

INSTAGRAM LAB

FOR REAL ESTATE



HASHTAGS, KEYWORDS & CAPTIONS

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WHAT'S A HASHTAG?

A hashtag (#) is a label used to **create and categorize content on social media.**

Some advantages of using hashtags are free advertising, leads you to potential new clients, and a door to increase your sales.

How many hashtags to use?

Instagram recently recommended 3-5 per post. Hashtags that are considered spammy and click bait can harm your content's performance.

Important Keywords for your Captions, Bio, and more

By using relevant, descriptive words in your Instagram captions, you're more likely to appear on the Explore page and get more eyes on your content. Ex. Repeating Real Estate as an example.

NOTES

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HASHTAGS ARE A GREAT TOOL TO GROW ORGANICALLY ONLINE...

along with leaving genuine comments and connecting with your ideal clients on Instagram.

Despite what your account may be about, you need people to see it for it **to have any real value to you or others.**

Without the use of hashtags, reaching new people can be very difficult. **Carefully selecting hashtags that attract your target audience** is going to make a huge difference in the engagement you get on your post, the amount of followers you gain and how much traffic your link in bio gets.

THINK OF HASHTAGS LIKE THIS:



FREE
ADVERTISING



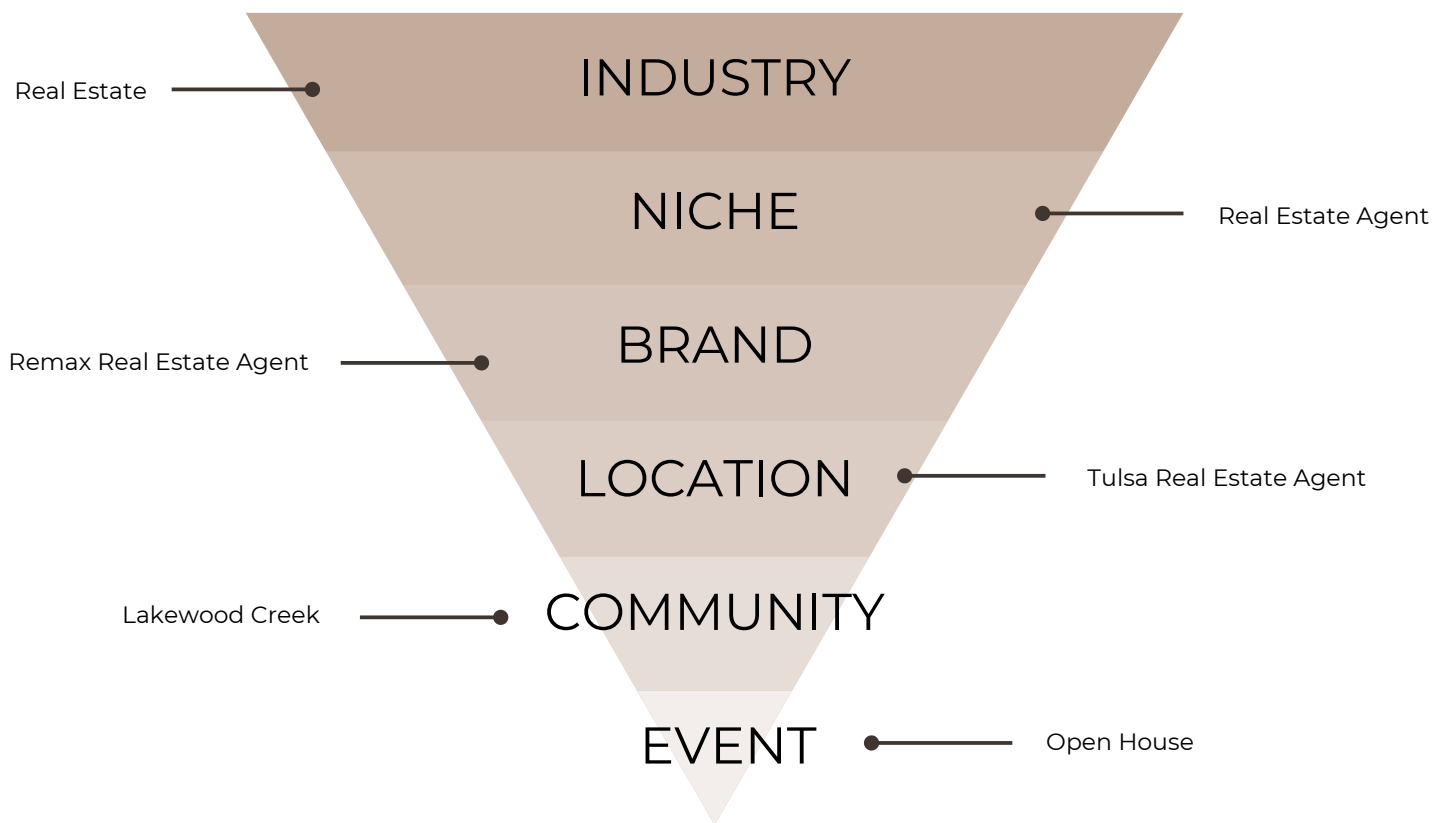
LEAD YOU TO YOUR
POTENTIAL
CUSTOMERS



A DOOR TO AN
AMAZING COMMUNITY

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HASHTAG/KEYWORD FUNNEL



At the top of the funnel are keywords that are more generic and more popularly used by people. When using these keywords consistently you are helping IG identify the topic of your account and niche. These keywords should be repeated in every post.

