

INSTAGRAM GROWTH

FOR REAL ESTATE

A COMPREHENSIVE GUIDE 2024

BRAND AUTHORITY

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CHAPTER 1: INTRODUCTION

Hey there, fellow real estate enthusiasts! If you're wondering why I'm diving into the realms of Instagram for real estate in 2024, it's because, in this ever-evolving digital landscape, **Instagram isn't just a platform; it's a dynamic space where opportunities unfold and connections thrive.** I've personally witnessed the transformative power of Instagram in the real estate realm, and let me tell you, it's more crucial than ever before.

In this digital age, potential homebuyers and sellers aren't just searching in newspapers or traditional listings. They're scrolling through Instagram feeds, exploring stories, and engaging with visually captivating content. **The real question is not whether Instagram matters – it's understanding just how pivotal it is in shaping your success in the real estate game this year.**

In 2024, Instagram is not just a photo-sharing app; it's a dynamic ecosystem where real estate professionals can showcase properties creatively, connect with a broader audience, and stay ahead of the curve. In this guide, we'll delve into the intricacies of leveraging Instagram, exploring the latest strategies, features, and trends that will elevate your real estate game. **So, buckle up for a journey through the world of Instagram, where your success story is waiting to unfold!**

LET'S GET STARTED!



CHAPTER 2:

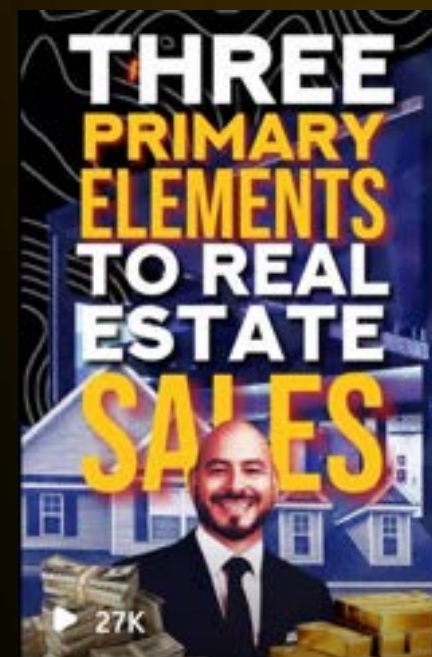
WHY DO WE NEED INSTAGRAM?

Instagram has proven to be a powerful marketing tool for businesses and digital creators since its inception in 2010. With one million registered users then, it has a network of over one billion active users now.

It's a great app to stay connected with your friends, check out the profiles of celebrities & influential people, and even discover massive products & services through paid social media ads.

In the dynamic realm of real estate, establishing a strong presence on Instagram is not just a choice but a strategic imperative. Instagram's visually-centric platform caters perfectly to the industry's need for compelling visuals. It serves as an unrivaled showcase for property listings, allowing real estate professionals to engage potential clients through **high-quality photos and immersive videos**. Furthermore, the platform's expansive user base, spanning diverse demographics, ensures that your content reaches a broad audience, increasing the likelihood of connecting with individuals actively seeking properties.

Being present on Instagram is not merely about visibility; it's about leveraging a powerful tool that fosters brand recognition, builds trust, and ultimately positions real estate professionals at the forefront of their market.



Beyond its visual appeal, Instagram provides a unique opportunity for real estate agents to cultivate a personalized brand identity. The platform's interactive features, such as Stories and reels, enable agents to showcase the human side of their business, fostering a sense of connection and transparency.

This personal touch goes a long way in establishing trust with potential clients who are making significant life decisions. In an era where authenticity and engagement are paramount, **being present on Instagram is not just about marketing; it's about creating an immersive experience that resonates with your audience, making your real estate endeavors memorable and impactful.**

AS A REAL ESTATE COACH, BEING PRESENT ON INSTAGRAM IS PARAMOUNT FOR **THREE COMPELLING REASONS:**

#1

Firstly, it offers an unparalleled platform to **showcase your expertise** through visually captivating content, allowing potential clients to witness your industry knowledge firsthand.

#2

Secondly, the interactive nature of Instagram enables you to **engage with a broader audience**, fostering relationships and building trust in a way that transcends traditional coaching boundaries.

