

SOCIAL MEDIA TOOLKIT

FOR ESTATE AGENTS



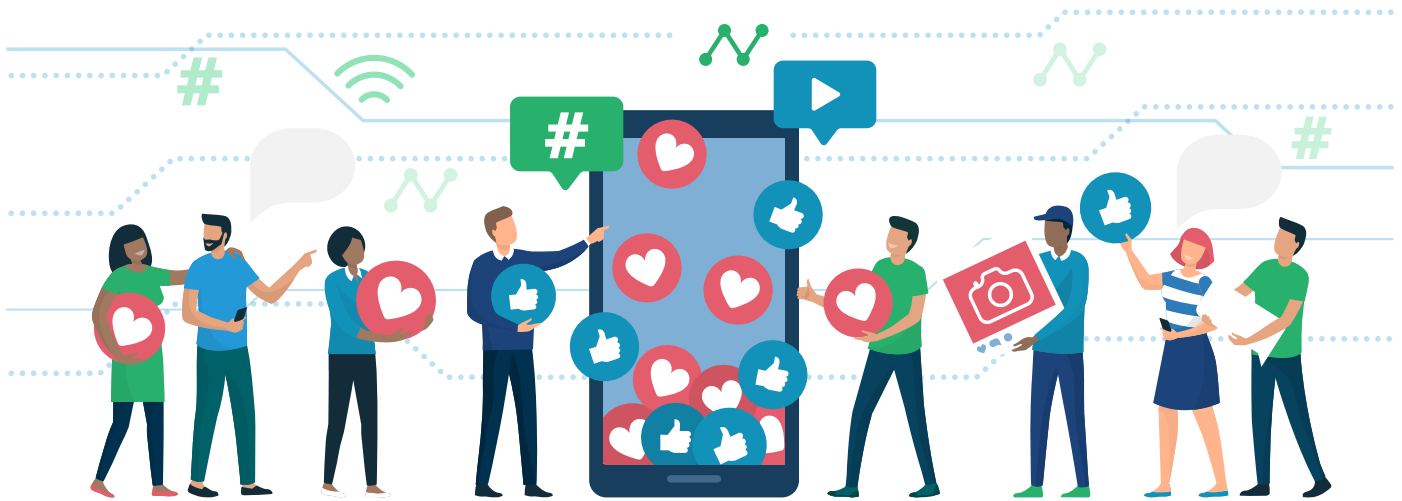
WHY USE SOCIAL MEDIA?

It's no secret that social media is a great source of business, these digital channels give you direct access to communicate and promote yourself in front of your target audience. With over **3.6 billion** users around the world, social media is a great place to build your personal brand and establish your expertise as a professional and in-demand real estate agent in your market.

Property seekers are often confused or overwhelmed about the **buying and selling** process. Social media

provides a channel to educate your audience and showcase your expertise so that when they need help, your name is top of mind.

Social media can take your marketing to the next level. However, it is essential to establish goals and put together a strategy before you start publishing content online. Use this **interactive workbook** to start planning which platforms you will use and what content you plan to share.

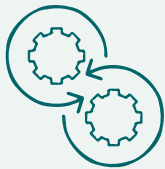


WHAT DOES IT TAKE TO BECOME SUCCESSFUL?

Social media can help clients discover your online presence and learn about your competence and values. However, it takes time and effort to build a strong social

media presence. We believe there are **3 main** components to building a successful social media **strategy**.

Consistency



Success does not come over night, its takes consistent time and effort to build a strong social media presence and start generating leads.

Quality



The competition online is intense. To stand out, you should be sharing high quality, valuable content which is engaging and educational.

Authenticity



Authenticity is the key to building trust, showcasing your true personality on social media will help you earn the respect of your audience and build stronger relationships.

TIPS TO BECOME A SOCIAL MEDIA MASTER

1 POST WITH PURPOSE

Understand what your audience wants to see, this can include property videos, tips for property seekers, current market data or how great it is to work with you. Keep your presence professional and relevant to your audience's needs.



