

## Original Paper

# Enhancing Brand Visibility for Emerging Real Estate Firms through Instagram Marketing

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Received: July 26, 2025

Accepted: August 21, 2025

Online Published: September 10, 2025

doi:10.22158/ibes.v7n5p1

URL: <http://dx.doi.org/10.22158/ibes.v7n5p1>

### **Abstract**

*Social networking sites are critically important today as they concern transforming consumer perceptions about firms and their new and emerging industries. This research focuses on advertisement roles on Instagram in marketing new real estate businesses. Instagram gives an edge to real estate developers in showcasing their developments, branding, and engaging with potential consumers because of the visuals and the heavy online-participation culture of its users. The research focuses on notable tools of Instagram marketing such as reels, stories, influencer marketing, hashtag utilization, and targeted advertising, analyzing the effectiveness of these variables on promoting consumer awareness on the firm. The research analyzes the role of social media discourse, user engagement, and strategic content in establishing brand trust and loyalty among consumers toward real estate institutions. Drawing from research paradigms, relevant market models, and models of digital branding, the paper proposes a strategic framework for marketing real estate using Instagram. The study aims to address the gap of how social media can be harnessed to enable the growth of real estate businesses and offer action points for marketers, developers, and digital strategists.*

### **Keywords**

*Brand Identity, Brand Visibility, Content Strategy, Influencer Partnership, Social Media Strategy, Instagram Marketing, Real Estate Business, User Engagement*

## Introduction

Among digital marketing tools, Instagram marketing has gained importance. Brands can visually connect with customers, build their identities, and boost sales on this platform. With over two billion active users each month, Instagram's focus on images allows companies to use visual storytelling to grab attention and influence buying habits (Statista, 2023). Djafarova and Bowes (2021) found that Instagram significantly impacts Generation Z's impulse purchases, particularly in visually appealing areas like fashion and cosmetics. Brands can create relatable and authentic experiences with features like Stories, Reels, and collaborations with influencers.

The rise of influencer marketing on Instagram has transformed how brands engage with their audiences. Influencers, especially micro and nano influencers, seem more relatable and trustworthy than traditional celebrities. This leads to higher engagement and purchase intent (Lou & Yuan, 2019). Kay, Mulcahy, and Parkinson (2020) found that the authenticity and perceived expertise of influencers greatly contribute to consumer trust and brand credibility on Instagram. This highlights the need for brands and influencers to work together effectively to make campaigns successful.

User-generated content (UGC) also plays a vital role in Instagram marketing. UGC promotes community involvement and acts as social proof, encouraging other users to try a product or service. Pancer and Poole (2016) highlighted that consumer interaction with branded materials on Instagram occurs at a greater level when the content appears and flows naturally with the Interactivity of hashtags and tagging. Furthermore, branded content is 'seen' on Instagram only if the brands post consistently engaging content that is pertinent to the users (De Veirman, Cauberghe, & Hudders, 2017).

With the help of sponsored posts, shoppable posts, and carousel ads, Instagram advertising enables a more targeted approach for marketers. As noted by Campbell and Farrell (2020), these features assist brands in retargeting users, enhancing conversions while reducing the costs of acquiring new customers. Marketers can track the effectiveness of their campaigns in real-time, and with the aid of analytics, they can further optimize their campaigns using the available data.

## Literature Review

Instagram has really transformed into a powerful marketing tool for the real estate sector. It gives agents and developers the chance to visually showcase their properties, build their personal brands, and connect directly with potential buyers and investors. The platform's visual appeal is perfect for high-quality images, videos, virtual tours, and even behind-the-scenes content, which helps bring properties to life and forge emotional connections with viewers. As noted by Burch and Swann (2021), using visual storytelling on platforms like Instagram significantly enhances buyer engagement and helps craft enticing narratives around lifestyle-focused real estate purchases.

One of the best features of Instagram for real estate is its ability to personalize the sales process. Real estate agents share not just property listings but also testimonials, community highlights, renovation

stories, and live Q&A sessions. This builds trust and rapport with their audience, as noted by Sengupta and Sengupta (2020). Trust is super important for high-value transactions like property sales. Personalizing content and keeping things consistent are crucial for nurturing leads on the platform. Alalwan et al. (2017) pointed out that combining visual content with interactive features can boost consumer engagement and brand loyalty.

