

Social Media Playbook

A MUST READ FOR
REAL ESTATE AGENT IN 2026

BUILD YOUR PRESENCE








Strategy & Platform Playbooks

*Built by Malaysia's Largest Real Estate Agency
Proven by Real Results*

EXCLUSIVELY FOR IQI WARRIORS ONLY

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THE PLAYBOOK MINDSET

Foreword

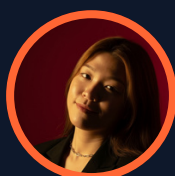
"We all know the game has changed. The question is, have you? Your buyers aren't waiting for your call them. They're already researching — scrolling through Reels at midnight, watching TikToks during lunch... asking AI tools like ChatGPT and Gemini to shortlist agents before they ever pick up the phone."

80% of buyers now begin their property journey on AI-powered search. If your name, your content, your perspective isn't part of that ecosystem, you're not even in the consideration set.



"Visibility leads to consideration, and it leads to conversion. If you're invisible at the top, nothing happens at the bottom."

— **Jasmine Yap**, Digital Marketing Manager, Juwai IQI



— **Hannah Teh**,
Social Media Team
Lead, Juwai IQI

"Social media is no longer optional. It's the new floor. Brand new accounts can generate real leads without a large ads budget."



— **Amir Asraf Lee**,
Senior Content
Team Lead,
Juwai IQI

"Content isn't marketing; it's helping people. When you show up with answers instead of pitches, you become a trusted voice."

You Are the Brand

Here's what "you are the brand" actually means for how you post: your knowledge, your area, your face, and your perspective are things no listing portal, no competitor, and no AI can replicate.

The content you create isn't marketing — it's proof that you exist, that you know your stuff, and that you're worth trusting before someone ever messages you.

Most agents get stuck at two objections:

OBJECTION 01

"I don't have time"

OBJECTION 02

"I don't want to be on camera"

Every top-performing agent said the same thing before they started. What changed wasn't their schedule or their confidence — it was having a system.

You're already at viewings, already explaining trends, already answering buyer questions.

That is your content.

You don't even need to show your face to start. Consistency matters more than format.

It comes down to two things:

- Knowing what to post,
- A system to do it in under three hours a week

The Content Ratio What to Post

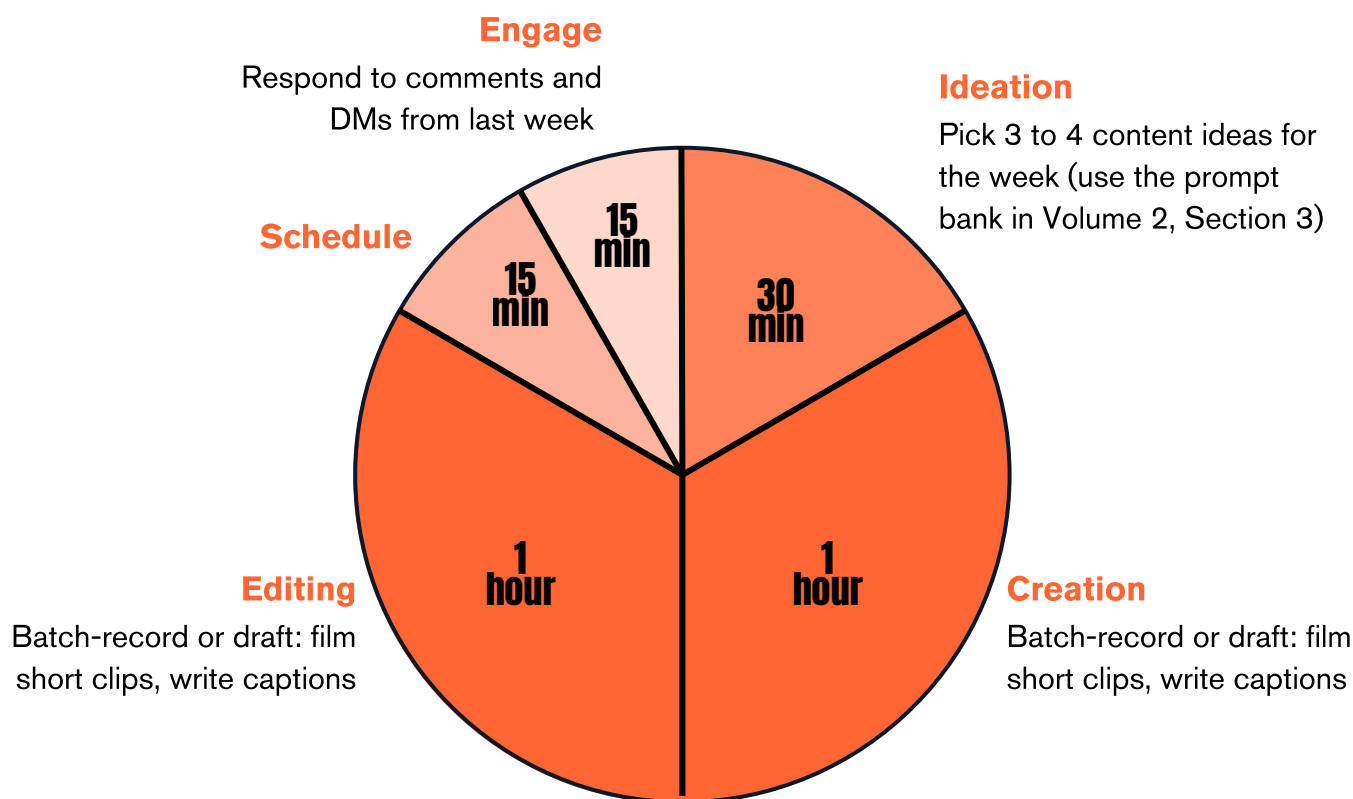
Think of your content in three buckets and use this ratio across all platforms, adjusting the format to fit each one:

