WRITING A POWERFUL INSTAGRAM BIO

Writing an Instagram bio can be tricky! You only have 150 characters to introduce your business, create a connection and drive traffic.

The best bio will:
- Let your audience know where you're located - real estate is hyper-local
- Describe what you do
- Give people a reason to follow, like and share

OUR 4.5 STEP FORMULA

1 **Add keywords and descriptive words into your profile name**

- Residential Redeveloper
- Real Estate Investor
- Builder/Developer
- Property Solutions Provider
- Real Estate Solutions Provider
- Real Estate Consultant

Name   REI Social: Investor Marketing

Help people discover your account by using the name you're known by: either your full name, nickname, or business name.

You can only change your name twice within 14 days.

2 **Use your bio to quickly convey your elevator pitch, and what's in it for them. Remember to appeal to homeowners, NOT just motivated sellers.**

- Use emojis to reduce word count (you only get 250 characters)

95 Characters

Bio   📅 Create posts FAST with a turnkey social media system
⏰ Reclaim your time
🥇 Scale your marketing

114 Characters

Our turnkey social media system helps you create posts fast so you can reclaim your time and scale your marketing

- **Location, location, location.** What state and city do you work in? Real estate is hyper local. Your posts should matter ONLY to the people who will do the MOST business with you.

REISocial.com

3 Have a strong call-to-action (CTA) to send your followers where they can learn even more about you!

Bio

📅 Create posts FAST with a turnkey social media system
⏰ Reclaim your time
💰 Scale your marketing
👇 FREE tips and resources💥 ←

4 You only get ONE LINK to use on Instagram - make it count!

- Send people to your website, NOT a squeeze page
- Send people to your blog (https://www.yourdomain/blog)
- Send people to your monthly blog post - Remember, you'll need to change this link every time you make a new post

👇 FREE tips and resources💥
taplink.cc/reisocial
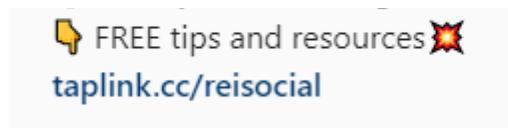
4.5 Use a link in bio tool to showcase more than one link for ultimate traffic conversion!
You CAN send people to a squeeze page if you're using a link in bio tool because you can customize the call-to-action just for them:
"Agents! Click here to see how we can work together"

- I use Taplink
- They have a FREE version too!
- REI Social Example: https://taplink.cc/reisocial

  Other services
  - Shorby
  - Tap Bio
  - Linktree

REISocial.com