

10 REAL ESTATE MARKETING CHECKLIST



OVERVIEW

We have set in place a 10-Step Real Estate Marketing strategy at our associated brokerage, GoodLife Realty, because we want our website to be the authority on our listings. In order to compete with the portal sites like Zillow and Trulia, which can dedicate huge portions of their massive budgets to marketing, we need to be smart about how and where we spend our resources.

Thus, for a 48 hour period after we sign a listing, but before we post it on the MLS, we conduct a series of activities to intentionally drive traffic to our website. This will ultimately improve our SEO (search engine optimization) and place us on the first page of results when a potential client searches for the address of one of our listings. Having that kind of digital real estate is definitely worth the effort this hyperlocal strategy requires!

To replicate our pre-mls strategy, you will need at least three tools: a website on which you can create blog posts, a Facebook business page, and professional, high resolution photos of your listing. Some of the following steps are optional, and we agree that something is better than nothing, but you will achieve the best results if you do all eleven activities consistently for each listing.

Step One

Create a featured listing landing page on your website

Step Two

Name your photos of the listing with the full property address

Step Three

Video of the listing uploaded to Youtube & embed on page

Step Four

Run a Coming Soon/Just Listed Facebook ad campaign

Step Five

Hold an Open House and promote it via Facebook ads

Step Six

Send out the "First to Know" email to contacts

Step Seven

Post an ad on Craigslist

Step Eight

Upload photos of the listing to a Pinterest board

Step Nine

Instagram pictures of the property

Step Ten

Promote home on Twitter

STEP ONE: FEATURED LISTING LANDING PAGE

A FEATURED LISTING LANDING PAGE simply refers to the page you dedicate on your website to your new listing. Rather than a single property web address, which will only generate traffic for a short period of time while the house is on the market, a dedicated page will prompt long-term and continued visits that may expand to the rest of your website. And the longer people stay on your site, the more likely they are to reach out to you for help with their real estate needs!

This type of post is considered prime content because it covers the information that home buyers and sellers are most interested in. Therefore, each piece needs to be very carefully considered. A few tips that will get you great results are to include the full property address in the page title and URL, and to feature your professional listing photos prominently.


Read on to get a checklist of all the components you need in a FEATURED LISTING LANDING PAGE.

STEP ONE: FEATURED LISTING LANDING PAGE

Home » Blog » Blog » Coming Soon! 2413 Leon #106 Austin, TX 78705

Coming Soon! 2413 Leon #106 Austin, TX 78705

by GOODLIFE on JANUARY 19, 2015

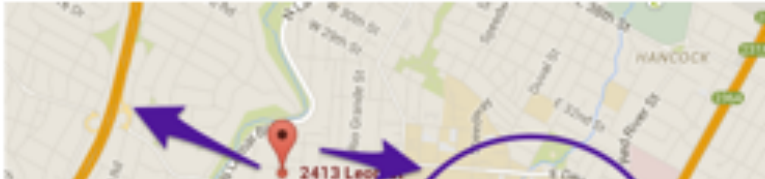


LOCATION!! Charming unit close to UT and Downtown!

Walk to UT's Campus from this wonderful 2 story condo. Charming unit has an open floorplan with all laminate flooring and granite countertops. Its fantastic location allows you the freedom to walk to campus, take a short ride to downtown, or simply jump on Mopac to go wherever you need!

MLS #1527918

Price:	\$219,000
Bedrooms:	2
Bathrooms:	1
Square Feet:	793



- The listing status of the property: Coming Soon
- High-quality images of the home
- A captivating headline
- A marketing narrative
- The MLS number, if the house is on the MLS yet
- The price
- The number of bedrooms
- The number of bathrooms
- The square footage
- A map of the home's location

STEP TWO: NAME YOUR PHOTOS

Google, by far the most popular and powerful search engine, is who you're trying to please at this stage of the game. Therefore, you need to be aware of what will help Google understand what you're about so that it can match you to your potential leads.