#3

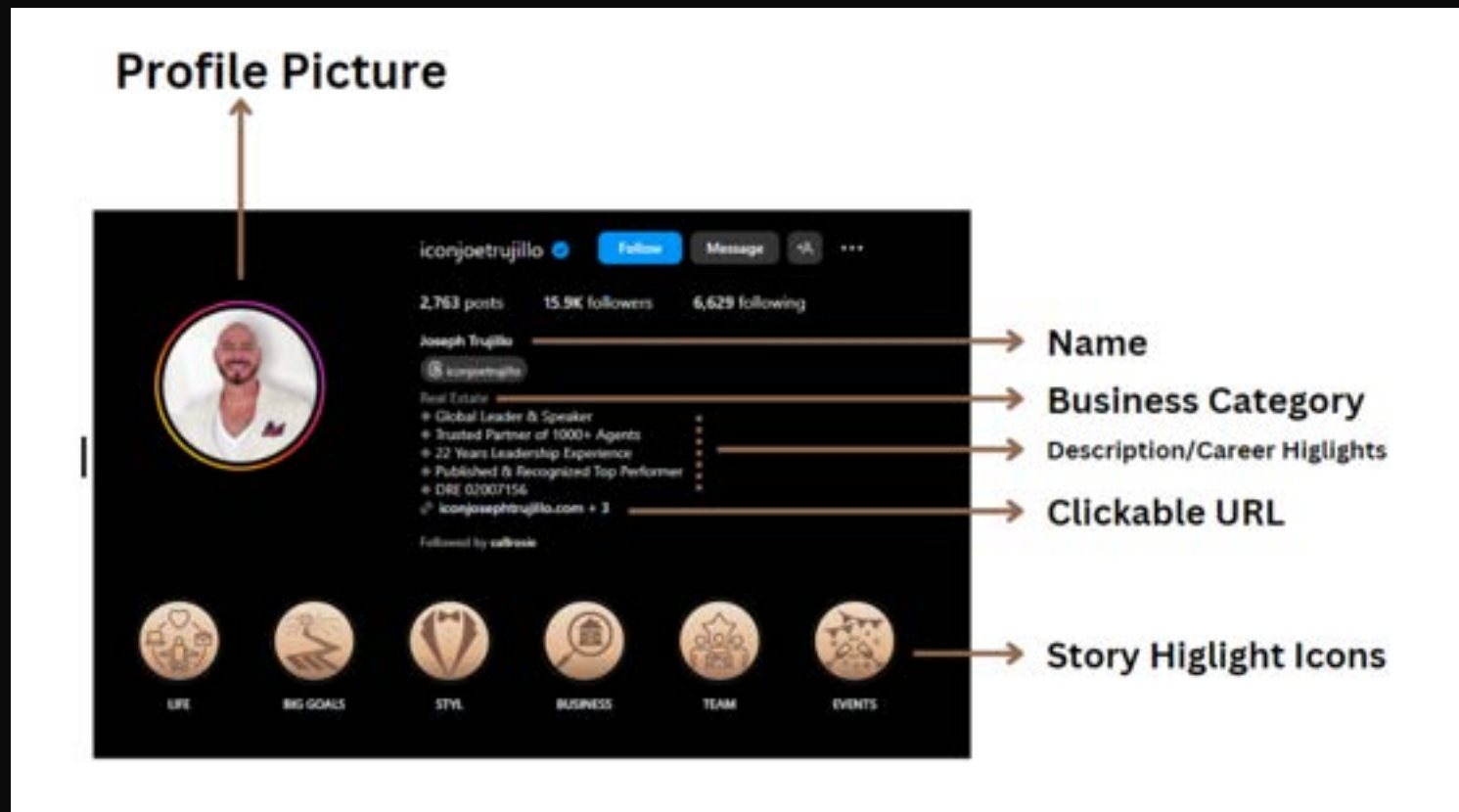
Lastly, the platform's dynamic features, such as Stories and Reels, empower you to **deliver timely and valuable insights**, positioning you as a thought leader and staying top-of-mind among aspiring real estate professionals.

CHAPTER 3:

OPTIMIZING YOUR INSTAGRAM PROFILE

By optimizing profile elements, you set the foundation for a compelling and trustworthy Instagram presence in the competitive real estate market.





A: CRAFTING A COMPELLING BIO

Your Instagram bio is the first impression you make on visitors. Craft a compelling bio that communicates your identity and the value you bring to the real estate space.



KEY ELEMENTS

1) PROFILE PICTURE

Your profile picture is the visual representation of your brand. Make it memorable and instantly recognizable.

TIPS FOR CHOOSING AN ATTRACTIVE PROFILE PICTURE

- **Professionalism:** Use a high-quality, professional photo. Consider hiring a photographer to capture your best angle.
- **Consistency:** Align your profile picture with your brand. Use the same image across all platforms for brand consistency.
- **Brand Elements:** If you have a logo or a brand color, incorporate them into your profile picture for cohesive branding.
- **Expression:** Choose a picture where you radiate approachability and professionalism. A friendly smile can go a long way in building trust.
- **Avoid Clutter:** Ensure the background is clean and uncluttered. You want the focus to be on you, not distracting elements.

2) PROFILE NAME/USERNAME

Use your real estate business name or your personal name, depending on your branding strategy.

3) BUSINESS CATEGORY

Provide a concise overview of your expertise, such as "Real Estate."

4) DESCRIPTION/CAREER HIGHLIGHTS

Highlights your key career achievements and showcases your expertise, offering a glimpse into your real estate prowess on Instagram.

5) CLICKABLE URL

Include a clickable link to your website or Landing Page. Use the link strategically to drive traffic where you want it most.

6) STORY HIGHLIGHT ICONS

Including Story Highlight Icons in your Instagram bio can significantly enhance your profile and improve the overall user experience.



HERE ARE SEVERAL REASONS WHY INCORPORATING STORY HIGHLIGHTS IS BENEFICIAL:

- VISUAL APPEAL
- ORGANIZED CONTENT DISPLAY
- QUICK INFORMATION RETRIEVAL
- STORYTELLING AND BRANDING
- HIGHLIGHTING EXPERTISE
- INCREASED VISIBILITY
- INCREASED VISIBILITY
- PROMOTIONAL OPPORTUNITIES
- REFLECTING CURRENT PRIORITIES

I COULD DOUBLE MY TRAFFIC JUST BY OPTIMIZING MY BIO.

