

ULTIMATE

INSTAGRAM



BUNDLE

Hey There!

Growing your Instagram following can often face a **range of challenges**. Different problems and opportunities demand different solutions - what worked a year ago might now be not the best approach.

Recognizing and overcoming the common pitfalls associated with marketing on Instagram is essential if your business is to continue to grow and thrive.

The Ultimate Instagram Bundle is full of worksheets, cheat sheets and planners that **will help you grow and thrive on Instagram**.

Let's make this your
BEST. YEAR. YET

Xo Tracy

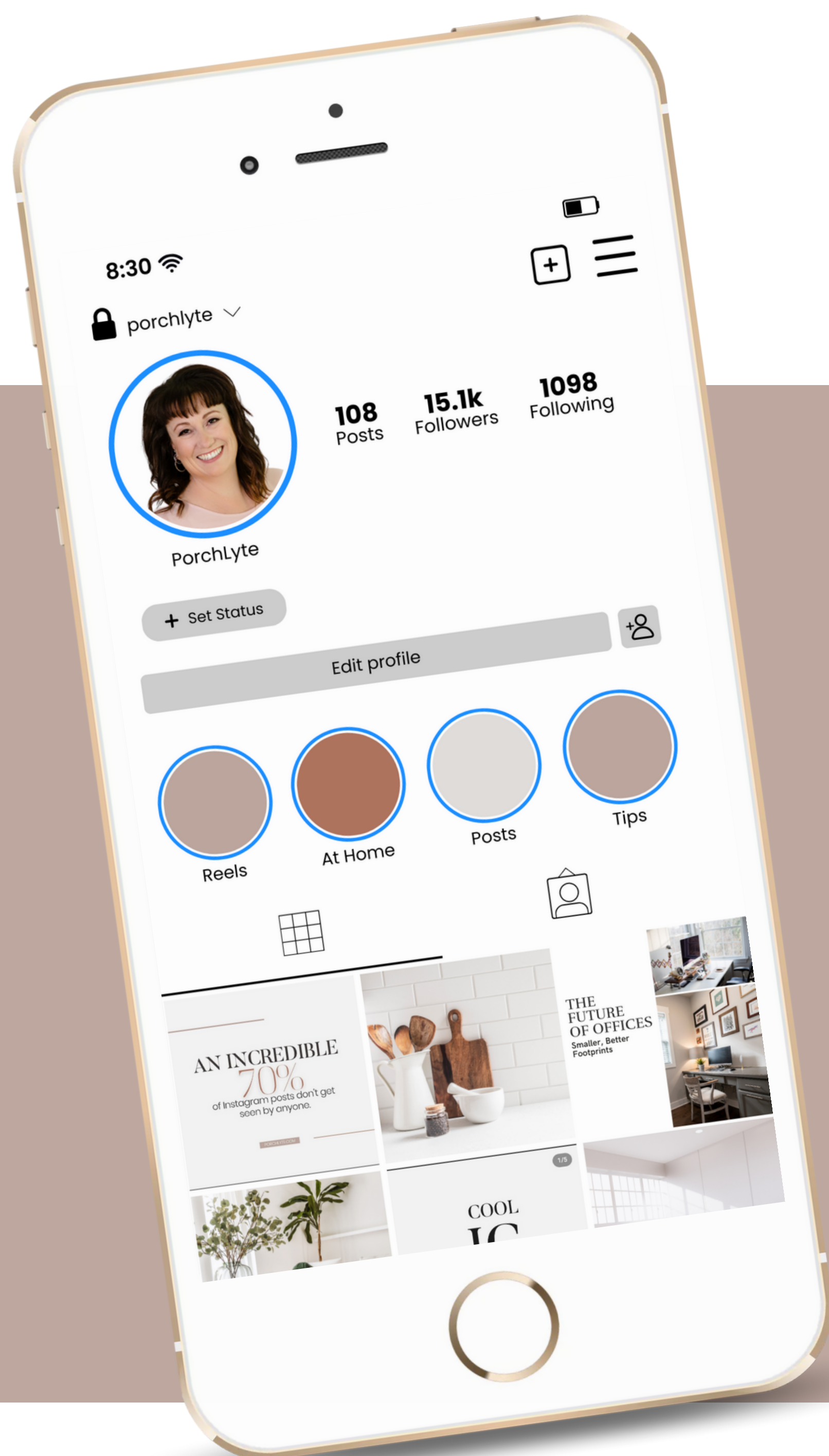


INSTAGRAM posting

Your audience has followed you for a reason. **They are wanting information.** They want to know about what is happening in the market place and they also want to know about topics that can help them. People want to be informed, educated and entertained.

When you are posting, **80% of what you put on social media should be valuable information for THEM.** And only **20% of what you post should be about you and your brand.**

On the following pages are **60+ social media ideas for you to post** and if you are posting on Instagram don't forget your hashtags & keywords! You can find a list of convenient real estate hashtags & keywords to use on the following pages.



LEVEL-UP YOUR ONLINE MARKETING EFFORTS

Learning how to post on Instagram is the first step to leveling up your social game!

From knowing how to post on your feed, to optimizing Instagram Stories and creating fun and engaging Reels, we're sharing all the best tips to posting content on Instagram.

TIPS TO *help*

USE SOCIAL MEDIA EFFECTIVELY

01

INTERACTION

Engaging not only allows more people to see your post, but it lets your followers know you care about them and what they post too. **This is the nurture effect and will always work to your benefit.**

02

ENTERTAINEMENT

Take a break for a moment and let you and your followers have a good time together. Post funny moments, memes or any random **post that can entertain them.**

03

INFORMATION

If you want someone to contact you, you've got to give them something of value first. Something like your knowledge. It's the perfect opportunity to not only showcase your expertise and demonstrate thought leadership, but **provide potential clients with info they actually need.**

04

EXPLORATION

Only posting and replying without analyzing is a waste of time. **Explore what's trending**, what's being favoured, and what's being searched. The data you find helps you learn more about your audience and what content is engaging them

SOCIAL MEDIA *ideas*

We have created categories to inspire you. Your social media posts are not limited to these 4 categories. Use them as inspiration to create more of your own.

