



Introduction to Instagram

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Housekeeping

Questions – Please type any questions into the questions section on your control panel.

A playback recording and copy of this PowerPoint's slides will be available within 48 hours and can be found at <https://wfgagent.com/events>

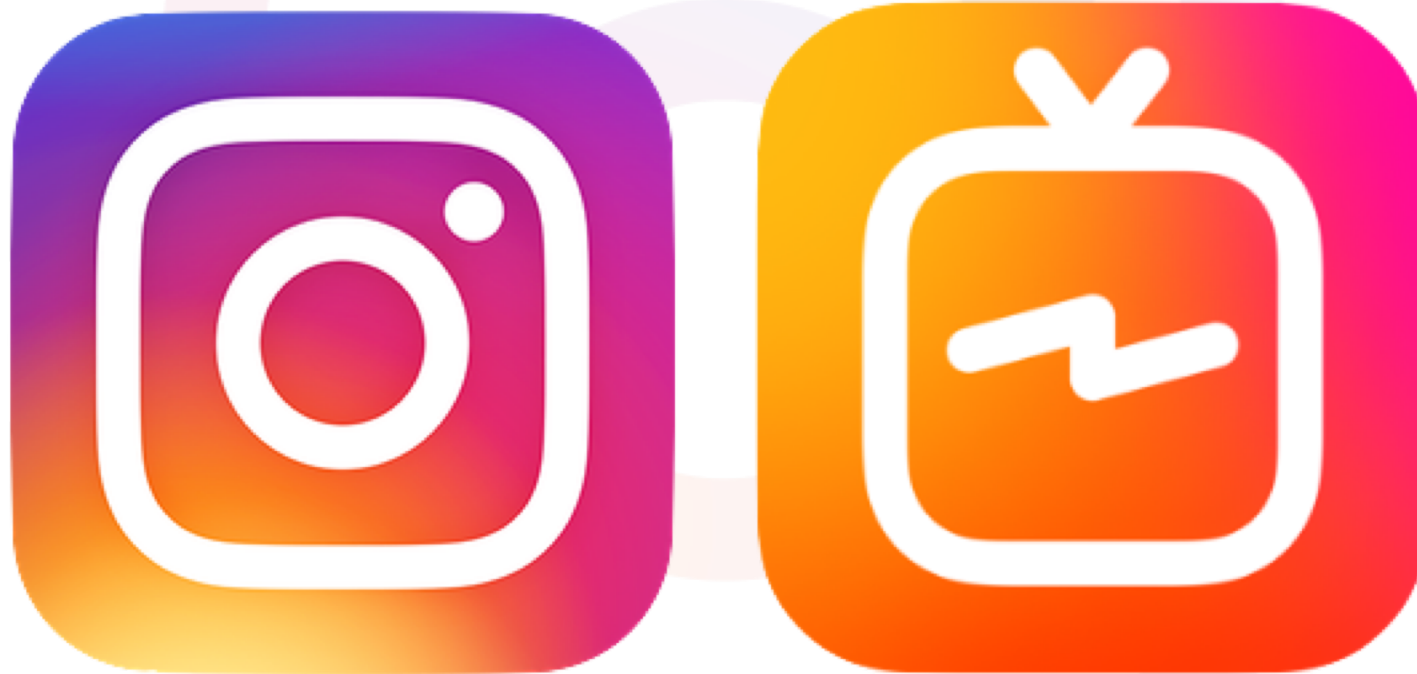
For immediate follow up questions or discussions please contact your local Agency Account Representative.

