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5 Marketing Ideas for Real Estate Agents

As competition for buyers and sellers keeps heating up, make sure your business stays red-hot! Employ these five marketing strategies to help you position yourself as a local expert to win new business.



- ✓ **Take Control of Your Online Presence**
- ✓ **Optimize Your Website**
- ✓ **Go Local**
- ✓ **Do Video Your Way**
- ✓ **Stand Out From The Crowd**

1. Take Control of Your Online Presence

93% of buyers will use the internet in their home search,¹ so the most important real estate marketing tactic is to develop a thoughtful digital presence and ensure that your online reputation is a positive reflection of you and your business.

Run an online audit

Google your name, then dive into the top results. Take stock of the good, the bad, the ugly... like that Twitter account you forgot you set up in 2010. Catalog every account and site where you appear so you have them for easy future reference. Then, begin the process of cleaning up what you have found.

Spruce up your headshot and bio

Building a consistent web presence can help potential clients (and long-lost clients and friends) find you more easily online. Create standard brand assets to use everywhere, including:

- ✔ **Recent headshot:** The true first impression for online searchers!
- ✔ **Agent bio** (less than 300 words): Showcases your story and value, with stats to reinforce your experience
- ✔ **Tagline / short bio** (less than 160 characters): Quick summary of your value prop

¹National Association of REALTORS® Profile of Home Buyers and Sellers, 2019

Refresh your testimonials

85% of consumers say they trust online reviews as much as they trust personal recommendations,² so it's critical that you have **digital testimonials** speaking to your experience. Boost your potential for indirect, online referrals by asking recent clients for fresh testimonials.

Rebuild your social networks

Go back to what you learned from your online audit and determine which social networks you will use going forward. Remember, these profiles should at the very least be a place where consumers can contact you and get a response. If you aren't going to reply to a tweet or send back a Snapchat selfie, make sure your account is private so it's clear it's not for business.

For the social channels you will continue to use, be sure to:

- ✔ Refresh your profile with your updated headshot, logos and bios
- ✔ Add friends, colleagues, past clients, leads and other sphere contacts
- ✔ Begin engaging a few times a week to develop consistency

Set up an agent profile on realtor.com®

Once you've cleaned up your digital assets, head to **dashboard.realtor.com** to set up a (free!) agent profile that helps you win over digital buyers and sellers. Your agent profile will act as a flawlessly-designed one-stop shop where you tell your brand story, showcase client reviews and share your market experience with recent transactions.

²BrightLocal Local Consumer Review Survey, 2017

2. Optimize Your Website

In addition to cleaning up your digital presence, you need to make sure your business website is optimized for today's standards.

Mobile-optimized is king

73% of home buyers use a mobile device in their online home search,¹ so be sure that your website looks pixel-perfect whether it's pulled up on a widescreen monitor or a smartphone.



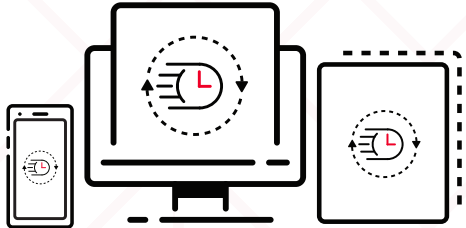
PRO TIP: Not sure how to find out if your site is mobile-friendly? Enter your URL at <https://search.google.com/test/mobile-friendly> and Google will test it for you.

Make sure pages load quickly

According to Google, 53% of mobile site visitors abandon a page that doesn't load within three seconds.³ Make sure your pages are loading quickly to keep viewers from clicking away.



PRO TIP: Not sure how to test your site speed? Enter your URL at <https://developers.google.com/speed/pagespeed/insights/> and Google will test it for you.



¹National Association of REALTORS® Profile of Home Buyers and Sellers, 2019

³Google Benchmark Data, March 2016

3. Go Local

In today's on-demand world, everyone is searching online for "near me" content. A great way to get friendly with search engines and help drive local traffic to your website is to add a blog or news section and write about your community. Pepper each post with **local keywords** — the name of your town, schools, parks, etc. — to assist search engines in recognizing you as a trusted local leader.

Not only will search engines be tipped off to your local expertise, but you'll also be providing value to website visitors, which can instill trust and demonstrate your genuine interest in and knowledge about your local community.

A few ideas for your first blog post:

- ✓ *Your City* Real Estate Market Update
- ✓ Date Night Activities in *Your City*
- ✓ 10 Free Things to Do in *Your City*



4. Do Video Your Way

If you've been too scared to take the plunge into video marketing, think again. Video doesn't have to be a high-budget, Oscar-worthy affair. Consumers want to see your personality and what you bring to your local market, so don't be afraid to tackle video in a way that suits your style, budget and goals.

Dip into local stats

Whether your market has record low inventory or local consumers are buying homes at a deep discount, there's always an interesting statistic to share and explain. Visit [realtor.com/local](https://www.realtor.com/local) for stats about your local market and then figure out how you can tell a personal client story that explains how this data is playing out for real buyers and sellers in the area. Then, hit record and show that you're the go-to local market expert for all things real estate.

Brag about your niche

You're not just a lakeside aficionado; you're the go-to expert for luxury lakeside homes in the state. You don't just work with a lot of baby boomers moving away from the suburbs, you help retirees downsize into a house that can last them through their golden years. Think about why you work with the people you work with, then share your specialty far and wide.

Try a live stream

Worried that your production value is not up to snuff? Try Facebook Live instead of a static video so you can really let your authentic personality shine through. Live streams are meant to be a little more casual, so no one will bat an eye if you flub a word or two as you record.



PRO TIP: Check out our [do's and don'ts list](#) for what to embrace and what to avoid when live streaming.

5. Stand Out From The Crowd

Cut through the noise online with highly-targeted ads on the sites where home buyers and sellers are actively browsing. Measure engagement and make adjustments as needed to ensure you stand out in the sea of other real estate agents in your area.

Local ExpertSM can help you get in front of serious home buyers and sellers with ads on realtor.com[®] and then — since repetition is key — the ads will appear in the news feed of those same consumers as they scroll through the Facebook ad network. And the best part? It only takes a few clicks to launch professional ads that showcase your expertise and provide maximum listing exposure.





Call 855.997.4618

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can help you take your business to the next level.

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