

Social Media Marketing for Real Estate Has Changed: Here's What You Need to Know



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Social media marketing for real estate is undergoing a seismic shift as social media users increasingly indicate a preference for visual content. Just a short while ago, the social media environment was dominated by text. Now, video clips are the content medium of choice, especially on channels like Facebook and among younger users.




Using social media marketing for real estate effectively will lead to more happy clients — and more sales.

Here's what real estate agents need to know about current social media trends and how they can update their practices to stay relevant in our quickly evolving digital age:

How to Use Video in Social Media Marketing for Real Estate

Video is beginning to drive the lion's share of social media engagement. According to Smart Insights, 90 percent of all content shared by users on social media in 2017 was in video form. Although video dominates on social media channels like Facebook (including Facebook Live, which many companies are using to livestream events), YouTube, and Snapchat, it is also becoming more prominent on Instagram and Twitter as well.

Understanding video's incredible impact, real estate agents are already deploying it in a number of creative ways. For example, some are using a Facebook video instead of a cover photo on their business page, delivering an effective introduction with a single click. Some real estate agents are also making clever use of Facebook's 360 video and photo feature, providing home buyers with panoramic views of a balcony, a backyard, or another unique feature whose beauty comes across best in that format.


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Through such tours, buyers feel they've been given a special glimpse into a home that interests them and come away from the experience with a sense that the real estate agent is truly customer service oriented. It's also worth noting that Facebook tends to rank video higher on its feeds, which increases the chance that users will discover you.

Video is uniquely impactful because it adds a personal touch, providing a prospective buyer with valuable insight into not just the inner workings of a beautiful home, but also what the agent is like as a person. This is essential for building trust, which is crucial to closing a sale. Home buyers might not be comfortable making one of the most important purchases of their lives through a faceless, impersonal entity on the internet, but they will consider purchasing their dream home from someone they feel they know and trust.

This is as true on social media as it is for any digital marketing presence that a real estate agent might have. And it's why video is having such a profound influence on the way realtors are engaging their audiences. Innovative real estate firms know this, which is why they're already using video's unique power to differentiate themselves from the competition and forge meaningful relationships with their customers. With that in mind, here are a few ways that real estate agents can update their social media strategies and drive more meaningful interactions online.

By leveraging video along with other innovative real estate solutions, realtors have a unique opportunity to distinguish themselves from their competitors and create the meaningful relationships that drive sales.

Tips for Using Video on Social Media

- **Create an introductory video.** Want to stand out from the competition and attract the interest of prospective buyers? You can do so by creating a short introductory video for your Facebook page. You can also place this video prominently on your website and share it on other social media channels. For an engagement boost, have your video close with a call to action that syncs up with a button on your Facebook page.
- **Share your expertise in a video.** Think about the value you can offer your audience. What is it that they need to know when they are looking for a home? Offering answers to their common questions is one way to meet their needs and become a trusted source they will turn to in the future. You can add a personal touch by doing this in a video, either pre-recorded or live, and sharing it across social media channels.
- **Offer Facebook Live tours.** Prospective home buyers, particularly those who can't make it to see a property in person, appreciate the chance to see a live video tour of a home that interests them. By hosting live tours with a Q&A, particularly before a listing is published, you can create buzz about a property that may lead to a sale. What's more, doing so will create the lasting impression that your real estate agency goes the extra mile for its clients and is technologically savvy.
- **Create Facebook 360 videos.** You may want to take advantage of Facebook 360's capability to create panoramic video recordings to capture the experience of being at a property better than a regular photo could, especially for properties that have a unique feature like a gorgeous balcony view or a spacious backyard.

There's no question that real estate agents will increasingly use video to engage with their customers on social media. By leveraging video along with other innovative real estate solutions, realtors have a unique opportunity to distinguish themselves from their competitors and create the meaningful relationships that drive sales.