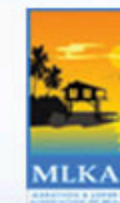




SOUTHERNMOST
REAL ESTATE CONFERENCE



HOW TO LEVERAGE YOUR NETWORK, SOCIAL MEDIA, & PR

by Cindy Summer Perez



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YOUTUBE.COM/@CINDYSUMMERRE



LEVERAGING YOUR SOCIAL MEDIA

- 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



D4 SOUTHERNMOST REAL ESTATE CONFERENCE



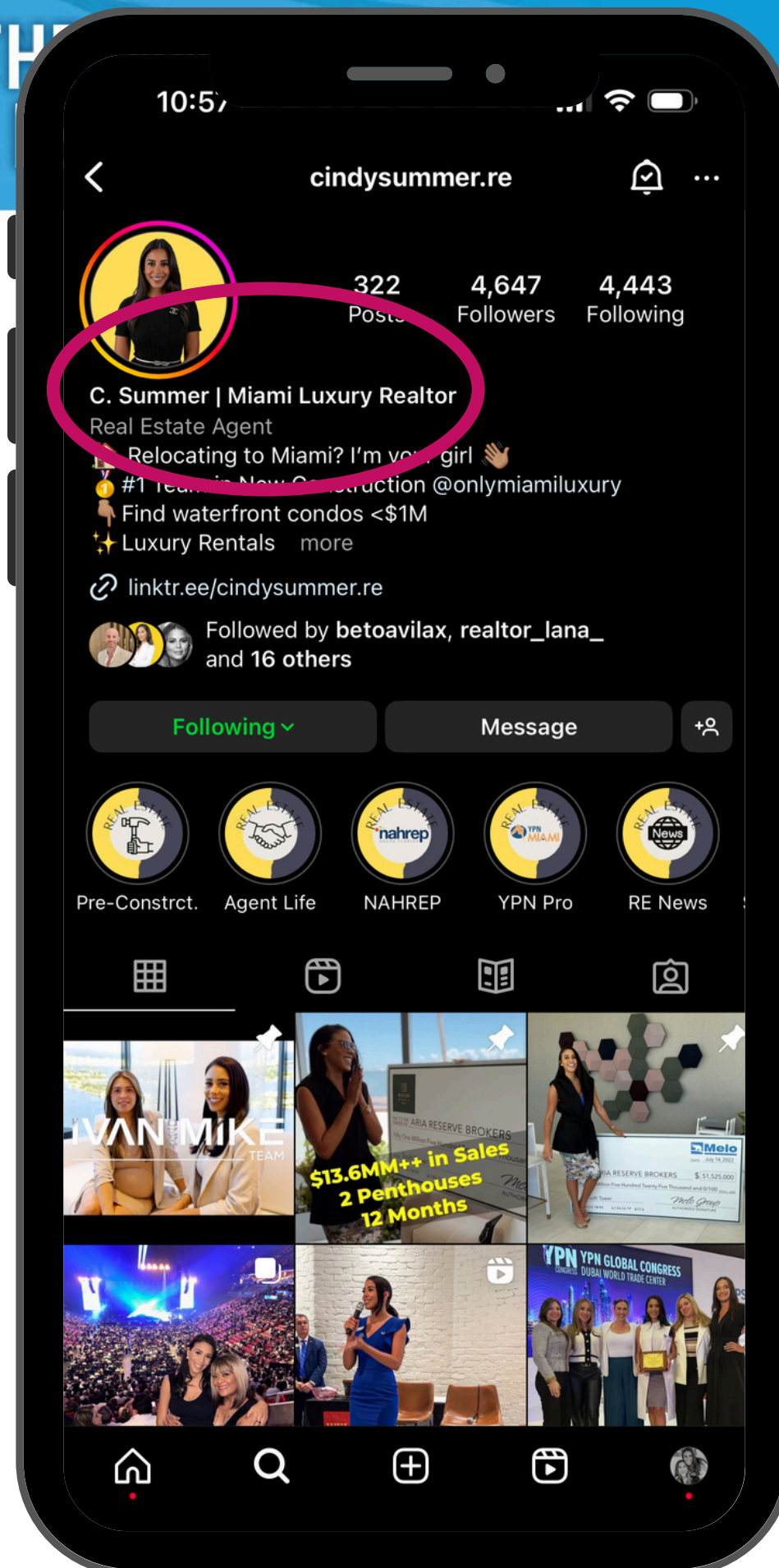
MASTER THE 'GRAM

MOST CREATIVELY INFLUENTIAL LEADER AWARD - DUBAI





