

It's no secret that marketing listed properties on your social channels will enhance your chances of selling the property. But, what are the best ways to make those properties appealing to potential buyers online?

Here are some tips when marketing your properties on social media:

1. Use Video Tours To Promote Properties on Social Media

Nothing replicates going through a home in person, but a video tour is pretty close! A video will make a potential buyer feel as if they are physically walking through the home. This gives them the opportunity to imagine themselves in the home. As the tour guide/agent you are able to scout out the home first, then project the right 'flow' as you walk through the home, allowing you to make helpful comments of what features each room has, and some fun ideas that may make people feel at home instantaneously when walking through. For example, as you walk past the fireplace, talk about how the weather is getting ready to be chilly at night, nothing is more cozy than this living room thanks to this feature! This ultimately saves you time as the agent, by only showing clients homes they are interested in.

2. Feature The Home On Your Blog

Create a blog with photos and a detailed description of the home you are selling. In addition, have a call to action at the end of your blog for potential buyers to sign up if they are interested in the property. This can be a tool for lead generation as well as driving traffic to your website.

3. Be Confident In Your Listings

Posting pictures of the very best features of the home is a great way to gain exposure for not only the house you are trying to sell, but your brand as a REALTOR®. Utilizing other features in Instagram such as Instagram stories, Instagram Live and hashtags

are great ways to market to potential buyers and also showcase that you know the area/your listings by impressing buyers of your tools, even if the first house they look at isn't their forever home.

Need more help with your social media game? Join our [Social Media Marketing Event on October 23](#) with Brian Pate reviewing Instagram and LinkedIn. If you have any further questions, please feel free to reach out to our Communication Department at [919.654.5400](tel:919.654.5400).