

# 54 Real Estate Marketing Ideas The Pros Use

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Creating a marketing plan and need some new real estate marketing ideas? That's what we're here for. We compiled a list of great advice on marketing and how to [generate more real estate leads](#) from leading real estate professionals. From virtual open houses to marketing for millennials, you'll find information here to kick start your marketing campaign.

A big thank you to everyone who contributed! Let's get started.



## 1. Market Yourself on Zillow: The #1 Real Estate Marketing Platform

A recent study from the National Association of Realtors revealed that 92% of buyers use the Internet to house hunt. This strongly indicates a need for all real estate business to have an established online presence, and [Zillow](#) is the first place you should start. Zillow Premier Agent is Zillow's lead generation platform. As the largest real estate website with over 130 million visits per month, Zillow could generate \$2.60 in commissions for every \$1 spent.

Visit [www.agents.zillow.com](http://www.agents.zillow.com)



market leader.  
Behind Every Great Agent Is a Great System

## 2. How to Write Listings that sell

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If you're working as a listing agent, it's important to create descriptions that will jump off the page and grab the buyer. A good tactic is to appeal to the buyer's emotions. Use keywords that paint a picture. It's not just about telling facts, but also about selling stories.

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## 3. Lead Generation Ideas the Pros Use

We interviewed dozens of top real estate marketing experts and asked them for their best tip on how realtors can generate the most leads for their business. Read what they told us.

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REAL ESTATE MARKETING BLOG

## 4. Make a Viral Real Estate Video

Viral videos are still all the rage. If you can capture someone's attention with a funny or insightful clip, you can reach a wider audience through the power of social shares. Everyone loves sharing entertaining videos on Twitter and with family. Even if the audience isn't your target, they may send the video to someone who is.

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## 5. How to Use Landing Pages to Convert Visitors to Leads

In this excellent edition of Marketing Academy Secrets, Placester's Seth Price gives you the lowdown on how to use landing pages to convert visitors to leads. Quick, actionable, and easy to follow advice to make sure your site captures as many leads as possible. Super helpful!

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## 6. Automate your lead process to develop repeat customers and referrals.

One of the biggest mistakes made by agents is not regularly following up with their leads and connections. Once an agent starts generating more than 15 new leads per month, keeping track and managing leads through email and calendar reminders becomes unfeasible. At that point, you're better off automating it with a software such as [Contactually](#), which offers a free 14-day trial [you can access here](#).

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## 7. Google AdWords 101: A Primer for Real Estate Agents

If you want to get into the world of online advertisements, there's no greater place to look than Google. Here, Alyssa breaks down everything you've ever wanted to know about Google AdWords, the advertising arm of Google.

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## 8. Use This Handy SEO Checklist For Your Real Estate Website

One of the best ways to market your business, is through your real estate website. But, in order to get your website seen, it has to show up when local customers search for it on Google, Bing, and other online search engines. Follow this 25 step checklist to ensure your site is up to speed.

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## 9. 100 Great SEO Keywords for Realtors

This article is a perfect compliment to Emile's SEO website checklist above. Tara shares the best SEO keywords to use on your website for maximum exposure.

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## 10. Create a Video Tour of Your Neighborhood

A video tour of the neighborhood gives prospective buyers a much better feel for what a neighborhood is like to live in. Unless you live in a major city or tourist area, chances are there are very few videos showing highlights of your neighborhood on YouTube.

Stepping in to fill that void can mean a nice boost to your online presence and can help generate leads.

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## 11. Set up your own IDX website in under an hour.

There's no better way to show off listings than with an IDX-enabled site. An IDX-enabled site pulls listings from the MLS onto your website, so visitors can browse homes for sale without ever leaving your site. Surprisingly, this doesn't have to be difficult or expensive. We've put together [a comprehensive guide](#) on how to put together an IDX-enabled real estate website in under an hour, all for less than \$4/month via [Bluehost](#). [Click here to check it out](#) and get your listings online in no time.

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## 12. Start a Direct to Door Marketing Campaign with Door Hangers

[Joshua Smith](#) famously built his business from scratch to closing over 100 homes per year partly by using door hangers. The biggest benefit of door hangers over direct mail is that your leads are guaranteed to see your message. Instead of getting lost in a pile of bills, they need to take your door hanger off their door to get inside their homes.

To get started with door hangers, check out [ProspectsPLUS!](#), which offers a large number of templates specifically for real estate agents and and brokers.

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## 13. Sixteen Perfect Drip Marketing Emails for Your Real Estate Leads

Drip marketing emails are pre-written messages that get sent automatically to your leads. They help you foster a relationship and nurture leads through the sales funnel. In this guide, Bushery provides many examples of drip marketing emails that can be used in a variety of situations.

