

8 APPS FOR REAL ESTATE MARKETERS

Every industry needs a tailored social media toolkit. For properties small and large, this list will help elevate your content.

by Bianca Palumbo

1 VSCO

Showcase your properties with high-quality photos instantly without expensive and time-consuming retouching.

2 CANVA

Canva offers templates optimized for each platform so you can easily drop your information in and create outstanding visuals without being a graphic designer.

3 SWIPEABLE

Drop any panorama in and voila you can swipe through to see your full skyline. This gives you the ability to share full-room panoramas as well as other broad exterior shots.

4 PIXALOOP

This app turns lifeless images into something animated that catches the eye of your followers.

5 UNFOLD

Take your community on a virtual tour using a series of images that can be shared to social media.

6 REPOST

This app gives you the power to post higher quality content without having to screenshot and crop your own images at a lower resolution.

7 TAGE

Tage lets you search through topics and categories and easily copy and paste hashtag sets into your caption.

8 LATER

Later will notify you when it's time to post, show a preview of your Instagram feed so you can plan for style, and provide helpful analytics once your posts have gone live.