



101 Creative Ways of Doing Real Estate Marketing

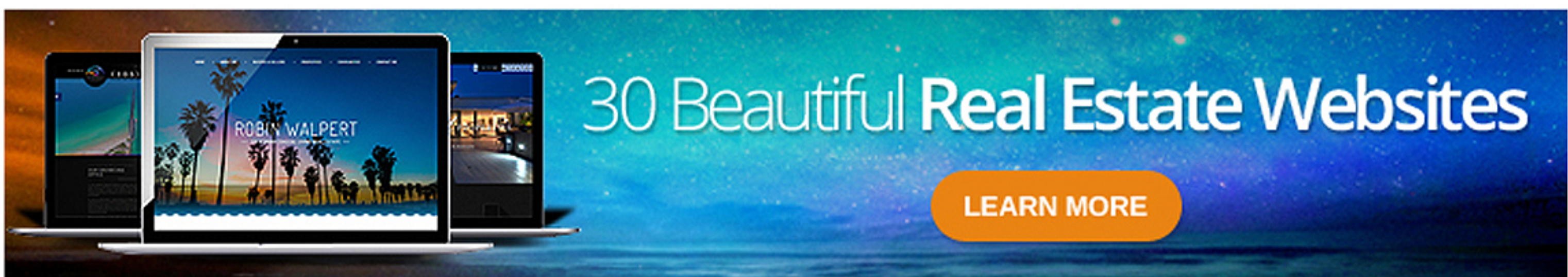
Eager to increase your leads and closes this year? If you're a real estate salesperson, agent, or broker, here's a list of actionable real estate marketing strategies (both online and offline) that you can start doing today.

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 commenters.
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 on one of your colleagues' websites or submit informative articles to a reputed, high-traffic site. Make sure a link to your website is contained within the article.
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.** pPromote your content and get referral traffic to your website by doing personalized ads and sponsored posts in LinkedIn.



21. **Target audiences from different countries.** Purchase country domain names for your business such as .uk or .ca if you're aiming to reach a wider and international market. Engaging a global audience extends your relevance and likelihood of being searched even from abroad.
22. **Make your website global friendly.** Attract international buyers by adding a language translation selector and currency converter functionality on your website. WordPress has a selection of plugins that you can try.
23. **Consider getting separate websites for residential and commercial listings.** If you have a large inventory, you could benefit from managing distinct websites for each type of property. Commercial real estate involves a different marketing style and SEO strategy.
24. **Attract more Twitter followers.** The Twitter platform is a great way to make and spread listing announcements and share real estate information. Invest in promoted tweets to maximize your mileage.
25. **Create a 30 to 60-second video for your homepage.** Make a lasting impact on your visitors as soon as your website loads. A brief and engaging video clip that introduces the unique qualities of your company and services may be all it takes to keep them coming back to you.
26. **Make sure that your website's bio pages are well-curated.** They should be detailed with a mission statement, certifications, career history, philanthropic activities, and industry achievements. Include a button that links to your Testimonials page, too.
27. **Share your track record.** Keep your site visitors updated with on your track record. Make information on sold homes and properties' average days on market visible on your homepage and social media profiles.
28. **Add a virtual tour for your listings.** Leverage today's high-speed and high-bandwidth connections to impress your site visitors with interactive virtual tours or professional property videos that lift your listings off the static page.
29. **Keep inquiry forms visible and accessible.** Make sure your site visitors don't need to take an extra step to reach you. Include inquiry and contact fields available on each listing page so users can contact you without clicking away from the page.
30. **Get a powerful IDX solution.** Your SEO results might bring visitors to your site and a good design might make them linger, but ensuring that your website includes powerful IDX functionality will guarantee that your users will find your website a complete resource for their real estate needs.
31. **Get single property websites for your VIP listings.** Premium real estate deserves premium exposure. A great way to highlight an exceptional luxury listing is to host all of its features and information on its own website.
32. **Use custom created video or infographics in your blogs.** Blog posts with eye-catching and informative visual aids are more readable and easy to appreciate. They're more shareable too, and could get you more mileage as a local real estate expert.
33. **Spruce up your neighborhood pages** by adding a community tour video and professional photos of the popular spots in your area. You're not just selling a house, but advertising an entire community.
34. **Curate your listing photos.** Too many photos will make your website pages load slower – and loading speeds in turn affect SEO scores – so make sure to share only the best and most eye-catching photos on your website.
35. **Use emotional storytelling.** Real estate often involves tedious and meticulous processes. Make your real estate website content more unique and captivating by sharing more “human” topics of interest, such as lifestyle blogs, actual buyer testimonials and anecdotes, and other similar content.
36. **Craft detailed descriptions for each of your listings.** This is your chance to capture their attention so make it as appealing and comprehensive as possible.
37. **Tell a story when writing listing descriptions.** Don't just stick to a templated list of features. Write about the home to elaborate more on its unique design or amenities.
38. **Identify your top 5 strongest niches.** When you know your strongest points, you can create powerful content around them. Niches can be based on the types of clients you want to target (e.g. investors, retirees, newly-weds, military families), types of home architecture or construction style (lofts, colonials, brownstones, high-rise, green homes), or types of recreational activities (lake homes, ski homes, beachfront).
39. **Use local keywords.** To establish yourself as a local expert, maximize your use of relevant keywords and phrases so that search engines can display your pages properly when buyers make an online search for homes in your area.
40. **Get help on identifying the right keywords.** There's no shame in asking for help when you're not sure. Several tools are available online – free of charge. Try keyword research tools such as [Google Adwords Keyword Planner](#), [SEMRush Keyword Magic](#), or [MOZ Keyword Explorer](#).