A strong bio can be the real game-changer. I've got more followers, more DMs and more clients since I changed certain aspects of my Bio.

NOW, IT'S **YOUR TURN** TO CONVERT THOSE FOLLOWERS INTO IDEAL CUSTOMERS.

CHAPTER 4:

FEED YOUR FEED WITH THE RIGHT FOOD



**WITH YOUR IDEAL PROFILE BIO, YOU'VE ATTRACTED
YOUR TARGETED AUDIENCE TO YOUR BUSINESS PAGE.**

**BUT WHAT WILL MAKE THEM STAY?
YES, YOU GUESSED IT RIGHT! IT'S YOUR **FEED**.**

YOUR FEED COMPRISES **2 ELEMENTS:**



CONTENT **& THEME**





CONTENT IS THE KING

In the dynamic realm of Instagram, where visual appeal reigns supreme, crafting compelling content is the key to unlocking engagement and growth.

So you need to prepare content according to your industry - real estate. But the question is - What should be included in that content?

The key is you need to give value in your every post. Your content needs to be educational, entertaining, inspiring, informational, motivating, or funny, based on your industry and who you are trying to attract.

If you provide value 99% of the time, you'll keep followers returning to your account for more. The quality of your content offered will decide the level of your success.

PRO TIP:

Make your content themes a **mix of visually appealing sales and engagement content**. This way, you'll add value to your audience by pushing a sales message as well as engaging with your audience. Too much or too little of any one will make your audience disappear. In the worst scenario, they will act as a dormant audience with little or no engagement with your posts.



THEME IS THE QUEEN

Content and theme go hand-in-hand. If the theme is not appropriate or in accordance with your brand's value, your audience won't engage with your content even if you're providing them with unique, relevant, captivating and high-quality content.

There's complete colour psychology in influencing the behaviour and decision-making of your audience. So it all relies on how you want your audience to perceive your brand.

CLARITY WARMTH OPTIMISM	FRIENDLY CHEERFUL ENTHUSIASM	ENERGY PASSION APPETITE
HEALTH NATURE WEALTH	WISDOM ROYALTY CREATIVITY	PEACE SECURITY RELIABILITY

Understanding colour psychology is so essential for your content to be a success. One poor colour choice and your great content and CTA strategy will not be noticed by your audience. They'll scroll up!

I'VE CHOSEN **BLACK AND GOLD** AS MY PRIMARY COLOURS.



Gold embodies timeless elegance and success.

It radiates a sense of sophistication and achievement, aiming to captivate my audience with a touch of luxury, encouraging them to envision a future filled with accomplishment and refined taste.

The black colour adds substance and

sophistication to my gold colour. Choosing black makes me feel confident in my work. I also use various other colours in combinations like white, red and other depending upon the feel and content I choose.

PRO TIP:

Create thoughtful A/B tests. You can't know at once how your audience will respond to your colour selection and design layout.

Test different colours, understand the psychology of your audience and then determine colour combinations and placements of texts to generate the most traffic and leads from your content.

**WE'RE NOW READY WITH VISUALLY ATTRACTIVE
DESIGNS AND GOOD CONTENT.
IT'S TIME TO VOUCH FOR ORGANIC GROWTH NOW.
LET'S GO ON TO THE NEXT CHAPTER! ➤**

CHAPTER 5:

LET THE ORGANIC GROWTH FLOW NATURALLY

(A STEP-BY-STEP GUIDE)



If you contemplate the kind of growth you aspire to achieve, the immediate response is likely to be pure growth without spam, fake followers, or bots. However, how many of us are acquainted with the precise strategy required for genuine organic growth?

HERE'S A COMPLETE STEP-BY-STEP GUIDE TO MAKE YOUR INSTAGRAM GROWTH SMOOTH AND NATURAL FLOWING.



STEP 1

USE INSTAGRAM INSIGHTS

Instagram Insights is a powerful tool that provides valuable data about your audience and the performance of your content. By leveraging these insights, you can refine your strategy and enhance your real estate Instagram growth.

This one's an easy step. You just have to think of your Instagram insights as a treasure map. With tracking the data on engagement, content and follower demographics, you can easily measure your efforts and consistently improve them.



AUDIENCE DEMOGRAPHICS

The audience insights comprise data on who followed and unfollowed you and demographics (location, gender, language, and age of your followers) who are engaging with your posts. These will help you revise & tailor your content posting strategy to boost the engagement rate.

ACTIVITY

The activity insights will let you know statistics like how many people visited your profile, how many of them clicked on your website (Link in Bio), how many unique accounts reached your posts and total impressions made.

CONTENT

Then we have the content insights that let you monitor how many times people saw your posts and stories. This will help you know what kind of content is being liked by your audience.

BY REGULARLY ANALYZING INSTAGRAM INSIGHTS, YOU'LL GAIN VALUABLE INSIGHTS INTO YOUR AUDIENCE'S BEHAVIOR AND PREFERENCES.