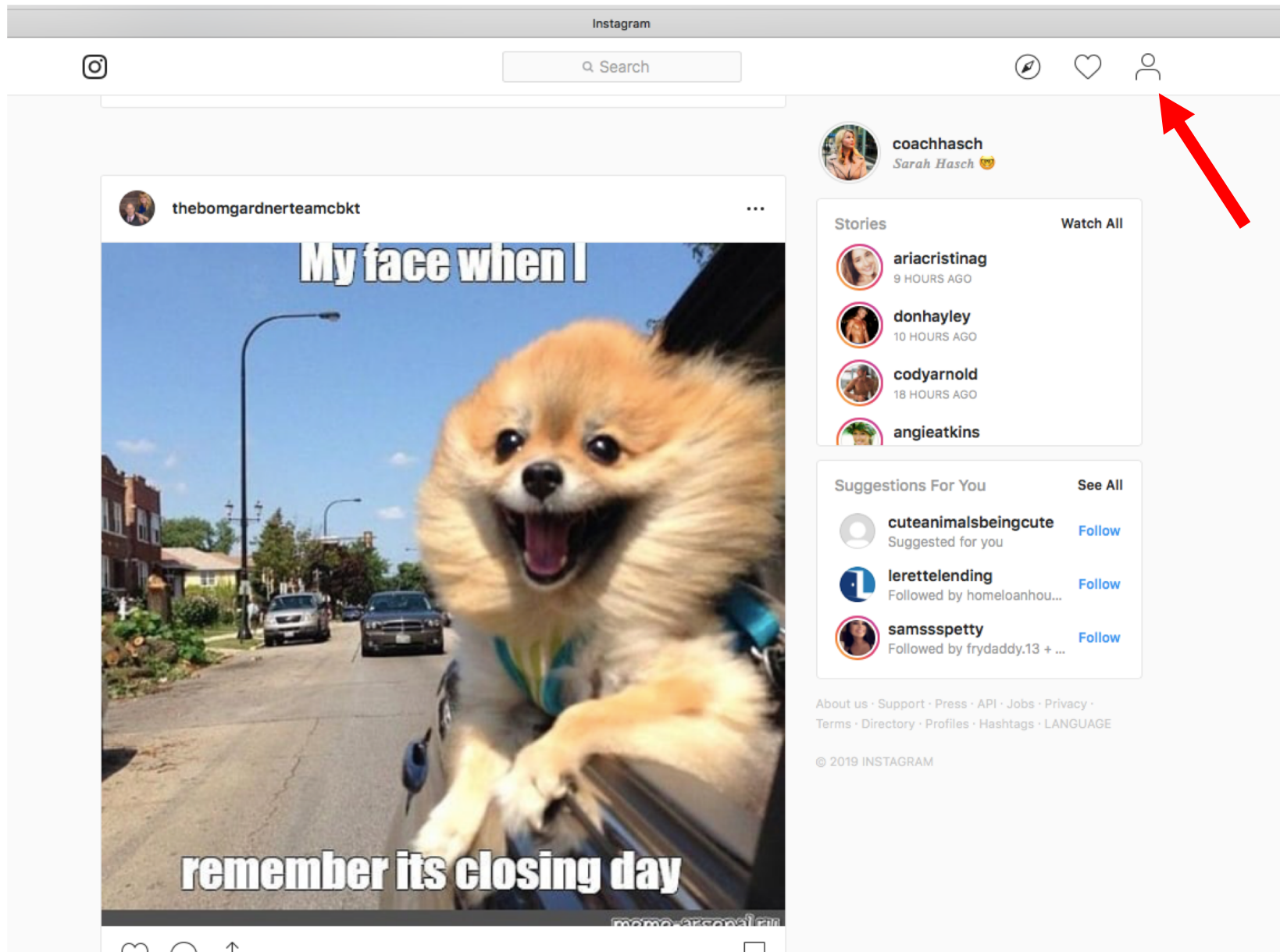
Why Instagram?

Highest Engagement Rate Over Any Other Platform
500 Million Active Daily Users (120 Million in the US)
1 Billion Active Monthly Users (up 25% from 2018)
8 Million Business Accounts
80% Of Users Follow Businesses
Digital Brand Promotion

It's where your customers are

First Step







coachhasch

Edit Profile



282 posts

1,320 followers

2,426 following

Sarah Hasch 🍷

💻 - Marketing Tech Director

👤 - Nerd @poweredbwest

☀️ - Tampa Bay & beyond

🐾 - Dog Mom & golf lover

linktr.ee/Coachhasch



Kids 🐾



Road life



ICLV



Events



Inspired



#nerdnation



#SMM2019

POSTS

IGTV

SAVED

TAGGED



Verizon

VPN

11:08 AM

✕

Instagram

[Forgot password?](#)

Log In

f

Continue as Sarah Hasch

OR

Don't have an account? [Sign Up.](#)