SOUTH
REAL

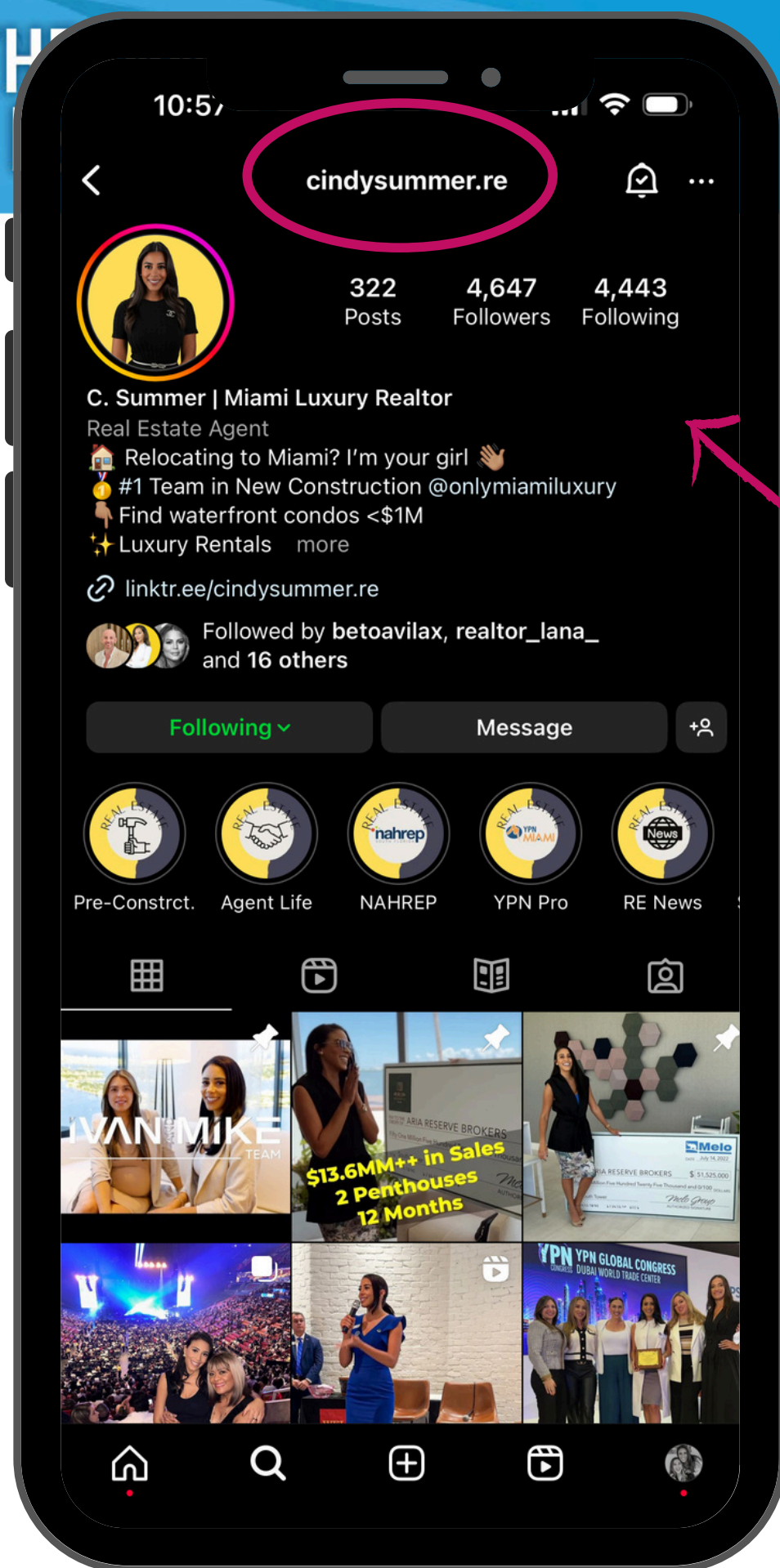


Username & Visibility

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

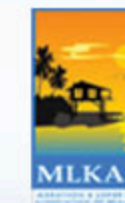


SOUTH
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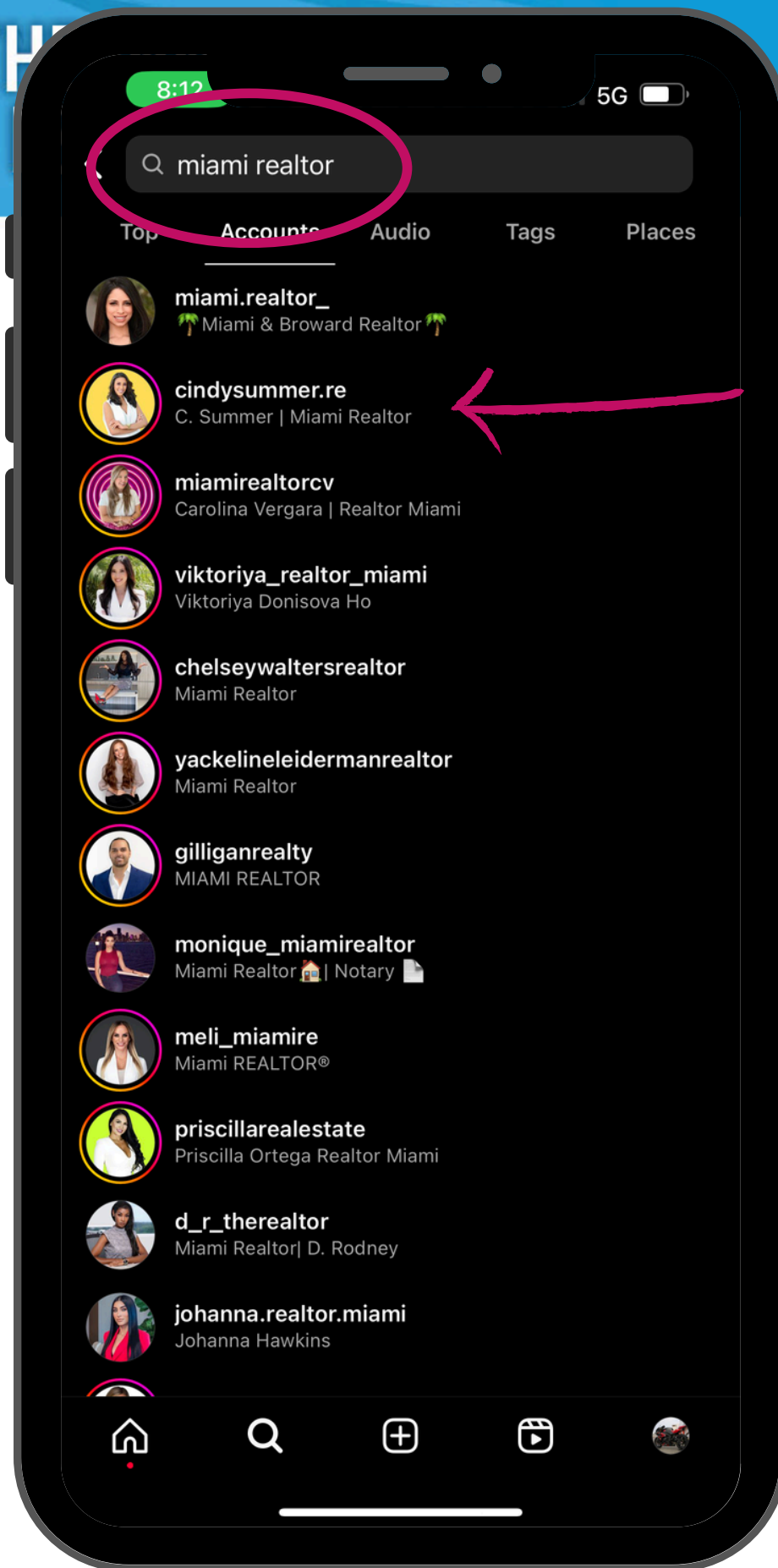
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- Your "Name" on Instagram is SEARCHABLE - make it a generic term someone would use to find someone with your products/services





