



# FEATURE PROPERTIES ON INSTAGRAM WITH

# iGUIDE®

Build your social network and attract new clients by promoting your listing using our engaging iGUIDE technology.

Create meaningful content that will build engagement and market your listings. Drive engaged contacts to your website.

# LET'S GET STARTED

## PREP YOUR POST

### 1 Choose your iGUIDE

- Choose your iGUIDE
- Create a post for each iGUIDE to start building a social network

### 2 Download your images

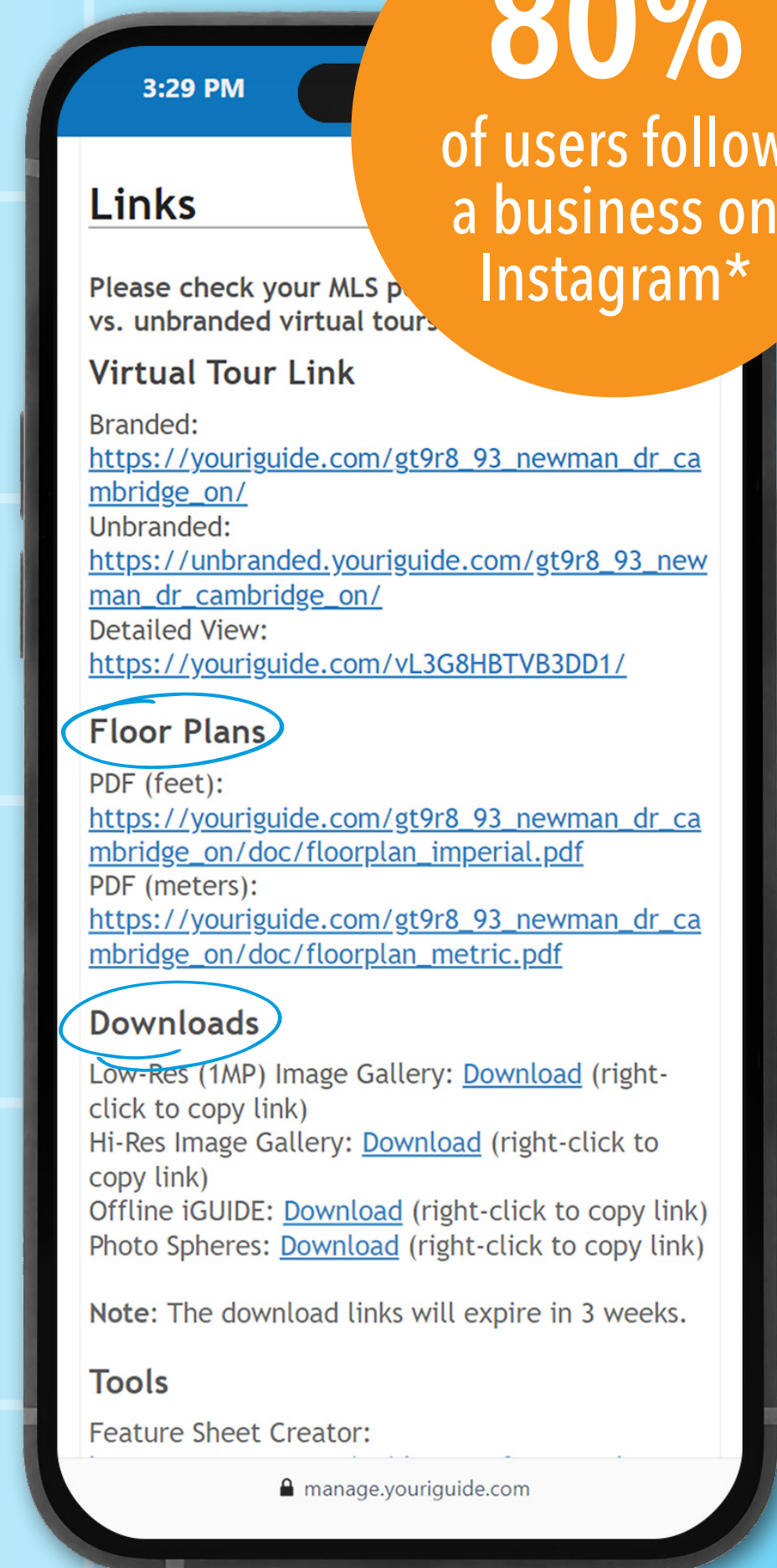
- Open your iGUIDE Report Download your photos:
  - 8 home images
  - 2 floor plan images
- Send those images to your phone (ex. email) and save in your camera photo library

### 3 Launch Instagram

- Open Instagram on your mobile device
- Click on the plus icon in the tab bar to create a post

80%

of users follow a business on Instagram\*



Create several posts for a property to turn a single post into a complete social media marketing campaign.

