

Title: 4 Things Investors Look for in Real Estate Marketing Companies

Main KW: real estate marketing companies

Secondary KWs: top real estate marketing companies, real estate social media marketing companies, commercial real estate marketing companies, best real estate social media marketing companies, best real estate marketing companies, real estate marketing companies near Vancouver, real estate marketing companies in Canada

PAA: How Do You Make a Marketing Plan for Real Estate?, What Are Some Examples of Marketing Strategies in Real Estate?, How Do I Target My Real Estate Audience?, What Is the Best Marketing Platform for Real Estate?

Min Length: 800 wds

Actual Length: 1517 wds

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Introduction: Problem - Agitate - Solution

Promotion: Prospect - Premise - Promise - Picture - Proof - Push

Meta-description: Real estate marketing companies play a significant role in the real estate industry. Read this article to learn what investors want to see in them before investing.

Real Estate Marketing Companies: 4 Things Investors Look for



You must have heard about real estate marketing companies if you have thought about generating cash flow. But what are they exactly? And what are the things investors look for in these companies?

Real estate has formed a considerable part of the economy for a long, long time. Moreover, the number of people who do not want to work 9-5 has increased in recent years. Thousands of motivational talks encourage people to get into the real estate industry and make massive money.

Imagine getting into the real estate industry, hoping to become a multi-billionaire soon. You get up every morning, get ready, brush up on your [real estate marketing strategies](#), and go out to generate some leads and revenue. However, no matter how hard you try, you fail to do so.

This continues every day for months when you suddenly begin to understand something is wrong. You begin to regret your life choices and wonder if you should have thought twice before quitting your 9-5 and that steady cash flow. Furthermore, you start doubting and blaming yourself and thinking that this lifestyle is not who you are.

So, what are all the big guys doing that you are not? What is their secret?

Whether you are a tech-savvy real estate expert or a total newbie, it does not matter. The fact is that you are not an expert in marketing.

This is where real estate marketing companies come to the rescue. Continue reading this article to find out more about real estate marketing and the companies that do it professionally for you.

Real Estate Marketing

Before telling you all about top real estate marketing companies and their best features, we need to go over some things.

Successful marketing is one of the most crucial processes of any prosperous business. Without proper marketing, there will be no leads to convert, and as a result, there will be no revenue.

"Also Read: [Real Estate Lead Generation Ultimate Guide](#)"

However, the importance of marketing in the real estate business exceeds that of others. After all, the stakes involved are way too high. This is why real estate marketing companies have gained such outstanding popularity in recent years.

The National Association of Realtors (NAR) stated in a study that [95% of buyers used online tools in the search process](#), and [87% purchased their homes via a real estate agent or broker](#).

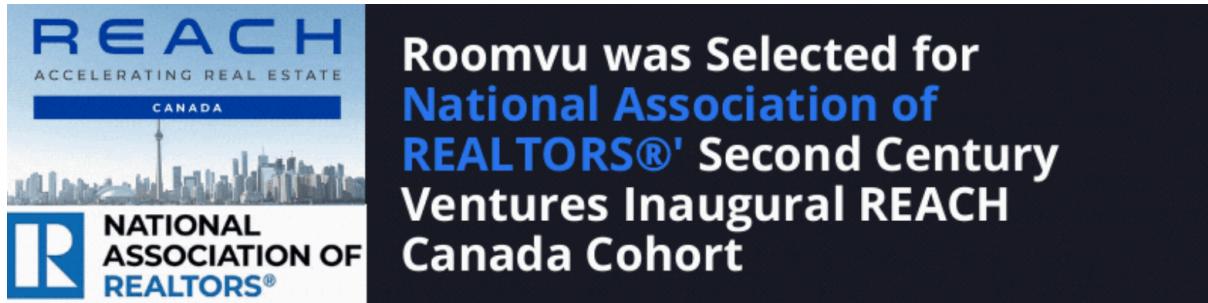
These two statistics show that digital marketing is a winning strategy to generate more leads for you as a real estate agent.

How Do You Make a Marketing Plan for Real Estate?

