

REAL ESTATE MARKETING WITH THE PROS

Marketing Insights and Best Practices from
Industry Influencers and Top Producers

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This ebook is valuable. Really valuable. As in, you got a really good deal when you downloaded it!

Here's why.

Knowing how to grow your business with digital marketing is vital to your success as an agent or broker.

For your real estate business to really grow, you're going to need to promote your brand and listings online. According to [Zillow Group's Consumer Housing Trends Report 2016](#), "[a]cross all generations, almost nine out of 10 buyers (87 percent) use an online resource at some point in their search for a home to buy," and "[h]alf of home buyers in the U.S. are under 36, meaning a new generation—Millennials—is shaping the future of real estate."

So if you want to be there to meet these buyers, help them out, and point them in the right direction, you need to invest in digital marketing.

But what if you're not invested in marketing your business online? What if you're not there to meet potential clients?

It sounds like opting out of digital marketing is kind of like opting out of more business. Yikes!

So what is digital marketing?

Chances are, you're probably doing some of it now. Sending newsletter emails to prospects, posting content to social media, networking on LinkedIn... those are all examples of digital marketing activities. Here's a formal definition for you studious types:

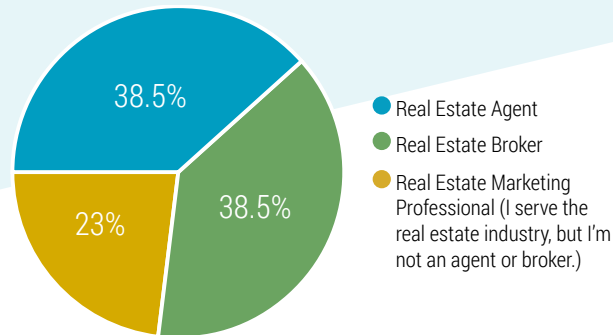
"Digital marketing is an umbrella term for all of your online marketing efforts. Businesses leverage digital channels such as Google search, social media, email, and their websites to connect with their current and prospective customers" ([Hubspot](#)).

Maybe you're convinced. But how do you get better at digital marketing, and how do you use it grow your business?

Great questions. Keep reading...



What kinds of real estate professionals contributed to this ebook?



Here's where the real value of this ebook comes in.

We asked *real estate industry influencers* (agents, brokers, and people who serve the real estate industry in some other way) to share advice about being successful in real estate with a focus on digital marketing.

This list includes all-star, multi-million dollar producers, successful brokers, and marketing professionals. In short, these are people you want to listen to!



In this ebook we're going to focus on the first question we asked:

“Given your experience, what one marketing tip would you give to agents who want to grow their business? (This could be a marketing platform, a software, a strategy, etc. We're looking for specific tips, preferably related to digital marketing...)”

The result? We got awesome feedback. Actionable feedback. Tips that you can use to grow your business. Ideas you may not have considered. **Ways to grow your business with digital marketing, right here, ready for you to check out and put into action!**

Some of these tips are simple, powerful, and easy to implement. And some of them are complex, challenging you to up your game in digital marketing.

So what are you waiting for? Turn the page and find out what these influencers have to say!

Throughout this ebook, the  symbol represents our contributors' individual or company 2016 sales volume and the  symbol represents their accolades and awards.

In addition to being
EXPERTS ON ‘REAL ESTATE,’
we are also experts on our
COMMUNITY.

Too many real estate agents keep their digital marketing safe and vanilla. In other words, their marketing is too general and boring. My belief is that your clients and future clients don't want a shared link about interest rates or escrow policies. In addition to being experts on 'real estate', we are also experts on our community. Pick the community you live in or the neighborhood you'd like to work and go deep with your content. Neighborhood videos at the local ice cream shop; business profiles with local small businesses in that community; a podcast exploring local and relevant topics to the people of that community.

But start small. Pick one medium that speaks to you and is fun for you to execute. Blog, vlog, podcast, Instagram...it doesn't matter. Produce hyper local content on that one channel and do it frequently. Once you're in a rhythm, you can figure out ways to distribute that same content on other channels.

Phil Greely

REALTOR®

Realogics Sotheby's International Realty

 \$15,000,000

 2016 Inman Most Innovative
Sales Agent nominee



6 Get a CRM set up. Upload your current sphere, and spend an hour every day trying to expand that sphere. Use follow-ups/reminders to keep you in prospecting mode with your CRM every day.

Sam DeBord

Managing Broker
Seattle Homes Group - Coldwell Banker Danforth

-  Inman News 101
-  SP200 Top Social Influencers
-  President of Seattle King County REALTORS®
-  Contributor to award-winning Swanepoel Trends Report



Everything you do on social media/digital platforms must be from a place of EDUCATION, ENLIGHTENMENT AND VALUE.

Adopt the attitude that your job is to establish trust and expertise before the sale ever happens. This means everything you do on social media/digital platforms must be from a place of education, enlightenment and value - not manipulative sales techniques or bragging.

Kendyl Young

Owner
DIGGS

\$ \$32,000,000

Inman 100 Most Influential in
Real Estate Industry



Through social media, become known as not only a
real estate professional
but a professional of the town, county or community.

Be the go-to lifestyle source
for the area.

