Inbound Marketing for Real Estate Companies

The New Key to Real Estate Success

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CHAPTER ONE

How the Internet Has Changed Real Estate

The Real Estate Company's Challenge

The internet has changed the way people buy and sell homes. Methods of lead generation and sales that worked 10 or more years ago just aren't working anymore.

How Times Have Changed

Information sources used in home searches today:

- Internet: 90%
- Agent: 87%
- Yard sign: 53%
- Open house: 45%
- Newspaper ad: 27%
- Homes magazine: 18%

Internet Influence on Home Buyers

- 62% - Toured home found online
- 29% - Found real estate agent via online search
- 21% - Drove by a home searched online
- 82% - Use referral sites

90% of home buyers use the internet as a resource for decision-making.

- National Association of REALTORS

Real Estate Marketing Challenges

How do you get people to use your site's MLS search vs. your competition's?

200 Million Americans have registered on the Federal Trade Commission's "Do Not Call" list.

Clients often have unreasonable expectations about the buying and selling process.

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CHAPTER THREE

Why Inbound Marketing is the Solution

What is Inbound Marketing?

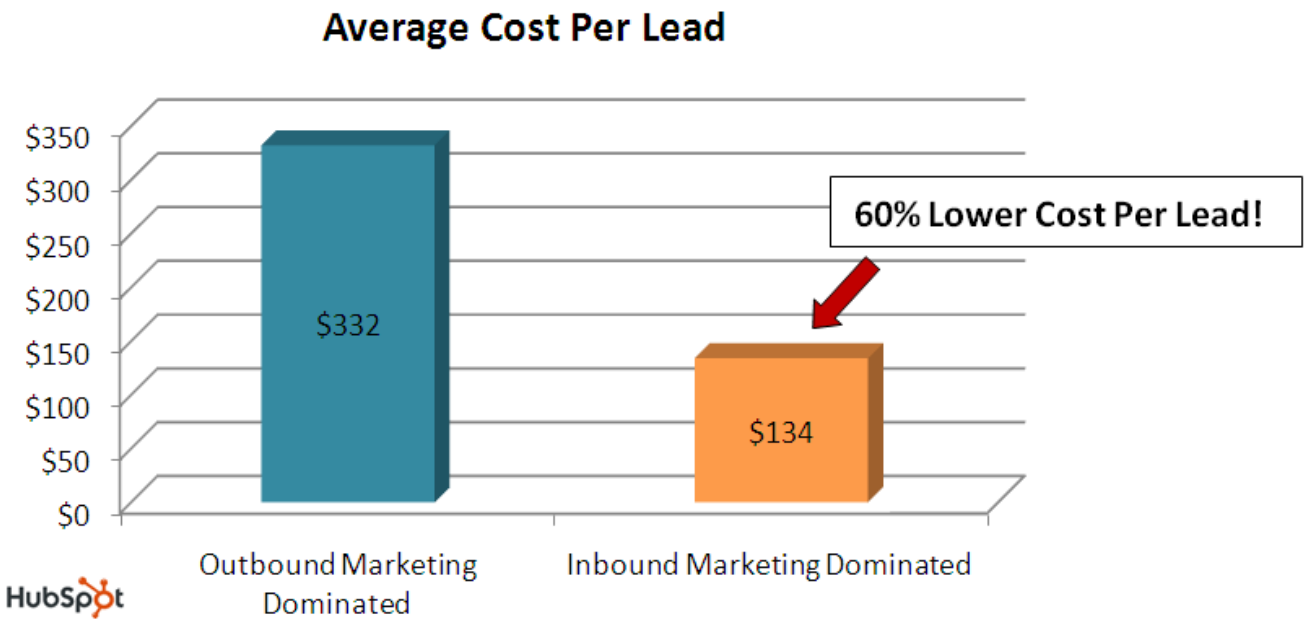
Inbound marketing earns the attention of buyers and sellers, makes your company easy to be found online and draws visitors to your website by producing content that is interesting and helpful to home buyers and sellers.

