

Real Estate

Making Sense
of Online Marketing

The



DOWN LOAD



THE OFFICIAL CONSTANT CONTACT
MARKETING ADVISOR PLAYBOOK

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Introduction

Should you be marketing your real estate business online?

99%

of millennials
use the Internet
when buying
a home

90%

of younger baby
boomers use the
Internet when
buying a home

75%

of home sellers
work with the
first agent they
speak with

Making an online presence a must for
any agent who is looking for new listings.

ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS



**Real estate agents that are online
are seeing growth.**

If you're considering getting started with online marketing for your properties or services, you may already be overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're doing online marketing, you may be frustrated to find that getting more new buyer and seller leads, as well as extra attention for your listings, is not as easy as many claim.



You're not alone.

If you're like many Constant Contact customers, you're busy trying to build your listing portfolio and attract new buyers, while at the same time trying to nurture your existing contacts.



You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing. Do I promote my listings or my services? How important are online reviews? Should I be paying for advertising?

The questions go on and on.

What if there were a way to make sense of online marketing?

Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of real estate marketing so you can get the most out of those tools. Again, not easy when you're a real estate agent by trade and a marketer by necessity.

This guide is designed to give you practical advice.

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



There's something else that's important to note.

In other fields, most new business owners are at a disadvantage because they're competing with other professionals who have the market cornered. But thanks to the data we have on how buyers and sellers choose a real estate agent, we know that a well-crafted message and solid online marketing strategy can level the playing field.

Ultimately, we're talking about engaging with people. The location has changed to a digital format but at the other end of those devices are people. And people do business with real estate agents they know, like, and trust.



TIP

Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with someone, don't do it online.

Keep this in mind about online marketing.

If you were asked where most of your business comes from today, what would you say?

Many experienced agents tell us, "word of mouth." When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to your business.

Your real estate prospects turn into clients as a result of the relationships you build with them. These relationships often start slowly and one-sided, and online marketing creates more opportunities for your future buyers and sellers to learn about you, to get closer to that first phone call, email, or handshake. For your existing relationships, online marketing provides new avenues to connect with your sphere and remain top of mind whenever a real estate question comes up.



Here's what we're going to cover:

Chapter 1: How prospects find you online

Chapter 2: How to turn those prospects into clients

Chapter 3: How it all comes together

Chapter 4: How online marketing can work for you

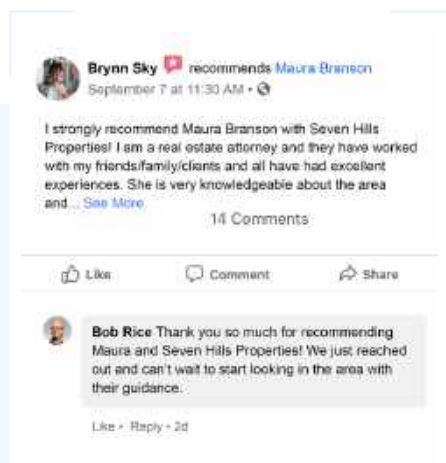
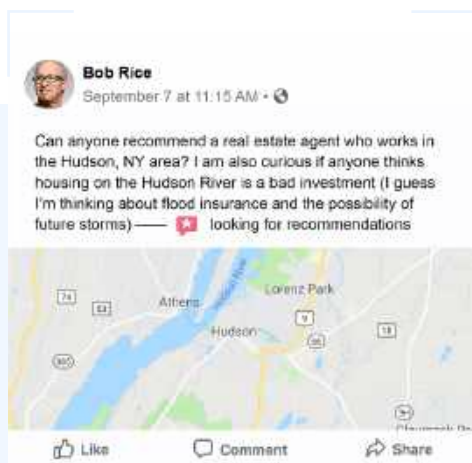
Now let's get to it!



How prospects find you online

We've mentioned that word of mouth now happens online.

People are talking up their real estate agent directly; they're consuming and sharing content they find useful or entertaining from those agents; and they are asking connections for recommendations. Your real estate business has an opportunity to be part of more of these conversations.

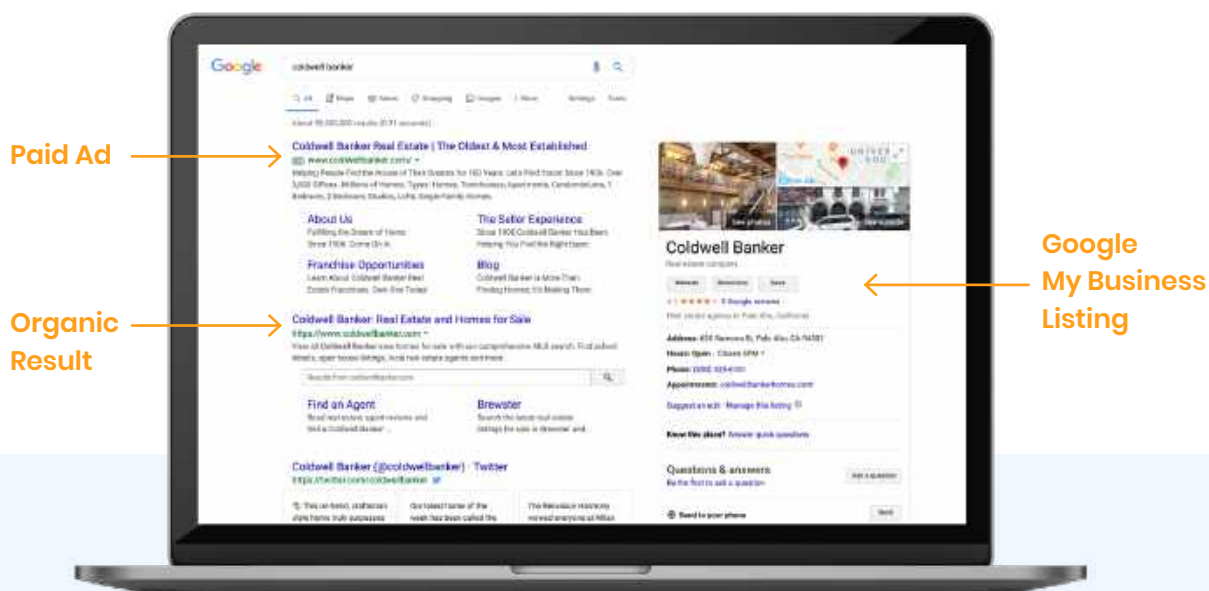


The more you can do to keep your business top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they need what you offer.

Beyond being part of the conversation, you must understand what people may find when they go looking for your business specifically by name, or searching for real estate in your neighborhood.

And, of course, be aware that if they don't find you when they go looking online, it begs the question, "Does your real estate business even exist?"

What do people find when they go looking online for you?



Here's an example using "Coldwell Banker" as the search term

It's no secret that people are turning to search engines like Google to get more information about the real estate agents they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for a business by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Social media accounts
- Reviews
- Info from other sites

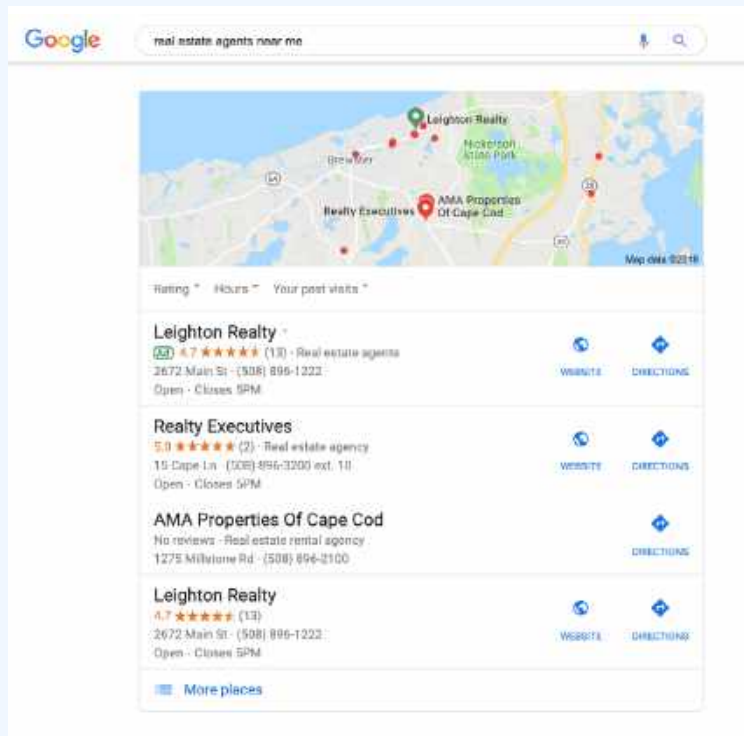
What if they're looking for something your business offers?

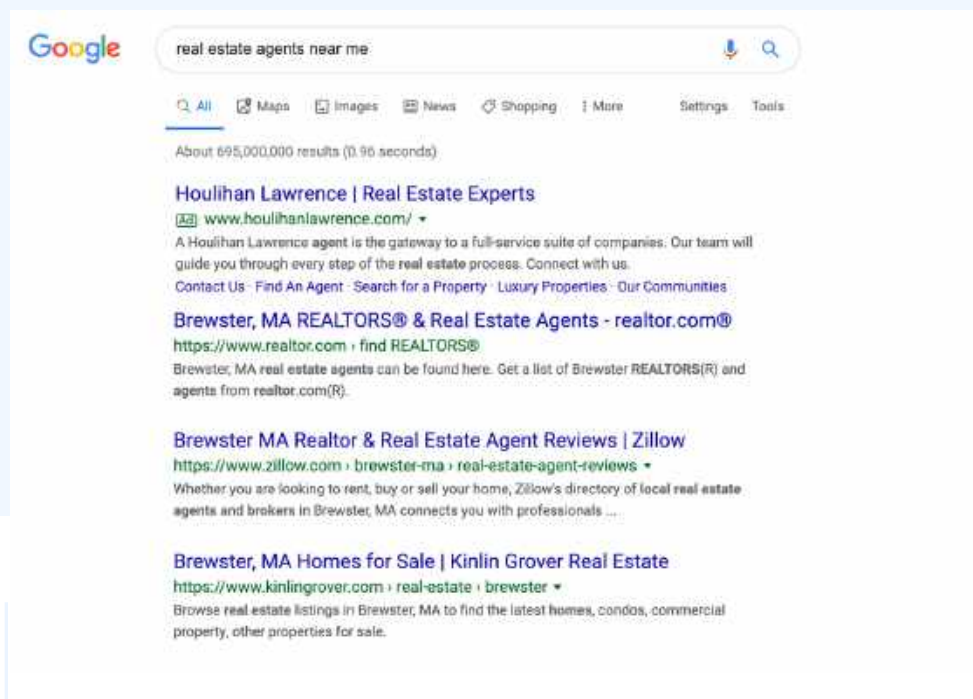
In the previous example, we searched for — Coldwell Banker — by name. But, people don't always search by name. Sometimes soon-to-be buyers and sellers are searching more generic real estate terms, like “real estate agents near me” or “homes for sale near me.”

Let's look at an example.

Imagine you were considering listing your home for sale and wanted to get some options for real estate agents to represent you. You jump on your computer or mobile device and search “real estate agents near me.” Here's an example of what may come up...of course, your actual results will differ.

Notice that “real estate agents near me” brings up Google Maps listings with both paid and organic results. The Google Maps information comes from Google My Business profiles (more on that later).





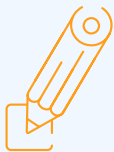
Notice the listings on this particular SERP are not just for local brokers or agents, but also for websites providing agent connection services like Realtor.com.