LOCAL COMMUNITY

- Video of your fav restaurant
- Photo of your fav coffee house
- Feature local hiking trails
- List of Christmas light tour
- List of local events
- List of stay-cation ideas
- Photo of your fav local gym
- Feature your fav local business
- List of different local wineries
- Helpful information for schools
- Map of local schools
- Link to local transit schedule
- Best kids parks
- Video of local neighbourhood hot spots
- Feature a non-profit organization

STAGING & HOME TIPS

- Holiday home decorating ideas
- Before and after staging photos
- Kitchen renovation tips
- Bathroom renovation tips
- Furniture placement tips
- Link to hot paint colours for 2021
- Seasonal outdoor advice
- Seasonal indoor advice
- List of top rooms to renovate
- Video of your favourite room a house
- Feature a client's before and after reno
- Link to helpful article from HGTV
- List of renovation ideas under \$100
- Home selling tips
- Home buying tips

LOCAL REAL ESTATE

- Monthly residential statistics
- Monthly commercial statistics
- Picture of you giving your clients their keys
- Picture of your clients at the closing table
- Feature a new listing
- Feature a recent home you sold
- Video testimonial from a client
- Photo testimonial from a client
- Video of you doing a walking tour
- Video interview with a mortgage broker
- Video interview with a home inspector
- List of closing tips
- List of first time home buyer tips
- Link to helpful real estate news article
- Picture of clients in front of their sold sign

ABOUT YOU

- Behind the scenes in your office
- Post a question or a poll
- Picture of you receiving an award
- Photo of your team
- Fun real estate facts
- Funny meme or GIF
- Video of you with your family
- Video of you giving your clients a gift
- Walking tour of your new listing
- Video of your open house
- Picture of you at your open house
- Photo of you at your favourite activity
- Photo of you doing charity work
- Post you hosting a client event
- Video of you delivering a holiday message

SOCIAL MEDIA PLANNER

Plan your social media posts a month at a time and then pre-schedule them directly into Instagram & Facebook by using [Meta Business Suite](#) (formerly know as Facebook Creator Studio).

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
MON				
TUES				
WED				
THURS				
FRI				

INSTAGRAM Stories

Instagram Stories lets Instagram accounts post photos and videos that vanish after 24 hours. They offer a **fun suite of tools for engaging** with your friends, fans, and followers in the moment.

Utilize this 3-part story framework to **help maximize your reach** in order to increase engagement and gather leads!

01

HOOK

You need to be able to grab the attention of your audience. You can ask a question, use a poll, GIF or anything that could help you get noticed.

02

SOLUTION/ANSWER

After grabbing your audience's attention, keep them interested by giving them a quick win. Post follow up photos/videos or additional instructions on what they can do or see next.

03

INTERACT

Create a strong call-to-action by including a poll or a question. Example: You can ask the question "Would you like further information?" and include the buttons indicating YES or NO. This will let you know whether or not you can reach out to them and give more information.

3-PART *framework*

01

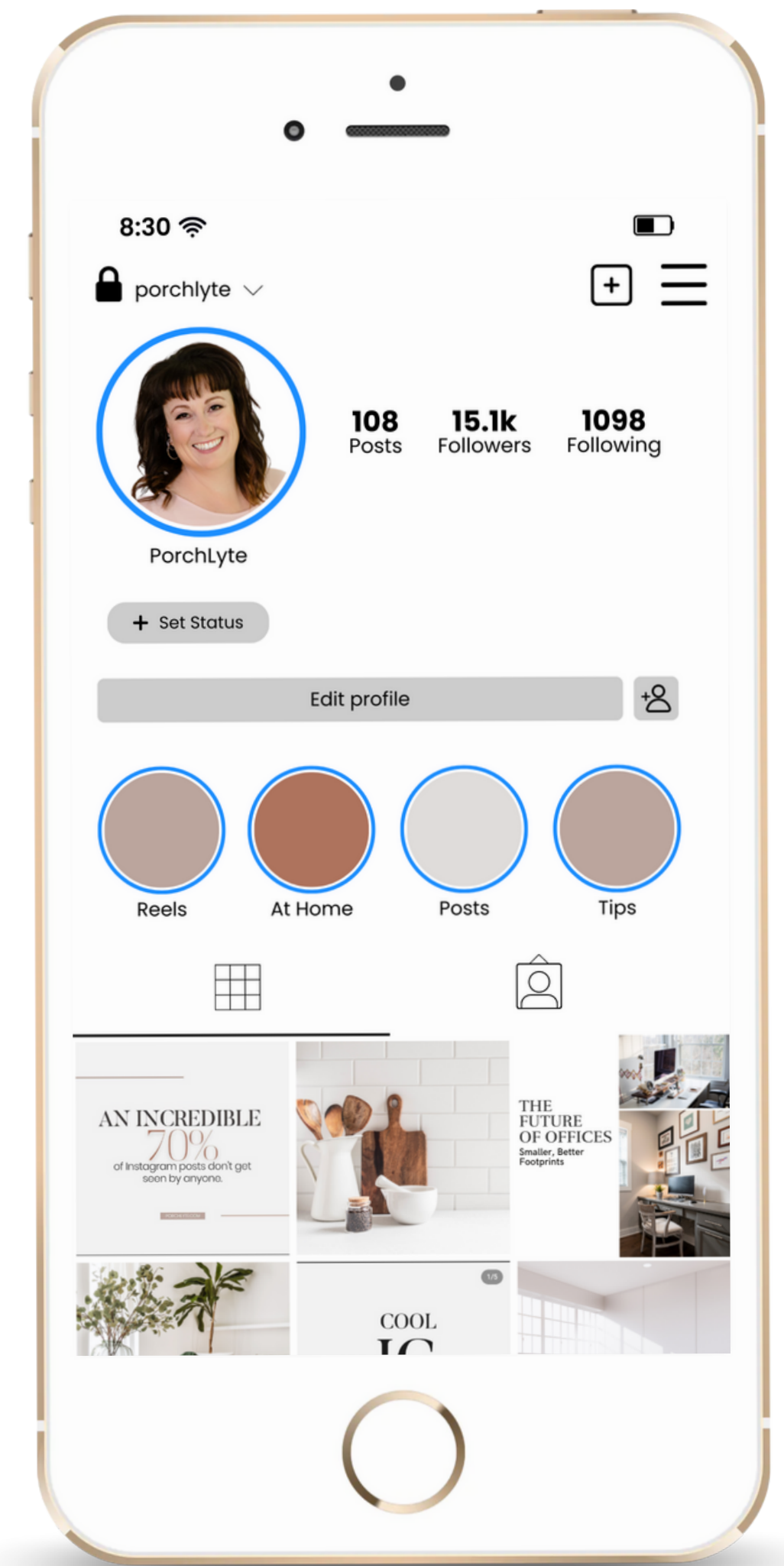
HOOK

START YOUR INSTAGRAM STORY UP WITH AN HOOK

You need to be able to grab the attention of your audience. You can ask a question, use a poll, GIF or anything that could help you get noticed.