Instagram from Facebook





Edit Profile

Name Sales rep, Closer or Principle's name using the account

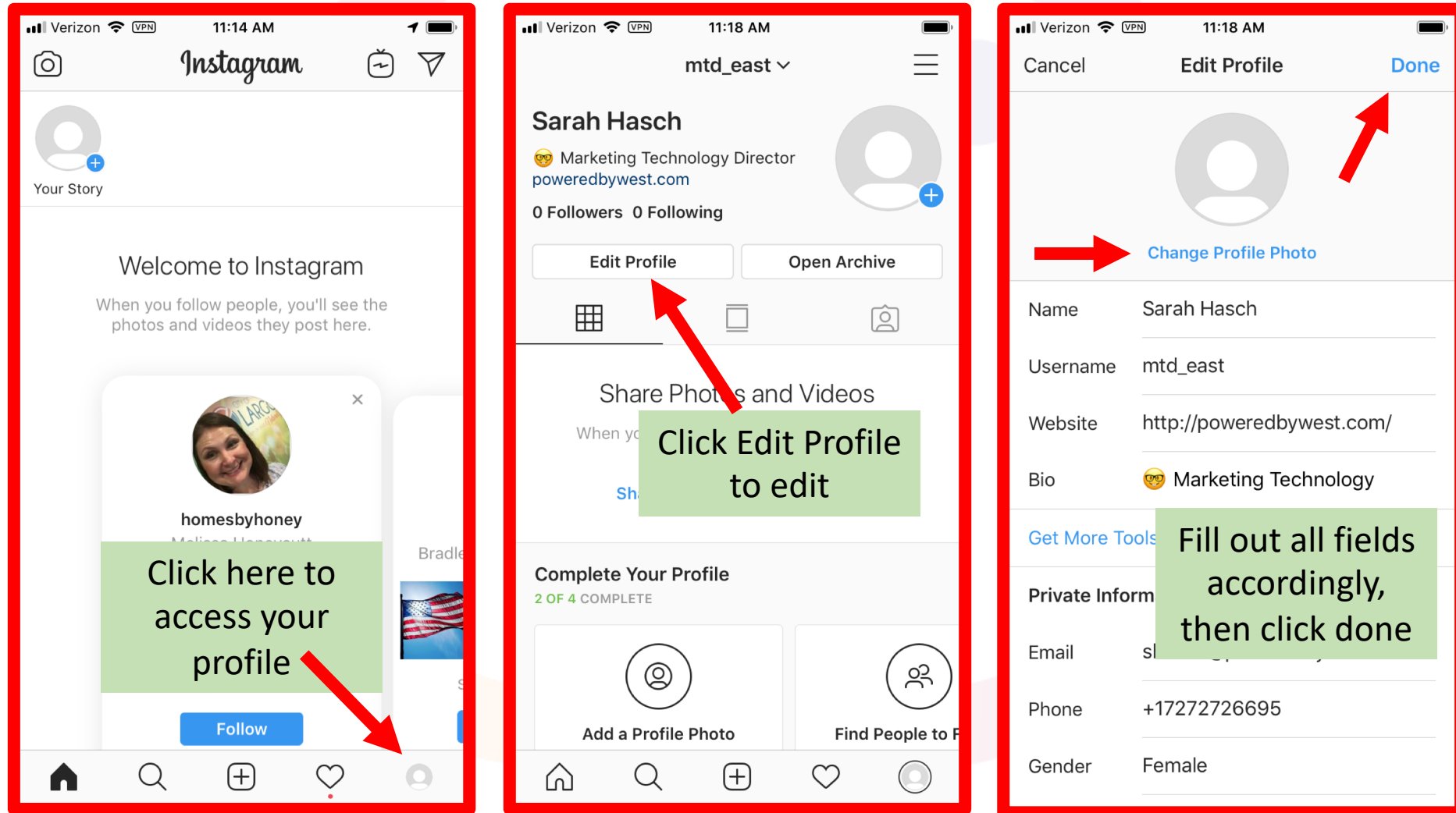
User Name @titlecompanyname (user variation)