"With inbound marketing, you earn your way in rather than buying, begging or bugging your way in."

- David Meerman Scot, *The New Rules of Marketing and PR*

What's the Difference?

Lower Cost Per Lead



Inbound marketing costs 62% less per lead than traditional, outbound marketing.

- HubSpot

CHAPTER THREE

The Inbound Marketing Method for Real Estate

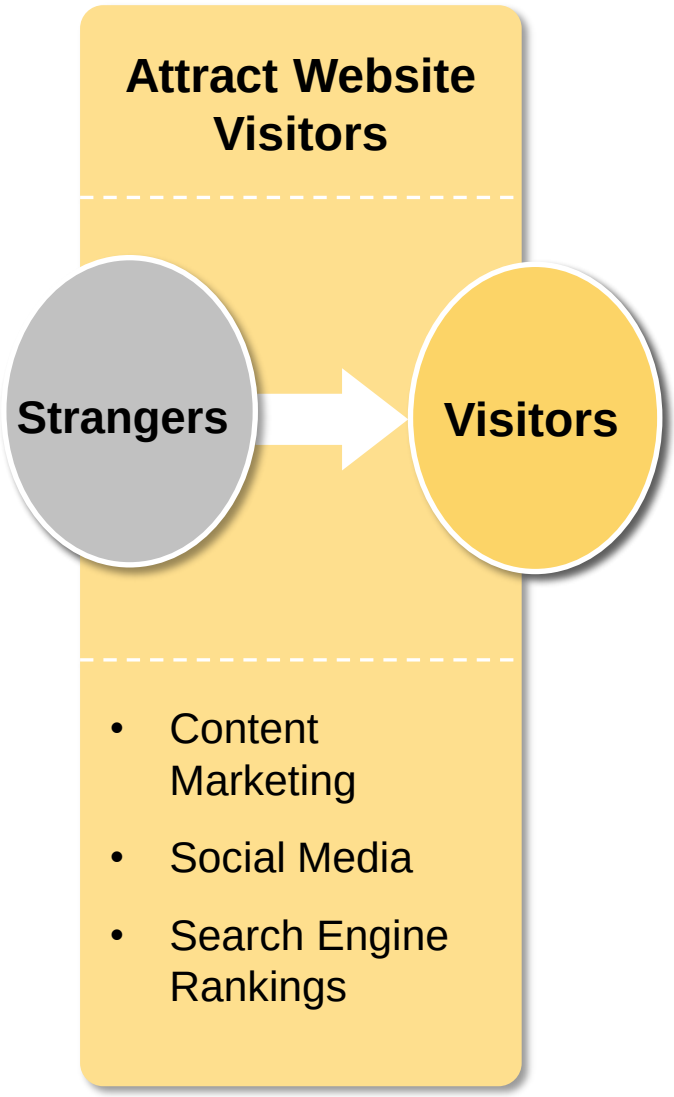
Inbound Marketing Process

The inbound marketing method for real estate uses content marketing, social media, and search engine optimization to draw qualified traffic to your website. Implemented correctly, the method converts traffic to leads, which then become satisfied clients who provide referral & repeat business.

More on How It Works

This infographic shows the tools and techniques used for each step of the inbound marketing process for real estate. Read on to learn details about these tools and techniques.

Step 1:
Attract Website Traffic



The first step in the inbound marketing process is attracting relevant visitors to your website via the following.

- A website optimized for users & search engines
- Strong search engine rankings
- Blogging
- Social media marketing

Website Optimization & SEO

The most important part of acquiring the website visitors you want is ensuring your website is optimized for users and search engines. This means:

- Your website must be user-friendly and provide easily-accessible information.
- The technical structure of your website must be proper.
- Content and HTML code must include keywords that will help you rank high for relevant search terms.
- Quality links to your site must be acquired. With inbound marketing, the content you create and distribute via blogging and social media helps you acquire high quality links.