Collaborations with influencers and UGC are increasingly important in real estate marketing on Instagram. Micro-influencers and local bloggers can promote new developments or luxury listings by showcasing neighborhood amenities or sharing their visits to model homes. This increases visibility and credibility among specific demographic groups, according to Lou and Kim (2019). Using Instagram Stories and Reels has changed how real estate professionals conduct virtual open houses and walkthroughs, especially after the pandemic. These formats create a sense of urgency and exclusivity, allowing agents to highlight features quickly and encourage immediate action. Djafarova and Trofimenko (2019) found that short-form video content helps buyers remember details and improves their decision-making in significant purchases like real estate.

Additionally, the ability to run geo-targeted Instagram ads enables real estate companies to reach serious buyers based on their location, behavior, and interests. Performance metrics from ads, like reach, engagement, and click-through rate, help marketers refine their strategies and boost lead generation (Kapoor et al., 2022). With more millennials and Gen Z buyers entering the housing market, Instagram's mobile-first design aligns well with their digital habits.

Instagram marketing is a major driver of brand awareness for real estate companies by providing an interactive, visually focused space for building recognition, trust, and engagement. In an industry where emotion and aesthetics matter, Instagram allows real estate agents and developers to showcase properties using high-quality images, aerial photography, Reels, and virtual tours, creating strong content that enhances brand visibility. As Micallef and Medjati (2023) argue, regularly posting visually appealing content on Instagram leads to greater audience recall and brand awareness, especially if brands use Instagram's features like geotagging, Stories, and Highlights to improve location relevance and identity.

Instagram's advertising features let real estate firms launch highly targeted ad campaigns based on location, demographics, and behavior. These features ensure that brand messages reach the right audience at the right time, which is crucial in competitive city real estate markets (Statista, 2024). Real-time analytics provide immediate feedback on ad performance, allowing firms to adjust their branding strategies for maximum exposure.

### **Research Gap**

Instagram has quickly become an important platform for brand promotion in many industries. However, its role in improving brand recognition for new real estate firms is still not well studied in academic

literature. Most research focuses on established companies or luxury property developers that heavily invest in digital marketing (Lou & Kim, 2019; Kapoor et al., 2022). There is not much understanding of how smaller, emerging real estate firms with limited resources can effectively use Instagram's visual features, influencer partnerships, and engagement analytics to enhance their brand recognition in competitive markets.

### **Research Objectives**

- The goal is to establish a system which links real estate brand exposure to Instagram marketing strategies.
- The research aims to discover which Instagram features including Reels Stories and hashtags influencer partnerships most effectively enhance visibility for real estate market newcomers.
- The study aims to deliver Instagram-specific guidance to help emerging real estate businesses boost their online visibility and credibility.

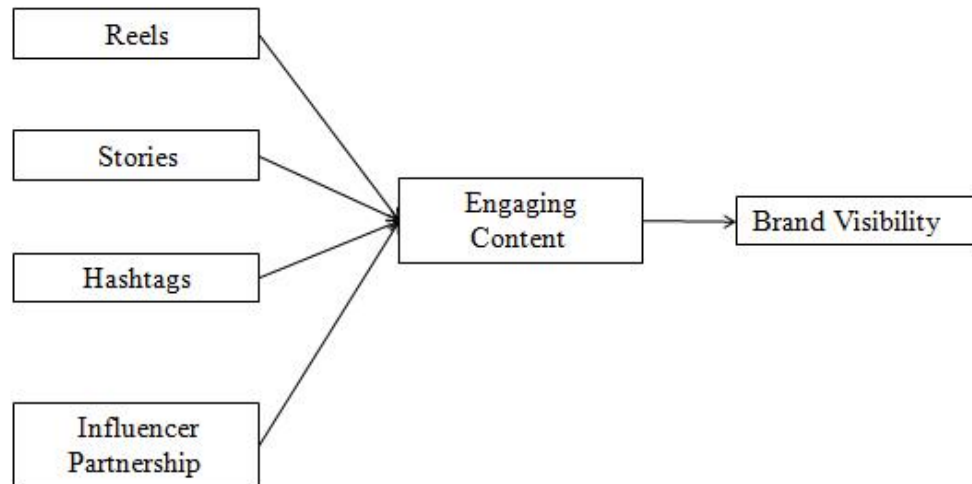
### **Methodology**

This research uses Instagram's importance within digital marketing as a case study to show how a conceptual Instagram marketing strategy could assist in growing new real estate brands. It integrates pieces of existing literature, their relevant theories, and practices within marketing. It does not create new primary data, instead it uses data from marketing journals, industry reports, case studies, advertising and marketing analytics, and peer reviewed articles to evaluate the impact of Instagram's Stories, Reels, hashtag, influencer and user-generated promotions on a brand's visibility and engagement. The purpose of this research is to help new real estate companies that do not have sufficient funds for marketing by identifying the most critical Instagram marketing tools after a rigorous examination and thematic analysis of the literature. A thematic analysis was performed alongside word frequency analysis using the qualitative data from active Instagram users which NVIVO software to analyze their Instagram user perceptions.