THIS DATA-DRIVEN APPROACH WILL ENABLE YOU TO TAILOR YOUR CONTENT AND ENGAGEMENT STRATEGIES FOR MAXIMUM IMPACT, DRIVING REAL ESTATE GROWTH ON INSTAGRAM IN 2024.

OPTIMAL TIMING FOR POSTING

Determining the optimal timing for posting on Instagram is crucial to maximize visibility and engagement. However, the ideal posting time can vary based on your specific audience and their habits. Here's a guide to help you find the proper timing for posting on Instagram for real estate in 2024:

CONSIDER TIMEZONES

If your audience is spread across different time zones, schedule posts to accommodate the majority. Use Insights to identify the geographical locations of your followers.

MORNING & EVENING PEAKS

Many users check Instagram during morning commutes or in the evening after work. Test posting during these peak hours to capture the attention of users during their leisure time.

LUNCHTIME POSTING

Lunchtime, typically between 11:00 AM and 1:00 PM, can be another effective window. People often scroll through social media during breaks, making it a good time to post.

AVOID OVERLAPPING CONTENT

Check when your competitors are posting to avoid overlapping with their content. Differentiate your posting times to ensure your posts stand out.



STEP 2

STUDY YOUR COMPETITORS

In the dynamic world of real estate on Instagram, understanding your competitors is a vital component of building a successful strategy.

By analyzing their strengths, weaknesses, and tactics, you can gain valuable insights to refine your own approach and stay ahead in the game.

Social media being over-saturated, only a solid strategy can work. Monitoring and figuring out what content works best for your competitors will help you generate content creation ideas for your page.

Take a more in-depth look at their feed, what content is attaining them high levels of engagement, what they are doing well, take notes from there, do NOT copy it but try to apply similar techniques with your creativity and uniqueness, and turn your content into top-notch Instagram posts.



STEP 3

BRING VARIETY TO THE TABLE

REMEMBER: The key to a successful Instagram strategy is a diverse and visually appealing content mix. By incorporating various types of content, you engage different audience preferences, keeping your profile dynamic and interesting.

For example, one day you can upload a single post, the other day, you can post a carousel with more information, and the next day you can upload video content or reels.

This way, your audience will be exposed to similar content strategies but in different representation forms.

PRO TIP:

High-Quality Visuals - Photos and Videos is the KEY! Invest in Professional Photography/Videography: Capture the essence of your real estate journey through high-resolution, professionally taken photographs and videos. Quality visuals not only attract attention but also build credibility.

STEP 4

ENGAGING WITH YOUR AUDIENCE

Do you want to get lots of new likes, comments and followers? Well, it's time you be active and engage with the photos and posts of your target audience. Also, DM not only the potential customers but also the followers that comment on your posts.

It's best to like other people's photos; leave useful, meaningful & valuable comments on their posts to build relationships. People like when other people notice their posts and efforts and chances are a good portion of them will follow you back, creating a following for your page.



HERE ARE SOME OF MY TIPS:

RESPONDING TO COMMENTS PROMPTLY

Responding to comments on your Instagram posts is more than just acknowledging your followers; it's about building a community. Prompt responses demonstrate attentiveness and create a positive impression. Engage with comments by expressing gratitude, answering questions, and encouraging further interaction.

HOW TO DO THIS?



Set aside dedicated time each day to check and respond to comments.



Use personalized responses to foster a sense of connection.



Encourage followers to share their thoughts by asking open-ended questions.



INITIATING CONVERSATIONS WITH FOLLOWERS

Actively initiating conversations can deepen your connection with followers and humanize your brand. Share polls, quizzes, or ask for opinions on real estate trends. Utilize Instagram's direct messaging for personalized outreach, addressing queries or offering assistance. By actively engaging, you create a memorable experience for your audience.

HOW TO DO THIS?



Create engaging content that prompts comments and direct messages.



Respond promptly to direct messages, providing helpful information.



Encourage followers to share their experiences or preferences.



COLLABORATING WITH OTHER REAL ESTATE PROFESSIONALS

Collaboration can expand your reach and enhance your credibility. Partnering with other real estate professionals, such as agents, brokers, or interior designers, allows for cross-promotion and shared audiences. Collaborate on joint Instagram Lives, share each other's content, or participate in collaborative projects to tap into new networks.

HOW TO DO THIS?



Identify professionals whose audience aligns with your target market.



Reach out for mutually beneficial collaborations.



Cross-promote content and events to maximize exposure.



ENCOURAGING USER-GENERATED CONTENT (UGC)

Encourage your followers to create content related to your brand or properties. UGC not only provides authentic content but also involves your community in the content creation process. Feature UGC on your profile, giving credit to the creators and fostering a sense of inclusivity.

HOW TO DO THIS?



Create a branded hashtag for users to use when sharing content.



Run contests or challenges to incentivize UGC.



Showcase UGC on your feed or stories regularly.



STEP 5

PERSISTENCE OVER CONSISTENCY

Consistency is often hailed as the cornerstone of success on Instagram, but there's another key element that deserves equal attention: persistence. While consistency emphasizes regularity in your actions, persistence emphasizes continuous effort and determination.

