

# Real Estate Marketing Ideas

Use this free checklist to create (or enhance) your online marketing strategy and get some fresh ideas that can help you generate, nurture, and convert your leads. Choose the activities you want to focus on and give them orders from 1 to as many as 107!

- Develop your target customer personas so you know who to market to.
- Try to observe your target audience in real life to understand them better.
- Build your Unique Value Proposition.
- Use your UVP to develop your bio and services.
- Offer Comparative Market Analysis as an additional service.
- Think about concierge-level real estate services to delight your new clients.
- Prepare a 30-second pitch to use when talking to new buyer or seller leads.
- Define & use your brand identity: colors, logo, fonts etc.
- Create a short video materials about you and your business.
- Use those videos on your website, newsletter, and social media.
- Order unique business cards that stand out.
- Get a professional headshot to use on business cards and your website.
- Get some swag (e.g. notepad, pens) printed with your branding.
- Use a signature branding item/look that distinguishes you from other agents.
- Get custom graphics for your car to promote your agency while driving.
- Secure a keyword-rich domain name specific to your area for your website.
- Look for responsive IDX website that includes multiple search features.
- Integrate your website with the best tools to streamline your business.
- Ask your best former clients for in-depth testimonials about your work.
- Ensure your business info is accurate on review sites/business directories.
- Take care that your contact information are visible on every page of your website.

## Real Estate Marketing Ideas | Placester

- Use calls to action to increase user engagement throughout your site.
- Instal Live Chat apps on your webiste (FreshChat, Intercomor Facebook's Messenger App).
- Give leads expense info and calculators to help their housing decisions.
- Feature top listings on the home page.
- Add testimonials to your homepage.
- Include beautiful, royalty-free images to promote your brand on your site.
- Rethink if you need gated content on your website.
- Devise a schedule to make real estate website updates once per week.
- Collect reviews on major third party review sites.
- Become a local expert - learn about history, community, social life.
- Attend local events and join local meetup groups and associations.
- Build local landing pages.
- Develop a marketing niche with a group in your community.
- Record neighborhood community videos.
- Upload your video on YouTube and directly on social media profiles.
- Implement exit intent popup on your webiste.
- Set short lead forms on listing pages encouraging people to ask more questions.
- Create some lead magnets for buyers and selles.
- Use lead magnets as lead generation tools.
- Create a general, simplified local market analysis and use it as a lead magnet.
- Follow up with leads immediately after they convert to nurture them.
- Set up autoresponders for thank-yous when not immediately available.
- Segment your email list based on the different drip campaigns you run.
- Personalize emails by stating your leads' names at the start of emails.

## Real Estate Marketing Ideas | Placester

- Set up email sign-up forms on your site to grow your recipient list.
- Create an email signature with the essential details for your business.
- Construct responsive email templates that look good on every device.
- Craft alluring subject lines for your drip and manual email marketing.
- Use your real estate CRM/lead management system to track clients' needs.
- Plan 2-3 follow-up emails in advance to customers interested in buying or selling.
- Share an calendar or use an app (like Calendly) to simplify your scheduling.
- Publish valuable, detailed content on your blog regularly.
- Vary the blog posts you write (e.g. how-to guides, local market updates).
- Create & promote helpful how-to videos.
- Use newsjacking (writing about relevant local news) to create new content.
- Curate content from other digital sources to include on your website.
- Market your blog posts to your network through email and social media.
- Guest post for high-traffic blogs and publications in your local market.
- Thoughtfully comment on relevant articles written on other sites.
- [Discover tricks to get your website to the top of search engine rankings.](#)
- Spy on competitors' marketing by using SEO/keyword research tools.
- Submit a sitemap to search engines to ensure your site is found in Google.
- Secure a Google My Business account to get your office details in SERPs.
- Use Google Analytics to monitor and drive your marketing strategy.
- Create Google Alerts to receive notification if a number of leads or visits collapses.
- Create your professional social media profiles, i.e. Facebook, Instagram, Pintrest.
- Add social sharing buttons across your site to get more social engagement.
- Use Buffer or similar tool that enable you schedule social media posts.

## Real Estate Marketing Ideas | Placester

- Use free Canva to create social media graphics (banners + posts + animations).
- Network with other notable influencers in and out of your market.
- Follow other professionals on social media to get a regular dose of inspiration.
- Start or join social media groups and engage on them regularly.
- Post regularly on each social media platform.
- Host free-online events on topics concerning buyers or sellers in your area.
- Invite guests to your events to increase the number of attendees.
- Run a social media contest (e.g. “Like my page for a free consultation!”).
- 'Go Live' with your listing on Facebook.
- Use social media as part of your paid advertising plan.
- Develop captivating graphics for your online real estate advertising.
- Learn how to set up advertising campaigns on services like Google Ads.
- Develop targets for your real estate ads to reach the right audience.
- Write your advertisement copy — be succinct and to the point.
- Run remarketing ads to reach out people who visited your website in the past.
- Create a dedicated landing page for your ad.
- Create an ad budget to ensure you wisely use your marketing spend.
- Boost Facebook posts linked to your website to generate traffic.
- Create a stellar ode to home to market your listing.
- Promote your listing with property landing pages.
- Advertise your business and listings in local media.
- Advertise in high-audience newsletters to gain more local recognition.
- Establish partnerships with local area businesses.
- Create a physical, high-quality mailer for local leads.

## Real Estate Marketing Ideas | Placester

- Write a consistent column for your local media.
- Advertise yourself on local radio or online radio platforms.
- Take part in the Home Staging or Styling Professional Course.
- Add flyers to the "for sale" sign.
- Try to get a professional sign announcing the open house.
- Prepare printed brochures with your contact information for the open house.
- Print an open-house sign-in sheets.
- Use custom banners, balloons, and signs to advertise your open house
- Run a sophisticated, stylish open house.
- Email your customers about upcoming open houses.
- Send personalized gifts after a sale to show your thanks to your clients.
- Develop a referral system with other real estate agents in your market.
- Check-in with clients a month and year after their housing transaction.
- Send greeting cards to your former customers (Christmas, birthday).