# SOUTHERNMOST REAL ESTATE CONFERENCE

# In the second secon















- March 2021 January 2023
  - Over 36 transactions
  - Over \$12.2M In sales
  - Over \$1.5M in Annualized leases
- Metrics
  - 15% of sales through social media 33% of closed transactions came from a follower
  - referral
  - Univision national interview Organic follower growth to 5k



#### LEVERAGING YOUR SOCIAL MEDIA



PN

**IPS** 

## MOST CREATIVELY INFLUENTIAL LEADER AWARD - DUBAI



مرغز ديبى التعارف العالمي

DUBAI WORLD TRADECENTRE

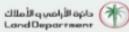




#### **MASTER THE 'GRAM**



#### internationalpropertyshow







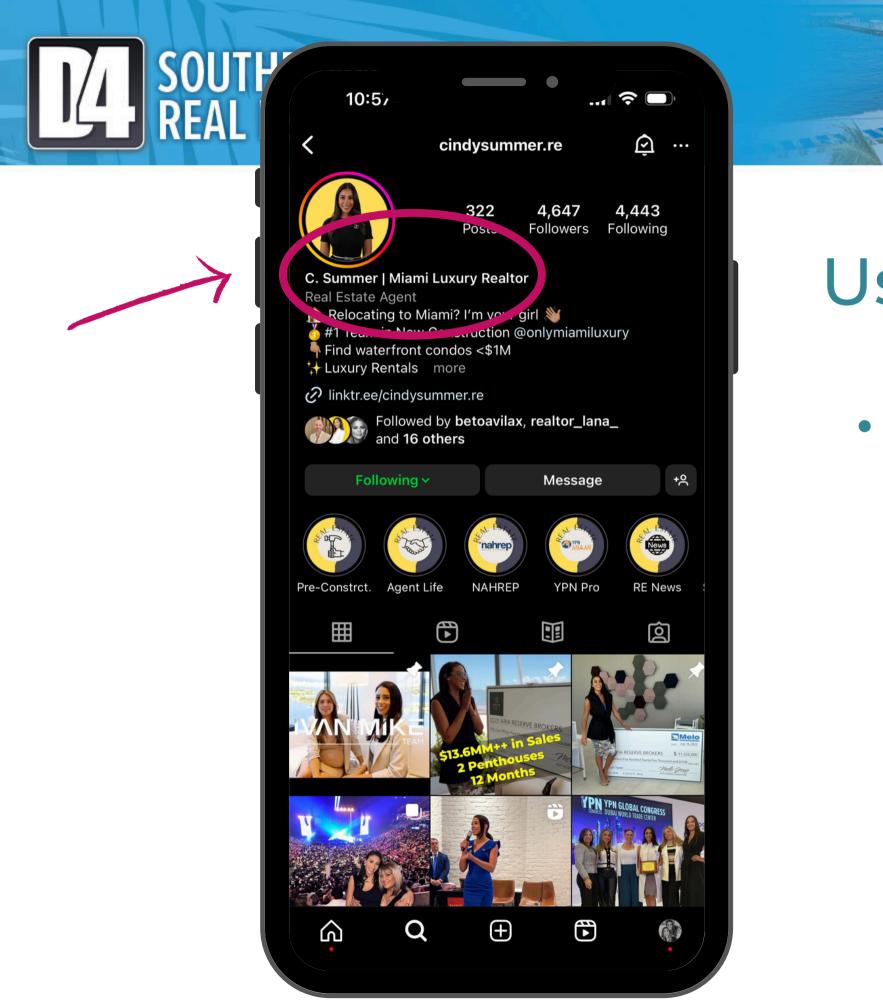
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#### The Most Creatively Influential Leader! Congratulation to the Winner!





