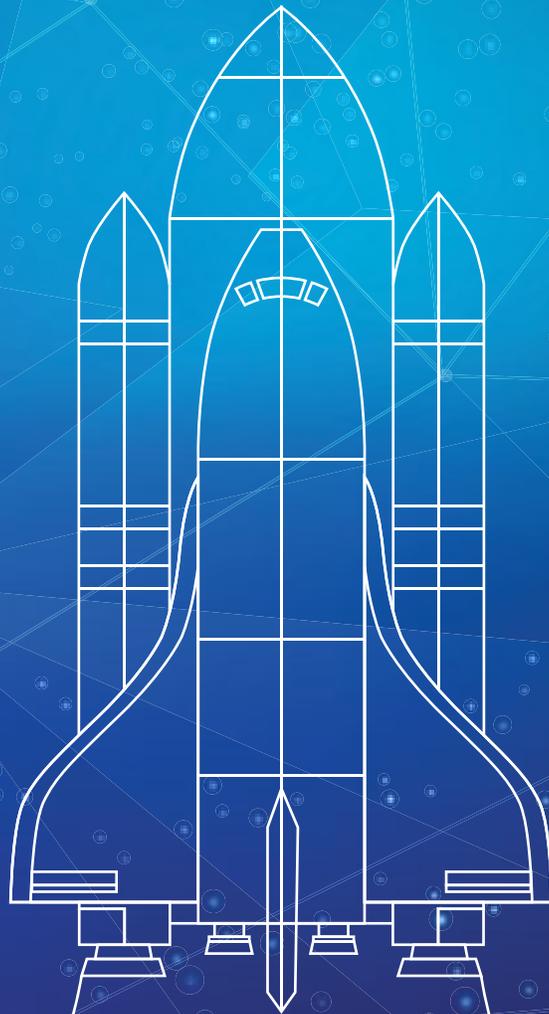


LAUNCH YOUR REAL ESTATE MARKETING MIX

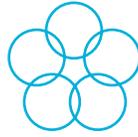
The Importance of a Universal Online Presence



PLACESTER®

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CHAPTER 1

Why You Need A Comprehensive Marketing Mix

Ever wonder how to fuse all of your marketing tactics and techniques into one, cohesive, business-booming blueprint — one that can launch your brand promotion, earn you targeted leads, and help you close more deals? In this ebook, we delve into what it takes to put together the perfect marketing mix for your real estate business — one that makes your online marketing activities easier to conduct, manage, and analyze and delivers the results and ROI you need to succeed.



Why is it important to have this marketing mix in place?

Well, in short, if you don't, that means your marketing activities are separate of one another and not working cohesively and in sync to earn you more website traffic, social followers, email subscribers, and — in turn — new, high-quality leads who are actually worth your time and effort to nurture.

The data is clear: Developing an omni-channel marketing strategy — one that connects all of your tactics and techniques and molds them into one distinct strategy — helps brands, including and especially real estate agents, create a concrete digital presence, achieve their business goals, and improve their bottom line.

The proof is in the pudding — the “pudding” being the numerous reports, studies, and surveys that show just how effective the omni-channel, data-driven marketing approach can be for your real estate brand:



Getting online is the first step to creating a comprehensive real estate marketing strategy — this much you already know. But what does it take to become an advanced agent marketer — one who simplifies their day-to-day marketing processes and tactics and build a well-oiled machine that propels their business into the stratosphere, above those of other competing agents?

The answer is fourfold: Ignite, initiate, supercharge, and expand:



Ignite your website in order to get your other essential marketing techniques and channels up and running



Initiate your real estate lead engagement system and activities, including your CRM and drip email campaigns

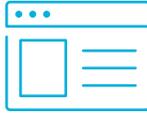


Supercharge your marketing with a comprehensive and cohesive offline and online advertising strategy



Expand your marketing universe by taking advantage of all your social media accounts have to offer

Once you have the mindset to take your marketing to the next level and an understanding of the specific strategy you need in place to succeed with your digital presence, it's time to put an action plan into place — starting with your real estate website.



