

**Coates Communications**  
RESULTS-ORIENTED MARKETING



# Utilizing TikTok For Real Estate





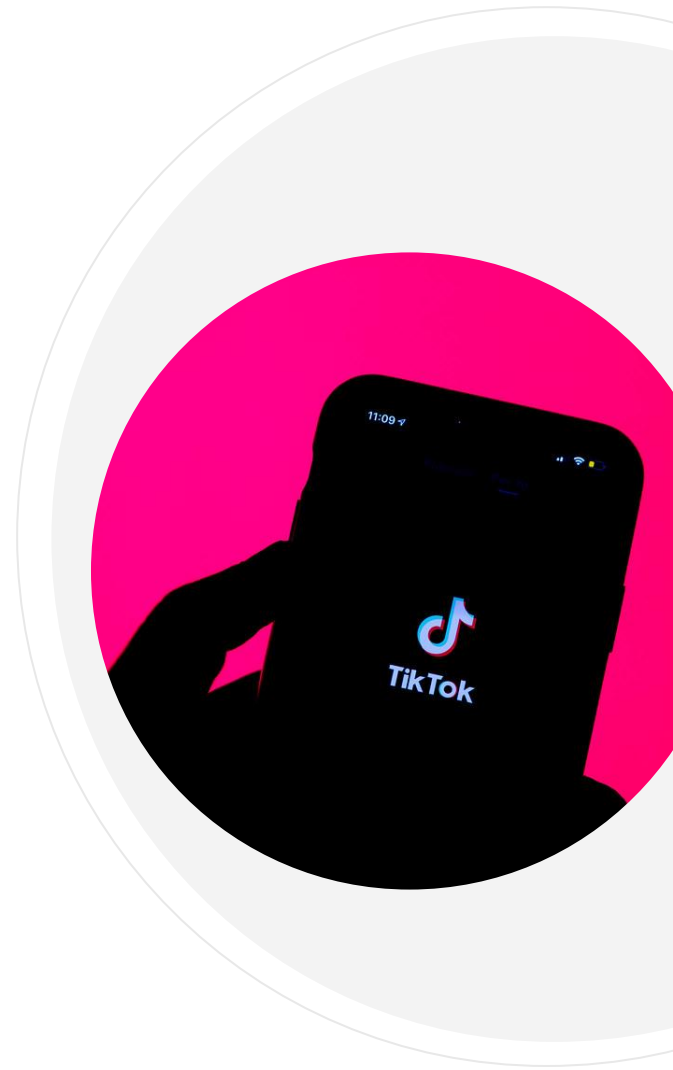
# Overview

**In this course we will be looking at how to utilize TikTok for real estate.**



# How Does TikTok Work?

TikTok is a video platform that allows you to share content up to 3 minutes long.





# Why Use TikTok?

**TikTok is the fastest growing social media platform with 1 billion users worldwide.**



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# **Tips on Utilizing TikTok for Real Estate**

A series of four concentric circles in a light gray color, centered on the left side of the slide.

# Hashtags

Use hashtags that are location specific so your videos reach users in your area.

**Ex/ #NashvilleRealEstate**

# Show Off Unique Features

Show a unique aspect of the home when posting a TikTok. Use a feature of the house that is likely to grab the audience's attention and influence them to comment.



