

# MARKETING MEETING

JUNE 10TH

# JUNE CHALLENGE: MAXENGAGE POINTS

**HOW TO GET MORE  
VIEWS ON INSTAGRAM  
REELS AS A REAL  
ESTATE AGENT**

# THE POWER OF THE HOOK

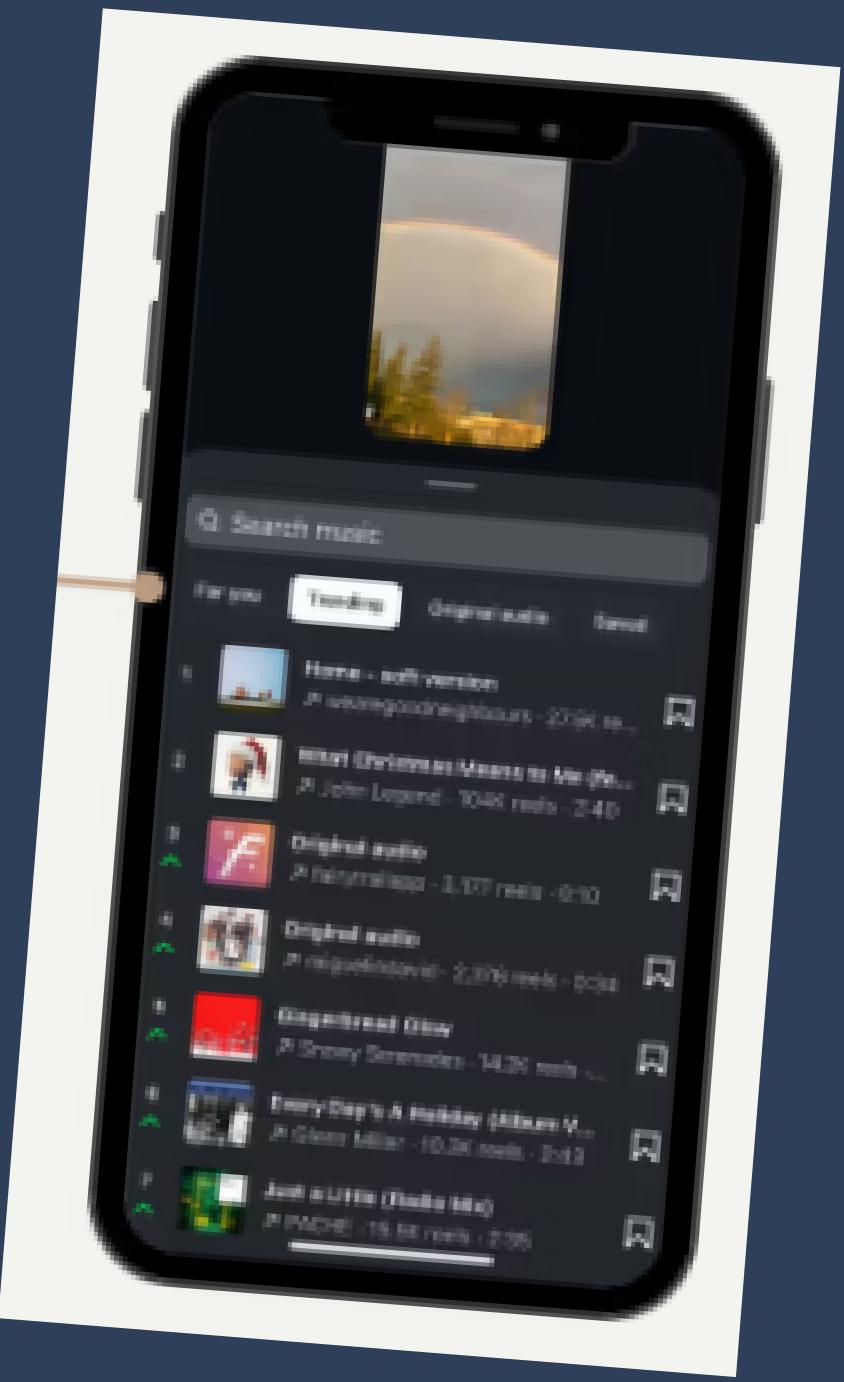
- The first 2-3 seconds of your Reel are critical
- This is your only opportunity to grab the attention of your audience and get them to stop scrolling
- Hook ideas:
  - Add text that answers a burning question your audience wants to know.
    - Example: “How much house can you buy for \$500K in [city]?”
  - Use an intriguing or unexpected statement.
    - Example: “Why I tell my clients NOT to buy this kind of property...”
- Show fresh video content of a local landmark or hotspot your audience will recognize

# KEEP IT SHORT AND SWEET

- The length of your Reel matters
- Most Reels perform better if they're 10 seconds or less, and even talking videos should be under 45 seconds
- Pro tips for shorter reels:
  - Cut out filler words like “um,” “and,” or long pauses
  - Limit b-roll clips to 2 seconds or less
  - Create short, engaging content that viewers will want to watch on repeat