CHAPTER 2

Ignite Your Online Marketing

Simply put, your real estate website is the most critical asset necessary to get your marketing mix started. Without a fully optimized site, you can't clearly relay your value proposition, educate your audience about your market and listings, and generate highly targeted business opportunities organically and via your other digital channels.

The good news is getting a real estate website up and running takes practically no time at all. Some IDX site providers, like Placester, offer out-of-the-box, plug-and-play sites that offer easy-to-use interfaces, effortless editing capabilities, and gorgeous user experiences.

Having said that, it's on you, the agent, to flesh out your site accordingly (i.e. integrate your IDX and create lots of lovely, search-optimized content) and make it as appealing as possible in terms of the value you provide: in-depth, local market information in the form of detailed landing pages (e.g. area/community pages, about page, resources page, etc.) and blog posts.

52%

of consumers' real estate website actions occur after searching local market terms in search engines.

Source: [National Association of REALTORS®](#)

82%

of home buyers find agents' real estate websites to be useful during their home search process.

Source: [National Association of REALTORS®](#)

If you want to [start your real estate website off with a bang](#), you need to focus on these five integral stages of setup:

1. Nail Down the Website Basics

- [Select a domain name](#) that fits your branding, is memorable, clearly relays your value prop, and will help you get found in search results (e.g. sallysellscharlotte.com, beantownrealtygroup.com).
- Choose a real estate website provider that offers ready-made responsive site templates and painless editing and optimization capabilities, like landing page creation and blogging tools.
- [Integrate your real estate CRM and email marketing platform](#) to your new site to simplify your lead organization and automated drip email campaigns, including your newsletter.
- Fill in all of the basic information about your brand — your name, agency name, phone number, email address, office address, and real estate certifications — at the top and bottom of every page.

2. Conduct Market Research

- Define your personal brand, including your mission statement (your personal and professional values and goals for your business), and share why you're passionate about real estate on your about page.
- Survey past clients, existing leads, industry peers, and agency associates to garner ideas for your aesthetic real estate branding collateral, including your logo.
- Determine the types of content your home buyer and seller audience craves and [develop an editorial calendar for your blog](#) and other content creation efforts around the info they provide.

3. Plan an Engagement Strategy

- Establish your social media presence by starting business accounts (separate from your personal ones) on the major social networks: Facebook, Twitter, Google+, LinkedIn, Pinterest, and Instagram.
- [Set up social media automation](#) by using tools like Buffer, Hootsuite, and Edgar so you can systematically share your website content across each social network over time without the hassle of manually posting everything.
- Grow your following by using the most appropriate and relevant hashtags, sharing an array of different content (blog posts, infographics, links to your listing and neighborhood pages).
- Start conversations with those who engage most with your social media shares. For instance, suggest other blog posts similar to one that a Facebook fan liked on your Business Page.

4. Create Lots of Great Content

- Determine what kind of content best fits your real estate marketing strategy by considering the questions your audience asks most and how you can answer them.
- Continually fine-tune your editorial calendar and strategy based on how well previous content performs (specific pieces and types of mediums) at least once every couple of weeks.
- Begin working on content for your blog and specialty pages, and, over time, eventually map out additional content, like [real estate reports, guides, and infographics](#).

5. Publish and Audit Your Website

- Publish your site and check that all of your pages look, read, and work as they should (e.g. links and images work, content is clear and search-optimized).
- Inspect your [real estate website's performance in Google Analytics](#) heavily during the first month or so it's live to ensure there aren't any issues with any of your pages.
- Modify any pages that seem to have poor metrics (e.g. low time on page, high bounce rate, little traffic overall) by performing A/B tests over time, such as new copy and calls to action.

