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Real Estate Agent Marketing Strategies Pros Use

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1 You'll Need A Great Website
The center of all your efforts, and probably the only real estate online marketing platform you will retain control over compared to third party elements. A great website has potential, clients now, serious you take your practice.
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2 Create A Virtual Trip Of Your Property
While your website is being designed, you can keep yourself productive by carrying out tasks that tip you to the edge of real estate technology - go virtual, modernize the game! There are plenty of tools that can turn an open house into a 30-hour tour.
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3 Switch To Video
Virtual tours are just a piece of the puzzle, nowadays everyone prefers consuming information using through the most passive of mediums - video. Showing a house and need a long list of hopefuls bring up to see?
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4 Create Content Around Your Work
Together with the videos, you can post it on your calling population's thirst for information by creating real-estate content around your work.
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5 Retarget
Once you have videos and content posted all over the internet, including on your website, expect traffic. While very therapeutic, knowing that your website is getting thousands of visitors every month is just not enough.
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6 Lay Your Traps - Landing Pages
You can use landing pages to tighten your marketing strategy when someone shows interest in your work. You can collect information, initiate a Skype meeting or even have them call you directly to set a physical meeting.
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7 Influencer Marketing
You may have noticed how certain individuals seem to just have more of a grip on the entire internet marketing game, particularly bloggers. Buy a Power to expedite the process of finding and approaching influential bloggers.
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8 Optimize For Search Engine Visibility
Real estate agent marketing online often needs you to sponsor your look. Google has Adwords, which allows you to rank high when someone searches for business terms in your niche. It really is worth looking into.
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9 Build Offline Muscle
When you attend events with business cards, you now have online assets to refer helpful clients with confidence that your marketing funnel leads into play. There is no point having some through all that and not standing on your two feet to make substantial claims that bring people to your team.
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10 Follow Up And Build A Review Profile
Your real estate agent marketing is only as good as your captured clients say, and few more people talk about you, the better your chances of hitting a home run. After a few weeks of real estate social media marketing from scratch with the help of professional services.

One Page Digital Marketing Plan

OBJECTIVES	WHERE ARE WE NOW?	CORE BRAND VALUE	COMPETITION	TARGET AUDIENCE
Top 3 business objectives	Brief SWOT Analysis in the context of top challenges faced in meeting objective	Compelling position statement of your brand and the value it offers	Top 3 competitors	Top 3 customer segments and 2-3 customer personas per segment
1	4	5	6	2
KEY METRICS				
Key metrics to measure success of your marketing efforts.				
9				
MARKETING BUDGET	TIMELINE	CHANNELS		
Content Marketing and SEO Paid Advertising Design Marketing Technology People etc.	Broad outline of 1 week/1 month/ 3 month/ 6 month/1 year marketing campaigns.	Path to customers		
8	7	3		
Business focus		Customer focus		

7 Ps For Marketing Strategy

Price	Place	Promotion	Product	Process	People	Physical
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1	2	3	4	5	6	7

7 P's Marketing Mix

Real Estate Internet Marketing Strategy Trainings

The Real Estate Marketing Trainings enclosed help the Real Estate Professional take Charge of his or her Internet presence and put them on a path to capturing the top niche ranking with Search Engines - namely Google. Learn the proper way to market Real Estate on the Internet. These are the core Real Estate Web Training Sessions at the heart of empowering Real Estate Professionals to compete online.



Real Estate Internet Strategy Training

Building your Real Estate Office online is not a separate endeavor from your physical business office; in fact your Internet presence is your business! So how do you go about attracting Google and Clients to you? right I said Google... with 75%+ of all Internet Searches starting on Google you cannot afford to be invisible. How do you build an integrated Web Strategy that serves your Sellers and Buyers and is driven organically by Internet Search?



Real Estate Blogging Strategy Training

Are you driving Traffic to your website and creating the best exposure for your Listings? How about your Buyers - Are you the Community Expert? How do I use the right Blogging Techniques to help my web content and Listings become Internet Visible? this is the essence of Internet Marketing and Blogging Results. Learn what Google and Search Engines are looking for in Blogs in order to Index them... in fact if you Blog once a week the right way you will be on Page 1 of Google - enough said?



Real Estate Database Strategy Training

How to stay in touch with Clients and Convert Sales!!! Outlook, eMail, Contact & Database Management... (The Necessary Real Estate Habits!) The training is designed to help Real Estate Professionals devise the right strategy and help them use the right tools and habits to stay in touch with their customers. Let's agree that tools are as good as the user's knowledge but more importantly their diligence, consistency, and repeated assiduous approach...



Real Estate Web Advanced Strategy Training

Google Visibility is about proper links... You have heard that content is king; so how do you go about adding it so Search Engines can find you? This One-Day Workshop was designed for Realtors who have the proper Website and understand that working on your website is part of your business routine... "But I have content that comes with my website?" you say... and so does everyone else... Generic content leads nowhere; those who optimize it the right way will become visible...

OCTOBER 2019 Marketing and Holiday Planning

Have you started to plan for the holidays? It may feel early, but on average it takes six to eight touches before a prospect takes action. Set yourself up for a successful holiday season by nurturing your relationships with potential and existing customers. Constant Contact has all of the resources you need to have the best holiday season ever!

Content Ideas for October

Get Organized Week

1

You don't have to wait for a major holiday to connect with your community. **Share a business update, seasonal tips, or tease a holiday program.**

Columbus Day

2

Columbus day is a big day for retail. Offer a **one-day sale or coupon** for your customers to get some early holiday shopping done.

Halloween

3

Showcase your Halloween-themed items and remind your subscribers what they need for Halloween. Offer them a "treat" in the form of a **coupon or discount.**



81% of online shoppers who receive emails based on previous shopping habits were at least somewhat likely to make a purchase as a result of targeted email.

[Source: eMarketer]

October Holidays



1 International Coffee Day

5 Do Something Nice Day

5 World Teacher's Day

14 Columbus Day

14 National Dessert Day

31 Halloween

October Themes

- National Vegetarian Month
- Family History Month
- Get Organized Week (first week)
- Customer Service Week (first week)



It takes **6-8** touches to generate a viable sales lead.

[Source: Salesforce]

Constant Contact

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Progress at your own speedOptional upgrade availableDigital marketing is a major component of marketing today. This course will equip you with practical digital marketing skills to help you build your business. You will learn about the digital marketing landscape and how digital technologies can be used to help businesses identify opportunities and minimize risk. Case studies will be used to demonstrate how digital supports business objectives, and how it can set enterprise apart. It's essential to gain a greater understanding of your target customer so we'll teach you how to create a user persona which will help you identify the different demographics, behaviours and needs of your consumers online. Finally, you will learn how to apply your new skills to future marketing activities by developing your own unique digital marketing strategy capable of outperforming competitors and achieving a set of business objectives. This is the second of two courses in the Professional Certificate in Digital Marketing Fundamentals. Understand why digital marketing matters today Understand changes in the digital landscape Learn how to create innovative and impactful content Learn how to create and use consumer personas Conduct a competitor audit and analysis Develop your own digital marketing strategy Week 1: Why digital matters? Week 2: The impact of digital on product Week 3: The impact of digital on value proposition Week 4: Changes in technology a marketer has to be aware of Week 5: Digital policies Week 6: The persona and its journey Week 7: Competitor analysis Week 8: Final Project: Digital Marketing Strategy development

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