EXAMPLE:

Let's go behind-the-scenes at (insert what you're doing) for a sneak peek at (new listing/inspection etc.)



CLIP 1

STORY POSTS IDEAS

- Behind the Scenes
- Q&A (ask me anything, polls, question sticker)
- Introduce yourself
- What's new in your life/biz/the market
- Feedback polls (market research)
- Quotes
- Memes
- Answers to buyer & seller FAQ's
- Tips
- Holidays
- Special events
- Community news
- Listings/open house/etc. behind the scenes
- Announcement of a new post
- Testimonials
- Resources for buyers/sellers

3-PART *framework*

02

SOLUTION/ANSWER

SHARE THE PURPOSE OF YOUR STORY WITH A SOLUTION OR ANSWER

EXAMPLE:

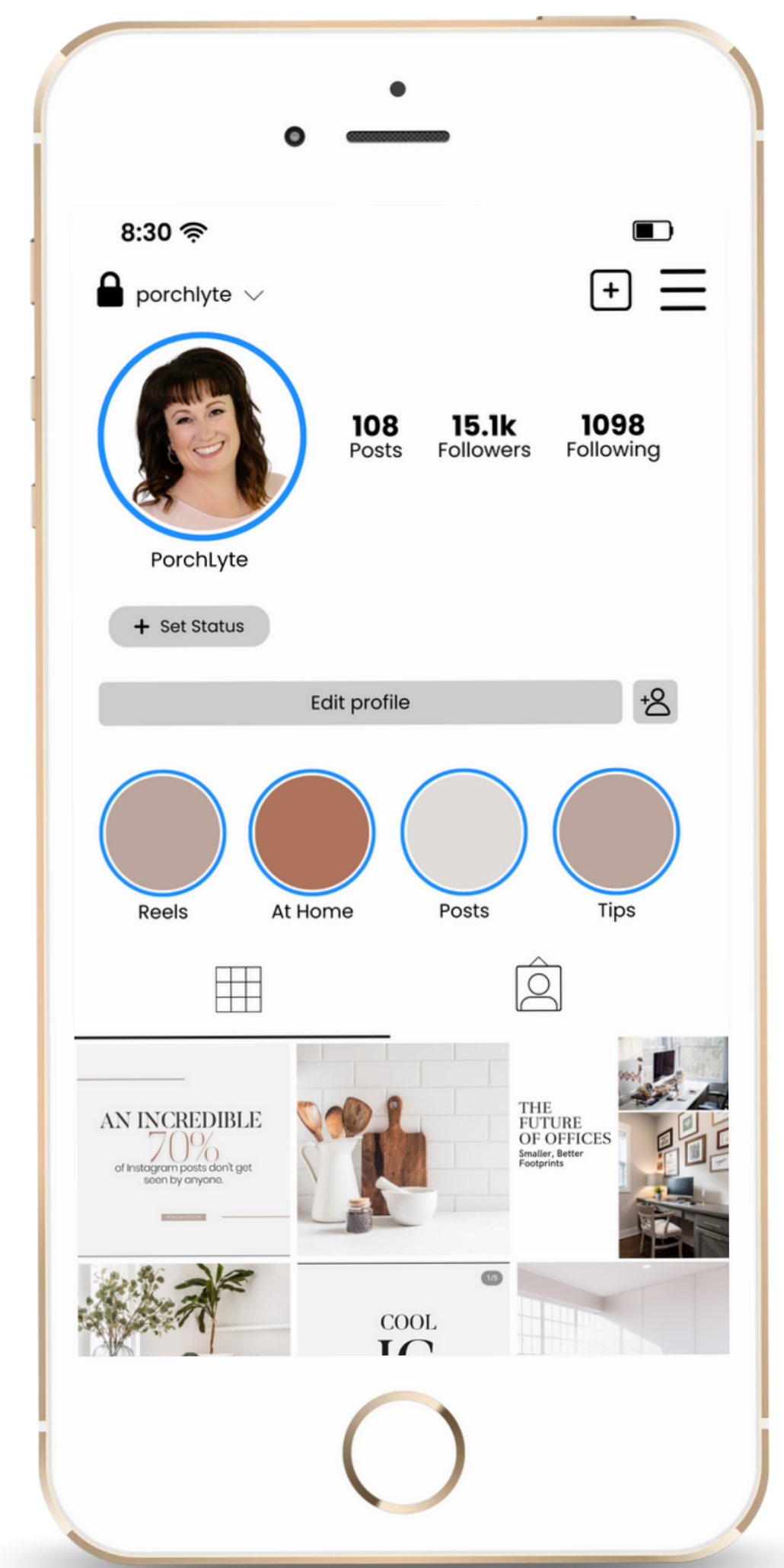
Show or share the purpose of the story with value such as *examples*, *pictures* or *explanations*.