2 USE A PROFESSIONAL PHOTO

Your photo is the first thing people see when viewing your profile. Spend time to take a good quality photo where you look approachable and professional. We recommend using the same photo across multiple social media platforms so that your audience recognises you.



3 CREATE SEPARATE PERSONAL AND PROFESSIONAL ACCOUNTS

Your audience's main interest is what you do as a real estate agent. Keep separate social media accounts for personal and professional use. Using a business account gives you access to data and insights on who is interacting with your posts and when. This is especially useful for planning and personalizing your content strategy.



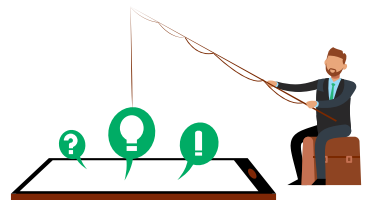
4 ENSURE YOUR CONTACT INFORMATION IS EASILY ACCESSIBLE

Clients should be able to easily contact you if they like something they see on your social media. Make sure your mobile number and email are easily available on all the platforms you use.



5 KNOW YOUR AUDIENCE

Gaining knowledge of your target audience's demographics and buying behaviours will help you tailor content they enjoy and engage with. Your audience will vary for each platform you are active on, understand what type of content they are looking for and how you can best cater to their needs.



6 PLAN CONTENT IN ADVANCE

It can be very overwhelming to think about what you should post daily. We suggest having a monthly calendar outlining what you are going to post each week on different platforms. If you need some help with content, check out our [social media calendar](#) which gives you 31 unique ideas for the month!



THE PLATFORMS

Selecting which platforms to be active on depends on one factor, your **target audience**. Each social media platform is different in terms of its users, the way content is shared, and the language used. You may find that different segments of your audience are active on different platforms. Therefore, it's important to **customise** your messaging for different audiences on **each platform**.



WHO IS YOUR TARGET AUDIENCE?

Demographics (age, gender, nationality, etc)	
Interests	
Challenges	
Areas they are interested in	

