



Real Estate Marketing

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PAY ATTENTION TO THESE

Social Media and Digital Marketing Trends for 2019

Are you a real estate agent, mortgage lender, entrepreneur, or any small business owner? These are the social media and online marketing trends you need to thrive in 2019 and beyond, collected from a consensus of credible sources such as Forbes, Inc, Business Insider, Gary V, Tom Ferry, Social Media Today, AdWeek, Digital Marketing Institute, and more.

- **Don't count on organic.**
Just posting content on Facebook, Instagram, etc. and hoping it gets seen isn't enough. Boosted and sponsored posts and ads are still inexpensive and highly effective.
- **Create CUSTOM content.**
Your audience EXPECTS custom, branded content like graphics, charts, memes, testimonials, lists, infographics, and plenty of other imagery.
- **Get on Amazon.com!**
With short special reports, eBooks, community news, industry white pages, etc. These drive traffic, establish credibility, and blow your competition away!
- **Video rules.**
80% of what we consume online will be video by 2020 and 73% of Americans watch YouTube videos.
- **But live video is king.**
Live streaming and live video are the fastest growing platforms among the most dominant medium - video.
- **Email is still underutilized.**
Email marketing is STILL underutilized, as the average person has the same email address for 3x longer than a physical address! They'll also see, open, and click on your emails as long as you send them good stuff - driving sales.
- **Involve your audience.**
Your followers want an interactive experience, which you can give them by soliciting comments, opinion polls, giveaways, contests, and especially producing user-generated content.
- **Hit 'em with FOMO**
Establish the fear of what they might be missing, which drives more consumer behavior than just positive enticements alone.
- **The rise of influencers.**
Get other people involved with promoting your brand, particularly those who have credibility or name recognition in your niche. I have some AWESOME tips on how to do just that without spending a cent - just ask me!
- **Tell stories.**
Think of your marketing as an entertaining and informative television channel, NOT a series of individual ads. BTW, Facebook and Instagram stories are exploding in popularity and will surpass traditional newsfeed views this year!
- **Landing pages, splash pages, & lead-generation funnels.**
What if you had 10,000 people in your database instead of 1,000? Would you make more money with the same exact marketing? "Marketing is math," as Tom Ferry says, and these tools make sure that math works in your favor.
- **Personal and human.**
Trust and transparency are more important than ever on social media, so show that you're a real, believable person who's leading them through a shared experience - not just trying to sell them something.
- **Be SPECIFIC and CONSISTENT.**
Your BRAND is simply "Your promise to your clients and customers," so make sure you appeal to them directly with the right kind of content on a regular basis.

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Let's talk about your marketing!

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