



# 20 Expert Ways to Brand Your Real Estate Business Online in 2017

Build a distinctive and recognizable real estate brand through some savvy online marketing and, in time, you'll create stellar success for your business. That's the model that has worked so well for top producers of the past and continues to work for the top agents and brokers working today.

An effective online real estate brand establishes long-term influence and creates instant credibility — both of which can help you bring in a steady stream of customers, build rewarding partnerships, sustain reliable income from repeat clients and referrals, and implant a greater perceived value to the general public.

So ... how do you stand out amongst all of the noise in your local market and avoid blending into the vast sea of agents? Make your brand more recognizable (and even unforgettable) with your digital marketing activities — 20 of which you will learn all about in this incredibly resourceful guide for real estate pros looking to enhance awareness of their agencies and continue to build their bottom lines.

## 1 Be your unapologetically real self (while keeping it professional).

The simplest path to focused authenticity is showcasing your personality in a relatable way. [Show up online like you do in person to build trust](#) in your brand — quirks and all. For instance, give your audience small peeks into your home and personal life. This starts with using a friendly photo featuring your smiling face in your social media and website profiles and can continue with pics and videos of you hanging out at open houses, touring the neighborhood, or even grabbing a bite to eat at local hot spots.

## 2 Generate a high-quality and memorable logo — and use it everywhere.

Get creative with your real estate marketing to enhance brand awareness online, starting with an appealing logo for your company. This can best [be accomplished by hiring a graphic designer](#) who specializes in helping small and mid-sized businesses develop their aesthetic branding. Once you have said logo, use it in as many digital places as you can to generate interest in your real estate business: on every page of your website, in your email marketing, at the start and end of published videos, in social media header images, and across any other marketing collateral you create. Consistently dropping your logo into all (or at least most) of your online materials will add up over time and help your brand stand out more and more with the distinct audience you want to reach and, ultimately, work with.

## 3 Craft a brand tagline to make your business much more memorable.

Once you know what you want your brand to represent, a tagline is a perfect compliment. [A tagline ties into your unique selling proposition](#) and is a witty, sometimes punchy way to communicate who your brand is for. Crafting a tagline is an art form and can take some time to land on what feels right for your particular business. Give it a try on your own, or hire a marketing expert or tagline writer. Start brainstorming by focusing on what separates you from other agents in your market and mix this into your online marketing. Once you narrow down your choices to a few favorites, test them out by getting feedback from some trusted clients, then, once you've selected the winner, integrate it into all of your online and offline marketing materials, including and especially your homepage and email signature.

## 4 Create one or more corporate email addresses using your site domain.

Many agents still use Gmail, Yahoo, or AOL email addresses. If you have a unique domain name, though, you're better off creating a more professional email address for yourself and any other agents at your firm. This also advertises your domain name every time you send or receive an email, thus making it much easier for your email recipients to know how to find information about you on the internet.

## 5 Leverage the right kinds of relevant, popular keywords in your content.

When people [find your IDX real estate website online](#), what were they searching for? Use Google Analytics to find out what specific keywords — primary, secondary, and long-tail — they used to find you. After you've determined the core terms and phrases your visitors used in search that led them to your site, build a list of long-tail keywords you can use to create larger keyword groups (synonym keywords for each niche keywords, in other words) and incorporate one keyword group per page. You may not have realized up to this point that [search engine optimization can help your real estate branding](#), but at the end of the day, branding is all about discoverability, and what better way to get found online than arguably the most popular way home buyers and sellers discover agents online: search engines.

## 6 Showcase your love for your job via your blog and social media pages.

Have you ever watched someone talking about what they do and their eyes get wide — like they're legitimately happy to talk about their work? You should be the same! You're a reputable, hard-working agent, so don't be afraid to let your contagious enthusiasm shine through when you talk about your real estate business. Your energy, [transmitted through passionate blog posts and social shares](#), will get people excited. The more you share your gratitude for your work, the stronger your brand becomes. So, let your passion for your work shine through in your online presence and in all of your digital content and communications with leads, clients, and everyone else you come into contact with.

## 7 Make yourself as approachable as possible to your new website visitors.

Create trust in your brand by writing in a conversational and friendly tone online, including on your website. You can accomplish this by speaking in first person (using "I" and "you" a lot), which makes you sound more relatable and as if you're speaking directly to the reader of your content. When recording real estate videos, let your personality show and be someone you'd like to associate yourself with. Stiff, lifeless agents haven't historically had amazing (or long) careers in real estate, so let loose a bit, exhibit your fun side, and show you're a real person who wants to help others achieve their housing goals.

## 8 Remember: It's not "always be selling," but rather "always be helping."

To continue building trust with your audience online, always be helping others. What we mean by this is asking yourself, "Where can I make an introduction or offer my expert advice?" Without asking for a single thing in return (even contact information, in certain circumstances), share your insights and recommendations with social media fans and followers and others you engage with across the internet.

# 59%

When asked what influences their decisions to follow brands online, 59% of consumers cited brands' content authenticity as their primary factor. — Pardot

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# 80+%

More than 80% of Americans actively seek out recommendations from family, freinds, and peers before making a purchasing decision. — National Harris Poll

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# 69%

69% of marketers said they focus on crafting content for their audience first and foremost before considering business goals. — Content Marketing Institute

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# 88%

Online reviews are just as reputable and reliable as personal recommendations: That's what 88% of North American consumers believe today. — BrightLocal

## 9 Let your ample social proof (preferably in video form) speak for itself.

When your [happy clients send you gushing praise and five-star testimonials](#) (or agree to share such praise in front of a camera), you have got yourself some branding gold — and need to share this social proof on all of your other online channels. With your customers' permission, include their names, a photo of them (ideally with you right by their side, smiling), some personal tidbits (e.g. their occupations, ages, etc.), and what they hired you for in your testimonials section on your website. Once published, you have more digital assets you can use to adeptly promote your brand and let prospective buyers and sellers know you have a lengthy history of closing the best deals for your clients.