BEST PLATFORMS TO REACH MY TARGET AUDIENCE

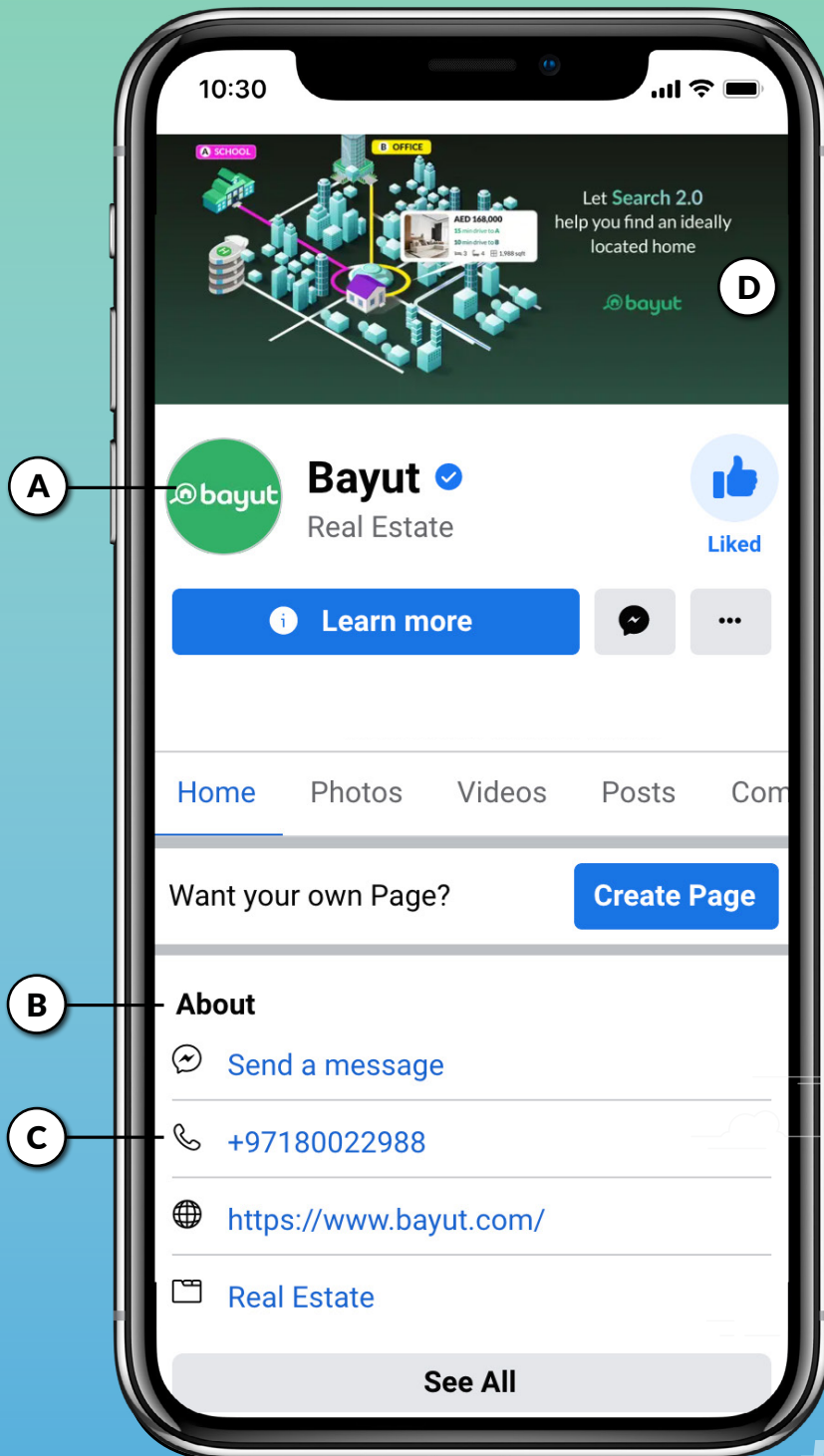
To help you get started, we have **outlined** everything you need to plan for content on four of the most **popular platforms** for real estate.

1. FACEBOOK

Facebook is the optimal platform to target **families and middle-aged** individuals. With Facebook, focus on educating your audience on how to buy or sell property, and to show that you are happy to guide clients through the process.

Facebook is great for **interacting with your audience** so become a conversation starter and join groups related to your area of specialization. Facebook is also a great place to **showcase happy** clients you have helped.

CHECKLIST OF ESSENTIALS



- A Profile Photo
- B About Section
- C Contact Details
- D Cover Photo



On average we spend about 9.3 hours a week searching. For homes, cars, schools, events and more. Give yourself the gift of time with our brand new search experience that allows you to choose homes close to all the places you need to be. Explore Search 2.0 on Bayut, your key to the UAE.

#BayutUAE #PropertySearch #Dubai #UAE #KeyToTheUAE

- A** Engaging caption
- B** Appropriate use of hashtags
- C** Clear informative graphic



IT'S TIME TO CREATE YOUR CONTENT STRATEGY AND SET GOALS!

Example:

Content Strategy	Goals for Content
Use market insights to share popular communities in my area of specialization	<ul style="list-style-type: none"> • Increase engagement from followers by 15% this month
Share last sold transaction data	<ul style="list-style-type: none"> • Increase seller leads by 10% by end of Q1
Share community updates on Facebook groups	<ul style="list-style-type: none"> • Increase brand awareness in my area • Promote myself as a knowledgeable and active agent

NOW YOUR TURN!

