



DIGITAL MARKETING

Intro to Online Marketing for Real Estate Professionals



Digital Marketing

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Professionals

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Overwhelmingly Complex Topics
Simplified

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Why?

Why use Digital Marketing?

If you're already posting yard signs, holding open houses, advertising in your local paper, or even resorting to good old-fashioned bench ads, you may be wondering what's next?

While classic advertising can help your business, it's crucial to be online to reach the widest possible audience. This is especially true in the modern real estate industry where agents and consumers are spending exponentially more time online.

There are many other factors that give digital marketing an edge over traditional marketing techniques:



Digital Marketing and Advertising techniques are generally less expensive than traditional campaigns.



Digital Marketing allows somebody to capture analytics in a way that traditional marketing techniques do not allow. Analytics help you to review and improve campaigns. We'll get deeper into this in the Analytics section.



Digital Marketing allows you to target specific individuals and audiences instantly and even provides more in-depth targeting options than traditional marketing techniques.

GOAL

What is the goal of digital marketing as a whole?

- ❖ Digital marketing goals often focus on new customer acquisition, additional revenues, better leads, or brand awareness. For marketing goals to be achievable, they should be specific and measurable.
- ❖ The goal is to develop a marketing pipeline that strategically brings a prospect to your website, or wherever it is you are collecting leads, and converts them into a customer, lead, etc.

We'll discuss the Golden Rule and make sure you are hitting these requirements in the advertisements section.

Remember the golden rule

Marketing is all about getting

 **The RIGHT Message**

To The



The RIGHT Customer

At The



The RIGHT Time

Your Online Presence



**Your online presence is
your opportunity to make a
great first impression with
prospective customers.**

Own Your Name & Build A Brand

One of the quickest, cheapest and more intelligent things you can do as you enter the world of digital marketing is learning what you can control and how to control it.

01

Purchase yourname.com (or the simplest version of your name that is available). There are inexpensive methods to do this. You can purchase a variety of domain names on popular domain hosting sites, such as GoDaddy, Google Domains, NameCheap, Hostgator, etc. This process is called Domain Verification.

02

Create an email account surrounding either your name or at least the branded name you wish to represent yourself under.

03

Create 1-2 social media accounts (no more or it can become overwhelming). This could be Facebook, LinkedIn, Instagram, etc. (do not spread yourself too thin too early).

04

Create one free blogging account (active rain is a good start but MyState also may have a great solution with our communities portal).

05

CREATE A GOOGLE MY BUSINESS ACCOUNT AND AIM FOR LOCAL REVIEWS. Do you ever search real estate agents in your area and wonder why other agents' headshots fill the page? Those agents are on Google My Business which is 100% FREE. Some markets are far more competitive than others but if you can get your Google My Business Real Estate profile to be among the first 3 results in your area (requiring reviews, connecting websites & socials, etc) - you will be rewarded heavily with loads of free leads!

Why You Need a Website



01

A website will aid you in controlling your narrative (reviews, perspective, experience, education, etc.). Think of your website as your company's digital storefront. You want things to look nice, presentable, and most importantly, you want it optimized to make sales for you!

02

Whether you are representing a buyer or seller, investor or owner, it is unbelievably important to present yourself, your brand and your products or services professionally.

03

Creating a Website allows your pages to be 'indexed' (marketing jargon for seen & analyzed) by Google's, Bing's, etc.'s algorithms. This means that your website will begin to show up when a potential customer searches for agents in your area.

04

Owning a website allows you to share your website link on social, forums, chat boards, etc. (build a network of reputable website connections, a.k.a backlinks).

05

Even if many of your connections do not immediately turn into buyers, their connections, their connections' connections, etc. may have a home that needs listing!

What Your Website Needs

Your website needs at least:

01

Your company name and logo

02

Your listings, preferably with hi-res photos

- ❖ Buyers should be able to search your listings by multiple criteria
- ❖ Additional MLS listings (an IDX feed) can increase your buyer leads

03

Contact information, including a minimum of:

- ❖ Email
- ❖ Phone number
- ❖ Office address (if you have one)
- ❖ Email and phone can be replaced with a Contact form on your site

04

Names and photos of your agents, brokers, appraisers and ANY other relevant points of contact (we call this digital leverage).