Competition on the Search Engine Results Page (SERP) in the real estate field is fierce, and you're not just competing against other real estate agents. You're competing against the likes of major companies like Zillow, Realtor.com, and Yelp.

Why is this? Advertisers know that the payoff from a conversion on an ad like this is high, so the competition for ad space is fierce.

To effectively compete, optimizing the following online properties is a must:

- Your website
- Your social media
- Review sites
- Google Business listings
- Sites that also show property listings



ACTION STEPS



Search for your real estate business.

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing? How can you leverage your own website so it will appear among the top search results?



Search for generic terms your real estate business should be found for.

Is your real estate business there in either an organic or paid perspective? What is there? What does this tell us about where consumers are getting their information about local real estate agents?



Make a list of results that show up on the first page in both scenarios.

Here's the reality: If you're not online, the people who need your services can't find you.

Whether people search for you by name or something related to local real estate, your prospective buyers and sellers need to be able to find you. Your job is to sell real estate, but in order to do so, you have to make sure your business can be found, the information is accurate, and that you're answering the questions your potential customers are asking.

As people click through from various search results to visit your website they're starting to form opinions about you and your ability to serve their real estate needs. Ultimately, they're asking themselves, "Is this the right agent for me?"

If your business is present, engaging and interacting, and providing resources, you'll increase the chances of people reaching out and doing business with you.



The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your business up for success.



How to set yourself up for online marketing success

With an understanding of how people may find you online, what should you do to make sure you have a strong online foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website



2

An email marketing tool



3

A primary social channel



4

Reviews gathering channels and up-to-date business listings



5

A way to easily create content





A mobile-responsive website: Your online hub.

Yes, as a real estate agent, you need a mobile-responsive website. Your website is at the center of all your online activities. It's the hub you'll point people to in order to drive new clients, referrals, and testimonials. While it's easy for agents to rely heavily on social media, remember social media is designed for conversation, not conversion. You'll want to have a place you own.

Think about the first thing you do when you want to investigate a business. Typically, you'll go looking for a website to learn more. Your potential clients are doing the same. And they're frequently doing it on a mobile device, making a mobile-responsive website important for today's consumers.

A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it.



TIP

Buy a domain name **for your website** **to match your** **business name.**

Though it's tempting to get creative with a URL, this creates more problems than it does clients. Something straightforward with your name (like SarahJohnsonRealEstate.com) looks professional and adds credibility to your business.



With a mobile-responsive website, visitors won't struggle to find the information they need. They'll be able to read and navigate your site with ease regardless of the device they're using.



Responsive
website
on mobile



Non-responsive
website
on mobile





The good news is that you no longer need to be a web designer to build an effective website.



DID YOU KNOW?

Want a custom designed site?

Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

Need a logo?

A logo and colors form the basis for the visual representation of your brand. Make one with the [Constant Contact logo maker](#).

Your website should have at least five pages.

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.



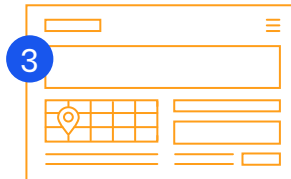
HOMEPAGE

Your front door



ABOUT PAGE

Your story



CONTACT PAGE

Your chance to connect



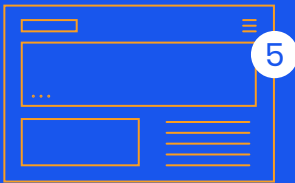
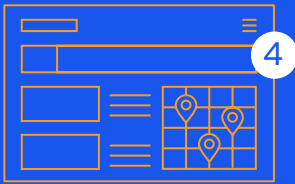
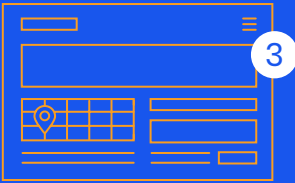
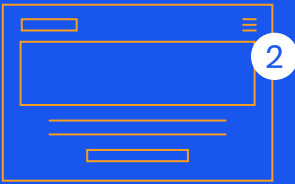
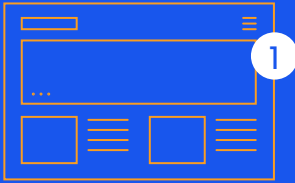
SEARCH

Your visitor's chance to browse available property



BLOG

Your chance to demonstrate your industry knowledge and expertise



Think about your real estate business specifically to add additional pages. For example, a real estate agent specializing in second homes should have a page dedicated to services for out-of-town travelers. If you work primarily with first-time homebuyers, lender recommendations and mortgage guides would be appropriate.

Regardless of your niche, remember that all real estate is a local business. Make sure the content on your website reflects the communities that you serve. A blog post about national housing trends might be interesting to some, but ultimately that information doesn't bring value to the reader unless they understand how those national trends affect the houses in their neighborhood.



What should you put on these five core pages? Let's take a look.



HOMEPAGE

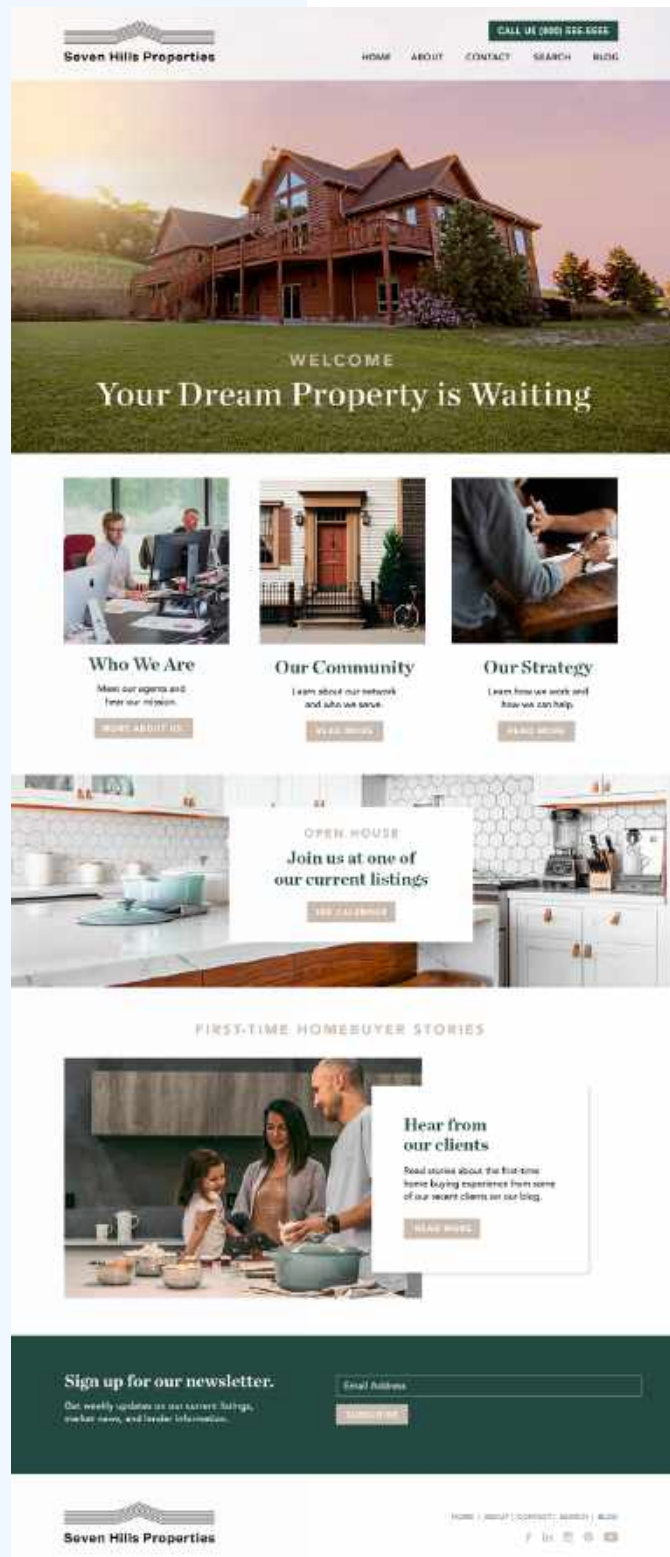
What questions should you answer on your Homepage?

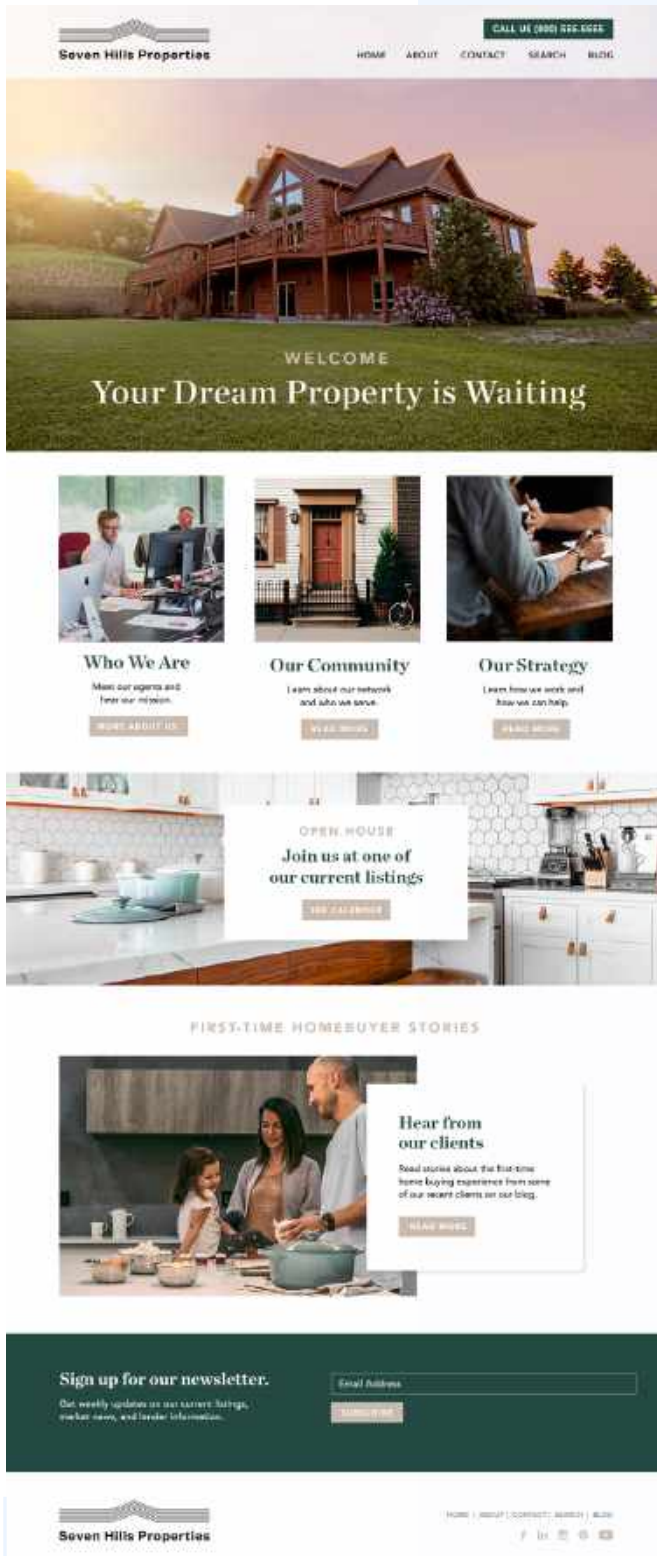
Who are you, and who do you work for?