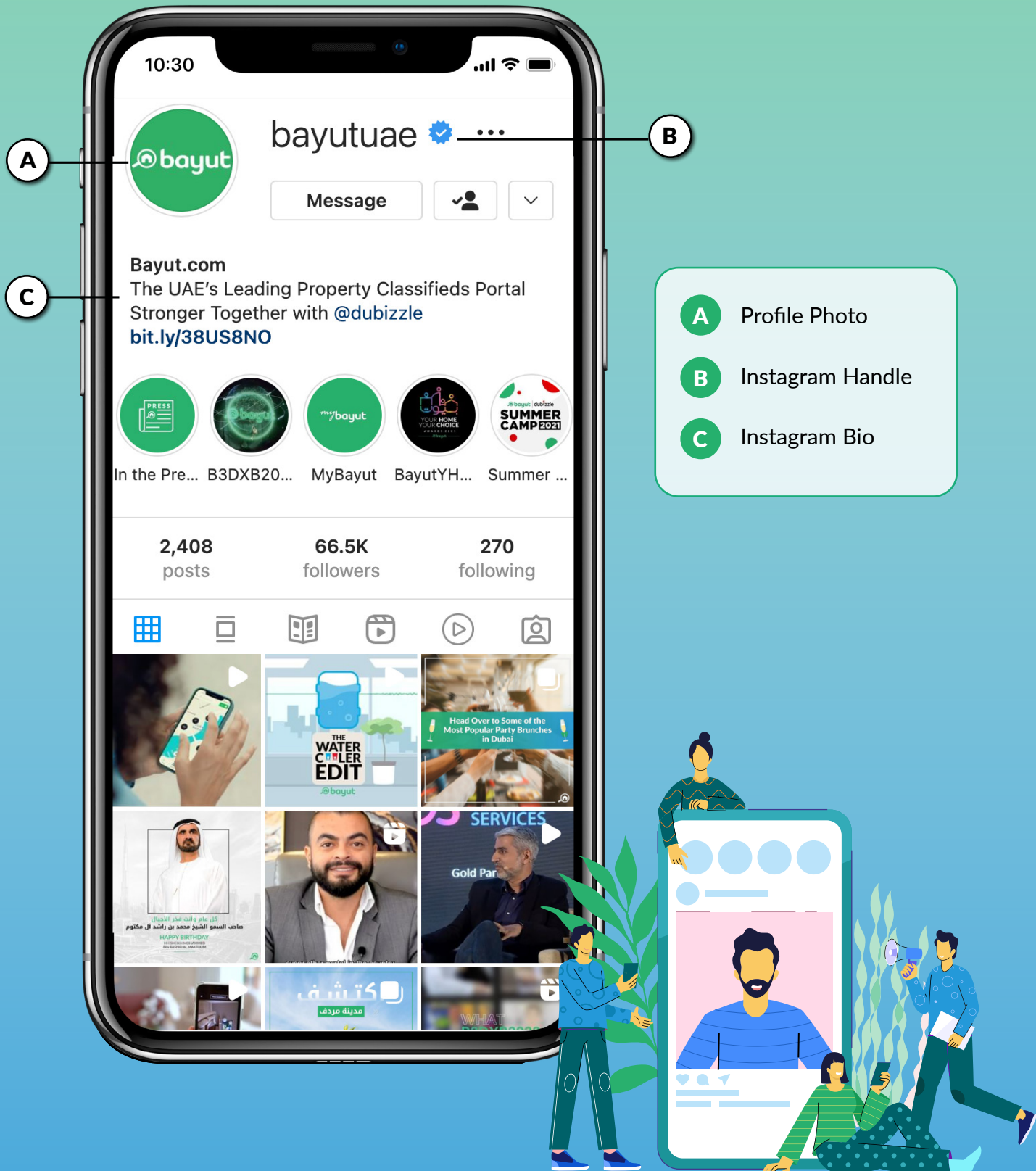
Content Strategy	Goals for Content

2. INSTAGRAM

Instagram focuses on **high quality, visual content**. Our recommendations for maximizing results on Instagram is to **work towards** maintaining a good brand image and attracting followers.

Share your knowledge and explore different types of content (**posts, reels, stories and IGTV**) to see which works best for you.