05

Landing pages are designed to make a sale for a specific campaign rather than showcase a company brand. For example, if you are advertising free listing preparation tips, it's essential to have a landing page that specifically highlights what your pointers will cover. If a potential customer clicks on an ad about listing preparation and is taken to a general home page, they are more likely to leave and search for listing presentations elsewhere.

*****Remember to include any and all information required by Federal or State Legislation. *****

A Mobile First Approach

01

In 2017, mobile web traffic surpassed desktop continues to dominate in 2023.

03

Want to go above and beyond? Consider a texting number for leads. They may not be able to call when they're searching on their phone at work, but they can definitely send a quick text!

02

This means that if your site isn't mobile-friendly, you could be missing out on over half of your potential customers.

- ❖ This does not mean you need to develop an app!
- ❖ Most developers can make sure your site is "responsive," meaning the design changes based on the size of the browser window.
- ❖ This has been standard for some time, so non-responsive websites look outdated.



Additional Tips



Unsure where to start content-wise or even with the style/design?

- ❖ Look at other top brokerages - both in your area and across the country.
- ❖ Don't copy, but pay attention, take inspiration, and note any major trends repeated across multiple sites.

Keep your website updated as often as possible!

- ❖ If your site hasn't been updated since 2018, it may look unprofessional and has likely lost traction in search results.
- ❖ In addition, leads may wonder if your business is still operational!
- ❖ Websites that update automatically with the information you put in the MLS can help immensely.
- ❖ Keeping your website up to date helps with SEO.



LISTINGS

Your Listings

What does your current listing marketing strategy look like?





Listing Photos

01

❖ Especially in this market and in the digital age, photos are critical.

02

❖ Many buyers will not reach out to an agent until they have a home in mind, so first impressions matter.

03

❖ Similar to your website, listings without photos look unprofessional and possibly even dishonest!



How to Get Photos

01 Take photos yourself or hire a professional

02 Hire a photographer. Do not use previous listing photos unless you obtain permission from the copyright holder.

03 Do not use PropertyShark or Google Street View photos - these are copywritten.

04 Professional photos make a big difference, but if that's not an option, check out resources like The Remote Agent Guide for photo tips.

When hiring a photographer, make sure you are paying for exclusive copyright rights in perpetuity, so you are always in control of the photos you pay for***

LISTINGS

Listing Description & Options



01

Your listing description is important!

- ❖ Your description shouldn't be a dry list of bullet points buyers could get by reading the rest of the listing
- ❖ Make your description a "sales pitch" for the listing
- ❖ The description is your chance to highlight the best features of the property or nearby amenities
- ❖ It's important to describe the positive qualities of your listing, which every agent already does. A top tier description will also include verbiage that helps the potential buyer envision themselves living in and enjoying that home.

02

Listing options and features

- ❖ Fill out as many options as you can - it's free to do so
- ❖ Take full advantage of all the tools at your disposal to market your listing

03

The two points above are critical for SEO

- ❖ A unique description (80-150 characters) makes your listing rank higher in search engines
- ❖ Completing all fields makes it more likely your listing shows more searches.

Virtual Tours

Take full advantage of virtual tours - this is free additional marketing for yourself and your listing

01

If you don't have a video of the property, you can link to the property on your site to increase traffic

02

You can also create a virtual tour using photos of the listing set to music

03

Download The [Remote Agent Guide](#) for tips on filming and editing your video tour

04

Use 3D Product visualizers, such as ATLATL, 3D Mapping and Virtual Tour Platforms, such as Concept3D or Klapy.

Additional Listing Marketing

IDX - it's almost easier to think of IDX as reverse syndication even though there are technical differences.

- ❖ Building an IDX feed into your website allows you to show properties in your area that your brokerage didn't list on your website. Though you'd rather somebody inquire about a property that you've listed, don't discount the value of having as many options as possible on your website. It's one of the key elements that a prospective buyer wants to see in your site.
- ❖ The IDX feed can be purchased by agents and brokers to display MLS listings on their websites
- ❖ Depending on your location, your listings could show up on dozens of additional sites beyond our usual syndication partners



Syndication - the act of sending your listings to a variety of different real estate sites.