# Keep It Short and Sweet

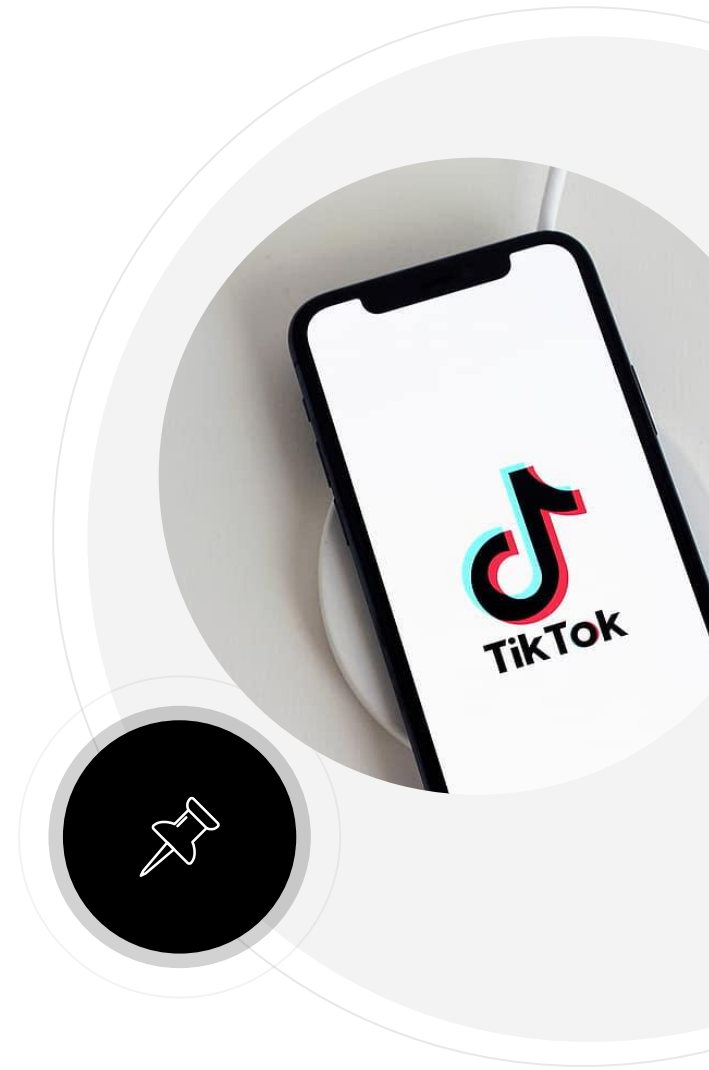
Keep your videos to a 15-60 second maximum to not lose the interest of your viewers.





# Have Good Lighting

Make sure to have good lighting in your video so everything is clear and easy to see.



# Use Text and Effects

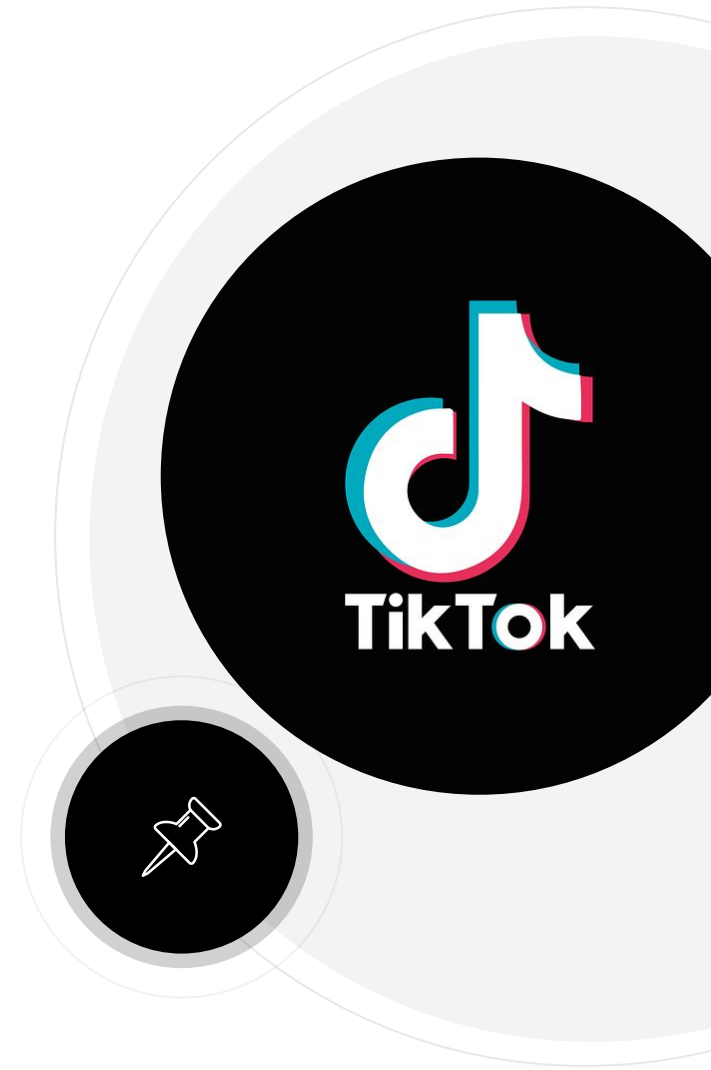
Use effects in your post when you are making a transition from one clip to another. This will help keep your video interesting to watch.

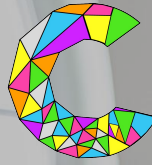
If you are speaking in a post, be sure to add captions so the listener can understand everything you are saying.



# Use Trending Sounds

Find ways to incorporate popular sounds into your niche. Join in on weekly trends and include a spin on real estate to keep your page consistent.





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# Thanks for Listening!