CLIP 2



CLIP 3



NOTES

3-PART *framework*

03

CALL-TO-ACTION

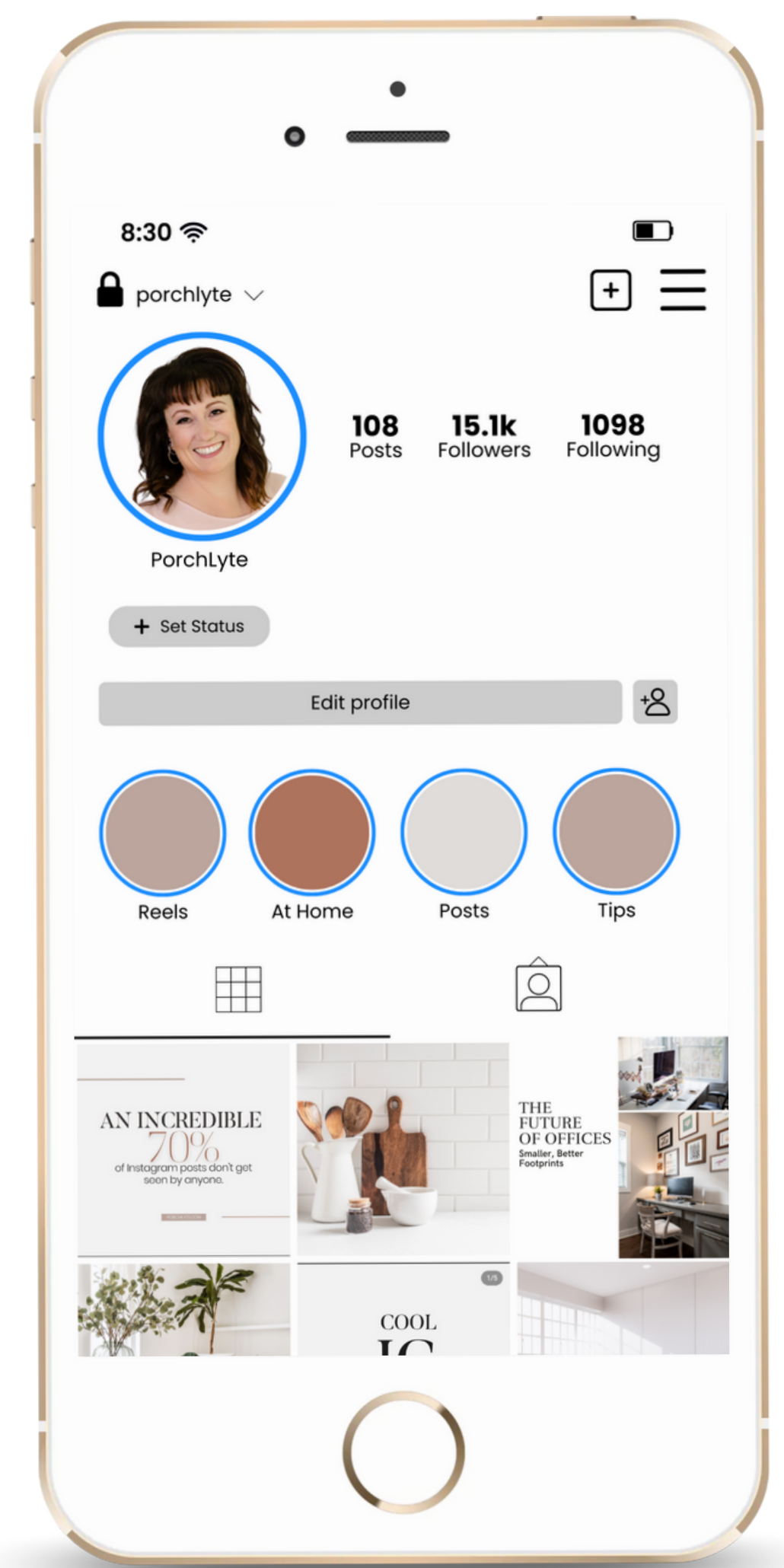
END YOUR STORY WITH A STRONG CTA
SO THEY CAN INTERACT WITH YOU

EXAMPLE:

DM me for more information!

Want a copy? Let me know & I will
get it to you right away!

Check out the link in my bio for more!



