

Metrics That Matter — Beyond Likes & Followers

The numbers that actually predict closed deals — and the vanity stats that fool realtors into thinking it's working.

GUIDE 02 | A BELIGHT MARKETING GUIDE

Followers are a vanity metric

A big follower count feels good and pays nothing. Plenty of agents with 50,000 followers close fewer deals than agents with 2,000 engaged local ones. Follower count tells you almost nothing about whether your content is reaching buyers and sellers in your market. Stop checking it. Start checking what's below.

The metrics that actually matter

- 1 Reach / accounts reached — how many real people saw you. This is the top of everything.
- 2 Non-follower reach % — the share of your reach from people who don't follow you yet. High numbers mean the algorithm is putting you in front of new potential clients.
- 3 Saves and shares — these matter far more than likes. A save means "this is useful"; a share means "I'd vouch for this." Both signal real value.
- 4 Profile visits and DMs — the bridge from watching to talking. This is where deals start.
- 5 Booked appointments — the only metric that pays your mortgage.

Belight benchmark: one client crossed 1M+ accounts reached per month with a majority of that reach coming from non-followers. That's the engine — new eyes, every day.

How to read your numbers without drowning

Check your analytics weekly, not hourly. Look for trend direction, not single-post spikes. One video going viral is luck; reach climbing month over month is a system working. If non-follower reach is rising and DMs are increasing, you're on track — regardless of what the follower number does.

The only funnel that matters

Everything rolls up into one simple chain: reach leads to profile visits, profile visits lead to DMs and bookings, bookings lead to closings. If closings are low, walk backward up the chain to find the leak. Usually it's reach — not enough new people are seeing you — which means the answer is more consistent content, not a fancier funnel.

QUICK CHECKLIST

- ✓ Stopped obsessing over follower count
- ✓ Tracking reach and non-follower reach %
- ✓ Watching saves and shares over likes
- ✓ Counting DMs and profile visits
- ✓ Measuring booked appointments above all

Want this done for you?

Belight Marketing runs this entire system for high-volume realtors — filming, editing, posting, ads, and automation — so you stay in front of your market without lifting a finger.

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