

Instagram Marketing

For Mortgage Brokers & Lenders



10 Reasons why *you need to market* on Instagram!

By Norm Schriever



**Instagram Marketing for Mortgage Brokers and Lenders:
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An Industry White Paper.

By Norm Schriever
REMnorm.com

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Instagram Marketing for Mortgage Brokers and Lenders: 10 Reasons why you *need* to market on Instagram!

Facebook may still be the world's most popular social media platform, but Instagram isn't far behind—and ready to take top honors very soon. In fact, Instagram has passed the one-billion user mark this year - more than twice the number of monthly active Twitter users.

Instagram is also a terrific resource for mortgage brokers and loan officers who are looking to gain a larger client base, connect with Realtors for more referral business, and close far more deals this year (and who among us isn't looking for that?!)

What will you get out of marketing (correctly) on Instagram?

Leads, referrals, and more leads!

In fact, 73% of consumers report that their purchase decisions are impacted by a brand's Instagram presence – including when it comes to getting their next home loan.

To receive a weekly marketing tip, hack, and strategy on Instagram and much more, click [here](#).



Here are ten reasons why smart mortgage brokers and loan officers NEED to have a business profile on Instagram and actively market:

1. **Connect with a huge number of Realtors on Instagram and expand your referral business**



#1 Connect with an unlimited number of Realtors with Instagram

Expand your purchase loan referrals and bring in new lead sources with Instagram!



Refinances are great when rates drop to historical lows for years on end, but seasoned mortgage professionals understand that's an anomaly – not something to build your career on. Instead, the rock-solid, recession-proof cornerstone of any loan officer's business is purchase loan business, which means referrals from our Realtor friends.

And there's no better place to network with a vast number of Realtors than Instagram. You can easily find Realtors doing business in your area every day on Instagram, connecting with them, demonstrating your value with great content and resources, and forming professional relationships.

Smart mortgage pros can even piggyback on established organizations like the California Association of Realtors, for example, on IG. No matter what your marketing focus, you can grow your audience far more efficiently than through Facebook alone.

2. Reach the demographic of today's (and tomorrow's) homebuyer



#2 Reach the home buyers of today - and tomorrow

68% of today's homebuyers are under the age of 39, and that number will increase in coming years. Instagram is their preferred social media platform and the best place to market to them.



Homebuyers (who need purchase loans then refinances) are trending younger in a big way, and Instagram is their social media of choice.

For instance, 68% of today's homebuyers are under the age of 39, and that number will increase even more in coming years as Gen Y enters the workforce and is ready to buy.

Additionally, 59% of 18-29-year-olds use Instagram, and many say it's the most important platform in their lives.

3. Plenty of creative marketing options with photos and videos



#3 Plenty of creative marketing with photo and video sharing

Instagram videos receive 200% more engagement than photos or videos on any other social media platform.



Of course, Instagram features photos and videos, which makes it seem like it's perfect for marketing real estate. But mortgage brokers can have fun, too, with endless options of photos and videos that get attention and expand their sphere of influence. Charts, graphs, refinance illustrations, rent vs. buy projections, special offers like no-money-down financing, photos with business partners, resources for Realtors, and market updates are examples of perfect content for lenders to share.

Also, don't be afraid to turn on the camera and video yourself breaking down some mortgage education.

In fact, Instagram videos receive 200% the level of engagement (clicks, likes, comments, shares, etc.) than photos or videos on any other social media platform. And their new platform, IGTV, let's you post live videos up to an hour long and will eventually rival YouTube!

I'll talk about videos more down on #10, and just email if you'd like to receive a great [Instagram Video Marketing Cheat Sheet](#).

4. Instagram users won't mind you advertising or marketing at all (No joking!)



#4 Instagram users welcome brand advertising and marketing (No joking!)

80% of Instagram users follow at least one company and 60% of users are first exposed to a brand there.



While users may get a little annoyed at all of the sponsored posts or ads on Facebook, YouTube, and others, studies show that they actually welcome marketing on Instagram!

Consider these statistics:

80% of Instagram users follow at least one company.

60% First are exposed to a product or service through Instagram.

At least 30% of Instagram users have purchased a product or signed up for a service that they found on the social media app!

In fact, 65% of the top-performing posts on Instagram feature products from companies and brands!

That's GREAT news for mortgage pros, who can offer their services boldly and unapologetically on Instagram!

5. Pinpoint your marketing locally with Instagram's location-tagging feature



#5 Pinpoint your marketing locally with Instagram's location tagging

Focus on your state, city, or even neighborhood!
Instagram posts that are tagged for location
receive 79% more engagement.



Part of Instagram's utility for mortgage lenders comes from its unique geolocating feature, or Location Tagging. In a study of millions of individual photos and videos, researchers found that Instagram posts that were tagged for location received 79% more engagement than those without!

For the most part, lenders work in specific markets. For instance, you may only be able to issue mortgages in your state or a short list of several states. But maybe you want to target specific high-cost regions? Or, you may just want to grow your presence in the city and neighborhood that you live in.

You can do all of that with ease thanks to Instagram's geo-locating feature.

Not only can you target potential clients by location, but you can do the same with the Realtors they wish to do business with.

To find out how you can become a local expert and dominate your market, click [here](#).

(The info is geared towards Realtors but still applies for lenders.)

Real Estate Agents, Mortgage Lenders, and other Business Owners:

25 WAYS TO BECOME A NEIGHBORHOOD EXPERT & DOMINATE YOUR LOCAL MARKET.



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6. Focus your marketing and connect with your target audience using #hashtags



#6 Focus your marketing and connect with your target audience using #hashtags

Find those with the same interests, values, and needs with hashtags. Posts with at least one hashtag average 12.6% more engagement than those without.



