

YOUR
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21
MARKETING
STRATEGY GUIDE

Next Year's Marketing Strategies...**TODAY**

"If you fail to plan, you are planning to fail." - BENJAMIN FRANKLIN

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THE END IS NEAR...

For those of us ready to move on from 2020 (hindsight, get it?), you don't want to just have survived the crazy, you want to have learned from it so you can build upon it and thrive.

IT'S 2021 STRATEGY TIME...LET'S GO!

YOUR HELPFUL MARKETING COACHES AT ELEVATE TO THE RESCUE...

Planning your goals, budget and overarching marketing strategy can feel like daunting work, but it's a crucial part of running a successful business. This guide is designed to help you focus on what's important, and to encourage you to expand your marketing for the new year.

WE LOVE CREATING HELPFUL GUIDES...

Want to deep-dive into specific marketing topics like social media, email, and lead generation? No problem! If you HAVEN'T checked out our other guides, what are you waiting for?

THEY'RE FREE AND AVAILABLE FOR DOWNLOAD AT:

TRYELEVATE.COM/FREE_EDUCATIONAL_GUIDES



WHAT'S SO SPECIAL ABOUT 2021?

As we said before, 2020 has been crazy. Remember all those "2020 Vision" promos at the beginning of the year? In quite possibly the biggest piece of marketing irony, no one saw this year coming. So that's why this is the PERFECT time to regroup, rebuild, & (re)set yourself up to dominate.

TOPICS THIS GUIDE WILL FOCUS ON...

BE AVAILABLE

88% OF OF BUYERS purchased their home through an agent / broker.

FIRST IMPRESSIONS

73% OF OF BUYERS interview only one agent during home search.

REFERRALS

91% OF OF BUYERS & SELLERS are ready to use their agent again, or would recommend their agent to others.

ONLINE PRESENCE

52% OF OF BUYERS found the home they purchased online, & **97% OF BUYERS** used the internet during their search.

ONLINE PRESENCE CONT'D.

The top two search tools yielding the highest quality leads are Social Media and MLS websites.

TECHNOLOGY

Virtual tours increased by almost 200% this past year. **80% OF MILLENNIALS & GEN XERS** found their home on a mobile device.

YOUR WEBSITE

The three most popular information sources buyers use in home search:

93% ONLINE WEBSITE
86% REAL ESTATE AGENT
73% MOBILE APP

LET'S GET STARTED... YOUR ONLINE PRESENCE

INVEST IN YOUR OWN PROFESSIONAL WEBSITE

It is crucial to have a professional-looking, smooth-functioning website that visitors can use to search and view listings, engage with your brand, and contact you. 93% of buyers use the internet to not only search for homes, but also for an agent who matches their wants and needs, so make sure that your website is a professional reflection of who you are, is easy to navigate, and encourages visitors to engage with it.

Don't rely on a broker-owned website. Remember, if you switch companies you lose all of that brand presence. Own your own so that it follows you everywhere!

PRO TIPS:

Avoid using stock imagery, use images of easily-recognizable locales and images that define you and your brand.

Give visitors plenty of opportunities to sign up for saved searches, listing information, and your newsletter. Hello, lead capture!

Have plenty of keyword-rich content that also provides value to visitors and encourages them to dive in deeper to learn more. Achieve this with a highly interactive blog.

The screenshot shows a real estate website with a dark background. At the top, there's a navigation bar with links: Featured, Buy, Sell, About, Blog, Contact, Client Testimonials, Login, and Signup. Below the navigation is a large image of a white, two-story house with black shutters and a chimney, set in a lawn with fallen autumn leaves. Overlaid on the image is a search bar with the placeholder "SEARCH FOR HOMES". Below the search bar are three buttons: "Buy" (highlighted in blue), "Rent", and "Sell". A text input field for "City, Zip, Address, or MLS #" is followed by a magnifying glass icon. At the bottom of the page, there's a section titled "FEATURED PROPERTIES" with small thumbnail images of houses.

Featured Buy Sell About Blog Contact Client Testimonials Login Signup

SEARCH FOR HOMES

Buy Rent Sell

City, Zip, Address, or MLS #

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FEATURED PROPERTIES

INCLUDE A NEWSLETTER SIGN-UP

A newsletter sign-up is an easy way to help you build up a database of potential clients and partners. Even if you don't yet have a concrete email marketing strategy in place, at the very least you can create and send out a monthly newsletter filled with tips, tricks and helpful, engaging information.

Your newsletter should continue the reflection of you and your brand, be professional, and provide value and content relevant to the audience who is receiving it.

PRO TIPS:

Give your clients a compelling reason to sign-up, such as access to exclusive content or deals, as well as early access to new listings or price reductions.

Make it easy on yourself and use an online marketing solution like Elevate that automates everything, provides great content, & basically does the work for you.

Customize your newsletters with localized content, personal messages, and helpful community resources.

JOIN OUR NEWSLETTER

First Name

Last Name

Email

Phone

Sign up

IMPLEMENT AN SEO (SEARCH ENGINE OPTIMIZATION) STRATEGY

A good strategy is more than just making sure your real estate website ticks off the right boxes in terms of SEO (Search Engine Optimization). An effective SEO strategy will get you to the front page of Google's coveted front page, competing with national brands like Realtor and Zillow. It takes a little elbow grease to build up, but the ROI is 100% worth the effort.

NEED HELP?