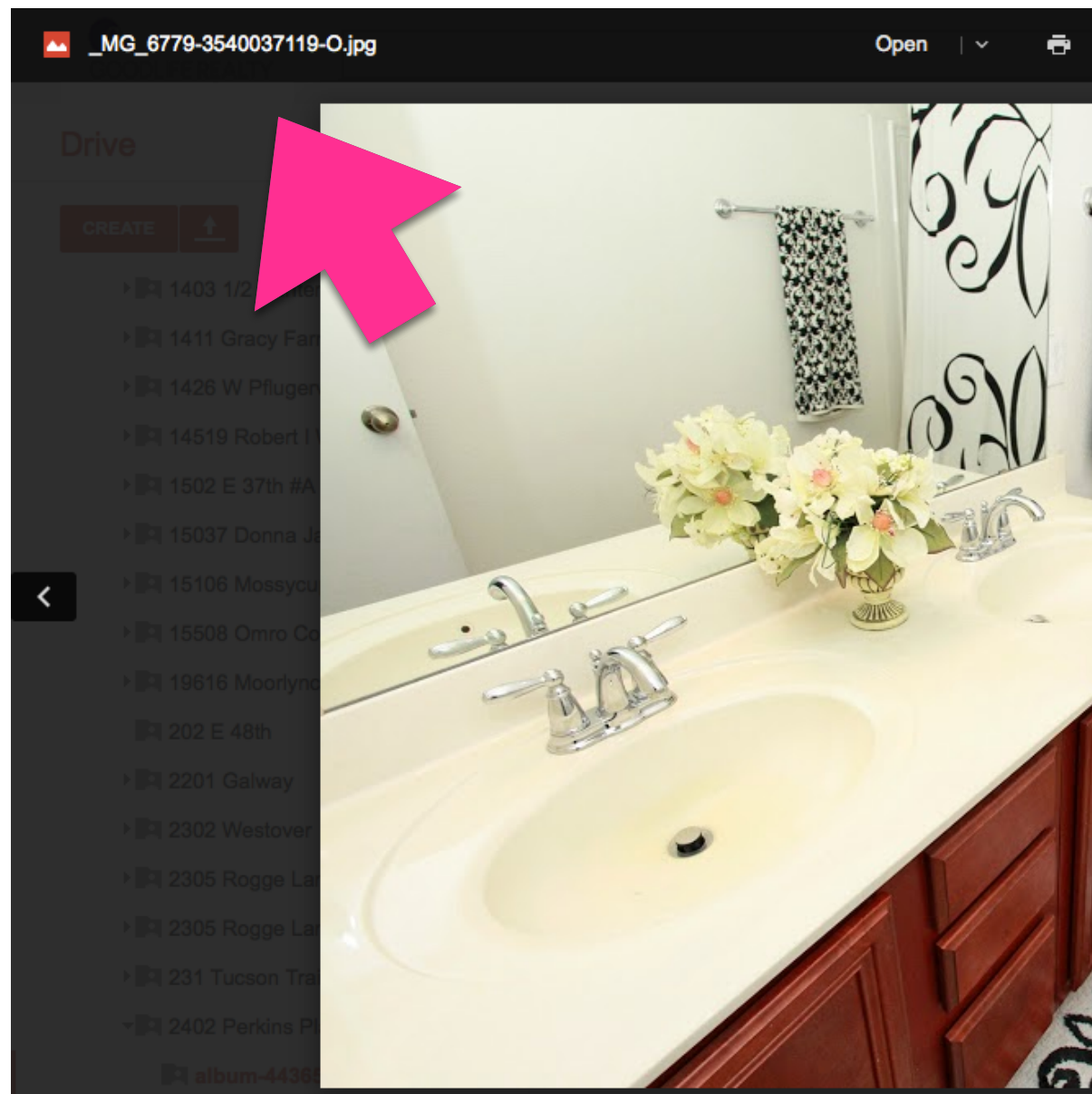
Google considers photos to be high quality content, and it will favor websites with a lot of images over sites that are mostly text-based. So, when you get the photos of your listing back from your photographer, you'll need to take a few moments and rename each in the following format:

[property address] - [descriptor]