- ❖ Unless your homeowner requests otherwise, take full advantage of syndication
- ❖ Don't discount international sites - local buyers whose first language is not English may use sites in their native language to search, even if they're US-based
- ❖ Use platforms like MyStateMLS.com on top of your local MLS to ensure that your listings are sent to as many listing sites as possible. Why? Because every extra lead on your listing is another potential buyer lead for you as an agent! Using your listings to get buyer leads is one of the oldest but truest ways to get more customers in this industry.



My State MLS offers both services
www.MyStateMLS.com to sign up.

Upgrading Or Updating Your Website? My State can help.

We're big believers in taking our own advice - which means our websites have all the features you need to succeed.

Our websites update right from your information in the MLS (so they're maintenance-free), and they look great on any browser. [Contact us](#) to start the process!

[CONTACT US](#)



Advertisements (PPC)

Digital Advertisements have evolved substantially in the last decade. There is a science, dare we say an art and philosophy to the success of paid search and social advertisements.

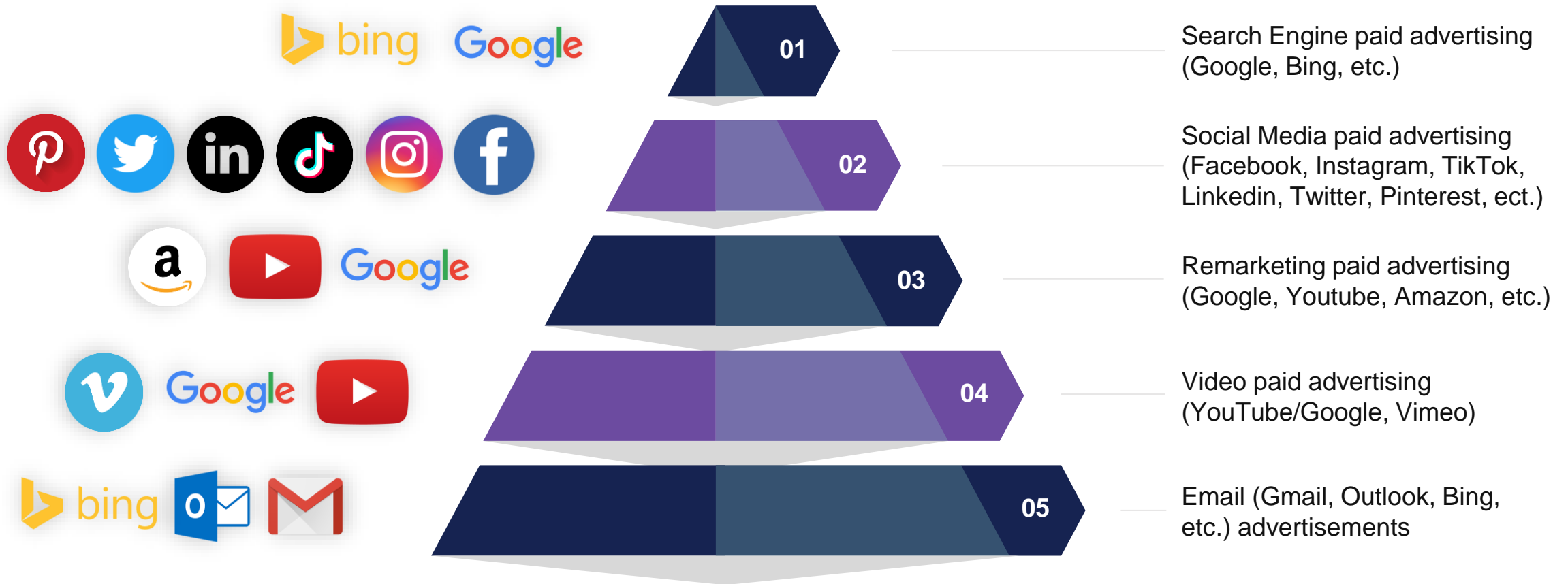
PPC or pay-per-click advertising is one of the quickest methods to gain more traffic to your website (or directly to your cell phone), generate higher quality and a higher frequency of leads, as well as increase your closing ratio.

Search engine ads are superior to social media feed ads as they target prospects actively thinking about selling their property or actively looking to buy a new property. For example, you can only show your ad to people who search "buy a home in [your city], ensuring timely and relevant messaging. Social media ads lack this guarantee and are less effective in reaching the right audience at the right time.

