

The Ultimate Marketing Guide to Real Estate Listings

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As a real estate agent, you may know how critical a comprehensive marketing strategy can be to generating leads and winning more real estate listings. By following this real estate marketing checklist, you will learn ways to help optimize your nurture campaigns, create more compelling digital and print materials, sharpen your social media strategy, improve your photography and rich media, and help make your listings stand out in the new year.

Real Estate Listings Marketing Checklist

Optimize Nurture Campaigns.

Email nurture campaigns can play a vital role in maintaining relationships with potential clients and converting leads into listings. To optimize your marketing nurture campaign try these tips:

- ☐ You can help guide prospects through the customer journey by assigning them to different stages on the marketing funnel: awareness, interest, consideration, intent, evaluation and purchase. The idea is to cast a wide net to capture as many leads at the awareness stage and then nurture them through the purchasing decision. As new prospects grow more familiar and engaged with your brand through your marketing campaigns, they'll move through the funnel from awareness and general interest to, hopefully, conversion. Segment your leads based on their interests, preferences and what stage of the marketing funnel they're in to send targeted and personalized messages that resonate with your audience.
- ☐ Use your CRM and other automation tools to send relevant and timely emails, newsletters and updates to nurture your leads and keep them engaged. Automation tools can help you stay organized, save time, and ensure consistent and timely communication with your leads.
- ☐ Provide valuable content such as market updates, home buying and selling tips, and neighborhood information to establish your credibility as a knowledgeable, trustworthy real estate agent.
- ☐ Regularly analyze the performance of your nurture campaigns and make necessary adjustments to improve your conversion rates

Create Compelling Digital Materials to Generate Leads.

When done right, digital materials can help you attract the attention of potential clients and convert leads. Consider the following strategies to create digital materials that can help engage buyers and sellers:

- ☐ Leverage your website to showcase your listings, provide valuable resources to customers and make it easy for prospects to contact you.
- ☐ Create a visually appealing digital listing presentation that sells potential clients on your services and past success stories, or leverage this downloadable, customizable [Ultimate Listing Presentation Template](#) from ShowingTime+, which allows you to easily edit each slide with your personalized details.
- ☐ Offer downloadable resources like buyer and seller guides and mortgage calculators to provide value and capture leads.
- ☐ Create videos featuring successful listings and testimonials from previous customers. If you're a [Listing Showcase](#) agent, you can also leverage free seller-facing videos, as well as digital flyers, postcards and social media posts, to let your buyers and sellers know you offer this elevated listing display experience to help their listings stand out from the rest.

Differentiate Your Listings.

In a competitive market, you can differentiate your real estate listings to offer something that the other listings don't. Here are a few ways to help your real estate listings stand out and heighten engagement:

- ☐ Include virtual tours and interactive floor plans to provide engaging experiences that help potential buyers better understand a property's features and visualize living in the space. For example, virtual tours and interactive floor plans like those featured in [Listing Media Services](#) and [Listing Showcase](#) help connect the photography to the actual location in the house and provide a richer, immersive viewing experience.
- ☐ Improve your exposure on Zillow. One way is by leveraging Showcase listings, which receive prioritized exposure in consumers' personalized search results on Zillow.
- ☐ Leverage dedicated emails sent to interested buyers. Shortly after a Showcase listing goes live, the listing is featured in dedicated emails sent to interested shoppers whose saved searches on Zillow match the home's criteria. This dedicated new property alert allows you to easily connect with more interested buyers and sellers and provides another selling point to help you win more listings.
- ☐ Invest in high-resolution, HDR (High Dynamic Range) professionally edited photography to help your listings stand out in the market. High-res photos that are lit properly and shot from a number of angles can help make a significant impact in the perceived value of your properties.

Promote Your Brand.

Brand recognition can be critical to establishing an agent's credibility, attracting clients and standing out in a competitive market. Whether you're just gaining a foothold in your market or taking your business to the next level, these tips can help expand your brand identity among prospective clients:

- ☐ Client testimonials help provide credible authentication of your relationship-building skills and experience. Let customers help spread the word about your services by posting appropriate testimonials across your website and social, print and digital marketing materials.
- ☐ Consistency is key when promoting your brand. Ensure all marketing materials align with your brand's visual identity and messaging, using strong, consistent logos and taglines.
- ☐ Prominently brand your listings. For example, Showcase listings prominently display the listing agent's biography, photo and contact information, making it easy for shoppers to receive home details and answers to their questions while increasing your brand awareness among prospective buyers and sellers.

Make Print Pay Off.

Flyers and postcards may seem old school; but, in a digital age where customers are barraged with popup ads and email, print collateral can help grab the attention in places where digital cannot reach, like doorsteps, flyers, newspapers and magazines.

- ☐ Design eye-catching brochures and flyers that highlight the key selling points of your listings.
- ☐ Place advertisements in local newspapers, magazines and real estate publications to widen your audience.
- ☐ Use direct mail campaigns to target specific neighborhoods or demographics.
- ☐ Collaborate with local businesses to display your print materials in their establishments. Cross-marketing efforts with contractors, interior designers, home builders and other related businesses can help spread word-of-mouth referrals and expand your sphere of influence.
- ☐ Include QR codes on your print materials that link to your website to make it easy for prospective clients to contact you.

Sharpen Your Social Strategy.

Social media has become a powerful tool for real estate agents to help widen their exposure across a customer audience that they may not otherwise reach using conventional marketing tools. Here are some tips to help optimize your social media strategy:

- ☐ Identify your target audience, whether it's first-time home buyers, luxury property enthusiasts or empty nesters. Knowing your audience will help you tailor your content and messaging to resonate with each.
- ☐ Choose the right platforms. Identify which platforms your target audience uses the most and focus your efforts accordingly.
- ☐ Create engaging content that's visually appealing and provides value. Share high-quality photos, virtual tours and videos of your listing. Also, providing educational content about the buying and selling process can help establish yourself as a trusted source of information.
- ☐ Engage with your audience. Don't just broadcast your listings; rather, engage with your audience by responding to comments and messages promptly. Building relationships through social media can lead to referrals and repeat business.
- ☐ Consider investing in paid advertising on social media platforms to expand your reach and target specific demographics. Some platforms offer advertising tools that can help you maximize your marketing efforts.

Putting these best practices into play can help you grow your brand awareness, retain more customers for repeat business and procure new clients for years to come.