

10 Real Estate Marketing Ideas and Strategies

[Real estate](#) is among the most constantly growing industries in the world. Due to that, it's quite competitive, which means [starting a business focusing on real estate](#) is challenging. But with the right [business plan](#) containing effective marketing moves, it's possible to establish a successful real estate business. The threat of the coronavirus over the past weeks, and for the weeks to come, left the marketing game in the real estate industry negatively affected. Despite that, there are still effective real estate marketing ideas and strategies that you can execute. Whether it's COVID-19 or any other future pandemic, below are what you can still do during difficult times:

Do Competitor Research

Real estate businesses right now are struggling because of the negative effects of the coronavirus in the global economy. But, that doesn't stop them from selling and promoting their offers. Business as usual, but with certain precautions. Research and analyze how their marketing movements and [budget planning](#) adapted to the current pandemic. Take note of them and create a [checklist](#) on how you're going to outplay their marketing tactics.

Get a Business Card

Social distancing is strongly advised by the World Health Organization (WHO) and other healthcare organizations. That said, meeting up with clients, arranging real estate events and conferences, and other gatherings to generate leads for your real estate offers are prohibited. However, because such events aren't allowed currently, this gives you sufficient time to create your [business cards](#). After that, keep them for the time being. By the time the coronavirus is eradicated, and events and gatherings are allowed, you'll have enough business cards to distribute among your prospective clientele.

Build a Website

The internet is one of the best platforms to help a business generate sales. Now more than ever because of the coronavirus. Offices, stores, and malls are closing temporarily to prevent the virus' spread and to protect people from it. Subsequently, businesses can't sell their products and services in person. People today are mostly in their homes browsing the internet. In that case, building an official website for your real estate business is a good move. Its chances of earning traffic are high because the majority are spending time on the internet.

Start a Blog

Your real estate company website won't be able to earn as much traffic as it should if it doesn't have relevant content. It'll just merely be on the internet, dead last on the results pages of various search engines such as Google. So start writing informative blogs about the profile of your real estate business and the real estate industry itself. Publish them and boosts the website's search engine optimization (SEO) ranking.

Focus on Content Marketing

Because our focus is to market your real estate business, content marketing should be the genre of the majority of your website's blogs and articles. By focusing on content marketing, reaching out to your target clients will be much more convenient, efficient, and faster.

Email Marketing Campaigns

Marketing campaigns are quite costly and must be conducted with an accounting team's supervision. But because the usual marketing movements of personally handing out a [poster](#), a [brochure](#), or a [flyer](#) is against social distancing, [email marketing](#) should be the alternative. Through email marketing, your target clients will instantly receive email notifications about the latest offers and updates of your real estate business. You can attach a [newsletter](#), send a digital poster of your real estate properties, and many more.

Ask for Referrals

Of course, minimizing costs for marketing should be a practice for every business, especially now that generating revenue and profit is a challenge due to the coronavirus's damage to the economy and industry. [Asking for referrals](#) from your existing clientele is an excellent way to minimize marketing costs. It's technically called referral marketing, or in other words, word of mouth. For sure, they will share information about your business on the internet. And, we all know the internet can spread information like wildfire.

Build Brand Awareness

Whatever marketing publication you'll send, it must manifest the brand of your real estate company. Brand awareness is essential in marketing. It helps the market to recognize and identify your business, which will enable them to remember it over time. Right now, the coronavirus is preventing us from connecting with people in the flesh.

That makes it tough to establish a connection with your target market. So, at least, let them be aware of your business by emphasizing and further [building its brand](#).

Use Professional Real Estate Photography

Using high-quality photographs of your real estate properties will immensely improve their marketability, and ultimately, their profitability. Prospective clients will be more enticed to purchase or lease them. Hire the services of professional photographers for this matter.

Make Explainer Videos

Another excellent means to market your business is through explainer videos. Explainer videos are more engaging because they explain things better using sounds and visuals. If you only resort to written marketing content, you won't be able to reach out to all of your target audiences. That's because not everyone is into reading. You can publish your explainer videos on your official website or Youtube.

Build and Maintain Relationships

We assume that you may have already made connections to some clients and businesses before the coronavirus outbreak. If that's so, make sure to keep building and maintaining your relationships with them, despite the isolations caused by the current pandemic. Your connection with them is valuable for the marketability of your real estate company.

Use Social Media

[Social media](#) has always been an excellent marketing platform, especially now that most people are staying at home and spending a lot of time online. So take advantage and use social media in promoting your real estate business.

Reach Out to Social Media Influencers

Social media influencers are among the most influential icons around the globe, almost on par with celebrities. According to a blog from Mediakix.com, the buying decisions of the audiences and followers are shaped by the social media influencers. That's because they tend to trust them more. Another thing is that they're more relatable. Despite their fame, they're just like normal everyday people who spend time sharing things on the internet. With those in mind, collaborating with a social media influencer to market your real estate offers is undoubtedly a good strategy. Plus, it's more cost-friendly compared to hiring an A-List celebrity as an endorser.

Facebook Ads

This year, 2020, the number of Facebook users is expected to balloon to 1.69 billion, according to an estimate from Statista.com. That's a large portion of the global human population. A part of that 1.69 billion is your target market. In that case, advertising your real estate business through Facebook should be effective.

Twitter Hashtags

For sure, your real estate company has an official Twitter account. When you tweet advertisements and promotions, make sure to use hashtags. Hashtags can increase the engagement of your company's Twitter content. They also help in reaching out to your target audience. Hashtags can filter together content that is related and relevant to each other.

Offer Home Valuation

Offering home valuation is an excellent marketing tactic. Through home valuation, the prospective buyer can negotiate the value or price of a residential property based on its features. Home valuation mostly requires the real estate agent and the buyer to meet personally. So, make sure that social distancing is observed in such a meeting.

Market with Digital Postcards

[Postcards](#) have been around for as far as our generation can remember. Using them as marketing materials are an excellent choice. But due to the coronavirus threat, sending postcards from one place to another is not advisable. Instead, use digital postcards and send them through email.

Host Open Houses

Hosting open houses can still be arranged in some localities amidst the coronavirus threat. However, certain precautions are implemented. In an open house setting, prospective buyers can view the property's every corner and space, allowing them to have a good feel for it. If you opt to host open houses, make sure to limit the number of clients per visit. And, of course, don't forget to implement social distancing. Even before the coronavirus became a global pandemic, 25% of real estate sellers have already implemented precautions in dealing with buyers in person, based on a survey from the National Association of Realtors.

Outsource When Needed

If your real estate company has the financial resources, then yeah, using outsource entities and let them do the marketing movements is a good approach. Consider it more of an investment than a cost. Outsource businesses that specialize in marketing know best on how to put your business on the map, even in an industry that's struggling because of a deadly virus.

In marketing, there are always ways to bring things into your favor. You just have to be resourceful and play your cards right. The coronavirus may be causing damages to the industry and the economy, but it won't be able to crumble them totally. As long as people continue to do business in their own little ways, our society will triumph. Do your part in that by continuing to strive in marketing your real estate business.