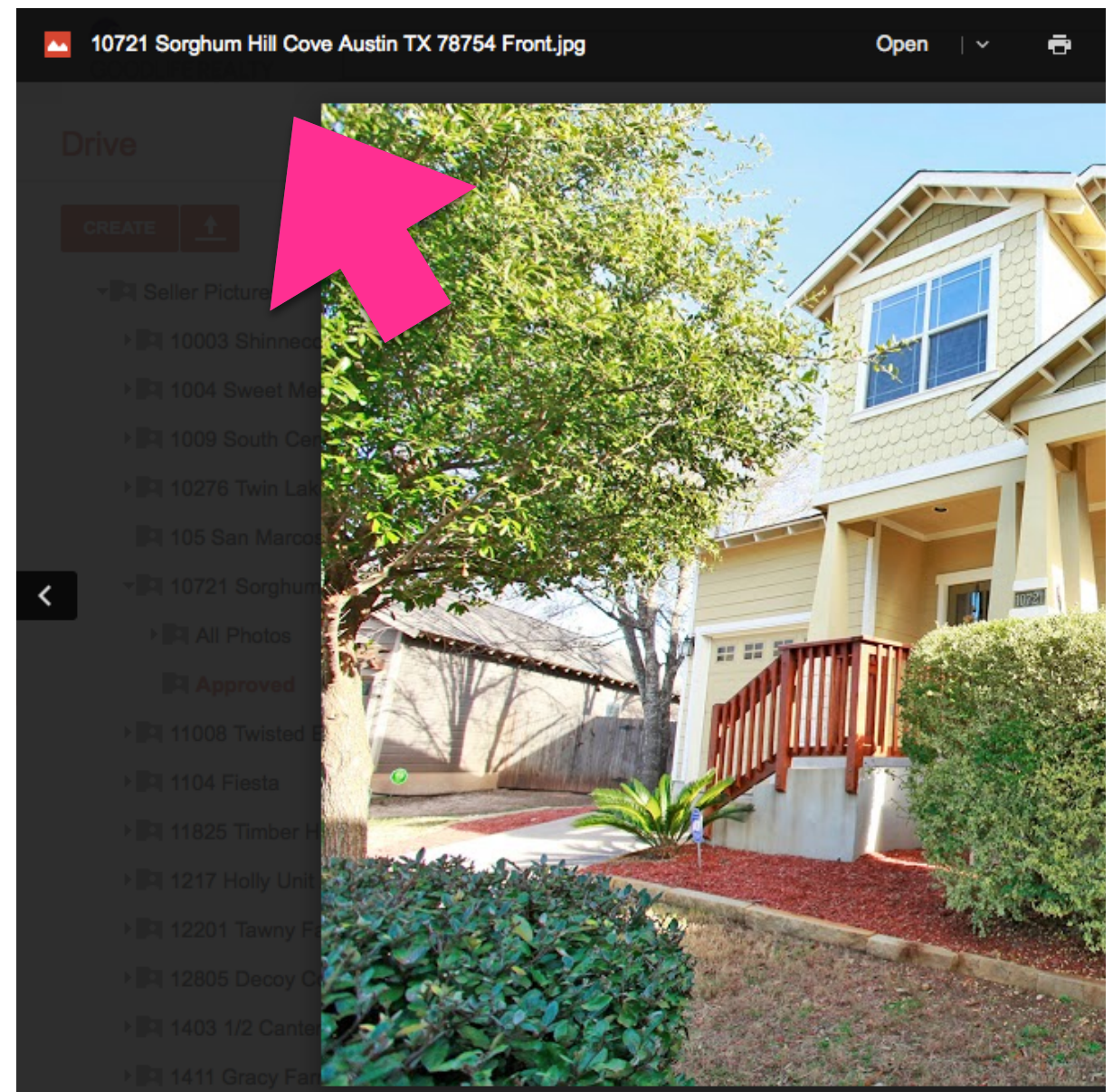
The reason you need to name your photos this way is to help Google understand what the photo is. Include the full address and a descriptor such as kitchen, exterior, or dining room to get the best results. Remember, you need to name the photos this way before you upload them to your website; in other words, the actual file needs to be named. Read on to the next page to see an example of the right and wrong way to name a photo of your listing.

STEP TWO: NAME YOUR PHOTOS

Wrong



Right



STEP THREE: FILM A VIDEO

The last step! If you didn't already know, Google owns Youtube, which is the most widely used video hosting site on the web. Video in general is also considered high quality content, so Google places particular importance on videos and will rank results accordingly.