SOUTH
REAL



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



A clear
picture of
your beautiful
face

SEARCHABLE KEYWORDS

- ✦ Who YOU are
- ✦ What your purpose is
- ✦ How you offer value
- ✦ Something personal /memorable
- ✦ Call to action

**LINK TO: WEBSITE, FREEBIE,
OPT IN, BLOG, ETC**

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@SOUGUDMEDIA



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**

CREATOR

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.

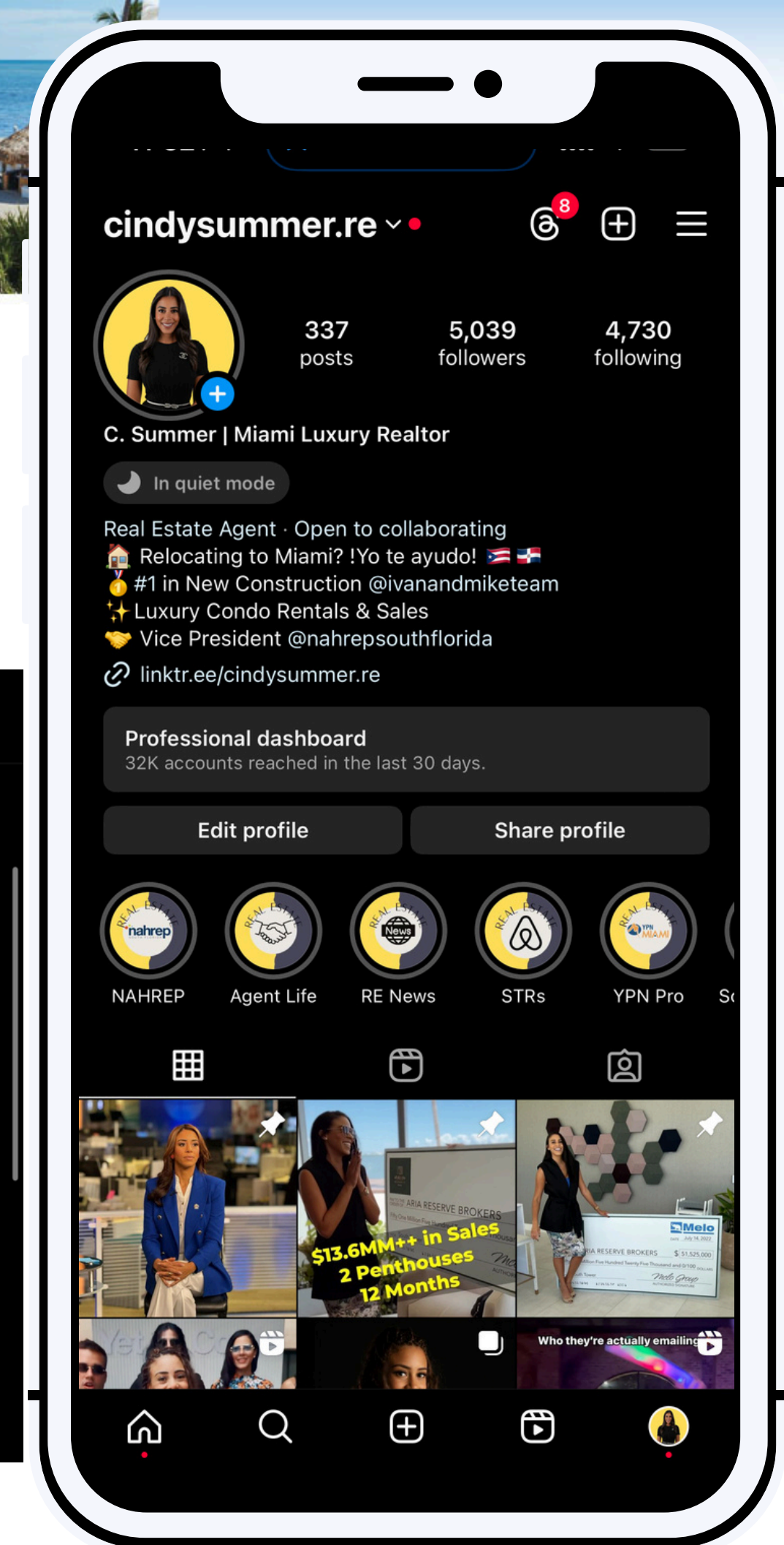
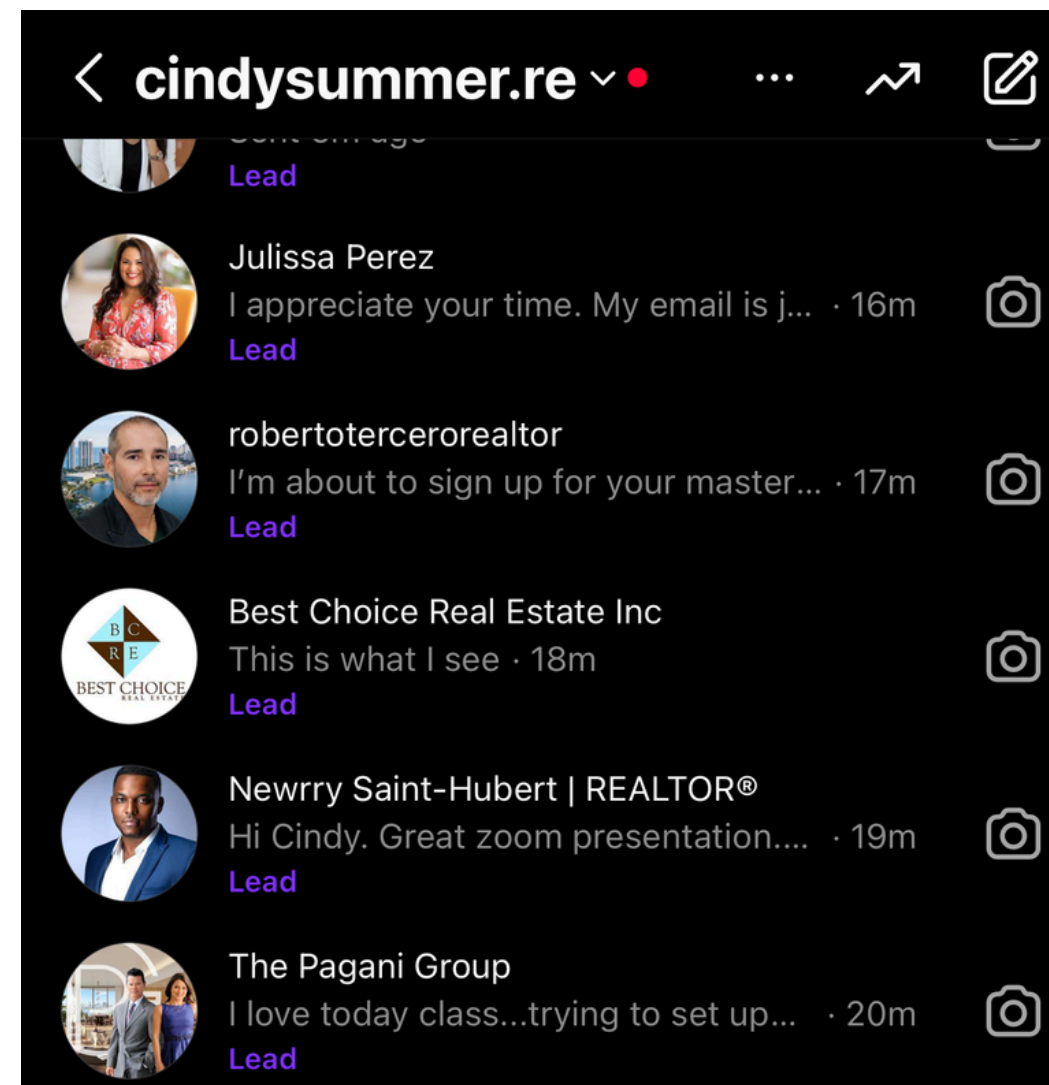
- Weekly analytics for follower growth
- CTA buttons Include reservations, appointments, etc
- **MUSIC IS LIMITED**

Labels & Highlights

Categorize DMs & Keep Track:

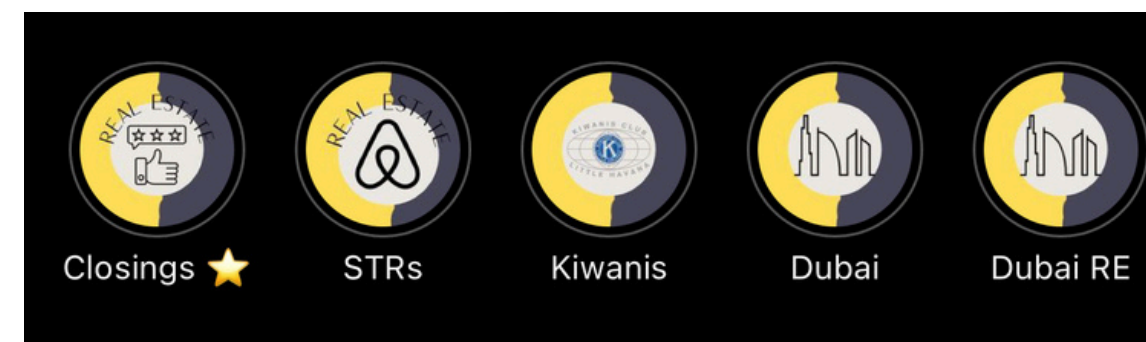
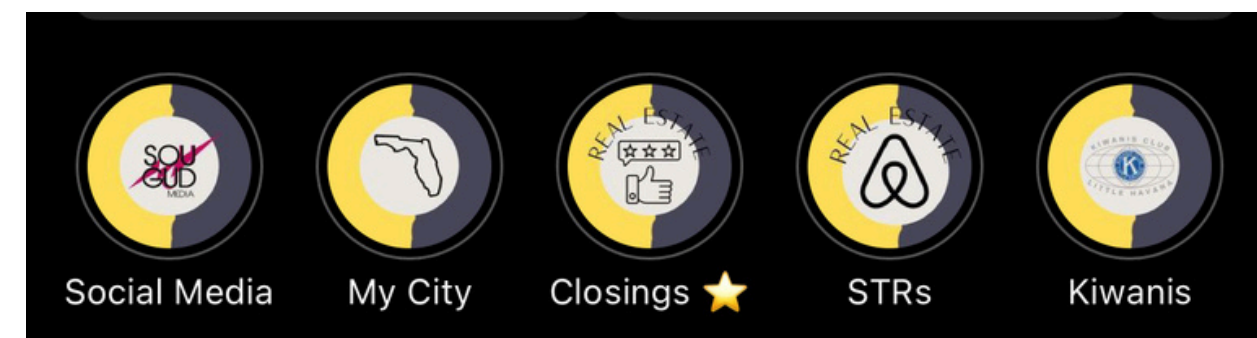
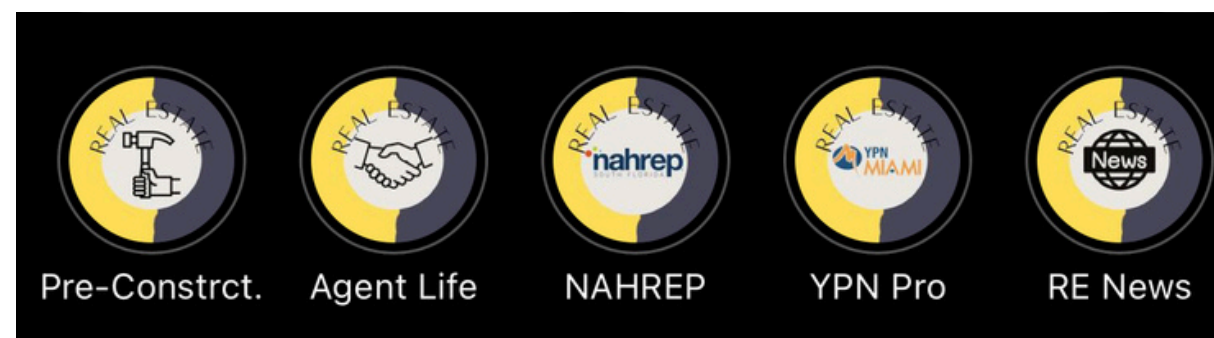
- Swipe left on a DM
- Tap on 'More', then Edit Label'
- Choose from: Flag, Booked, Lead, ordered, Paid, Shipped