If you are in a hurry to learn what investors look for in the best real estate marketing companies, feel free to [skip ahead](#).

Most successful real estate investors possess a great deal of experience and expertise in marketing. In today's competitive marketplace and advertising bombardments, they know how to set up a profitable marketing strategy to grow a real estate business.

But what is a [real estate marketing plan](#) exactly?



Investors need to know what they are going to do, how they will do it, and what the possible result will be. This is why they need a written guide to promote and sustain their business. This written guide is what we call a real estate marketing plan.

Whether working with commercial real estate marketing companies or alone on your journey, you must follow some steps to make a successful real estate marketing plan, such as:

- Identify the niche of your target market.
- Clearly define your message and goals.
- Analyze your competitors.
- Differentiate yourself by defining what makes you unique.
- Plan your budget.
- Specify media channels that work out for you.
- Use the best real estate social media marketing companies.
- Ask for referrals.
- Make marketing videos.
- Break the final goal up into smaller milestones.
- Define deadlines.
- Track your KPIs.
- Review your progress and change what needs to be changed.

What Are Some Examples of Marketing Strategies in Real Estate?



Knowing some marketing strategy examples can help you achieve better results when you want to work with real estate marketing companies.

There are hundreds of [successful real estate marketing ideas and examples to get leads](#). Most of them are necessary to have, like a user-friendly website with high-performing SEO. However, some of them, such as making eye-catching video content, can help immensely.

https://www.youtube.com/watch?v=FG6UiCSPwUo&ab_channel=roomvu

Real estate marketing companies also enable you to go for Google Ads, Instagram Ads, Facebook Ads, LinkedIn Ads, and more, which can only help you reach more and more people. Also, consider other marketing channels, such as email marketing, social media marketing, and even offline marketing. These will help you grow/sustain your customer base.

How Do I Target My Real Estate Audience?

Before jumping into [real estate marketing companies](#) and what they need to attract investors, let us briefly discuss approaches you can take to target your real estate audience.

You need to find and target your real estate audience to optimize your resource and achieve more efficiency.

One way to find your target audience is to check out the demographics of those who have purchased homes from you. Find out what resonates with them and connect with them through those connecting points.

It would be best if you also took into account first-time buyers, move-up buyers (slightly older, possibly with 1-2 children), and active adults (those in need of downsizing due to their children moving out). They need to be targeted using different methods.

The best real estate marketing companies enable you to achieve this more easily.

Real Estate Marketing Companies

Real estate marketing companies enable agents and brokers to effectively generate and nurture leads. They use different services and channels, such as social media, email and SMS marketing, and video marketing, to achieve maximum efficiency.

There might be many cases in which you will be in dire need of the best real estate marketing companies:

- You are looking to grow your real estate business because your growth has come to a halt, or you just want to accelerate and maximize your potential. If this is the case, asking a real estate marketing firm to take over your marketing is the smartest thing to do.
- You do not have enough time or professional skills to guarantee the best results for your marketing efforts. In this case, hiring Roomvu—one of the best real estate marketing companies near Vancouver—will supercharge your presence and ensure revenue.

4 Things Investors Look for in Real Estate Marketing Companies



Let's face it. Investors don't go around giving free money to people and businesses. We all know that money does not grow on trees; they know this better than we do. That is why they are extra careful when they want to invest in real estate marketing companies. They need to make sure the business they are investing in can give them the best return on investment (ROI) possible.

1. Work With Professional Agents.

Demonstrating a history of working with professional agents can change how investors look at you and your business. Providing them with a verifiable experience working with professionals shows that you are a master at your work.

2. Understand an Investor's Goals.

If you want to positively impact an investor, you should show that you know their perspectives and goals. This can ensure that you are not a novice in the industry who is just about the money.

3. Win More Than You Lose.

After all, it is all about winning. A great investor is not there to lose. They know exactly where they should put their money to win. Winning is what generates revenue. As we saw earlier, an investor is looking for maximum ROI.