## 10 Blog with gusto — and often — to resonate with your niche audience.

Your real estate blog is not only a tool to build your brand, but it's [also a great way to generate high-quality leads](#). Position yourself as the expert in your real estate niche (e.g. high-end rentals, helping first-time buyers), and be strategic and generous with the info you share with readers. Also, publish new blog content regularly (perhaps a few times weekly and on the same days each week) to establish

consistency with your content publication — something practically all consumers (including potential buyer and seller clients) want to see in the brands they follow closely online.

## 11 Add extra value for site visitors with other exceptional types of content.

The actor and comedian Steve Martin once said, “Be so good they can’t ignore you.” When creating online content or sharing information online, aim for everything to serve a purpose — whether that’s to be helpful, entertaining, or inspiring — and make every asset you share hard to ignore. Share thoughtful responses to questions lobbed your way and offer insights that are too good for people to pass up.

## 12 Hire a marketing assistant to help spread the word about your brand.

A marketing assistant can not only help you organize your editorial calendar and keep tabs on your advertising spend, but they can also get your brand in front of the right individuals online. Through a dedicated mix of content creation, search optimization, marketing data analysis, and other key tasks, this kind of assistant can help you achieve the essential marketing goals (e.g. “Earn X amount of new leads this month,” “Set up Y new email campaigns for my lead buckets”) and ensure you gain more recognition from those considering moving into your market or listing their home in it.

## 13 Turn all of your offline peers and associates into online connections.

Networking is much more than showing up to local business events and donning a sharpie-scribbled name tag. Make local, regional, and even global connections online too. Join community Facebook Groups, and contribute in a meaningful way to the conversation (hint: avoid being in “sales mode”). Follow up to those who comment on your posts, and you’ll eventually build your contacts database.

## 14 Listen to your primary audience far more than you speak to them.

This might be as important in the online world as it is in the real one. Ask your online audience questions in your blog posts and on social media, listen to the answers like it’s your only job in the world, respond thoughtfully, and be sure to thank people for contributing to the conversation. For instance, if you pose a question about how locals take care of their yards during harsh winter conditions, offer appreciation to those who respond with their best tips and tricks in a pensive, detailed reply.

## 15 Don't hog all of the spotlight — in fact, shine the spotlight on others.

Yes, much of your branding should naturally focus on why you're the go-to agent for your market, but occasionally, you can enhance your branding by shifting the focus to others who merit positive attention in your market. For instance, interviewing community volunteers and philanthropists who donate time, energy, and money to local organizations and charities and rightfully praising them for a job well done is not only worth it because of the great deeds from these folks, but also because people want to hear of these kinds of charitable endeavors. Why not become their resource for this information and, in turn, tie your business to something truly remarkable and positive in the world? (You can also, you know, donate your own time and money to garner good attention for your brand too — hint, hint).

## 16 Tap into emotions to position yourself as an agent who truly cares.

Whether you're working with a buyer or seller or another broker or agent, never forget that, after all the real estate talk, people are all still — and will almost always inevitably be — emotionally driven. People want to attach to a story, and strong brands know how to tap into emotions. When you're sharing information online, ask, "How do I want my online readers to feel?" Answer this question when publishing online content, and you'll get far more (and far more authentic) engagement. Remember: People aren't likely to remember exactly what you say, but they will remember how you made them feel.

## 17 Work with a PR pro to tell your story and build a positive reputation.

Sometimes, it takes a village, and no one gets to where they want to be professionally without some support. If you're not sure where to start with PR pitches for stories, brand inclusions, and quotes, sites like Help a Reporter Out (HARO) make it easy for you as the real estate expert to connect with the right real estate publications and other sources where your opinion counts.

## 18 Develop mutually beneficial relationships with bloggers and the media.

The most appealing reason for media editors and producers to use you as a source in a news report or feature article is [your expertise and knowledge in your real estate niche](#). Constantly learning on the job and receiving new certifications and designations through organizations like the National Association of Realtors isn't just something that will increase your income — these tasks can also prove your usefulness to real estate content writers. When communicating with media connections, detail the aspects of real estate in which you're an expert. It's this attention to detail that can lead to them choosing to integrate your unique voice in a thought piece of instead of another agent.

## 19 Write brilliant, detailed boilerplate copy about your real estate brand.

When you first started out as a real estate agent, you probably created a vision statement outlining what you hoped to achieve in sales. One of the most important tasks a real estate professional with a branding strategy should take on is to create articulate, right-to-the-point boilerplate language to use in press releases and by media who will need a description of your brand, should they mention you in their content. Your boilerplate language should explain your real estate brand's value proposition and goals in succinct but explanatory detail. In short, incorporate language that explains why you're such a special agent.

## 20 Consistency is the key to gaining increased local market recognition.

The [best online real estate branding strategies](#) all share a common trait: They underline uniformity and consistency. Brand recognition and trust is a function of consistency. Online readers should see your name or logo, read your blog posts and emails, and have a similar experience during every single interaction with your brand.

# Learn More About Placester

Find out how Placester's real estate marketing solution — including Responsive IDX Websites, a Lead Management System, and Marketing Services — can help improve your online marketing and sales efforts today.

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