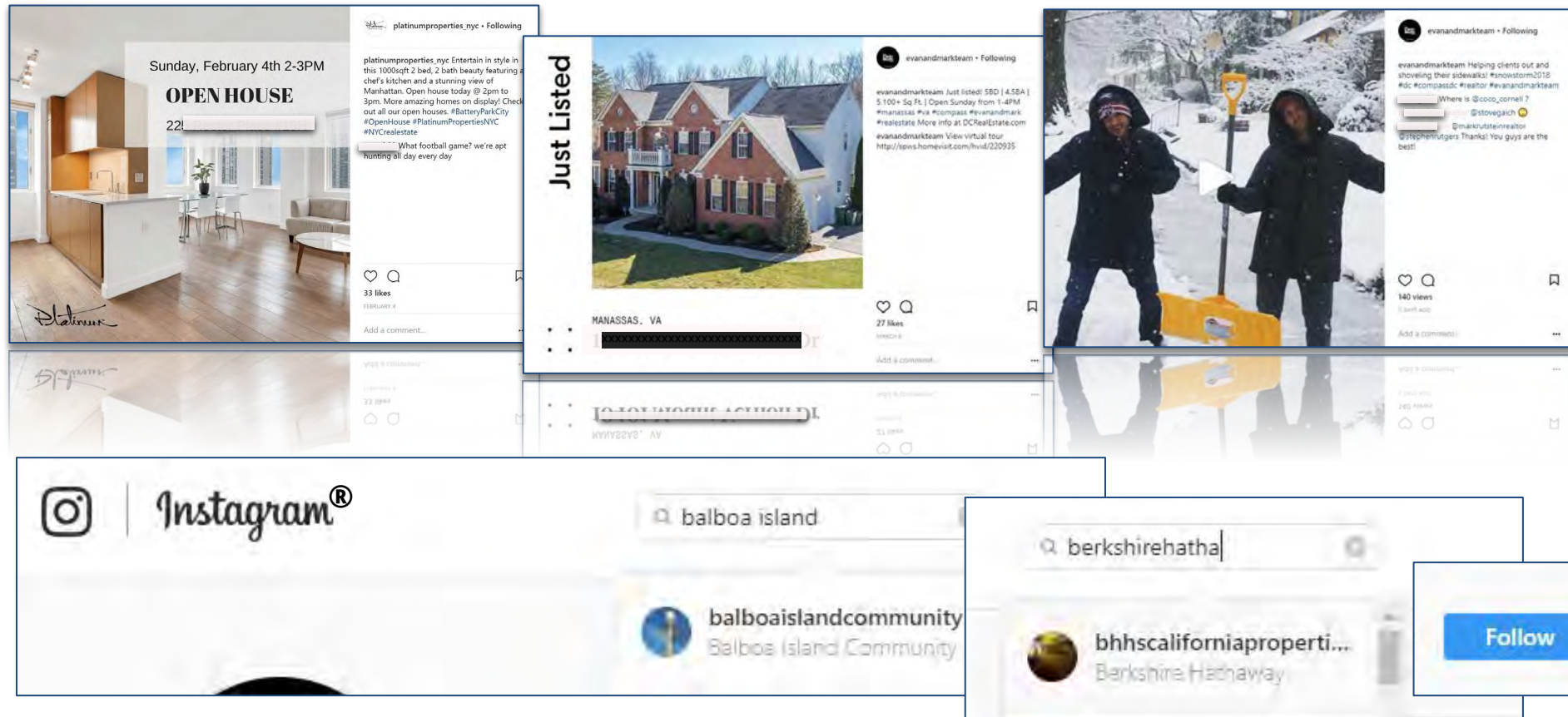


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ADD THREE POSTS AND BEGIN FOLLOWING OTHERS



