



# Real Estate Agent Marketing Strategies Pros Use

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## You'll Need A Great Website

*The centre of all your efforts, and probably the only real estate online marketing platform you will reserve control over compared to third party elements. A great website tells potential clients how serious you take your practice,*

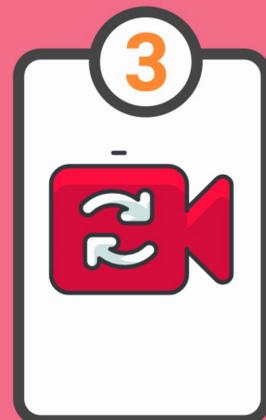
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## Create A Virtual Trip Of Your Property

*While your website is being designed, you can keep yourself productive by carrying out tasks that tip you to the edge of real estate technology – go virtual reality on the game! There are plenty of tools that can turn an open house into a 3D tour*

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## Switch To Video

*Virtual tours are just a piece of the puzzle; nowadays everyone prefers consuming information using through the most passive of mediums – video. Showing a house and need a long list of hopefuls lining up to see?*

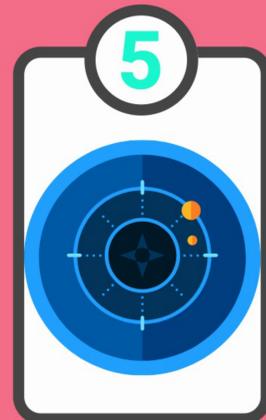
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## Create Content Around Your Work

*Together with the videos, you can cash in on your calling population's thirst for information by creating read-worthy content around your work.*

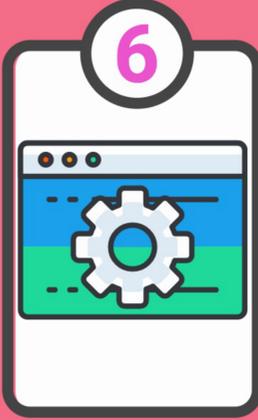
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## Retarget

*Once you have videos and content laced all over the internet, including on your website, expect traffic. While very therapeutic, knowing that your website is getting thousands of visitors every month is just not enough*

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## Lay Your Traps - Landing Pages

*You can use landing pages to tighten your marketing strategy when someone shows interest in your work. You can collect information, initiate a Skype meeting or even have them call you directly to set a physical meeting.*

7



## Influencer Marketing

*You may have noticed how certain individuals seem to just have more of a grip on the entire internet marketing game, particularly bloggers. Buy a Fiverr to expedite the process of finding and approaching influential bloggers*

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## Optimize For Search Engine Visibility

*Real estate agent marketing online often needs you to sponsor your luck. Google has Adwords, which allows you to rank high when someone searches for business terms in your niche. It really is worth looking into*

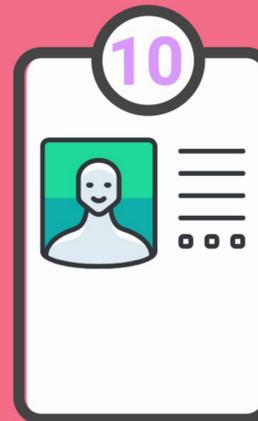
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## Build Offline Muscle

*When you attend events with business cards, you now have online assets to refer hopeful clients with confidence that your marketing funnel kicks into play. There is no point having gone through all that and not standing on your two feet to make substantial claims that bring people to your team.*

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## Follow Up And Build A Review Profile

*Your real estate agent marketing is only as good as your captured clients say, and the more people talk about you, the better your chances of hitting a home run. After a few weeks of real estate social media marketing from scratch with the help of professional services,*