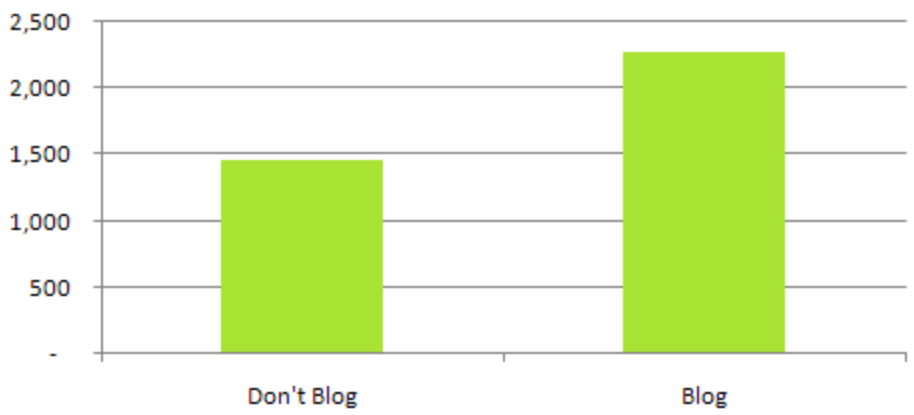
70% of the links search engine users click on are organic—not paid ads.

- HubSpot

Blogging

Blogging is important for strong search engine rankings and driving website traffic from social media. Companies that blog 15 or more times per month receive five times more traffic than companies that do not blog.

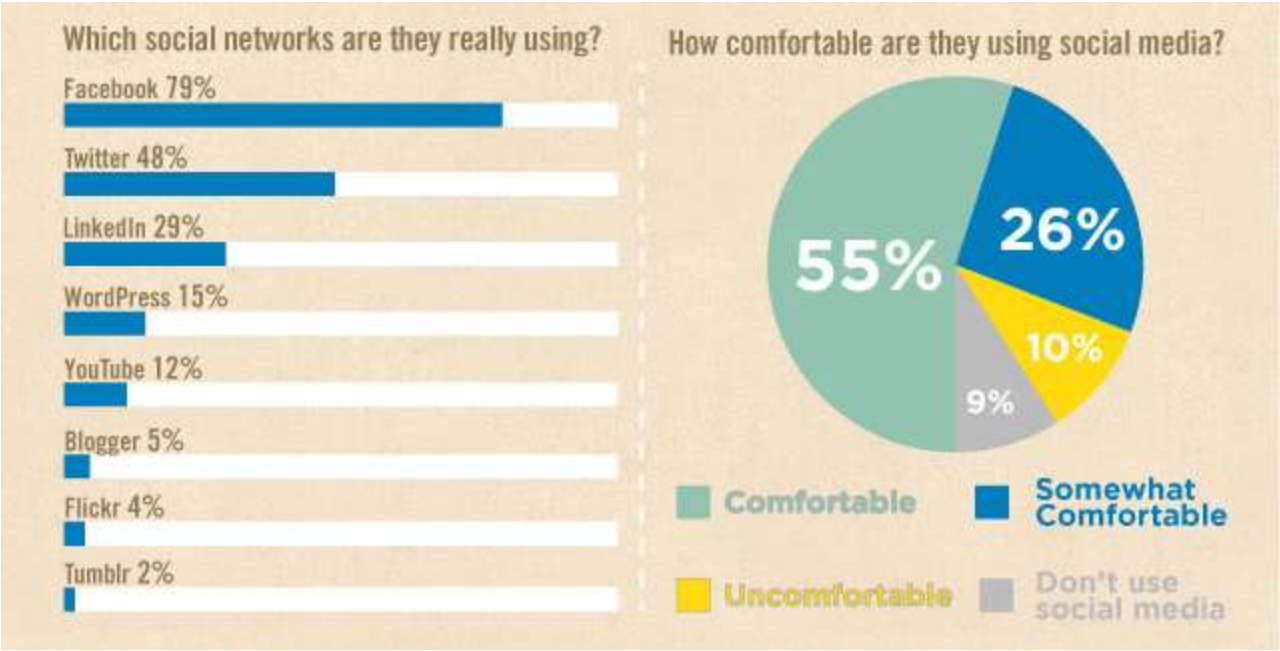
How Blogging Affects Number of Website Visitors



Companies that blog attract 55% more website visitors.

