

The best social media platforms to market your business

Since the dawn of social media, agents and sellers alike have utilised these platforms to widen their reach and ultimately get the best results. With so many platforms available today, what's the best way to go about social media marketing?

With the property marketplace expanding online, it can be challenging for agents to send messages that target their clients, according to Bespoke Media Group Nic Fren.

"With more and more agencies now online, your marketplace is more than likely coming across you on social media, well before they need you," Mr Fren said.

Ultimately, Mr Fren said that the success in using social media as a marketing tool lies in knowing the demographics of the target audience and figuring out the platforms that work best for them.

"For example, I find here in Sydney's eastern suburbs that Instagram and LinkedIn are best, while for Western Sydney and the South West, Facebook is the dominant platform," he explained.

Here, Mr Fren has enumerated the top social media platforms for property marketing, and how agencies can make the most out of them:

Facebook (Business Pages)

According to the CEO, Facebook can now be considered the "yellow pages of real estate" or a one-stop shop for existing and potential clients to get to know an agency through posts and reviews as well as get in touch with them.

Further, it can be a data goldmine, as it "allows you to publish a great deal of ads across Facebook and Instagram and see your insights, which will provide the data needed to take your marketing to the next level".

Facebook can also act as a "second website" where agencies can post lengthy written content, market reports, property listings, videos and images that could either stand on their own or be linked back to their original website.

Instagram

The platform for "snappy users", Instagram markets through entertainment, Mr Fren said.

As users in this platform want information quickly, the CEO suggests eye-catching images and short but memorable videos for those agents and business owners who choose to use it.

But it's not always the most suitable, with Mr Fren advising: "Use YouTube and LinkedIn for video if you are planning to add a video longer than five minutes. People are in a different mindset on Instagram than YouTube."

YouTube

As one of the leading search engines in the world, YouTube carries excellent potential as a marketing tool, according to Mr Fren. Agents can use the platform to post how-to videos, market updates, interviews, listing videos and neighbourhood overviews as well as long-form streaming.

The key is to "spin existing successful videos to your own version" to captivate the audience, the CEO said.

LinkedIn

Similar to Facebook, LinkedIn could also be a great “second website” for businesses, albeit more targeted to the “professional world” where being more succinct and direct to the point is often appreciated, Mr Fren noted.

However, the CEO strongly advises against spamming, as it essentially defeats the purpose of the platform as a networking tool.

“I get heaps of people wanting to connect on a daily basis, and if I do accept them, seconds later, there’s an automatic message pumping their business and how ‘it would be great to be connected’. I simply delete them,” Mr Fren said.

“The golden rule on LinkedIn is getting to know your network. Ask them questions, engage with other industries and use it as a networking tool.”

Embrace change

With more and more social networks cropping up each and every year, Mr Fren advises businesses to embrace these new platforms and get to know how they can utilise their functions to gain traction and expand their reach.

For instance, TikTok can simply be “an escape from sponsored content and other content and just be entertained”, but as with all social media platforms, it carries the potential to have value for agents, the CEO said.

“TikTok isn’t just teenagers. You would be surprised at the age difference between them and the results people are getting,” the CEO said.

“Facebook was created for college kids, Instagram and Snapchat were aimed at teens, but look at them now. It’s a business.”