Download Our Free Worksheet to
Ignite Your Real Estate Website Setup:

The Real Estate Agent's Website Optimization Checklist: 15 Essential Steps to Create the Perfect Site

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[Continue to Chapter 3](#)



CHAPTER 3

Initiate Your Lead Management Plan

Once your website is live, it's time to transition to promotion mode. Arguably the best delivery system to promote your site and get your content right to your audience's digital doorstep is email — preferably one that's hooked up to your customer relationship management (CRM) database.

The degree of ROI of email marketing varies from industry to industry, but it's crystal clear email campaigns — [particularly automated, targeted drip campaigns](#) — are phenomenal for nurturing leads already in your CRM through your sales funnel.

33%

Targeted email marketing campaigns generate an average open rate of 33% and click-through rate of 14%.

Source: Jupiter Research

92%

of marketers say their brands' email marketing strategies produce or will produce a return on investment.

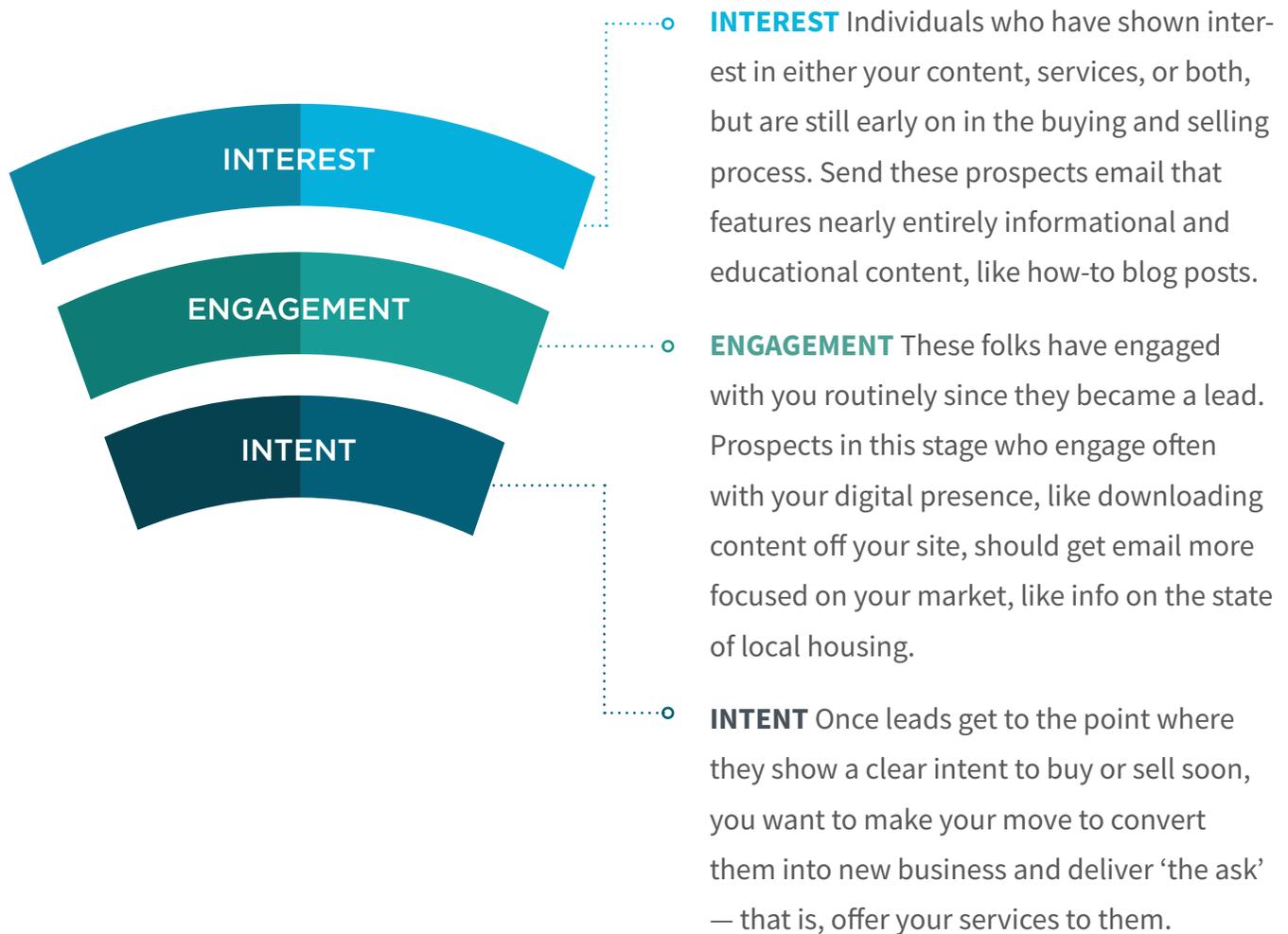
Source: [MarketingSherpa](#)

