

You might be thinking, "Does social media actually sell real estate?"

Sure, knowing about social media marketing on Facebook is useful. But that's just the tip of the iceberg.

Today, I'm going to take you on a blow-by-blow tour of everything that you can do with social media marketing to grow your business.

These are going to be 14 actionable social media marketing tips you can use right now to amplify your marketing.



How To Generate Leads

From Pinterest



Did you know that the average income of a Pinterest user is over \$100,000?

Here's the deal:

Pinterest is thriving right now. And it's literally the best place to spend your time and energy. This network was made to drive traffic to websites. It literally only takes 2 clicks on a picture to end up on your real estate website. That's amazing!

Most social networks try to keep people on their website and away from yours!

This just isn't true with Pinterest. And because of that it's a great way to capture leads.

Creating Your First Real Estate Facebook Page



I search online for realtors everyday. And the #1 thing that annoys me is finding pages like this:



We live in an age where people do not remember your phone number or address.
You need to have complete pages and profiles everywhere online. This guide will help you flesh out (or create) your real estate profile.

What's the bottom line?

People are going to Google your name at the last minute on the way to meet you. Your Facebook page will likely show up on the first page. Do you want them to find a page without contact information and under 300 people liking the page? I know I wouldn't want that.

Please, go complete your profile now!

41 Facebook Marketing

Ideas



So, now you have a completed Facebook profile and page as a realtor. Awesome job!

Here's the deal:

There are tons of tactics you can use to juice that for all it's worth. My article here breaks down 41 different tactics to get in front of people on Facebook.

It's gets better:

You can't just post to your Facebook timeline and expect things to happen. These 41 tactics involve you reaching out into the community and building relationships that bring you business. It doesn't get better than this.

11 Hot Facebook Ideas To

Get More Seller Leads



Are you interested more in direct lead generation than marketing? This article will help you do just that!

Want to know the best part?

These Facebook social media marketing tips involve strategies that you can use on every platform. Simply, remove the word "Facebook" and use the tactic on any network you'd like!

InstaHACK: Promote Listings On Instagram Everyday With 14 Minutes A Month (It's Free!)



Instagram has a ton of users! The problem is it's a pain to post on the network. You can only do so from a smartphone and can't schedule posts.

This is crazy:

The strategy I talk about in this blog and video lets you schedule a months worth of Instagram posts in about 14 minutes. This was impossible to do before. And now you have a great way to get some brand recognition going on one of the largest social media networks out there.

3 tips for Realtors to Maximize their Instagram



Marketing

Here's the deal:

Now that it's easy to schedule social media marketing posts on Instagram. You need to know a bit about how to market on this network.

This post breaks down the pros and cons of varying Instagram marketing tactics. I highly recommend reading this after you setup your profile that lets you schedule Instagram posts.

9 Must-Do Twitter Marketing

Tactics For Real Estate



Agents

Ah, Twitter. This network can be hard to break into. Depending on your geographic region, there just might not be enough of the right demographic of people using the network to warrant the marketing time.

You might be wondering:

How can I figure out if it'll work for me in my geographic location?

I answer that in our 9 Must-Do Twitter Marketing Tactics. I discuss various ways to get leads and promote your content. Twitter can be very useful for generating buzz and attention in your region. Read this article if you're looking to do that.

Free Real Estate Leads From Twitter On Autopilot (Takes 2 Steps)



This is crazy:

If those 9 marketing tips wasn't good enough for you, this Twitter tactic will show you exactly how to get leads emailed to you for free off of Twitter.

I'm not kidding.

10 Power Tips For Using Social Media To Sell A



House

Social media is not just for lead generation! You can use the various networks to help sell properties. These ten tips break down Facebook groups, Pinterest boards, and more!

You can use these tactics to build your list of prospective buyers. A lot of these marketing ideas are great ways to expand your sphere of influence as well.

What Are The Best Times To Post On Social Media

[Infographic]

When using social media, the time you post really makes an impact. You can grow your audience by up to 200% simply through changing when you post.