- HubSpot

Social Media & Real Estate Professionals



84% of real estate professionals use social media for business.

- National Association of REALTORS

Facebook

67% of B2C & 41% of B2B companies have acquired a customer through Facebook.

- HubSpot

Twitter

42% of companies have acquired a customer through Twitter.

- HubSpot

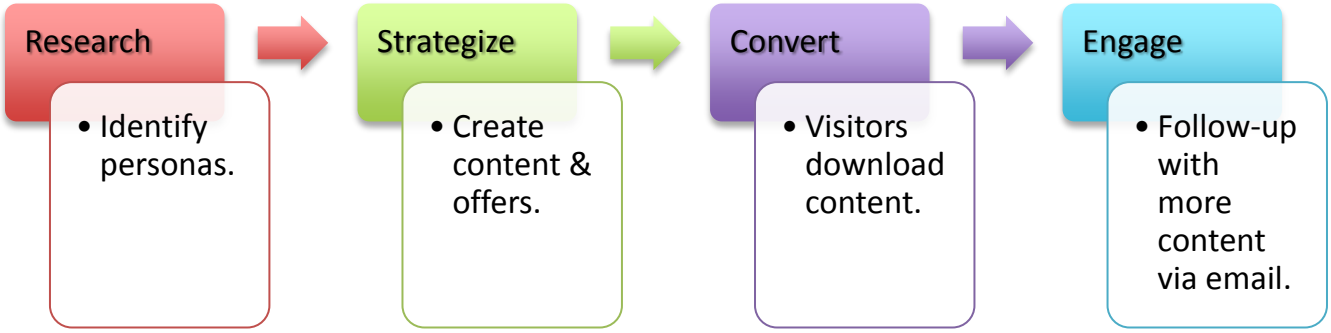
Step 2:
Visitors Become Leads

The second step in the inbound marketing process is converting visitors to qualified leads via the following.

- Providing high-quality content written for buyer and seller "personas," which are conceptual representatives of your target audience.
- Strong calls-to-action
- Enticing content offers
- Organized lead capturing

Content Marketing

For successful content marketing, you produce content aimed at helping specific segments of your target audience. The segments are known as "personas." The content marketing strategy is illustrated below.



61% of consumers say they are more likely to buy from a company that delivers custom content.

- Custom Content Council

Buyer/Seller Personas

A persona is a conceptual representative of a real home buyer or seller. Your content offers should target the needs of specific personas. You identify persona needs based on your experiences and knowledge of real buyers and sellers. Here are questions to ask yourself when developing a persona.

- What is their demographic information?
- What is their level of income?
- What does a day in their life look like?
- What are their pain points (problems)?
- How can you help solve them?
- What do they value most?
- What are their goals?
- Where do they go for information?
- What experience are they looking for when seeking your services?

