

Strategy 3:

INSTAGRAM MARKETING FOR REALTORS

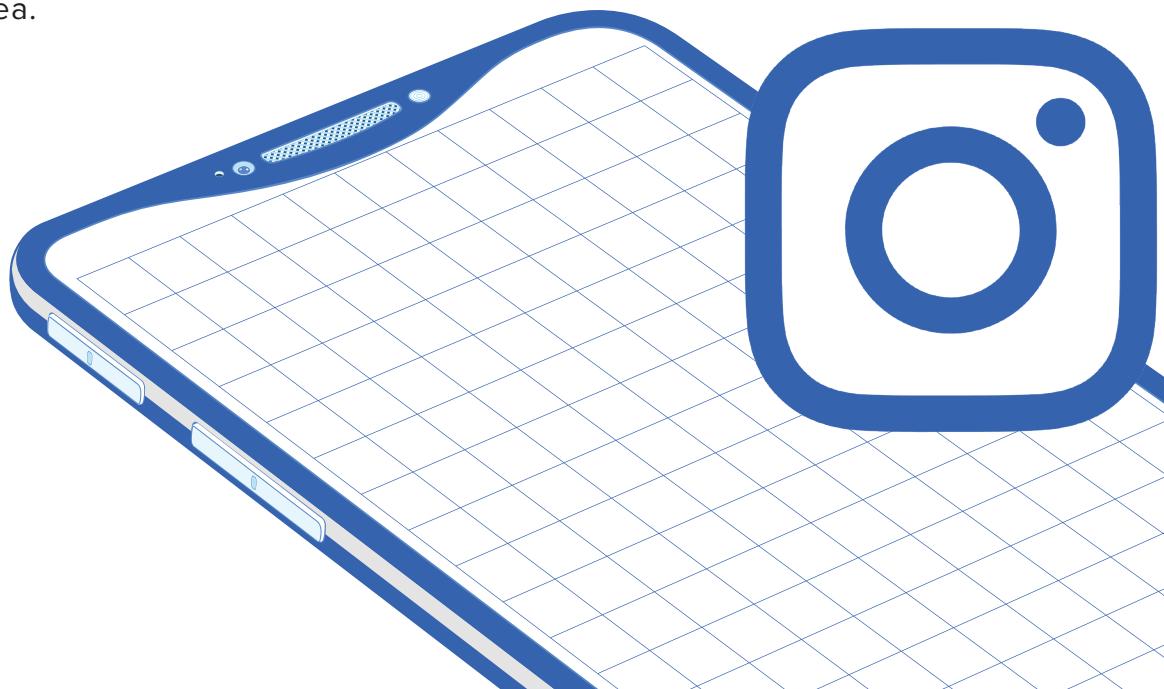
Best Practices, Quick Replies & Tips

Turn Instagram from a casual posting platform into a steady lead source.

Instagram is more than just pretty pictures - it's one of the most effective ways to connect with your audience, build your personal brand, and generate leads. The key is consistency, strategy, and engagement. When you plan your Instagram content like you would any other marketing channel, it becomes a true driver of business growth.

Why It Works

- ➡ High Visibility: Stories, reels, and posts keep you in front of your audience daily.
- ➡ Relationship Builder: Behind-the-scenes content helps followers feel connected to you personally.
- ➡ Market Authority: Sharing local insights positions you as the go-to expert in your area.



Best Practices for Realtors on Instagram

1. Optimize Your Profile

- Use a clear, professional headshot.
- Write a bio that tells people who you help and where you work.
- Include a link to your website, lead magnet, or current listing highlight.

2. Plan Your Content Mix

- 40% Education: Market updates, homebuyer/seller tips, FAQs.
- 40% Community/Lifestyle: Local business spotlights, events, neighborhoods.
- 20% Personal: Behind-the-scenes, your “why,” personal milestones.

3. Post Consistently

- Aim for at least 3 feed posts per week.
- Use Stories daily to keep your profile active and at the top of followers' feeds.

4. Leverage Reels for Reach

- Use trending sounds paired with local market tips.
- Keep videos under 30 seconds for higher watch-through rates.

5. Engage With Intention

- Respond to every comment and DM.
- Spend 10 minutes/day engaging with your ideal audience's posts.

6. Use Hashtags Strategically

- 3–5 per post.
- Mix of general (#realestate), local (#DenverHomes), and branded (#YourNameRealty).
- Rotate hashtag sets to match post themes.

Instagram Quick Replies for Realtors

Quick Replies let you save and instantly send pre-written responses to your most common DMs — a massive time-saver that ensures fast, consistent follow-up.

How to Set Up Quick Replies:

1. Switch to a Business or Creator account.
2. Go to your Instagram DMs.
3. Open any chat and tap the “+” icon or Quick Reply icon (*chat bubble with three dots*).
4. Tap “New Quick Reply.”
5. Add:
 - o Shortcut: A short word you’ll type to trigger the full message.
 - o Message: Your full, ready-to-send reply.
6. Save — now, typing the shortcut lets you send that message instantly.

Examples for Realtors:

Listing Info:

Thanks for your interest. Here's the link to the full listing details: [link] Let me know if you'd like to schedule a showing."

Consultation Booking:

"Thanks for reaching out! You can grab a time on my calendar here: [Calendly Link]. I look forward to chatting!"

Open House Reminder:

"We'd love to see you this weekend! Open house at [address] on [date/time]. Let me know if you have any questions!"

INSTAGRAM MARKETING PLANNING & ENGAGEMENT TRACKER *WORKSHEET*

Profile Audit:

Element	Current Status	Needs Update	Notes

Monthly Content Plan Theme

Week	Education	Community/Lifestyle	Personal	Reel Ideas	Stories

Hashtag Bank:

Category	Hashtags

Quick Reply Bank:

Shortcut	Message

Engagement Tracker:

Date	Time Spend	New Construction	Notes