- ❖ Although there are ways to target people at the "right time" using social media and in-feed PPC options, search engine ads are still superior as they target users when they are actively thinking about their property.

Pay Per Click advertisements should always be paired with proper analytics. When you spend money on a campaign, you want to be able to compare your results against the costs. Also with analytics, you can learn where in your advertisements you are going wrong and adjust accordingly until your Ads are bringing you and your business high quality leads that result in far more earnings than costs.

Advertisement Types



Advertisement Types (PPC)

Display paid advertising
(in content ads)



Multiple methods and options
available

Social Media paid advertising



Search Engine paid
advertising



Several different options available

Email Advertisement



Several different options available

Video paid advertising



Several different options available

Remarketing paid advertising



Several different options available

Shopping advertisements (unless you are selling a
product this likely does not apply at this time).

The Stages (Pipeline) of an Online Advertisement

01

Your Ad

Your ad should have a hook that intrigues people, high quality content when necessary (mostly on social media where you should use video), and copy (verbiage) that gets your message across as clearly and in as few words as possible.

02

Your Landing Page

Your Landing Page should start with an intriguing hook, focus on the benefits of what you offer, not the 'features', and have a low-cost Call-to-Action that you want your prospect to complete (a free consultation, listing appointment, an inexpensive RE product, etc.). Lastly, use your landing page to build trust with your prospect.

03

Your Leads

Congrats! You have a new lead. Follow up with your sales process of choice.

04

Your Sales Process

See our recommended Sales Processes in My State MLS's Member forms and resources feature.

The Stages (Pipeline) of an Online

01

Your Ad

Pro Tip:

Your Ad's CTR (Click through rate) will tell you how good your ad is.

02

Your Landing Page

Pro Tip:

Your landing page conversion rate is critical to your pipeline. Use Hotjar to learn more about where your Landing Page can improve.

03

Your Leads

04

Your Sales Process

See our recommended Sales Processes in My State MLS's Member forms and resources feature.

Introduction To Social Media

Social media marketing (SMM) is a form of internet marketing that uses social apps and websites as a direct and indirect marketing tool.

There are hundreds of social media platforms available to provide real estate industry professionals the ability to connect with their target audience. Similar to the term “digital marketing,” SMM is focused on building or establishing a brand, increasing leads/sales, and driving traffic to a desired/target website to do so.

The ‘viral’ social approach

- ❖ To go viral on social media requires an immense amount of effort, making and posting continuous content and making that content EXTREMELY WELL.
- ❖ Even with all that effort, there is still no guarantee that one of your posts will ever go viral so I highly recommend not putting all of your eggs in this basket.

The practical approach

- ❖ Make sure your social media account highlights and features the benefits that you provide and links to a site where prospects are encouraged to signup.
- ❖ It's better to have 500 followers and get 4 deals out of it than to have 5,000 and get 1 deal out of it.
- ❖ You can still get lucky and go viral - it just isn't the end goal.

Instagram
2 Billion
Active Users

Facebook
2.9 Billion
Active Users

LinkedIn
250 Million
Active Users

Twitter
436 Million
Active Users

TikTok
1 Billion
Active Users

YouTube
2.2 Billion
Active Users

Reddit
430 Million
Active Users

Leading Social Media Outlets

Below is a brief overview of the average monthly users of the seven largest social media user bases to-date.

Taking A Social Approach

01

Ability To Plan & Strategize

to be effective you and/or your team **must** plan daily, weekly & monthly posts (content published on your account).

02

Research Oriented Approach

know what's happening in your industry, geographical area and more (from new innovation to national holidays, you need to be in-the-know).

03

Community Building Ability
just as we do in real life, you must build a network to lean on (building a community is just like that but digitally).

04

Content Creation & Marketing

it's often wise to not begin presenting yourself as an innovator (can backfire in social media). That said, become a phenomenal thief and make it your own (or credit the person you borrowed from and potentially make a new acquaintance in the process).