CLIP 4

NOTES

INSTAGRAM Story planner

CONTENT IDEA

POST DATE _____

CALL-TO-ACTION

TOPIC _____

HASHTAGS

STORY #1

STORY #2

STORY #3

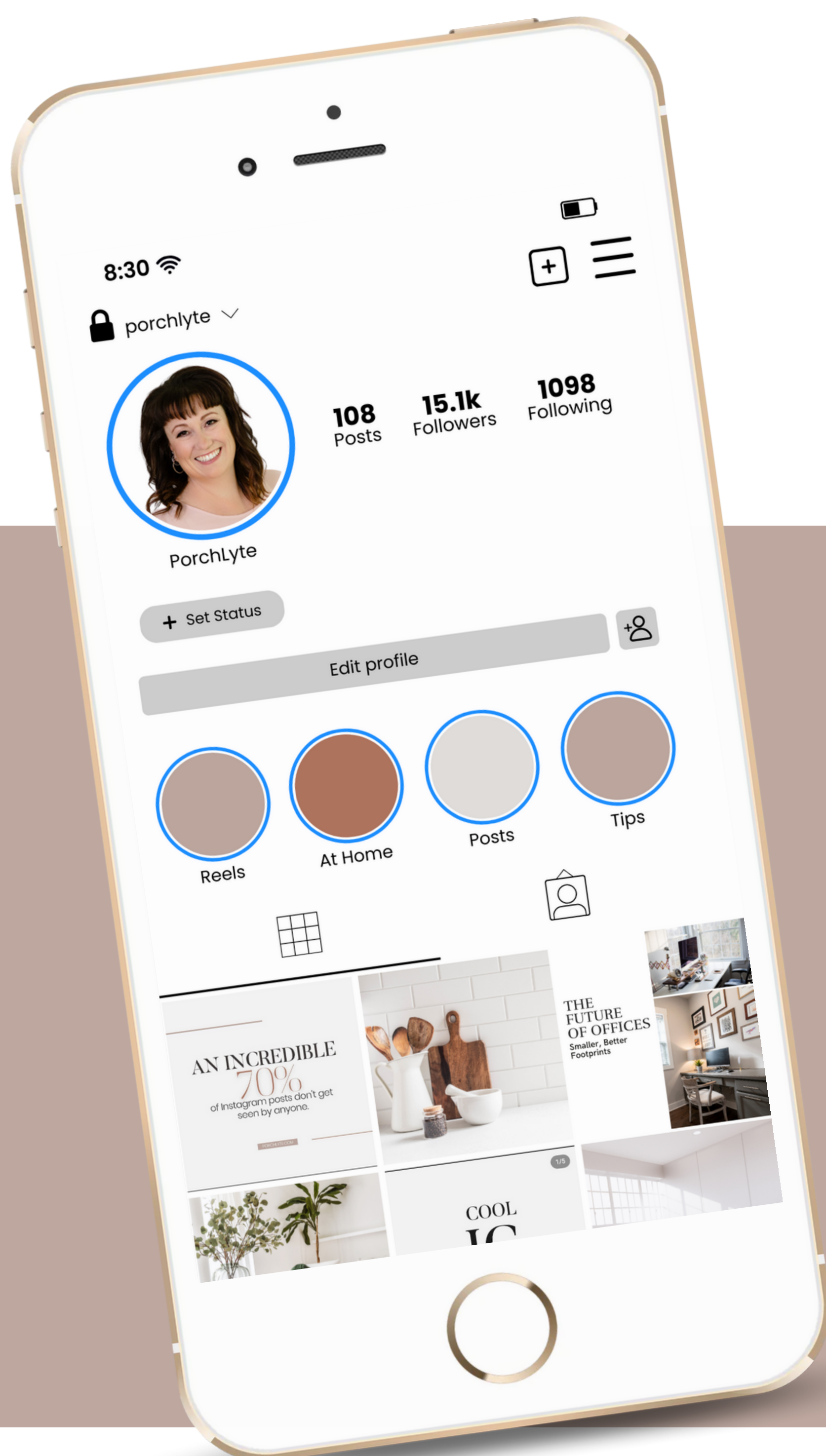
STORY #4

STORY #5

INSTAGRAM reels

Creating Instagram Reels allows you to **share bite-sized, engaging information** with your followers. They are easy, fun, relatable, and **builds a lot of trust**. As a real estate agent, it's powerful to show your face which adds to your credibility.

There are so many options for creating content for Reels. Not sure where to begin? Start by watching reels to give you a better understanding of what you like. What reels resonate with you? What reels did you like? What reels are informative? You can take inspiration from there on what you can post about as well.



GET YOUR CONTENT ON THE EXPLORER PAGE

Getting your reel to show up on the Explore page will not only increase your brand awareness but also will help you get more engagement that could convert into leads.

REELS checklist

01 CONTENT

I have a content idea that will resonate with my ideal niche

02 IMAGE

I have created a cover image that clean and will stand out and grab the attention of my idea niche

03 LIGHTING

I have used good lighting to get consistent, beautiful light in order to create high quality reels

04 TEXT

I have used text on my reel that is easy to read and centered (or slightly above or below) in order to not get cut off when viewed from the feed

05 SHARE SLIDER

I have selected the "Also Share to Feed" slider in order to maximize my reach

06 CAPTIONS

I have a 3 second hook to grab my readers attention and my captions elaborate more on the points mentioned in the reel followed up with a strong call-to-action

07 HASHTAGS

I have used hashtags that have been well researched, localized and planned out

08 STORIES

Once posted, I have added my reel to my stories to maximize it's veiwing potential

REELS IDEAS

real estate

IDEAS

- MARKET UPDATE
- LISTING TOURS
- HOME SELLER TIPS
- HOME BUYER TIPS
- CHECKLISTS
- DAY IN THE LIFE AS AN AGENT
- SHOWING TIPS
- LIFE HACKS
- HOW TO PAINT A ROOM
- ORGANIZING TIPS
- LANDSCAPING IDEAS
- HOME INSPECTION TIPS
- MAINTENANCE TIPS

MORE IDEAS

- REALTOR HUMOUR/LIFE
- PREPARING FOR OPEN HOUSE
- HAPPY CLIENTS
- STAGING ADVICE
- BEST HOUSEPLANTS
- LOCAL HIGHLIGHTS
- RESTAURANTS, PARKS, STORES
- DESIGN TRENDS
- CURB APPEAL TIPS
- DIY TIPS
- PREPARING AN OFFER
- BEHIND THE SCENES
- MORTGAGE TIPS