Content type	What it looks like
60%	Market insights, area guides, buying tips, property education. This is what builds trust and positions you as the go-to expert in your area
20%	Your day, your perspective, your wins, your lessons. This is what makes people feel like they know you. It turns followers into clients.
20%	Your actual properties. Direct, clear, sell the unit. Your value content does the heavy lifting, so these posts land with an audience that already trusts you.

Your value content can sell without selling.

An area guide for Bukit Jalil? That's also a spotlight on your Bukit Jalil listing.
A post about stamp duty exemptions for first-time buyers? That's also a reason to check out your sub-500k unit.

The 3-Hour/Week System: How to Do It



If you're just starting out:

Do it all yourself.

Keep it raw. Use your phone, free apps, minimal editing. A real video posted today beats a polished one stuck in your drafts forever. The goal right now is reps, not production quality.

Once you've found your rhythm:

Outsource the editing.












Your value is in being the face and the voice — hand off production so your weekly commitment shrinks to the parts only you can do.

PLATFORM PLAYBOOKS

You don't need to be on every platform.
Trying to be everywhere is the fastest way to burn out and post nothing.

Pick one focused platform and one complementary platform. That's it.

Your focused platform is where you go deep — consistent posting, community building, your main stage. Your complementary platform is where you repurpose and extend your reach with less effort.

If you...	Focused	Complementary
Are comfortable on camera and love short-form content		
Prefer visuals and curated personal branding		
Want to attract high-intent buyers through search		 
Already have a strong local network		
Are targeting Chinese-speaking buyers and investors through search-driven content		

There's no wrong combination.
The right one is the one you'll actually stick with.

In the following pages, we break down each platform: who's there, what works, what to avoid, and exactly what to do this week.

Read them all to understand the landscape, but commit to your two.

PLATFORM PLAYBOOKS



Who's here:

Gen Z and millennials aged 21 to 35, your future agents and first-time buyers. This is where personal branding lives.

WHAT WORKS

1. Reels (Short Educational or Discovery Videos)

Instagram's highest-reach format.

Reels get the strongest discovery reach, especially with non-followers.

Keep videos 30 to 45 seconds and focus on useful or curiosity-driven topics.

Hook viewers in the **first 3 seconds** with text on screen — half of all viewers watch with the sound off. Always include subtitles.

Examples:

- "3 things buyers must check before signing SPA"
- "Why this neighbourhood is becoming popular"



2. Educational Carousels (Saveable Content)

Carousels perform well because they encourage users to **swipe, spend time on the post, and save it for later.**

Educational posts generate high saves and shares, which strongly boosts your Instagram reach.