41. **Drive immediate traffic to your landing page.** Get eyeballs right at your virtual doorstep by doing keyword advertising through Google Adwords.
42. **Encourage previous visitors to come back.** Thanks to smart tools like Google Adwords and Facebook retargeting, it's easy to entice site visitors to return by showing them [remarketing ads](#).
43. **Create a beautifully designed listing presentation.** Present your top offerings in a neat and compelling summary. This is a format that you can also use for your open house and initial meetings.
44. **Maximize your email signature.** Make sure that all your correspondences end with clear ways to get in touch with you. Add your website link, tagline, mobile number, and link to your [online reviews form](#).
45. **Consider getting a CRM tool.** Customer relationship management software will help you automate your lead generation process, get your contacts organized, and allow you to do follow ups faster.
46. **Avoid canned or templated emails.** Make your messages as personalized as possible. Read and understand your guests' needs and offer helpful advice with a sense of urgency and genuine concern.
47. **Upgrade to drone shots.** Get with the times and utilize one of the most popular technologies for photography and videography today. A sweeping, aerial video of one of your neighborhoods on your homepage, instead of the usual image banner, will wow visitors and earn you an instant nod of respect.
48. **Make sure your domain name contains your name or company name.** Don't use keyword-based domain names since those sound too generic. Flat domain names work against creating a memorable impression of your website.
49. **Add prominent social media sharing buttons.** Whether you place it on the header, sidebar, or footer of your site, make sure that they are large enough to draw attention without distracting from the content.
50. **Invite everyone you know to support your social media presence.** Your friends, especially on Facebook, can help instantly boost your follower count simply by liking your page. This activity appears on their page feeds and can increase your exposure outside your first degree connections.
51. **Invite thought leaders to guest author in your blog.** Tap into the pool of local experts from your area to add new perspectives and more credibility to your site. Make sure you share guest-written articles on all your social media pages.
52. **Send a welcome message to your social media followers.** It may seem like an unsolicited message, but a personal acknowledgement to people who have just liked your FB page, followed you on Twitter and Instagram, and added you to their LinkedIn connections can be the start of warm and fruitful connections.
53. **Submit an insightful real estate article on Medium.** This site has lots of readers who are business owners and is a prime platform for easily digestible content fit for social media sharing.
54. **List your business on local and national directories.** Make sure that your NAP (name, address, phone) is consistent across all profiles.
55. **Engage in online conversations and message boards.** Choose a forum that you enjoy reading. Immerse yourself in the community and start relevant topics of your own that will let you interact with members and offer your share of helpful insights.
56. **Keep the conversation going in emails.** Keep your correspondents up-to-date by attaching or linking to new marketing material. Doing this drives them to check out your other listings, services, or content.
57. **Encourage past clients to leave reviews.** Make sure that they know about your [Google Reviews](#) profile and company Facebook page so that they can leave their own thoughts about your successful deals and relationship.
58. **Ask past clients to do a video testimonial for you.** Start with those you have a great relationship with; they'll likely have more than a mouthful of good things to say. Arrange for a professional videographer to go to their location to make it hassle-free for them. Make these videos visible on your YouTube channel and your website.
59. **Add an interactive map search** on your homepage. Get a web designer to do a custom designed map that's attractive and easy to use. Interactive features are not only helpful, they're also a lot of fun for visitors!
60. **Publish branded “how-to” ebooks.** Use your website to host ebooks or white papers on the home buying and home selling processes, as well as other relevant real estate topics. This will help visitors who are still in the initial stages of their home search. If they like what they read, they will strongly consider doing business with you.



