

Optimize Your Instagram Page as a Land Agent

1. Choose a Personal or Business Instagram Account
2. Determine Your Unique Brand as a Land Broker
3. Have the Right Username and Bio
4. Post High-Quality Content
5. Use Keywords, Hashtags, and Location
6. Engage with your Audience
7. Maintaining an Active Instagram Presence
8. Monitor your Instagram Analytics

Instagram Business Account Features

- + Posts
- + Stories
- + Reels
- + Website in bio
- + Meta Business Suite
- + Post scheduling
- + Link stickers on stories/reels
- + Paid ads
- + Contact Button
- + Boost posts
- + Account and post analytics

Instagram Business Account Analytics

- + Recent highlights
- + Overview
- + Accounts reached
- + Accounts engaged
- + Total followers
 - Growth
 - Top location
 - Age range
 - Times they are most active
- + Content interactions
- + Plays
- + Views

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