NOTES

REELS *planner*

SONG

COVER PAGE

FILM

EDIT

POST

HEADLINE / HOOK

TRANSITION IDEAS

CTA

HASHTAG GROUPS

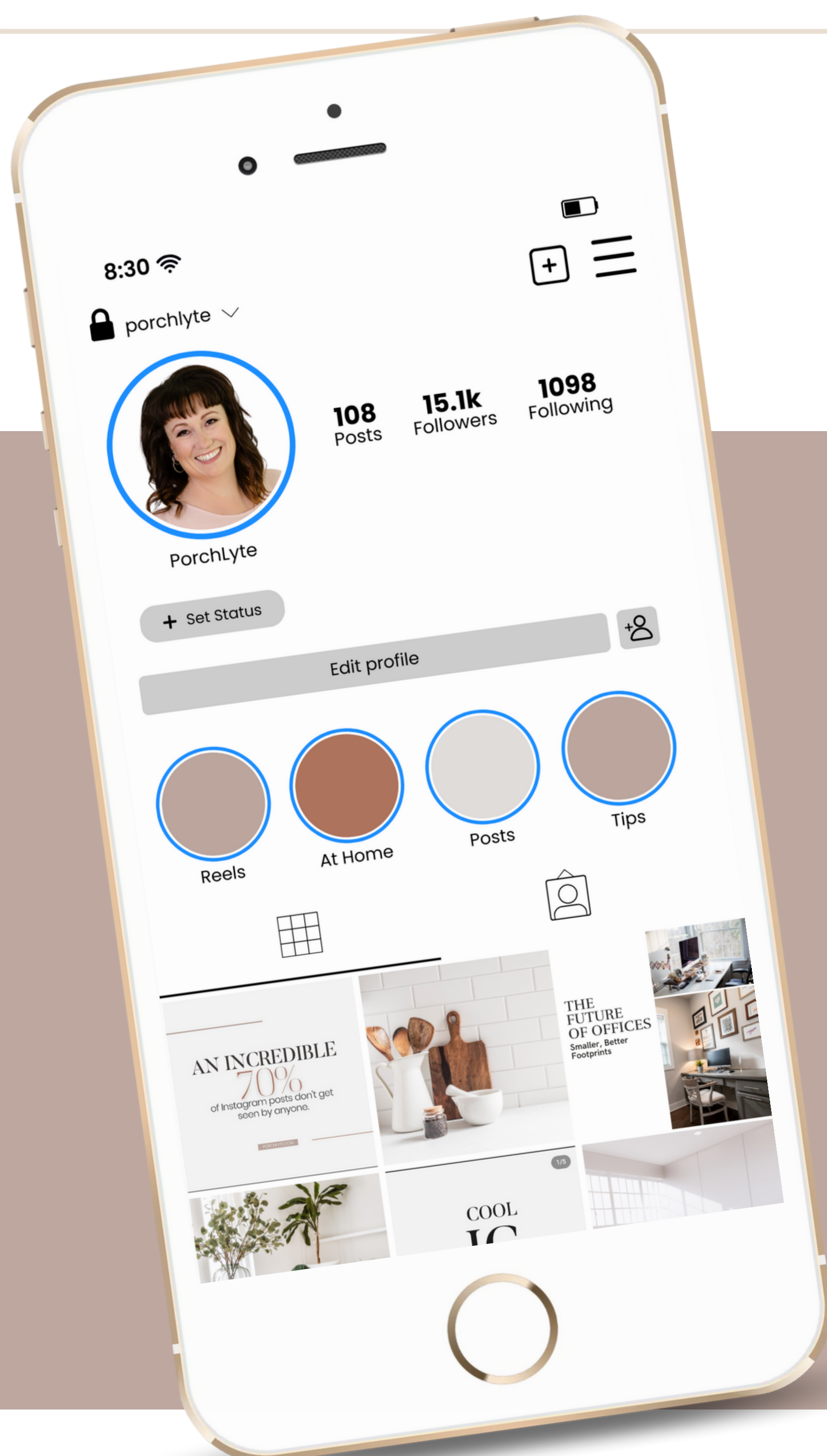
CAPTIONS

HASHTAGS FOR real estate

Hashtags have ruled social media since it was first introduced on Twitter more than a decade ago. To date, everyone, including brands and businesses, **uses** hashtags to be seen, to promote their content, and also to look for trending content.

What exactly is a hashtag?

A hashtag (#) is a label used to create and **categorize content on social media**. Hashtags are simple to use and can be effective in making your **content more searchable**. Thus, it has become the equivalent of Google and SEO on Instagram, Twitter, and other social media platforms.



INCREASE ENGAGEMENT & ATTRACT NEW FOLLOWERS

Hashtags on Instagram are the number one way to grow organically online, besides leaving genuine comments and connecting with your ideal clients on Instagram.

HASHTAG cheat sheet

DO'S & DON'TS ON HOW TO USE HASHTAGS

Using relevant, targeted hashtags on your posts, stories or reels is one way to get discovered by new audiences on Instagram. And this can translate into **more engagement, more followers, and more customers** for your real estate business.

01 BE SPECIFIC

The more specific you can get with your hashtag, the more targeted your audience will be. Not all hashtags need to be real estate based. Think about what people are searching for and **add the appropriate relative hashtags**.

02 USE LOCATION HASHTAGS

If you are targeting a specific area or your area has a nickname that is commonly known, use it. If people are searching by area they **will likely discover your content**.