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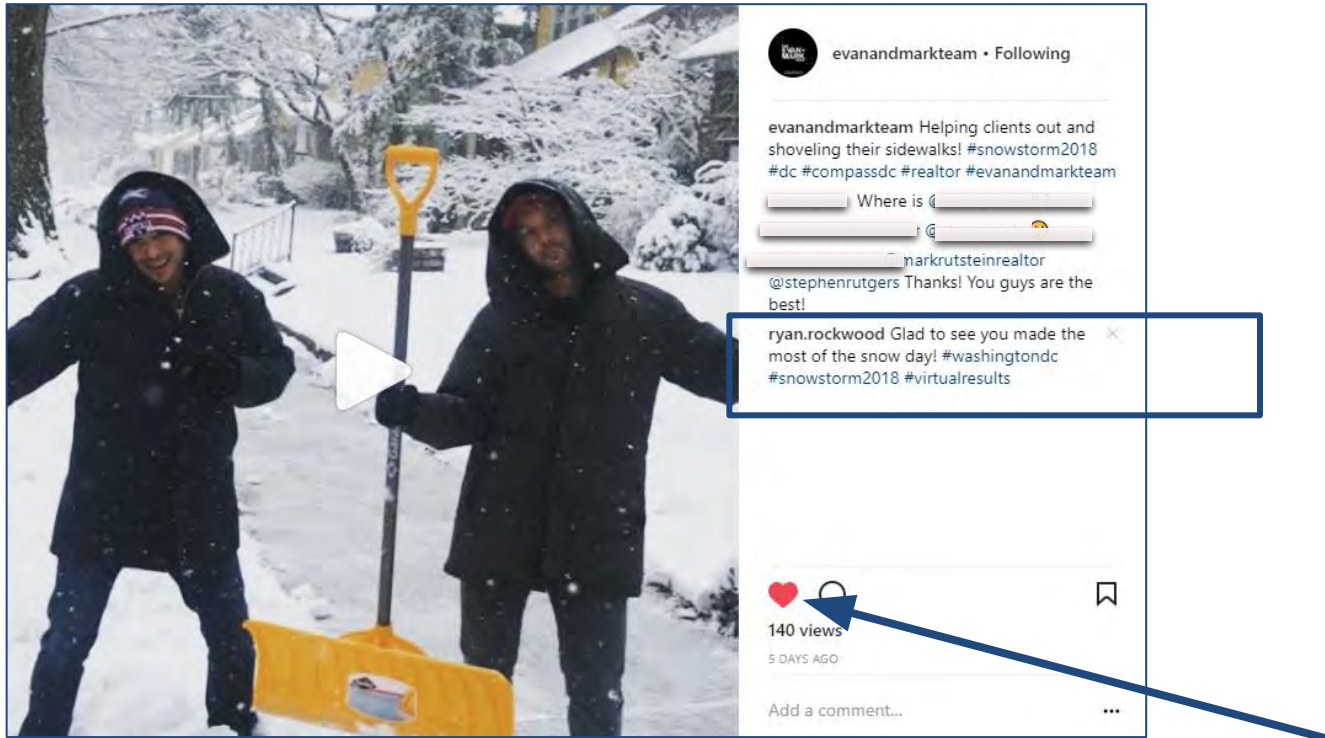
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COMMENT, LIKE AND ENGAGE



