

YOUR REAL ESTATE MARKETING RESOURCE



**THE ULTIMATE HASHTAG GUIDE FOR
REAL ESTATE AGENTS**

ONYX-COMMUNICATIONS.COM

ONYX COMMUNICATIONS

THE IMPORTANCE OF HASHTAGS IN 2021

Why you need hashtags in every Instagram post

Instagram has gone through a load of changes over the past 5-10 years, but one thing that has remained consistent is the importance of hashtags.

Hashtagging is much more than simply adding the hash sign in front of words or phrases you think may be funny or relevant to those reading your posts. In fact, there is a true strategy and system - that when executed properly - can result in more followers, better engagement and more customers for your business. Hashtags are used as a way of organizing and categorizing user's photos and videos. Therefore, using relevant, targeted hashtags on your posts and stories is one of the most effective ways to ensure your content is seen by your current followers, as well as discovered by new audiences that share similar interests, but are not yet following your account.

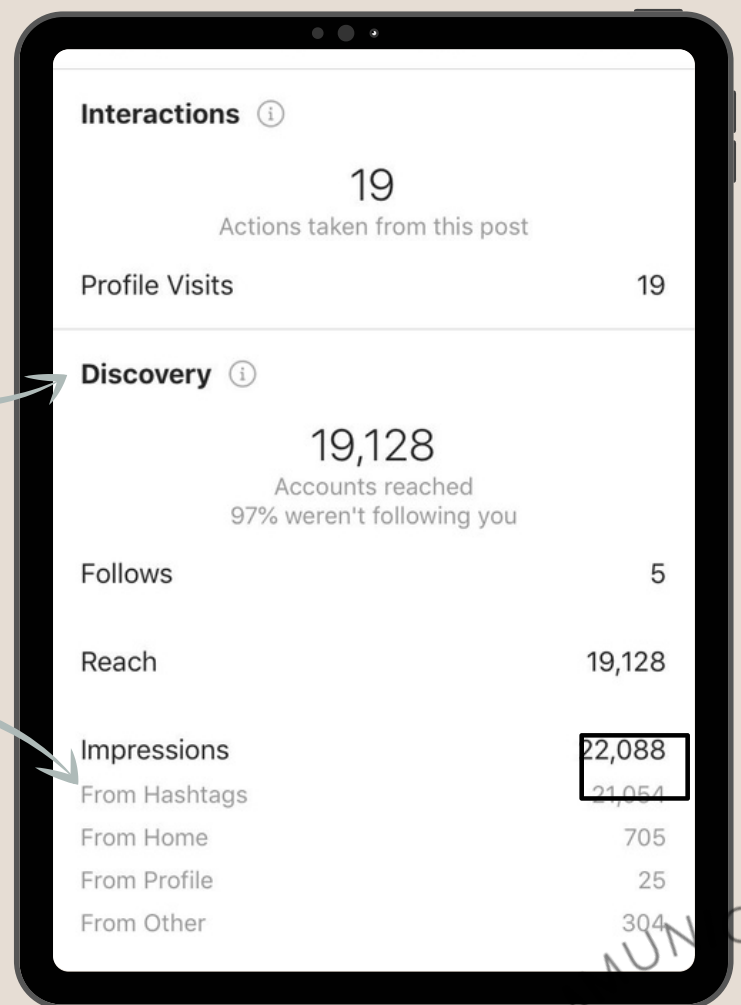
Here is an example demonstrating the power of hashtags. This is a snapshot of an account's "Insights" (aka results from a particular post). A couple of key things to point out:

Discovery

Out of the 19,128 accounts reached, a whopping 97% weren't already following them. Take a minute to let that soak in so how did those non-followers see this post? Cue the mighty hashtag

Hashtags

As you can see here, out of the 22,088 total impressions - or times the post was seen - 21,054 of those views came from the hashtags that were used in the post vs. the 705 views that came from their existing followers. By using hashtags, the image was 'catalogued' so that other Instagram users who enjoy the same interests could easily discover it. As a bonus, they even gained 5 new followers!