### **Conceptual Framework**

This research aims to explore how Instagram marketing can improve brand visibility for new real estate companies competing in a highly competitive market with limited budgets. It focuses on how features like Stories, Reels, hashtags, influencer partnerships, and interactive visual content impact brand visibility and customer awareness in the real estate industry. By concentrating on new entrants, the study seeks to determine which platform features are best for creating a digital presence and recall value for companies. Another key aim is to understand consumer behavior and attitudes towards real estate firms that actively use Instagram for marketing. The study also examines the strategic challenges and content-related issues that small businesses face when using Instagram as a branding tool. Building

on these findings, the research will create a framework (as shown in Figure 1) that links various Instagram marketing strategies with specific visibility outcomes. The final goal is to recommend practical, budget-friendly strategies that can help new real estate companies strengthen their market position and build trust using Instagram's visual and interactive platform.



**Figure 1:** Conceptual framework that correlates Instagram marketing techniques with brand exposure outcomes in the real estate sector. ( Author Self Sourced).

### Conceptual Framework Justification

Successful Instagram posts that make use of short video clips articulate viewers' attention while illustrating the home's value in simple terms. Reels boost brand recognition in the real estate industry. Reels serve an impactful purpose by engaging the audience and evoking strong sentiments by including property listings, virtual tours, community highlights, and client testimonials. In real estate, high-stakes transactions often accompany emotions, and short video content like Reels is critical in improving recall and emotional engagement (Djafarova & Trofimenko, 2019). In addition, Micallef and Medjati (2023), discuss how interactive and attention-grabbing video posts are helpful in retaining an audience as well as remembering the brand. Reels primarily shared in Instagram feeds and Explore pages, as discussed by Kapoor et al. (2022), improve visibility and reach, therefore increasing brand recognition. Through storytelling, real-life capture, and behind the scenes content, real estate marketers can use Reels to set themselves apart and capture the attention of prospective clients. This way, real estate businesses can utilize Instagram Reels to improve their online presence and visibility in a competitive market at a low cost.

Engaging with content through interactive Instagram Stories enhances brand recognition across different sectors as it enables real-time engagement, storytelling, and audience participation. Instagram

Stories' singular and ephemeral nature fosters urgency. Businesses can leverage this format to showcase brand insights, limited-time offers, Q&A sessions, customer polls, and testimonials which enhances brand perception and visibility. Stories' frequent and interactive nature helps businesses and users stay top-of-mind (De Veirman, Cauberghe, & Hudders, 2017). Moreover, Burch and Swann (2021) pointed out that Stories personalize customer interaction through features like micro-stories that incorporate interactive elements and emotional connections with customers' daily scenarios. Brands that create engaging Stories gain greater visibility on the platform as the algorithm favors accounts with strong Story interaction. In addition, visually appealing Stories featuring user-generated content and influencer takeovers enhance brand perception trust and recognition (Gaber et al., 2019). Instagram Stories enhance brand recognition through storytelling, user engagement, and featuring real-time brand interactions.

Instagram posts that include hashtags increase views and engagements from unpaid users by a significant margin. Hashtags allow users to search for posts relating to particular topics or interests. Posts that feature hashtags as well as the explore tab provide an opportunity for gaining followers, especially if relevant and trending hashtags are used. Lou and Kim (2019) have suggested that hashtags are a good way to promote brand visibility for newcomers who want to establish a brand without spending a fortune on advertising. Gabber et al. (2019) have suggested that the use of community and branded hashtags helps in audience engagement and brand positioning which helps in providing the followers a sense of identity and belonging. Also, as quoted by Sengupta and Sengupta (2020), the use of local and niche hashtags allow small businesses to target more consumers. Hashtags encourage users to participate in the marketing, allowing businesses to use non-paid marketing and marketing done by peers. Businesses can increase digital presence and brand visibility by using hashtags to make their content more discoverable.