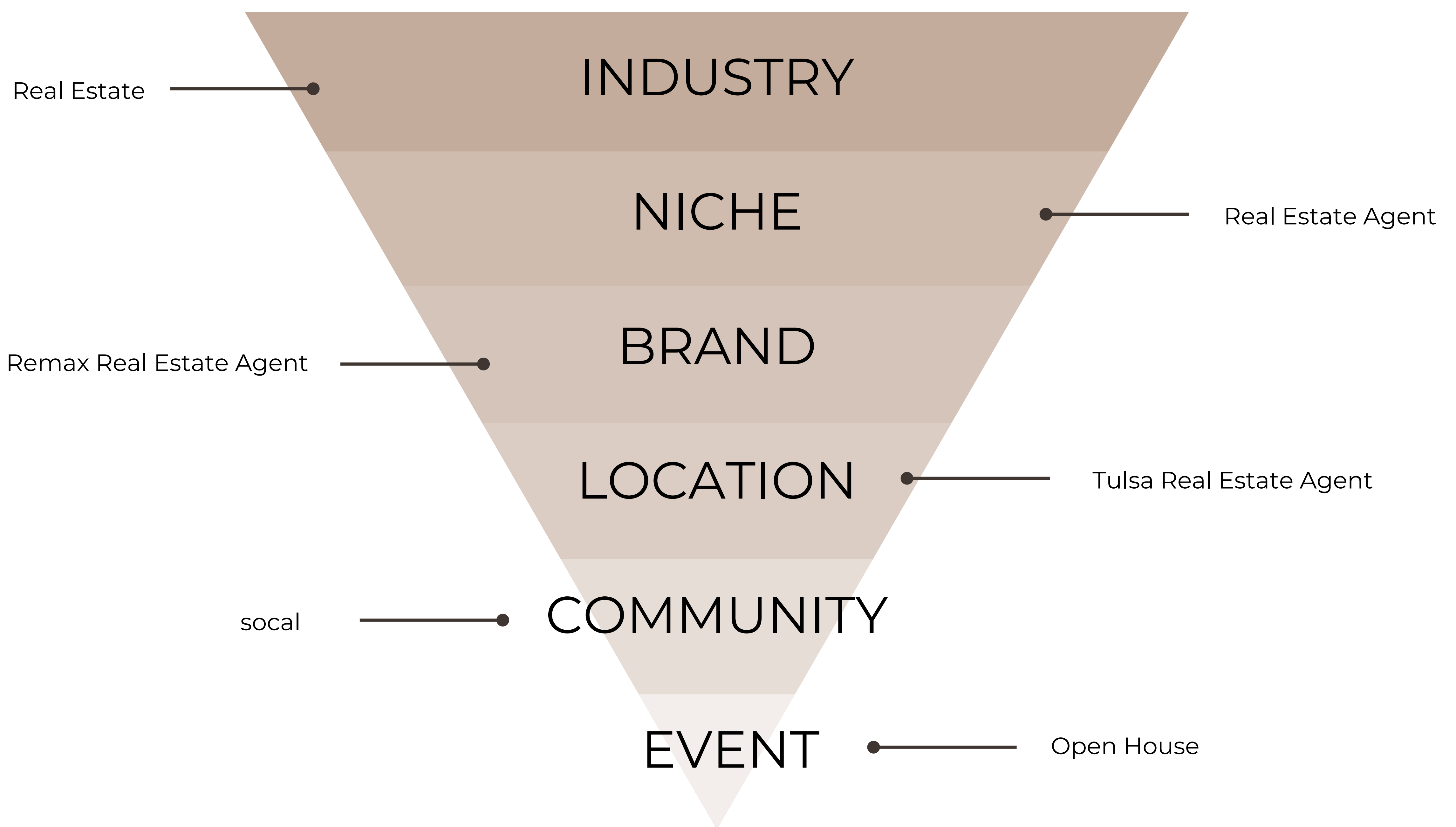
03 DON'T HAVE MORE HASHTAGS THAN WORDS

It generally dilutes your message and comes off as desperate. **Focus instead on being specific**. You can also put your hashtags in the comments of your post to **clean up your content section**.

04 DON'T HASHTAG EVERYTHING

You can include **up to 30 hashtags on a regular post**, and up to 10 hashtags on a Story. That said, just because you can use that many doesn't mean you have to. **Sometimes less is more** or you could run the risk of it looking spammy. There's no 'right' number of hashtags to use. This is just something that **you will have to test out**.

HASHTAG Categories



At the top of the funnel are hashtags that are more generic and more popularly used by people, however, when using these hashtags, there is also more competition. Relying on hashtags that are too big or generic lessens the possibilities for your post to be seen by your target audience. **Don't overuse these hashtags and instead use them only on relevant content.**

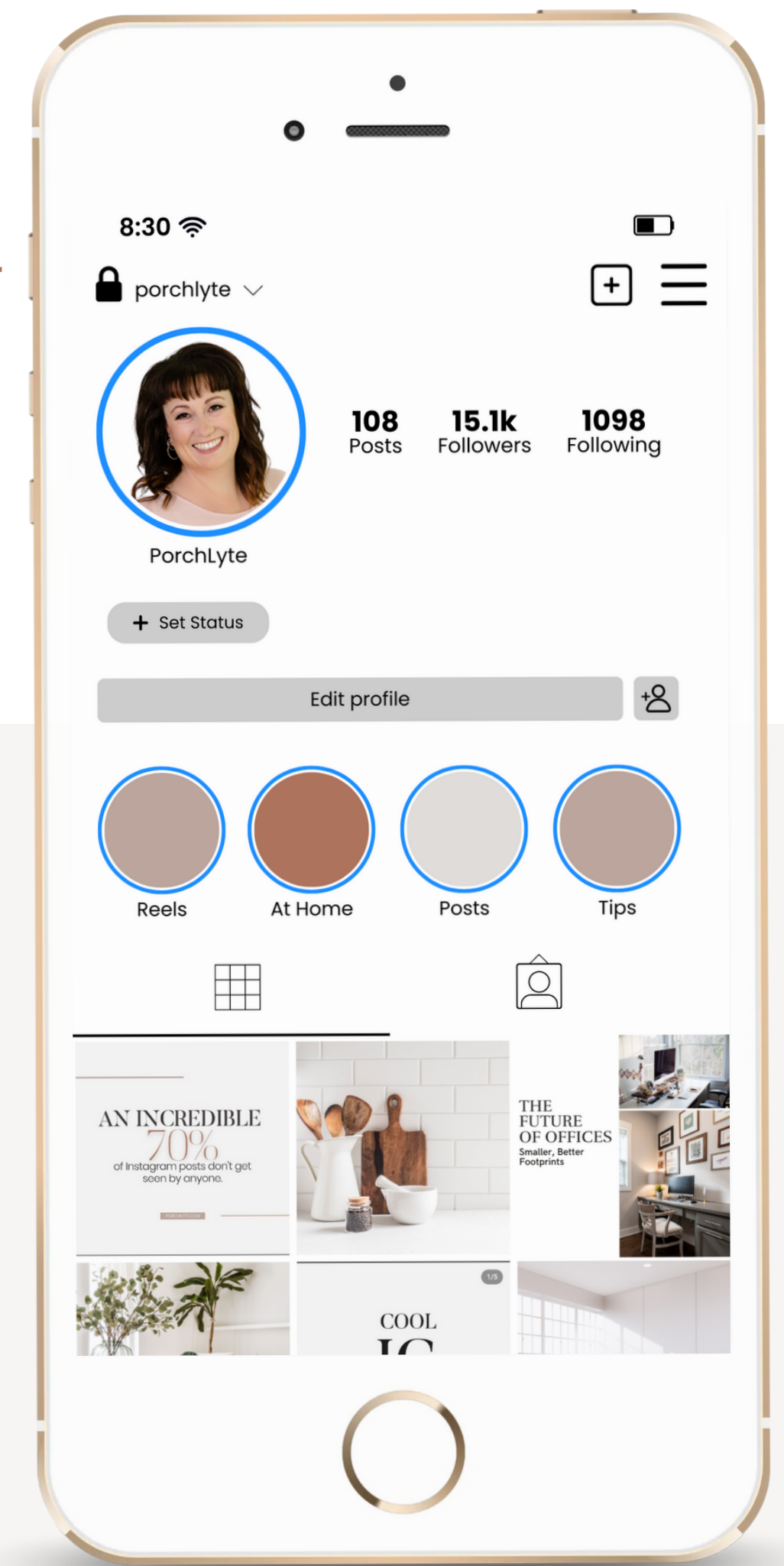
As we go down the funnel, we come to hashtags that are more specific to your niche, location, etc. There might be fewer people that use these hashtags, but **narrowing and localizing hashtags can help you to be seen and searched by your target audience.**

HASHTAG examples

When choosing your hashtags, choose a variation of hashtags.