CHECKLIST OF ESSENTIALS



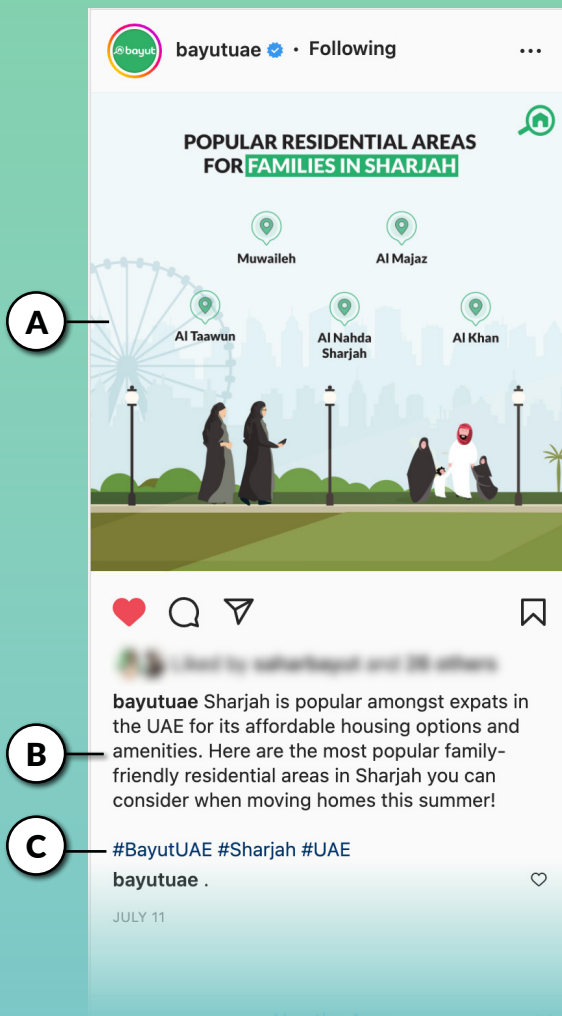
IT'S TIME TO CREATE YOUR CONTENT STRATEGY AND SET GOALS!

Example:

Content Strategy	Goals for Content
Post client testimonials	<ul style="list-style-type: none"> Attract new leads
Share stories showing new handover projects	<ul style="list-style-type: none"> Capture market interest Generate enquiries
Share property tour videos	<ul style="list-style-type: none"> Showcase my inventory Generate 3 phone calls/messages

NOW YOUR TURN!

Content Strategy	Goals for Content



- A** Clear informative graphic
- B** Engaging caption
- C** Appropriate use of hashtags