Highlights Matter



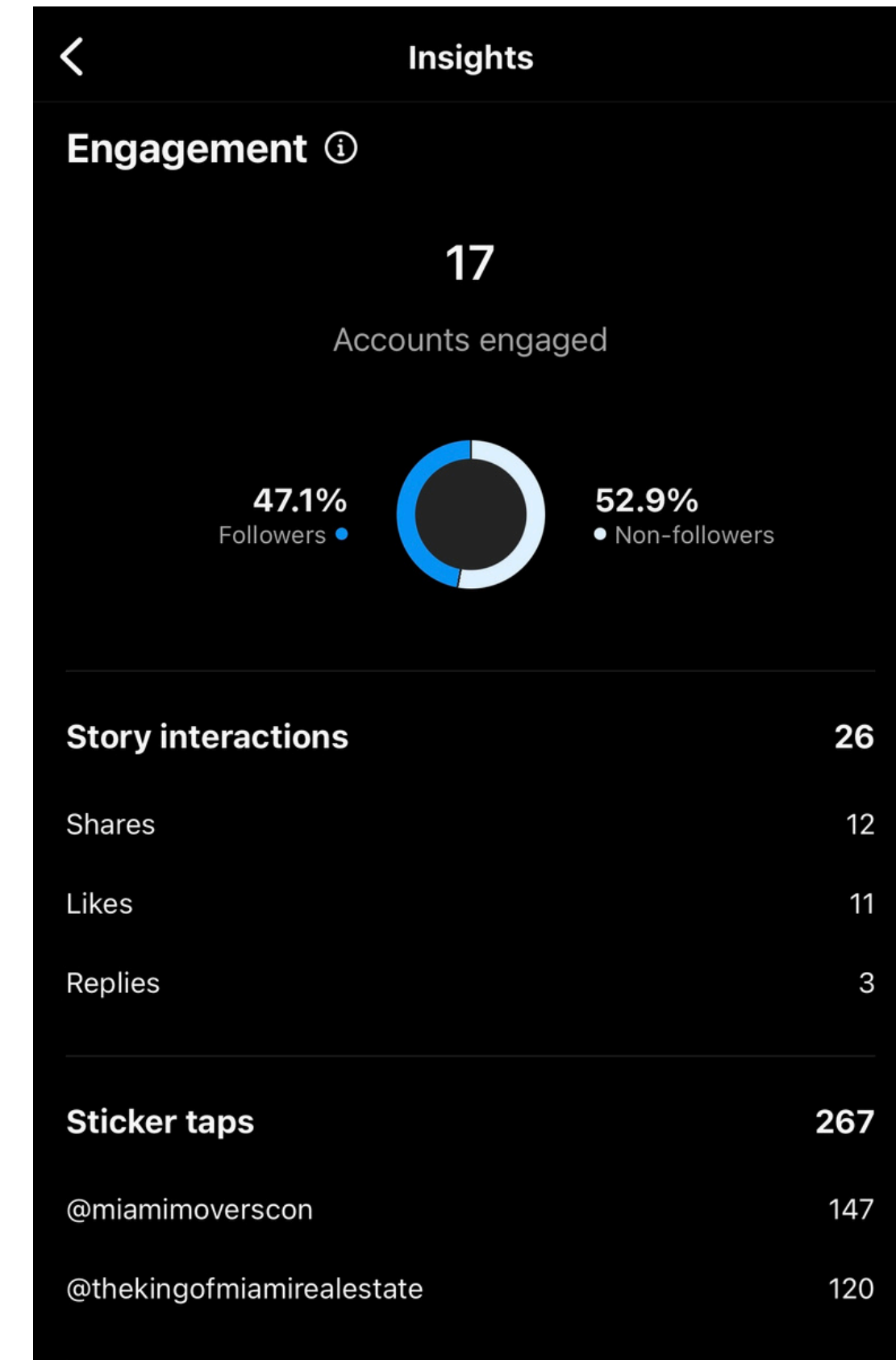
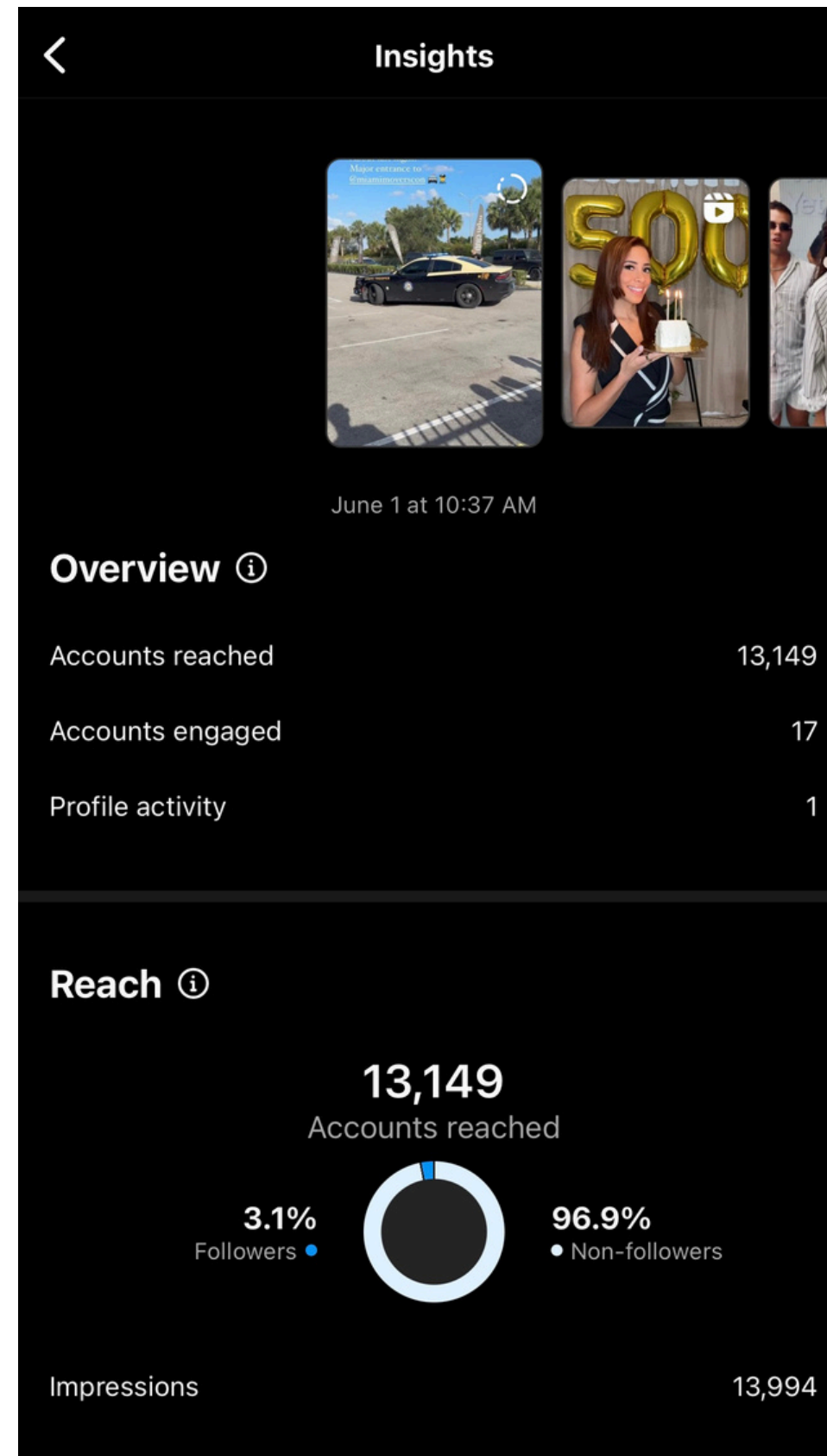
Highlights

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?