Though this seems mundane, it's incredibly important. Most states have laws that require real estate professionals to identify as quickly as possible what their brokerage affiliation is, and in some cases, do so before even identifying themselves. In other words, you should be able to identify who you are and who you work for at first glance.

What communities do you serve?

As mentioned, real estate is a hyper-local business. The most productive and profitable agencies in the entire country will tell you that success is built upon their agents' intimate knowledge of each and every street in the communities they serve. Use your geography as a marketing tactic and identify where you help people buy and sell front and center.





Why should a potential client consider you?

The average website visitor has an incredibly short attention span. Use your homepage to give your *elevator pitch*: a phrase or single sentence at the most telling people why you're the real estate agent for them.

What should visitors do next?

Learn about your listing strategy? Start searching for available homes for sale? Get information about foreclosures in the area? Request a showing on a property down the street? Make it clear exactly what actions your visitors need to take from the homepage to get where they want to go.

Homepage example



ABOUT PAGE

What questions should you answer on your About page?

What is your story?

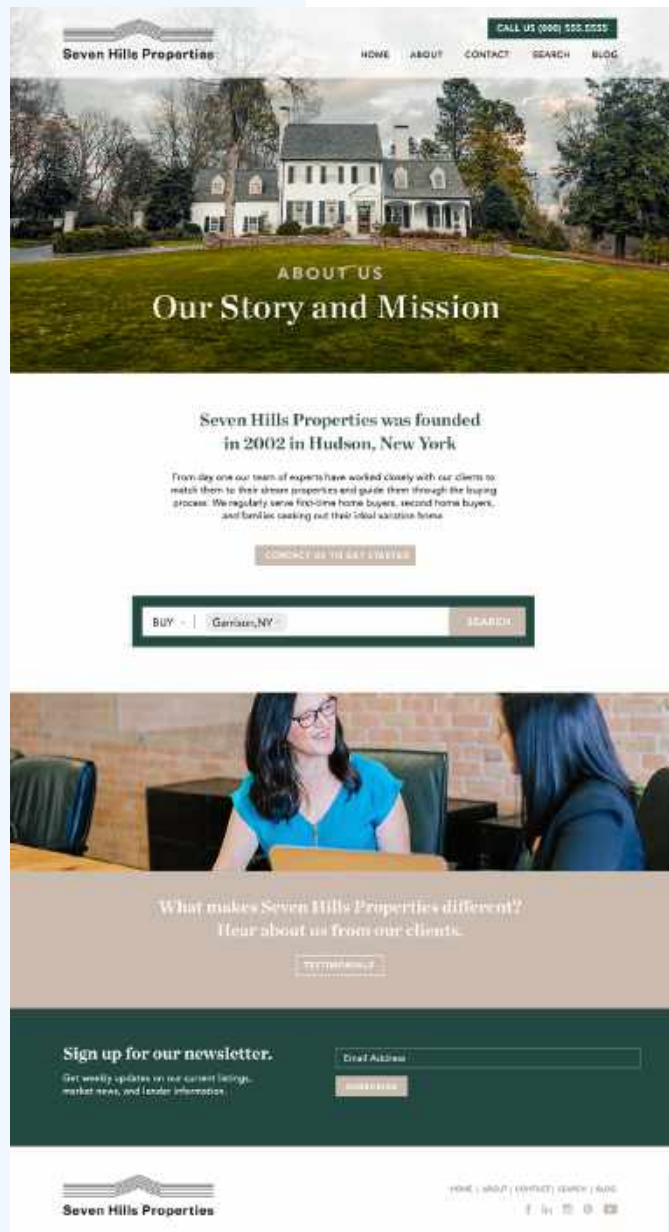
What problem are you trying to solve for your customers? Why is your work important to you? Start your relationship with your soon-to-be new clients by letting them know about you, what you do, and why it's important.

Why should people care?

How will potential clients benefit from working with you? How will you solve their problem and give them peace of mind? Do you have testimonials to support?

What makes you or your business different?

What are you better at than anyone else? How will you use your skills to help them? What's your plan for them?



About page example



CONTACT PAGE

What questions should you answer on your Contact page?

Where can people find you?

There is regulation in most states that requires a physical address and telephone number for the brokerage you're a part of. This information doesn't have to be front and center, but it must be present. Beyond that, make sure to list contact information and social media channels.

When can people find you?

When are your "business hours"? Real estate agents are notoriously unable to silence their phones, but listing your availability on your website will make those after hours calls fewer and farther between.

How can people contact you?

More than one way? Start with your preferred method, but don't be afraid to list secondary methods of communication for your "off hours."

Contact page example



TIP

Consider including an appointment scheduler as a method of contact.

Offering a way to set up a face-to-face meeting, whether it's to tour a property currently listed for sale or to discuss listing a home for a seller, is a low- (or no-) cost option that can have considerable upside.



SEARCH PAGE

What questions should you answer on your Search page?

How can I search for homes with five or fewer clicks?

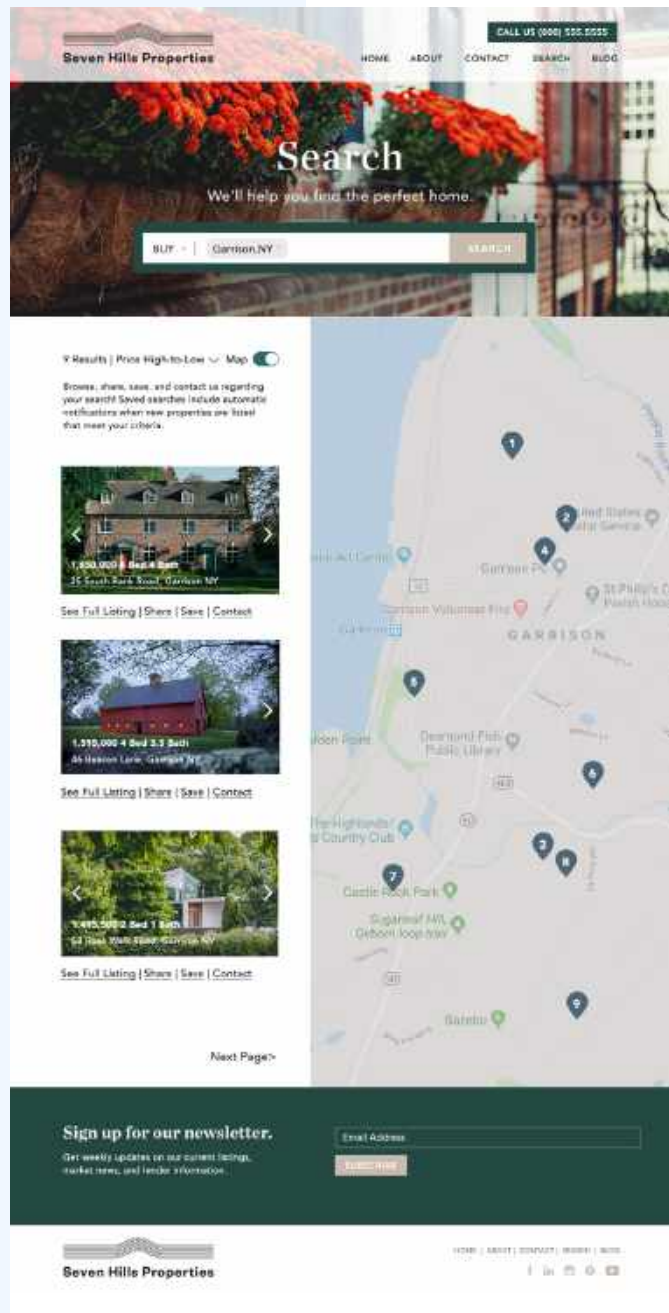
Most search pages will have a basic search that includes options like price, square footage, bedrooms, bathrooms, and location. This is often the first place that most early home searchers start, so make sure this functionality is front and center.

What can I do with my search after I've completed it?

Searches that stay locked on a webpage don't often result in further conversation. Encourage your visitors to save their search, share their search with their friends and family, or to contact you for a viewing.

What if my search results change?

As properties go on and off the market, the 20 homes that populated a search on Monday may be a different 20 homes on Friday. Reassure your searchers that a saved search includes automatic notifications when new properties are listed that meet their criteria.



Search page example



BLOG PAGE

What questions should you answer on your Blog page?

What do you know about the topics that interest me?

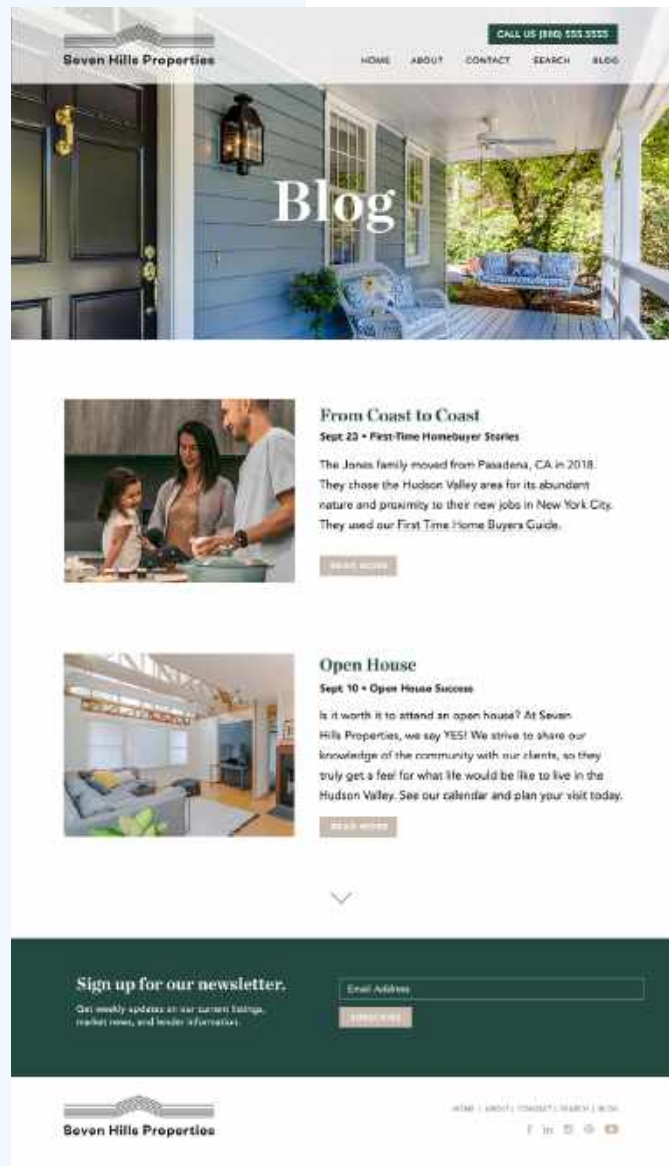
Are you up to date on real estate best practices? Can we talk about interior design? What are the real estate topics that you know enough about that you can teach me through an article, or video, or podcast?

What do you know about our community?

Are you a local expert? What do you know about our community that I don't? How can you demonstrate your expertise about the area and show me that you're the agent with the knowledge to inform our decision about buying or selling?

What else can you tell me about yourself?

How can you use the blogging platform to share more of your own story? How does the extension of the information on the About page connect with your client experiences?



Blog page example



Tips for using images on your website.

Overall, use high-quality images on your website whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images.



HOMEPAGE

Show inspirational photos of your geographic area (or photos with the same sorts of geographic characteristics), or people satisfied with homeownership.