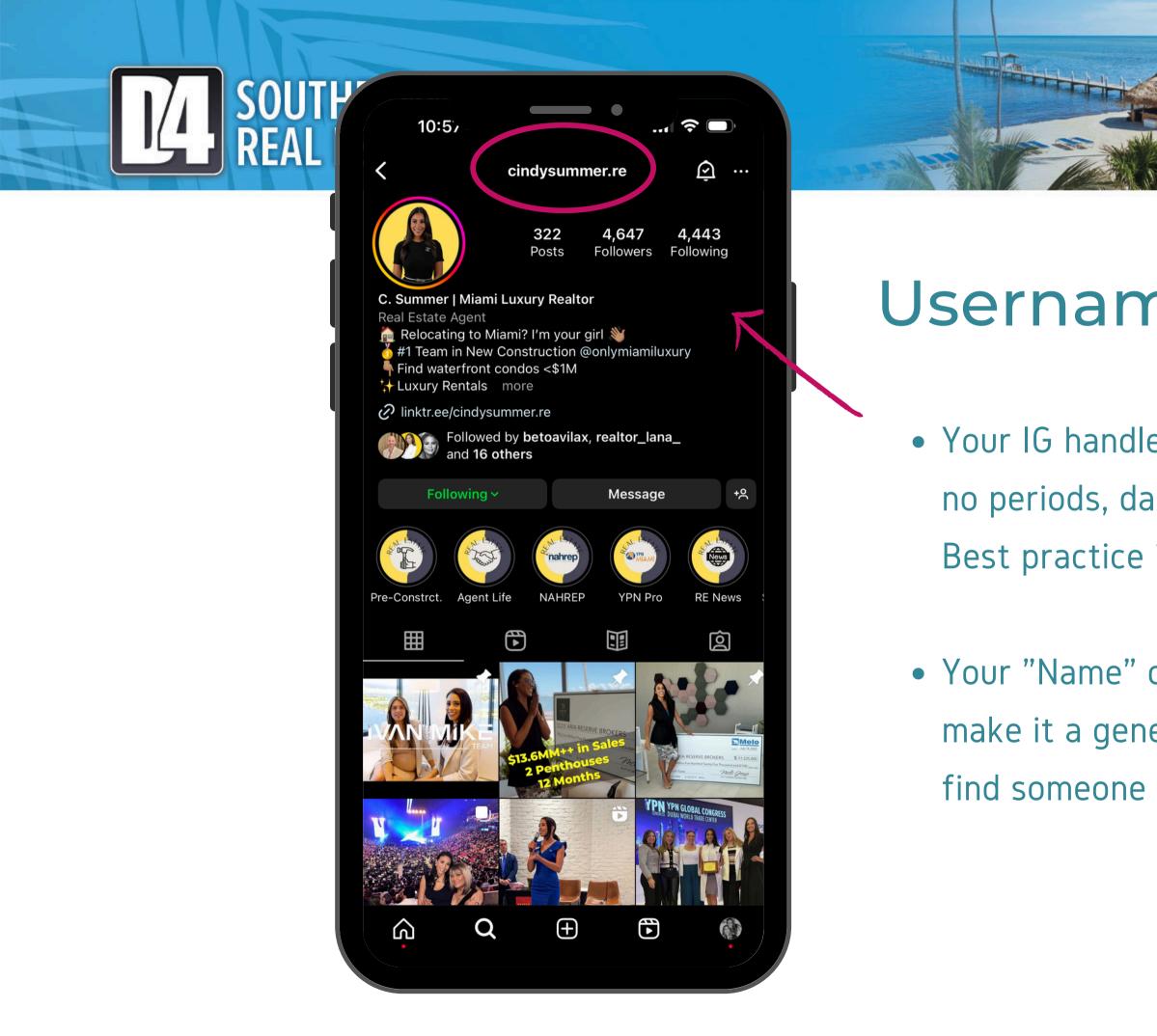
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## **Username & Visibility**



• Your IG handle (@name) should be SIMPLE no periods, dashes, or numbers for letters. Best practice is to use your name

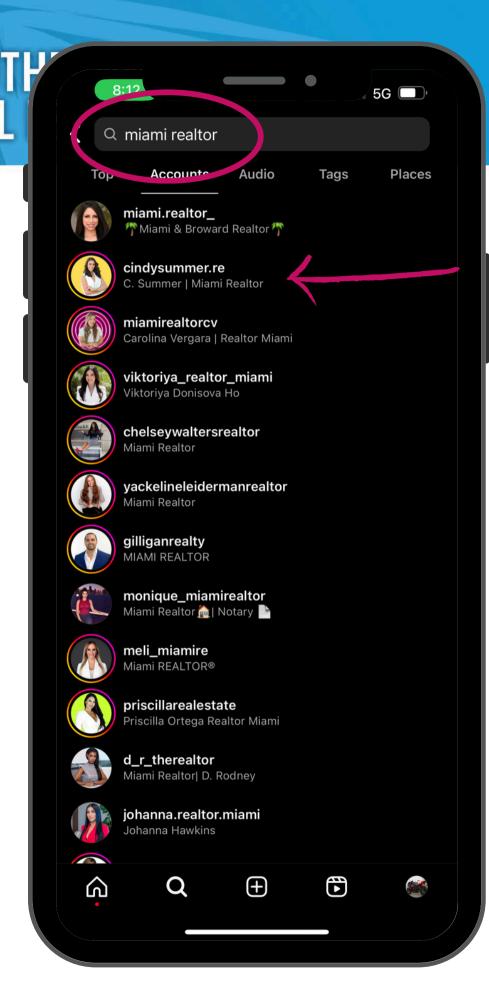




## Username & Visibility

 Your IG handle (@name) should be SIMPLE no periods, dashes, or numbers for letters.
 Best practice is to use your name

• Your "Name" on Instagram is SEARCHABLE make it a generic term someone would use to find someone with your products/services





## **Username & Visibility**

• Your IG handle (@name) should be SIMPLE no periods, dashes, or numbers for letters. Best practice is to use your name

• Your "Name" on Instagram is SEARCHABLE make it a generic term someone would use to find someone with your products/services

• Should you have two separate accounts?



