

*Cindy Ertman's*



# REAL ESTATE MARKETING IDEAS

THE PROS USE



The Defining Difference  
BY CINDY ERTMAN

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**50 REAL ESTATE MARKETING IDEAS THE PROS USE**

1. **Create a Real Estate Blog:** [Inbound marketing](#) is one of the most successful ways to bring in, and retain, customers. Give your potential clients plenty of knowledge around topics such as how to buy a first home, how competitive it is to sell a home in their market, or even home improvement tips.
2. **Implement PPC Advertising:** [Pay-per-click advertising](#) is a way of drawing in traffic to your site. PPC can be very expensive if not executed and tracked properly, but it can certainly put your business in front of new eyes too.
3. **Host a Panel Discussion with Real Estate Professionals.** Create a topic that people are interested in and invite real estate professionals to speak (either virtually or in-person) and teach on the topic.
4. **Use Email Marketing Campaigns:** The money is truly in the list, but you must establish a trusted relationship with your email list by delivering value. By using a popular email marketing system such as [Aweber](#) and also installing [LeadPages](#), you can establish a way to collect email addresses and market to those users. LeadPages allows you to create enticing landing pages to collect email addresses that you will eventually market to through Aweber.
5. **Reach Out to Local Radio and Television Stations:** Coordinate with stations for ad space. Or, offer yourself for an advice show, or to discuss current local market tips and trends.
6. **Reach Out to Social Media Influencers:** Research and make a list of [social media influencers in the real estate market](#) that you could reach out to and collaborate with.
7. **Build a System for Referrals:** Simply asking for a referral is the best strategy. You could also integrate this into your email signature so it becomes more passive. Network with your clients and ask them if they have friends that would benefit from your services that they can refer to you.
8. **Ask for reviews on Yelp:** If you know you have had a positive interaction with a client, ask them to give you a review on Yelp. Make it as easy as possible for them, refer them to your page with instructions as part of your ending follow-up.
9. **Use Experiential Marketing:** Give clients a chance to meet you in person. Build a relationship with them, and increases your odds of being hired or recommended. Follow up immediately to thank them for coming. Here are some ideas for experiential marketing:
10. **Host a Sponsored Happy Hour.** You can always make this more interactive with cocktail demonstrations, providing networking opportunities, and making sure to bring branded giveaways.

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11. **Invitation-Only Open Houses with Cocktails.** Create a feeling of exclusivity with invitation-only events.
12. **Tours of Your Market Area.** Get creative and have fun with these! Rent bicycles, do a walking tour, or give out maps for self-guided tours. Give tips and insider knowledge of the area!
13. **Conduct 3D Matterport Scans:** One of the most effective tools you can use to [market any type of real estate](#). The system will put together a three-dimensional dollhouse of an entire property so the buyer can “walk”-through, in virtual reality. It gives an accurate depiction of the space no matter where the buyer is. You can hire Matterport professionals through the [company's network of photographers](#) to assist you. Stay ahead of the curve and give yourself an edge with advanced technology!
14. **Get Involved on NextDoor:** A social platform that provides message boards for neighbors. Its Neighborhood Sponsorship tool also offers you the chance to promote yourself in pop-up ads as users scroll through content.
15. **Cold Canvass:** Postcards, flyers, and business cards pinned to bulletin boards at coffee shops or other local businesses build name recognition, which can be especially useful for newer agents trying to break into a big market. Tailor your content to where it is being left behind to increase likelihood of gaining a lead. For example, try cold canvassing rental buildings in your town with “why rent when you can buy” information. Read more [prospecting tips](#).
16. **Use a Referral Service Like Fast Expert:** It connects active leads with real estate agents. Fast Expert allows you to choose buyer or seller leads and filter the leads by ZIP code. Agents only pay if the lead results in a successful closing. According to the company, there is no setup fee, monthly fee, or startup costs.
17. **Use Trulia and Zillow Ads:** Never bypass the more obvious marketing techniques. Most people look through one of these sites to browse options. Make sure you are optimized for listing sites.
18. **Add Social Sharing to Property Pages:** Make it easy for people to share your listings with their friends and families directly from your site.
19. **Implement Video Messaging:** Videos are far more personal and help build relationships better than text messaging or emails. Don't spend too much time worrying about how you look in the video, most people will just appreciate the effort!
20. **Use Emotional Storytelling:** Use compelling copy and powerful visual elements to tell a story with your marketing. A story makes you more relatable and welcoming. People love to hear and connect with genuine stories from other people.