61. **Build a solid “Communities” section on your site.** Add pages featuring human interest articles and easy-to-read “listicles.” Posts that talk about the must-visit places in the area, the “10 Best Jogging Trails,” or the “Top 5 Cafes” are good supplementary content that will help you market your area better.
62. **Create seasonal marketing ads for your social media page.** You can use these images as a homepage image banner or as a Facebook cover photo. Popular seasons for real estate include back-to-school months, spring, summer, New Year, and Christmas.
63. **Feature reputable home improvement partners and suppliers on your website.** Include a small directory that lists their contact details. This way, you help them gain mileage for their business while also give your site visitors another useful resource page for their home needs. Don't forget to ask your partners and suppliers if they can also do the same for you on their respective websites.
64. **Give an online shout out to your partners and suppliers.** For example, if a contractor has just finished building that additional room, you can tag them on your social post announcing that the home is now show-ready. This increases the chances of them liking or sharing your post, enabling their own followers to see your profile.
65. **Reply to comments promptly.** Whether on your social media pages or online profiles, these quick responses show your followers that you are always online and paying attention.
66. **Promote local events.** Scheduled community events, activities, and festivals are a reliable source for fresh content on your website. It also shows your site visitors how updated and involved you are in all things related to your area.
67. **Share photos of you and your team on social media and your blog.** Create posts with lots of photos of your company events. If possible, post photos showing you and your team with happy clients, too! Content like these put real faces behind the company name, instilling a sense of trust to your followers and future clients.
68. **Write premium online press releases for your VIP listings.** Make these part of your marketing kit for home sellers. You can also do a featured property article on your blog that contains a well-crafted description of the home and a curated set of photos.
69. **Learn how to manage your website.** While it's great to have a support team, you can add new content or update listings more quickly if you know how to work your website on your own.

