

Which Platform Is Right for Your Real Estate Business?

Instagram, TikTok, Facebook, YouTube — a straight breakdown of which platforms actually deliver for realtors, and where to start.

GUIDE 06 | A BELIGHT MARKETING GUIDE

You can't win on every platform at once, and you shouldn't try. Each one has a different audience and a different job. Here's how they stack up for realtors so you can pick where to plant your flag first.

Instagram — your home base

For most realtors, Instagram is the center of gravity. Reels deliver reach, Stories build daily trust with the audience you already have, and DMs are where conversations turn into appointments. If you only master one platform, make it this one. It rewards the face-forward, locally relevant content that sells real estate.

TikTok — the reach machine

TikTok offers the fastest organic reach available right now, and it puts you in front of people who've never heard of you. The audience skews younger, but that includes a wave of first-time buyers. If your goal is to get known fast in your market, TikTok is the accelerant. The same vertical videos you make for Reels work here.

Facebook — where sellers still live

Don't write off Facebook. Older sellers, local community groups, and your existing sphere are all still active there. It's less about viral reach and more about staying visible to the people most likely to list with you. For a mature market or an established agent, Facebook quietly produces business.

YouTube Shorts — the compounding asset

YouTube rewards content over time more than any other platform. A Short you post today can still bring views and leads months from now. It takes almost no extra effort to repurpose your vertical videos here, and it builds a long-term library that keeps working while you sleep.

Belight rule: start with one platform (usually Instagram), get its reach engine working, then expand. The same video repurposed across all four multiplies your reach without multiplying your effort.

The simple decision

- 1 Just starting? Instagram first. Master Reels and DMs.
- 2 Want fast reach and new eyes? Add TikTok next.
- 3 Established agent with an older sphere? Keep Facebook active.
- 4 Want long-term compounding? Repurpose everything to YouTube Shorts.

QUICK CHECKLIST

- ✓ Picked one primary platform to master first
- ✓ Not spreading thin across all of them at once
- ✓ Repurposing the same video everywhere
- ✓ Matched the platform to where your clients actually are

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.

Book Your Strategy Call →

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