

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

## Podcasts

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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 AI 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.

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