

The Ultimate Checklist For Success In Real Estate Marketing



More Traffic,
More Leads &
More Deals!

Gain More Traffic, capture More Leads, and get More Live Conversations to turn them into deals! This simple (yet comprehensive) checklist will help you grow your real estate business.

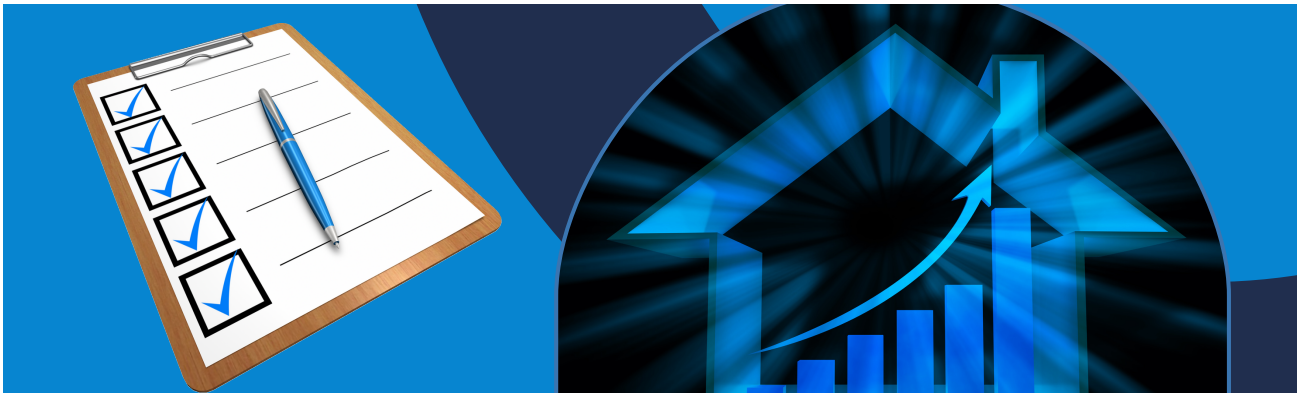
On the pages following the list, you'll find a deeper description of what's involved with each checklist item. These tips will reveal the key objectives and give you a framework to take your digital marketing game to the next level.

- ☐ **Pick your Ideal Target Market**
- ☐ **Review your Online Assets**
- ☐ **Update your Website**
- ☐ **Promote your Listings online (other than the MLS)**
- ☐ **Choose your Marketing Outlets**
- ☐ **Establish your Marketing Budget**
- ☐ **Review your Contact List and/or Client Database**
- ☐ **Set up your Engagement Channels**
- ☐ **Establish Action Plans for existing contacts**
- ☐ **Set up Automated Follow-up**
- ☐ **Optimize your Social Media channels**

Need help?

SuccessWebsite has been helping real estate businesses grow for over 27 years. We have the technology, strategy, and services to attract leads, get more live conversations, and land more deals. You get a complete, end-to-end digital marketing plan to grow your business.

Schedule a **free marketing assessment** to answer your questions and get a plan that really works! Find out more at SuccessWebsite.com/assessment.



The Ultimate Checklist for Success In Real Estate Marketing

*Dive deeper into our checklist steps with these
business-building tips!*

☐ ***Pick Your Ideal Target Market***

The more you try to speak to everybody, the less compelling your marketing will be. To maximize traffic and lead capture, think about the target market you want to serve. Specialize in a specific type of property or client, such as luxury homes or first-time homebuyers. Become known as the local expert for your target market and you will stand out from your competition.

Once you've decided on your target market, focus your advertising and messaging on that niche.

☐ ***Review Your Online Assets***

Each of your online assets adds value to your business and is a potential source of new leads. These assets can include (but aren't limited to):

- Business Website
- IDX Website
- Personal Website
- Social Media Profiles (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Google Business Page
- YouTube Channel
- Websites for marketing listings (Blogs, Virtual Tour sites, etc.)

Set up **tracking** for each asset and learn how to find and read the data. Without this information, you are flying blind. You could be wasting time and money on assets that don't attract leads. Or you might find an asset is working so well you should prioritize it more.