Website: Use Linktr.ee

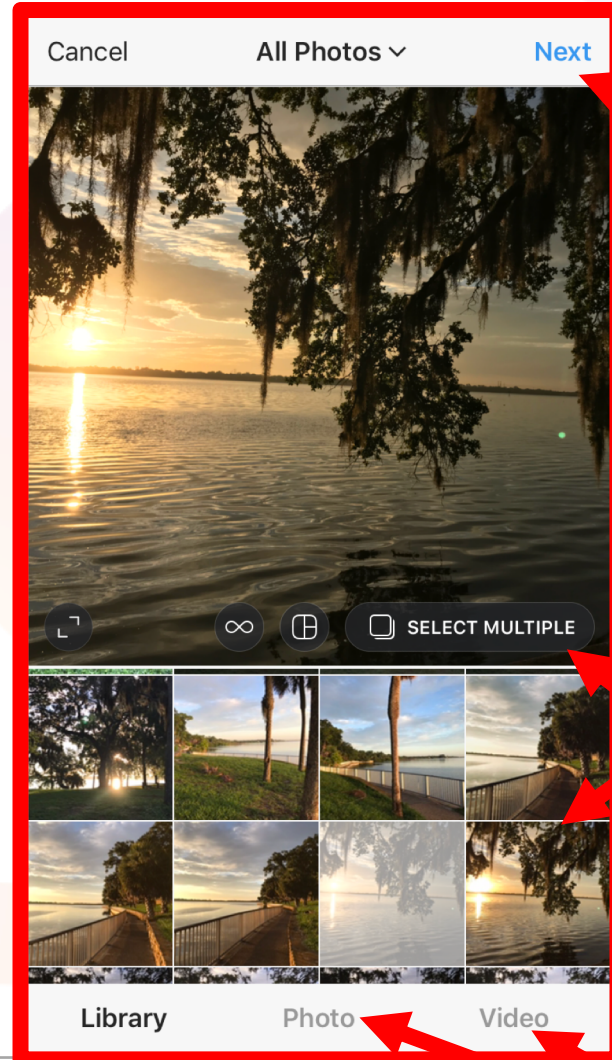
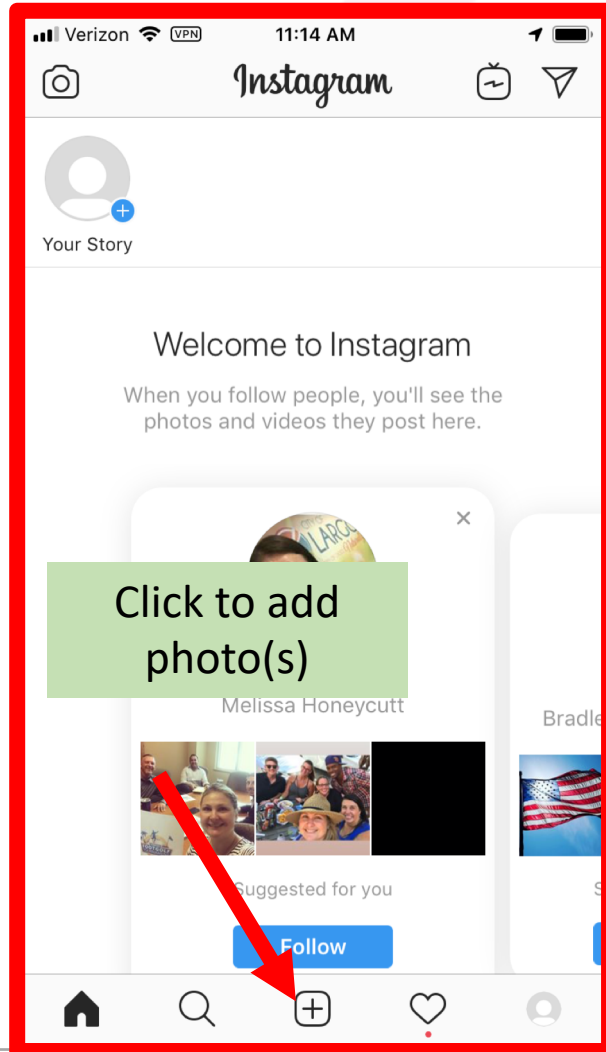
Bio:

-  Company Name
-  Address
-  Realtor Resources
-  "Trusted Closing Services"

Edit Profile



How To Post

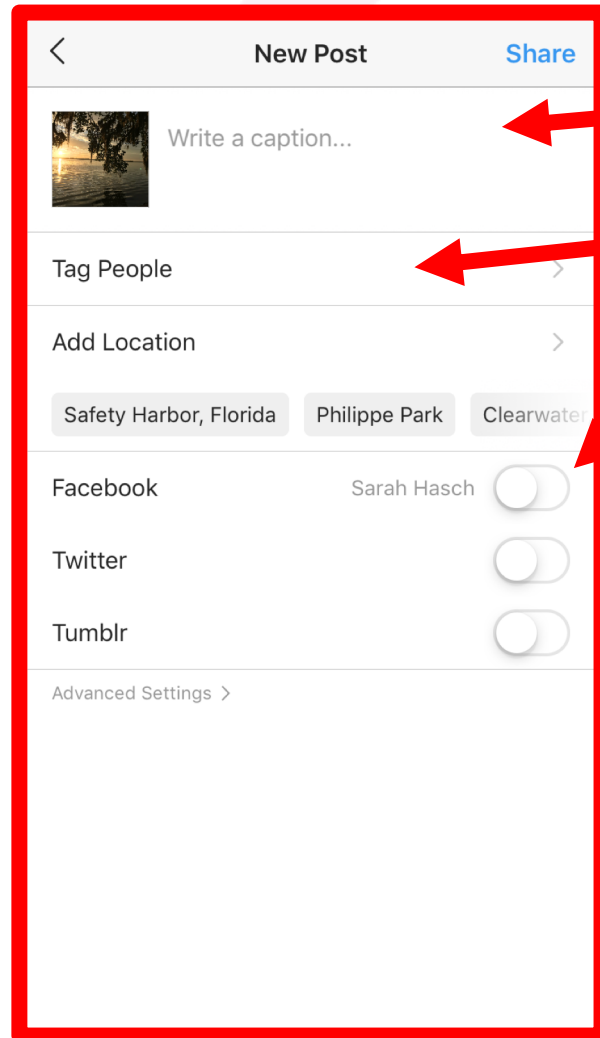


Click next after
you have
chosen your
photo(s)

Choose Photo
or for multiple
click select
multiple

Click here or
there to take a
photo or video
in the app

How To Post Cont.