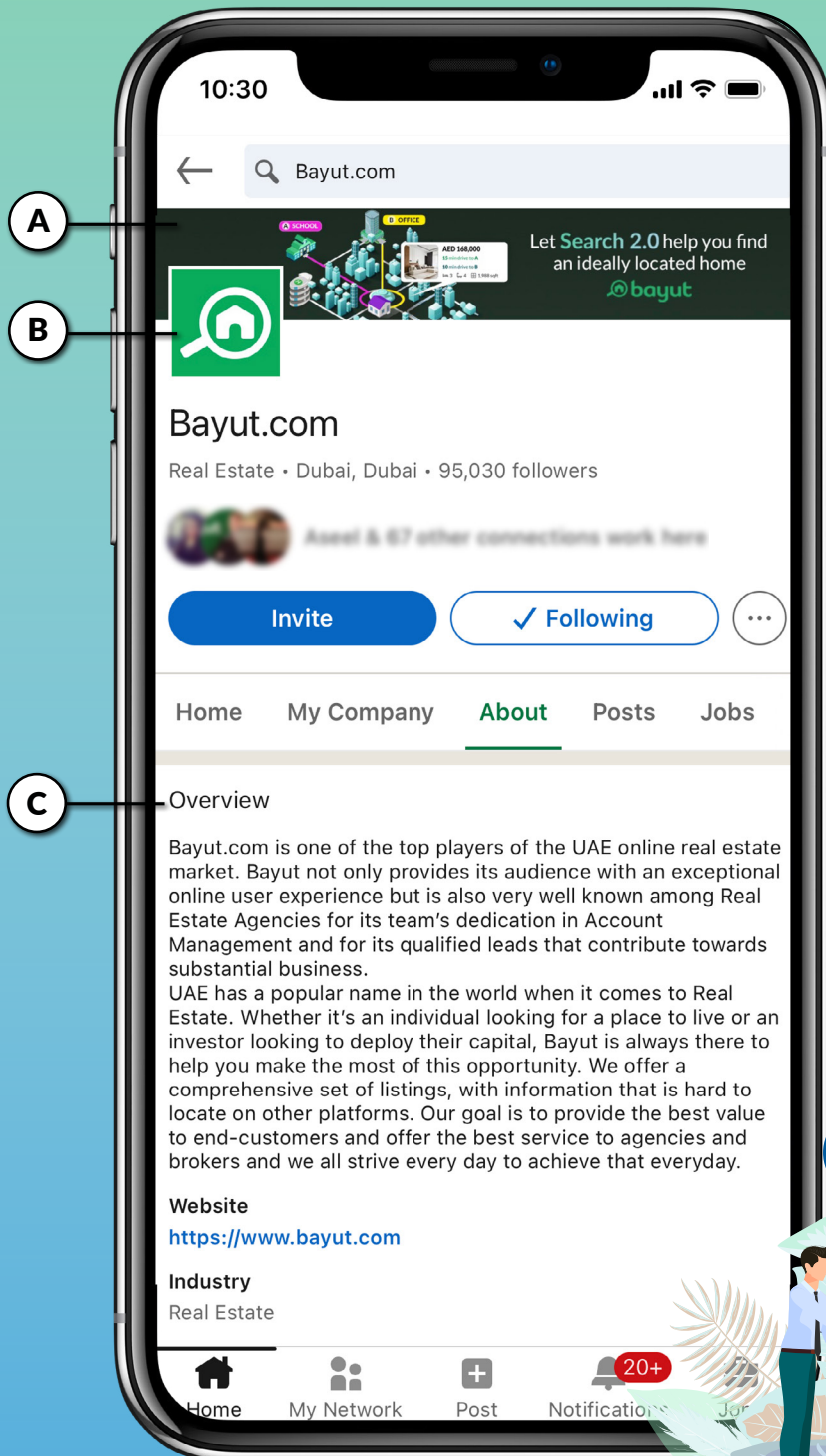


3. LINKEDIN

Your LinkedIn profile is essentially your **digital resume**. This platform is primarily used to share **formal business content**. We suggest sharing professional content to position yourself as the expert in your area of specialisation.

LinkedIn is great for building connections and networking with other **professionals** in the industry.

CHECKLIST OF ESSENTIALS



- A Engaging cover photo
- B Professional profile photo
- C About section



A

Bayut.com
95,028 followers
23h · 🌐

The Sales Director of [Icon Homes UAE](#), Jamal Malik, highlights how they were able to achieve outstanding accomplishments, thanks to Bayut.

#MyBayut #BayutUAE #RealEstate #Property #ThankstoBayut #Testimonial #RealEstateAgent #UAE

B



Watch Al Adham and 2 others

Like

Comment

See video performance

View



Home



My Network



Post



Notifications



Jobs

A

Use of formal language

B

Clear high-quality graphics



IT'S TIME TO CREATE YOUR CONTENT STRATEGY AND SET GOALS!

Example:

Content Strategy	Goals for Content
Share monthly market reports focusing on my area	<ul style="list-style-type: none">Promote myself as the expert in my area
Tips for property seekers	<ul style="list-style-type: none">Educate audienceBuild my personal brand
Share ROI details for my area	<ul style="list-style-type: none">Highlight my investment expertiseAttract investor leads

NOW YOUR TURN!

