

# INSTAGRAM LAB

## FOR REAL ESTATE



START HERE - WORKBOOK



# Welcome!

I am so excited that you are diving into the The Instagram Lab Challenge!

In this series you are going to **learn how to optimize your Instagram presence in order to grow your audience** so that you can kickstart your lead generation!

You'll find out why things didn't work for you in the past and why this method does.

We are going to have so much fun this month and I can't wait to get started!

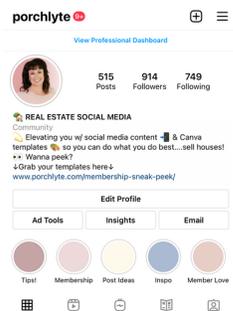
Xo Tracy

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If you're an agent looking to create a following on Instagram and use the platform strategically, you'll need an Instagram business profile.

**IMPORTANT:** Your personal Instagram profile must be set to public if you want to switch it to a business Instagram profile.

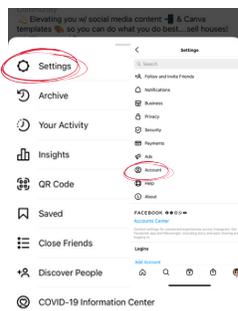
1. In the Instagram mobile app, go to your profile.



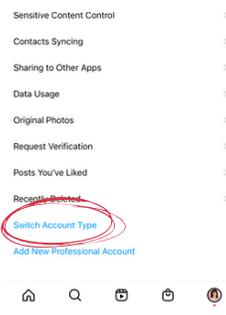
2. Tap ☰ in the top right corner.



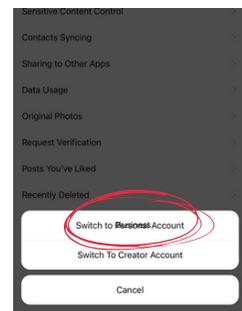
3. Tap Settings > Account.



4. Tap Switch Account Type.



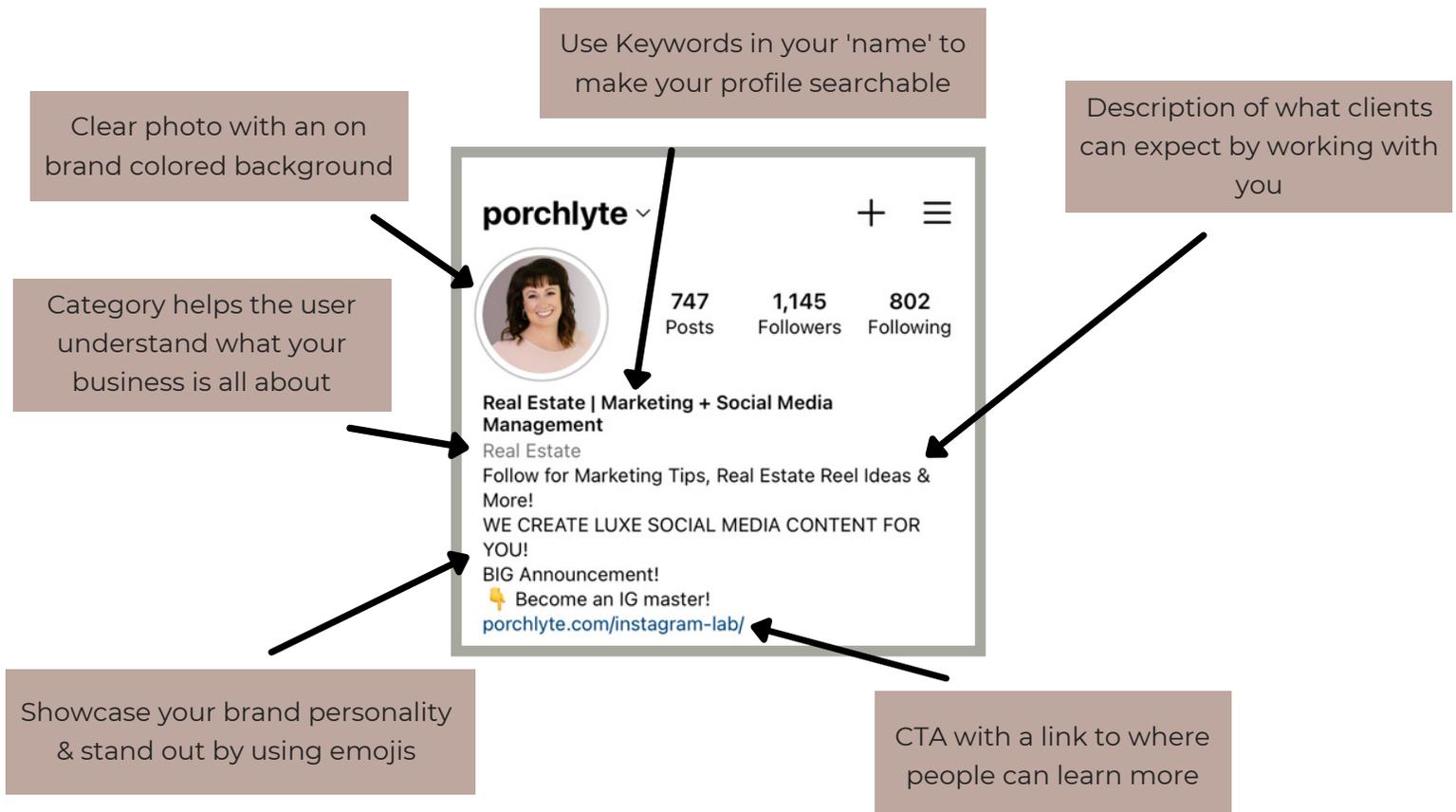
5. Choose Switch To Business Account.



