

Social media strategies for property growth - TAB U Podcast - S5 E2 - #TABUniversity

Podcasts

12.08.24

Welcome to the latest episode of TAB University podcast! In this episode of TAB U, host Katrina Hindley dives into the powerful role of social media and its game-changing impact on the property market. Joining her are our guests Kofi Bartels-Kodwo from Million Pound Homes and MPH Agency and Nick Russell, sales director of TAB.

MPH Agency was established to revolutionise property branding and social media marketing in the UK, with data-driven strategies to drive the SEO of property marketing up.

Throughout the episode, Kofi, Nick and Katrina delve into how advanced technologies, such as AI, are reshaping property marketing strategies. They discuss the balance between leveraging these innovations and preserving the essential human touch needed to build and maintain strong relationships with clients, borrowers, brokers, and valuers, followed by the latest trends and how social media has grown and adapted with multiple platforms as the world of technology moves forward.

This podcast episode promises to equip you with essential knowledge and expert advice on the elements and possibilities of property and social media marketing.

The top four questions asked are:

- 1. How effective has social media been as a platform for marketing and selling homes compared to traditional methods?
- a. Is this just applicable for luxury homes or are you seeing an uptick in more affordable homes being sold this way as well?
- b. How has the industry's embrace of social media as a marketing tool progressed over time?



- c. What recent trends have you been seeing?
- 2. What type of content tends to generate the most interest?
- a. Do you tailor content specifically for different platforms, such as Facebook versus TikTok or Snapchat? How do you decide what goes where?
- b. Are there different audiences on different platforms?
- c. How do you leverage the different features to incorporate into strategies?
- 3. Where do you see the use of social media for selling properties going in the next five years?
- a. How do you anticipate Al impacting the property marketing sector? Any current implementations worth noting?
- 4. What are some common challenges real estate agents face when using social media for marketing properties?

Show notes:

Kofi Bartels-Kodwo LinkedIn:

https://www.linkedin.com/in/kofi-bartels-kodwo-8195bba8/?originalSubdomain=uk

Million Pound Homes website: https://www.millionpound.homes/

Million Pound Homes Instagram: https://www.instagram.com/millionpoundhomes/

TAB University: https://tabhq.com/tab-university/podcasts

This podcast is for information only and does not constitute advice or a personal recommendation. When it comes to financing, any property used as security is at risk of repossession if you do not keep up with your payments. If you are unsure of the risks, you are advised to obtain appropriate professional advice.

Subscribe to TAB U

Watch the full video, or find us on your usual podcast channels!

Other channels:

- Anchor
- Google Podcasts



- Apple Podcasts
- Overcast
- Spotify

Listen to other episodes of TAB University podcast here:

- Super prime real estate
- Building warranty
- Sales guarantee
- Commercial property investment
- Debt advisory
- Receivership and restructuring
- Airspace development
- Auction house
- Real estate finance solicitor
- Monitoring surveyor
- Property finance and the media
- Specialist finance
- First time mortgages
- First time buyers
- Evaluate | Locate
- Conveyancing
- Mortgages and financial protection
- Venture capital
- Leisure and hospitality
- Care homes
- Accounting
- Pensions
- Demolition
- Underwriting
- Property development
- Bridging loans
- Property investment



Capital is at risk. Property values can go down as well as up. Borrowers may default and investments may not perform as expected. Interest and income are not guaranteed. Returns may vary. You should not invest more than you can afford to lose. TAB is not authorised by the Financial Conduct Authority. Investments are not regulated and you will have no access to the Financial Services Compensation Scheme (FSCS) or the Financial Ombudsman Service (FOS). Past performance and forecasts are not reliable indicators of future results and should not be relied on. Forecasts are based on TAB's own internal calculations and opinions and may change. Investments are illiquid. Once invested, you are committed for the full term. Tax treatment depends on individual circumstances and may change.

You are advised to obtain appropriate tax or investment advice where necessary. Understand more about the key risks here.

TAB is a trading name of TAB London Limited. Registered in England and Wales with registration number: 11225821 and whose registered office is at 101 New Cavendish Street, London W1W 6XH.

