

— 2015 —

ONLINE MARKETING STATISTICS REAL ESTATE AGENTS SHOULD KNOW

FREE EBOOK



Introduction

The times, they are-a-changin'. No, literally — 2015 has come to an end, marking the end of the first half of an interesting decade, especially when it comes to advances in marketing. The digital movement is still in full force, as more brands continue to make their way online and ditch the old outbound tactics that no longer have a place in what's become an inbound world.

Included in this shift to internet-based marketing strategies — everything from search-optimized websites, to automated drip email marketing campaigns — are real estate agents and brokers. While some remain adamant about implementing offline promotional methods, many have made the transition to online tactics and techniques ... and the results have shown just how fruitful this move has been.

In this ebook, we highlight dozens of intriguing digital marketing statistics to come out during 2015 and exemplify just how important it is for real estate pros to have a comprehensive online marketing plan.

With this data, you can identify the components of your marketing strategy you need to hone in 2016 to take your lead generation to the next level and learn about the activities you need to become an even more successful real estate agent.

Don't forget to share these figures on Twitter: Simply click the tweet icon next to each stat and you can easily and quickly share the online marketing data with your followers and show you keep up with the latest marketing trends.



General Online Marketing Industry Trends for 2015






Content marketing was viewed as the most important digital marketing trend for 2015. 

Smart Insights

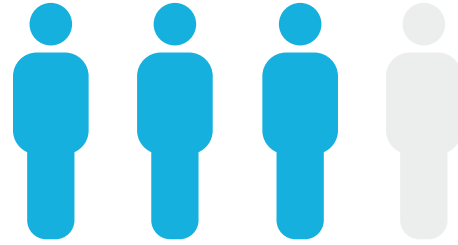
Conversion rate optimization (70%) and social media advertising (65%) were brands' biggest focal points in 2015. 

Hannapin Marketing

35%


of marketers use keyword tools to enhance their content marketing efforts. 

Copyblogger



Three out of four marketers prioritized inbound marketing over all other marketing practices in 2015. 

HubSpot

Outbound paid advertising was voted by marketers as the most overrated marketing tactic of 2015. 

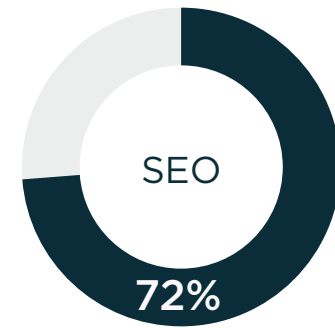
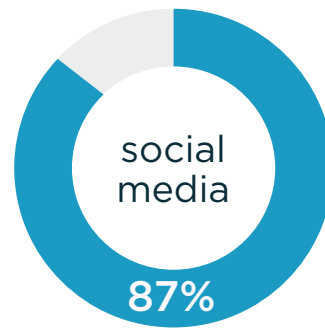
HubSpot



How Marketing Pros Approach Their Online Strategies

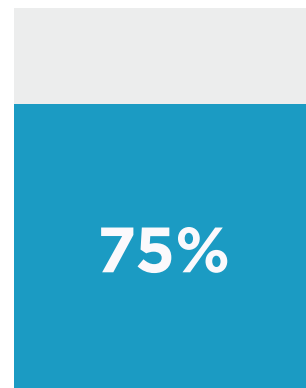


The Channels Marketers Used Most During 2015



Webmarketing123

Video Strategy



of marketers have video strategies and **70%** note it's their most effective content marketing tactic. 

Webmarketing123

Only 10% of marketers are involved with podcasting, yet 26% plan on increasing their podcasting activities. 

Social Media Examiner



70%

of brands indicated they will produce more content in 2016 than they did in 2015. 

Content Marketing Institute



37%

of marketers had a documented content marketing strategy in 2015 — up from 27% in 2014. 

Content Marketing Institute



54%

of marketers deemed analytics and CRMs as essential technologies to enhance the customer journey. 

Salesforce



62%

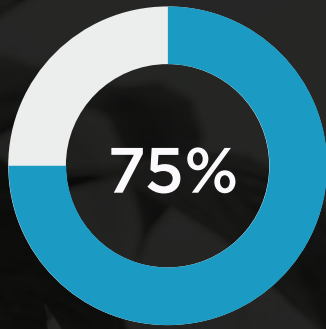
of marketers used infographics in their online strategies in 2015 — a rise from 45% the year before. 

Content Marketing Institute



Data That Shows the Effectiveness of Email Marketing





of consumers expect brands to personalize their email marketing based on their past purchases. 🐦

Blue Hornet

30%

Email opens on mobile devices rose 30% from 2010 to 2015, while falling by roughly a third on desktop. 🐦

2.1%

Email with 21 or more links generated an average 2.1% click rate — higher than email with fewer links. 🐦

Campaign Monitor

MailerMailer

26%

The average email open rate for real estate brands in 2015. 🐦

14.1%

of those who open real estate-related email click at least one link in the message. 🐦

Silverpop

MailerMailer

3.4%

The average email click-through rate for real estate brands in 2015. 🐦

The focuses for the most viral email marketing in 2015 were to promote events and provide helpful content. 🐦

Silverpop

Litmus

Proof You Need to Focus on Search Engine Optimization





45%

U.S. small business owners who think search engine traffic is vital for growing their online presence and bottom lines. 🐦

KO Marketing

40%

small businesses with 1-10 employees who had a search engine optimization strategy in place during 2015. 🐦


Clutch

Marketers believe on-page elements and link quality account for 40% of modern search optimization factors. 