THE IMPORTANCE OF HASHTAGS IN 2021

How many hashtags should you use in each post?

As a general rule of thumb, Instagram allows a max of 30 hashtags on a post and 10 on Instagram stories. That being said, there are MANY opinions on this particular subject and unfortunately no golden rule that works for everyone. While some experts recommend using the maximum number of hashtags allowed, because it gives you more opportunities to be discovered, while others argue that research shows 5-10 hashtags to be the best strategy.

We've read a bazillion articles and listened to several top social media gurus on how many hashtags make the difference. And guess what, they all differ.

Our best advice is to research, test and find the number that best suits your account's goals and needs. We personally average between 15-25 hashtags per post for our real estate clients.

That being said, at the end of the day, if you find that 5 or even 25 of the super-relevant hashtags we've provided you in the following pages are working to consistently grow your account, then by all means - DO YOU BOO!

The "secret sauce" to growing an engaged audience that converts to paying clients is really about consistency and intention. There is absolutely nothing wrong with re-using the same well-researched, highly targeted hashtags we've provided as long as they are relevant to your post and the content pillar you're writing about.

We do recommend switching up your Instagram hashtags for each post and check your insights to see how those hashtags performed on that particular post.

Pro Keep this document handy so you can easily
Tip: reference, copy and paste your commonly used hashtags into new posts.

“

Instagram posts that use hashtags gain a 12.6% increase in engagement compared to those without.

-Later Media

”

THE IMPORTANCE OF HASHTAGS IN 2021

What hashtags should I be using?

Understanding the different types of hashtags and their respective audiences is key to developing an effective Instagram hashtag strategy that will grow your business.

Community & Brand Hashtags

Community hashtags are hashtags that connect like-minded users around a specific interest/subject. They're a great way to connect, network, gain followers, and grow your community.

Here are 7 different types of community hashtags that you can use for your business (complete lists on the following pages)

- Hashtags promoting your service, like #realestateagent #realestateexpert #realestatebroker
- Hashtags indicating your specific niche, like #luxuryrealestateagent or #newhomespecialist #buyeragent #listingspecialist #realestateinvesting
- Hashtags for Instagram communities in your industry, like #realestateagentsofinstagram or #homesofinstagram #azrealtor #azrealestate #instagramaz
- Hashtags for special holidays or seasons, like #nationalmargaritaday or #nationalhugday
- Hashtags using locations, like #phxlife, #azrealtor or #phoenixrealtor
- Daily hashtags, like #mondaymotivation, #tuesdaytip, or #wellnesswednesday
- Hashtags with phrases relevant to what you do, like #realestatelife or #realestatelifestyle #realtormom #realtormemes #realtortips #realtordayoff

We recommend using a variety of these hashtags on your posts/stories so you can reach and connect w/ different communities.

Brand Hashtag: is a hashtag that's unique to your company. Can be a name, tagline or one of your campaigns. (i.e. #onyxcomm #onxycommunications)



FAVORITE ALL-IN-ONE TOOLS

for reviewing hashtag performance, creating hashtag collections, hashtag suggestions, auto posting & more

LATER (free solo account) | later.com

Later is a popular, user-friendly social media management platform that is chock full of features and benefits to help you effectively:

- visually create, schedule and automatically post to your Facebook, Instagram, Twitter & Pinterest accounts
- review and reply to Instagram comments
- analytics to help you identify the best time each day to post your content
- research, store and create relevant hashtag groups for your brand/business
- discover new potential audiences w/their hashtag suggestion tool

Their free account includes the following:

- 1 Social Set (Instagram, Facebook, Twitter & Pinterest account)
- 30 posts per social profile
- 1 user

PLANOLY (free solo account) | planoly.com

Planoly was the first visual planner for Instagram and is our personal favorite social media management platform. Features are basically the same as Later:

- visually create, schedule and automatically post to your Facebook, Instagram, & Pinterest accounts
- review and reply to Instagram comments
- analytics to help you identify the best time each day to post your content
- research, store and create relevant hashtag groups for your brand/business
- stories template gallery called Stories Edit to help you easily create beautiful, branded templates for your Instagram/Facebook stories

Their free account includes the following:

- 2 social profiles (ie. 1 Instagram and 1 Facebook account)
- 30 uploads per month, per profile
- 1 user

COMMUNITY HASHTAGS FOR REAL ESTATE

General/Industry Specific

#realestateexpert #realestateforsale #realestatebrokers
#virtualrealestate #realestatemarketing #realtortips
#realestateagents #realestatesales #realestateam
#realestateagency #realestateprofessional #homesforsale

Niche Specific

#buyersagent #buyersagents #sellersagent #luxuryrealtors
#luxuryrealtor #realestateinvestor #listingspecialist
#firsttimehomebuyerspecialist #newhomespecialist
#foreclosures #shortsale #landagent

Location Based

#[location]realestate #[location]homesforsale
#[location]realtors #[location]realestateagent
#homesforsale[location] #realestate[location]

Real Estate Communities

#realtorsofinstagram #realtorsofig
#realestateagentsofinstagram #realtorassociation
#nationalassociationofrealtors

COMMUNITY HASHTAGS FOR REAL ESTATE

Home Search

#househunting #househunters #househunt #househunter #homesearch
#homesearching #homeshopping #newhomeshopping
#propertyhunting #zillow #redfin #realtordotcom

Just Listed/Coming Soon

#justlisted #newlisting #onthemarket #homeforsale
#realestateforsale #realestatelisting #listmyhouse #sellmyhouse
#sellmyhome #comingsoon #listingcomingsoon #onthemarketsoon

Open House

#openhouse #openhousesaturday #openhousesunday
#openhouses #hometour #virtualhometour #virtualopenhouse
#hometours #brokersopen #brokersopenhouse

Just Sold

#justsold #justsoldit #justsoldthis #homesold #newhomeowner
#newhomeowners #newhomejourney #newhomebuyer
#newhomebuyers #welcomehome #homebuyersboast
#virtualhomebuying

COMMUNITY HASHTAGS FOR REAL ESTATE

Real Estate Phrases

#realestatestyle #realestateagentlife #realestatehumor
#realestatelifestyle #realestateteam #realestatelifestyle
#realtorgoals #realtorforlife #realestateagentsrock

Luxury Home

#luxuryhome #luxuryproperty #luxuryhouses #luxuryliving
#luxuryhomesforsale #luxuryhomebuilder #luxuryhomedecor
#luxuryhomedesign #luxuryhomestaging #luxuryhomeinteriors

Home Design/Decor

#homedesignideas #beautifulhomesofinstagram #beautifulhome
#beautifulhomeinspo #interiordesigninspirations
#interiordesogninspo #interiordesignlife #interiordesigngoals
#interiordesignhome #homedecorinspo

Renovation/Fixer Upper

#homerenos #houserenovation #renovationtime
#bathroomrenovations #kitchenrenovations #renovationhouse
#homerenovations #renovationinspiration
#fixerupper #fixerupperinspired

COMMUNITY HASHTAGS FOR REAL ESTATE

New Home Construction

#homebuilders #newhomes #newhomeconstruction
#newhomebuilder #newhomebuyers #newhomebuild
#newhomesforsale #justsoldout

Real Estate Investing/Fix&Flip

#realestateinvestors #realestateinvestment #realestateinvest
#realestateinvesting101 #realestateinvestorlifestyle
#realestateinvestingtips #fixandflip #houseflipping
#houseflipper #houseflippers

First Time Home Buyer

#firsttimehomebuyer #firsttimehomeowner
#firsttimehomebuyers #firsttimebuyers #firsthome
#firsthomebuyers

Real Estate Photography/Video

#realestatephotography #realestatephotos
#realestatevideo #listingvideo #listingphotos