The good news is that Google doesn't necessarily care about how the video was created. That's why shaky iPhone videos are as likely to go viral as a professional grade commercial! GoodLife Realty is currently using the listing photos to create a video slideshow, as another example. The point is that if you have a video of some kind related to your listing, and you post it online before the portals can get the information, your chances of ranking above them are exponentially increased.

On the next page, you can see an example of a video that would make quality content if applied to a listing. Remember to include the full property address in the description wherever you decide to post the completed product!

STEP THREE: FILM A VIDEO

[Watch Now](#)



STEP FOUR: COMING SOON / JUST LISTED FACEBOOK AD CAMPAIGN

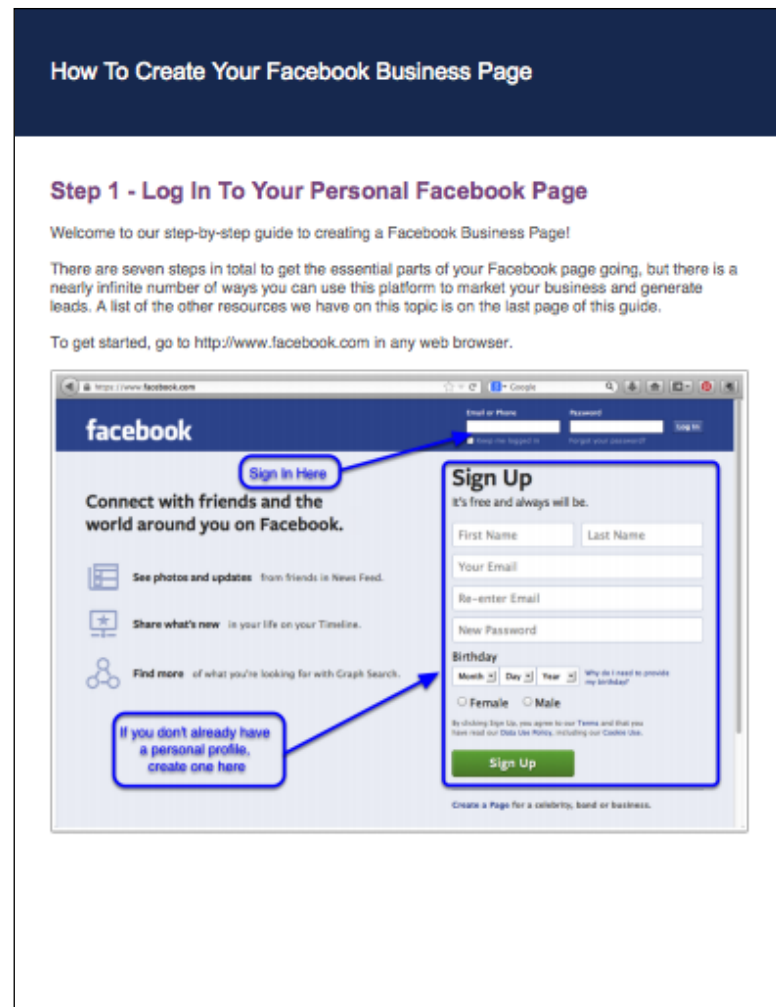
A Coming Soon Facebook ad campaign is an inexpensive but incredibly effective marketing effort. At GoodLife Realty, for example, we have seen increased website traffic to not only the listing page advertised on Facebook, but also to other listings and webpages on our site. This type of campaign also has the added benefit of appeasing your seller: with the insights function of Facebook, you can show how many clicks and impressions and general interest that the ad is creating for your listing.

Furthermore, you can also duplicate the Coming Soon ad and change the wording a bit to segue into a Just Listed campaign, which you'll recognize from the old school farming technique of post cards. There couldn't be a simpler way for you to increase your presence in your chosen farm area!

Setting up a Facebook ad the first time can be difficult, so we've made it as easy for you as possible. On the next page, you'll find links to two resources that will be of immense help.

STEP FOUR: COMING SOON / JUST LISTED FACEBOOK AD CAMPAIGN

Create Your FB
Business Page



Just Listed FB
Ad Checklist



STEP FIVE: OPEN HOUSE FACEBOOK AD CAMPAIGN

You shouldn't hold an open house for your listing until you get it staged and on the MLS, but if all your ducks are in a row, you'll be able to advertise the event on Facebook well before it happens to strengthen your website's position as the authority on the property.