ABOUT PAGE

Use professional images of yourself and your team. Choose images that show your personality, as well as action shots with happy clients. You want people to start to imagine what would it be like to work with you.



CONTACT PAGE

Use a map to show your physical location, but also use this space to show stock images of smiling, happy real estate clients (or professional photos of you with actual clients). These images subconsciously create an impression of the sort of atmosphere communicating with you generates.




SEARCH PAGE

The most important images on this page are the ones that accompany property search results, so make sure any background images aren't distracting from that goal. Consider another geographically relevant photo, perhaps slightly out of focus in order to give the Search Page a canvas of familiarity without drawing attention away from the prospect's prime directive.



BLOG

The most important images on the Blog page accompany the posts themselves, so any sort of background, header or footer image should be subtle and not draw attention to themselves. Consider a solid color or perhaps the same image as the Search Page.

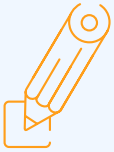


What happens if someone visits your website and doesn't reach out and become a client?

It's unlikely they'll come back again.

With the sheer volume of real estate agent sites, not to mention the third party websites like Zillow and Realtor.com, there are lots of destinations for casual browsers to end up.

But what if you had a way to contact them? You could then encourage them to come back to your site, engage them in conversation, interact with them on social networks, and eventually convert them into a client. This is why you'll want to collect at least an email address and sometimes a phone number from people who visit your website.

**ACTION STEPS****Create a simple website.**

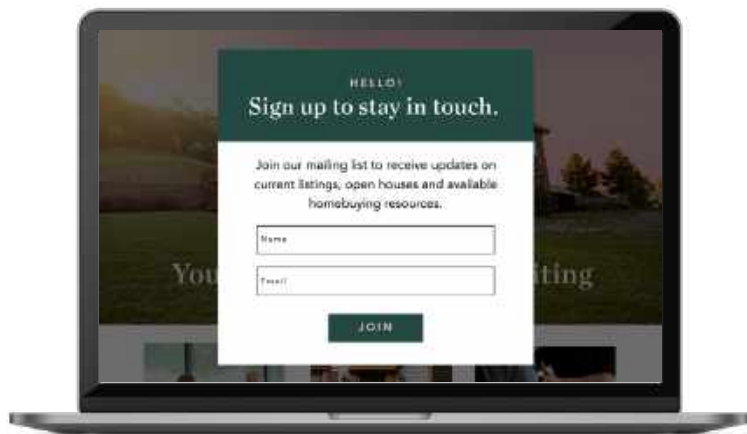
Don't have a website?
[Create one with Constant Contact](#) in minutes!

**Review your website for the appropriate pages.****Review to make sure you're answering the questions suggested on the previous pages.****Add email capture forms to your website.**

You can do this by gating certain parts of your website behind forms that require contact information. Consider landing pages that offer things like free home valuation in exchange for an email address.

When someone arrives at the Search Page, allow them to input all their search criteria, but before you deliver the results, ask for contact information.

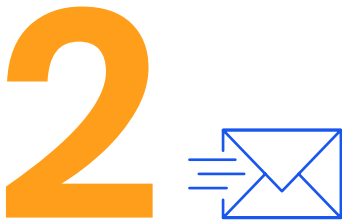
This strategy results not only in leads but also in valuable information about those leads, including the criteria they are using to search for a new home, allowing you a great starting point for your outreach to them.



Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to do business with you by sharing a combination of helpful and promotional messages.



How do you facilitate this process?
Enter: email marketing.



Email marketing: It's how you drive business.

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said yes, I want you to market to me.

It is a common misconception that marketing, specifically email marketing, should cease after a transaction has been completed. In fact, satisfied clients typically remain engaged and excited about the things you're sharing with them. You should use email marketing to communicate with contacts at all stages of the home buying process.

Email marketing also allows you to automate much of your communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.



TIP

Create a simple series of emails to welcome people to your email list (more on the next pages).

When someone signs up to receive your emails, they are actively demonstrating interest in you and your business. Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



Here are two emails to include in your automated welcome series.



WELCOME SERIES EMAIL ONE

Welcome/ Delivery email

Send this Welcome email immediately after someone signs up. Deliver what was promised, welcome your new contact, and reiterate what they should expect in the future.



Welcome email example



WELCOME SERIES EMAIL TWO

Invitation to Connect

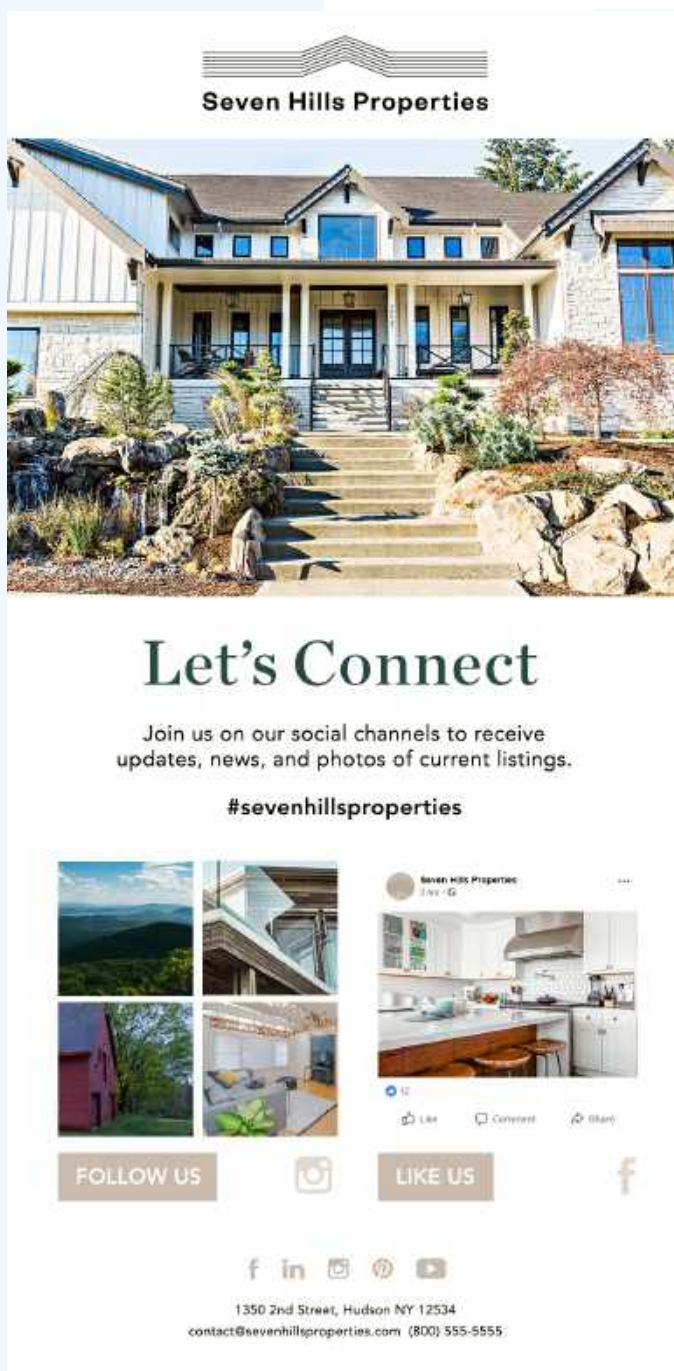
Send this email a few days after your Welcome email. Let your new contact know of the other ways in which they can engage with you, this will most likely be on your social channels, and invite them to connect with you.

This email is important because once your contact connects with you in other locations, you have multiple ways to engage and stay top of mind with your customers. And if your contact engages with you on these public forums, your business gets exposed to their connections who are likely also to make excellent prospects for your business.

TIP



Here are some practical ways to get new and repeat business with email automation.



Let's Connect email example

Classify your leads and create a communication plan and cadence for each group.

As a real estate agent, the leads you'll get from your online lead sources will vary in terms of needs and temperature. You may have leads who are ready to make a purchase the moment they find the right property.

You may have leads that were impressed with how you sold the neighbor's house six weeks ago and would like you to sell their house "when the time is right".

You may have currently unqualified first-time homebuyers who are brand new to the process and savvy investment buyers who can pull the trigger on the right property once a month.

Obviously, each of these leads have dramatically different needs in terms of the content that keeps them engaged in your business and the frequency for which they receive that content.

Based on the starting point and the desired finish line for each classification of lead, what messaging will advance them towards their (and your) goal, and how often should you send it? Will your lead benefit from regular market updates? How about a neighborhood newsletter? What about the latest in home design trends? Does this contact have a sphere of influence you could reach into for referrals?





ONGOING COMMUNICATION

Regardless of what message you're sending, remember the following two rules when it comes to email content:

RULE #1

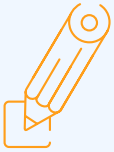
Every message you send needs to provide value.

Make sure that every communication you have with your leads, regardless of their classification, provides them with value and better their understanding of you, of your business, of real estate, the community at large, or themselves. What can you share with your client at each step of your communication plan that is going to leave them better off than they were before they read it?

RULE #2

Every message should elicit an action.

Make sure that every communication has a purpose and drives your clients towards completing an action. That action can be as direct as "call me" or "set up your showing today," or as subtle as "check out my latest blog post on mid-century modern architecture." Ultimately, the goal of every email is to advance your lead down the funnel. If your message doesn't get you even a little bit closer to a transaction, why are you sending it?

**ACTION STEPS**

Set up a simple, automated welcome series.



Classify your leads, assigning them to the communication cadence and message strategy tailored to them.



As you're crafting your message for each track, ask yourself "Am I providing value?" "Am I eliciting an action?"

**TIP**

Find out more about Constant Contact's [Constant Contact's easy-to-use email marketing tools](#).

Determine which messages you want to send to each group, determine what order they should go in, and how often they should be sent. You can even use automation to send a series of emails to each of these groups. Use your results to govern your future plans. If you have a certain message for a particular group that gets great response, consider expanding that message to multiple emails. Every email you send is an opportunity to learn about your audience and how your content is received.





Social media: It doesn't have to overwhelm you.

If you're like many of the real estate agents we talk to, social media marketing feels overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it. Don't worry, you're not alone, it's a common frustration. Luckily, a lot of this frustration can be alleviated by busting a few common social media marketing myths when it comes to real estate.

Ultimately, social media should allow you to generate awareness, engagement, and action for your business that you wouldn't have gotten otherwise.

You should reserve your business name on the important social channels so you have it. But, you don't have to be active everywhere. That's why we recommend starting with one channel that makes sense for your business.

Ideally, choose a primary social channel based on the clients you're trying to reach. Also, consider what channel you're most comfortable using and how it fits with the personality of your business.



TIP

Choose the right social media platform for your business.

[Find out how.](#)



Myth #1

Social media is for selling.

If you're expecting client conversions straight from a social media post, or the sale of a property via a social media posting, you're going to be sorely disappointed. Think about this for a second: You're expecting someone to make one of the biggest financial decisions of their life based on hashtags and hyperlinks. Yes, it's as crazy as it sounds.



Truth #1

Social media is for sharing.

Social media is a constantly evolving extension of your website's "About Me" and "Blog" pages. It is a chance to share with your audience in real time the things happening in your world, to give them a glimpse into what your day looks like today and not just the polished presentation from your website.

Sure, you can share things about what you're selling, after all, they are a major part of your day. But, the payoff from that share isn't going to happen on Facebook Messenger 10 minutes later, it's going to happen on your website after 10 days of consistent social posting that finally drives someone to take the next step and check out your website.





Myth #2

Nobody sees what I post.

