


1. Instagram Stalker:


- a. Find 3 posts by Real Estate Agents that you consider to be well-done and of high-quality. Tell us what you like about them and why you consider them to be strong.



Here is an example of an Instagram posted by a Real Estate Agent that is doing all the right things for a listing. The caption is short, sweet, and to the point. The spacing is easy on the eye and the hashtags are out of the way from the main caption. This makes for less cluttered wording and exudes simplicity. The photo is in high resolution and there are multiple accent photos the viewer can swipe to view. The hashtags make sense, so when people search they are receiving what they are actually looking for. The location is tagged as well.

< Post ↻

 **propertygrams**  
Toluca Lake, California



♡ 💬 📍 ⋯ 📌

**7,389 likes**

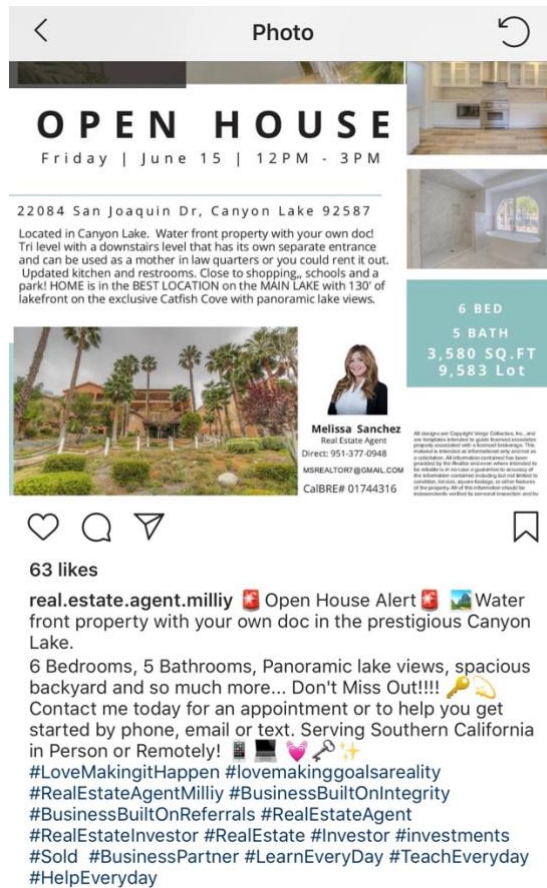
**propertygrams** Represented by ( @chernovteam ) this Luxurious New Development 🏡 is in the upscale Toluca Lake neighborhood, the city that was called home to the legendary Bob Hope with nearby historical parks, golfing, airport, entertainment, lake, and great schools.

Here is a great example of a post highlighting the detail of the community around the luxurious property. The use of a tag generates more traffic for the company, especially when tagging them in the photo. The high-resolution photo exudes luxury and there are no hashtags present in the caption. The first photo is a detailed shot that also includes somewhat of the inside of the house which is great for those who are quickly scrolling through homes.



Here is an example of an agent humanizing her brand. By putting a face to the post, she is making her page more relatable to clients in her target markets. For example, a young entrepreneur in the Newport area. It is a perfect example to still promote what she does while still remaining with her aesthetic. It shows that she can still be working 24/7 to be a great real estate for her clients. The photos are in high resolution with simple captions that tell a story.

b. Find 3 posts by Real Estate Agents that you consider to be done poorly and of low-quality. Tell us what you think is off and why you consider them to be weak.



Here is an example of a post that has too much going on and is distracting. The caption has too many emojis and is not easy on the eye. The hashtags are too cluttered with the caption and some aren't involved with the listing. As for the actual photo, it also is distracting. I would recommend doing swipe photos and to make sure they are in high resolution. Her photo and contact information is not necessary directly on the photo as it showed be represented in her Instagram bio or in the caption.



Here is an example of an Instagram post that has a poor-quality photo. The low-resolution photo is not elevating her brand. It looks a lot like spam and does not engage prospects to get to know and ultimately utilize your real estate services. The graphic within the photo is not needed since the information is already shown in the caption. The post is also lacking detail with what the home offers. The low number of likes could mean she isn't utilizing enough hashtags to generate leads.





Here is an example of a detailed shot that could use some improvement. The photo is a bit blurry and I don't believe the "open house" graphic is necessary. The hashtags are in a comment rather than on the main post itself. A post can still be edited once it has been posted. The link should be posted within in the bio rather than on the caption. Because the post is highlighting the entire house listing, a different photo should have been selected as the featured image.

2. Make IG Work

a. *Our client K Ann Brizolis is trying to drive buyer leads from SF and LA to San Diego. How would you accomplish this for her using their instagram account? Please plan the next three posts.*

**THE GOAL.** Bring buyers from SF and LA to San Diego.

I would begin by creating a strategy crafting a digital presence for the three different posts. Starting first with the selling points of the luxury home(s) K Ann is trying to debut. Next leveraging the lifestyle and activities associated with the home using Instagram ads. And lastly humanizing the brand through success stories:

## Post #1: Hashtags, Captions, and Instagram Stories



Gorgeous ocean view home located in quaint Coronado, SD. Perfect escape from the big city. Make your vacation home your reality!