An Open House campaign calls for you to create a Facebook event, but don't be discouraged if people don't RSVP online. In our time using them at our brokerage, these types of ads actually result in more publicity for opens than before, and they further generate traffic to our website.

Remember, the more clicks you can get to the listing page on your site, the better lead generation power you accumulate!

Download the [Open House Facebook Campaign Checklist here](#).

STEP FIVE: OPEN HOUSE FACEBOOK AD CAMPAIGN



Goodlife Realty shared their event.

Sponsored · 🌐

👍 Like Page

Open House! Modern Eastside 2 bedroom, 1 bath home located blocks from Metro Rail, MLK station, Mueller and downtown. This home is proof of a high-end concept design: sustainable, efficient, beautiful, and affordable. Well-insulated and designed to keep the occupant connected with the beauty of its surroundings at all times.



Open House - 2928 E 13th Unit B

Saturday at 1:00pm

2928 E 13th Unit B, Austin, TX 78702

10 people are going

Join

Like · Comment · Share · 👍 3

STEP SIX: NOTIFY YOUR MAILING LIST

On GoodLife Realty's new website, we are going to have a feature called "First to Know," which will collect the information of website visitors raising their hand to learn more about the properties we're selling. Though you may not have something like this on your own website, you can replicate the idea with your mailing list.

Format your announcement in your emailing system, and send it out to those contacts in your database who you think would be most interested to learn about the property. You'll want to be selective about who you blast with these updates, however, as you don't want to fatigue your list. Also, you'll have the opportunity to tell everyone about the home when you send out your monthly newsletter.

STEP SEVEN: POST AN AD ON CRAIGSLIST

More and more people are looking to Craigslist to get a feel for what's available in the area they want to move, and because it's so popular, content posted on Craigslist is valuable to Google. At least in our area, it's also a free option, so if that is true for your market as well, we highly encourage you to post an ad for your listing there.

To create a Craigslist ad, you'll need an account. [Click here](#) to sign up, and you'll receive a verification email (be sure to check your Spam if you don't see it immediately). Hit the link that is included in the message to verify your email address, and you're done!

As a reminder, it's very important for you to use in the ad the high quality images that you have named properly, and make sure to reference your listing status blog post as the place to request more information.

On the next page, we've included the template that GoodLife Realty has been using for their Craigslist ads.

STEP SEVEN: POST AN AD ON CRAIGSLIST

Headline: [Price, BD/BR, Best quality about the home, property address]

[Images]

[Full property address] - \$[price]
[___] Bedroom | [___] Bathroom | [___] sqft.
Listing No. [_____]

SEE ALL THE INFORMATION!
[link to listing status blog post]

DESCRIPTION
[marketing narrative]

PROPERTY DETAILS

-
-

CONTACT INFORMATION
[agent name and contact information]

Equal Housing Opportunity

STEP EIGHT: UPLOAD PHOTOS TO PINTEREST

Pinterest is one of the fastest growing social media networks on the web today, boasting around 70 million users. The first thing you'll notice about Pinterest is that it is heavily image-centric, and as you'll remember, Google prioritizes images in its search results. These two factors combined make Pinterest a high ranking venue for your content. Moreover, using Pinterest is simple.

- If you haven't signed up for an account yet, do so [here](#).
- Install the Pinterest button to your web browser [here](#).
- Upload a profile photo and write a description for your account.
- Create a board for your listings and write a description.
- Navigate to your listing status blog post and hit the Pinterest button.
- Select the image of your listing you'd like to pin, copy your marketing narrative into the pin description field, and click Create.

Note that Pinterest does not yet have an advertising platform, which means that you cannot control the amount of traffic each pin receives or drives to your website. However, it will help your SEO, and it is also a great venue to repurpose other content, such as your other blog posts. Check out [our account](#) for ideas.

STEP NINE: INSTAGRAM PICTURES

Instagram is another incredibly popular, image-centric social media platform. It's even larger than Pinterest with 300 million monthly active users and 75 million active users per day! And now that it has been acquired by Facebook, you can be sure that they will launch an advertising platform very soon.

To start using Instagram, you need to first download the app, which is available for Android and iOS, and create an account there. There is a web interface that you can use after initial sign up, but it is fairly utilitarian and doesn't give you as many options as the app does.