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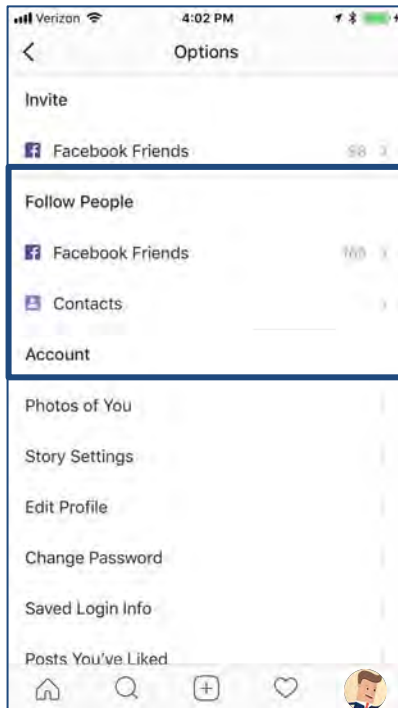
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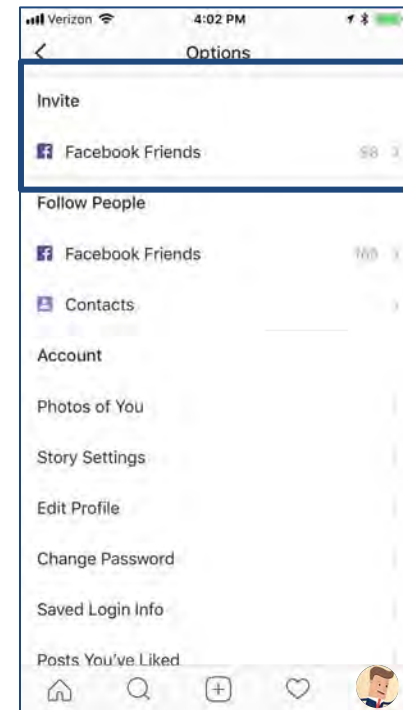
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INVITE FACEBOOK® FRIENDS



Carrier fees for data usage may apply



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What's Trending Now



WHAT'S TRENDING NOW

GET TO POSTING!

Sun Apr 1	Mon 2	Tue 3	Wed 4	Thu 5	Fri 6	Sat 7
	● 9am Just Sold - Ins			● 5pm Testimonial - I	● 12pm Open House -	
8	9 ● 9pm Just Listed - Ir	10	11	12 ● 5pm Coming soon -	13 ● 12pm Open House -	14
15	16 ● 9am Just Sold - Ins	17	18	19 ● 5pm Behind the sce	20 ● 12pm Open House -	21
22	23 ● 9pm Just Listed - Ir	24	25	26 ● 5pm Behind the sce	27 ● 12pm Open House -	28
29	30 ● 9am Just Sold - Ins	May 1	2	3 ● 5pm Testimonial - I	4 ● 12pm Open House -	5



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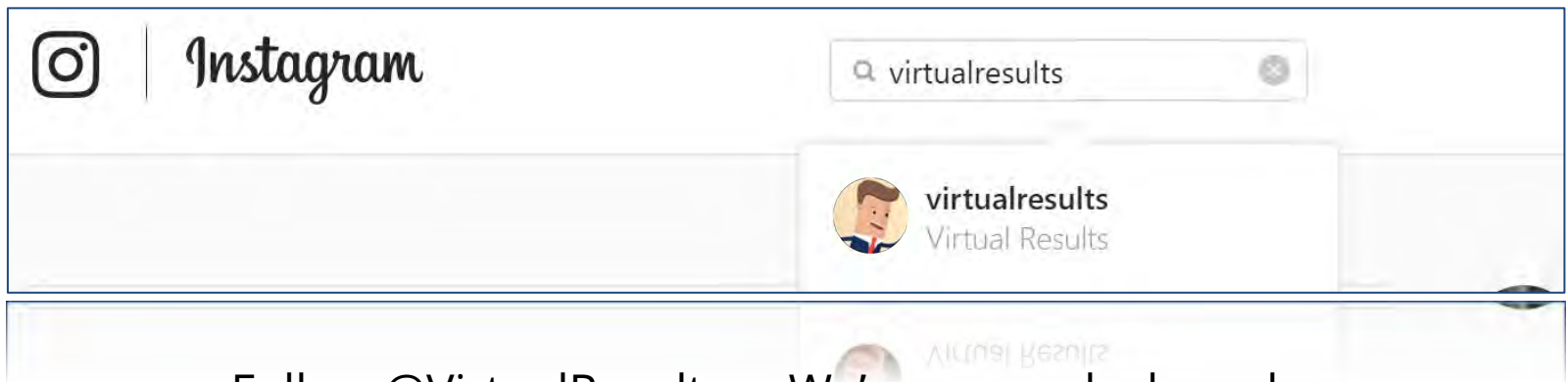


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BECOME A FOLLOWER!