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Imagine a potential lead coming to your page.  
Are you happy and proud with the way it looks?  
Will it make them want to stay and learn more?

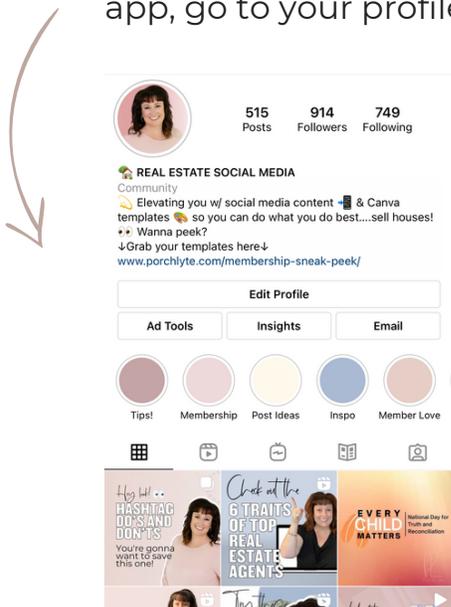
If not, go through these prompts and make a few tweaks.



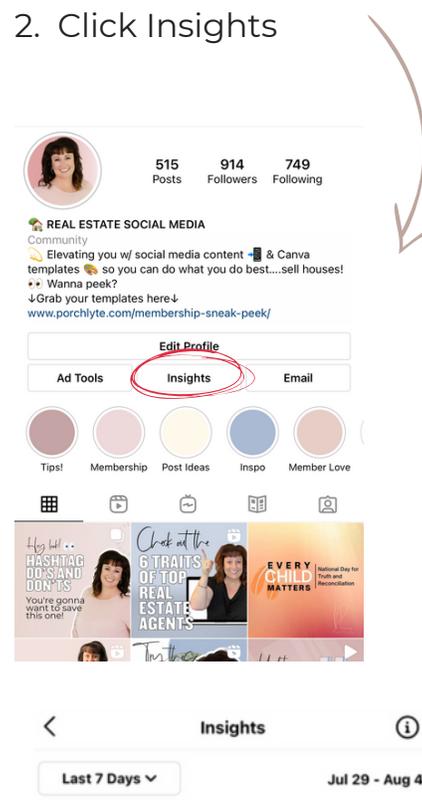
In order to boost your Instagram presence, you **need to analyze your content** and find out what works best for your real estate business.