15.7%

The average click-to-open rate for real estate industry emails in 2014 was 15.7% — higher than all but one industry.

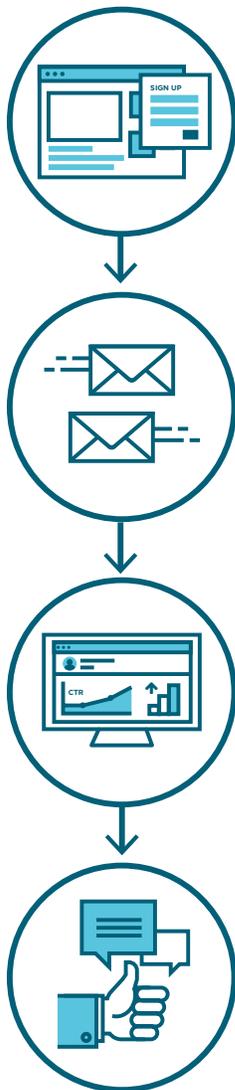
Source: [Silverpop](#)

Before you send email — manual or automated — to leads in your CRM, you first need to recognize the three stages of the inbound sales funnel. Each of these stages is distinct, as your lead-nurturing efforts will be dictated by where your leads are in said funnel.



Your entire email marketing strategy is predicated on automation. Sure, you'll still have to send a fair number of emails manually — especially to leads about to enter the market or choose an agent to help them list — but the bulk of your email strategy should entail automated drip messaging.

Here's a prime example of how to nurture a new lead that's just entered your CRM:



Joe Buyer lands on your real estate website to view some blog posts about how to sell homes and signs up for your weekly email newsletter.

From here, he should automatically be added to your CRM, where you can fill in the cracks of his lead profile and assign him to a drip campaign.

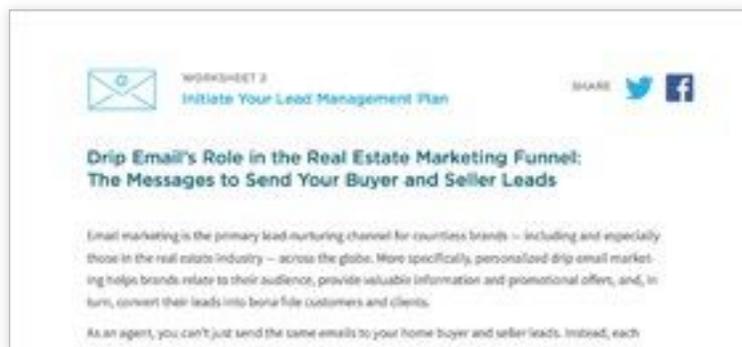
Once he's added to a drip campaign, you can monitor his engagement with your emails: High click rates indicate he's moving down the funnel, while low click rates indicate a stagnancy. Either way, you can see whether or not progress is being made in nurturing him through the sales funnel.

Eventually, if he opens enough email and spends enough time on your site and engaging with you online, you'll know he's close to making a housing-related decision — one you can help him with with a perfectly timed email or phone call.

Download Our Free Worksheet to
Help Initiate Your Drip Email Marketing:

Drip Email's Role in the Real Estate Marketing Funnel: The Messages to Send Your Buyer and Seller Leads

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[Continue to Chapter 4](#)



CHAPTER 4

Supercharge Your Lead Generation

Optimizing your website and using email to maximize exposure for your site is an invaluable component of your marketing mix ... but it's far from the only one you need to implement. Advertising has historically played a large role in real estate agents' ability to generate leads — both online and offline tactics.