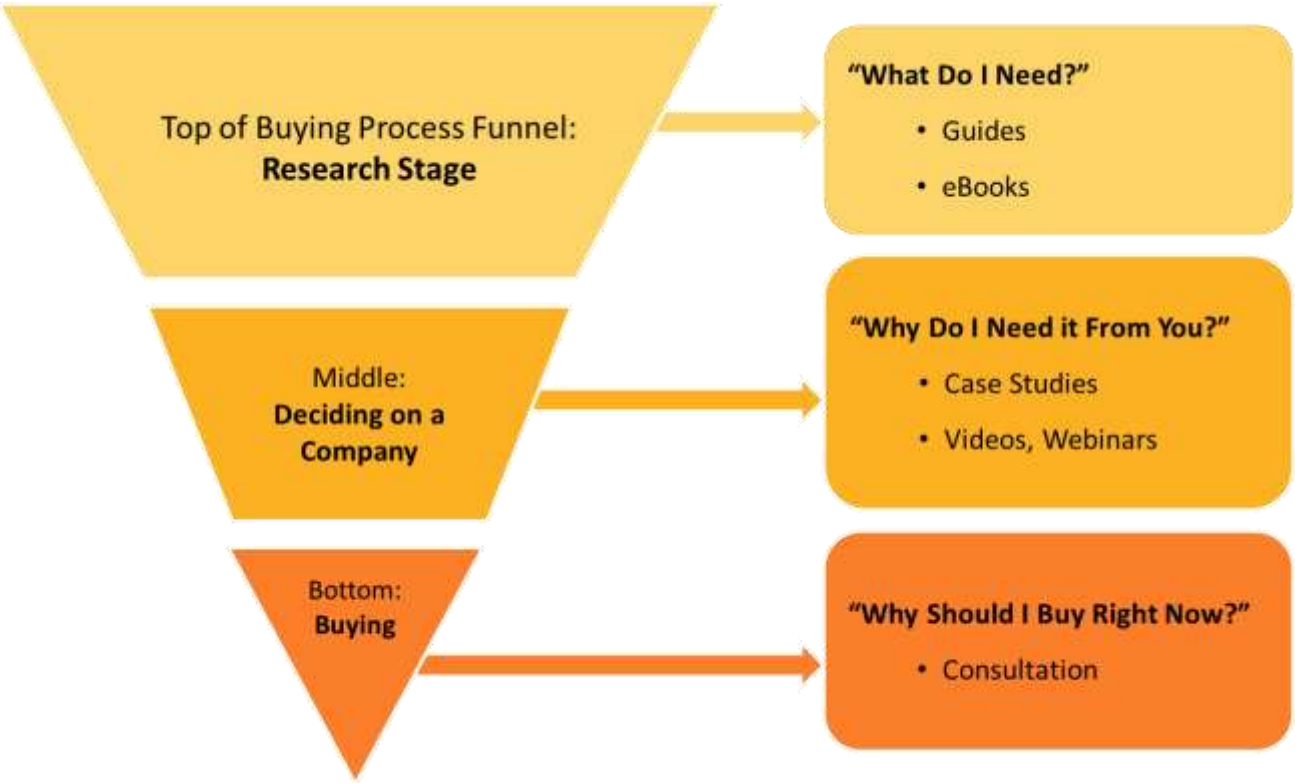
Example Buyer Persona

Here's an example of a buyer persona. If you wanted to target middle-aged home buyers with families , you may create a persona like this one.

- **What is their demographic information?**
  - Age: 30-50
- **What is their level of income?**
  - $50,000 to $100,000
- **What does a day in their life look like?**
  - They are married with children from 0-18.
- **What problems do they have?**
  - They want to buy a home within a good school district.
- **How can you help solve them?**
  - Provide content focused on information about local school districts.
- **What are their values and goals?**
  - Decisions are based on what's best for their children. Their goal is to find a home with 3-5 bedrooms in a good school district.
- **Where do they go for information?**
  - The internet
- **What experience are they looking for when seeking your services?**
  - A knowledgeable agent they feel they can trust and who is an expert on the local area.

Content Offer Strategy

A strong content strategy is the backbone of successful inbound marketing. To ensure website visitors become leads, you must create relevant, valuable content offers that are targeted to your personas. You should create different offers for people in different stages of the buying cycle.



Call-to-Action Strategy

Once your content is created, you need strong calls to action to ensure your target audience downloads it. One call-to-action should be placed near the top of each page of your website so visitors don't have to scroll to see it. A CTA should also be placed at the end of each blog post.

CTAs allow you to convert website traffic from unknown visitors to quantifiable leads.

Lead Capture

Once a website visitor clicks on a call-to-action, they should be directed to a landing page that will entice them to download your content. Include an eye-catching title and a brief description of the content's benefits. Then include form fields to capture the visitors contact information.

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- Information on local schools
- Average property values, economic information and other important statistics

Fill in the form* to get your eBook!

*Paveya will not sell, share, or rent your personal information to any third party or use your e-mail address for unsolicited mail.