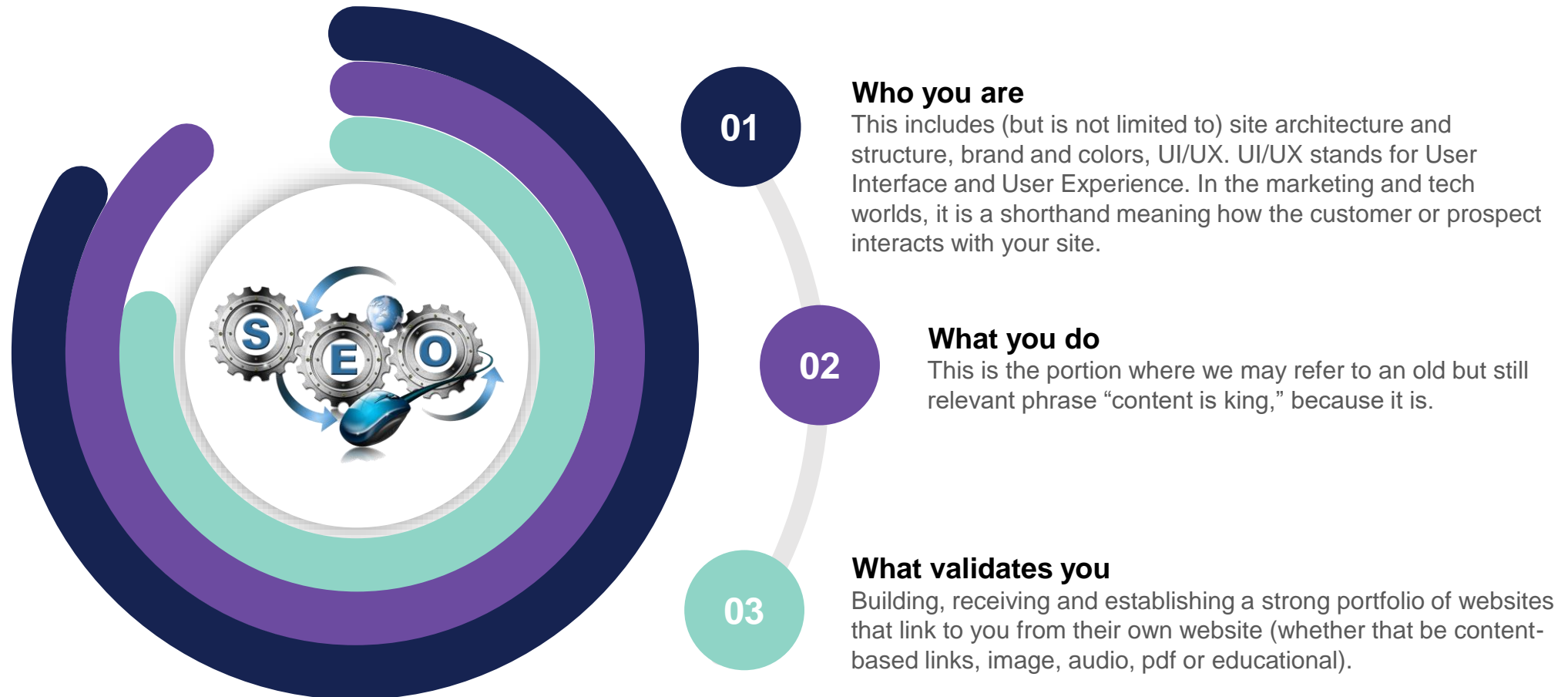
05

Analytical Skills

know who visits you and why; we will present more on analytics later but, you need them!

An Introduction To SEO

As many of you may already know, SEO is an acronym for Search Engine Optimization. For simplicity, SEO can be broken down into three primary parts:



SEO

SEO is mainly about how well your website is presented (speed, functionality, if it works on several browsers in a similar/efficient manor

SEO is about how well you present unique content and information about your services, your industry and how you present yourself as furthering your knowledge and education within your industry

SEO is also about who agrees with you and/or uses you as a reference point/authority figure, etc.

Use SEO tools and analytics platforms when you are starting out. If you are using a Wordpress, wix, or 3rd party platform provider, look up an SEO tool that will tell you what you can do to improve your website's and pages' SEO!



SEO

To break this down from a question based approach:

Does your website (or even social media page) present itself as clean and efficient as your toughest (realistic) competitor?

Does your website provide answers to common industry specific questions?

Does your website provide insight into established and new methodologies/technologies?