BARR HANEY

Real Estate Professional
Pacific Union

\$ \$95,000,000

Wall Street Journal's "The Thousand"
list 2-3 years in a row





Get more real estate
marketing insights delivered
straight to your inbox.

[Sign Me Up!](#)

Give virtually any tool that seems compelling a **6-month trial**. Track its results.
Calculate your ROI & if sufficient, continue using. If not, cancel.

Jeff Weissman

REALTOR®

Bay Sotheby's International Realty

 \$20,000,000

 Top Producer



“It’s about *what you can give*
not what you can get.”

Real Estate is a relationship based business and we just happen to be in the business of buying and selling houses. Pick a neighborhood that has a high enough absorption rate that it is worth your time to invest in. I suggest starting small (maybe 250 homes) and make sure you are also offering something of value. It’s about what you can give not what you can get. Make sure that the price point of the homes matches your goals and away you go! My first year I knocked 200 doors a week and sold 39 homes!

Rachel Adams

CEO, Author, Mega-Agent, Entrepreneur
Keller Williams Realty - The Rachel Adams Group

💰 \$43,000,000

🏆 30 Under 30 Finalist

🏆 Top 1000 in U.S. for The Wall Street Journal



Real estate is a **relationship business.**

You don't build relationships through veils.

This is going to sound a bit cliché, but I honestly believe in the power of authenticity - meaning that you sell yourself at the highest level when you are in fact being yourself. Often times, I have seen a lot of agents trying to distance themselves from what they truly care about in order to win more business, which in my opinion is a mistake.

The public has a way of seeing through the facades that we put on, so it is best to be truly transparent in the way you market yourself. Real estate is a relationship business. You don't build relationships through veils.

Billy Ekofu

Director of Leads Management
Century 21 Redwood Realty



FIND WAYS TO MEET AND
build friendships
WITH AS MANY PEOPLE AS
YOU POSSIBLY CAN.

AMANDA TODD

CEO and Founder
Amanda Todd Group

💰 ~\$50,000,000

🎤 National Speaker

🏆 Breakthrough Agent of the Year in 2014



They have to **BUILD CREDIBILITY**
by providing valuable content
to their target audience.

If someone desires to grow their business, they have to build credibility by providing valuable content to their target audience. This requires active content creation and curation of media on a regular basis. Implementation of this strategy should be cross platform and include web, email, social and live techniques.

An example of this strategy could consist of multiple regular posts on one or more social platforms to provide value. This can then be followed by an advertising campaign for a live webinar, which is recorded and then hosted on a website. Follow up can be done on a one-on-one or email campaign depending on audience size. The recorded webinar can be used in the future for more lead generation and repeat the cycle of follow up.

Chris Lazarus

Chief Operating Officer
Select Realty

\$ \$110,000,000+ (office volume)



Remember that once you get a lead,
KEEP THEM FOR LIFE
and develop a relationship.

Maximize your opportunities on portals like Zillow Group, Realtor.com, and Trulia - you guarantee that you will get leads for your funnel... There are a ton of great CRMs - remember that once you get a lead, keep them for life and develop a relationship. Top Producer is the most comprehensive and has a lot of great new features - the solution is already expanding - but there are some that are simpler to use that may have just the right number of features you need for a lower price. Shop around.

Victor Lund

Founder
WAV Group

- 🏆 Swanepoel Top 100
- 🏆 Inman Top 100 99



6 No brand ever tries to grow their business by targeting *EVERYONE*.

Choose who your target audience is. This cannot be everyone. No brand ever tries to grow their business by targeting everyone. They grow by knowing precisely who their main customer is and script marketing campaigns that create strong connections and bonds with that exact demographic.

This is the magic formula all brands employ. It's why you see so many beer ads during a sports game, pharmaceutical ads during late night TV and sugary snack food ads during children's programming. These brands know their audience, they know where they are and they don't try and reach outside that core to attract new customers from outside their segment. Instead, they continue to groom new customers from an already understood segment.

Marc Davison

Co-Founder and Chief Creative Officer
1000watt



“The **most important** thing you can do is regularly follow up with existing past clients.

The most important thing you can do is regularly follow up with existing past clients. Many people tend to focus on new leads but maintaining contact with those you already have is critical. Every agent should have a CRM that helps them stay engaged with their contacts. A newsletter with real, relevant information is a great way to maintain communication. The newsletter, however, has to be one that is personal and custom tailored to the area. We also recommend sending local data once per quarter and a free CMA (comparative market analysis) of the home yearly with the goal of setting up an in-person meeting.

Audie Chamberlain

Founder
Lion & Orb PR

 Inman Influencer



Feedly is free and I use it daily! It keeps me up to date on all the latest news in **Marketing, Social Media, Real Estate, etc.**

I recommend you use a feed reader like Feedly. Feedly is free and I use it daily! It keeps me up to date on all the latest news in Marketing, Social Media, Real Estate, etc. It brings all the latest articles to me, so I don't have to visit dozens of websites to see the day's headlines. It's a huge time-saver and a great resource when looking for content to share on social media platforms.

Marci James

Social Media and Industry Outreach Manager
Realtor.com

 Inman Influencers 2017

