



boomnow

DIGITAL MARKETING FOR REAL ESTATE

The Blueprint

Hey it's Mitch here — you've made a good decision picking up this guide.

Real estate is getting more competitive and marketing is getting noisier. If you don't have the right strategy, you will become irrelevant while your competitors overtake you.

The bad news is the market is saturated. The good news is that very few agents are doing it correctly (because it's not easy to do, no matter what the 'coaches' who don't actually have a killer marketing strategy will say).

I'm going to show you how to attract, engage and convert customers at every stage of the buying journey. I want you to be the obvious choice for your clients, and this will do that.

By the way — I actually do this myself. I'm not just recycling the same generic content you'll see online. Our strategy works — it's how you ended up here, reading this book!

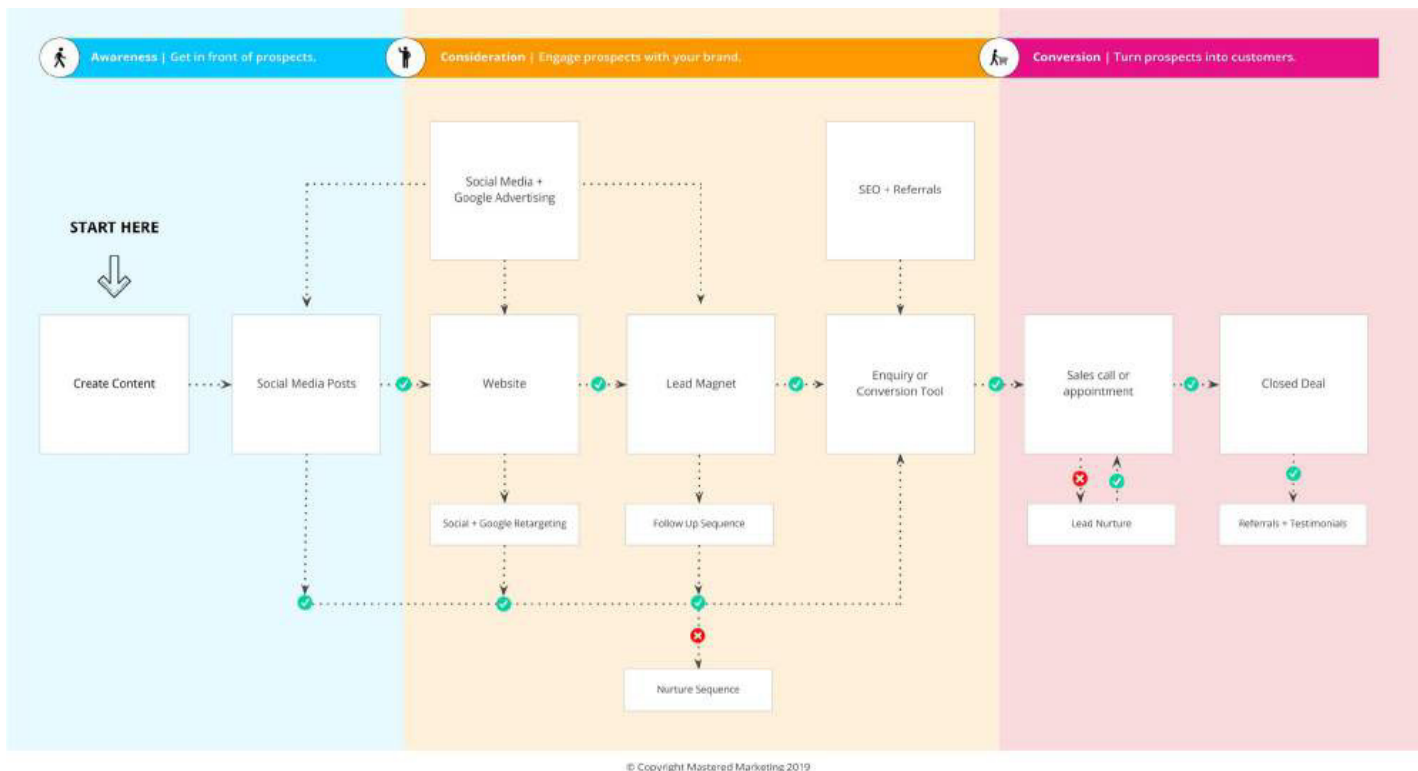
So if you want to dominate online, turn the page and read on.