You'll see various analytics and study's this metric on the infographic. I recommend printing this post out and studying it.

6 Killer Real Estate Video

Ideas And Marketing

Strategies With Examples

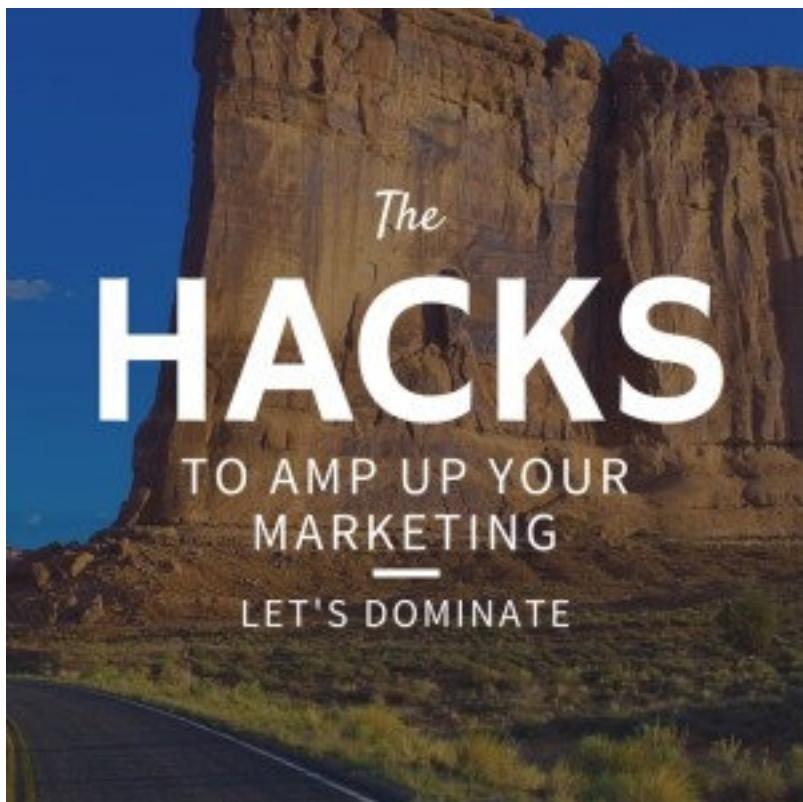


Youtube and video marketing is a great addition to any social media marketing program. Video can help you market listings and do virtual neighborhood walkthroughs. I can't recommend making videos enough. Honestly, I'd make at least 1 video a week as a realtor. Then spend the rest of the week trying to get that video over 100 views. Video marketing is the future of real estate. This article will teach you the in's-and-out's now. So, you can be ready for the future.

12 Productivity Hacks That

Automate Real Estate Lead

Gen And Social Marketing



All these tips make me go crazy sometimes.... There is just too much to do!

This article explains how to automate most of it. Automation (and outsource) are the two best ways to grow your marketing. There are only so many things you can do in a day!

This post will teach you how to successfully outsource this aspect of your business.

Then, you can just focus on selling real estate.

10 Tactics to Get More Real Estate Leads from Social



Media

This article breaks down 10 more ways social media can help you get more leads. If you're struggling to see the forest through the trees, this is a great way to understand how everything works together.

The post breaks down what works. And what doesn't.

Here's the thing:

There are lots of tactics. It's your job as a realtor (and business owner) to decide which ones you'll focus on and execute. I suggest reading this post to get a solid list of 10 ideas that you can start implementing into your business.

Bonus: The Complete Guide

To SEO For Real Estate



This gets even better:

Being active on social media will help you rank on Google.

Simply by reading this guide to SEO, you'll start doing things better online. And you'll see SEO results.

If you mix some of the SEO tips I mention with the social media guides, you'll be on your way to major online successes.

What do you think?

How are you going to use social media marketing to grow your real estate business?

Let me know in the comment section below! - Tyler