# LEVERAGE TRENDING AUDIO

- Using trending audio isn't just about staying relevant, it's about visibility
- Instagram often boosts Reels that use popular sounds
- How to Find Trending Audio:
  - Instagram recently updated the app so many users can now see a trending audio tab in Instagram's audio library
  - If you don't have this update yet, look for the upward arrow next to the song title in Instagram's audio library.
  - Save audio as you scroll through Reels so you can easily find it later



# SHOW YOURSELF

- While b-roll content of your city works, showing your face often leads to higher engagement. Your audience wants to connect with you!
- Ideas for Recording by Yourself:
  - Use a tripod to film quick b-roll clips around your city or listings
  - Film behind-the-scenes moments of your day as an agent - touring homes, prepping for an open house, or even grabbing coffee

# REELS THAT PERFORM WELL

- Hyper-local footage
  - Show landmarks, neighborhoods, or businesses your audience will recognize
- Polarizing topics
  - Share opinions or insights most agents wouldn't dare say
  - Example: "Why open houses might be overrated for sellers."
- Behind-the-scenes content
  - Give a glimpse into your life as an agent
- Listing Feature Reels
  - Highlight the best features of a home in 2-3 second clips (under 20 seconds total)
- POV Reels
  - Use humor or storytelling to connect with your audience

# PRO TIPS FOR REEL VIEWS

- Engage Your Audience
  - Reply to comments and DMs promptly to keep the conversation going.
- Optimize for Local Reach
  - Use geotags, hashtags, and hyper-local content to attract the right audience in your area
- Post Consistently
  - The Instagram algorithm favors regular activity, so aim for at least 3-5 posts per week
- Test and Tweak
  - Analyze your Reel performance and see what hooks, lengths, or topics resonate most with your audience
- Remember, it's not about being perfect, it's about showing up authentically and consistently for your audience

# NEW MAXENAGE CHALLENGE

- Real Talk Challenge
  - Strong Hook (list of ideas)
  - Introduction, who are you?
  - Why should someone stop to watch your video?
- Quick, fast-paced, vertical format
- Ask ChatGPT to make a script!
  - Type in your REMAX/Real Estate journey/story, ask it to put it into a 60-second script for Instagram

 **Win a REMAX LED Neon Sign: Real Talk Real Agents**  
250 Points

 **Win a REMAX LED Neon Sign: Real Talk Real Agents**

Complete this challenge to be entered for a chance to win a REMAX LED Neon Sign. 

In this video series, we want agents to share how REMAX has significantly impacted their real estate journeys. You'll speak openly to the camera about your authentic experiences and the personal growth you've experienced with REMAX. We're looking for a story that highlights the transformative effect REMAX can have on your career and life. Please do not discuss commission numbers in the video. We are not seeking perfection but rather aiming for an authentic, organic content look.

Capture the viewer's attention within the first 3 seconds with a compelling hook. Conclude with a call-to-action in the last 3 seconds. We've provided a recommended video structure below for your reference.

Recommended video structure:

- Hook: List of video hook ideas  <https://rem.ax/videohooks>
- Introduction/credibility
- Video topic
- Visit [join.remax.com](https://join.remax.com) to learn more.

Video Guidelines:

- Length: one minute (maximum)
- Orientation: Vertical format (an iPhone is perfect)

# NEW MAXENAGE CHALLENGE

- Choose prompts that are easy, and low-effort
  - For example:
    - “Day in the life as a...”
    - “Does anyone else hate...”
    - “Beware of these three things”
    - “This is a reminder to...”
    - “The best thing I ever did was...”
    - “If I could go back to...I would do these things differently...”
- Pick one or two a week and just record the footage. If you need help with editing and putting it together, ask Julia!



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Video Hook Ideas

Video Hook Ideas	
is so easy if you...	If you (are/have) _____, listen up...
3 quick hacks	If you want to _____ do this _____
Am I the only one who _____	Let me tell you about the time _____
Behind the scenes of _____	Myth/Fact
Beware of these three things	Please don't make this mistake
Calling all _____! (Insert a group of people)	Quick _____ tip (insert your niche)
Day in the life as a _____	Quick reminder...
Do not try this at home	Steal my _____
Does anyone else hate _____	Stop scrolling!
Don't begin your day without....	Stop using _____
Five actions you can do right now to improve...	The best thing I ever did was _____
Get ready with me to _____	This (trick/hack/method) will save you hours...
Have you ever...?	This is a reminder to do _____
Hear me out!	This is how I....
Here are 3 reasons why shouldn't _____	This is the (best/most efficient) way to _____
Hold up!	This is your sign to _____
How I lost _____	This one is for _____ only (insert a group of people)
How I went from...to...	This will blow your mind
How my life changed	Try this new _____
How to do _____ in half the time	Unpopular opinion, but....
I had a realization that _____	Watch until the end
I need your help!	What would you do if _____?
I've got a secret	Why is nobody talking about _____
I've never told anyone this before...	You guys might disagree, but I...
If I could go back to _____ I would do these things differently	You're doing this wrong!

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