Partnerships between property marketers and influencers significantly boost audience engagement, particularly when influencers share personal experiences and conduct immersive property tours, according to Micallef and Medjati (2023). Additionally, influencer collaborations enhance content virality and brand retention through algorithmic promotion and social support, as noted by Kapoor et al. (2022). This strategy benefits emerging firms seeking budget-friendly ways to increase their online visibility. Increased exposure occurs when influencers seamlessly incorporate promotional messages into their stories, enhancing the perceived credibility and attractiveness of the brand. Given the competitiveness of the digital landscape today, collaborations with influencers are becoming an essential part of content strategies aimed at boosting engagement and visibility.

### **Themantic Analysis**

Thematic analysis is a qualitative research method used to find, explore, and examine patterns or themes in text data. This involves carefully looking at the data to identify recurring ideas, concepts, and

meanings related to the research goal. Thematic analysis offers a flexible yet organized way to examine complex information, making it very useful in studies about perceptions, behaviors, and experiences. By organizing data into clear themes or categories, researchers can better understand underlying trends and connections. In this study, thematic analysis is used to assess the impact of Instagram marketing tools and strategies on brand visibility for new real estate companies. Key patterns include visual storytelling, influencer collaborations, and user engagement.

**Table 1. Instagram Marketing Strategies that Help New Real Estate Companies Get More Attention for Their Brands**

Theme	Description	Supporting Evidence	Implications
<b>Visual Storytelling</b>	Using high-quality images, videos, Reels, and Stories to make real estate marketing more appealing to the senses and the heart.	Djafarova & Trofimenko (2019); Burch & Swann (2021); Micallef & Medjati (2023)	Improves brand recognition, emotional connection, and property appeal
<b>User Engagement &amp; Interactivity</b>	Instagram has interactive tools like polls, Q&As, and stickers that get users involved and let them talk to each other in real time.	De Veirman et al. (2017); Gaber et al. (2019)	Two-way communication keeps the audience interested and builds trust.
<b>Influencer Collaborations</b>	Working with micro and nano influencers to market properties and make the brand seem more real.	Lou & Yuan (2019); Kay et al. (2020); Micallef & Medjati (2023); Kapoor et al. (2022)	Increases credibility, boosts organic reach, and helps low-cost branding strategies.
<b>Hashtag Strategy</b>	Use of trending, branded, and local hashtags to increase discoverability and reach on Instagram	Lou & Kim (2019); Gaber et al. (2019); Sengupta & Sengupta (2020)	Increases the reach of content, boosts SEO on Instagram, and helps build community.
<b>Data-Driven Advertising Tools</b>	Using geo-targeted ads and performance analytics to make	Kapoor et al. (2022); Statista (2024)	Lets you target people in a cost-effective way and change your

	marketing more effective		strategy in real time.
<b>Content Accessibility for New Firms</b>	Real estate companies with small budgets are using cheap Instagram tools like Reels and UGC to get more people to see their posts.	Conceptual framework section; Research Gap section	Helps smaller companies compete with bigger developers without spending a lot on ads.
	Use of UGC and consistent content to build trust and get people to interact	Pancer & Poole (2016); Alalwan et al. (2017)	Makes people more sure about making big decisions, like buying a house.
<b>Consumer Trust and Brand Credibility</b>			

### Word Cloud Frequency

Frequency of Word Clouds in the diagram shows the most common terms, with larger words indicating more frequent occurrences. Keywords such as Instagram, brand, marketing, exposure, and real estate emphasize the study's main elements.



**Figure 2. Word Cloud Frequency (Author Self Sourced)**

The Word Cloud Frequency Chart (Figure 2) visually highlights the most frequently used words in the research on Instagram marketing by real estate companies. Important words like "Instagram," "brand," "real estate," "marketing," "visibility," "engagement," and "content" appear prominently, showing their relevance to the research theme. This suggests that the study stays focused on how Instagram serves as a key tool for promoting brand image and visibility in the real estate sector, especially for new companies. Additionally, the repeated mention of terms like "reels," "stories," "influencers," "hashtags," and "user-generated" underscores the importance of Instagram's features in developing effective digital marketing strategies. The use of terms like "trust," "strategy," "customers," and "interaction" reinforces



the psychological and relational aspects of social media branding, such as building credibility and engaging with the audience. Overall, the diagram supports the paper's emphasis on visual storytelling, audience interaction, and cost-effective digital strategies for new entrants in the competitive real estate market.

## Discussion

The research on maximizing brand exposure for new startup real estate companies using Instagram advertising provides a thorough overview of how visually driven online campaigns can strengthen the position of small players in a competitive real estate market. The analysis considers the main findings and strategic implications of the research and connects them to broader marketing concepts and trends in the real estate field.