The fastest way to get discouraged and quit social media marketing is to convince yourself that nobody cares. What is the point of all the hard work to market on social media if nobody actually clicks on my content?



Truth #2

Success on social media comes in many forms.

When measuring the effectiveness of your real estate social media posts, there are three metrics you should care about: Impressions, Reach, and Engagement.

Impressions are the number of times your post is viewed, reach is the total number of unique users who've seen your post, and engagement is the amount of interaction (either in the form of likes, comments, or shares) a post gets.

If you're only caring about one of these measurements, you're ignoring the benefits of the others. High volumes of impressions and reach are indicative of solid brand awareness; you've exposed a lot of people to your message. Maybe those people aren't ready to engage you as clients yet, but perhaps when they get your postcard in the mail next week, they'll remember the social media post and be more likely to call.

Maybe your overall reach is fairly low, but the engagement on your post is very high. This indicates that while your audience is small volumetrically, they're engaged in what you have to say, and are therefore more likely than their unengaged counterparts to make a move down the lead funnel. As far as leads go, there is absolutely no difference between an audience of 20 with a 20% engagement rate and an audience of 100 with a 5% engagement rate.





Myth #3

The only way to actually build an audience is to pay for it.

There is a reason that social media platforms offer their services completely free of charge to users; they make all their money by charging for advertising. Advertising on social media can be an effective means of building an audience and generating activity from your social media marketing, but it's not the only way.



Truth #3

There are lots of ways to engage and build your audience without paying for them.

Building your audience begins and ends with thoughtful, well-crafted content. When you create social media posts that are optimized for the individual platforms, then share information your audience is interested in in a way that your audience is interested in consuming it, your readers do the rest of the work for you.

Even though your organic audience might be small, when they share your content, it gains momentum exponentially, quickly reaching beyond the confines of your following. In addition to creating great content, all the major social media platforms have a hashtag system, allowing posters to categorize their content, as well as allowing consumers to search for types of content by topic and not necessarily by who they follow.

When you do find posts that garner a high level of interest, you may consider putting advertising dollars behind them to extend the reach of proven content even more.



Note: Each social channel also has its own personality.

You should *not* be posting the exact same thing on every channel. You can use the same theme but you should modify your posts to suit the channel.

You can see an example of what we mean here by following Netflix on Facebook and LinkedIn.

The content and updates the company shares on Facebook focus on show information for consumers, whereas updates on LinkedIn focus on the business of running Netflix.



Match your approach to the social channel.



Netflix Facebook post



Netflix LinkedIn post

EACH SOCIAL CHANNEL IS UNIQUE

Facebook

The newsfeed is a great place to share the story of your business, what you're doing on a day-to-day basis to bring services and properties to your community.



AWARENESS

Post content your audience may want to engage with by liking, commenting, and sharing.



ENGAGEMENT

Build connections with the community by supporting local causes.



DRIVING ACTION

Showcase your successes and encourage people to contact you.

EACH SOCIAL CHANNEL IS UNIQUE

LinkedIn

This professional network is a must for any commercial real estate agent, and agents with higher-end clients should expect to connect and be vetted here as well. This platform is all about business, so share your business insights here.



AWARENESS

Demonstrate your knowledge about the local real estate market.



ENGAGEMENT

Generate discussion around local buying and selling trends.



DRIVING ACTION

Point people toward the thought leadership content on your blog.

EACH SOCIAL CHANNEL IS UNIQUE

Instagram

This highly visual network is all about sharing the best images of your operation. Don't limit yourself to photos of listings; any image that connects the excellent work you're doing with your audience should appear here.



AWARENESS

Feature picturesque properties.



ENGAGEMENT

Create conversations around decorating trends.



DRIVING ACTION

Invite people to connect with you.

EACH SOCIAL CHANNEL IS UNIQUE



Perfect for news and announcements, especially timely things happening right now, like open houses, price adjustments, promotion of things going on around town.



AWARENESS

Promote upcoming events and open houses.



ENGAGEMENT

Use the platform to start a conversation.



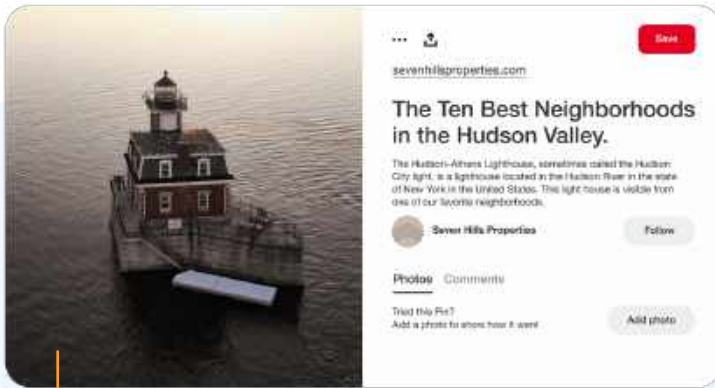
DRIVING ACTION

Let followers know as market conditions change and prices fall.

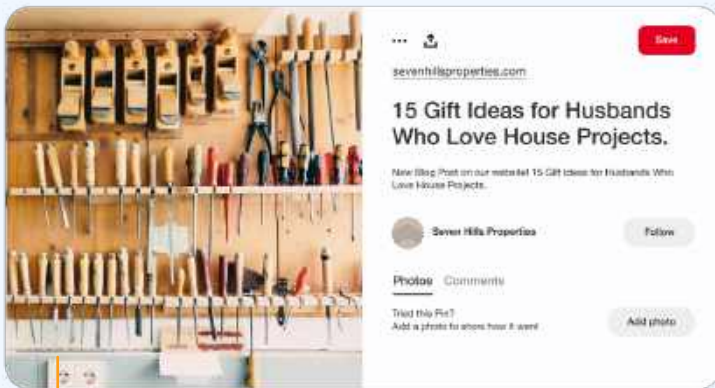
EACH SOCIAL CHANNEL IS UNIQUE

Pinterest

An extremely valuable resource for real estate agents because of how long post relevancy lasts here. Create boards about the home buying, owning, and selling experience to show your clients you're in the know about the things they care about.



AWARENESS Feature up and coming neighborhoods.



DRIVING ACTION Provide links to resources on your website to help the audience you're trying to reach.



ENGAGEMENT
Invite followers to share their opinions.

EACH SOCIAL CHANNEL IS UNIQUE

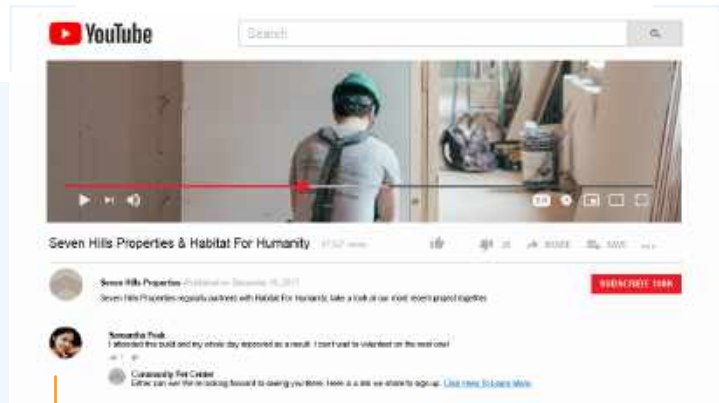
YouTube

An easy place for your video content to live. Video is king on social media, YouTube is a great home base to host all this video. Also, YouTube is the world's second largest search engine. Consumers will come to YouTube as a resource for information, so make your content consumable from the first second onward.



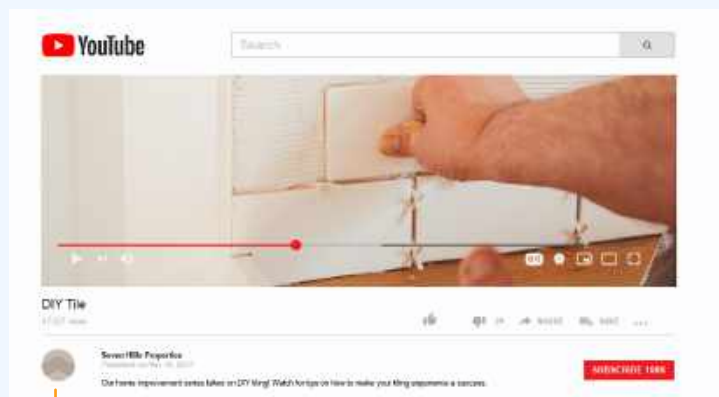
AWARENESS

Create a video tour of a new listing.



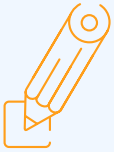
DRIVING ACTION

Show the positive impact your organization is having in the community.



ENGAGEMENT

Provide video tutorials on DIY projects or decorating ideas.



ACTION STEPS



Determine which social channel makes the most sense for your business.



Set business goals for the social channel across three categories.

- Awareness
- Engagement
- Driving Action



Create a plan for the social channel to reach your business goals.



DID YOU KNOW?

Want to know more about social media marketing?

[Get started with our Social Quickstarter.](#)

Keep focused on how social media can help you with business goals such as awareness, engagement, and driving action.

Engage with people on social and ultimately move them to your website to build your email list so you have a list of contacts you own to drive business, or convert them to clients right then and there.



Don't forget, social media isn't the only place where people may find and engage with your business.

4



Listings and review sites: Provide accurate information and respond appropriately.

A real estate agent who can effectively solicit and manage reviews will, over the long run, generate more leads, convert more of them into clients, close more transactions, and ultimately make more money than one who cannot.

As is the case with any ultra-competitive business, potential buyers and sellers have virtually unlimited choices when it comes to service providers. Since the vast majority of real estate agents all have the same licensure qualifications, and the smart ones (like you) have done all the right things when it comes to a website, email marketing, and social media, consumers turn to another source of information to help them make their final decision as to who they should work with: each other.

A large collection of consistently positive reviews is social proof that the story you tell on your website and social media is true. According to Zillow, agents using Zillow Premier Agent to maintain their review sections typically net nearly twice as many leads as agents in the same zip code, paying the same amount for ad space who cannot keep up the pace of reviews.

In the real estate industry, there are three primary reviews locations that agents should be looking to maintain.



TIP

Once you've claimed a listing, you're able to update the information on those pages for accuracy.



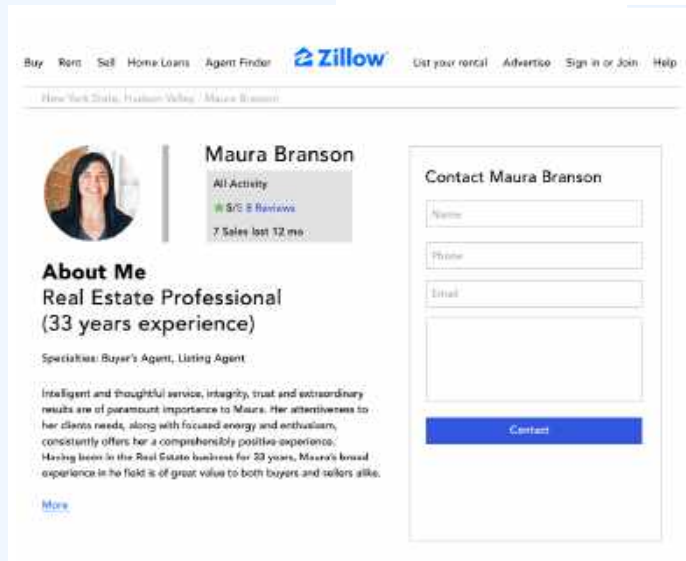
Zillow

As the U.S.'s most heavily trafficked real estate website, more consumers spend time on Zillow while looking for a real estate agent than the next three most popular real estate websites combined.