\*Source: Foundation Marketing

# LET'S GO LIVE

## PROPOSED TIMELINE

### 4 Create your post

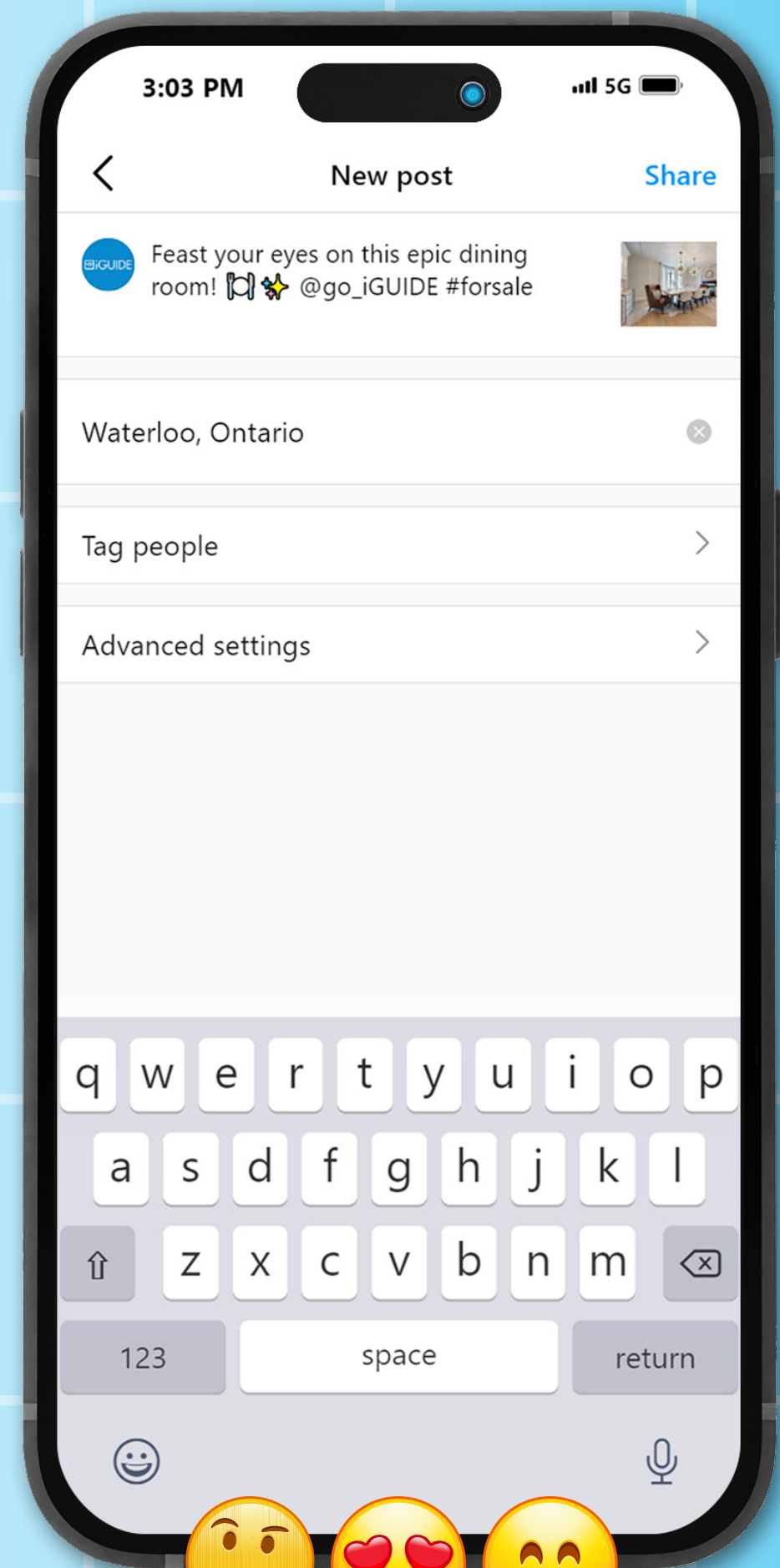
- Add the photos from your camera photo library

### 5 Create a caption

- **Call to action:** Add a catchy one liner to attract attention
- **Property highlight:** Pull a highlight from the listing description to focus on one feature
- **Recognize your client:**  
@client @company @go\_iGUIDE
- **Include hashtags:**  
#industryname #city #project type

### 6 Post

- Add location
- Share post
- Respond to comments!



**Using emojis:** Match Emojis to your brand and use them in your posts and comments. Don't use too many and don't use them to replace words.