Examples:

- "5 mistakes first-time home buyers make"
- "Step-by-step guide to buying your first home in Malaysia"
- "KL vs PJ — which area suits your budget?"



3. Stories (Daily Presence)

Polls, Q&A boxes, behind-the-scenes listing prep, quick market notes.

Stories aren't about reach — they're about staying top of mind with people who already follow you.

Use them to start conversations, not broadcast.



Top 3 Growth Hacks

(1) Use Keywords in Your Caption

Instagram has shifted towards text-based search.

When buyers type "**KL condo agent**" or "**first-time buyer tips Malaysia**" into the search bar, Instagram suggest posts where those words appear in the caption.

Write your first two lines like a search result: clear, specific, and keyword-rich.

(2) Hook in 3 Seconds

Most viewers decide instantly whether to keep watching.

Start with clear on-screen text that creates curiosity.

For example: "RM800k condo in PJ — worth it?"

(3) Post Fast, Not Perfect

Consistency beats perfection.

A simple phone video posted today will outperform a polished Reel still sitting in your drafts next week.



Agent Spotlight

I treat social media as a relationship-building platform. Instead of just posting properties, I focus on sharing insights, success stories, and real experiences in the real estate journey.

His advice is...

Beginner:

Be consistent with posting, share your learning journey, show property visits, and **talk about the market in simple terms**

Advanced:

Focus on personal branding, **share case studies and client success stories**, educate the audience about investment, and use reels + storytelling

Suthan Chelliah

on Instagram

8k
followers

182k
views

7.1k
engagement

@suthanchelliah





Who's here:

Millennials and older buyers aged 30 to 55, including homeowners, investors, and local community members who value trusted advice and real experiences from agents.

WHAT WORKS

1. Experience-Based Knowledge Posts

Share lessons from real transactions, viewings, or negotiations, things buyers cannot find on Google or get from AI.

Examples:

- "A buyer almost lost RM10k because of this SPA clause."
- "What I noticed after showing 12 units in Mont Kiara this week."
- "3 things my client regretted after buying their first condo."

2. Personal Stories from the Field

Facebook users **engage more with human experiences** than polished marketing

Examples:

- "Today I helped a first-time buyer collect their keys."
- "This viewing reminded me why location still matters most."
- "A small negotiation tip that helped my client save RM20k."

3. Local Market Observations

Share insights you notice from working in the area every day.

Examples:

- "More buyers are asking about Subang this month."
- "Rental demand near Taman Jaya MRT has been picking up noticeably."
- "This neighbourhood is attracting more young families."





Top 3 Growth Hacks

(1) Share One Real Experience Each Week

Instead of generic advice, **talk about something that actually happened** with a client or at a viewing.

"Yesterday a buyer almost overpaid for a unit because of this one detail." Real stories consistently outperform polished marketing posts on Facebook.

(2) Write Like You're Talking to a Client

Avoid corporate language.

Write as if you're explaining something to a buyer over coffee. "Many buyers ask me whether condo or landed is better. Here's what I usually tell them."

This tone builds trust and keeps people reading.

(3) Post Right After Viewings or Meeting

The best content comes from fresh experiences.

After a viewing, after a negotiation, after a buyer consultation, these moments produce the most authentic insights and take minutes to write.

Agent Spotlight



Social media is where we build trust with potential clients. It's not just about selling houses, it's about providing value to homebuyers and investors by guiding them through every step of their property journey.

His advice is...

Beginner:

- It doesn't matter if you're just starting out, **your audience will connect with your passion if you share it sincerely.**
- You don't need to start perfectly. Improve quality over time, and most importantly, **stay consistent.**

Advanced:

- **Identify your most outstanding value as an agent.**
- What do your clients appreciate most about you? Amplify that and share it consistently across your platforms.



Vincent Tai

on Facebook

21k
followers

450k
views

12.4k
engagement

Vincent Tai 戴炜昇



Who's here: Gen Z and young millennials aged 18 to 35 who prefer authentic, fast, and relatable content. Many are future first-time buyers or people curious about property.

WHAT WORKS

1. Quick Honest Advice

Short, straight-to-camera tips work best when they feel like an agent sharing real knowledge, not a scripted pitch. The key is practical, specific advice delivered naturally.