Need more information on buying a home? Our local real estate experts can help. Call us at 866-555-5555.

First name

Last name

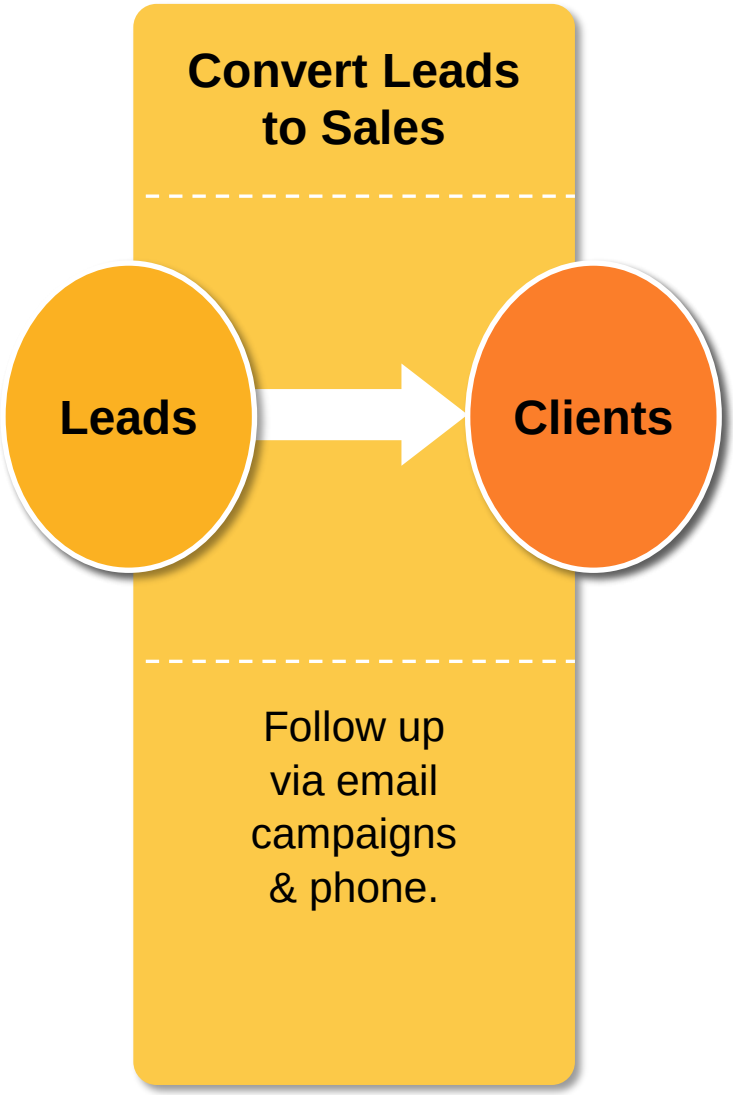
Email address

Phone Number

Within how many months from now do you plan to buy a home?

Submit

Step 3: Leads to Sales



The third step in the inbound marketing process is converting leads to sales.

- Leads are qualified based on content downloaded.
- Follow-up is implemented via automated email drip campaigns until the lead reaches the buying stage of the sales process. At this point, the real estate agent follows-up with a phone call.

