



# INSTAGRAM STORIES BEST TIPS FOR REAL ESTATE PROFESSIONALS

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REALESTATETOOLS

HELLO MY NAME IS DOM, THANKS FOR DOWNLOADING THIS FREE RESOURCE. I LOVE HELPING REAL ESTATE PROFESSIONALS JUST LIKE YOU BE SUCCESSFUL IN THE DIGITAL WORLD.

## INSTAGRAM STORIES \*BEST TIPS\* FOR REAL ESTATE PROS

*This is a free guide for you, however, I have personally spent thousands of dollars on tools and hundreds of hours to bring you the best tips/resources. If this resource helps you, please share with your friends and colleagues. Thanks, Enjoy!*

**Objective:** Learn my BEST TIPS of Instagram Stories. Earn TOMA (top of mind awareness)

**What's the Benefit for YOU:** Showcases your business. Saves Time. Builds Trust & Community.

*Before we get started, if needed, review my other FREE guide titled "Instagram Stories-Basics"*

### TIP #1: OPEN HOUSES!! -Use IG Stories to tell the story of your open house

A picture is worth a thousand words. Well how 5 pictures? These pictures can be strung together to create a narrative and inside scoop of your brand. House Features, House Location, Have people guess the price. Ask people what they like, etc.\*Tip-You can upload saved photos too.

### TIP#2 ADD LOCATION

After taking a photograph/video with Story, on the upper right, select the square smile icon (stickers), Select location. Search for a location near you or your open house. Showcase a great Coffee Shop/small business in the neighborhood that your marketing/farming.

### TIP #3 ADD A HASHTAG TO YOUR STORY

Same process as above, or you can swipe after taking a photo, search hashtag, select the hashtag sticker. #RealEstate #NewListing #OpenHouse . The hashtag community is real. People are searching different hashtags everyday. I advised a client to add the hashtag #smallbusinesssaturday and we got her on the featured on the top of the trending page of Instagram. This was huge and amazing exposure.

### TIP #4 CREATE POLLS

Add the sticker poll, using the same method above. (square icon) Select Poll. Type in a question. (What should we do this garden/ Would snacks should I have / Did you know about this part of town) Your followers and friends can respond via the poll or send you messages via DM.

### TIP #5 HIGHLIGHTS, HIGHLIGHTS, HIGHLIGHTS!!

Go to your profile, tap below your bio on the Stories "Highlights". These are permanent stories that don't disappear after 24 hrs. Create Highlights+Sections (Quotes, your neighborhood, Active listings of the month, etc. This sits on the top of your profile and tells the entire story of YOU.

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Thank you for reviewing this FREE PDF.

If you are interested in going deeper with a personalized 1-1 Digital Consulting & Brand Strategy. I offer customized "All in One", social media management and much more for Real Estate Professionals in the Southern California area.

STEP 1.) Text the word "DIGITAL" to 33222

STEP 2.) Let's connect & Strategize STEP 3.) Execute

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