4. Become an Insider.

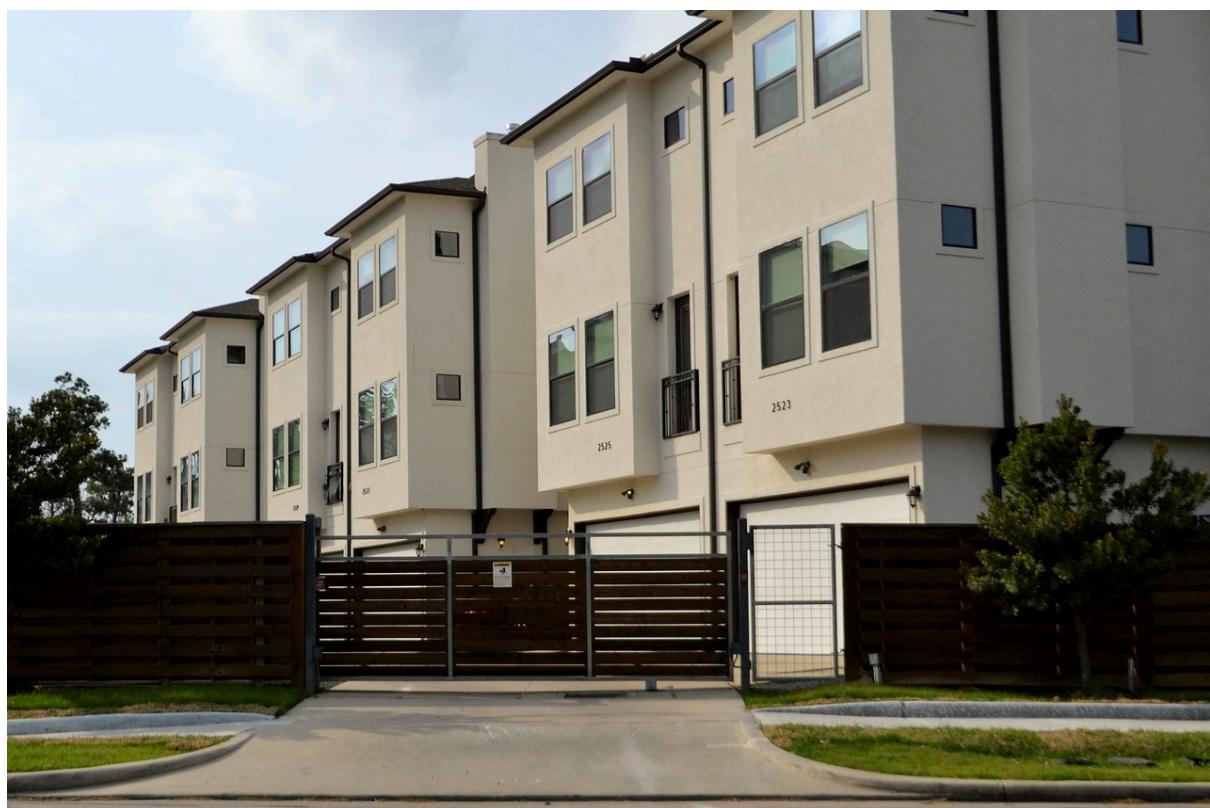
It is your job to gather as much information as possible. Information is the key to winning in the real estate industry. Grow your network to the extent that you can instantly achieve every piece of information you want.

What Is the Best Marketing Platform for Real Estate?

There are many real estate marketing companies and platforms out there to try. However, we do not have indefinite resources of time, energy, and money, do we?

This is why Roomvu felt the need to help you out. Roomvu is one of the best real estate marketing companies in Canada that uses different marketing strategies to generate more leads and revenue for your real estate business.

Final Thoughts



In this article, we provided you with what you needed to know about real estate marketing companies, how they do things, and what you need to have for investors to show interest.

Imagine creating real estate video content that can help you *earn millions of dollars* of revenue. With **80,000+ satisfied agents**, Roomvu helps real estate agents **generate and convert leads**. [Become an insider](#) and use Roomvu to guarantee success for your real estate business, **starting at \$24.99**.