Examples:

- "If you're buying your first condo, check this first."
- "One mistake buyers make during viewings."
- "A quick tip before signing SPA."

2. Reality of Agent Life

TikTok audiences enjoy seeing the **real side of the industry**. These videos make you feel human and relatable, which builds trust faster than any polished production.

Examples:

- "Things buyers say during viewings."
- "What actually happens before a deal closes."
- "Day in the life of a property agent."

3. Raw On-Site Videos

Film directly during viewings, site visits, or neighbourhood walks. TikTok audiences prefer real moments over produced content. Unfiltered and on-location consistently outperforms studio-style videos.

Examples:

- "POV: Showing a RM750k condo in PJ today."
- "Just walked into this unit — here's my honest first impression."
- "Things I noticed after viewing 5 condos in this area."





Top 3 Growth Hacks

(1) Start With a Curiosity Hook

Your first sentence decides whether people scroll away.

Use simple, direct hooks:

"Nobody tells buyers this about condos." / "If your budget is RM600k, watch this." / "3 red flags to spot during property viewings."

A strong hook increases watch time, and watch time is the single most important signal TikTok uses to distribute your content.

(2) Speak Like You're Advising a Client

Instead of presenting, **talk like you're explaining something to a buyer standing next to you.**

"If you're buying a condo, this is something many buyers miss."

This keeps the video natural but credible, the combination TikTok audiences respond to most.

(3) Turn Comments Into Content

Every question in your comments is a free content idea.

When someone asks "Is RM500k enough for KL?", your next video answers it directly: "Someone asked if RM500k is enough in KL, here's the truth."

This boosts engagement and signals strong interaction to the algorithm.

Agent Spotlight



Set your intentions to help your community of followers, not just to make money. When you genuinely want to help people, everything becomes easier and smoother.

Her advice is...

Beginner:

- **Don't overthink production**, as your audience values your knowledge over high-end aesthetics. Simply record, edit in CapCut, and use scheduling tools to batch-post your content.
- **Skip the long intros by jumping into your topic within the first three seconds**, and keep it natural, like a FaceTime call with a friend to avoid sounding scripted.

Advanced:

- **Capitalize on current trends and news to gain quick traction**, then transition into planning content around your specific offerings.
- Move passive followers into warm leads by **providing free resources like guides or webinars**. If TikTok doesn't yield results after a few months, pivot your efforts to platforms like Threads, X, or LinkedIn.

Natasha Gideon

on TikTok

29.9k
followers

207.6k
views

14.5k
engagement

 MarieJualKondo



YouTube

Who's here:

Serious buyers and investors researching property in detail. They come to YouTube to learn, compare, and evaluate before making a decision.

WHAT WORKS

1. Neighbourhood & Property Tours (5 to 10 minutes)

Walk viewers through a property or area while explaining the lifestyle, facilities, and price range. These videos attract high-intent buyers who are actively researching before they reach out to an agent.

Examples:

- "RM900k Condo Tour in Mont Kiara"
- "What it's like living in Bangsar"

2. Area Comparison Videos

Comparisons help viewers make decisions and decision-stage content drives the most enquiries. These videos generate strong watch time and comment engagement, both of which YouTube rewards with wider distribution.

Examples:

- "Mont Kiara vs Bangsar — which is better to live in?"
- "KL vs Johor property investment — where does your money work harder?"
- "RM600k condo vs RM600k landed — what do you actually get?"

3. Buyer Question Videos

Answer the questions your clients ask you most. These are evergreen — they stay relevant and keep generating views long after they're posted.

Examples:

- "Mont Kiara vs Bangsar — which is better to live in?"
- "KL vs Johor property investment — where does your money work harder?"
- "RM600k condo vs RM600k landed — what do you actually get?"





Top 3 Growth Hacks

(1) Title Videos Like a Buyer Search

Use titles that match what people actually type into YouTube search.

Examples: "What RM800k buys you in PJ" / "Cost of buying a condo in KL" / "Best areas to live in Petaling Jaya".

The closer your title matches a real search query, the more likely your video surfaces to buyers already looking.

(2) Film Where Buyers Actually Want to See

Prioritise content that shows the unit layout, building facilities, and surrounding neighbourhood.

