Instagram
JUST LISTED CAMPAIGN

So you just had a GREAT listing appointment, you nailed the presentation and got the signature...

Now what?

You want to keep that momentum going and use that energy to start promoting your listing on Instagram... but before you jump into action, check out our Instagram Just Listed Checklist.

We give you everything you need, step-by-step, to successfully run this campaign (and keep getting those listings). Your client(s) will see your hard work, they'll see how fast their home sells, and they'll have no choice but to brag about you and refer you to their sphere of influence.

Don't get caught not knowing what to do in uncharted territory, follow along this checklist and become the Expert Listing Agent in your market.

A REAL ESTATE MARKETING CHECKLIST

- ● CREATE A PROPERTY LANDING PAGE

- ● CREATE GRAPHICS FOR SOCIAL MEDIA

- ● SCHEDULE EACH GRAPHIC TO POST

- ● SHARE EACH POST TO YOUR INSTAGRAM STORY

- ● CREATE AN AD WITH YOUR MOST ENGAGING POST

CREATE A PROPERTY LANDING PAGE

Create a Property Landing Page showcasing your listing. Be sure to include all photos, relevant information and details.

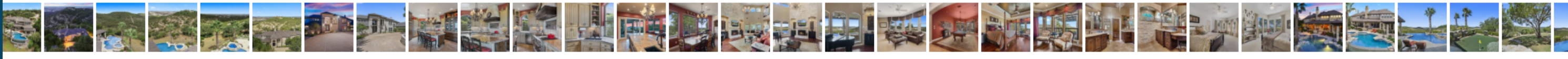Bonus if you have a walkthrough video you can post to that page.

If you don't have a website, or your website doesn't offer Property Landing Pages, check out the AgentID Site that we offer in our Marketing Club!

Creath Brothers | Austin Real Estate   LISTINGS   CONTACT   f in ▶ ⊙

SCHEDULE TOUR

NEW! 17212 Raynham Hill Drive, Austin, TX *(Active)*

$1,950,000	4	4.5	4,793
Price	Bedrooms	Baths	Square Feet

CREATE GRAPHICS FOR SOCIAL MEDIA

Once you've set up your Property Landing Page, it's time to start promoting your listing on Instagram!

To successfully promote your listing, you need engaging posts. While video's statistically make the best posts, (check out our Video Templates for Real Estate in the Marketing Club) eye-catching single image or carousel posts are an exception to that rule.

We recommend starting out by creating three graphics to promote your new listing on Instagram, here are some examples of how you can position multiple posts from the same listing:

- Just Listed
- For Sale
- New Listing
- On the MLS
- Hot listing
- Now Showing
- Taking Offers

JUST LISTED

2303 FOREST AVE
AUSTIN, TX

GREENBELT VIEWS

FOR SALE

Soak in the outdoor ambience with a covered patio (wired for tv), gas grill and fryer, all gazing onto the natural beauty.

COMET COVE NATURE'S PARADISE

New Listing | Contact Jonathan at 512-406-1086

CREATING A SOCIAL MEDIA GRAPHIC

Creating real estate social media graphics is easy when you use a tool like Canva.

There is a free version of Canva that requires no subscription or CC info, or, you can pay for Canva Pro. Both versions have tons of templates you can use to create eye catching and engaging graphics.

When creating real estate social media graphics, you want to keep the following in mind:

- Use more than just photos of the front of the house (Showcase the features that make the home unique)

- Keep your audience in mind (If you know your audience is mainly families with kids, then showcase areas of the home a family with kids would look at first - Family Room, Dining Room, Bedrooms, Backyard, etc.)

- Use different photos in each post (Don't use the same photos, this is boring and will quickly lead to unfollows)

- Create multiple graphics to use in one Carousel Post (Carousel Posts offer double exposure!)

SCHEDULE EACH GRAPHIC TO POST

Now that you have your graphics made up it's time to share them on Instagram!

Using Creator Studio, or a scheduling app, schedule each post to publish every other day.

EXAMPLE SCHEDULE

Day	Graphic
Mon.	Just Listed
Tues.	
Wed.	For Sale
Thur.	
Fri.	New Listing
Sat.	
Sun.	

SHARE EACH POST TO YOUR INSTAGRAM STORY

By sharing your Instagram Posts on your Instagram Story you are doubling the exposure of that post!

If you did a carousel post, sharing it to your Instagram Story can TRIPLE your exposure!

EXAMPLE SCHEDULE

Day	Post
Mon.	Just Listed
Tues.	**Insta. Story**
Wed.	For Sale
Thur.	**Insta. Story**
Fri.	New Listing
Sat.	**Insta. Story**
Sun.	

CREATE AN AD WITH YOUR MOST ENGAGING POST

7-10 days after your posts have been published, go back and look at the analytics of each post. Pick the one that has the most engagement, and promote that post on Instagram!

We recommend starting with a budget of $10 for 5 days, the more posts you promote and the more comfortable you get, the higher your budget can be.