Zillow has prominently featured agent reviews as a part of every profile and made it easy for consumers to leave a review, thus, consumers come to Zillow not only to view property but also to read reviews about agents they're considering.

Agents can get the most out of this platform by making sure their profile is completely filled out, by making sure that all their sales activity has been appropriately attributed to them on their profile, and most importantly, that they are actively soliciting a review for every single sale or purchase they are a part of.

Zillow even gives agents a link they can copy and paste that will take the recipient straight to the reviews page. Consider including this link in your email communication plan for clients.



Zillow profile example



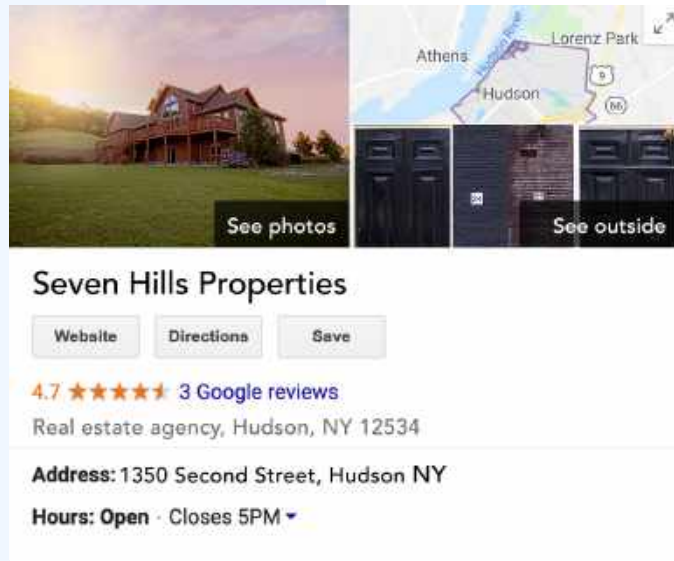
Google My Business

As the world's starting point for all things inquiry, reviews on Google are important if only for their immediacy.

If a potential client searches your name on Google, your reviews (if you have any) appear with your Google My Business listing and are often the first thing that searchers review, even before clicking a link. If these reviews are positive, people are more likely to click.

If these reviews are negative, even a glowing recommendation from a friend or a family member might not be enough to take the searcher through to your website.

Like Zillow, leaving a review on Google is easy, just a couple of clicks. Real estate agents should monitor their Google reviews closely and solicit them whenever possible.



Google My Business example

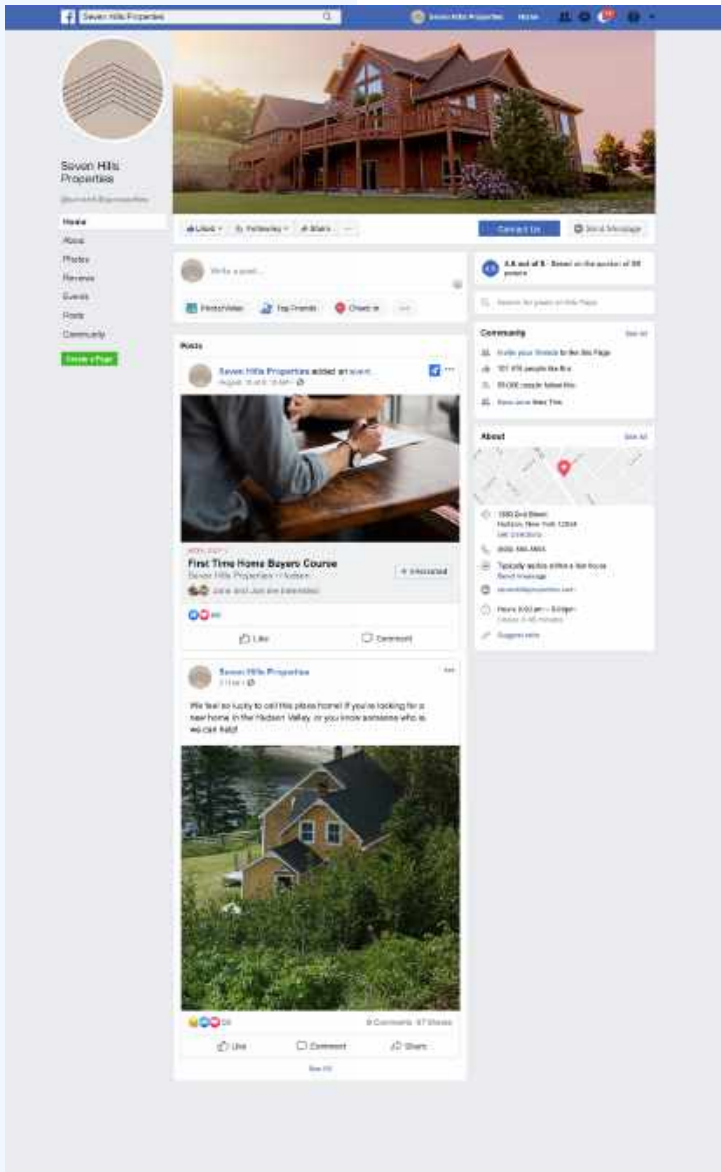


Facebook

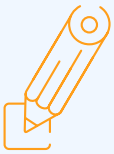
As the world's largest social network, many (if not all) of your clients spend at least some time here each day. The Facebook experience has continued to change over the years, recently we've seen an emphasis on recommendations and reviews.

This emphasis is seen first in the positioning: reviews are literally the first thing you see when visiting a professional page, there is a large button below the review summary asking the visitor if they would recommend the business, and Facebook displays an aggregate review score at the top of the profile separately from the review summary.

Of the three review sources mentioned, Facebook is often the easiest to solicit reviews for because users are so familiar with the Facebook interface, and they don't have to leave a place they're already spending time to write the review.



Facebook page example

**ACTION STEPS**

Claim your Facebook business page, Google My Business profile, and Zillow profile.



Identify any other important listings that may be important for your area.



Make sure all information is correct on all sites.

**DID YOU KNOW?**

Find out more about setting up your Facebook business page, Google My Business profile, and taking control of your listings.

But, in order for your clients to actually be able to leave you reviews on these sites, first you have to make sure you have an accurate business listing on each.

Both Zillow and Facebook require you to actually create the profile yourself, giving you control over the content and allowing you to ensure the accuracy of all the information provided.

Google My Business, on the other hand, can use data aggregated from different corners of the internet and create a business listing. If Google hasn't created a business listing for you, create one yourself, stock it with all your appropriate information (this also allows you to show up on Google Maps, a handy feature when out of town clients are trying to find your office), and start gathering reviews.

If Google already has a listing created for you, claim it (prove to Google that you are, in fact, the real estate agent in question), verify that all of Google's guesses at your vital information were correct, and you're off and running.

If there are other listing sites important in your particular region, claim your business information there too.

5



Create content: Increase your chances of getting found.

Thanks to the stiff competition on the search engine results page (SERP) from major players like Zillow and Realtor.com, content marketing for an individual agent is a challenging notion, but nonetheless important. Used correctly, content marketing can be a cornerstone of establishing yourself as a local authority for all things real estate.

Producing relevant, local content on a consistent basis that aligns to what your audience is searching for helps to establish your authority in the eyes of Google. This will result in more people finding you, making connections with your business, and helping you reach more people by sharing your content.

Search Engine Optimization, or SEO, is the practice of tailoring your content so that it is most likely to appear as a result when a search is done by a future client.

There are some technical aspects to consider for SEO that seem at first blush to put a single real estate agent at a significant disadvantage when it comes to competing with the likes of the blogs of Zillow or Trulia, but that isn't necessarily the case.



DID YOU KNOW?

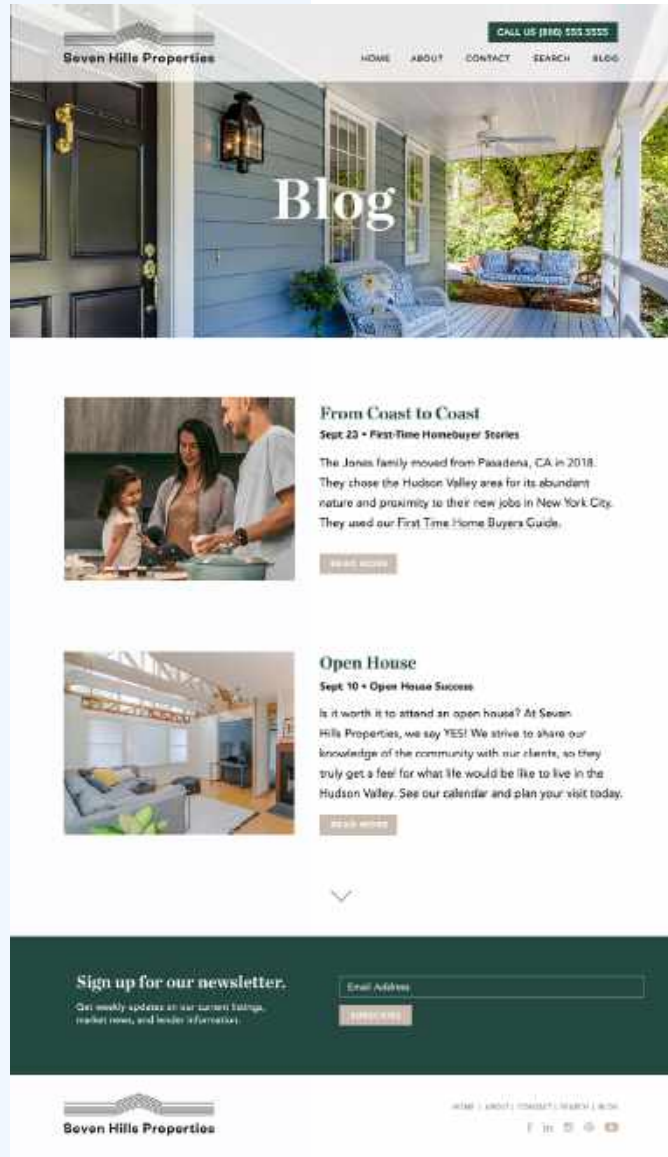
Get an SEO report and boost your online search ranking with [Constant Contact SEO tools](#).



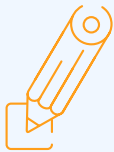
These mega sites have a very high Domain Authority (or DA), meaning Google recognizes them as consistently delivering authoritative answers to search queries. The higher a DA, the more likely you are to appear at the top of the list of search results. Also, the more links you have coming to your site, the more Google sees other websites referring to your content as an answer to a question. The major players have thousands if not tens of thousands of links, making them supremely authoritative and difficult to compete with.

Difficult, that is, until you remember that real estate is *local*. Mega blogs have a lot going for them, but they can never compete with a single agent when it comes to hyper local topics.

So, rather than writing about the most popular architecture styles to sell this year, write about the most popular architecture styles to sell in your downtown neighborhoods. Instead of writing about the average days it takes buyers to find their dream home, write about the average days it takes buyers in *your city* to find their dream home. If searchers are looking for this information, content with a local focus will always be competitive or outrank content that doesn't frame itself locally.



Blog page example



ACTION STEPS



Add a blog to your website domain.



List the top questions you get from home buyers and sellers



Create a calendar to regularly publish content that answers those questions.

At its core, the content you produce (and the goal of SEO) is about delivering relevant and meaningful content to the people you're trying to reach, your soon-to-be clients.