ONE QUICK THING...



Follow @VirtualResults ... We've opened a brand new account. Each day, over the next 30 days we will repost the top Real Estate Instagram® account you must be following. Get a jump start by standing on the shoulders of giants.



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Advanced Tract

STEP FIVE: VISUAL STANDARDS



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“Create a Cohesive
Look in Your Feed!”

Decide before you begin how you're going to brand your account.

This could mean sticking to a color theme or specific filter to create a cohesive look in your feed.



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IT GOES BEYOND THE PICTURES PLAN YOUR LAYOUT

Here are some example layouts. Do not attempt when just starting out! But consider fonts and colors.



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YOUR BRAND IS DETERMINED BY DESIGN, LAYOUT AND CONTENT Let's check out a few!

992 posts | 287k followers | 85 following



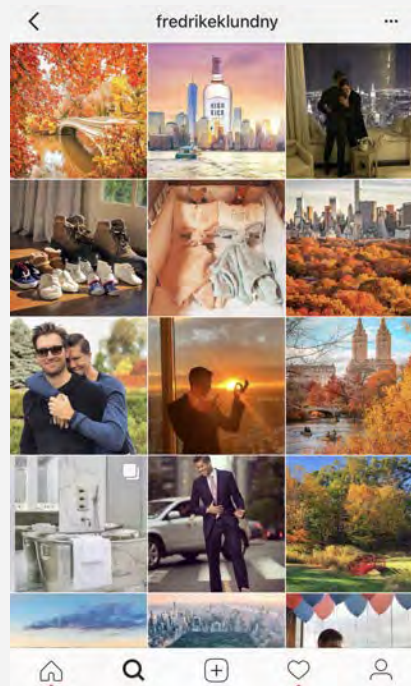
Features both personal and professional snapshots and a mix of, advice and quotes.

1,792 posts | 2.9m followers | 1,483 following



Showcases the most exotic and unique places customers can book

4,220 posts | 1.1m followers | 1,256 following



Features romanticized views of NYC, personal life, and luxury and celebrity lifestyle.

1,499 posts | 38.3k followers | 765 following



Showcases stunning shots of her listings and funny videos to keep her audience laughing