Here's why persistence should be a crucial aspect of your Instagram growth strategy in 2024:

- **Set Your Posting Pattern**
- **Avoid Over-Burdening Yourself**
- **Prioritize Quality Over Quantity**
- **Maintain Persistence in Engagement**
- **Adapt and Evolve**
- **Avoid Skipping Days**
- **Strive for Long-Term Goals**

In 2024, strike a balance between consistency and persistence. Your chosen posting pattern should serve as a sustainable framework, allowing you to persistently work towards your goals without compromising on the quality and impact of your Instagram presence.

STEP 6

STORYTELLING GAME

Instagram Stories have become a powerful tool for engagement and real-time connection with your audience. By mastering the art of storytelling, you can elevate your real estate Instagram game to new heights. You need to dominate and keep your audiences engaged through your stories daily.

KEEP ON READING FOR MORE!



CHAPTER 6:

MASTER THE ART OF INSTAGRAM STORIES



Instagram Stories have become a game-changer for real estate professionals, providing a dynamic platform to engage with your audience and showcase properties. This guide will walk you through the essential elements to master the art of Instagram Stories and drive growth for your real estate business.

According to a source, Instagram Stories has over 300 million daily active users. The Instagram algorithm even takes the interactions you receive in your stories into considerations. So, if a user interacts with your Instagram Stories, it's more likely that your posts will show up in their feed. The more engaging and attractive your stories are, the more people will engage with them, and the more Instagram will boost your posts in their feed.



Also, Instagram stories are just like your posts. Even if one person replies through your Instagram story, you need to respond to them. **Build strong relationships from there.** See the magic by stepping out of your comfort zone and treating your Instagram Stories' viewers as family and friends!



The key is to try using all features like adding GIFs, location tag, hashtags, polls, stickers, boomerangs, face filters as often as possible. This will definitely let you have a better chance of keeping your audience engaged and make them spend more time viewing your stories. This will help in increasing your probability of being seen in your followers' feed for sure.



As a real estate coach navigating the dynamic landscape of Instagram, mastering the art of Instagram Stories is more than just a trend—it's a powerful tool to connect with your audience, establish your brand, and ultimately drive success in the real estate industry.

Instagram Stories offer a raw and unfiltered glimpse into your daily life as a real estate professional. Share behind-the-scenes moments, success stories, or even challenges you've overcome. This authenticity builds a genuine connection with your audience, fostering trust and relatability.

Mastering Instagram Stories as a real estate coach is about leveraging the platform's features to build authentic connections, showcase your expertise, and stay relevant in an ever-evolving industry. Embrace the interactive and visual nature of Stories to captivate your audience and position yourself as a go-to resource in the competitive world of real estate.

**SO ARE YOU READY TO BUILD GREAT
RELATIONSHIPS THROUGH INSTAGRAM STORIES?**



CHAPTER 7:

LEARN IT FROM YOUR MISTAKES (OR MAYBE OTHERS TOO!)



Whether we believe it or not, everyone is susceptible to making mistakes because, well, we're all human! However, a wise individual not only acknowledges their mistakes but also learns from them, ensuring they don't make the same errors again.



IN THIS SECTION, I'LL TAKE ON THE ROLE OF THE WISE ONE AND DISCLOSE MY OWN MISTAKES ALONG WITH SOME COMMON ONES WE ALL TEND TO MAKE WHILE STRIVING FOR INSTAGRAM GROWTH.



MISTAKE #1

NEGLECTING YOUR PROFILE

A common stumbling block in the journey towards Instagram growth is the oversight of one's profile. Your Instagram profile serves as the virtual front door to your real estate business, and a poorly curated or incomplete profile can turn away potential followers and clients.

Neglecting your profile involves a range of issues, such as having an unimpressive or irrelevant profile picture, an uninspiring bio, or omitting crucial contact information. Think of your profile as a first impression — it's the initial interaction users have with your real estate brand. Failing to optimize this crucial aspect can hinder your ability to attract and retain followers interested in your property offerings.

I see many pages with unclear bios. The Bio should be your most influential part. Your profile overall becomes 10X attractive when you've a well-organised and clear bio.