A real estate agent should plan on adding to their blog a minimum of twice a month, ideally more like once a week. Search engines love fresh blog content. And you get the most benefit when your blog is connected directly to your website and not off on some other platform.

Remember, quality should never be sacrificed for frequency. Your blog is not about delivering content to readers who are sitting at their computer anxiously awaiting your next post (though, if you blog for long enough, you will develop a contingent of readers who will grow to expect your content regularly), it is there to help drive traffic from Google to your website, to an article that answers the searcher's question. And, once they've arrived, you now have a chance to capture their information and convert them into a lead.

Thanks to all the other systems we've established in the first four steps, you have a built in network of promotion for your blog content as well. You can then use this content on your social and email channels to lead people back to your website.





How to amplify your efforts.

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, algorithms on most social channels limit in some ways the access you have to your audience. Algorithms also impact where your business ranks in search results. In these cases, in order to accelerate your growth, you'll have to pay to reach people.

That's not bad. You just want to do it in a smart way.

Facebook and Instagram Ads can help you reach new and existing customers in a highly-targeted way. Google Ads allow you to capitalize on search engine marketing by showing up in the search results for queries related to your business.

Let's take a closer look.



Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

Even spending five dollars a day to help grow your organic following, send people to a home valuation landing page, or just boosting a post you made about your recent open house success can dramatically increase your results.

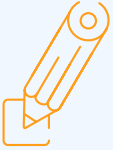
Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.



DID YOU KNOW?

Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.

[Find out more.](#)



ACTION STEPS



Set aside a budget of \$100 to experiment with paid advertising.



Drive traffic to top performing pages on your website.



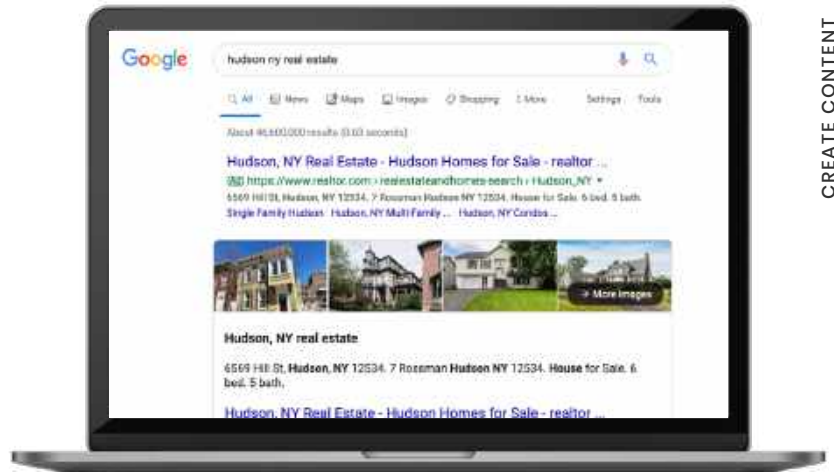
Use ads to get new signups for your email list.



DID YOU KNOW?

Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your business to the people who are actively looking for what your business offers.

Find out more about growing your business with [Google Ads from Constant Contact](#).



Google Ads

People use Google every day to search for topics related to their home buying or selling needs. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

How much should you spend on ads?

When you're first getting started set aside \$100 to test with. As you learn what does and doesn't work you can invest more money in the ads that are working to bring you more business.



How it all comes together

Now that you have a better sense of how consumers are finding real estate agents and the tools you'll need to position yourself for success.

How do you bring it all together to drive new and repeat business? The reality is that if you're not top of mind, people forget about you, and that can cause you to lose money. Let's take a look at how this all comes together.

Connect

It's all about getting people to your door or mobile-responsive website. You now know that happens through word-of-mouth referrals, searches online, social media, content marketing, paid advertising, people finding you via mobile searches on apps, or through listing sites.

Experience

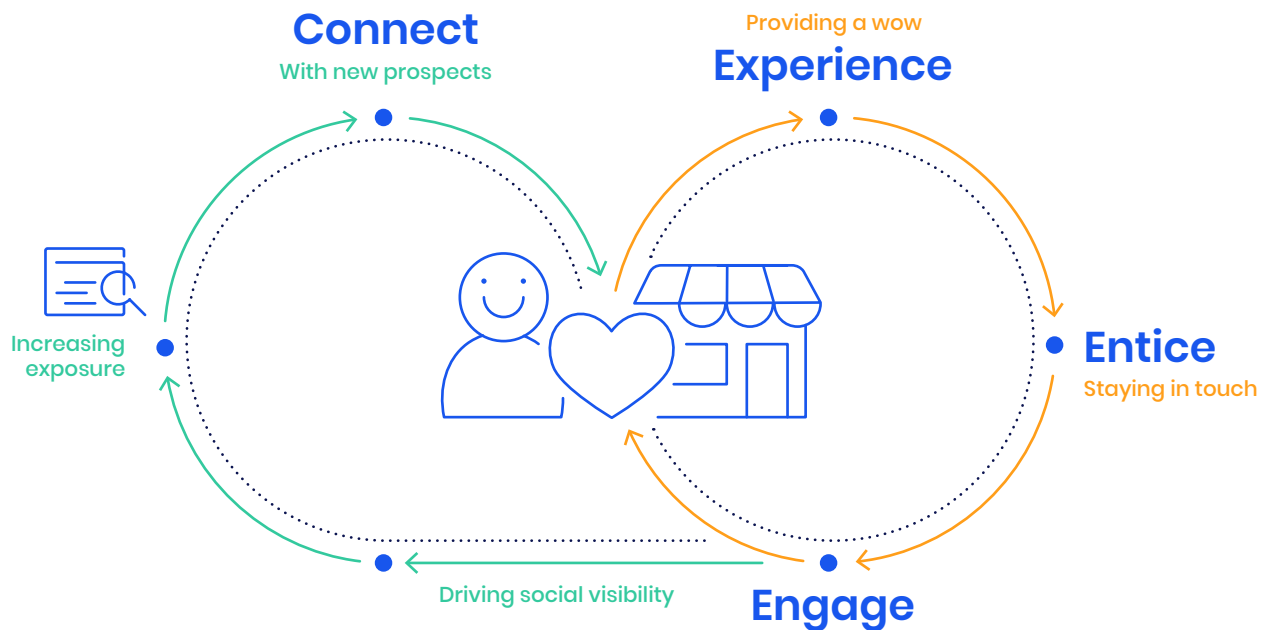
Wherever your soon-to-be buyer or seller client is engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, responding and engaging with people, and generally being helpful.

Entice

At this stage, where someone is feeling good about your business, it's a great time to entice them to stay in touch with you. Give people a good reason to follow you on social channels, or even better, give them something of value in exchange for joining your email list. Then you can maintain and nurture the relationship until it is ready to bear the fruit of a closed transaction.

Engage

Engagement is at the heart of the relationship between a real estate agent and their prospects and clients. Engagement keeps you top of mind and puts you on the path to creating repeat customers, referrals, and increased exposure for your business. By sending relevant and thoughtful email marketing, connecting on social channels, and even personal follow up, you can create more awareness for your business and more buyer and seller clients.



Your previous clients are likely to do business with you again and when your connections engage with you on social, forward your emails, or share your content with their contacts, who also make great prospects for your business because they share similar characteristics, those interactions create more visibility for your business.

In turn, this brings new people to your business and feeds into the ways people find your business in the first place.

And that's how it all works together.

By focusing on those core elements of connect, experience, entice and engage, a real estate agent can create the relationships and interactions that keep existing clients coming back and increase word of mouth and social visibility that brings new clients through the door.

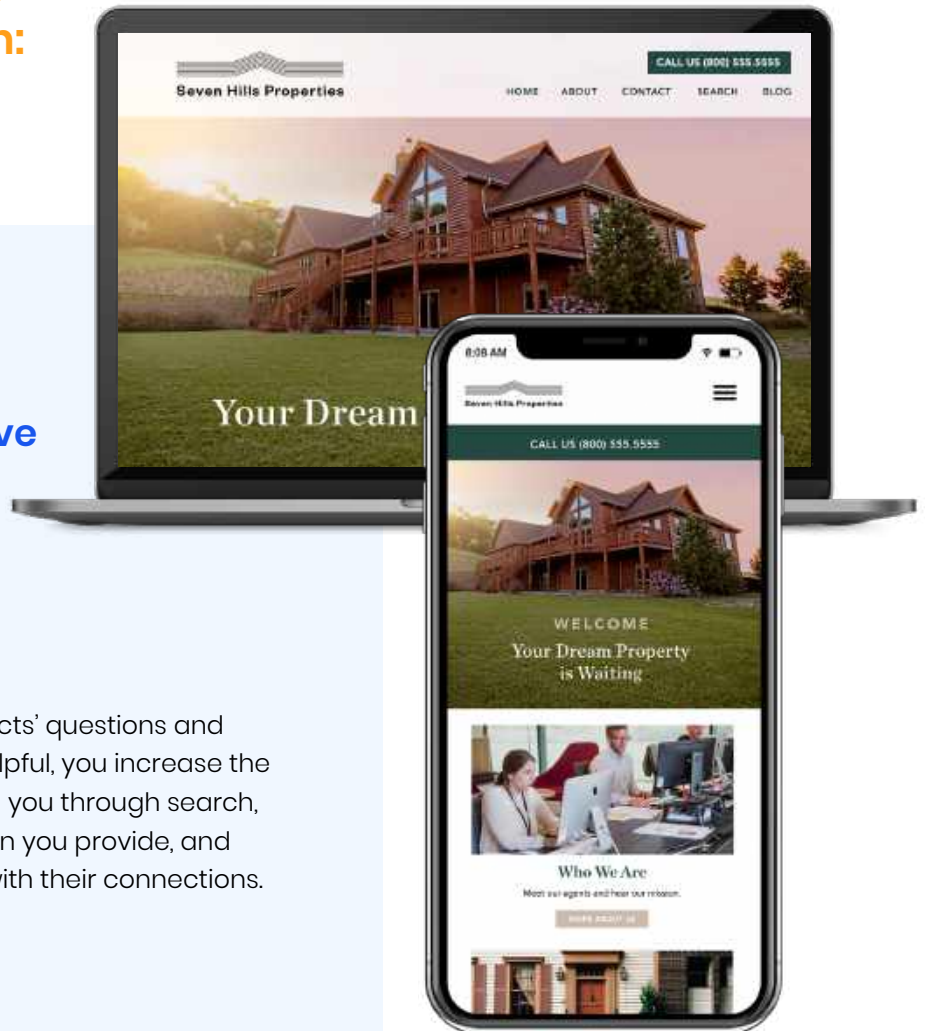
TO RECAP

**Here's how you
can take action:**



**Create a
mobile-responsive
website as a
destination
and resource for
potential clients.**

By answering your prospects' questions and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



TO RECAP

Here's how you
can take action:



Capture email addresses from website visitors.

Gate exclusive or desirable content to entice prospects to exchange their contact information for the answer to a question they're now invested in.

Using this contact information, you now have a means of outreach and communication, and can start converting these leads into clients.