#### **Profile Picture &** Biography

- Profile picture should be a clear picture where everyone can see your face!
- Your Instagram bio helps profile visitors determine whether they should follow you. Follow the formula!

#### @simpleusername



SEARCHABLE KEYWORDS ← Who YOU are

**OPT IN, BLOG, ETC** 

- A clear
- picture of
- your beautiful face

- What your purpose Is
- How you offer value
  - Something personal /memorable
  - Call to action
- INK TO: WEBSITE, FREEBIE,









## **Profile Picture &** Biography

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a contraction of the second seco	<b>322</b> Posts	<b>4,647</b> Followers	<b>4,443</b> Following			
C. Summer   Miami L	uxury Realt.	or				
Real Estate Agent						
🚋 Relocating to Miami? I'm your girl 👋						
#1 Team in New Construction @onlymiamiluxury						
Find waterfront condos <\$1M						
\ Luxury Rentals ≌ Hablo español -						
Iinktr.ee/cindysun	nmer.re					
Followed by <b>betoavilax</b> , <b>realtor_lana_</b> and <b>16 others</b>						

#### @simpleusername



SEARCHABLE KEYWORDS ★ Who YOU are

**OPT IN, BLOG, ETC** 

- A clear
- picture of
- your beautiful face

- What your purpose Is
- How you offer value
  - Something personal /memorable
  - Call to action
- LINK TO: WEBSITE, FREEBIE, **@SOUGUDMEDIA**







#### **SOUTHERNMOST** REAL ESTATE CONFERENCE

## Account Type

#### PERSONAL

For users sharing stories and posts about their day-to-day life.

- IG account is not a personal brand or business.
- If starting, it's best to
  leave as personal until you
  get some traction.
- NO ANALYTICS



Designed for Individual user with a brand.

- Daily analytics for follower growth.
- Organize inbox with three tabs: Primary, General & Requests.
- Can remove the click to call and email options.



#### BUSINESS

For accounts that represent companies that are selling products or services.

- Weekly analytics for follower growth
- CTA buttons Include reservations, appointments, etc
- MUSIC IS LIMITED