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[#relax](#) [#family](#) [#quietescape](#)  
[#escapecity](#) [#oceanview](#)  
[#community](#) [#luxury](#) [#sandiego](#)  
[#coronado](#) [#mansion](#)

**SELLING POINTS.** Showcase the vacation life through captions and hashtags. Beautiful home in Coronado, SD, quiet escape from the big city, ocean view, relaxed lifestyle, family-oriented community.

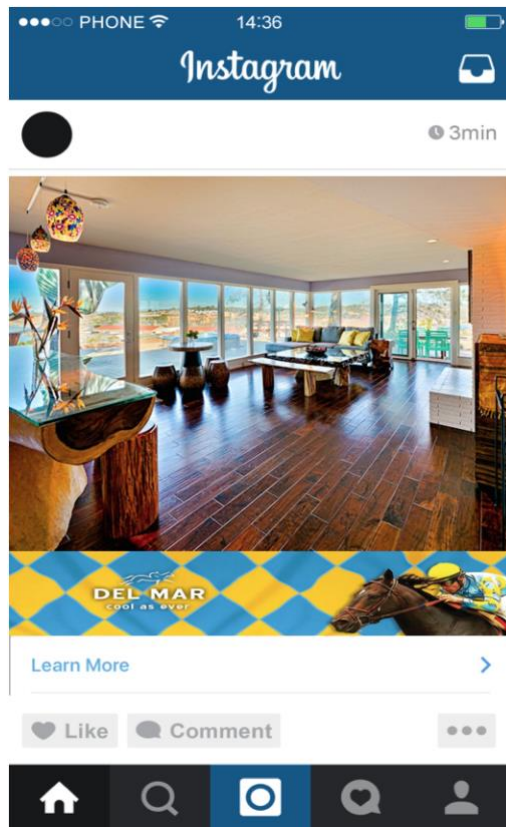
The **hashtags** are used to reach out to those who are searching (or dreaming) for a beach escape to downsize their city life. Using unique but relevant hashtags allow for the post to set itself apart from other photos that viewers may be searching for.

Advertise the new post by posting an **Instagram story** quoting: “New post featuring your quiet beach escape from big city life!”

Referencing each post on the story can encourage a viewer to look at a post that they might not normally take the time to scroll and view.



## Post #2: Instagram Ads, Location-based targeting



Are you ready for Opening Day at the Del Mar Fairgrounds? Book this luxurious Del Mar home before July 18 to enjoy a weekend getaway with the fairgrounds just a window glance away.

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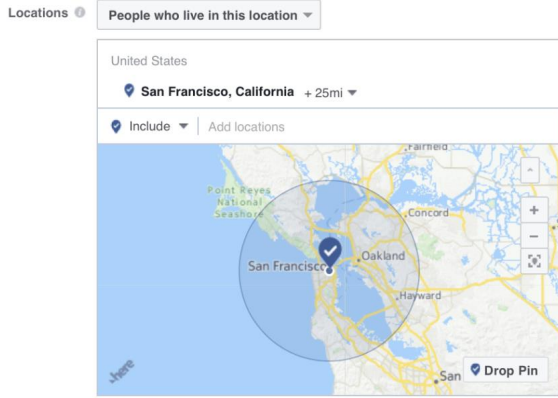
#ad #kannbrizolis #delmar  
#delmarfairgrounds #openingday #sandiego  
#weekendgetaway #mansion

**SELLING POINTS.** A home near the race tracks, Opening Day weekend, reason why they come to SD already, beach view, luxury space, the perfect getaway weekend.

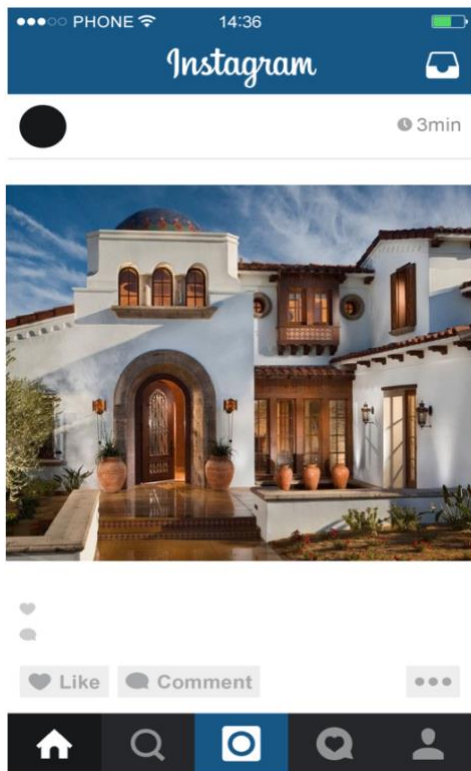
**Sponsored** post generating back to K Ann's website to rent the property for Opening Day. \*Swipe\* to view more photos of people enjoying themselves at the races mixed with the view of the house.

The key is to reach the leads from SF and SD to come and rent the space and then fall in love with the place by using an incentive such as the Del Mar Horse Races.