Does anyone agree with you or support your position/approach/service/etc. In the industry? If they do are they linking back to you?



Email Marketing

Email marketing is one of the oldest and most successful methods of digital marketing. By creating a list of email addresses (of prospects, subscribers, etc.), you are instantly capable of providing that list(s) with insights into industry changes and updates (newsletter), present new products or services (often more effective than direct mailers), offer discounts to services or products, and provide material(s) directly to your prospect about your brand, goals, challenges as well as present and future opportunities.



Make your emails aesthetic and design them with as much care as if you were developing an advertisement.

Double check any and all links before sending your email out.

Use recurring email techniques that are specific to the real estate industry. For an example of this, visit [HomeBot.com](https://homebot.com). This emailing platform will automatically send a homeowner property value updates, community updates, etc with your (the real estate professional's) contact information. This is a great technique because a homeowner's property value is far more interesting to most than standard industry newsletters. If you are going to send recurring emails - make sure the topic is something that homeowners care about!

Analytics

Analytics, for the purpose of digital marketing consist of processes (creating and establishing analytics methods) and technologies (use of apps and coding to track/establish tracking systems/methods) to effectively evaluate the success and value of digital marketing initiatives and tactics, while identifying trends, patterns and facts over time to make data driven decisions (process of making choices to improve the outcome of your digital marketing outcome - more leads, sales, etc.).

Analytics are extremely important when aiming at a Return on Investment from your advertisements. Not only can you set up analytics to tell you HOW your ads performed, but you can also use analytics to see what went wrong.

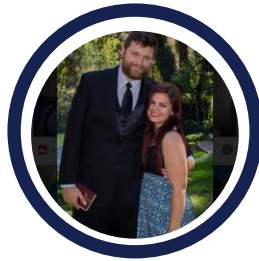
I've provided digital marketing services for dozens of companies and I cannot express to you how many times I've seen an owner change their ad over and over again with no results even though the problem with the ads were the landing pages! Without analytics, you won't know which step of the process needs to be improved and you can end up wasting money on new campaigns without addressing the reason that your pipeline is struggling to perform!

Best Analytics For Beginners

In most cases, Google Analytics are a real estate agent's best option to begin tracking their website visitors. We also recommend that you checkout Hotjar (Landing Page Analysis), Spyfu, Ahrefs (SEO Analytics), Birdeye (for reviews), and the list could go on and on. If you check out the platforms above and feel as nerdy about this stuff as we do, reach out and we're happy to share more platforms with you.

Most social media websites/apps/etc. provide a basic version of analytics monitoring (likes, follows, clicks, reach, engagement).





Nicholas McElmurry
State Listings' Creative & Marketing
Director

is responsible for earning as much exposure as possible for our members. Whether that's through promoting listings through our social media, PPC, website development, SEO or creating guides and webinars on getting the most from our services, Nick helps members grow their businesses every day.

About the Authors

STATE LISTINGS, Inc. began just after the real estate decline of 2008 as NY STATE MLS. Developed through a desire to build a common sense MLS solution that doesn't "break the bank," New York's statewide Multiple Listing Service quickly garnered agents across the state - as well as nationwide attention and demand for our services. Nearly 15 years later, our nationwide Multiple Listing Service, MY STATE MLS, has agents in all 50 states as well as international locations such as Puerto Rico. In addition to our MLSs, our services have expanded to include IDX feeds, website design, and private MLS administration.

[STATE LISTINGS](#)

[NY STATE MLS](#)

[MY STATE MLS](#)

A man in a dark suit, light blue shirt, and grey tie is gesturing with his hands while presenting. Behind him is a large screen displaying a pie chart with segments labeled 30%, 22%, and 48%. The scene is set in a modern office with large windows in the background. A large, stylized circular graphic in shades of teal and purple is overlaid on the right side of the image.

More Resources

Looking to keep learning? We have you covered with a full library of resources.

We've already mentioned [The Remote Agent Guide](#), which is a great supplement to this eBook. If you're still looking for more, check out our [recorded webinars](#) and our [blog](#). If you want your questions answered live, register for one of our [live webinars](#).



Thank you

for your attention. We hope that we've been able to provide you tremendous value within this presentation. If you did find value within, we strongly encourage you to sign up for a FREE demo of MyState, The Nationwide MLS.