Because mailing lists are a necessary part of your campaign, it's important to truly weigh your options. Should you rent or should you buy? This article takes a look at the benefits and drawbacks of renting a mail list.

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## 14. Best SEO Practices for Real Estate Featured Listings

What have you Googled today? Every second there are over 40,000 search queries on Google, or 3.5 billion a day. A relative portion of these searches involves real estate – people typing in “homes for sale.” Now, when's the last time you thought about making your featured listings Google-friendly, or better yet, SEO-friendly? This guide covers all the key basic SEO elements, which will help you generate more free traffic from search engines.

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## 15. Use Instagram Stories to Market Your Listings

Los Angeles luxury brokerage Partners Trust has a great writeup of how you can use Instagram Stories to market your listings or personal brand. The key is to use Instagram Stories to give your audience a look at your day to day life as an agent as well as focusing on your listings. Believe it or not, lots of people are curious about what the heck real estate agents do all day!

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## 16. The Ultimate Guide to Real Estate Marketing Postcards

Sending out real estate marketing postcards on regular intervals will inspire interest in your business, and raise brand awareness as well.

If you're interested in postcard marketing, also be sure to check out [ProspectsPLUS!](#), which offers a large number of templates specifically for real estate agents and brokers.

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## 17. Think Outside the Billboard: Advertise on Buses

While [billboard advertising](#) can be a great way to market your personal brand, high prices put them out of reach for most Realtors. While trying to come up with an innovative and affordable marketing strategy for his client, Braintree Massachusetts Realtor [Dakota Riley](#) decided to experiment with bus advertising. His experiment paid off.

“We’ve been working this program for 2 years now, and the results have been phenomenal! Not only has Dakota’s growth exploded, but she is now a highly identifiable and well-respected brand in the South of Boston market. One listing client even said to her, “I didn’t know if you would be available because you’re famous.”

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## 18. Market Yourself to Exclusive Leads from Market Leader

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[Market Leader](#) owns “HouseValues.com” where potential sellers check to see how much their house is worth. Leads from this site are extremely sought after and sold out in many zip codes. Market Leader also generates buyer leads. Check to see if Market Leader has leads available in your zip code. [Check Now!](#)

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## 19. Market to Millennials (those born from early 1980s to early 2000s).

Ginger Wilcox, Chief Industry Officer at Sindeo has a webinar for real estate pros about marketing to Millennials with great information and tips. Millennials are buying homes at lower rates than their parents, so it takes some unique strategies to cater to them, such as online mortgages and social media.

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## 20. How to Get 10,000 Views of Your Listing

If viral content has taught us anything, it's that there's no predicting what an audience will find fascinating. Sometimes a home's price or its location in a hot market draws the views, and sometimes it's just been on the market for a long time. In this guide, Nancy Robbers looks at many different Zillow listings that have 10,000 views or more and compares what they all have in common.

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## 21. Use Snapchat to Build an Audience

Like all great social media platforms, it was only a matter of time until clever Realtors started using them to close more deals. Silicon Valley based Realtor [Alex Wang](#) and New York City agent [Michael Meier](#), are both using Snapchat and Instagram in innovative ways to market their listings and their personal brands.

To learn more, check out Lauren Smiley's excellent write up on [BackChannel](#)

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## 22. The Dos and Don'ts of Instagram for Real Estate

Over on the Placester Academy, Matthew Bushery explains how to make the most of your marketing efforts on Pinterest. His tips include diversifying your posts (posting nothing but listing pictures is boring), using a local perspective, appealing to sellers, focusing on keywords rather than hashtags and more. Lot's of useful info here.

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## 23. Use Strategic PR to Stay Relevant and Build Authority

While many agents think PR is something that only celebrities and titans of industry can afford, very few realize they can do it themselves. For free.

[Mike Fabbri](#), a New York City agent at Corcoran, uses sites like HARO (Help a Reporter Out) to pitch his expertise in real estate to journalists looking for sources. In return he gets his name in the press, as well as the chance to get a link back to his website which is great for SEO.

Full disclosure, we met Mike on HARO!

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## 24. Social Media for Real Estate Agents: 21 Tips

This is the holy grail of social media tips for your real estate business. Follow this guide's advice on how to use different tools in social media.

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## 25. Sponsor Local Youth Sports Teams or Events

Sponsoring your local youth soccer, baseball, or football team can be a great way to stay top of mind with your local community. You'll not only build goodwill with their parents, but can often get links back to your website on community websites. At the end of the season, throw a pizza party and invite the entire team, coaches, and their family and friends.