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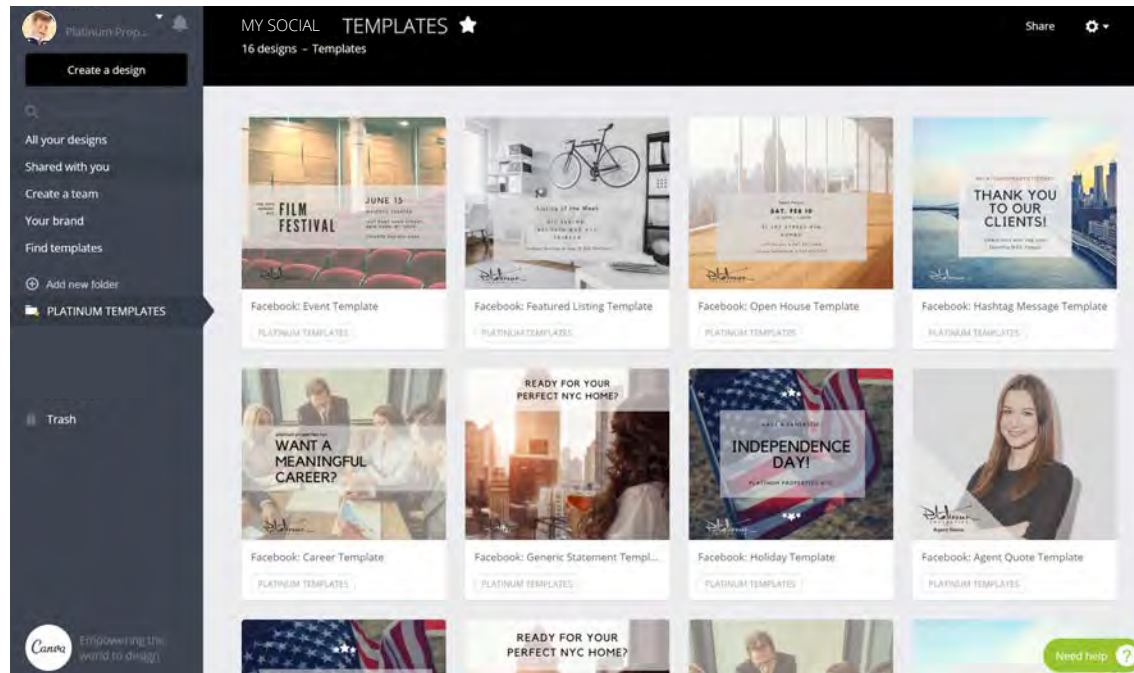
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VISUAL STANDARDS FOR MERE MORTALS



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STEP SIX: PICTURES FOR SOCIAL



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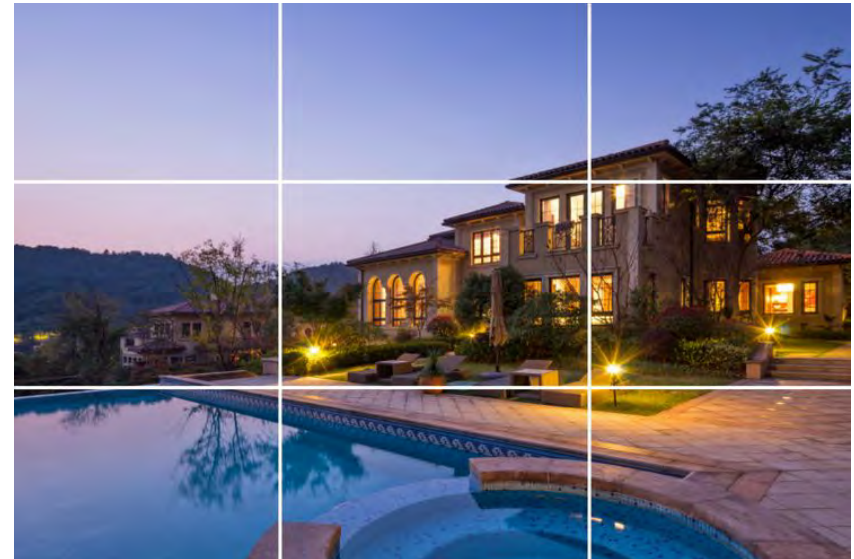
BECAUSE INSTAGRAM® IS SO VISUALLY FOCUSED, IT'S CRUCIAL TO LEARN TO TAKE A GOOD PICTURE.

Think of the rule of thirds (use your phone's grid lines setting!)

Embrace the negative...space that is. You don't want your photo too busy, and you want your viewer focused on one thing.

It's all about perspective – shooting a photo straight on? Get with 2018! Try different angles, shoot from the ground up, shoot from above! #DronesAreAThing

Pay attention to details – nothing is worse than finding out you left your finger in the shot... or tenants, trash or cluttered areas.



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ME!
ME!
ME!



AVOID THIS:

Don't brag. Let your work speak for itself.

DON'T BE SO OBVIOUS:

Blatantly promotional pictures/videos often inhibit your followers from connecting with your brand. Don't be so focused on the sell that you lose your brand advocates. Instagramers are looking for honest and real connection. Give it to them!

