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DIGITAL NOW

SIX[”]

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DIGITALNOW curates and delivers crisp, short and essential digital happenings for ambitious leaders.

DIGITALNOW is a weekly curated report from Six inches with 5 big trends of Digital Media

WHY DIGITAL MARKETING IS USED BY REALTORS

- **Cost-efficient:** Needless to say, there is a lot of money that goes into a real estate project. Digital marketing offers free publicity at comparatively lower pricing to that of traditional marketing, so it's no surprise that marketers in the Real Estate industry are taking full advantage of the cost efficiency.
- **Increased exposure:** Considering the numerous housing projects that vary in size, location and cost, having a digital marketing strategy lets you expand your overall reach and even customise that reach towards a selected target market.
- **Performance Analysis:** Digital marketing offers numerous ways to keep track of an advertisement's performance in the competitive marketplace, making it easier for real estate developers to understand what marketing technique works best for their products.
- **Creative licence:** Be it an apartment, independent house, villa or plot of land, there are numerous ways for developers to showcase their products in the online marketplace.
- **Brand building:** To succeed in the vast industry that is Real Estate, developers need a strong and reputable presence. Having online presence is considered the next best brand building technique.

How Realtors Use Digital Marketing To Improve Brand Presence

The first 3 steps of digital marketing are Brand Building, Customer Acquisition and Customer Engagement.



Demographic of the Target Audience



Millennials make up the largest group of first-time home buyers at 66%, followed by Generation X at 26%. The media age of purchasers stand at 44.

Social Media Presence and Response by Purchaser For Realtors



80% of the Facebook audience respond on Realtors Ads, 71% of the people respond of LinkedIn, 28% respond on LinkedIn.

Effect Of mobile devices on online home buyers

58% of Millenials and 48% of Gen X found their homes through mobile devices.



Drone Videos for Luxury Home Listing



This sales tool goes beyond aerial photography to show the exterior and grounds of luxury homes. It's a view buyers can't get even while physically at the home.

3D Tours: Buyers can go in and out of rooms, look up at the ceiling and down at the flooring



Luxury home buyers are usually short on time. To narrow selections, or at least get a video tour walkthrough, they facilitate 3D Tour of the real estate property.

88 % of all Real Estate Transactions come from Repeat and Referral Business



There are CRM services that glean the Web for metadata on potential home buyers, so that real estate agents can target them specifically on social media platforms.

93 % Real Estate Firms Have a local SEO with Blogging on Company Website

When home buyers search for property online, the search results show the listing as per SEO ranking. Hence, most real estate companies do local SEO.



Virtual Reality allows Realtors to stage properties to increase sale



Staging a property for sale with furnitures can be expensive for developers. Hence, to save this investment, realtors may use VR to stage a furnished house.