FOREWORD

BEFORE WE BEGIN



The 3 stages of the buying journey.

As you can see in the diagram above, we are going to create a 3-stage marketing strategy. Awareness (get in front of prospects), Consideration (engage prospects with your brand) and Conversion (turn prospects into customers). You need all 3 for real, lasting results. Most agents try to skip the process and go straight to Conversion. It shouldn't come as a surprise, but that doesn't work. (Click the diagram for full size).

Creating omnipresence.

The goal is to have touch points at every stage of the journey, giving them the right thing at the right time. Whether they've never seen you before or they have been stalking you for a while — they'll get content based on their behaviour and level of intent. We want them thinking "I see you everywhere!" in an organic, non-annoying way.

Marketing has a compound effect.

To succeed as a real estate agent you need 4 things: a great service, efficient systems, the right team and stellar marketing. Marketing creates a huge return on investment IF those other areas are taken care of. It does not replace them. For example if your social media takes off but you stop picking up the phone, you're not going to grow. Then you'll say that marketing doesn't work, which is not accurate.

Calculating return on investment.

Marketing and social media is astonishingly powerful but it's not instant. It takes time to grow. Measure your ROI every 6 - 12 months, because doing it monthly will paint an unclear picture, especially if the campaign has only recently started. If you've never been to the gym before, you're not going to look like Chris Hemsworth after a month!

That said, when you are measuring ROI, you can use this simple formula:

$$(\text{Sales Growth} - \text{Marketing Cost}) / \text{Marketing Cost} = \text{ROI}$$

For example...

$$(\$80,000 \text{ Sales Growth} - \$20,000 \text{ Market Cost}) / \$20,000 = 300\%$$

If you have questions, let me know.

Over the next pages I'm going to show you what you need to have a kick ass digital strategy which involves quite a few moving pieces. I can't explain every step of every single piece or this guide would be 1000 pages long, so if you have any questions, feel free to reach out anytime on mitch@masteredmarketing.com. Let's get into it!



AWARENESS

STAGE ONE

Objective: Get In Front Of Prospects.

Awareness is all about building brand awareness and getting people into the top of your funnel. It's also the most labour-intensive part of the strategy. Once everything is setup, the majority of your effort will be spent finding new ways to get in front of more people, creating awesome content and distributing it via your chosen channels.

Brand positioning.

Your brand is about to get a lot more eyeballs, so you make it count. What should people think when they think of your brand? Figure that out before you continue.

Position - Where do you fit in the market? (E.g Toyota vs Ferrari)

Perception - How do you want to be perceived? (E.g Professional / Fun etc)

Messaging - Translating your brand strategy across all communications.

Difference - What makes you different to everyone else? (E.g Specialisation)

Style - What does your brand physically look like? (E.g Minimal / Neutral)

Creating content.

Content is king. It will build your credibility, create trust, generate leads, enhance your SEO and more. Keep this in mind... an expert doesn't say they're an expert, they SHOW it. You do this with authoritative blogs, videos, posts and branded artwork. It's also the most time consuming part, and where most agents get stuck. Let's fix that.

Content Balance

These are the 3 types of content you need:

Authority and value content to show you're a credible expert (60%).

Like-ability content to build a personal relationship (30%).

Promotional content to generate new business (10%).