Many agents have mastered the art of creating attractive direct mailers, but some of these industry pros haven't yet learned how to integrate these outbound advertisements with their online presence — and vice versa. Just because the internet provides a much more targeted means of generating and nurturing leads doesn't mean your digital strategy can't sync up with your offline marketing.

57%

of real estate agents still deem direct mail an important of their lead generation strategies.

Source: [National Association of REALTORS®](#)

3/4

More than three-quarters of the 87% of brokerages to implement direct mail in their marketing find it beneficial.

Source: [REAL Trends](#)

Case in point that direct mail is a feasible option for your real estate marketing: [Realtor Judith Weiniger has proven time and time again that mailers work](#) when sent to targeted leads — those who are likely to take the time to consume said mailers due to their previous engagement with a real estate agent’s brand.

She routinely sends items like the home seller tips guide featured in our Academy post to leads in her CRM who both have shown an interest in her content and appear to be interested in buying or selling relatively soon. Once they’re sent offline, she shares them online, including on Facebook as a free, gated download, so she can track who’s opting to download her content.



“The fact that most of our bills now come as e-bills, and that fewer and fewer Realtors and other businesses are mailing since the downturn in the market, leaves a nice opportunity for those that realize the potential of mail.”

— JUDITH WEINIGER
Founder, The Weiniger Group

Consider this core benefit of developing mailers you can send to specific buyers and sellers who are scored highly in your CRM and consuming more and more of your content: You cover all of your bases and get your relevant, valuable content in front of them in both their inboxes and mailboxes.

What's more is this content goes both ways: You can write a mini report on your local housing market and turn that into a downloadable guide on your website and vice versa — produce a piece of content for your blog or resources page on your site and convert that content into a printout or booklet for your leads.

Download Our Free Worksheet to
Supercharge Your Real Estate Advertising:

How to Integrate Your Online and Offline Real Estate Marketing

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[Continue to Chapter 5](#)



CHAPTER 5

Expand Your Digital Universe

Yet another outlet you should take advantage of to expand and enhance your marketing mix is social media. No, you may not secure most of your real estate leads with stellar status updates, perfect pins, and top-of-the-line tweets, but that doesn't mean the big social networks can't help your lead generation and nurturing goals.

Most real estate agents and brokers look at Facebook, Twitter, and the like and only see branding tools. The truth, however, is each social outlet offers plenty of avenues for you to share your content, drive your fans and followers back to your website, and convert them into bona fide leads with your site.

Even if your entire engagement with some social media users stays on the social networks and never transitions to your site, you still have a tremendous (and easy) opportunity to inform them, add them to your CRM and drip campaigns, and nurture them accordingly.

66%

Marketers who spent 6 hours on social media per week saw a 66% increase in lead generation from social networks.

Source: [Social Media Examiner](#)

>1/2

More than half of marketers who have at least one year of experience with social media generate leads from social platforms.

Source: [Social Media Examiner](#)

3 in 5

Three in five marketers who spend 6 hours a week on social media see increases in search engine rankings.

Source: [Social Media Examiner](#)

On top of driving engagement on your Business Page by publishing educational content from your site, posing questions to and answering questions for your fans, and commenting and liking your audience's posts and pages, there's the [social network's highly beneficial advertising platform and tools](#):

Boost your most popular Facebook posts: Boosting allows users to increase the reach of their post, as the social network shows how many additional users could see the share/content in question. The cost to do this depends on your overall ad budget for the social channel. Speaking of which ...

Advertise specific pages on your site with banner ads: There are a half-dozen ad alternatives for users, including video ads, which are self-explanatory — short clips promoting your services — and carousel ads, which act as a slideshow and allow you to promote different pages in one ad campaign.