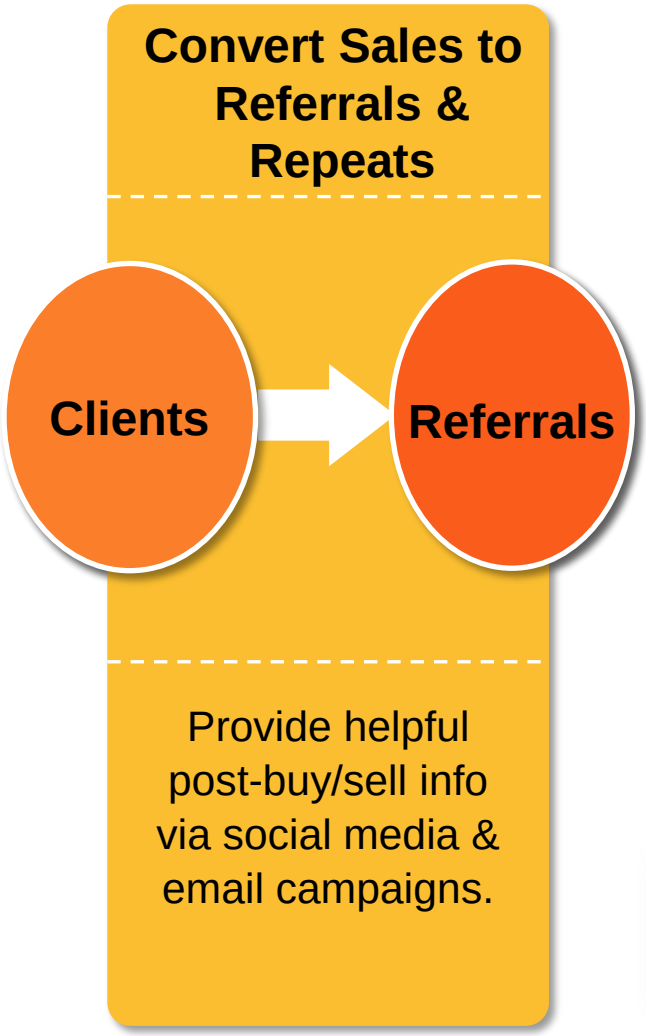
Email Marketing

After a visitor becomes a lead by downloading content, sending a series of automated follow-up emails focused on useful content helps prospects become more ready to buy.

60% of consumers feel more positive about a company after reading custom content.

- Content+

Step 4: Sales to Referral & Repeat Business



After converting a lead into a client, maintain a strong relationship so the client provides referrals and repeat business.

- Deliver great service.
- Continue to provide helpful information via email campaigns to remain top-of-mind. An example of a helpful post-buy email is below.

Inbound Marketing Analysis

Once your inbound marketing campaign is in full swing, it's important to regularly analyze how it's working and make changes based on the results you see. Here are some key performance indicators for inbound marketing.

- What types of content get downloaded and shared the most?
- What email messages generate the most opens and actions?
- What social media content and messaging is shared the most?

Inbound Marketing Software

Paveya uses HubSpot inbound marketing software to seamlessly integrate all aspects of the inbound marketing methodology into one system. This allows each component of inbound marketing to be created, managed, tracked and reported from one place. HubSpot is the industry's #1 marketing software.

How Does Inbound Marketing Help Real Estate Professionals?

- Inbound marketing is less expensive and more effective than print.
- It drives people to your website rather than your competitor's.
- It replaces cold calling.
- It makes lead qualification and follow-up more efficient.
- Providing education through content makes client expectations more reasonable.
- Helpful content establishes your company as the expert in real estate and gives people a strong reason to choose and refer you.

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Our Experience

35 years of Real Estate know-how

Over $1 billion in real estate sold under leader management

Members of Board of Realtors

Built over 2500 luxury homes

Extensive sales & marketing experience

Developed prestigious residential communities

Paveya's core team has 50+ years of combined experience in technology & marketing.

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Get a FREE Inbound Marketing Assessment for Your Company

The Inbound Marketing Method is the most effective strategy for real estate marketing. Get a free analysis from Paveya on your current internet marketing efforts and let us help you enhance your sales using the Inbound Marketing Method for real estate!

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About Paveya

Paveya is a woman-owned HubSpot-certified digital marketing agency specializing in web design, web development and internet marketing services for vacation rental companies. We pride ourselves on providing the very best personalized solutions to our customers to take their organization to the next level. Our talented professionals provide strategy and planning, content marketing, search engine optimization, social media, mobile marketing and other online marketing services. Paveya's senior management has over 20+ years of experience in the vacation rental industry. Our creative and technical teams have over 40 years of combined marketing and web development experience. The Paveya team will provide their expertise to CREATE leads, CONNECT with your customers, and GROW business for your company.

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