101 Creative Ways of Doing Real Estate Marketing

Eager to increase your leads and closes this year? If you’re a real estate salesperson, agent, or broker, here’s a list of actionable real estate marketing strategies (both online and offline) that you can start doing today.

Online Real Estate Marketing Strategies

1. **Get a fully responsive real estate website.** An effective online presence is one that works and looks great on any platform. Make sure your site is easy to navigate whether your reader uses a computer, smartphone, or tablet.

2. **Capture more email subscribers.** Expand your database by offering useful resources such as exclusive market reports, free ebooks, or downloadable gifts that they can access upon email registration.

3. **Stay in touch with your contacts.** Send at least 1 newsletter a month to the email addresses you’ve collected. Feature blog posts, upcoming open houses, new homes, industry events, and more. Use services like MailChimp and Constant Contact to build and send out attractive and compelling marketing emails.

4. **Study how drip email marketing works.** Email marketing may be cheap and easy, but you don’t want to overdo it and lose readers in the process. Understanding drip email marketing will help you craft strategic, timely, and effective communication that nurtures your leads and increases repeat visits to your website.

5. **Claim or update your Google Business profile.** Make sure to add your office hours, description, services, logo, team photos and office photos.

6. **Location, location, location!** Make sure that the location pin marker of your office on Google Maps is accurate. This is essential to local SEO.

7. **Leverage the Yahoo! Bing Network.** Don’t forget to claim or update your Bing Places listing, too.

8. **Explore SEO for real estate.** A regularly updated and fine-tuned campaign will allow you to enjoy long term visibility on Google search results.

9. **Get more followers on social media** Instagram, Twitter, and Facebook are your best friends. Post unique and helpful content to spark real conversations with your followers.

10. **Take care of your online reputation.** Set up a company profile on Yelp, BBB, Zillow, and Trulia and get your happy clients to post their reviews.

11. **Write guest blogs to earn high quality backlinks to your site.** Share your expertise as a local expert in content marketing as you produce content that is unique and valuable to both site visitors and search engines.

12. **Create a company channel on YouTube.** Upload your real estate and property videos on the most popular video-sharing platform available. Google owns YouTube so you can use it to increase your visibility in search engines.

13. **Become the local real estate authority in your area.** Build your reputation as a reliable resource for local information by maintaining an active blog. Niche blogging is essential for content marketing as you produce content that is unique and valuable to both site visitors and search engines.

14. **Repurpose your articles into video versions of your blog posts.** In the age of rich media, video content is more engaging than text articles and still images. Informative profiles, lists, and how-to videos have more chances of going viral than advertising type videos. Make sure to add them to your company YouTube channel.

15. **Analyze your web traffic stats.** Site visitor behavior and demographics are now easy to review thanks to the likes of Google Analytics and Google Search Console. Use this data to make improvements on your agent website.

16. **Take a visual analysis of your site visitors’ behavior.** Install a heatmap to track how often and how long your readers stay on your site. This helps you check if your site pages are effective in terms of content, design, and layout.

17. **Publish an online press release.** Releasing official content like press releases will help you get indexed by online news outlets such as Yahoo News, New York Times, and more.

18. **Maximize sponsored posts and graphic ads on Facebook.** Don’t miss out on an audience of nearly 2 billion monthly users. You can set your target audience based on demographics, job titles, interests, location, or income bracket.

19. **Publish monthly market reports on your website.** This adds to your credibility as a local expert. Also pay attention to the format you use. Presenting reports in visual, infographic form help make them more readable and shareable.

20. **Increase the number of your LinkedIn connections.** Promote your content and get referral traffic to your website by doing personalized ads and sponsored posts in LinkedIn.