DO'S & DON'TS of Stories

DO THIS: YOU CAN DO IT!!

- Use all the features! Make an ordinary post standout with the multiple tools available. Use the pen feature to highlight text or a GIF to show excitement! Add questions, add polls, make it fun and interactive. You can't go wrong!

- GEOTAG! Always add the location you wish to market to. For example, If you add #LongBeach to your story people searching that area will see your post. It’s that easy! Or if you are at a specific location, tag that location.

- Try and post EVERY day, and MULTIPLE times a day! The more often you post on stories, the higher you will show up in your followers feed. People want to get to know you as a person.

- Document Your Day! Show your followers what it is like to spend a day in your shoes. From your morning routine, to behind the scenes of your day, meeting an appraiser, showing a property, having lunch with a client, fun stuff in your office....all the way to your kids and your family or your personal life in the evening.

DON'T DO THIS: SLOW YOUR ROLL!!

- A private profile can ruin your chances to connect with new clients. Make sure your profile is public. Even better, convert to a business profile! This will allow you to view your metrics and see which stories are getting the most views.

- Don't be a stories stalker!!! Make a goal for yourself to post every day.

- Avoid not being genuine. Don't worry about your hair, makeup, or your surroundings. People are tired of being sold perfection! The more you are willing to show the good, the bad, and the ugly, the stronger relationships you will create.

- Posting too much! Don't be that person that posts 50 stories in one day. People want to see your life, but they don't want to live the entire day with you. (We are talking to you concert goers that post the entire show!)

- All business all the time! Don't just post about your business! Instagram stories should be a way to market to your clients without them feeling like they are being marketed to. Find a healthy balance between your personal life and your business. I promise it works!

- Be a one way poster! Make sure to interact and engage with your friends and clients on their stories. Send a message and respond to their stories.
Stories Tools

PLANNING AND SCHEDULING TOOLS:
- Planoly
- Plann
- Later
- Hootsuite
- Loomly
- Agora Pulse
- Buffer

Planning and Scheduling Tools allow you to effectively schedule and plan your social media from one single platform.

STORY EDITING AND FORMATTING TOOLS:
- StoriesEdit
- Storluxe
- Unfold
- Captiona

Story Editing and Formatting Tools allow you to use templates to design eye-catching stories, great for infographics and highlighting multiple photos!

TEXT OVERLAY TOOLS:
- Wordswag
- Adobe Spark Post
- Typorama
- HypeType
- Canva

Fun apps that allow you to use different fonts and lay text over your photos and images!

VIDEO AND PHOTO EDITING TOOLS:
- VSCO
- InShot
- SCRL
- Lightroom

No Photo or Video left behind without a GREAT Filter!!! And other great photo and video editing tools you cannot live without.
HOW TO POST ON Instagram

STEP ONE:
Click on camera button at top of Instagram

STEP TWO:
Choose a photo or video from your camera roll
OR Click button at bottom and take a live photo or record a video

STEP THREE:
Tag people, add locations, hashtags, GIFs or other fun things

STEP FOUR:
Post to your story, or send to someone in a direct message
Facebook & Instagram "Stories" that Lead to Conversions

Marki Lemons-Ryhal

Why Instagram Stories?
- 1 Billion Active Instagram Users
- 500 million + Instagram Stories Daily Active Users
- Videos get 21.2% more interactions compared to images and 18.6% more interactions compared to carousels
- By 2022, online videos will make up more than 82% of all consumer internet traffic
- Time spent watching video on Instagram is up by more than 80% year over year

Why Facebook Stories?
- Facebook’s EMEA Vice President predicts that their content will probably be “all video” by 2021
- Videos are shared 89.5 times more often than other content on Facebook

Stories Create Conversations
- Brain processes it 60,000x faster than it does with pure text

Allows you take it offline
- Video marketers achieve a 54% increase in brand awareness

People happily consume videos as a source of entertainment and education

Video makes grow company revenue 49% faster, year-over-year, than organizations without video

Stories Create Engagement
- 21% more businesses are engaging in video marketing in 2019
- 1/2 of marketers use video ads to drive traffic to the website
- Mobile video consumption doubles every year

Generate Business
- Nearly half of businesses noticed a conversion rate boost of over 15% after using explainer videos
- Video makes get 66% more qualified leads per year

Marki Lemons-Ryhal
2019 RISMedia’s Real Estate Newsmaker, Marki Lemons Ryhal is a licensed Managing Broker, REALTOR®, avid volunteer, and Major Donor. Marki Lemons-Ryhal is dedicated to all things real estate. With over 25 years of marketing experience, Marki has taught over 300,000 REALTORS® how to earn up to a 2682% return on their marketing dollars.

As a REALTOR®, Marki has earned several sales awards, the REALTOR Achievement Award and The President’s Award from the Chicago Association of REALTORS®. Six-time REALTOR Conference and Expo featured attendee, one of 100 speakers selected to speak the REALTOR® Conference & Expo six times, and an INMAN closing Keynote Speaker.

Marki Lemons-Ryhal

Barbara Betts, has been a licensed REALTOR since 2003. Together with her husband they own The Betts Realty Group, a boutique brokerage located in Long Beach, California. As a Broker/Owner she has a clear focus on building a brokerage for the future, with innovative ideas, creative thinking and a family like culture. For her entire career, she has had a philosophy of “Real Estate by Relationship” where she has consistently built a business that has resulted in a steady stream of repeat and referral business.

Recognized as a top producer, her true joy is in helping her clients reach their real estate goals, whether buying, selling, or investing. She has a passion for her industry and gives back by teaching and coaching other REALTORS and is highly involved at the local, state and national levels. In her spare time, you can find her at a dance event with her daughter or supporting her son in his professional baseball career.