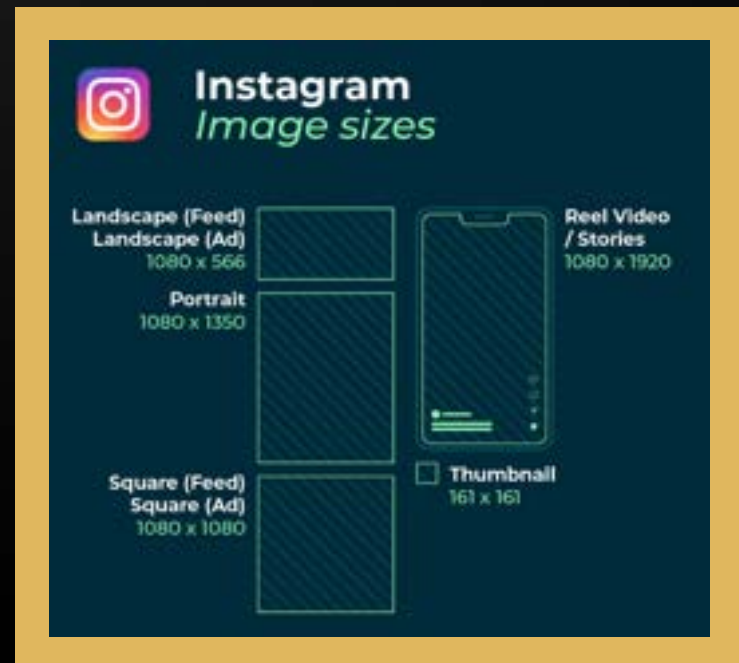


MISTAKE #2

SIZE MATTERS

Absolutely! The dimensions matter significantly when selecting the right size for your design copy. Just picture sharing a fantastic dance video in a small size where you're barely visible. Or creating a 4:5 sized post without adjusting it before uploading. In such cases, your post will appear cropped from the top and bottom.

I've noticed a common mistake where people create one post design and use it for both stories and regular posts. However, each of them has distinct sizes that suit them best.



HERE'S MY SAMPLE IN MY VIDEO COVERS:

Another problem arises when videos are posted without selecting a suitable cover image. It's essential to create a cover when you're preparing your video.

However, if one hasn't been created, you can choose it during the posting process. The cover is the first thing others see when they visit your feed. A black or unattractive cover can make your content appear less appealing.



MISTAKE #3

LOW-QUALITY IMAGES



Okay, so here's the deal – using not-so-great pictures on your Instagram for real estate is a big oopsie. I've been there. Thought I could get away with it, but turns out, people want to see nice stuff.

Think about it like this: If you're shopping for a home online, you want to see it in its best light, right? Same goes for Instagram. Grainy, blurry, or dull pics won't cut it. They make your awesome real estate look not-so-awesome.

Lesson learned: Always pick the best pics you've got. It's like dressing up your house for a date – make it look its absolute best to attract the right attention!

MISTAKE #4

BAD COPYWRITING

When it comes to Instagram growth in the real estate realm, bad copywriting can be a significant stumbling block. Imagine your Instagram posts as the first impression you make on potential clients and followers. Just as a poorly written introduction might leave a bad taste, inadequately crafted captions or descriptions can deter engagement and limit your reach.

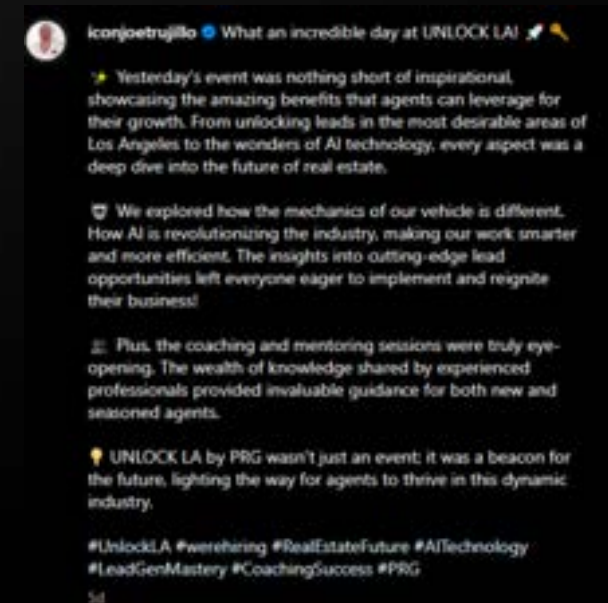
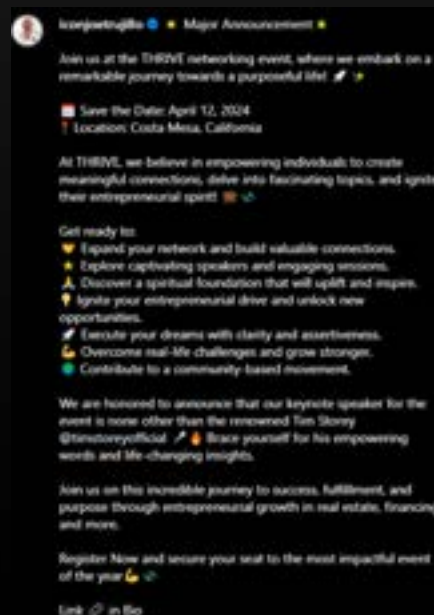
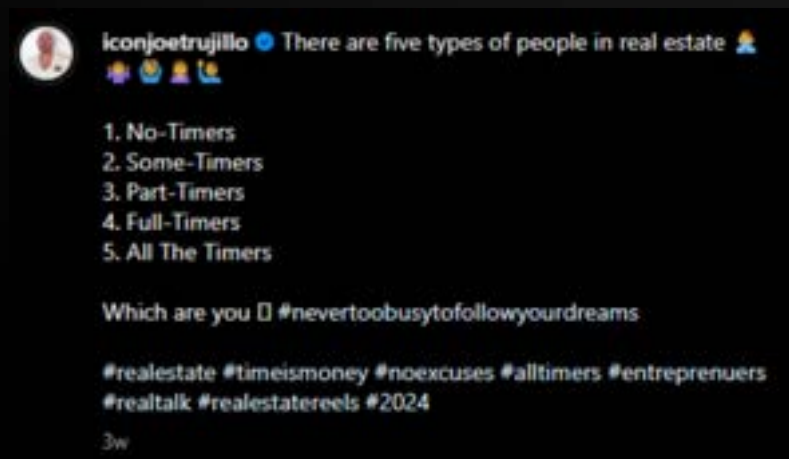
It's essential to recognize that personal connection is key. If your copywriting lacks clarity, is overly verbose, or fails to convey the value you bring to your audience, you risk losing their interest. It's akin to showcasing a property with dull photos – the potential is there, but the presentation falls short.