Knowing how to interpret Instagram metrics can **help you find out what content performs best and adjust your marketing efforts** while maximizing the undeniable potential of Instagram.

1. In the Instagram mobile app, go to your profile.



2. Click Insights



3. Take a screenshot of your Insights and do this again the following month to see how far you have come!



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Before you start posting content, it is important to know who your ideal client is. Your posting strategy will be more effective if **you start crafting content based on your target audience's interests**. By knowing who to target and how to target them, will make it easier to convert those leads into paying clients.

## START WITH THE END IN MIND

Before we start identifying who your ideal client is, ask yourself:

**What is the goal of mastering social media marketing?**

Is it to...

- Grow an audience of followers
- Become a social media influencer
- Learn how to scale your business
- Stay on top of marketing trends
- Attract buyers and sellers on autopilot

While in the process of identifying your ideal client, remember your goal **to keep things in perspective** as you are making the decisions with how you are going to market yourself and your business.

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There are different techniques to identify your ideal client and it's not enough to use only one.

While you can initially identify your ideal client through brainstorming, **you would also need to look into your analytics to validate your findings.**

Surveying your past clients is also effective in finding out the audience demographic that is most attracted to your brand.

Here are some techniques to find your ideal client:

- Use good old fashion brainstorming
- Ask yourself who would you like to work with
- What are people already asking you about
- Survey your past clients
- Dig into your analytics
- Social listening - how can you give them a quick win that proves your ability to help them



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## UNDERSTANDING YOUR TARGET DEMOGRAPHIC

Before you can start identifying your ideal client, it is important to understand their demographics and psychographics. **Factors such as age, number of children in their household, where do they live, etc.,** can help you determine what type of audience you need to target.

By determining your target client's demographics, it will be easier for you to craft content that will interest and attract them, and in turn, will lead to a higher conversion rate.

How to identify your target demographic:

- Try and identify their goals
- Identify their fears
- Figure out how they make buying decisions
- What do they need



Knowing what your ideal client aspires to achieve can be key information for putting together marketing content. If, for example, you are an agent who targets busy moms, knowing that your ideal client has a goal of finding a home within walking distance of a school **will instantly appeal to her and have her listening to what you have to say.**

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## WHO WOULD YOU LIKE TO WORK WITH?

Let's try a little brainstorming to help you get started. Fill in the details below to identify who is your ideal client:

AGE RANGE

WHAT DO THEY NEED

DECISIONS

How do they make buying decisions? What are their considerations?

GOALS

What are their goals? What do they aspire to achieve? This will give you an idea of their interests

NOTES

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## NICHE IDEAS

Draw some inspiration from our list of potential niche suggestions to find success through specialization!

- BUYERS
- SELLERS
- FIRST TIME HOME BUYERS
- 55+ RETIREES
- MILLENNIALS
- BABY BOOMERS
- YOUNG PROFESSIONALS
- GROWING FAMILIES
- MULTI GENERATIONAL FAMILIES
- EMPTY NESTERS
- DIVORCEES
- ESTATE SALES
- WIDOW OR WIDOWERS
- DOWNSIZING
- MOVING UP
- INVESTORS
- RECREATIONAL PROPERTY
- COMMERCIAL
- WATERFRONT PROPERTIES
- DOWNTOWN
- GOLF PROPERTIES
- INTERNATIONAL BUYERS
- RELOCATION
- NEWLYWEDS
- SINGLE PARENTS
- FORECLOSURES
- HOMES WITH SUITES
- DUPLEXES
- CONDOS
- GATED COMMUNITIES
- LOG HOMES
- RANCHES
- FARMS
- BARE LAND
- DEVELOPEMENTS
- NEW CONSTRUCTION
- HANDYMAN SPECIAL HOMES
- LUXURY HOMES
- MANUFACTURED HOMES
- NEIGHBOURHOODS
- SCHOOL AREAS
- SKI RESORT