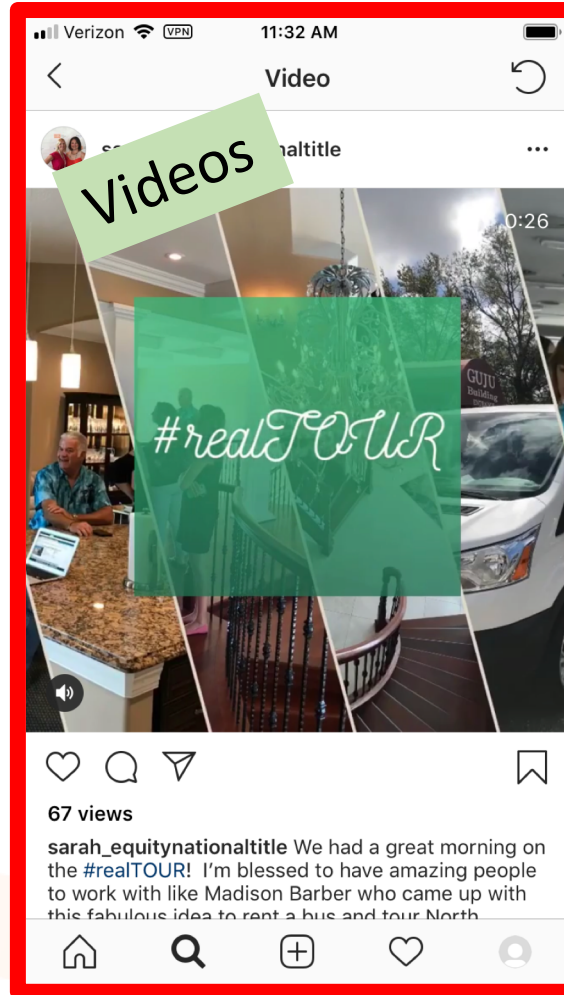


Write a caption & use
hashtags

Tag people if appropriate
Always add a location
Toggle on to share to FB

What to hashtag:
Consider your audience and what hashtags
they might follow.
#realtor #realestate #finance etc.
Always use your company branded hashtag

What to post



Pro Tips

The majority of your posts should be about or geared toward your audience, but remember to include posts that tell your story every 3rd or 4th post.

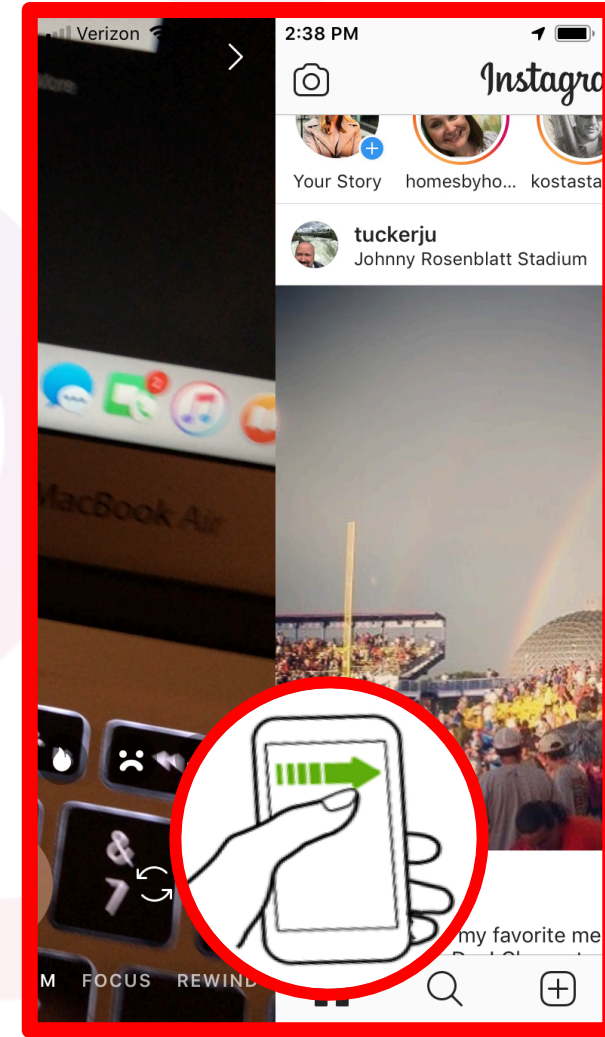
Posts with faces get more engagement.