To overcome this hurdle, treat your captions and descriptions as an opportunity to connect with your audience on a personal level. Clearly articulate the benefits of your services, share success stories, and infuse your writing with authenticity. Avoid jargon and opt for language that resonates with your target audience, making them feel understood and inspired.



WRITING AN EXCELLENT COPY IS AN ART, WHICH CAN BE MASTERED BY PRACTICE AND USING TOOLS THAT HELP YOU CHECK YOUR CONTENT.

- ✓ Unique & attention-grabbing headline/sub-headlines.
- ✓ Short and crispy sentences throughout your copy.
- ✓ Address to the audience directly, making them feel they are part of the discussion.
- ✓ Thoroughly revised and proofread content.
- ✓ Short and crispy sentences throughout your copy.
- ✓ Put content in tools like Grammarly, Copyscape, ProWritingAid, etc. to be extra sure with grammatical and plagiarism issues.
- ✓ Usage of clear and direct Call-To-Action in captions too. Your audience should be clear with the next step, be it- click, call, download, DM or purchase.



CHAPTER 8:

NAIL IT WITH KEYWORDS & HASHTAGS



In the ever-evolving landscape of Instagram, leveraging keywords and hashtags remains a powerful strategy to enhance visibility and engagement. In this chapter, we'll delve into the art of choosing the right keywords and hashtags to amplify your real estate presence on Instagram in 2024.

So, hashtags help you categorize your content and makes it more discoverable to your users. Not just that, they are a very effective way to get more followers, expand reach, increase brand awareness & engagement.

UNDERSTANDING THE POWER OF KEYWORDS

Keywords play a pivotal role in making your content discoverable by users actively searching for real estate-related content.

Consider the following tips:



Research Relevant Keywords: Identify keywords specific to the real estate industry. Use tools to discover popular and trending terms.



Incorporate Local Keywords: Tailor your keywords to your geographical location. Include the city or neighborhood names you operate in to attract local audiences.



Use Keywords in Captions and Descriptions: Integrate your chosen keywords naturally into your captions and descriptions to enhance the searchability of your content.



CRAFTING AN EFFECTIVE HASHTAG STRATEGY

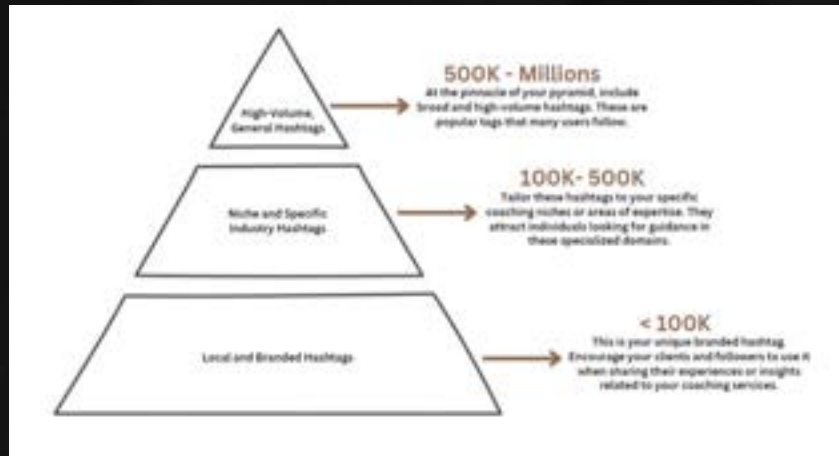
Hashtags are the backbone of Instagram discoverability. A well-thought-out hashtag strategy can significantly increase the reach of your real estate content.

Here's how to nail it in 2024:

-  **Research Trending Hashtags:** Stay updated on trending real estate hashtags. Explore popular tags related to property types, locations, and industry events.
-  **Create a Branded Hashtag:** Develop a unique hashtag that represents your brand. Encourage your audience to use it when posting about their real estate experiences, creating a sense of community.
-  **Mix Popular and Niche Hashtags:** Combine widely used hashtags with more niche, industry-specific ones. This balance increases the visibility of your content to both broad and targeted audiences.
-  **Utilize Instagram's Suggested Hashtags:** Take advantage of Instagram's suggested hashtags feature when composing your captions. It provides additional relevant tags to consider.
-  **Include Location-Based Hashtags:** Incorporate hashtags specific to your location. This helps you connect with local audiences interested in the real estate market in your area.



Simply put, **hashtags are of 3 sizes**
(depending on the no. of posts that used it):



The primary aim is to use a combination of these hashtags to get the ranking in the explore section. Your current followers will decide the ratio of these hashtags.

FOR EXAMPLE:

Less Than 5k Followers Account:

- Prioritize small hashtags with higher ratios.
- Small hashtags have lower competition, making it easier to rank within them.