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21. **Create an Irresistible Content Offer to Capture Leads:** No one wants to give their email address away without the promise of useful and relevant information.
22. **Consider Producing an eBook:** Consider what you are an expert in, and what you could teach someone. Examples being "X number of things new home-owners should consider before buying" or "X most valuable features of a new home." eBooks are a great way to capture email addresses and leads.
23. **Get Creative with Branding:** Pens, drink koozies, hats, and all the other freebies people love. Give out branded goods at local businesses, festivals, and events to spread your brand.
24. **Host a Webinar:** Webinars are a great way to give information to your current clients, and to attract potential clients. Host a topic that you are well familiar with (example: "12 Tips for Buying Your First Home"). Consider bringing in a guest and providing a Q&A at the end for questions. Webinars can be repurposed as YouTube videos or blogs as well! Here are some more tips on [putting together a great webinar](#).
25. **Host Free Seminars for Home Buyers:** Similar to a webinar, make yourself and your knowledge available to the community by hosting mini seminars. Consider providing a basic 101 seminar about the basics of home buying and mortgages.
26. **Give a Local Care Package After Closing and Keep in Touch:** Your relationship with a client shouldn't end right after they close. You want to build a deeper connection with them to have them refer you to their friends, family, and acquaintances, or remember to use you again in the future. Send a thoughtful local care package to clients after they close, with local movie or theater tickets, restaurant gift cards, wines, etc.
27. **Publish a Local Market Quiz on Your Real Estate Website:** Buzzfeed quizzes have been all the rage lately, take advantage of the trend and create a short quiz on a fun topic. Some ideas could be to test their knowledge on which celebrities grew up in the area, local fun facts and town history, or create a quiz for their perfect home décor. Publish the quizzes on social media too to add some fun to your pages!
28. **Offer Home Valuations to Capture Seller Leads:** Potential sellers want to know how much their house is worth. Integrate a home valuation tool into your website and use it to capture contact information.
29. **Film a Video That Explains Your Agency:** The best way for potential customers to understand who you are and how you can help them is to create a video. Share some success stories and how you have changed people's lives!
30. **Develop a Blog Post or Video Series to Highlight Area Restaurants and Entertainment:** Give people a reason to want to move to your market! Share the best of your area and why people should want to live there.

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31. **Use Reddit Threads:** Post ideas and tips and respond to comments for homeowners, buyers, and sellers.
32. **Run a Contest Through Social Media:** Leverage social media to host a contest that engages your followers and captures new leads. Offer a prize such as a gift card to a local business, a free consultation, or an item such as AirPods.
33. **Create In-Depth Graphs, Guides, Charts, or Maps:** Taking time to hone your Photoshop skills ([or hire a professional graphic designer](#)) will allow you to add striking images, charts, graphs, and other visual elements to your blog and social media posts. Make sure that in addition to your copy, the actual graphic explains something of value to your audience.
34. **Send Handwritten Notes:** Use [Handwrytten](#) to send professional, handwritten cards, all from online! Handwritten cards provide an extra level of personalization and care.
35. **Set-Up a Google My Business page:** Manage and control how your real estate business appears in Google Search and Maps listings. Make sure you have accurate contact information listed and optimize your business for search engines.
36. **Set-Up Schema:** [Schema markup](#) is code that helps search engines return more informative results for users. You gain the ability to tell Google how to attractively present your information.
37. **Be Creative with Local Sponsorship Opportunities:** Sponsor the coffee mugs at your local coffee shop, the golf tee boxes at a golf club, or a stand at your local farmer's market.
38. **Attend Local Events and Join Local Meetup Groups and Associations:** A good way to find local events is on Facebook or [Meetup](#). Be a force in your local community — show up in places where you can build real face-to-face relationships. Use local groups, festivals, or meetings to grow your contact base.
39. **Use Video Annotations to Drive Website Traffic:** Take advantage of YouTube's annotations feature to encourage viewers to watch your other videos or to opt-in to your email newsletter.
40. **Offer Local Homeowners a Free 'Garage Sale' Sign in Spring:** Everyone loves freebies!
41. **Host a Raffle for a Free Home Makeover:** Partner with a stager and as many local home furnishing stores as you can find.
42. **Write a Case Study:** Outline how you helped a client overcome a crucial challenge in the homeownership process.

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43. **Register in Multiple Online Directories:** Anyone searching locally for an agent by mobile or laptop will find you in the search results.
44. **Create a Google Plus profile:** Google uses this information to authenticate your business, which improves your SEO.
45. **Research Hyperlocal Keywords:** Consider the words buyers and sellers might use to search for a home or neighborhood online. By using the right keywords in your blog articles, images, and website, you'll make it easier for prospects to find you online.
46. **Use Facebook Live to Host an Interview with a Local Business Owner:** Create a series that showcases local business owners. Offer a discount coupon from the business as an incentive to anyone who logs in to view the interview.
47. **Use Instagram Stories:** Use polls, Q&As, contests, stickers, countdowns, and contests to boost engagement with your followers. Engagement on social media is key to your followers becoming interested in your services.
48. **Publish New, Original, Thoughtful Articles on LinkedIn:** LinkedIn now allows anyone to [create thoughtful articles](#) in their publisher platform. Use your blogs to re-create articles for LinkedIn.
49. **Join and Post in Facebook Groups:** Join as many relevant Facebook groups as you can. Look for real estate pages, local businesses, or get creative with various types of local groups such as parents' groups, relevant activities, investment groups, etc. Be careful to follow the rules of the groups and look for if you are allowed to advertise or not. If you are not allowed to advertise, get creative in the type of content-adds you can offer instead!
50. **Create a Facebook Messenger Bot:** To engage and qualify visitors to your website or blog. You'll save valuable time and gain deeper insight into user behavior and intent.

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