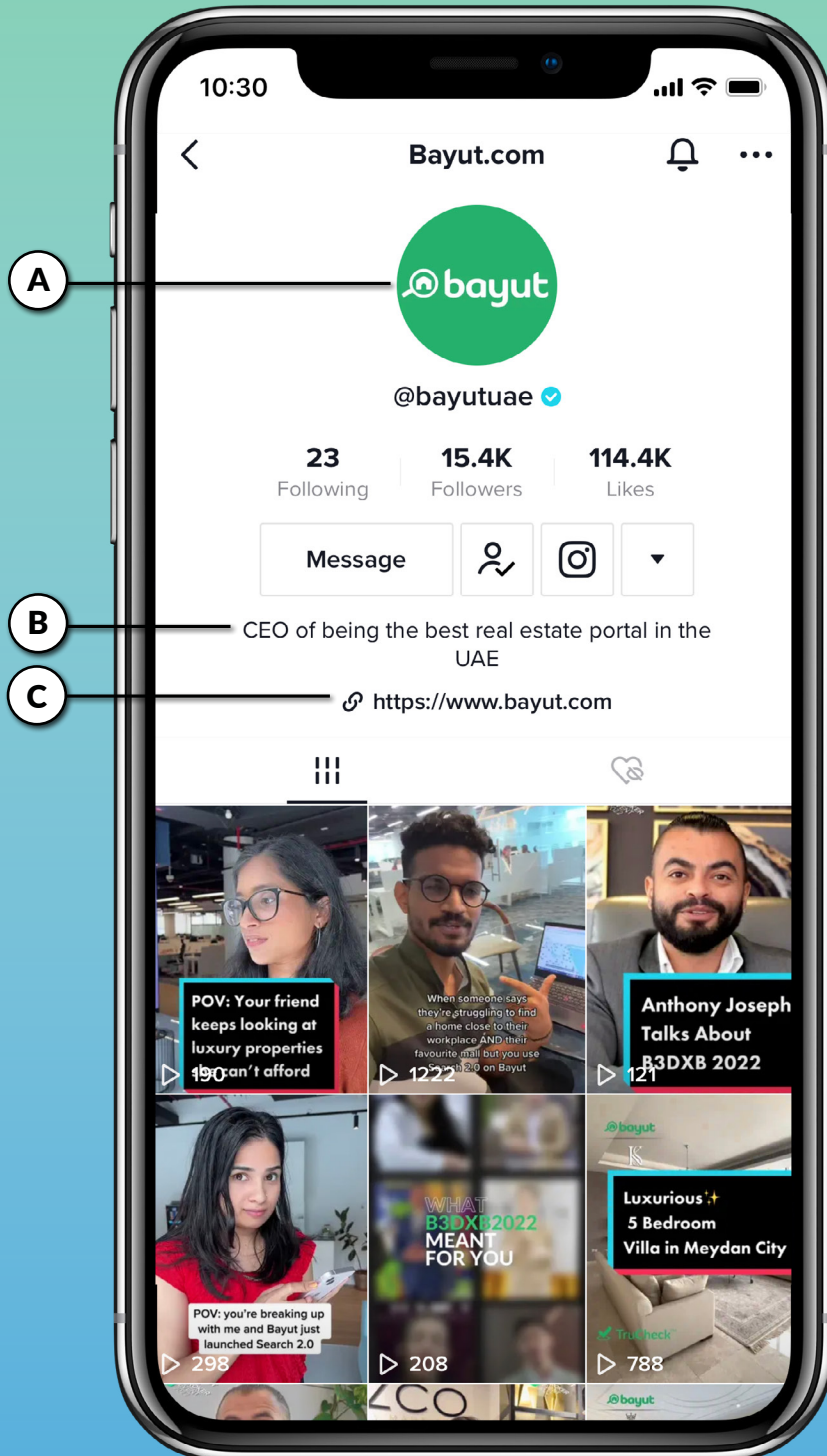
Content Strategy	Goals for Content

4. TIKTOK

Content on TikTok is **fun and fast paced**, with posts consisting of high-quality videos. The TikTok algorithm works by pushing popular and engaging content to a wider audience.

