



INSTAGRAM BEST PRACTICES

Want to learn how to amplify your business using Instagram? Here are some tips.



Learn from influencers in your niche

Look at how they use hashtags and calls to action in each post and examine the captions they write.

Use relevant hashtags

Use hashtags with two or three words since they're more targeted and more likely to drive relevant traffic to your page.

Here are some of the top real estate hashtags

#realestate #realty #broker #forsale
#newhome #househunting #property
#properties #investment #home

There are also RE/MAX related hashtags

#remaxhustle #sellyeah #remax #remaxr4
(during convention) #abovethecrowd
#WeAreRemax

Give your Instagram bio the attention it deserves

Hook your audience in with a unique bio

Utilize Instagram Stories

- ✓ Drive traffic to a new Instagram post
- ✓ Use the "ask me anything" feature to invite questions and share responses
- ✓ Conduct a poll to create buzz around a new product or brand development

What to post on Instagram

- ✓ Homes just listed
- ✓ Teases (sneak peeks) of new homes and services
- ✓ Office location or home tours
- ✓ Employees and fans
- ✓ Clients in a casual setting
- ✓ Events and open houses you've hosted or attended
- ✓ Articles/blog posts
- ✓ Highlights of your successes
- ✓ User-generated content and tags