You can also sponsor bake sales, charities, or other local events. You can find groups looking for sponsors on sites like [Sponsor Anything](#), [SponsorMyEvent](#), or [SponsorBoat](#).

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## 26. Create Matterport Virtual Tours for Your Listing

Matterport technology lets realtors, architects, and developers create jaw dropping virtual tours of their properties. While many home buyers love to walk through spaces online, they're also a great way to market yourself to seller leads. Showing them a virtual tour you created for another listing will definitely give you an edge over other agents vying for their listing.

Most good [real estate photographers](#) will be able to create Matterport tours for your listing. If not, or you want to cut out the middleman, you can buy your own

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If you haven't heard of Matterport before, check out an example tour [here](#).

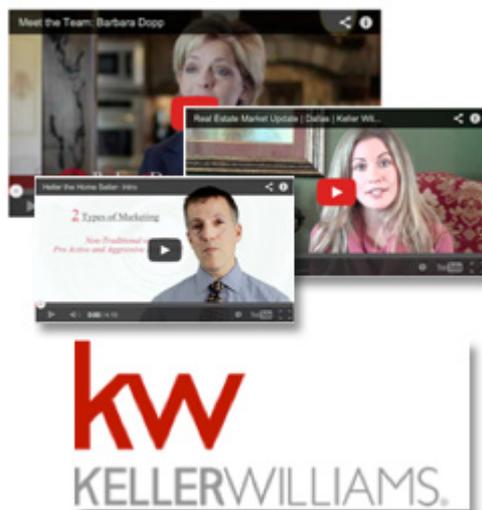
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## 27. Come Up With A Great Slogan

Real estate slogans teach your customer what to think about your business. They also give insight on the tone of your brand. Here we take a look at 25 great real estate slogans, and why they work.

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## 28. Top 5 Best Real Estate Videos to Market Your Brand

We discussed earlier how video marketing is so effective to successful conversion. This article discusses the 5 best types of videos to use in your marketing campaign.

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## 29. Generate Your Real Estate Leads Using Bing With a Free \$100 Advertising Coupon When You Spend \$25

Bing is the second largest search engine in the world and can drive a lot of traffic to your business. Because most advertisers are focused on Google, you may also be able to acquire clients on Bing at a lower cost. [Try Bing Ads Today With a Free \\$100 Ads Coupon when you spend \\$25.](#)



## 30. Follow these 10 Real Estate Banner Advertising Dos and Don'ts

Of course, billboards aren't illegal (at least, not that we know of). This article from Trulia shares 10 dos and don'ts for your banner campaign.

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## 31. Use Opendoor to Get All Cash Offers, Buyer's Commissions, and Referral Fees

Venture capital funded startup Opendoor will offer your listing clients an instant, all cash offer for their home that can close in as few as 3 days with full commission. You can also refer properties you're not currently listing and still collect 25% of the gross commission. For buyer's agents, they offer instant access showings to any of their listings and will pay full commissions even if you send the buyer to view the property on their own.

Opendoor is currently working with Realtors in Phoenix and Dallas-Forth Worth, and will open soon in Las Vegas.



## 32. Fifteen Outrageous Real Estate Marketing Ideas That Actually Worked

In an industry as fiercely competitive as real estate, many agents struggle to differentiate themselves. If you don't have seniority or an endless marketing budget, you often have to rely on a strong personality to get the word-of-mouth going. Well, these realtors took that about 10 steps further by dabbling in the absurd, or turning themselves into some completely outlandish characters. The most outrageous part of it, however, is how they actually worked.

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## 33. Have CityBlast Post Fresh, Local Real Estate Content On Your Twitter Feed & Facebook Wall

How do you stay in touch with clients without seeming too aggressive? How do you demonstrate to potential clients that you are in tune with changes in your local market? The answer: sharing articles with them about the local real estate market through Facebook and Twitter. There are a number of companies that find articles and automatically post them on your social media channels, such as [CityBlast](#). [CityBlast offers a free 14 day trial.](#)

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## 34. Create a Client Testimonial Packet

“When it comes to landing more deals than my competition, one of the aces up my sleeve is effectively using testimonials to help earn the trust of my potential clients. Nothing is more positive than a third party account of your performance from someone who has done business with you previously. Sometimes this is all it takes to push someone over the edge to work with you and sign the contract.”