Always use high quality images.

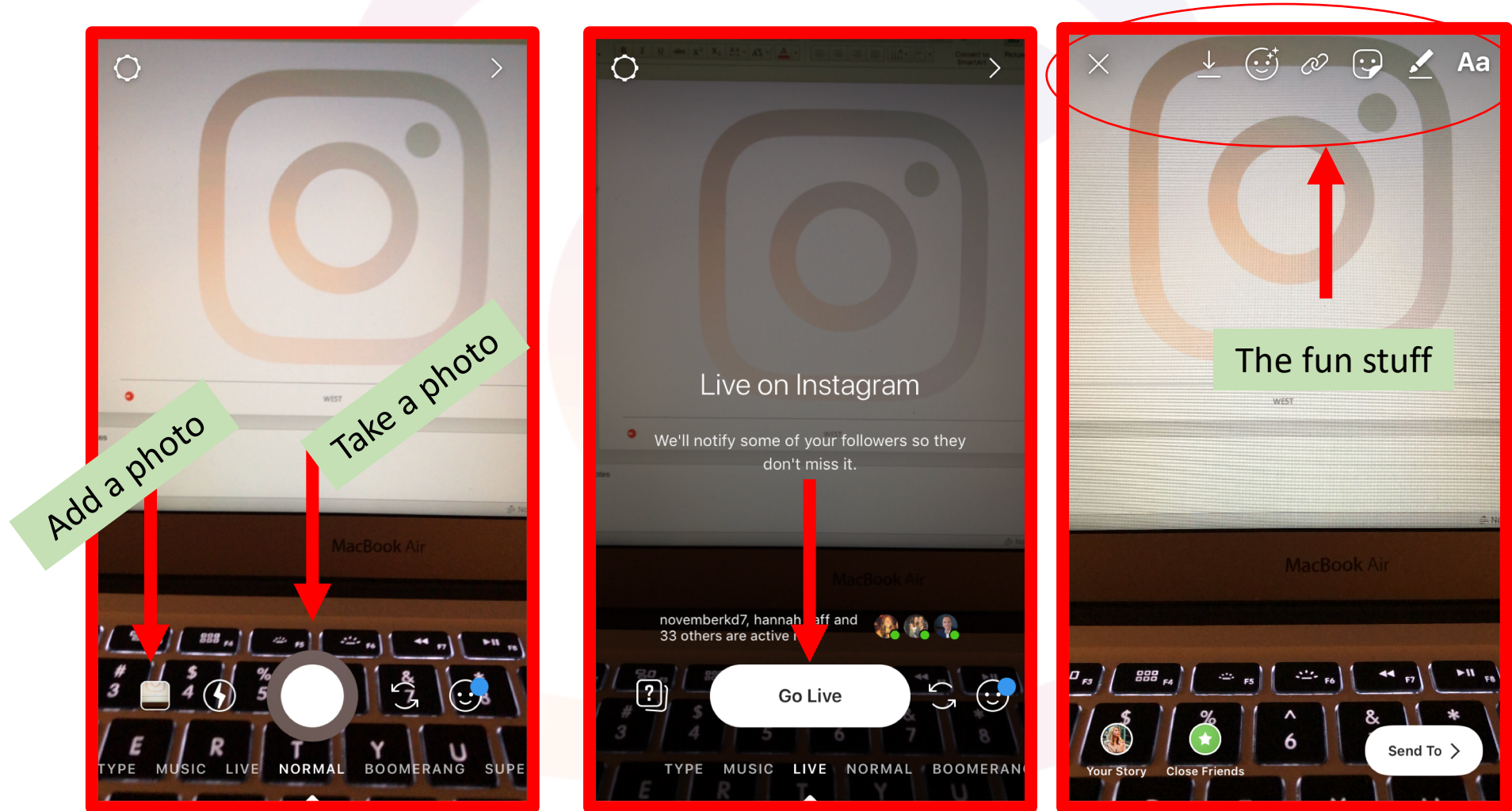
Tagging 3-5 (relevant) people will increase engagement.