Moz



72%

of marketers indicated relevant content creation was the biggest driver of their SEO success in 2015. 

Ascend2

89%

of marketers said their SEO marketing efforts in 2015 were very or somewhat successful. 

Ascend2



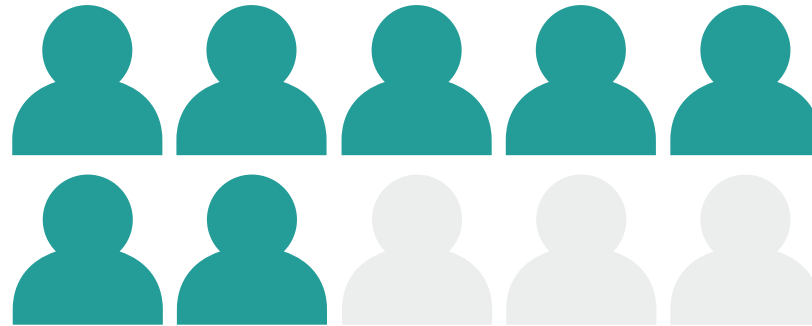
Consumer Preferences to Pay Close Attention to in 2016





Nearly half of global consumers trust online video, search engine, and social network advertisements from brands. 🐦

Nielsen



Seven in 10 consumers worldwide view branded websites as the most trustworthy online advertising format. 🐦

Nielsen

Phone calls (33.5%) and email (32.5%) are the most-preferred customer service channels. 🐦

M2Talk

Half of consumers noted irrelevant paid ads accounted for their most frustrating experiences with brands online. 🐦

Magnetic



88%

of consumers learn about brands through online search. 🐦

Moz

85%

of consumers visit businesses' websites. 🐦

Moz

81.9%

of consumers read customer reviews. 🐦

Moz

85% of consumers noted they are more likely to buy from brands with good reviews, while 56.7% are positively influenced by articles. 🐦

M2Talk

Social Media Remains a Focal Point of Digital Marketing Strategies

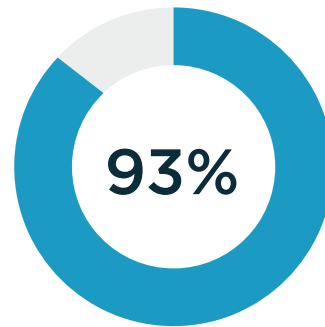


46%

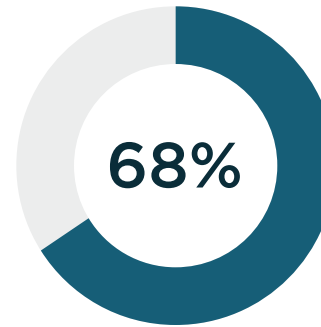
of all shares of brands' content on social media during 2015 occurred on FB. 

SMK

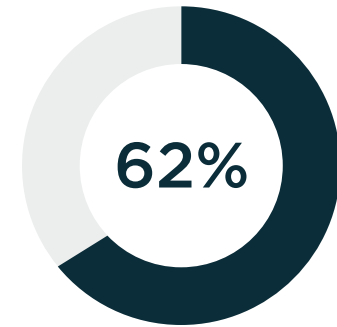
Marketing Professionals on Facebook 



Using
FB

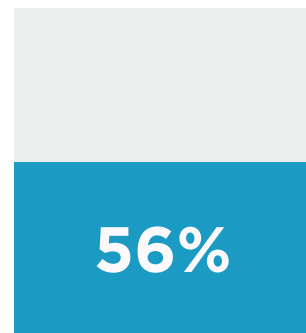


Want to Learn
More About FB



Plan to Increase
FB Activity

Social Media Examiner

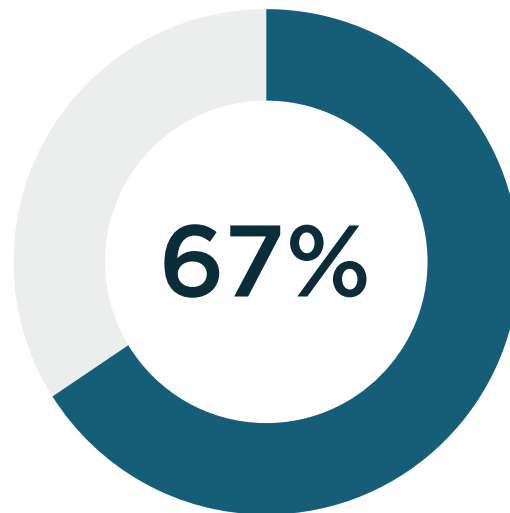


B2C marketing professionals who generated the majority of their revenue from Facebook in the past year. 