**Location-based Instagram ad** targeting to generate leads from SF and LA. Using the "Facebook Business Manager" or "Instagram Business" you can manage Instagram Ads and audiences you wish to target. You can target people in specific locations by selecting the city or region you wish to target. A sponsored post debuting the house will then pop up SF and LA resident's feed.



Post #3- Real Brand Success Stories, up and coming neighborhood



Story behind Katherine's transition from LA to North Park, San Diego! Link in bio for the full scoop and up and coming restaurants in her neighborhood!

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[#northpark](#) [#sandiego](#)  
[#upandcoming](#) [#neighborhood](#)  
[#community](#) [#remodel](#) [#LAtoSD](#)  
[#santabarbarastyle](#)

**SELLING POINTS.** Up and coming neighborhood, beautiful, remodeled home, transition to San Diego life.

\*Swipe\* to see a photo of Katherine (or a video of her interview), a photo of North Park neighborhood, and various photos of the house.

K Ann should do a blog post **interviewing** a client's transition and her success while also linking new bars and restaurants in the area. That would then be the link in bio that would reference the caption. This would exude San Diego as being a place to start over while keeping the hip vibe of SF or LA. If buyers see others who are loving their time in San Diego, they can **imagine** themselves there as well.

### 3. Luxury Presence - Step it up

a. *Luxury Presence wants to improve our Instagram Account. If you took the reigns tomorrow, where would you begin? What would it look like after 3 months? 6 months?*

Overall Luxury Presence has an incredible and inspiring Instagram and aesthetic!

**STRATEGY.** I would begin by assessing the current aesthetic of the Instagram. I would see if all the photos flowed together on the main page but if the content reflected the company's overall mission starting with these questions:

Are all the effects on the photos the same?

Do they look natural?

Are all the photos cropped the same?

Are the photos in high resolution?

Does the order of the photos make sense?

How are the captions?

Is Luxury Presence utilizing hashtags in the right way?

Are the posts time correctly and consistently?

Is the content stimulating to the eye?

Does the content match the mission?

What can be improved?

**HUMANIZE THE BRAND.** Because Luxury Presence is a service company, you don't want to overwhelm the Instagram with solely photos of homes. I would conduct a **strategy** to incorporate at a first glance

what the company does. Each photo of the beautiful homes needs to maintain its significance in the feed.

For a way to engage clients, I would suggest posting photos or videos featuring an “*agent of the month*” to be showcased. For example, one of your clients, **Jade Mills**. She can have a professional headshot to be displayed with one of her successful listings in a \*swipe\* of photos. The link in the bio can display an **interview** she has with Luxury Presence discussing her success story with the company. “Swipe right to see her classic design and incredible interview with Luxury Presence.”

This can in turn generate other clients to imagine their success stories while using the service Luxury Presence provides. Luxury Presence should implement Instagram to tell a story to make it more **personable**.

**AESTHETIC.** I would make sure there are no collages of photos on a post. Swiping to view photos makes for a more **interactive experience** while also keeping a sleek aesthetic on the page. It is better to post more than one photo than have a cluster of photos on one post. The photos must maintain its cropped size, and the image effects must remain consistent.

**CAPTIONS.** The **hashtags** would need to be moved down from the caption. It can look cluttered and unappealing when there is a clump of hashtags after explaining what it is the viewer is looking at. A tag within the caption is okay so the viewer can easily click on it. Hashtags are meant to increase the **reach** of your message to someone who is searching for something specific or browsing on the explore page of Instagram. Once the viewer is on the post, hashtags don’t need to be the center of attention. The captions should be short and sweet while telling a story that relates back to Luxury Presence’s mission.

**TIMING IS EVERYTHING.** The posts would need to remain consistent and at the right time of day. Weekdays matter for the amount of views as well. With the new algorithm, it is essential to know when to post. Comments and likes right away makes the post move to the top. I would encourage and alert your followers to view the new post via **Instagram story**. Wednesdays and Thursdays drive the most engagement while Sundays drive the least. Off- work hours between 11am-1pm, and 7pm-9pm generate the most traffic. Using **Instagram’s native analytics** and Hootsuite analytics shows the amount of engagement during specific times of day. I would also keep track of the amount of comments and likes on an excel doc to get an idea of how the posts are doing at specific times.

**PLAN.** I would plan the posts ahead of time based on the client Luxury Presence would be showcasing that week. For example, if one of your clients had sold an amazing home that Luxury Presence would like to recognize, I would plan the photos to match the aesthetic of that home.

After **three months** the captions would be less cluttered, remain short and sweet, and they would tell a story that would relate back to what the company does. The photos would begin to resemble similar color effects and lighting. The hashtags would be moved out of initial sight and the timing would begin to reflect the amount of likes and comments the posts are receiving.

After **six months**, the posts would start to flow based on the “agent of the month” content in conjunction with the beautiful homes. Luxury Presence would use Instagram as more of a **sales tool** for real estate agents to want to implement. The content of each row will reflect the incoming vibe of the week. The timing would be perfectly scheduled, details would be displayed, and the viewers would be stunned!