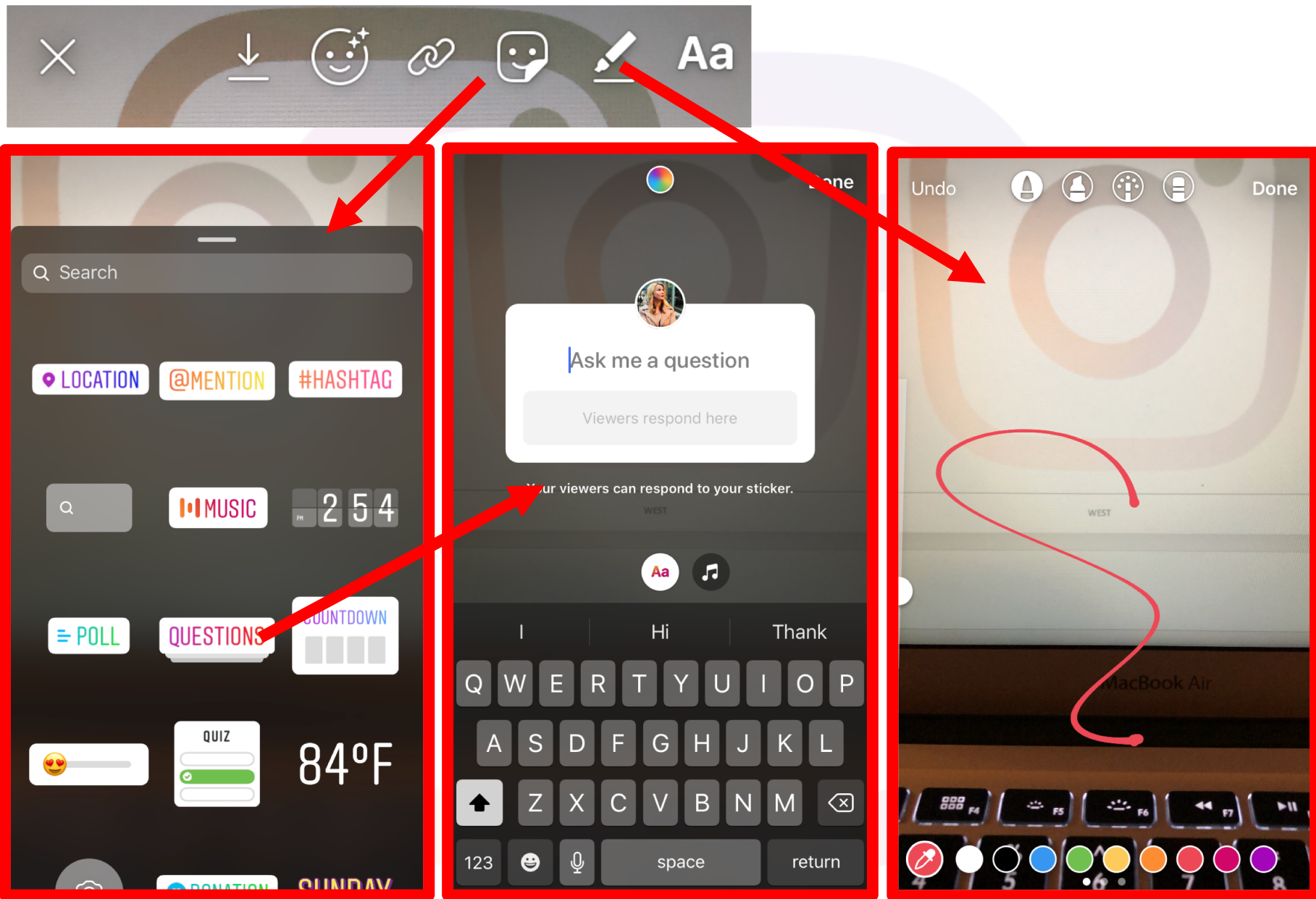
Post 3-4 times a day.