More Than 5k Followers Account:

- Increase the ratio of small and medium hashtags.
- Maintain a strong presence in small hashtags while cutting through competition in the medium-ranged ones.

More Than 10k Followers with Excellent Engagement Account:

- Consider incorporating big hashtags into your strategy.
- While challenging, ranking on big hashtags is not impossible with a sizable following and impressive engagement rates.

REMEMBER: This is a **Trial and Error Approach!** Strategizing hashtags can be tricky, but when used in combination can help you put your eggs in multiple baskets.

DO NOT USE BANNED HASHTAGS

Banned hashtags are those that violate Instagram's community guidelines and using them can result in decreased visibility for your posts or, in severe cases, account suspension.

This will not only hurt your organic reach but will also waste your growth efforts. But how will you know if the hashtag you're using is banned?

Search for that hashtag on the explore page (the magnifying glass icon). Type a hashtag in the search bar. If it doesn't appear there, chances are that hashtag has been banned temporarily or indefinitely.

So, you need to check from time to time as it might be blocked one day, and appear again another day.

Sometimes, it may appear but would be linked to a broken page with a message like this one.

A screenshot of an Instagram search result for the hashtag #gloves. The message states: "Recent posts for #gloves are hidden because some posts may not follow Instagram's Community Guidelines." Below the message is a blue "Learn More" link. A blue arrow points from the "Learn More" link towards the text "HERE'S A LIST OF HASHTAGS FOR YOU THAT ARE BANNED IN 2024."

Recent posts for #gloves are hidden because some posts may not follow Instagram's Community Guidelines.

[Learn More](#)

HERE'S A LIST OF HASHTAGS FOR YOU THAT ARE BANNED IN 2024.

Banned Hashtags

HASHTAG ETIQUETTE AND BEST PRACTICES

To maximize the impact of your hashtag strategy, **adhere to these best practices:**



Avoid Overusing Hashtags: While Instagram allows up to 30 hashtags per post, moderation is key. Overloading your posts with hashtags may appear spammy and dilute your message.



Tailor Hashtags to Post Content: Ensure that the hashtags you use align with the content of your post. This authenticity enhances engagement and attracts the right audience.



Promote User Engagement with Hashtags: Encourage followers to use your branded hashtag and engage with your content. Consider running contests or challenges to boost participation.



CHAPTER 9:

HEY, THERE'S MORE!



SURPRISE!

Did you believe we'd part ways without imparting some extra tips for 2024?

Oh, absolutely not! Here, I'm unveiling a few more of my insider insights, clever tactics, and hacks that I've picked up along my journey.



BONUS TIP #1

CONSISTENTLY ENGAGING WITH YOUR AUDIENCE IS THE KEY

One thing I've realized with my experience on Instagram is that you need to build a relationship with your audience. Let your targeted audience know that you value their existence.

Turn on post notifications for their page and engage with them through DMs, offer to help them wherever you can, provide feedback and ask for suggestions. Be a kind person who values every little response. Now, sharing my ultimate mantra for success.

When someone comments on your post, you must take out time and reply first. Then go to their page and comment on their recent post as well. This way, you'll build a strong bond, just like I have in such a brief time. Give and take makes good friends. Remember?



BONUS TIP #2

IF ONLY SOMEONE COULD CONCEPTUALIZE THE ENTIRE IDEA

If you were to inquire about the most challenging aspect of managing your Instagram page, it would undoubtedly be the constant demand for fresh content ideas. Your audience consistently seeks novel content, placing the expectation on you to deliver innovative and engaging posts on a regular basis.

Your ultimate guide in contents:

IG Content Pillars



BONUS TIP #3

CRAFTING A SOCIAL MEDIA CALENDAR

Crafting a social media calendar is crucial for my strategy because it helps me plan and organize content effectively, ensuring a consistent and engaging online presence. By mapping out scheduled posts, I can strategically align content with key events, promotions, and trends, maximizing the impact of my social media efforts and fostering a deeper connection with my audience.

Check out this template:

CONTENT CALENDAR TEMPLATE



BONUS TIP #4

REELS. REELS. REELS.

Reels are my go-to strategy on Instagram. Their dynamic short-form videos not only captivate my audience's attention but also significantly boost engagement, making them an indispensable tool for maximizing visibility and connecting with my followers in a lively and interactive way.

Here's your guide in creating reels for IG:

Instagram Reels in 2024

BONUS TIP #5

BRANDING

In the realm of Instagram, personal branding is everything. It's not just about showcasing what I offer; it's about curating a consistent and compelling narrative that resonates with my audience, creating a distinct and memorable identity in the vast sea of content.



CONCLUSION

Had a blast sharing these easy hacks and tips straight from my own experiences.

Wishing you a growth from all this. Keep me posted on how far you've come – before and after using these strategies on Instagram. Eager to hear and showcase your success stories. Let's make this community stronger, like one big, happy family. Time to become an Instagram warrior in the real estate game!



CONNECT WITH ME!

I'm thrilled to be part of your growth.
Let's stay connected! Drop me a message
and let's build this community together.

BRAND AUTHORITY

By: Joseph Trujillo