Create landing pages using a Facebook plugin: You can also develop niche landing pages right on your Business Page that promote your brand and turn fans into legitimate leads, including pages for a special contest or promotion.



In 2015, Facebook was rated the most effective social media platform by B2C marketers.

Source: [Content Marketing Institute](#)

92%

of marketers deem Facebook as an effective part of their overall marketing strategies.

Source: [Salesforce](#)

Facebook may be the reigning champion of the social network world, but Twitter is also an optimal social outlet to use for your lead gen. Tweets featuring promotional content tend to perform poorly, but there are ways to earn new leads without sharing links to listings pages and overtly promotional content.

Conduct Twitter chats with your followers: Invite followers to [join you during a pre-determined period on Twitter so they can ask you questions](#) about the local housing market, mortgage industry trends, specific services you provide, and any other topic you deem worthy of discussion. As long as you promote this chat early and often, you can garner a substantial audience for your discussion.

Follow and engage with leads and clients: Follow past and present leads and clients on the social network to keep in touch with them and share the occasional message featuring your content, housing advice, comments about their tweets and other insights.

Develop targeted ads via Promoted Tweets/Accounts: Create ads that promote either specific tweets — optimally, ones that include an offer of some kind, like a download of a free ebook, report, or guide on your site — or your Twitter account.

18%

Attention-grabbing images in tweets lead to an average 18% higher click-through rate and 150% more retweets.

Source: [TrackMaven](#)



Twitter has the third-highest effectiveness rate for brands, behind only Facebook and YouTube.

Source: [Content Marketing Institute](#)

Outside of those top social networks (“top” at least in terms of marketing capabilities), also be sure to use the other well-known social media platforms to your advantage:

Instagram

Take a cue from [some of the best real estate Instagram accounts](#) around and see all of the amazing images and videos you ought to share with your niche audience to keep them coming back for more. Just be sure to add your website link in your bio to get them to check out your other content after they finish viewing your listing shots and neighborhood tour clips.

Pinterest

[Pinning some gorgeous pics of homes for sale](#) in your market — including your very own listings — along with links to your specialized content (blog posts, infographics, reports, and the like) can keep your audience engaged and, in turn, potentially interested in learning more about your services.

LinkedIn

The “[professional’s social network](#)” also provides an excellent opportunity for you [to share](#) your blog posts, thoughts on industry trends, and business news with your audience. Just remember to connect with each new, qualified lead that enters your database so they automatically “follow” your account and see your updates.

Download Our Free Worksheet to
Expand Your Social Media Marketing:

Make The Most Of Your Social Media Presence: Marketing Tips for the Top Social Networks

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[Continue to Chapter 6](#)



CHAPTER 6

Head to Mission Control

At the end of the day, your job is to connect and integrate all of these marketing activities together to create the ultimate mix that aids your branding, earns you new leads, secures you clients, and helps you close deals. So, let's recap all you need to do to achieve each of these goals and take your business to the next level...

Starting your site is great — routinely publishing new, informative, search-friendly content is better

- Pick a domain that works for your brand and search strategy
- Publish new pages and blog posts regularly to keep your site fresh
- Plan out your engagement/promotion strategy for your site

Connect your CRM and email software so you can easily organize, prioritize, and nurture your leads

- Get a CRM that makes it simple to track leads and modify their profiles
- Connect your email marketing software to this CRM to start drip campaigns
- Understand how to score and segment your leads accordingly

Don't neglect your offline strategy — rather, enhance it and sync it up with your digital presence

- Direct mailers still help, but send them to targeted leads only, not everyone
- Use your offline marketing collateral on your site and other owned channels
- Similarly, use your online content to develop ideas for offline materials

Take to social media to advertise your brand, engage with your audience, and drive them to your site

- Social media is more than just a branding tool today — engagement is key
- Advertising on Facebook and Twitter can earn your site lots of traction
- Use all social networks frequently and to talk directly to your audience

Schedule your free real estate marketing consultation today to enhance your online presence and bottom line.

CLICK TO SCHEDULE A CALL