When promoting posts on Instagram, make sure you are selecting the "Special Requirements" section and choose "Housing", to stay in line with Instagram Ad requirements.
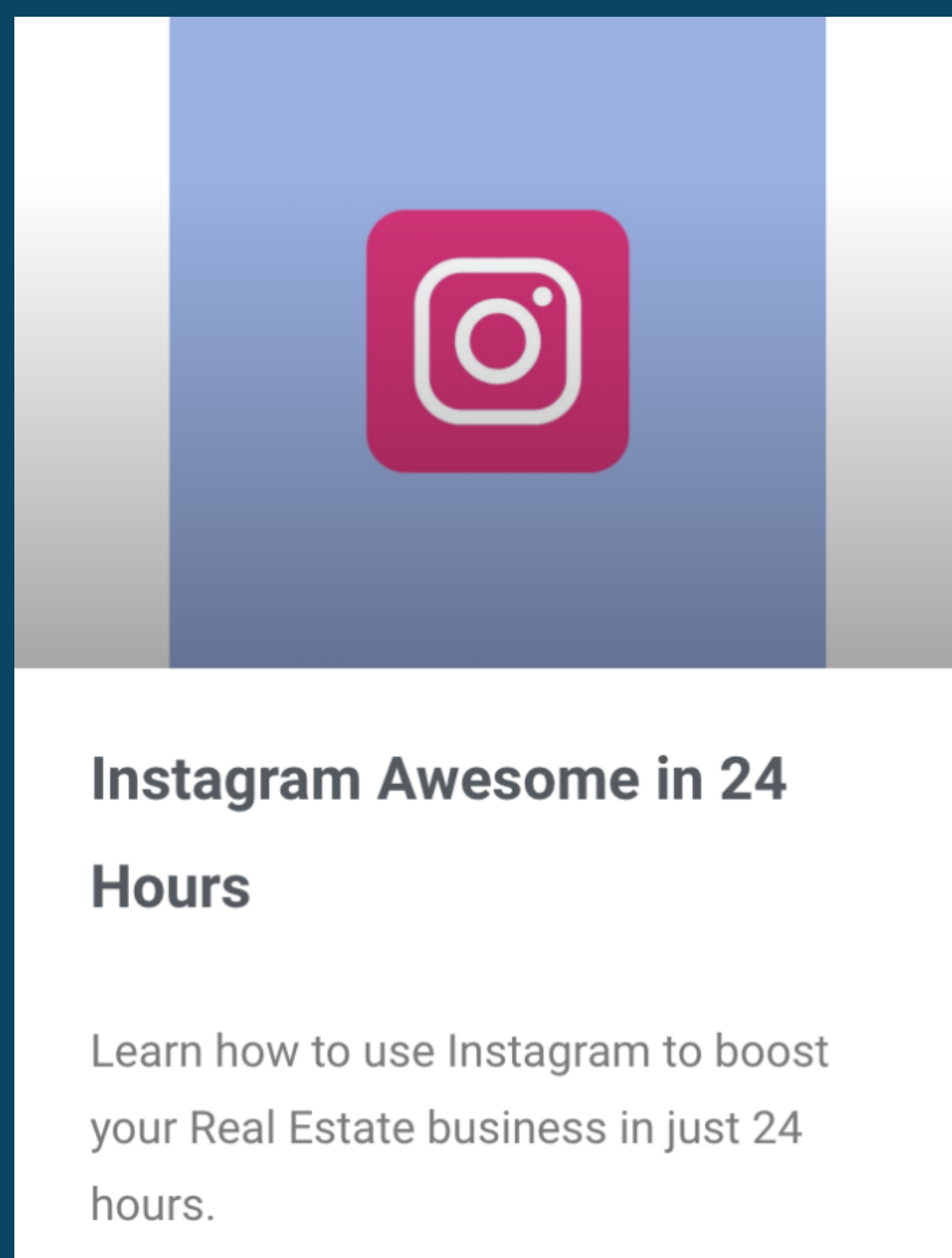
To Promote a Post on Instagram:

1. Log into the Instagram App on your phone and toggle over to your Profile
2. Click on the 'Promotions' button, right under 'Edit Profile'
3. Choose the post you want to promote and follow a long the ad creation process
4. Once you have created and submitted your ad for reviewal, that's it!
5. To check your promotion results or while it is running, head back to that 'Promotions' button.

WANT MORE INSTAGRAM FOR REAL ESTATE TRAINING?

Join our Marketing Club for 14-days for just $1 and get our Instagram Awesome in 24 Hours course FREE.

Instagram Awesome in 24 Hours

Learn how to use Instagram to boost your Real Estate business in just 24 hours.

Get training on everything you need to turn your Instagram account into an AWESOME machine for more leads, staying in touch with your database, and engaging with your sphere:

- Learn how to fix your profile (including the ADVANCED Profile Checklist)
- Learn how to use hashtags and emoji's to reach a larger audience
- Learn what to post SPECIFICALLY for Real Estate Agents
- AND MORE...

GET A 14-DAY TRIAL OF EVERYTHING INCLUDED IN THE MARKETING CLUB

+ INSTAGRAM AWESOME IN 24 HOURS

ALL FOR JUST $1!

THEPAPERLESSAGENT.COM/IG14

Marketing Club

[Expert Real Estate Advice & Training]
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