Content Mediums

These are the primary content mediums for real estate:

- Images (with useful + relevant captions)
- Videos (either talking head or animated)
- Blog articles (you can also transcribe your videos into blogs)
- Artwork (branded artwork for credibility + consistency)

Planning Content

Most agents can't think of anything to post because they are thinking like an agent and not like their customer. The solution is mind-mapping. List all the topics in real estate (e.g selling, buying, investing, adding value, finance etc) and then all of the subtopics for each one (e.g when to sell, how to sell, how long it takes to sell etc). I did this for 15 mins and came up with 75 ideas, and I'm not even an agent.

The next step is to pick a theme for each month (e.g November = Selling). After you did the first step you'll have more ideas than you can even handle. Pick which ones you will talk about, and plot it into a marketing calendar (you can get ours here).

Content Batching

Now you know what you're going to talk about and when, the only thing left to do is create it! The most efficient way to do this is all at once, rather than random intervals which will actually take more time, and result in lower quality content. Obviously some things can't be created in advance, but we'll get to that in the next section.

Social Media

Now you have content, it's time to put it in front of your target audience. Here's how:

Use super engaging visuals. Your content needs to pop out of the feed. Something you'd stop scrolling for even without reading the caption.

Write creative captions. Your captions need to be well-crafted in a way that's easy to read, delivers practical value and matches your brand voice.

Share on Facebook, Instagram + LinkedIn. This step is just about putting the content in front of your audience. For real estate, these are the 3 best platforms.

Consistently share 3 - 6 posts per week. You need at least 3 posts per week. If you've done the content planning and creation well, this will be easy.

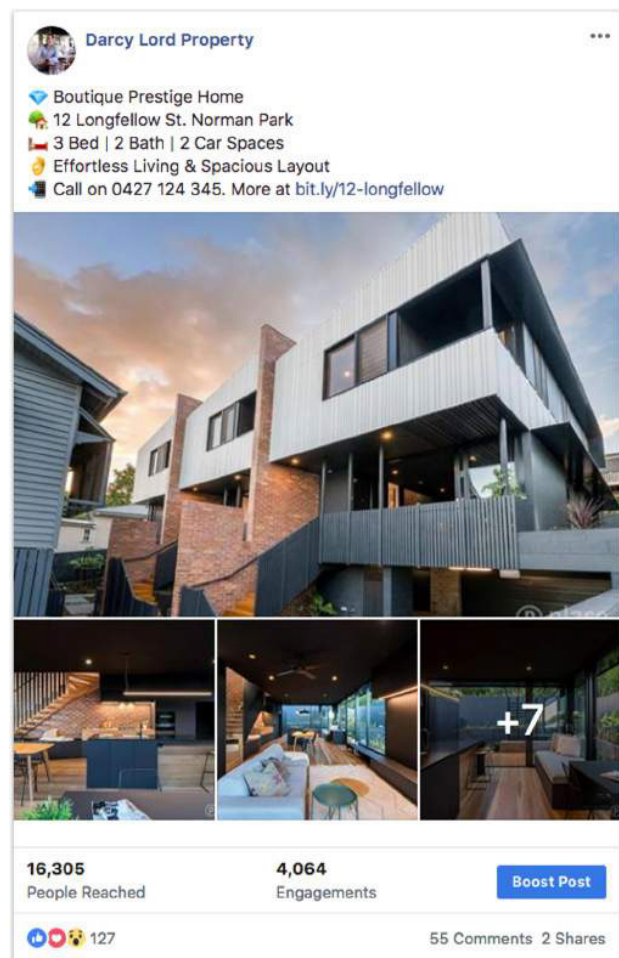
Schedule posts to streamline. Using scheduling tools like Buffer to share content in advance will give you more organisation and flexibility.

Share extra posts on the go. The rest of your content can be in-the-moment content, behind the scenes, updates etc. which you can share as they come up.

Boost your top content. These days you can create awesome content and nobody even sees it. You want to boost your top posts each week to break through the noise and get in front of more prospects (more on this soon).