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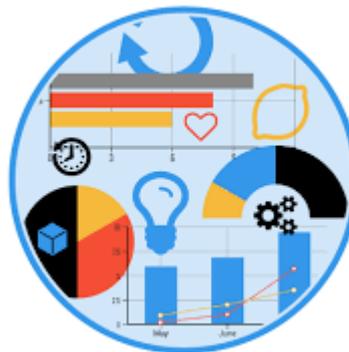
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## 35. Five Elements of Good Real Estate Email Newsletters

So, now that you understand the need for a drip email campaign, check out Travis' article on how to create killer email newsletters. Having a strong subject line for your email is definitely a can't miss step. Another one is to include a call-to-action that prompts engagement.

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## 36. Create Viral Infographics to Share on Social Media

Infographics take useful data and present them in an attractive and easy to read format. If you're on any Pinterest or Facebook real estate groups, you've likely seen (and shared) dozens of infographics already. At Fit Small Business, we use a tool called [Venngage](#) to create great looking infographics.

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## 37. Choose the right farm area

Choosing the right farm area can mean the difference between becoming a local expert and closing a ton of deals and struggling. To help you get started, we put together this highly detailed guide to [choosing and dominating the right farm area](#).

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## 38. Invest in your community to generate strong, top-of-the-mind referrals.

**Anneamarie du LeBohn, Community Engagement Strategist, [TNG Real Estate](#)**

My favorite marketing advice is to embrace community engagement. For example, in May and June we'll host two free community paper shred events. One will be in Los Alamitos, CA and the other in Brea, CA. The event reduces paper in the landfill and it helps people reduce identity theft. To help spread the word, our agents farm various neighborhoods with flyers and door hangers. People can shred up to five boxes of paper for free (it's about a \$100 savings).

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## 39. Handwritten notes can distinguish you from your competition.

**Danielle Procopio, CSC** | Real Estate Broker, Certified Home Staging Consultant

I would say that my favorite marketing advice is –write thank you notes! I thought going the high-tech route when contacting people would be the way to go. I was wrong. People are very receptive to receiving handwritten letters and thank you notes. It sounds silly and simple but this old school technique seems to set me apart from my competition. Not many people are doing this anymore. And in real estate, you need any advantage you can get!

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## 40. Consider selling the furniture as a turn key package.

**Stephanie Badillo, Principal, Badillo Development Group**

I always recommend fully furnishing your listings and offer the buyer all the furnishings as part of the deal. Use it as leverage to sell the property by offering the turn key option as well—it's a win win!

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## 41. 26 Tips for Building an Unstoppable Real Estate Brand

Are you paying enough attention to your personal brand? The hard truth is, when you don't work on your personal brand, that *becomes* your personal brand. Instead of leaving it up to chance, every top producing agent I've interviewed (hundreds) recommends taking a more active role in building your brand. This quick, actionable and social media friendly infographic will teach you the ropes.

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## 42. Build hype before it hits the market.

**Nicholle Gulcur**, Copywriter

To enterprise on the market trends, we're putting out coming soon signs and brochures about the properties weeks before they hit the market. This builds anticipation and interest because Buyers are out looking for any new home they can find in key areas. Once we list the home, we hold off of allowing showings for a few more days, to continue to build excitement.

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## 43. Craft a personalized message for your buyers.

Chris Haddon, Founder, [REI 360](#)

I have found the best results come from a personal message in my own voice.

When you write your message, remember the following points:

- Make the message about them. They don't care about you. So tell them how you can help them as quickly as possible.
  - Be clear. If a seller is not sure what you want them to do, they'll never call you.
  - Match your message to your seller.
  - Make your message short and sweet. In our fast paced world, people rarely read all their email. Unsolicited mail often hits the trash can. If you want your message to be heard, do it quickly.
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## 44. Ryan Fitzgerald, Owner, [Raleigh Realty](#)

One way we are able to generate 5+ new leads daily is with our local community pages. What makes this such an effective marketing idea is the fact you are reverse engineering attention to generate real estate leads. Once you put the work in up front, these leads are continuous.

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## 45. Make your house memorable with one stand-out item that buyers can't forget.

Heather W. Leikin, Realtor, [The House Agents/Partners Trust](#)

Have one really quirky item in the house. So when a buyer is talking about it they can say, “the house with the giant buddha or the orange rug house.” Have something that stays in their mind about the style or design.

Sometimes a perfectly nice normal house can be forgotten about if it is the middle house in 6 houses seen.

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## 46. Showcase your charitable side.

Priscilla Vega, [PR Vega](#)

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I think the best way to be successful at real estate is to give the prospective clients something to remember you by. Real Estate professionals need to differentiate themselves and the way to do that is through [Giveback Homes](#). This organization is creating social change through the act of buying or selling a home, giving real estate professionals a social good platform and a way to differentiate themselves from the competition.