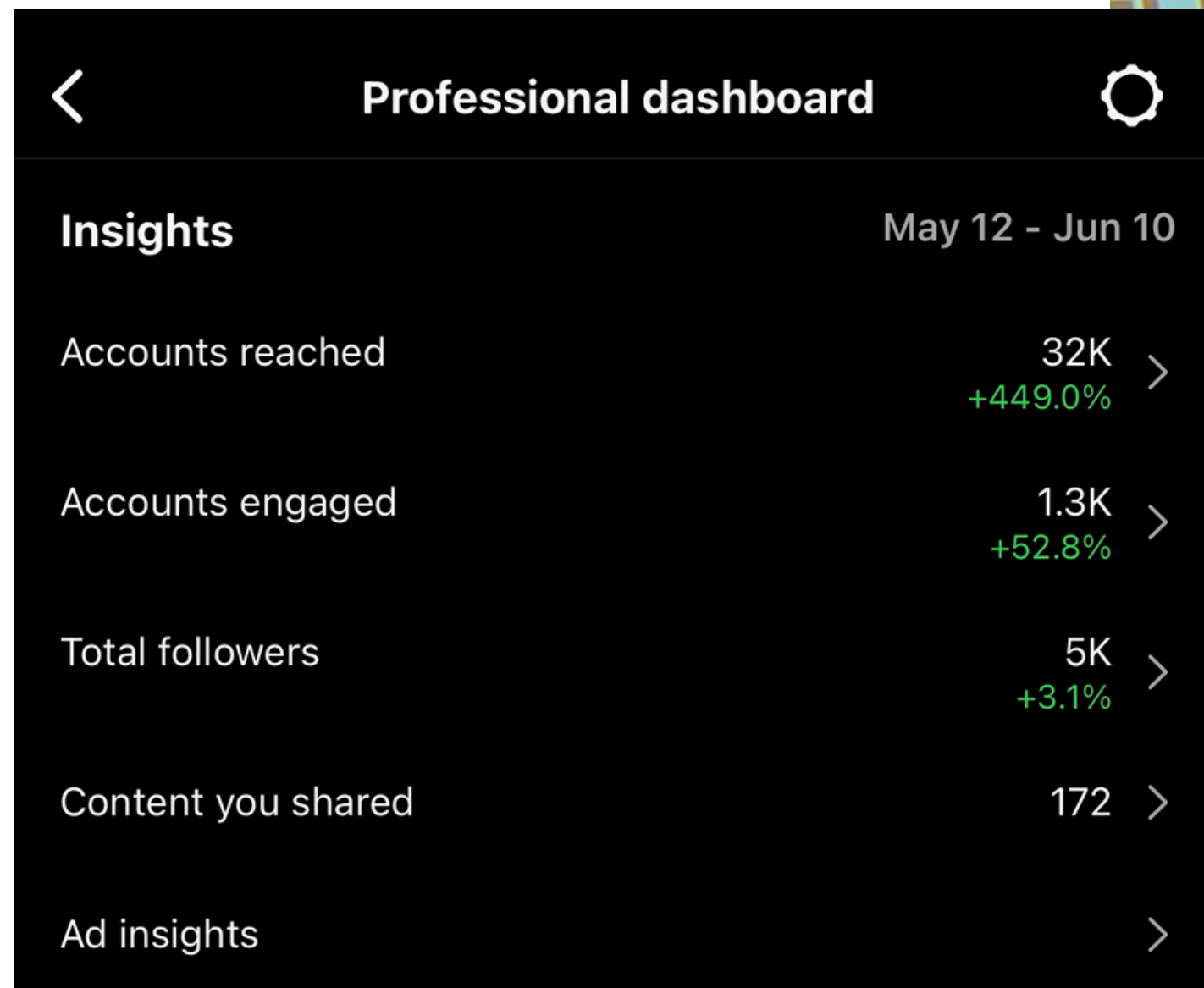


Other People's Audiences

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



Follower Growth & Media



My Gift to You

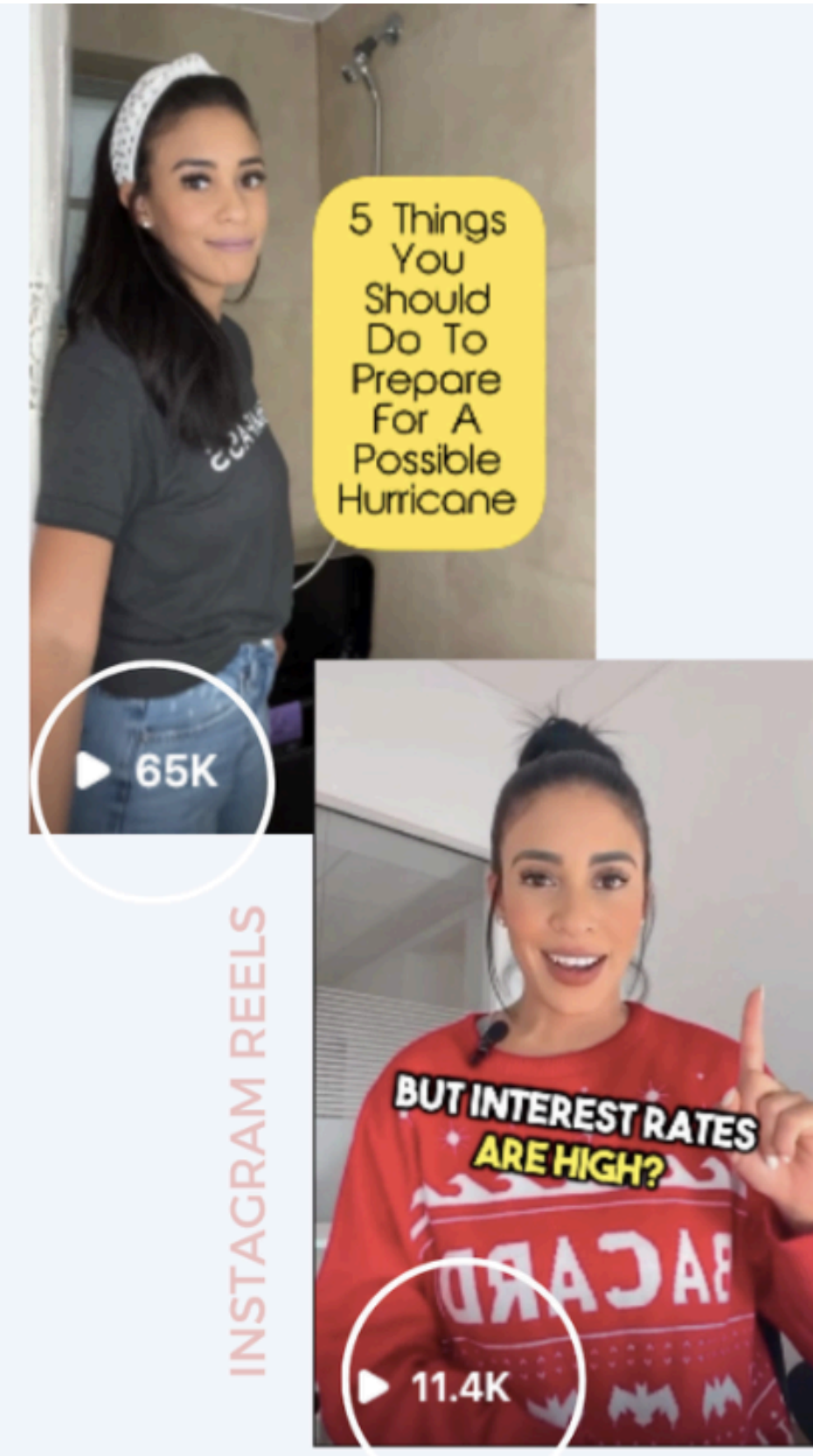
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FOR REALTORS

A WORKBOOK BY