Sharing listings

When sharing listings, don't just share a link - it's ugly and it's boring. Conversely, copy-pasting the entire description is too long and overwhelming to read. What you want to do is share a gallery of 5 - 10 high res images, with a concise emoji caption to communicate the key highlights. It's also a good idea to create a Bitly link so it's neat, but also so you can track how many clicks it had. Here's an example from one of our clients, Darcy Lord >>



Socialise on Instagram.

One of the best ways to find customers and get more engagement, is to engage with others. Search for a hashtag (e.g. #newstead) or a location (e.g. Newstead) and join in the conversation with meaningful input. Generic comments like with 1 basic emoji or 'nice post!' don't really add value. Comment something thoughtful.



CONSIDERATION

STAGE TWO

Objective: Engage Prospects With Your Brand

After people have become aware of your brand, a percentage of them will become curious enough to visit your website and see how you can help as they progress down the buying journey. The best part about this stage is that it's high leverage as a lot of it can be automated.

Website

Your website is the centrepiece of your marketing that showcases your brand, builds credibility, points people in the right direction and is the main place people end up however they discovered you: whether it was on social media, Google, offline or elsewhere. Your website needs to do a few key things to get results:

- **Design** - You can't impress or convert people with an ugly website.
- **Navigation** - Nothing will make them leave faster than confusing usability.
- **Mobile** - 70% of your traffic will be mobile. If it's not optimised, you're screwed.
- **Copywriting** - Do NOT underestimate the conversion power of well-crafted text.
- **Analytics** - To see traffic and user behaviour to make smarter decisions.
- **Tracking pixels** - To retarget website visitors. CRITICAL for the buying journey.
- **Lead capture** - A website that doesn't generate leads is borderline pointless.
- **SEO** - To increase your Google rankings. Critical for boosting organic traffic.

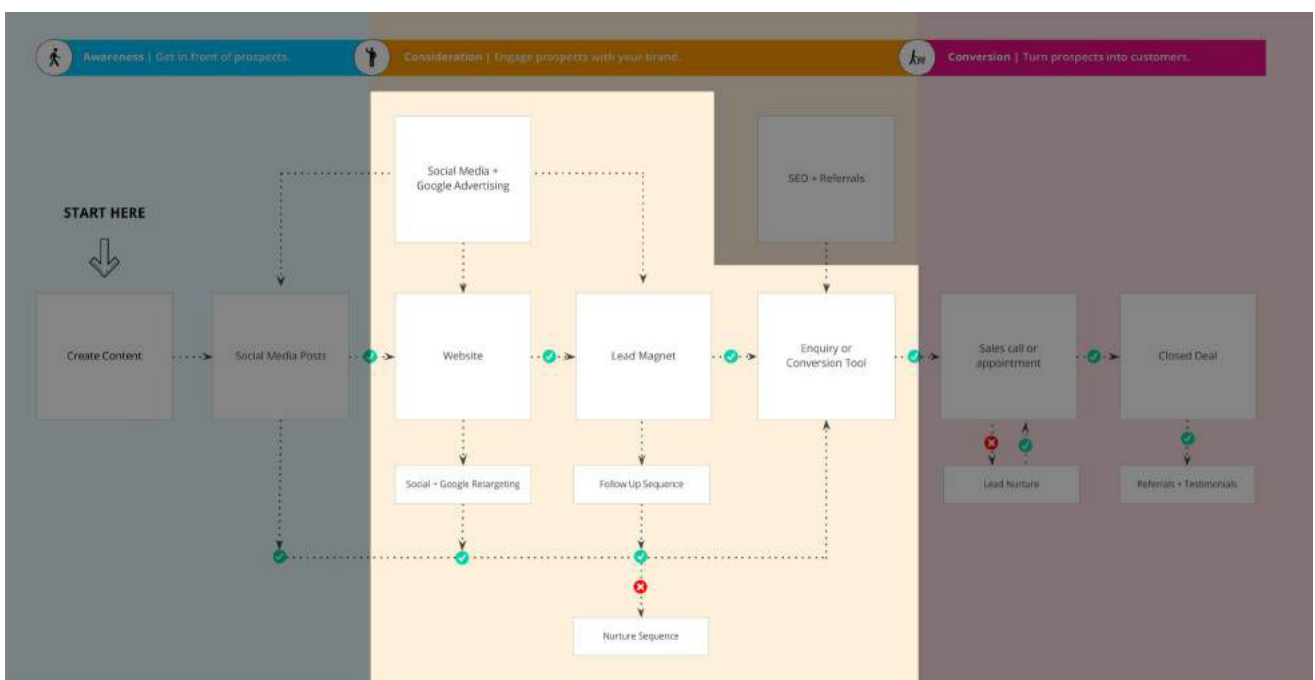
If you tick all these boxes your website will be one of your greatest assets. If it doesn't tick the boxes, it's basically just a shiny and unnecessary piece of tech.