Only have a couple of hashtags that have a following in the millions, some in the thousands and try to choose most of your hashtags with followings in the hundreds so that **you have a better chance of people seeing your post in the hashtag groups.**

Finally, try not to use the same hashtags over and over. **Mix it up.**



- #realtorlife
- #newlisting
- #homesforsale
- #luxuryhome
- #homes
- #luxuryliving
- #invest
- #newhome
- #mansion
- #listing
- #house
- #investor
- #mortgage
- #housing
- #openhouse
- #realestate
- #realtor
- #realestateagent
- #property
- #luxuryrealestate
- #realty
- #milliondollarlisting
- #investment
- #luxuryhomes
- #dreamhome
- #properties
- #broker
- #forsale
- #househunting
- #justlisted

- #'yourcity'
- #'yourcity'realestate
- #'yourcity'realestateagent
- #'yourcity'realestatemarket
- #'yourcity'rentals
- #'yourcity'realestateinvestor
- #'yourcity'homesforsale
- #'yourcity'properties
- #'yourcity'listings
- #'yourcity'buyandsell
- #'yourtargetneighbourhood'
- #'yourcity'luxuryrealestate
- #'yourareacode'
- #Iheart'yourcity'
- #visit'yourcity'

INSTAGRAM *planner*

HASHTAGS FOUND ON INSTAGRAM USING SPECIFIC KEYWORDS

KEYWORD

HASHTAG IDEA

KEYWORD

HASHTAG IDEA

KEYWORD

HASHTAG IDEA

KEYWORD

HASHTAG IDEA

NOTES

CAPTIONS, COMMENTS & hashtags

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.

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

KEYWORD Categories

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

NOTES

HOW TO WRITE THE PERFECT CAPTIONS THAT *converts!*

TIRED OF TAKING FOREVER TO COME UP WITH A 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 social media posts, sales scripts, advertising messages, web pages and more, **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 ...

WHERE TO GO

- 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 ...



ACTION TASK

Now that you've intentionally planned and created your Instagram marketing, you're ready for the next step.

I am super excited to let you know that we have a whole bunch more resources to help scale your real estate business so you can quickly become the go-to agent in your community!

[LEARN MORE](#)

See you there! - Tracy xx

NOTES

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

NOTES

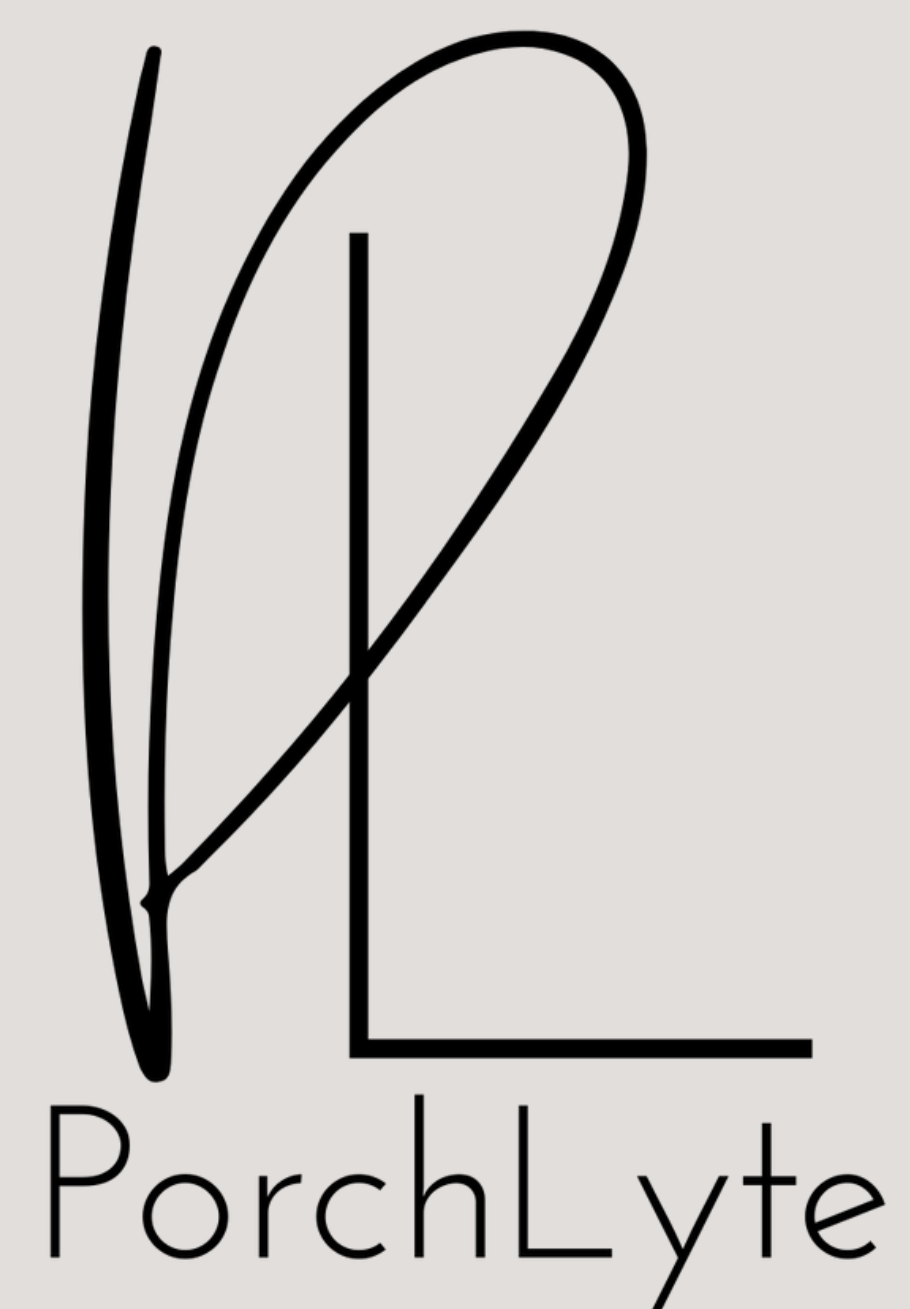
Blank note area 1

Blank note area 2

Blank note area 3

Blank note area 4

NOTES



Copyright Notice

Copyright 2022 PorchLyte Enterprises Ltd.

All rights reserved. This planner or any portion thereof may not be reproduced or used in any manner whatsoever without express written permission of the publisher.