Buyers watch YouTube because they want to visualise living there give them that experience before they book a viewing.

(3) Batch Film During Site Visits

You're already on location. One viewing trip can produce two to three videos with minimal extra effort.

Plan your titles before you arrive so you know exactly what to film.

Agent Spotlight



In the digital era, a real estate professional is no longer just a salesperson, but a trust-builder.

Her advice is...

Beginner:

- Forget expensive gear; your energy and consistency matter most.
- Lead with your "Why" to attract people naturally.
- Document your daily journey with quick, specific insights like evaluating a property's orientation to build a relatable persona that beats any listing post.

Advanced:

- Stop posting repetitive flyers and leverage your decade of market insights to produce deep-dive analyses.
- Share expert investment comparisons, such as Malacca versus KL, or detailed 10-year holding cost breakdowns.
- Transition from a salesperson to an industry authority by making your experience your primary content.



Ally Ang

on Youtube

27.9k
followers

4.96M
views

14.5k
engagement

Ally Ang Properties...
Ally看樓



Focus on monetisation over views. Yes, views generate exposure but chasing views from the wrong audience won't generate sales. Know who you're making content for.

Agent Spotlight

His advice is...

Beginner:

- Stop overthinking and just start; every video is a lesson for the next one.
- Focus on a single format first a simple neighborhood walkthrough is the perfect beginning.

Advanced:

- If views are low, fix your titles or thumbnails first.
- If views don't lead to inquiries, sharpen your call to action.
- Finally, build a content library around your core projects so your channel acts as a 24/7 sales tool.



Mark Lai

on Youtube

最诚实的Mark

小红书 小红书

小红书不是单纯的娱乐平台。
用户来到这里，通常带着明确目的：
找答案、找推荐、找经验、做购买决策。
核心用户群以25至45岁、有消费意愿、有决策需求的人群为主。
女性占60至70%，男性占30至40%。

什么内容有效？

1. 内容驱动（干货笔记）

小红书用户主动搜索内容，不是被动刷内容。
这意味着你的内容需要回答真实问题，而不是单纯推销。
用户搜索的不是"某某经纪人"，而是"KL买房攻略"、"首次买房注意事项"、"Mont Kiara值不值得买"。你的内容出现在这些搜索结果里，就是最自然的曝光。

例子：

- "在KL买房，这3个区域性价比最高"
- "首次买房避坑指南——99%的人都忽略了这一步"
- "Mont Kiara vs Bangsar，同样预算选哪个？"
- "马来西亚买房流程，从看房到签SPA完整解析"
- "外国人在马来西亚买房，这些条件你必须知道"

实用、具体、有观点的内容，最容易被搜索到、被收藏、被转发。一篇好的干货笔记，可以在发布数月后仍持续带来询问。



2. 关键词布局

小红书的流量逻辑跟搜索引擎相似。
平台通过封面文案、标题、正文、话题标签来判断你的内容属于什么类型，并推送给相关用户。

核心原则：不是你想写什么，而是用户会搜什么，你就写什么。

实操方法：

- 在小红书搜索栏输入你的目标关键词，观察自动补全的联想词——这些就是用户真实在搜的内容
- 参考同行的爆款笔记，分析他们用了哪些关键词
- 把核心关键词自然融入标题前半段、正文开头、以及话题标签

常见搜索词参考：买房怎么选、KL房产推荐、首次买房、投资回酬、项目评测、马来西亚房产、吉隆坡生活



3. 账号定位（清晰定位才能被记住）

在小红书，定位不清的账号很难积累忠实粉丝。

好的定位公式：我是[谁]，我帮助[哪类人]，实现[什么结果]。

例子：

- "我是吉隆坡房产顾问，专门帮助首次买家找到预算内最合适的家。"
- "我帮助有意移居马来西亚的华人了解本地房地产市场。"



4. 私域积累

不要只追求粉丝数。平台流量不完全属于你，算法会变，规则会变。真正能长期经营的，是客户关系。

引导用户进入私域的方式：

- 在账号简介、视频、笔记结尾加入行动指引和挂群聊，让粉丝看到"进群了解"的CTA，引导他们加入你的小红书群组。
- 群内转化，用小号在群里发送引流图（包含WeChat/WhatsApp二维码或ID），每次发消息必须重新打字（不能copy-paste），避免触发系统检测。
- 粉丝添加你的WeChat/WhatsApp后，进入私域，可进行一对一咨询、销售或建立长期关系。
- 建立社群，定期分享独家市场资讯，维持用户粘性。
- 提供免费资料下载，例如买房checklist、区域对比表，以换取联系方式。