Sales Funnel

A funnel attracts and nurtures leads on autopilot. It naturally provides more and more value and builds a relationship with prospects until they are ready to take the next step and work with you. But it also helps you stay top of mind with people who don't convert immediately (because a lot of them might convert for 6 - 12 months).

Website

- **Lead magnet** - A “chunk” of value in exchange for their email (e.g market report)
- **Sales pages** - Well written, conversion-focused landing pages to generate opt ins.
- **Autoresponder** - A sequence to deliver the lead magnet and build a relationship.
- **Conversion tool** - An offer to convert subscribers to leads (e.g property report)
- **Segmenting** - Putting contacts into different 'buckets' based on behaviour.
- **Retargeting** - Showing different ads based on where they are in the journey.
- **Nurture sequence** - Value stream to stay relevant with people who didn't convert



Advertising

Now that you have your funnel setup, you need advertising to get more people into it. Advertising is an extremely effective and cost-efficient way to do that IF your ads are relevant and well-crafted. But if your ads aren't put together well, you'll just throw money into a black hole (which is what most agents do).

Social Media Campaigns

- | | |
|--|-----------|
| #1 Reach ads boosting your top posts to build awareness. | \$5 / day |
| #2 Conversion ads promoting your lead magnet to get subscribers. | \$5 / day |
| #3 Retargeting web visitors with results, testimonials + services. | \$5 / day |

Google Campaigns

- | | |
|--|-----------|
| #1 Search ads to your sales page for people typing in keywords. | \$5 / day |
| #2 Display ads to your home page that show up on similar websites. | \$5 / day |
| #3 Display ads retargeting web visits with general branding. | \$5 / day |

Managing Your Budget

The amount of campaigns you run depends on your budget. Each one requires at least \$5 a day, so pick the ones that will deliver the most impact for you. If you only have \$10 a day to work with I would run \$5 a day boosting content and \$5 a day on a google search ad. If you can afford \$30+ a day, do it all.

Nailing Your Targeting

Most agents go way too broad here and waste money. Since you're a hyper-local business, DON'T target the entire state or city. Even if you type in your suburb (e.g Paddington) it will add a 10 - 25 mile radius by default. What you want to do is type in your address, and create a radius of 2km - 10km. This way you target locals.



CONVERSION

STAGE THREE

Objective: Turn Prospects Into Customers

Now the heavy lifting is done, and in the Conversion stage it transitions from marketing into sales. You're a real estate agent, so I'm pretty confident you'll have no problems here! That said, here are a few key things you need to get done.

Sales call or appointment.

Whether someone opted in for your conversion tool (e.g a property report) or they enquired directly, it's time to deliver what you said and invite them to work with you.

Kick ass sales script.

There are hundreds of books on sales so I'm not going to go into tactics here, except for this: Nobody likes being sold to. Yet that's what most agents do — they try to sell something. What they NEED to be doing is diagnosing the client's problem.

Stop selling, start asking questions and let them do the talking. Once you know what they REALLY want, offer the perfect solution based on their needs, and ask if they want your help with it. This way you're actually helping them, not just cramming a service down their throat, boring them with features they don't care about or trying to trick them with sales tactics.