Instagram's utilization of hashtags allows lenders to connect with Realtors, homeowners, and homebuyers based on shared interests, products, organizations, trending topics, values, or even life experiences. In fact, posts with at least one hashtag average 12.6% more engagement than those without.

You're allowed a whopping 30 hashtags on any Instagram photo or video, and there's a great way to maximize all of those without just listing them all in your original post, keeping an organic appearance. You can also tag other user accounts, which is a fantastic way to grow your following of Realtors quickly.

But if you don't follow common user etiquette and Instagram's unpublished rules, you'll actually hurt your chances to rank highly with their algorithm and hurt your brand, not help it.

What are the Do's, Don'ts, and most effective hacks for using IG hashtags?

[Contact me](#) and I'd be happy to run you through it!

7. Less competition for mortgage brokers and lenders



#7 Mortgage brokers and lenders have less competition on Instagram

There are 25 million businesses or brands on Instagram but only 8 million business accounts. Only a small percentage of lenders are using Instagram correctly and consistently!



Mortgage professionals who start using Instagram to market their services have a HUGE leg up on their competition. Yes, there are almost 80 million Instagram users in the U.S. and 25 million businesses or brands, but ONLY 8 million business accounts.

Likewise, only a small percentage of mortgage professionals have set up business accounts on Instagram and are marketing systematically, so you're really missing out on a great opportunity if you don't get on board!

Speaking of blowing away your competition, you should consider publishing a white paper, special report, or book on Amazon or AppleBooks – it will be your sales secret weapon!

Find out more [here](#).

Your Sales Secret Weapon:

PUBLISHING A BOOK

About Your Industry



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8. It's all about business - with an Instagram business profile



#8 It's all about business - with an Instagram business profile

A business profile offers mortgage professionals a considerable advantage over just having a personal profile.



While most people have a personal account on IG, you can also set up an Instagram business profile quickly, easily, and for free. A biz profile offers mortgage professionals a considerable advantage over just having a personal profile.

Professionals can include their company name, phone number, and address, and also feature easy-to-use post boosting and targeted ads, as well as detailed analytics that allow you to refine your ad campaigns.

9. Think big with Instagram's Nametag feature



#9 Think big with Instagram's Nametag feature

Instagram has a feature that makes it easier to spread the word about your IG account and get new followers: Nametag



Instagram has a new feature that makes it easier to spread the word about your IG account and get new followers: Nametag.

Playing off of the QR code technology, it's basically a digital signature in the form of an image that shows your Instagram profile name. You set it up in about 30 seconds through your Instagram (I'll show you how at the very bottom of this blog) and then, can share the image anywhere you like – Facebook, Pinterest, your website, via email or direct message, etc.

You can even print out the image and people can scan it and follow you! Some smart mortgage lender will eventually put their Instagram Nametag on a billboard!

When people see the image, they only have to go to their Instagram and scan it and voila! They are following you.

Read more [here](#).



10. Grow your following and business exponentially with video marketing on Instagram



#10 Grow your business exponentially with video marketing on Instagram

Mortgage brokers who regularly post short videos garner 21% more leads than posting photos alone!



Instagram is tailor-made for consuming short video content on mobile devices, and mortgage brokers who regularly post short videos garner 21% more leads than if they posted photos alone!

However, all of the options and features for posting videos on Instagram (IG) can also get a little confusing for the layperson (or anyone over 25 years old!).

The IG video posting options:

- Instagram Stories
- Instagram Live
- Instagram TV
- And don't forget about regular video postings to your Instagram account feed

Each one of these has specific parameters, requirements, and nuances. Confused yet?

But, used correctly, videos posted on Instagram can be incredibly powerful lead generation tools.

If you'd like a quick breakdown of what to post, where, just email me to receive a great [Instagram video marketing cheat sheet](#).

REALTORS, MORTGAGE LENDERS, AND BUSINESS OWNERS:

YOUR INSTAGRAM VIDEO PLATFORM CHEAT SHEET



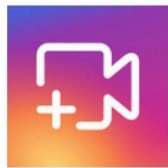
Instagram TV

IG's answer to YouTube
Vertical videos
Up to 10 minutes long
Make your own channel
Direct web links in descriptions



Instagram Stories

15 second
Disappear in 24 hrs
Use vertical video



Instagram feed

Vertical or horizontal format
Up to one minute long



Instagram Live

Real-time streaming
Increased visibility & analytic
Up to 60 minutes long

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In summary, this year's top-producing mortgage lender is starting to take Instagram seriously, today!

I'd love to help you manage your Instagram marketing to grow your business and generate leads.

[Let's talk!](#)

And to receive a free weekly marketing tip, hack, and strategy, sign up [here](#).

Your friend,

Norm Schriever

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About Norm Schriever:

Norm Schriever was a top-producing Realtor and owned a small mortgage firm in California before working for one of the top real estate and mortgage attorneys in the country.

But his true love was the marketing and creative ways to build a brand and connect with consumers, so he left the sales side of the business and now focuses 100% on marketing. That also allows him to travel often and live abroad in places like Costa Rica, Thailand, and now, the Philippines.

Norm doesn't sell real estate or home loans anymore; he just helps others do so – and makes them a lot of money!



About Real Estate Marketing w/ Norm:

Helping smart Realtors, mortgage lenders, and any small business owner have the best year of their career!

For a weekly marketing tip, hack, or strategy that will help you grow your business and close more deals, subscribe at REMnorm.com.

Want to be a guest on the Real Estate Marketing w/ Norm podcast? [Contact me!](#)