

# The 6 PILLARS OF ONLINE MARKETING THAT EVERY REAL ESTATE AGENT NEEDS IN 2018 (AND WHY!)



Last year, there were about 2,000,000 active real estate licenses in the U.S., working for 86,004 brokerage firms. However, there were only 5.57 million existing home sales, which means that competition for buyers and sellers was fierce.

In fact, across the country, the average real estate agent sells only six homes per year and makes about \$42,000 – before their expenses. But the potential for earnings is huge in real estate, with Top-Producers consistently making \$100,000 - \$250,000 and up every year.

So, if you could close two, four, or even ten additional deals next year, you'd be on your way to the best year of your career.

*But most real estate agents lack even the basic fundamentals of a personalized, consistent, and effective online marketing campaign.*

In this special report, we're going to share the six essentials of online marketing that will help make 2018 your most profitable year so far.

**Here are the six pillars of digital marketing that every real estate agent needs:**

1. Social media campaigns
2. Blogging
3. Custom image creation
4. Email marketing
5. Video marketing
6. Lead capture systems

## **1. Social media campaign**

It's important that you offer your social media audience content on a daily basis. But instead of just more white noise, post things that interest, engage, and help your social media followers. That can include your custom blog



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posts, images, and videos, but also industry news, events, Q and A's, testimonials, how-to guides, tips, etc. Always try to post something of value and you can't go wrong. Make sure you also ask a lot of questions and solicit opinions via social media to foster engagement.

Of course, you'll want to mix in some advertising and sales messages, but these should only constitute about 20% of your total social media messages.

Which social media platform should you advertise on? They each offer distinct advantages.

Facebook is by far the largest social media platform on the planet, with so many users (1.39 billion) that it would be the largest nation on earth if all its users formed a country.

Twitter has the best chance of a post going viral and reaching huge numbers in the world outside your immediate circle of friends and clients.

Instagram was made for images, and it now has 77.6 million users in the U.S. alone – 27.6% of our population. Instagram boasts a 4.21% engagement rate, 58 times higher than Facebook and 120 times more than Twitter and is the social media of choice for most Millennials - a great way to reach potential home buyers under 30.

LinkedIn is an ideal place for Realtors to connect with high-end referral sources, such as mortgage brokers, probate attorneys, corporate relocation accounts, and sharing out-of-market referrals with other cohorts.

Pinterest is often ignored by real estate professionals, but it's the 4th largest driver of internet traffic worldwide, and 93% of all Pinterest users use the site to plan or make purchase decisions!

## **2. Blogging**

Your audience wants to hear from you on a regular basis with information and analysis that's substantive, and that's where a blog comes in. By writing blogs that educate, inform, discuss options and benefits, and cover industry news, you'll soon become the trusted go-to real estate authority in your area.

Search engines like Google are looking for custom, well-written, and helpful content around certain real estate keywords, too, and that is actually what your potential clients are searching – and where you'll soon appear high in the rankings.

Too often, real estate professionals are active on social media but they only post links to content on someone else's website, page, or blog. It's critical that you write and produce your own content, too (or have a great marketing company do it for you).

Studies show that if you blog consistently, your website and social media pages will receive 55% more visitors and 88% more leads than lenders in your area who don't blog. Likewise, 78% of Realtors that blog regularly have acquired at least one client from that blog, and 90% of U.S. consumers say that real estate and homeownership blogs are useful.

### **3. Custom images and graphics**

There are about 30 billion posts shared on Facebook every day – and that's only one of a handful of wildly popular social media platforms in existence. Getting your business to stand out and gain attention among that tidal wave of social media content is a daunting task. Luckily, you have a secret weapon in your online and social media marketing: images.

Images have a huge advantage over messages that only contain text: when you scroll through your Facebook or social media feed or open an email, you can choose NOT to read words – but your eye automatically takes in the visual of an image.

In fact, scientists have found that our brains process visual content 60,000 times faster than text. And with 40% of the population responding better to images than text alone, visuals are a part of marketing you can't ignore.

Articles and blogs with images receive 94% more views than those with just text. 98% of posts with photos receive more comments and posts with links have a 200% higher engagement rate.

### **4. Email marketing**

The goal of any marketing funnel is to attract an audience via social media and then convert them to a more focused one-on-one conversation via email. Therefore, regular email newsletters, educational pieces, special offers, surveys, etc. serve as the perfect complement to social media and other marketing.

In fact, email messages are 5x more likely to be seen than social media messages, and 72% of consumers prefer promotional content via email instead of through social media.

Even better, a client you gain through email is 6x more valuable over their lifespan than one gained through social media. Email marketing for Realtors yields a healthy average total conversion rate of 50% and a 3,800 ROI – bringing in \$38 for every \$1 spent.

### **5. Video marketing**

Did you know that YouTube reaches more 18-49-year-olds than any cable network in the U.S.?

We watch 100 million hours of videos on Facebook and other social media platforms daily, and in 2017, 74% of all Internet traffic was video!

Video marketing gets more clicks, likes, and shares. Video also makes a more immediate and lasting impression. According to Forrester Research, just one minute of video is the equivalent to 1.8 million words to the human brain – about the same amount of content as about 3,600 web pages filled with text!

(However, according to research, only 15% of real estate agents are using videos for marketing, and only 5% are active on YouTube.)

## **6. Lead capture system**

Any efficient marketing funnel includes a way to tie all of your social media, website, and email marketing together. A lead capture system attracts a large audience to your platform, offers something of value for free, and then gives you a chance to connect with them via email or even by phone.

Lead capture systems for Realtors are often home search functions on their website. But other opportunities for lead capture include landing pages (also called splash pages), free giveaways, eBooks, reports (like this one), guides, and other items of value serve that same important purpose.

### **The current state of online marketing for real estate agents:**

When it comes to Realtors realizing their earnings potential with online marketing, there is still a lot of room for improvement.

For instance, despite the high number of Realtors who do have social media accounts, there is still a blurred line between personal and professional use, and many real estate salespeople aren't well versed in online or social media marketing at all.

In fact, only 55% of Realtors say that they're "comfortable" using social media, while 10% are "uncomfortable" and 9% don't use it at all.

*In fact, the real estate industry ranks lowest in social media engagement of any major industry, with an average of only 0.45 interactions per week on social media.*

According to surveys, the average real estate agent spends only about 3.7 hours every month on their online marketing; which is understandable – you're all very busy!

### **Here are some other points to consider about Realtor marketing:**

Only 9% of real estate agents advertise their listings on social media.

Only 43% of real estate agents use social media for prospecting, and only 64% - or two out of every three – use social media for marketing.

According to industry studies, these lead sources are more important than ever for Realtors in 2018:

- Social media +83%
- Blogging +78%
- SEO (Search Engine Optimization through optimized content) +85%
- Video +81%
- Email Marketing +79%

Compared to these, which are fading in importance, year-over-year:

- Trade shows -22%
- Traditional advertising -4%
- Direct Mail -16%
- Telemarketing -6%

In 2017, Millennials comprised about 35% of the entire home buying market. Going forward, that number will increase significantly, making them the largest demographic in the market for real estate – and one that's very approachable online.

72% of real estate pros say that they're dissatisfied with the number of leads they get from social media and their website.

*Are you ready for more leads, more home sales, and higher profits this year?*

For customized, affordable, and extremely effective online marketing services, contact Norm Schriever at the Real Estate Marketing Bulletin at [Sales@REMBulletin.com](mailto:Sales@REMBulletin.com).



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