公域流量负责曝光，私域关系负责成交。两者缺一不可。



Top 3 Growth Hacks

(1)

选题对，比努力更重要

爆款通常不是靠灵感，而是靠市场验证。

真正容易起量的选题来自：用户常搜的问题、行业高频痛点、同行已验证过的爆款话题。

同一个选题，不同人都可能做起来 — 不要一味求新，要贴近真实需求。

(2)

用"三步转化节奏"写内容

好内容不是想到什么写什么，而是按用户决策逻辑来写：吸引：点出痛点，制造共鸣。

让用户觉得"这说的就是我。"理解：给方法、给案例、给证明。

让用户觉得"你能帮我解决。"转化：给出明确的下一步。私信关键词、领取资料、预约咨询。

(3)

封面和标题是流量入口

用户先看封面，再看标题，再决定要不要点击。

封面负责吸引停留，标题负责推动点击，内容负责留住和转化。

爆款标题示例："3个买房误区，很多人第一个就中" / "为什么别人发一篇就有人私信？" / "千万别这样发，容易没曝光"
完整标题公式库收录于 Volume 2第六章《免费工具与资源》。

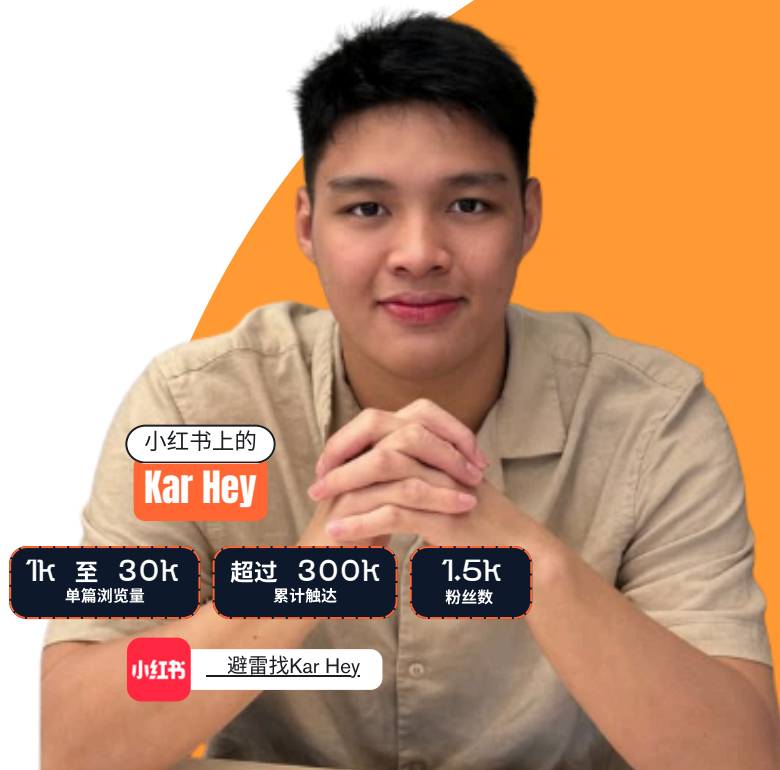
亮点人物

“

我相信，买房不是选择最便宜或最大的单位，而是选择一个基础扎实、真正适合自己的项目。

他的运营建议是...

- **新手:**
 - 保持稳定的发布频率，内容要真诚
 - 注意平台限流词，避免使用敏感字眼，必要时用替代词
 - 先专注于一个内容方向，建立清晰的账号定位
- **进阶:**
 - 围绕你最想销售的项目，规划系列内容
 - 用关键词布局提升笔记被搜索到的概率
 - 引导有兴趣的用户进入私域，建立长期客户关系



小红书上的

Kar Hey

1k 至 30k
单篇浏览量

超过 300k
累计触达

1.5k
粉丝数

小红书

避雷找Kar Hey

亮点人物

“

保持真实与真诚。

她的运营建议是...