BE INTERESTING:

Don't be afraid to show people "behind the scenes" and the fun sides of employees/departments. Examples:

- a. Most unique room in a home
- b. What NOT to include in staging your home
- c. Most interesting home decor



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FILTERS ARE A GREAT TOOL, BUT DON'T GET CARRIED AWAY!

Black and white is great – if it makes sense! Don't use this filter for every single post (unless you're a black and white photographer...or only work in black and white).

Some filters have very (very) subtle differences, but feel free to find 1-3 and stick with them.



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STEP SEVEN: BUILDING A STORY



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This is a great feature for live events, sneak peaks, behind the scenes, a-day-in-the-life-type-posts, and announcements! As you share multiple photos and videos, they appear together in a slideshow format: your story.

Film video or post images that disappear within 24 hours..

Send images and video your favorite followers, getting them excited about new products or services.

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STEP EIGHT: PAID ADS



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- All the amazing targeting of Facebook®
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- Photo / Video / Story Ads

Benefits

- Build Followers Quickly
- Web traffic
- Achieve goals faster:
 - Conversions / Leads
 - Branding
 - Sphere of Influence
 - User Engagement



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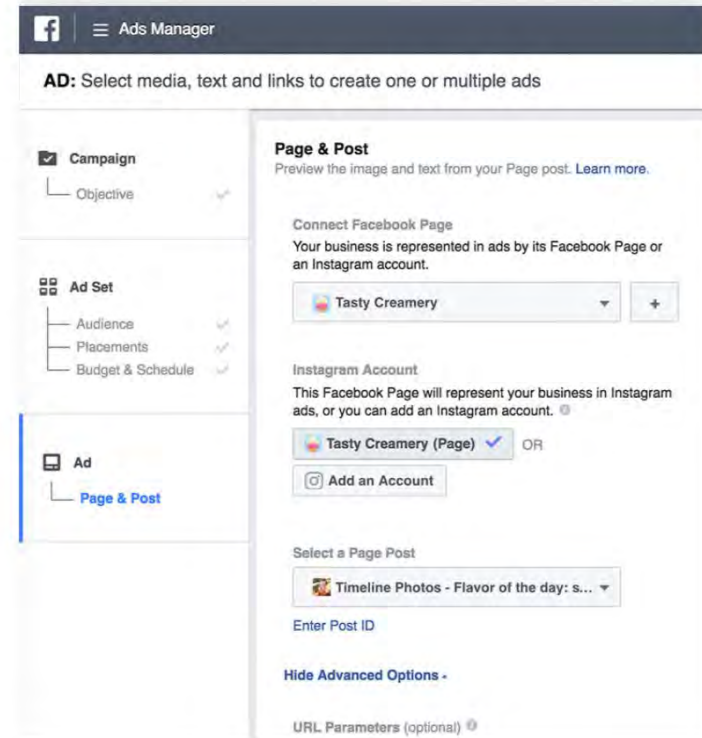
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AND YOU ARE ON YOUR WAY!



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SO, ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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REAL ESTATE PROFESSIONALS
FIRST TIME HOMEBUYERS
EXPERIENCE HOME
PROFESSIONALS HOUSING MARKET
HOMEBUYERS TECHNOLOGY HOME SALES
EXPERIENCE HOME LENDING PROCESS REAL ESTATE
PROFESSIONALS HOUSING MARKET TOP TEN LIST
TECHNOLOGY HOME SALES CUSTOMER
LENDING PROCESS REAL ESTATE PROFESSIONALS
FIRST TIME HOMEBUYERS TECHNOLOGY HOME SALES
EXPERIENCE HOME LENDING PROCESS REAL ESTATE
PROFESSIONALS HOUSING MARKET TOP TEN LIST
TECHNOLOGY HOME SALES CUSTOMER

WHAT'S
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NOW

Each will teach ONE KEY strategy that:

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business

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