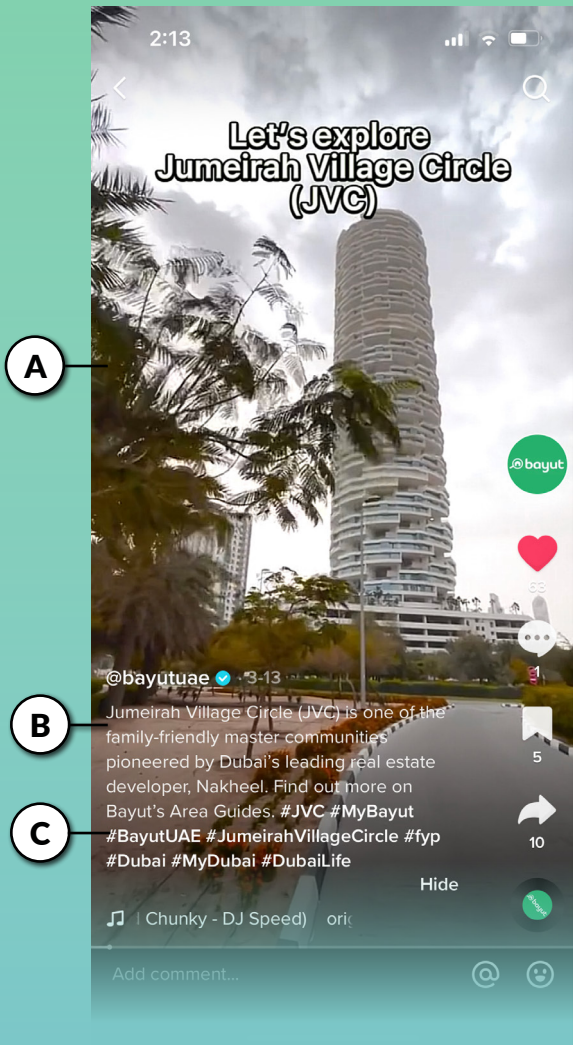
Because of this it is essential to curate **highly engaging** content which grabs your audience's **attention** within the first few seconds.

CHECKLIST OF ESSENTIALS



- A Profile photo
- B Fun and engaging bio
- C Link to relevant website





- A High quality video
- B Clear and concise text
- C Appropriate use of hashtags



IT'S TIME TO CREATE YOUR CONTENT STRATEGY AND SET GOALS!

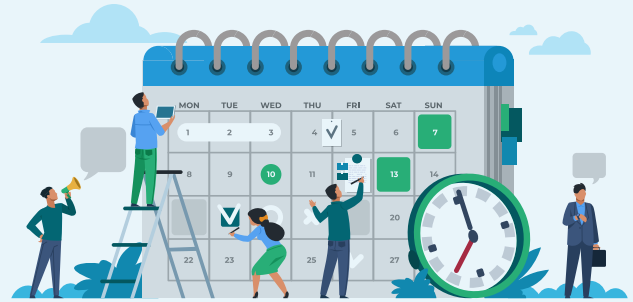
Example:

Content Strategy	Goals for Content
Post property tours with trending audios	<ul style="list-style-type: none">Broaden my reachAttract international buyers
Share tips for buying and selling property	<ul style="list-style-type: none">Use comments to boost engagements
Create short videos highlighting community amenities, facilities, and road connectivity	<ul style="list-style-type: none">Educate my audienceBuild market buzz around my area of specialization

NOW YOUR TURN!

Content Strategy	Goals for Content

Now that you have outlined what you want to post, it's time to **arrange** this content on your social media **calendar**. This helps you plan when you need to start creating content and helps you stay organised during the week. Fill out the below **template** to arrange your posts for the week.



PLATFORM

MON

TUE

WED

THU

FRI

SAT

SUN



CONGRATULATIONS!

You Have Just Completed
Your Social Media Toolkit By



If you found this useful, check out our various resources
on **Content Corner** or register for an interactive workshop at
bayut academy where you can equip yourself with the skills
needed to be a successful real estate agent