As we go down the funnel we begin to transition from keywords topics to hashtag topics. These topics should not be repeated in every post because they align with your specific post.

Don't overuse these hashtags and instead use them only on relevant content. This will help your posts become discoverable when people are searching for specific content.

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SPAMMY HASHTAGS & KEYWORDS TO AVOID

- Copying and pasting the exact same list of keywords into every single post and calling it a day won't just impact your engagement, but it can also make you look spammy. **You want to be able to find a way to integrate your top keywords into your caption consistently.** This allows Instagram to identify your account easier for others to find.
- **Hashtags that are considered clickbait and spammy can harm your content's** performance. Instagram's algorithm works to punish users who are using clickbait hashtags so that their content will be seen by fewer people.
- **Spammy hashtag examples:** #likethispost #like4like #likeforfollow #follow4follow

CAPTIONS VS COMMENTS

Should you add your hashtags to your caption or comments?

Instagram has been testing a new search feature - kind of like Google search. They are suggesting you put your hashtags in the caption so your post will show up in the search.

(Think SEO for your account!)

IMPORTANT KEYWORDS FOR YOUR CAPTIONS, BIO AND MORE

Until recently you could only search in Instagram Explore via hashtags, location tags, usernames, and profile names. However, things have changed. **You can now search using keywords.**

That means writing relevant, descriptive captions using **choice keywords can seriously impact your content's discoverability.** And while some of those keywords can come from an account's name, username, and bio, they mainly come from the captions you write.

By using relevant, descriptive keywords in your Instagram captions, you're more likely to appear on the Explore page and get more eyes on your content.

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EXAMPLE TYPES OF KEYWORDS BY CATEGORY

INDUSTRY	Real Estate, Real Estate Investing, Housing
NICHE	Real Estate Agent, Real Estate Broker, Real Estate Investor
EVENTS	Superbowl, Open House, Breast Cancer Awareness
TRENDING	Black Lives Matter, Me Too, Ice Bucket Challenge
LOCAL/COMMUNITY	Dallas Real Estate, Soho House, YVR
BRANDED	NAR, Remax, Starbucks
DESCRIPTIVE	First Time Homebuyers, Empty Nester, FSBO, Relocation
FUNNY	Realtor Life, Pinterest Fail, Mom Life

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HOW TO WRITE THE PERFECT CAPTIONS THAT *converts!*

TIRED OF TAKING FOREVER TO COME UP WITH CAPTION THAT ENDS UP FALLING FLAT?

We've all been there.

In order to make the most of your time and energy with captions, **use these simple steps to write a caption** that will help you grow your social media and your contact list!

USE A GOOD HOOK SENTENCE - Make the juiciest part of your captions the first sentence to get attention and inspire your audience to keep reading.

BE A STORYTELLER - Tell a story with your captions with the beginning, middle and end. Make sure to add in personal touches about yourself and points and topics that the audience can personally relate to as well.

FINISH WITH A CTA - People won't comment, like, share, save or follow unless you tell them to! The more engagement, the more your post is seen. Asking to share or go to the link in your bio increases your chances of growth exponentially.

The key here is to be relatable right from the start and be conversational.

Write as if you are **speaking directly to ONE person**.

Write how you speak aloud.

Making this personal connection will gain the trust of your audience and keep them coming back, and/or refer you to others!

WANT ALREADY WRITTEN CAPTIONS EVERYDAY OF THE MONTH, EACH MONTH?

CHECK OUT THE PORCHLYTE
MEMBERSHIP

CONVERSATION STARTERS TO GET YOU *noticed!*

And this is what happens
when _____

When was the last time
you _____

And just like that _____

Ever wonder why _____?

The top 3 mistakes _____
make

Here's what the experts
won't tell you:

Are you making this
mistake?

What you really need
when _____

_____ will typically cost.

You'll never believe this!

NOTES

Boost YOUR REACH WITH CTA'S

WHAT IS A CTA?

Call to action (CTA) is a marketing term for any device designed to **prompt an immediate response** or encourage an immediate sale.

A CTA most often refers to the use of words or phrases that can be incorporated into sales scripts, advertising messages, or web pages, **which compel an audience to act in a specific way.**

CALL TO ACTION PROMPTS

GET MORE LIKES

- Double tap if you liked this post
- Like if this resonated with you
- Like this if you agree!
- Double tap to keep seeing posts like this
- Like this post if ...

TELL THEM HOW WHERE TO GO FOR MORE

- Click the link in my bio for ...
- DM me to chat more
- Check out today's story/post for ...
- Link in bio to receive our newsletter and get updates
- Get your free ...by going to ...

ENCOURAGE SAVES

- Save this post for later
- Save this for when you ...
- Save this if you found it helpful
- Like this? Don't forget to save!
- Remember these tips by saving this post

BOOTS COMMENTS

- Comment below if you have any questions Let me know what you think
- Do you agree? Comment below!
- Which is your favorite?
- Drop an emoji in the comments if ...

GET MORE VISIBLE

- Tag a friend who could use this
- Did this make you think of someone? Share with them!
- Share the love with friends and family
- Tag someone who needs this solution/answer
- Share this with other locals who ...