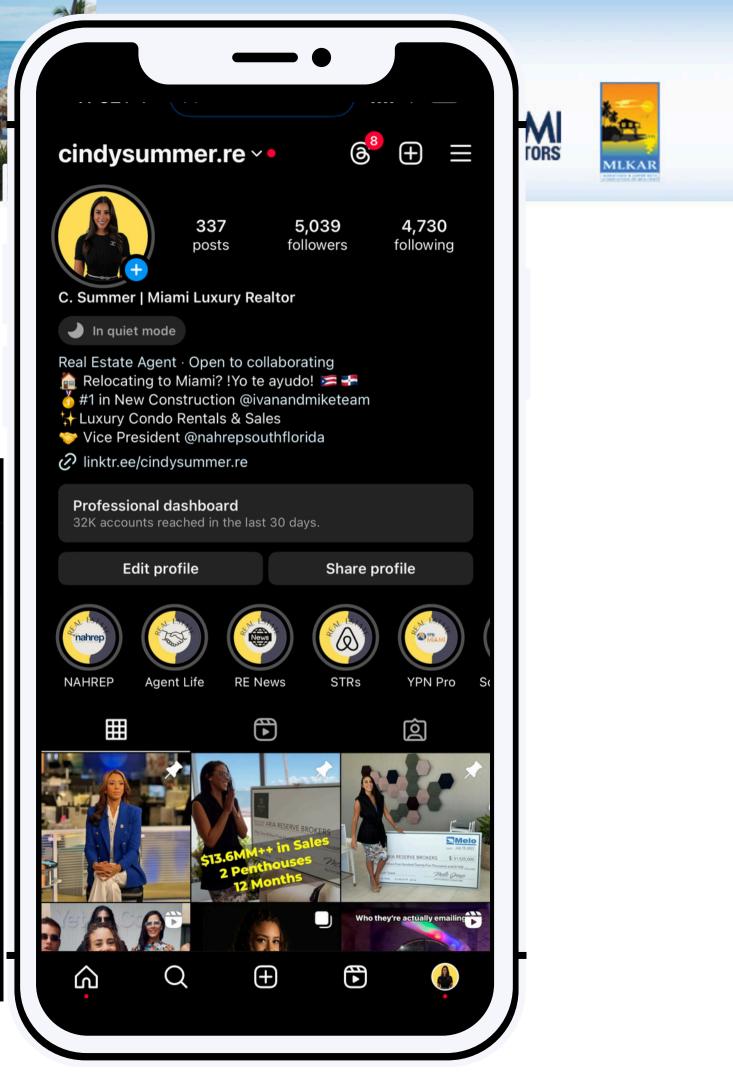
## Labels & Highlights

#### Categorize DMs & Keep Track:

- Swipe left on a DM
- Tap on 'More', then Edit Label'
- Choose from: Flag, Booked, Lead, ordered, Paid, Shipped

Highlights Matter

< cin	ndysummer.re - ···· 📈	Ø
	Lead	Ľ,
	Julissa Perez I appreciate your time. My email is j · 16m Lead	0
	robertotercerorealtor I'm about to sign up for your master · 17m Lead	Ô
B C R E BEST CHOICE	Best Choice Real Estate Inc This is what I see · 18m Lead	Ô
	Newrry Saint-Hubert   REALTOR® Hi Cindy. Great zoom presentation · 19m Lead	0
	The Pagani Group I love today classtrying to set up · 20m Lead	0







You should think of your highlights like the menu of a website. What are the really important things you need people to know who are visiting your profile?

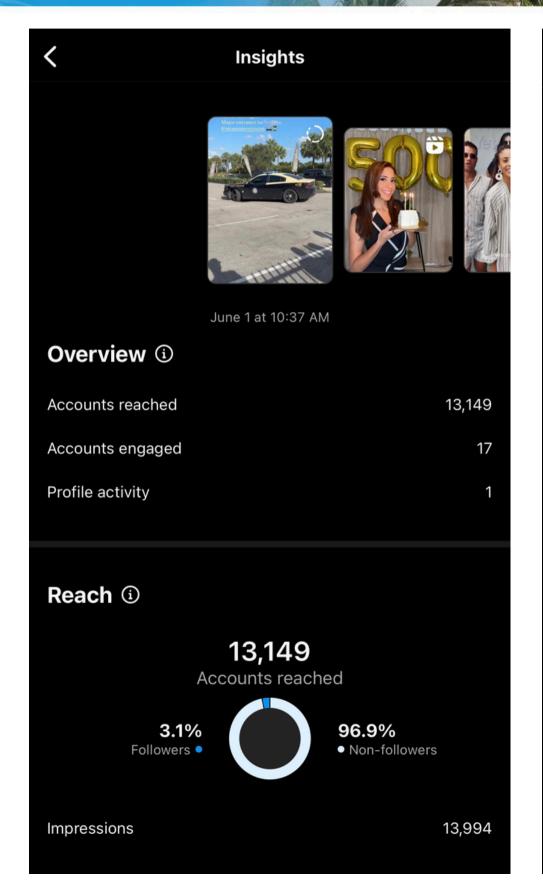




#### **SOUTHERNMOST** REAL ESTATE CONFERENCE

#### Other People's Audiences

- Attend Events
- Record 15-30 sec video of speaker
- Follow, Post, & Tag
- Add subtitles & takeaway
- Get reposted & Grow





<	Insights			
Engagement (i)				
	17			
Accounts engaged				
<b>47.1%</b> Followers •	<b>52.9</b> • Non-	<b>%</b> followers		
Story interactions		26		
Shares		12		
Likes		11		
Replies		3		
Sticker taps		267		
@miamimoverscon		147		
@thekingofmiamirealesta	ate	120		



# Follower Growth & Media

			-	
<	Professional dashboard		$\rightarrow$	JIOPI
Insights		May 12 - Jun	10	
Accounts react	ned	<b>32K</b> +449.0%	>	
Accounts enga	ged	<b>1.3K</b> +52.8%	>	
Total followers		5K +3.1%	>	0146
Content you sh	ared	172	>	FCUE
Ad insights			>	