Service presentation PDF.

Once they're interested, you want to give them something to look over (like a listing kit). Something short, sharp and beautifully designed, with the key details they need to know. Remember — they care more about their own problems than they care about you, so focus it around how it helps them. And make it beautiful, of course. (I've seen some listing presentations that are.... crikey. They're hideous).

Lead nurture

Not everyone is ready right now and that's okay. But make sure you keep in touch because you never know when they might take action. It doesn't matter if you got there first, if someone else calls at the right time, they might go with them. You'd be amazed how many agents leave money on the table because they didn't follow up.

Using a CRM allows you to store all of your contacts and makes sure nothing slips through the cracks. Don't try to rely on your memory for following up, set reminders and have a nurture process like a weekly email or monthly check in call.

Referrals & testimonials

Google & Social Media Reviews

Social proof goes a long way in real estate and online marketing. Reviews are a critical part of the process, and you should get these from every client. Ask your clients as soon as the result is delivered (strike when the iron is hot!).

Ask For Referrals

You'd be surprised how much business you can get if you just ask. If you've made someone's life way easier, they'd be happy to refer you to someone else.

Client Nurture

It's much easier to sell to your existing customers than find new ones. Don't assume that your most recent project will be the last. Check in with your past clients regularly to see if there's anything you can help with. Random gifts like birthday cards and friendly phone calls are always appreciated as well.



AFTERWORD

SUCCESS PRINCIPLES

Reviewing progress.

Only look at the key metrics.

Analytics help you make smart decision, but it's easy to be overwhelmed if you don't know what you're looking for. Only look at the metrics related to your goal. E.g if your goal is brand awareness, track reach and impressions. If your goal is to get web traffic, you'd look at cost per click etc. Pick the success metric, and ignore the rest.

Optimise the right areas.

When people want more sales they often focus on traffic. But if your funnel isn't optimised, you'll pour money into a leaky bucket. E.g if you improve your conversion rate from 15% to 30%, you'll double sales without spending any more money. Focus on the right areas one piece at a time until it's where you need it to be.

More of what works, less of what doesn't.

After reviewing data, what's the plan? What will you do more of? What will you switch up? Are you on track? Make a to do list and plan out the next month.

Campaign maintenance.

- Rotate content ads every week
- Review metrics every month
- Refresh lead gen ads every month
- Review website every quarter
- Review overall strategy every quarter

Success principles.

- Test, learn, repeat.
- It doesn't need to be perfect.
- Keep it as simple as possible.
- Be scientific, not emotional.
- Be patient and play the long game.
- Everything is about the customer.

A white rectangular card is placed on a pink background decorated with paper roses and leaves. The card has a black rectangular border in the center. Inside this border, the text "WANT HELP?" is written in a bold, black, sans-serif font.

WANT HELP?

Book a fast-track call.

We've covered a lot in this guide. As you can see, there's a lot of moving pieces! Getting them all done right is the only way to become super successful online. If you're serious about dominating your market and maximising your results, you need each area of the 3-stage strategy.

If you know how to do all of this yourself, I've given you the framework you need. But if you're feeling a bit lost, have questions and you'd like to learn more about building your profile from a marketing expert, schedule a call with me.

This is a practical strategy session — NOT a sales call. Together we'll get clear on where you are now, where you want to go, and how to bridge the gap as fast as possible.

There is no pressure to become a client (we can only take on certain clients anyway). But if you want more info on working together we can discuss that too. Either way, click the button to schedule a call and I'll see you soon.

Hopefully you got some value out of this guide. Here at Mastered Marketing we make things as simple as possible, so you can explode your brand and get more clients without wasting time on strategies that don't work.

We help real estate agents like you to dramatically upgrade their marketing and get results so they can achieve their goals, faster.

We do this stuff all day every day. If you want your marketing to be on that next level with a team of experienced professionals, get in touch with our team today.

Either way, I wish you all the best and I hope to see you someday in the future!





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