The unexpected rise of Instagram as a key marketing tool across various industries—especially in visually driven sectors like fashion, travel, and increasingly, real estate—marks a shift in how consumers connect with brand content. Instagram, with its visual interface and features such as Stories, Reels, hashtags, and influencer partnerships, not only aids in sharing content but also in storytelling, customizing brands, and engaging with consumers. This research positions Instagram not just as a social platform but as a space for building brands that can foster trust, enhance recognition, and create customer relationships, which is especially valuable for significant purchases like real estate.

The use of visual storytelling in the paper stood out the most to me. In today's world of scant attention spans, emotionally captivating content, whether in the form of Reels, Stories, or Photos, can sway consumers. Real estate, being a tactile and physical pursuit, stands to benefit greatly from this change. Developers and agents can now recreate property viewings using social media platforms, especially Instagram, through virtual tours and underslung footage, as well as through emotional storytelling. This is extremely important for new firms that do not have a significant offline presence or reputation. As described in the paper, lifestyle branding practices (Micallef & Medjati, 2023) describes emotional branding, wherein visual storytelling not only enhances property aspirations but also constructs and cultivates lifestyle aspirations.

The role of user interaction is another strategic element identified by the research. Instagram's interactive features—such as polls, swipe-ups, Q&As, and sticker prompts—create a two-way communication channel between brands and consumers. This interaction not only helps improve visibility but also builds trust, which is vital in an industry often viewed as transactional and unclear. When new real estate brands regularly engage with their audiences, they make their brand feel more human and maintain a relationship with their customers. Active interaction allows companies to gain insight into buyer preferences, challenges, and interests, shaping future content and offerings. Among the strategies listed is working with influencers, particularly micro and nano influencers. These smaller influencers, who have loyal and engaged followings, tend to be more authentic than celebrities. In real

estate, they can showcase listings, highlight neighborhood features, or offer live tours, turning cold listings into trusted recommendations. Authentic content from these influencers can boost consumer trust, increase shareability, and expand reach, which can be invaluable for companies with limited marketing budgets. Collaborating with local influencers also allows for focused targeting of geographic markets, making the content more relevant and the leads stronger.

Hashtag strategies also serve as a low-cost method for content discoverability and building community. Using branded, trending, and location-based hashtags aids in organic reach and organizes content. This is particularly beneficial for new startups that rely on digital buzz rather than paid advertising. A strong hashtag strategy not only raises visibility but also fosters branded communities that share user-generated campaigns. Encouraging users to share under specific hashtags (e.g., #DreamHomeDelhi or #LiveInLuxury) can create a sense of belonging and provide social proof, according to Lou & Kim (2019).

Instagram's paid features, such as shoppable posts, sponsored posts, carousel ads, and geo-targeted ads, offer a data-driven approach to generating leads and conversions. While organic reach is vital for brand building, paid features help real estate companies retarget warm leads and track performance in real time. Testing and adjusting campaigns based on metrics like click-through rate, engagement rate, and conversions make Instagram a responsive platform. For resource-limited new companies, these features provide a good return on investment compared to traditional advertising methods.

This analysis highlights the strong evidence that supports Instagram's role in real estate marketing. It can effectively serve emotional, informational, relational, and commercial purposes all at once. Elements like visual storytelling, engaging users, collaborating with influencers, using hashtags wisely, and providing accessible content tools all come together to create a powerful branding strategy. The strategies appeal to businesses with tight budgets since they offer growing solutions to enhance brand visibility and trust and credibility. Consumer psychology represents an intriguing factor which should be taken into account. People see real estate purchases as critical choices which need trust and emotional connection along with familiarity and assurance. Research shows that Instagram content which includes user reviews and behind-the-scenes updates alongside interactive stories effectively builds brand credibility and consumer trust. The rise of digital endorsement searching by buyers has made brands with active authentic and quality Instagram content more appealing to consumers.

## Conclusion

The study finds that Instagram marketing effectively promotes new real estate projects. It provides a strong, low-cost method for competing with larger companies in the industry. Instagram's visual features, such as Reels, Stories, influencer partnerships, hashtags, and user-generated content, can help new businesses build credibility, attract interest, and stand out in a crowded real estate market. The study shows that engaging and realistic visual storytelling significantly influences how people perceive,

remember, and ultimately purchase a brand. Stories and Reels present property value stories together with lifestyle content and work with influencers to build trust while reaching more people. The strategic use of hashtags enables your posts to reach wider audiences and Instagram's advertising capabilities provide businesses with affordable targeted promotion that delivers measurable results suitable for small marketing budgets.

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