



Social Media Marketing Tips

Being active on social media is a powerful and necessary way to establish a strong online presence, position yourself as an expert, connect with your client and prospects, and build relationships.


Build an Online Audience & Strengthen Relationships

Post relevant, engaging content on your social channels, consistently.

Use feedback and questions from your sphere to get ideas for content to post.

Use the business-focused tools on your social channels, like boosting posts on Facebook, to maximize your audience-building.



A man with short brown hair, wearing a light beige t-shirt, is sitting at a desk and smiling while looking at a laptop. His hands are on the keyboard. The background is a bright, out-of-focus interior space. A white decorative line curves across the bottom right of the image.

Optimize Your Online Marketing & Listing Tools

Make sure your social channels are completely filled in with bio, contact, and additional information.

Sync your MLS to your Elevate account to make sure your listings will be prominently displayed.

Make sure your CRM is up-to-date with your most recent leads.

Integrate everything, so your blog shares to your social channels, which will direct traffic back to your website.

Connect With Other Local Businesses, Communities, & Potential Clients

Showcase a local partner, business, hot-spot, or local celebrities in social / blog posts, and tag them to gain the attention of their followers.

Don't be afraid to reach out through hosting events and promoting yourself in the community.

Partner with local businesses to do giveaways and contests.



Develop Your Online Personality & Recognition

Engage with your audience & be interactive online!

Find something that you can be known for, that makes you different from other real estate professionals in the area, and focus on that.

Use your phone to capture video walkthroughs, client testimonials, and just your daily musings to share with your followers.



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