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move constantly.

Becky Livingston • Oct. 16, 2017



When it comes to marketing to real estate clients, it can be tough. They are on the move constantly.

Here are some tips you can use to not only draw interest toward your brand, but to also increase leads on a one-on-one basis.

1. Speak with large and small real estate office managers and offer free or fee-based

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- podcasters that you update three to four times a month.
4. Join a local business group, such as the Chamber of Commerce, Small Business Association, or S.C.O.R.E. Attend networking events and ensure your pitch is real-estate focused. Offer to speak at these associations for free offering timely tips for agents, agency owners, and brokers.
 5. For social media, focus efforts on specifics versus general posts. For example, on Twitter, create a Real Estate list of influencers and share your content with that list. On Facebook, rather than just using the business page, leverage a group and ask questions groups members are likely to engage with, such as “As a real estate agent, what home or rental investing questions do you have?” Instagram is a different type of platform that offers only one link to your site; so, connect it to your blog or podcast page. Share posts that represent your firm’s culture, history in the industry, tips, and topics associated with real estate, such as foreclosure tips, investing, rental properties, zoning, and more.
 6. Website preparation is key. Headlines, keywords, image tags, content, and more are the crux of agents finding you online. Seek out an SEO expert to help you get your website in good shape for organic search.
 7. Online search advertising is also a good way to keep your brand in the forefront when agents or brokers are seeking help. Use keywords in your ads, like “Real estate is a cornerstone service from [insert your firm’s name].” Spending a little each month on search marketing can go a long way.

Bonus Tip: Think local. If you’re sharing information on social media, use a local hashtag that identifies your area, such as #Philly, #Boston, #Denver, etc.

Example – Downloadable Content

It’s tough for real estate professionals to focus on the business when they are spending a good portion of their time on the road, speaking with buyers and sellers,

reviewing listings, and more. When you're creating content to share with them, keep

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Second, once the piece is written and posted on your website, also make it into a podcast (or several) easily with your computer—Mac's Garageband and PC's Audacity are both free and good quality. Consider a good microphone/headset combination to help reduce background noise. Speak the blog that you just wrote as conversationally as possible. Once you're satisfied, post that file (MP3 or 4) on your website. Remember to keep the podcast between 1 – 15 minutes—perfect for short car rides. You can find additional podcast tips on wikiHow at <http://www.wikihow.com/Start-Your-Own-Podcast>.

Third, share the blog and podcast separately on social media and messaging sites. Social media sites could include Facebook, Instagram, and Twitter. Messaging services provide a one-on-one connection with your leads to share important tips with them. Tools such as Facebook Messenger, Snapchat, and WhatsApp are popular. Remember to use popular hashtags when posting content. See the sample posts below:

Blog / Podcast Title: How to Win Buyers and Influence Sales – Real Estate Accounting Tips

Social Media Post – Twitter: Do you want to win buyers + influence sales? Use these 3 #RealEstate #accounting tips!

Social Media Post – Facebook: Real Estate Agents – Do you want to win buyers and influence sales? Here are three accounting tips to help you accomplish your goals. Listen to the podcast today! #RealEstate #Accounting

Social Media Post – Instagram: How to Win Buyers and Influence Sales – Real Estate Accounting Tips #RealEstate #Accounting #RealEstateInvestor #RealEstatePro #RealEstateAgent

With these tips, you are armed with the tools needed to draw in new clients. The

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