This medium is not something that we have explored the effectiveness of yet on a brokerage level at GoodLife Realty, though we plan to implement it with the debut of our new website. However, some of our agents use it on an individual level, which gives them the opportunity to deliver unique, high-value content to their personal networks. You can see an example on the next page.

If you're intrigued by the idea of using Instagram in your marketing strategy, you can learn more [here](#).

STEP NINE: INSTAGRAM PICTURES



eliatxrealtor

Following

18 hours ago

Stomp The Yard Sign! Under \$115k and only 10min to DT! #comingsoon #realestate #forsale #atx #austin #goodlifeatx #stomptheyardsign #realtor #liveyourgoodlife #listing

♥ black_card_art, frankvisconti, syazrin2u and 15 others like this.



Leave a comment...



STEP TEN: USE TWITTER TO PROMOTE THE HOME

The final social media component of our pre-mls strategy is Twitter. Twitter has a strong 100 million daily users and is known for being the go-to venue for the latest news and information, so it makes sense to include information about your coming soon listings here.

GoodLife Realty has two separate Twitter accounts: one for the brokerage and one for our pre-mls use. If you are an individual agent or on a small team, this is probably not necessary. To sign up for a free account, just visit the [Twitter home page](#).

Twitter does have an advertising platform already built and running, but at GoodLife Realty we prefer to dedicate our marketing budget to Facebook ads. You can learn more about Twitter ads [here](#).

STEP TEN: USE TWITTER TO PROMOTE THE HOME

The screenshot displays the Twitter profile of 'pre-mls austin' (@premlsaustin). The profile header includes a purple circular logo with the text 'pre-mls'. Below the logo, the name 'pre-mls austin' and handle '@premlsaustin' are shown. The bio states: 'Sneak peak of Austin area homes for sale, before they hit the market. Sponsored by @GoodlifeTeam Real Estate Brokerage'. The location is 'austin, TX' and the website is 'goodlifeteam.com/category/featu...'. It also notes 'Joined August 2009' and '12 Photos and videos'. The stats show 21.7K tweets, 663 following, 867 followers, and 1 favorite. A 'Follow' button is present. The main tweet, posted 2 hours ago, says 'This is coming soon! Don't miss it... goodlifeteam.com/?p=18441' and includes a photo of a modern house with a large swimming pool. On the right, there is a sign-up form titled 'Don't miss any updates from pre-mls austin' with fields for 'Full name', 'Email', and 'Password', and a 'Sign up for Twitter' button. Below the form, it says 'Worldwide Trends · Change' and lists several hashtags: #QQCCMH3, #QueLindoSeria, #BellLetsTalk, #3Adamgecesi, #LaRojaxFOX, and a WhatsApp contact: 'UcuzaTTYapılır Watsap 0537x206x18x34'.

pre-mls austin
@premlsaustin

Sneak peak of Austin area homes for sale, before they hit the market.
Sponsored by @GoodlifeTeam Real Estate Brokerage

📍 austin, TX
🌐 goodlifeteam.com/category/featu...
🕒 Joined August 2009

📷 12 Photos and videos

Tweets Tweets & replies Photos & videos

pre-mls austin @premlsaustin · 2h
This is coming soon! Don't miss it... goodlifeteam.com/?p=18441

Don't miss any updates from **pre-mls austin**

Full name
Email
Password

Sign up for Twitter

Worldwide Trends · [Change](#)

#QQCCMH3
#QueLindoSeria
#BellLetsTalk
#3Adamgecesi
#LaRojaxFOX
UcuzaTTYapılır Watsap 0537x206x18x34

CONCLUSION

The goal of the pre-mls strategy is to drive as much traffic as you can to the listing page on your website prior to the property being officially listed in the MLS. This will give your site an early advantage in Google's indexing of information about that home, which will reward your page by having it show up higher in search engine results.

Our pre-MLS strategy is time-consuming, but we feel that the result is worth the effort. Again, you may opt to exclude a few of these steps in your own practice, and that's perfectly fine. We've included an easy reference checklist on the next page to help keep you organized.

We'd love to hear your success stories or help you in any way we can. Just shoot us an email to support@thepaperlessagent.com. Good luck!