- **新手:**
 - 社媒建设从来不是短期游戏，心态要放长远
 - 先做到持续输出，再追求内容质量的提升
 - 真实的经历和观点，比精心包装的内容更容易建立信任
- **进阶:**
 - 粉丝增长到一定阶段后，开始有意识地规划转化路径
 - 用爆款内容带动账号整体流量，再用私域承接潜在客户
 - 持续复盘数据，找出你的账号最容易起量的内容类型



小红书上的

Joyce Yeoh

最高 140k
单篇浏览量



超过 800k
累计触达

11k
粉丝数

小红书

地产啱啱 Joyce

WHAT TO DO THIS WEEK

Platform	Topic	How
	Optimise Your Bio	Make it clear where you sell and who you help. Example: "PJ Property Agent Helping first-time buyers find homes DM 'HOME' for my buyer checklist."
	Post One Reel from the Ground	Film a 30 to 45 second video at a location you know well: a listing walkthrough, a neighbourhood drive-through, or "What RM800k gets you in PJ." Phone camera and natural lighting is enough.
	Add Keywords to Your Next Caption	Before you post, write your first two lines as if a buyer is searching for exactly what you're talking about. Specific area, specific topic, specific buyer type.
	Share One Real Client Experience	Write a short post about something you observed or learned from a recent viewing or negotiation. Keep it specific — one moment, one insight, one lesson.
	Write Your Next Post Like a Conversation	Before you publish, read your caption out loud. If it sounds like a brochure, rewrite it. If it sounds like something you'd say to a client over coffee, it's ready.
	Post Within 30 Minutes of Your Next Viewing	While the details are fresh, write two to three sentences about what you noticed. Don't overthink it. That's your post.

WHAT TO DO THIS WEEK



Platform	Topic	How
	Film One Neighbourhood Walkthrough	Record a 5 to 7 minute walk or drive around an area you frequently sell. Explain what makes it attractive, what the price range looks like, and who it suits best.
	Record One Buyer Question Video	Answer a question your clients ask you regularly. Keep it under 5 minutes, speak directly to camera, and end with a clear call to action.
	Write Search-Friendly Titles for Both Videos	Before you upload, write your title the way a buyer would search for it. Specific area, specific price point, specific decision they're trying to make. Example: "What RM700k buys you in Petaling Jaya in 2026."
	Film One Quick Buyer Tip	Record a 20 to 30 second video answering something buyers frequently ask you. Jump straight into the answer in the first 3 seconds, no introduction needed.
	Record One Neighbourhood Observation	While driving or walking through an area you sell, explain in one to two minutes why buyers are drawn to that location. Raw and on-location is the format.
	Reply to One Comment With a Video	Find a question in your comments or DMs, and answer it as your next post. Start with: "Someone asked me [question] — here's the honest answer."
	写下你的账号定位	用一句话说清楚：我是[谁]，我帮助[谁]，实现[什么结果]。定位清晰，用户才记得住你，平台才容易识别你。
	列出5个核心关键词	写出目标客户最可能搜索的词。例如：买房怎么选、KL房产推荐、首次买房、投资回酬、项目评测。
	用三步转化节奏准备第一篇内容	吸引：你的客户最常见的痛点是什么？理解：你能提供什么方法或案例？转化：你希望用户下一步做什么？

WHAT'S NEXT?

You now have everything you need to build a presence that works.

You understand why showing up as yourself is your biggest competitive advantage. You know which platforms suit your style, your audience, and your market. You have the content formats, the growth hacks, the agent spotlights, and the weekly action steps to get started today.

But knowing the strategy is only half the equation.

The other half is execution and that's exactly what Volume 2 is built for.

BUILD YOUR PIPELINE

AI, LEADS & YOUR 21-DAY QUICK START

In Volume 2, you'll find

- **The AI Toolkit** — a ready-to-use prompt bank organised by purpose, so you never stare at a blank screen again
- **The Lead Funnel** — how to turn your content into conversations, and conversations into clients
- **Your 21-Day Quick Start** — a week-by-week content calendar with execution tips built in
- **Free Tools & Resources** — every app, tool, and resource your team uses, in one place

***Strategy without execution is just intention.
Pick up Volume 2 and turn this into results.***

Unlock Volume 2



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