Offline Real Estate Marketing Strategies

70. **Take time to study your top 10 competitors.** What strategies are they doing that's contributing to their success? Is is something you can replicate or do for your business?
71. **Partner with a professional photographer.** Successful property marketing relies heavily on attractive photos, videos, and overall presentation. Get in touch with a skilled and experienced photographer to ensure the best staging for your luxury listings.
72. **Get more offline exposure.** Arrange to get interviewed by influencers in traditional media, such as a local TV or radio show.
73. **Get a real estate virtual assistant.** It always pays to be organized, especially if you're juggling multiple deals and clients. A virtual assistant can help you follow up on leads and or in researching prospect investors.
74. **Have a professional-looking logo made.** Partner with a designer to create an insignia that would best represent your company image. Use this on all your marketing collaterals.
75. **Get a professionally designed business card and personal marketing kit.** If you want to build your brand, you'll want to make sure you get your name out there! Check that your website URL is indicated on your card and brochures so recipients of the kit will know how to find you online.
76. **Build your professional network.** Attend local and national trade shows to mingle with your peers and colleagues. You can get started on building strategic partnerships and collaborations by simply being present at well-attended events.
77. **Strengthen relationships.** Host an annual party for your most valued clients, business partners, and suppliers. This is a sure way to stay in touch, even if your engagements have completed.
78. **Create a referral program for past clients.** A dedicated program will make previous clients feel that they're always part of your network. This will motivate them to refer you to other home buyers.
79. **Sponsor local events, charities, sports teams, or fundraising activities.** Not only will you be featured in their marketing materials, but you'll be able to give back to your community as well.
80. **Consider doing niche branding and marketing.** Stand out in a saturated real estate market. Your company tagline should be specific and memorable. Take as an example, “Ghost-free homes.” It's an actual real estate advertising tagline!
81. **Partner with local magazines or newspapers.** Print media will immortalize your expertise, so to speak. If you could arrange for it, see if you can earn a spot as a real estate columnist or at least a regular contributor on their pages.
82. **Advertise on billboards.** Outdoor ads offer great visibility and recall. Make your ads as creative as possible!
83. **Advertise on public transportation or other establishments.** Not a fan of billboards? There are other ways to capture the attention of commuters such as bus advertisements and stickers or print ads displayed on partner establishments.
84. **Get ad spots that target city newcomers.** Smart real estate marketing means getting the attention of visitors and potential new clients as soon as they land in the local airports, get off at the train station, sign up for a car rental, or go sightseeing at tourist spots.
85. **Shoot an ad.** Even though you have your own website, don't forget about traditional media. Make sure you also leave your mark on local tv, radio, or even your local movie theater.
86. **Host a free seminar.** Even a webinar works. Address curious city newcomers or first-time homebuyers by covering topics such as “ways to finance a home” or “real estate contract 101.” Young professionals and young couples looking to buy a home for the first time will surely appreciate it.
87. **Give a closing “care package” to clients who bought a home from you.** Go the extra mile for clients with whom you sealed a purchase deal. They will surely remember your professional service and the sweet gesture will go a long way when they find friends and family that they can refer to you.
88. **Send personalized cards or gifts on milestone dates.** Keep tabs of your clients' calendars relative to their move. Celebrating their first anniversary in their new home, or even just their first month there, is a gesture of goodwill that can open doors to more collaborative opportunities.
89. **Get custom-printed swag.** Boost your brand recall by handing these out during open houses, local events, or client meetings. Everyone loves free stuff!
90. **Write personalized letters and thank you notes.** This is definitely a way to get the attention of your contacts –especially new prospects – and you need all the help you can get to stand out.
91. **Get your ads printed on local newspapers, magazines, and phone books.** Getting published on ubiquitous print media is always a worthwhile investment in brand-building.
92. **Research before contacting a lead.** Their details are usually captured in their initial email. Use these to do a quick Facebook or Google search to view their public profile. This will help you “get to know” them better, helping you write better, more personalized messages.
93. **Keep your designs up to date.** This applies to the layout and paper quality of your real estate postcards, door hangers, and direct mailers. Be mindful of modern design sensibilities so that your collaterals don't look outdated and out of place.
94. **Partner up with local hotels if you have rental properties.** See if they can display your brochures and business cards at the lobby or reception counter. They can refer you to visitors who are looking for long-term rentals. Likewise, you can also refer visiting clients to your partner hotel.
95. **Answer questions on Quora.** Quora is a popular Q&A website, covering practically every topic under the sun. You can find home buyers looking for advice there, and it's a great way for you to share your knowledge and expertise.
96. **Hire a lead generation specialist.** Cut a tedious step off your list by trusting a professional to do the research on people who are in the market for buying or selling a home.
97. **Sponsor or attend your client's housewarming party.** Your client will be showing their friends and other guests around the house. This is a great way for them to introduce you, a crucial reason why they sealed the deal. Getting yourself advertised can't get any better than that.
98. **Get a memorable toll-free number for your office.** Call routing and informational extensions are a must for offices that receive a high volume of calls. These ensure that your callers never hear a busy signal. Since you're always on the go, make sure that you also have a ‘voicemail to email delivery system’ in place.
99. **Communicate professionally at all times.** Use complete sentences and watch your spelling and grammar when texting a lead or client. Also be mindful to send messages only during reasonable hours of the day.
100. **Update your agent headshot regularly.** This can happen yearly, or every time you make a significant change to your hair or looks. Real estate is a face-to-face business and it's important that your profile photo looks professional and personable.
101. **Last but not least, make continuous learning a priority.** This is one of the most important things you need to do if you want to outrun your competitors. Attend online marketing webinars or seminars and educate yourself in the latest digital marketing trends. Don't be afraid to learn SEO, PPC, social media, and content marketing. Familiarizing yourself with these things will help you accomplish many of the strategies listed in this article.

Agent Websites That Get Results

For over 17 years Agent Image has been the industry leader and who more agents and brokers turn to for their website and online marketing needs. We have products designed to meet any budget, so contact us today to learn more about how we can create the perfect package for you!

SCHEDULE ME FOR A DEMO

or give us a call

1.800.979.5799