Webmarketing123

Increasing brand awareness (71%) and driving website traffic (48%) were cited as the two core goals for social media marketers. 🐦

Simply Measured



marketers who plan to increase usage of Twitter, LinkedIn, and YouTube in their online strategies in the coming years. 🐦

Social Media Examiner

Social media marketing will account for 22.5% of brands' overall marketing budgets by 2020. 🐦

Simply Measured



72%

of adults use Facebook regularly. 



31%

of adults use Pinterest regularly. 



28%

of adults use Instagram regularly. 



25%

of adults use LinkedIn regularly. 



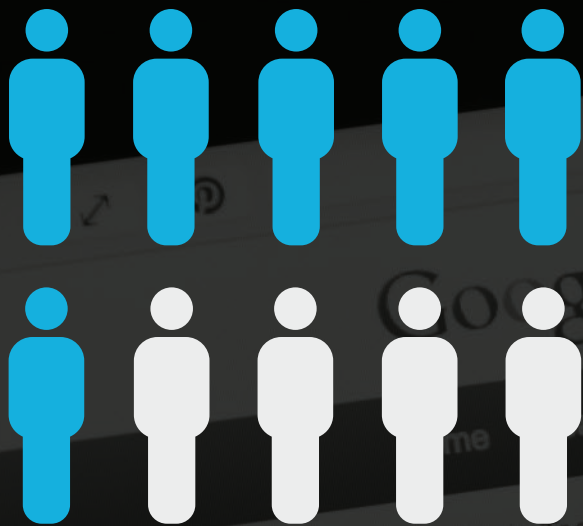
23%


of adults use Twitter regularly. 




Paid Advertising Is Now a Necessary Online Marketing Tactic






Six in 10 advertisers indicated they feel the pay per click advertising market improved in 2015 compared to 2014. 


13%

spending on paid advertisements on Google jumped 13% in the first quarter of 2015 from the same period a year earlier. 


22%

In the second quarter of 2015, U.S. spending on paid search bumped up 22% year-over-year. 


48%

of advertisers stated they plan to increase their online paid advertising budgets in 2016 from their 2015 allocation. 

70%

of advertisers increased their PPC budgets in 2015 — a marked increase from just 10% who did so in 2014. 

90%

of advertisers said text ads are their most important ad type, with 40% noting social media ads were their primary ad option. 

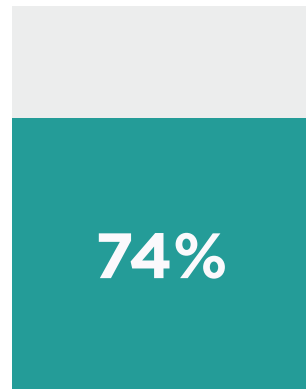


Video Marketing's Importance to Your Overall Marketing Plans Epitomized



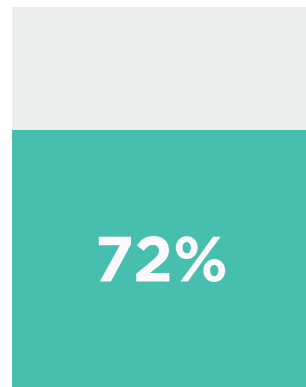
Three-quarters of organizations noted they highly value the integration of video-viewing data with marketing automation software. 🐦

Vidyard



of marketers indicated their brands saw better conversion rates from video marketing than other marketing types. 🐦

Vidyard



of marketers stated online video advertising is more effective or just as effective as TV advertising for their online campaigns. 🐦

BrightRoll

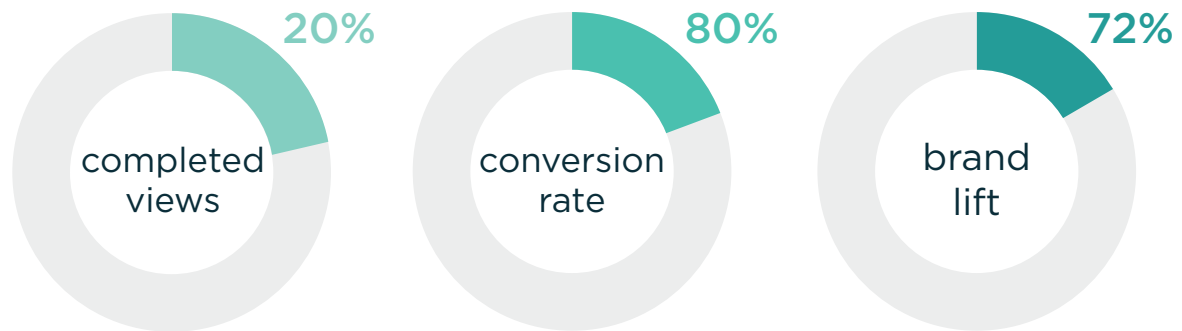


44%

of all online video views occurred on mobile devices during the second quarter of 2015. 

Ooyala

The Top-Three Video Ad Metrics Marketers are Concerned With 



BrightRoll

Improve Your Real Estate Marketing in 2016 with Help from the Placester Academy