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## 47. Send Postcards that are “Fridge-Worthy”

Karen Wachtel, [PorchLight Real Estate Group](#)

When you send out a batch of postcards, you never know if a recipient is interested right now or 6 months down the line. In order to give your postcards staying power, Wachtel recommends using “fridge-worthy” subjects “like best metro area hikes, a great go-to recipe for guacamole, a guide to what the NFL referee signals mean, or a table for timing your Thanksgiving meal perfectly.” As she explains, “we regularly hear from clients—and even prospective agents—who end up calling us or their agent directly based on a postcard that had been hanging on their refrigerator or memo board for months on end.”

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## 48. Create a blog that answers client’s questions.

Ameet Khabra, [Search Engine Strategist](#)

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My advice would be to create quality content around the questions of my potential clients. Am I experienced with new home buyers? If so, what questions do they usually have that I can answer through content on my site or blog? The same goes with clients that buy homes often or are looking for a bigger home for their growing family! There will always be a question and the sooner you answer those questions, the quicker the client will trust you which will lead to a sale down the line.

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## 49. Master the Subject Line (for Email Marketing)

Sacha Ferrandi, [Source Capital Funding](#)

With emails the most important aspect is the email subject line. They are key to get the recipient to open and read the email. Now, this means crafting a subject that is essentially a call to action, but doesn't give away too much information about the email and shows that you are not a spammer. It is sort of a 'Goldilocks Scenario' where you have to convince the reader that the information is good enough, without being too specific.

- Bad – *Learn About an Amazing Property (Address) In the Bay Park Area*
  - Good – *Updated Information Regarding Your Neighborhood Property Values*
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## 50. If they can't come to the open house, bring the open house to them.



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**Reba Miller, Founder, [RP Miller Realty Group](#)**

Using a proprietary technology, I hosted a virtual open house which used proprietary technology to offer 360 degree immersive panoramic photography. The result? A person attending the open house could feel like he/she was in the apartment doing an in-person walkthrough. To make it more attractive, I also attached a contest to the virtual open house. Anyone who walked through five of the seven rooms was automatically entered into a raffle for the chance to win an iPad. The unit sold in a matter of days.

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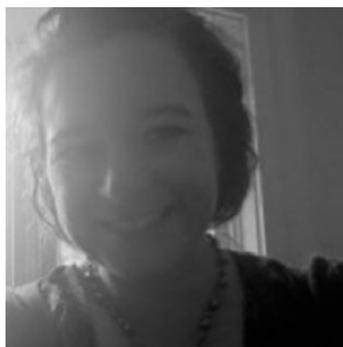


## **51. Grow your network with regular get togethers.**

**Nicholas Lee, Licensed Real Estate Agent, [Sierra Residential](#)**

Besides advertising exclusives on [Streeteasy.com](#), [Trulia](#), and [Zillow](#), and sending out monthly newsletters, my top strategy remains the personal touch. I host a monthly happy hour open bar in NYC and invite my top clients and their friends and families. It's a great way to organically grow your network, and I've gotten some of my best sales clients this way. I highly recommend it!

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## **52. Start building your email list now, don't wait**

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Liz Froment, Copywriter & Marketing Consultant, [The Property Copy Co](#)

My top tip for real estate agents and those in the industry is to build their email list. This means creating a well done sales funnel on their sites. Start by having an opt-in or newsletter sign up on your site that tells those who visit that if they give you their email address, you are going to give them something of value back.

Once you have that email, the key now is building a relationship and adding a lot of value. This is where autoresponders can come into play. You can set it up so the second someone provides their email, they are hit with a welcome message and then follow up messages as well over time.

Of course once a deal is closed, the emails shouldn't stop there. The majority of agents get their business through referral. So it's vital to have a referral email campaign where you thank your client for working with you, offer your help for anything they need, and then ask for the referral.

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**53. Use professional photography to win more listings and sell them faster**

Jeff Corn, [Virtuance](#)

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Buyers are increasingly turning to online photography as the first step in the process of purchasing property. It's not enough anymore to simply put a sign in the front yard or raw data into the MLS. To compete with even an average listing agent, you have to create a story that compels buyers to take the next step. That story most often begins with a picture.

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## 54. Dustin Brohm, [Search Salt Lake](#)

Real estate is very visual and therefore videos and photos are encompass real estate. [Snapchat](#) is all the visual. Record Snap videos when previewing a home. If the home for sale has a great view Snap it; sometimes with little narration. The viewer of the Snap will get a sense of the point of view. They can then message you from within Snapchat and request more info about that particular home.

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