Two ways to add stories

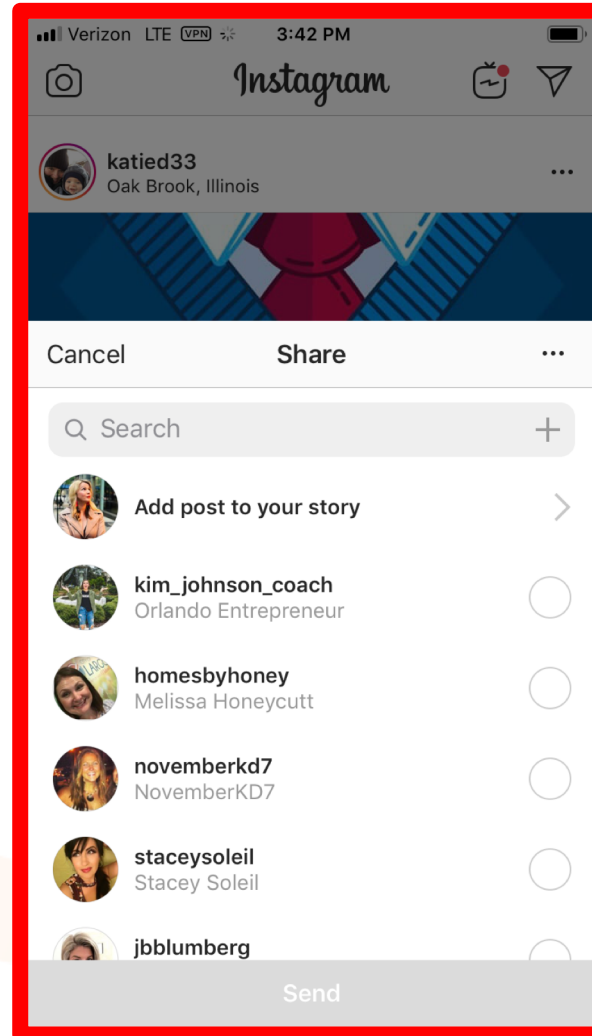
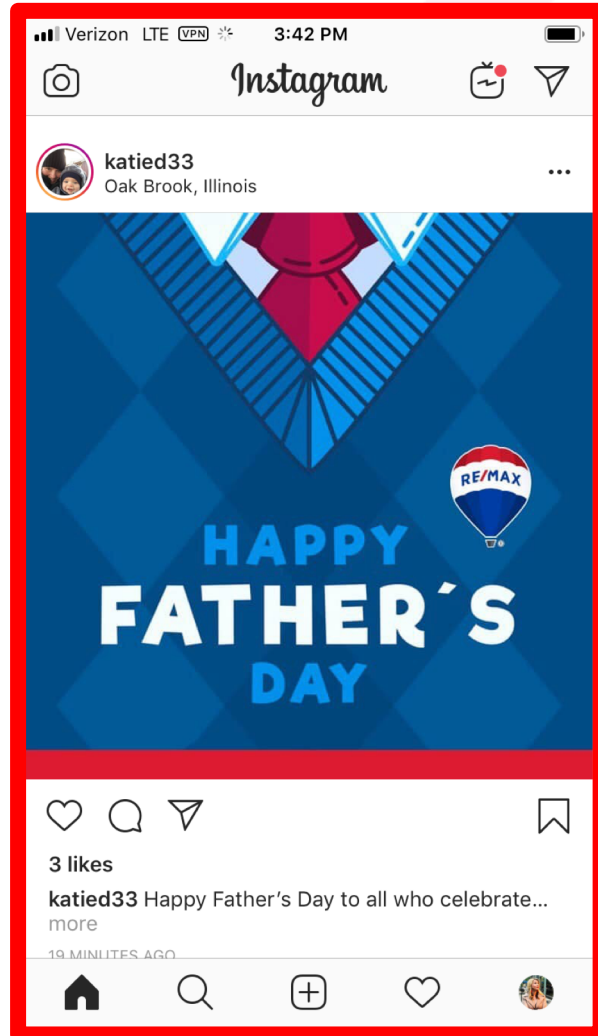


Adding Stories





Sharing a post to your story



Building your audience

Find people you want to follow using IG suggestions, by looking at followers on other's profiles that are relative and by searching hashtags and are relevant to your local market and desired audience.

Before you hit follow, go to their page like 1-2 of their posts and comment on one, then click follow.

Follower pro tip:

DM new followers with a simple “thank you for connecting” do not sell in your DM.

Planning your content

- Your company events (announcements and reminders)
 - Go live at the event
 - Post photos from the event
- Local board events
 - Share event posts or create your own
 - Photos if you attend & go live at the event
- Local community events
 - Share event posts or create your own
 - Photos if you attend & go live at the event
- National _____ holiday Link to calendar
- Closings
- Inspiration

Human Resources

📱 Jeff Lobb, CEO & Founder SparkTank Media & Coach52.com
[@jefflobb](#) 🔥

📖 Chris Smith, Curaytor Co-founder, best selling author
Conversion Code Book, [@chris_smth](#) [@curaytorsystems](#) 🔥

🎬 Sue “Pinky” Benson, Pinky Knows Naples
[@pinkyknowsnaples](#) 🔥

📖 Katie Lance, Get Smart Academy Author of #GetSocialSmart
[@katielance](#) 🔥

👩 Sarah Hasch, Nerd [@coachhasch](#)

Apps



Repost



Splice



Quik

Thank you!

@coachhasch