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

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Master the 'Gram

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

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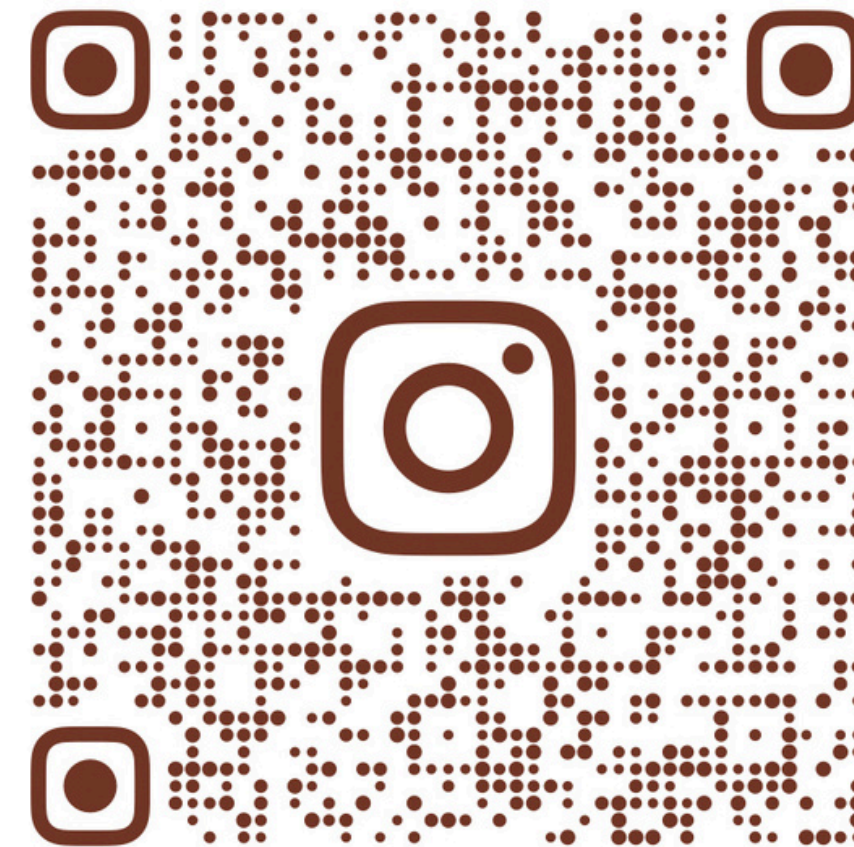
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