#### My Gift to You

FREE 25-page instagram workbook

mtg.sougudmedia.com/ebook

#### SOCIAL MEDIA 101

THE ULTIMATE GUIDE TO INSTAGRAM + FACEBOOK FOR REALTORS

A WORKBOOK BY

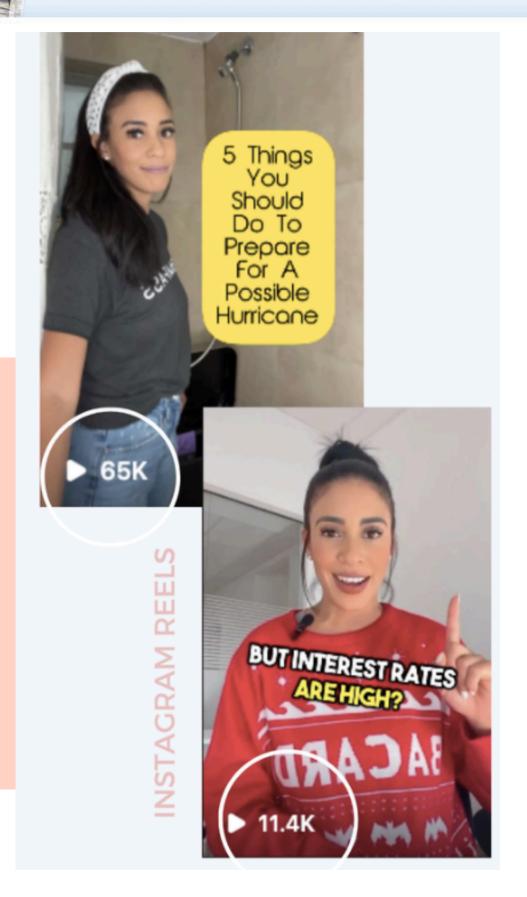














#### Master the 'Gram: A self-paced 6-Hour Course

#### SOUGUD MEDIA

#### Master the Gram

The entrepreneurs' guide to master the social, systems, and sales skills needed to grow on the 'gram.



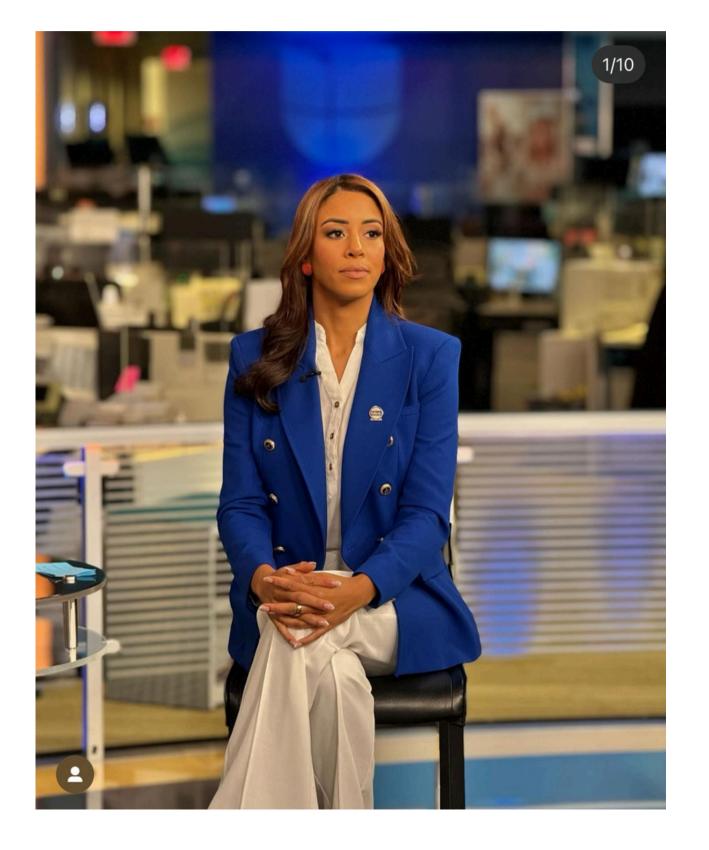
GET ACCESS NOW



#### \$497 https://mtg.sougudmedia.com/

Use Code GUD100 for \$100 OFF

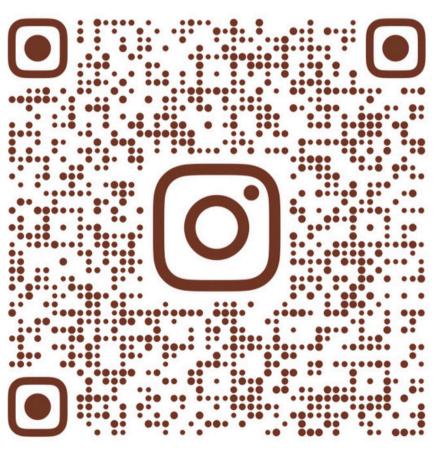




## **THANK YOU! CONNECT WITH ME:**







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