The screenshot shows the homepage of Seven Hills Properties. A dark green header contains the company logo and navigation links: HOME, ABOUT, CONTACT, SEARCH, and ELITE. A phone number (CALL US 800.557.5555) is in the top right. A large white sign-up form is centered over the hero image. The form has a green header with 'HELLO!' and 'Sign up to stay in touch.' Below this, it says 'Join our mailing list to receive updates on current listings, open houses and available homebuying resources.' There are input fields for 'Name' and 'Email', and a green 'JOIN' button. Below the form, there are three columns: 'Who We Are' (Meet our agents and learn our mission), 'Our Community' (Learn about our network and who we work with), and 'Our Strategy' (Learn how we work and how we sell homes). Each column has a 'Learn More' button. Below these is a section for 'OPEN HOUSE' with a 'View Listings' button. At the bottom is a 'Sign up for our newsletter' section with an 'Email Address' input field and a 'Sign Up' button. A 'FIVE-TIME HOMEBUYER STORIES' section is also visible, featuring a photo of a family and a 'Hear from our clients' section with a 'Read More' button.

TO RECAP

Here's how you
can take action:

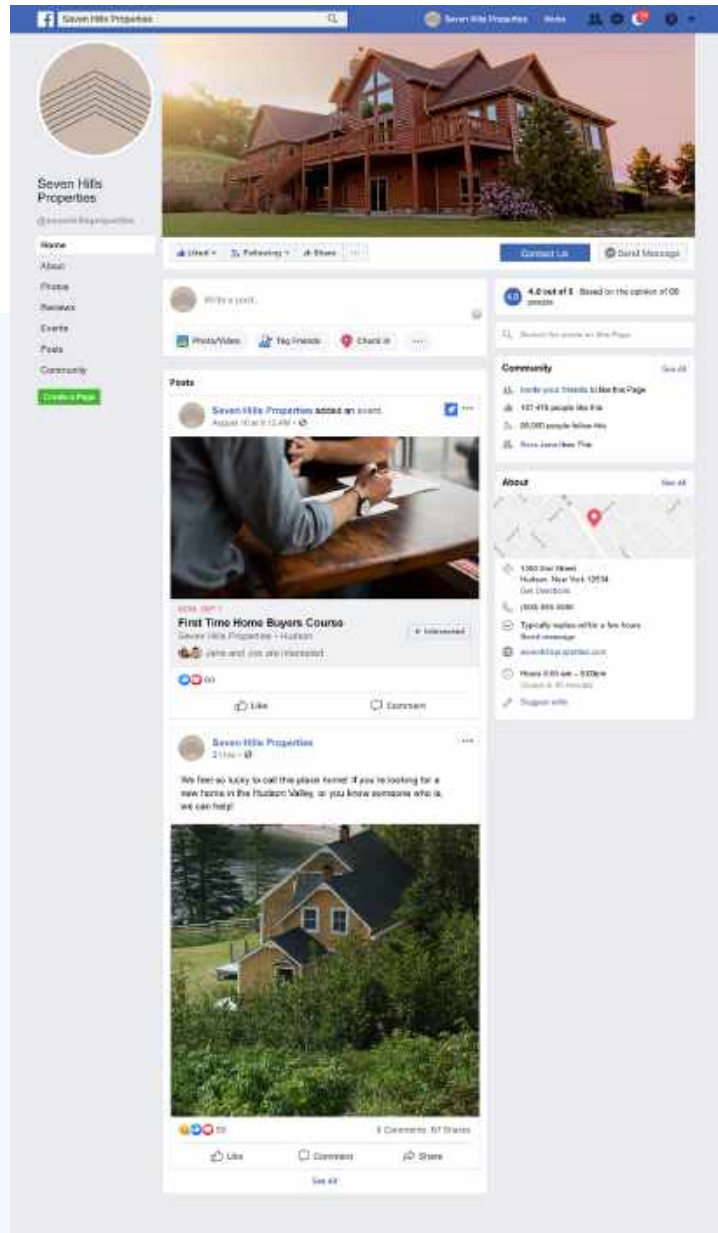


Interact and engage on social.

**Remember, it's called
social media for a reason.**

Social works best when
you're not just asking people
to do business with you.
Use social to generate
awareness, engagement,
and to drive action.

Ultimately, try to get
social followers to take
the next steps by visiting
your website and joining
your email list.



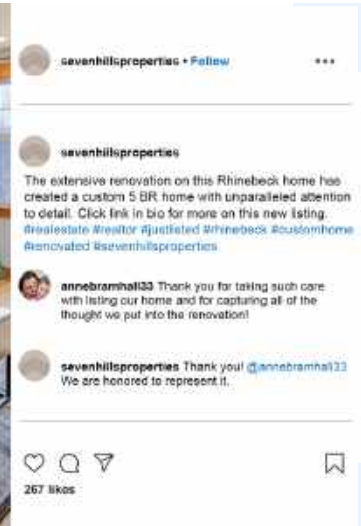
TO RECAP

Here's how you
can take action:



Engage with reviews to build trust.

Say “Thanks” when your customers take the time to say positive things about your business. Also, be sure to attend to negative reviews as well. People are looking to see how you’ll respond. Sometimes the feedback is legitimate, sometimes it’s not. Respond professionally to see if you can rectify the issue. People watching can tell if someone’s being unreasonable.



TO RECAP



**Here's how you
can take action:**



**Use email marketing
to provide exclusive,
helpful, and
promotional content.**

Email marketing allows you to build more meaningful customer relationships and drive business because people have opted-in to receive information from you.

They're more engaged with your business than the typical social media follower. Provide your contacts with personalized information based on their path towards a transaction and the type of client you expect them to become. Email can also drive action on your social channels.



Prepare Your Home

Visit our blog for helpful DIY tips on how to prepare your home for sale, as well as helpful everyday fixes for home improvement.

[VISIT BLOG](#) [VISIT OUR SITE](#)

[f](#) [in](#) [ig](#) [p](#) [yt](#)

1350 2nd Street, Hudson NY 12534
contact@sevenhillsproperties.com (800) 555-5555


TO RECAP

Here's how you
can take action:




Amplify your efforts with paid advertising.


With your fundamentals in place, you can drive traffic to your website, expose your business to more people, and collect more email address to get even more business.




**Seven Hills Properties**
Sponsored · 




Two new listings in the Hudson Valley are open on Thursday for #SeeitFirst Open Houses. Stop by to see these completely renovated homes in Hudson and Rhinebeck!

Join us every week at our See it First open houses on Thursdays for some of our newest and most popular listings.



 56 34 Shares 

 Like  Comment  Share

 Learn More  

How will you know your online marketing efforts are working?

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your business.

Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people converting to leads with contact information?
- Are leads turning into clients?

REMEMBER

Real estate is a low conversion/high reward business.

It may seem discouraging to know that you're only converting 2% of your leads into transactions, but each of those conversions is worth thousands of dollars in commission income, so a low conversion rate is acceptable as long as you're keeping a steady stream of visitors coming to your site. Of course, we always want higher conversion rates, but even the most experienced real estate agents have conversion rates in the single digits.

How long does online marketing take to work?

The effectiveness timeline for real estate online marketing varies depending on the sorts of clients you are looking to work with.

For instance, if you've decided to focus your marketing efforts on the owners of luxury waterfront properties, conversion will naturally take longer, since the turnover rate of these properties is very low.

On the other hand, if you're focusing on owners of properties that have recently been on the market and didn't sell (known as Expired Listings), you're likely to convert these leads to clients much more quickly.

Despite this uncertainty, real estate agents can help themselves anticipate the length of the effectiveness tail by carefully tracking their results and analyzing the moves down the funnel their prospects make. Nobody knows your market and your clients better than you, so watch their behavior closely.

Soon enough, patterns will start to emerge, and this time next year that unknown time frame will be relatively predictable.

REMEMBER

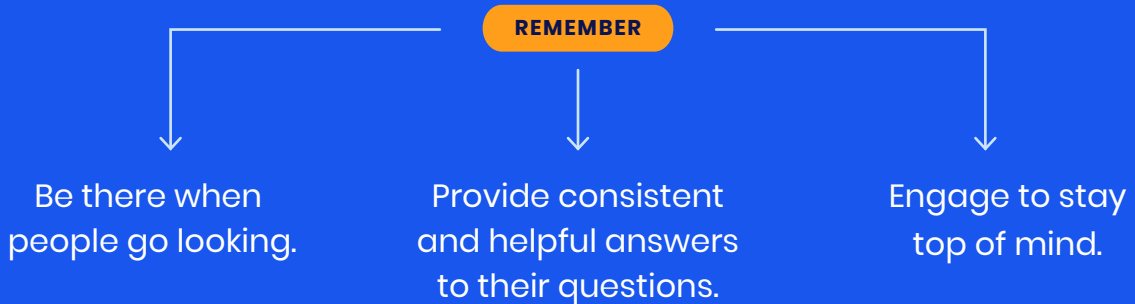
Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business and review listings, content and advertising to be useful to your current and potential customers.

- Create your website as a resource.
- Use other channels to drive to your website.
- Capture email addresses and engage to drive new and repeat business.



How online marketing can work for you

**With your knowledge of how to make
online marketing work for your business,
you're ready to take those next steps.**



By doing these things, you'll get the word out about your business, drive more people to your website, and do more business.

You've got this. You've got us.

CONSTANTCONTACT.COM

Is your real estate business online-ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

(888) IDK-MKTG
(888) 435-6584

Do you have a logo for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile responsive?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least five pages?		
Homepage	<input type="radio"/> YES	<input type="radio"/> NO
About Page	<input type="radio"/> YES	<input type="radio"/> NO
Contact Page	<input type="radio"/> YES	<input type="radio"/> NO
Search Page	<input type="radio"/> YES	<input type="radio"/> NO
Blog Page	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the indicated questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using an email marketing tool to stay in touch with clients?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Series ready to automatically go out to new subscribers?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to classify leads and communicate regularly?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have any ideas for other emails you may want to automate?	<input type="radio"/> YES	<input type="radio"/> NO

Are you using social media channels for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Have you reserved your business name on the major social channels?	<input type="radio"/> FACEBOOK <input type="radio"/> TWITTER <input type="radio"/> INSTAGRAM <input type="radio"/> LINKEDIN <input type="radio"/> PINTEREST <input type="radio"/> YOUTUBE	
Have you chosen one channel as your primary area of focus?	<input type="radio"/> YES	<input type="radio"/> NO
Are you engaging with people trying to interact with your business on this channel?	<input type="radio"/> YES	<input type="radio"/> NO
Have you set business goals for your social activity across the three categories?		
<i>Awareness</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Driving Action</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Engagement</i>	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written social plan to achieve those goals?	<input type="radio"/> YES	<input type="radio"/> NO
Have you identified the listings and review sites that are important for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Have you claimed your business on these listings and sites?		
<i>Zillow</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Google My Business</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Facebook</i>	<input type="radio"/> YES	<input type="radio"/> NO
Have you confirmed the information is accurate on these sites?	<input type="radio"/> YES	<input type="radio"/> NO
Are you engaging with people on these platforms?	<input type="radio"/> YES	<input type="radio"/> NO

Do you have a way to easily create content on your website such as a blog?

☐ YES

☐ NO

Have you made a list of commonly asked questions from your clients?

☐ YES

☐ NO

Do you have a written plan to publish answers to those questions on a consistent basis?

☐ YES

☐ NO

Are you currently doing any paid advertising?

☐ FACEBOOK

☐ INSTAGRAM

☐ GOOGLE

☐ OTHER

Have you set aside a small budget to test your paid advertising efforts?

☐ YES

☐ NO

Do you have a written plan for paid advertising efforts?

☐ YES

☐ NO

Do you have a key metric that's important for your business?

☐ YES

☐ NO

Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business?

☐ YES

☐ NO

Are more people visiting your website?

☐ YES

☐ NO

Are more people joining your email list?

☐ YES

☐ NO

Are more people contacting you?

☐ YES

☐ NO

Are more people becoming clients?

☐ YES

☐ NO

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Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed—all in one place.



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