☐ ***Update your Website***

Your website represents your real estate business online. Expect future clients to search for you. Is your site up to date? Does it have integrated IDX features like local property hotlists and advanced search? Does it have an integrated blog for you to post newsletters and announcements? If the answer is no to any of the above, your website is not optimized to put your best foot forward online in this digital age and will need to be updated.

☐ ***Promote your Listings online (other than the MLS)***

People love listings and looking for deals on homes that fit their needs. That includes move-up buyers and empty nesters with their own home to sell. Leverage your listings to generate leads and add relevant content to your website. Create listing landing pages and dedicated ad campaigns to share with your audience on Facebook, Instagram, Google etc.

What if you don't have enough listings of your own to offer? Consider an automated IDX system that connects to your local MLS. That way you can share your listings *and everyone else's!* A system with *automated listings updates via email or text* is even better. From experience, we know these are the most opened, read, and clicked-on messages you can send.

☐ ***Choose your Marketing Outlets***

Once your website and listings content are in place, decide which marketing outlets you'll use to promote them. Online paid advertising campaigns (through Google or Facebook) will help you get quick traffic and leads, while offline channels (like print ads and postcards) tend to build brand awareness. For all outlets, your goal is always to generate more calls and/or traffic to your website.

When choosing online pay-per-click advertising, understand the differences between platforms. Facebook ads tend to be less expensive and drive more traffic, but the "interruption-style" model means that lead quality will be lower. Google ads produce higher quality leads with intent.

☐ ***Establish your Marketing Budget***

In the beginning, we suggest you plan your budget primarily around online marketing costs like Google Search campaigns or paid Facebook ads. A good starting point is \$700/month, but can grow with your lead generation demands.

Get help! A marketing professional or service can make sure your ads run consistently and with maximum effectiveness. You'll also avoid costly trial-and-error and get more time to focus on client service. Include the cost of a marketing partner in your budget. The investment is well worth it.

☐ ***Review your Contact List and/or Client Database***

Where do you store your lead data? Every real estate business needs a CRM (client relationship manager). Without one, handling your lead follow-up is a ton of work. You risk letting things slip through the cracks. Inconsistent follow-up is an easy way to lose business to your competition.

One of the best reasons to have a CRM is the ability to divide up and tag the leads and clients in your database. That way you can personalize your messaging to groups of similar people and get much better responses.

Especially identify the contacts in your *Sphere of Influence* – your collected relationships with the people in your family, circle of friends, and community. This group of people is a **tremendous source of referrals** from people who really know you. Don't be shy about reaching out to them!

Now is also a good time to clean your list of bad leads and review marketing consents. Sending unsolicited marketing messages without consent could create significant problems for you.

☐ ***Set up your Engagement Channels***

No matter how many leads you capture through advertising, *they're useless without personal conversation*. You can't create clients, commissions, and deals without talking to your leads! All your lead follow-up should proceed from the mindset of trying to get a conversation.

Leads can respond in many ways – email, text, online chat, phone call. When you talk on their preferred channel, it's easier to keep the conversation going.

Consider a CRM with multi-channel messaging features to make your follow-up and conversations more efficient. It should also record complete conversation history so all members of your team can stay up-to-date.

☐ ***Establish Action Plans for existing contacts***

Research shows it can take as many as 12 touches on average to get a response from a lead. What messaging will you send to keep leads engaged and coming back to your website? Obviously your first message should fulfill the promise in your ads, whether that's listing information, a special report, or enrollment in a service program. After that, keep your messaging relevant to the information they asked for. Ask open-ended questions to encourage replies. Follow up on multiple channels (email, text message, ringless voicemail, phone call).

☐ ***Set up Automated Follow-up***

All that follow-up messaging takes work to send and manage. Automation and AI tools will help you respond immediately and consistently. Automated follow-up can also help nudge leads to contact YOU, ready to talk. But only if you think carefully about how to create conversations. Just sticking leads on a monthly email newsletter will not cut it. Set up your automation with relevant messages and open-ended questions to encourage response.

☐ ***Optimize your Social Media channels***

Social Media is a useful way to promote your business, but we recommend you get your other marketing channels in place first before putting much effort in. Be deliberate about the channels you choose, and regularly review your tracking reports to see the return on your efforts. Make sure your social channels are all consistent and drive traffic back to your primary website.

One channel you **MUST** work on is your Google Business listing. Make sure it's complete and up-to-date to take advantage of local SEO.

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