For a full breakdown on the steps to take to massively increase our SEO, check out our [FREE SEO GUIDE](#)



MAKE SURE YOUR SOCIAL MEDIA CHANNELS ARE PROFESSIONAL-LOOKING & OPTIMIZED

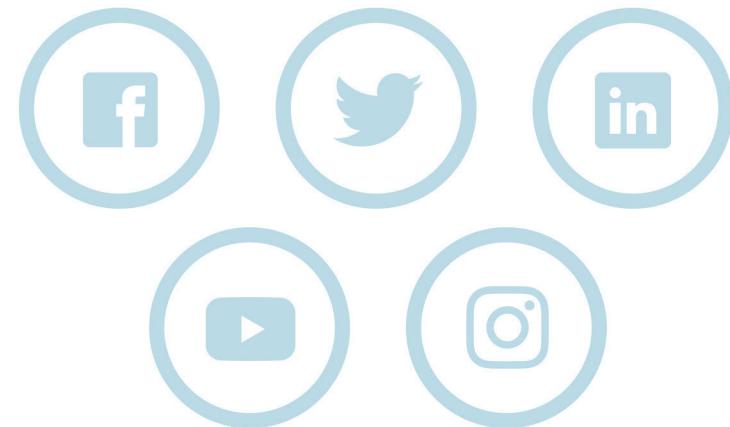
Just like the eyes are the windows to the soul, your social channels are the windows to your brand. Most of your leads will engage with you through social media more than any other channel, so please, please, please make sure each of your social channels are a reflection of your brand and continue to build and support your story.

PRO TIPS:

Make sure your channels reflect a similar visual brand look and feel.

Completely fill out about / information sections on each channel.

Where possible, try implementing an automated chat bot that can initiate conversations and collect leads.



EMAILING, AUTOMATING, & TRACKING

BUILD A NEWSLETTER

We touched on this earlier, but we really cannot stress enough the importance of an email newsletter. Think of it as the baseline for your marketing strategy. Not only does a regular newsletter allow you to stay in touch with your most valuable prospects and customers, it provides a means to showcase the activity of your company, offer valuable free information, and build a relationship that transcends the anonymity of your website.

PRO TIPS:

Try to maintain a ratio of 80% text and 20% images. It helps with inboxing!

Link out to articles and more information on your website, blog, or other sources. Avoid putting huge blocks of text in your newsletter because let's face it, people don't like to read that much.

Put in a lot of local information as well. Services like Elevate can generate great newsletters for you, but having your own voice and local expertise in it is important as well.

MY HOME REALTY



Staging Tips for Selling During the Holidays

Alas, 'tis not the season for real estate. But the good news is that the few brave house-hunters who do venture out are serious about buying a house and stylish trimmings will make them want to ring in the new year in your home.

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[Learn More](#)

AUTOMATE ROUTINE EMAILS & DRIP CAMPAIGNS

Marketing takes a lot of time if you are doing it manually, so try to automate as many processes and campaigns as you can. For instance, making email drip campaigns that are for each of your key target audiences, auto responders and welcome emails for new leads and subscribers, and automated follow-up emails for leads who attended open houses or looked through listings. Once these are put into place...you can sit back and let them do the work for you while you focus on other facets of your business.

PRO TIPS:

Follow the same basic email rules as above, but focus these emails on the very specific audience they are intended to reach.

Make flow-charts / workflows of your drip campaigns to easily track your lead's experience. These email touches should be shorter and more narrowly focused, but still provide value with relevant, thoughtful content.

TRACK & REPORT YOUR RESULTS

Reports and analytics are one of the most important tools in your tool belt, but often the least utilized. You are spending a lot of money on your overall marketing strategy, so it's important that you know if it's working, right? Make SURE you are using tools like Elevate that track everything and give you a clear picture of what's working and what's not. This helps you to determine where and what you should focus on moving forward.

PRO TIPS:

Don't stop at how many people are opening your email, take a look at what they are clicking on and how often.

What content is your audience engaging with? Provide more!



BLOGGING & CONTENT

STAY ACTIVE ON YOUR BLOG

Your blog is a great marketing tool that can strengthen your SEO (search engines LOVE original content), social media visibility, and a great place to engage with your potential client base. As an expert in your field, this is your chance to demonstrate your knowledge and position yourself as the authority.

PRO TIPS:

Educate your clients with tips and advice, highlight lease transactions, key company updates, and discuss relevant industry and local market news.

Invite comments and suggestions from your readers to generate conversation, but beware of spam bots that like to attack blog comment sections.

Include company news in your blog featuring important company updates, relevant transactions and recent press (i.e. community involvement, volunteering, growth).

PUBLISH MARKET REPORTS, LISTINGS, & OPEN HOUSES

Share local market reports for the markets you operate in, or create your own! This is not just a great nurturing tool, but also helps to educate your clients and potential prospects. You can pull data from sources to summarize vacancy, average rent prices, averages sales prices, absorption rates and any significant transactions.

PRO TIP:

Leverage a property marketing platform to help better streamline your property marketing activities to save you time.

Highlight it on your website as a monthly (or quarterly) feature and you will surely generate more eyeballs and interested readers.

Automate this activity using a tool like Elevate...where it's done for you.

CREATE AND PUBLISH HIGH QUALITY CONTENT

High quality content is one of the most valuable currencies on the Internet today (content is still king). It's important to put effort into producing exceptional, well-written blog posts, informative articles, high quality HD videos, market study PDFs showcasing interesting data, and other educational content that can capture attention from prospects when they visit your website. Good content helps you build an audience, create trust, and allow you to leverage the other strategies we've listed above.

PRO TIPS:

Outsource what you need: Your are a real estate professional, if video editing it outside your wheelhouse that is OK!

You can turn almost anything into new content: A "thought for the day", local news, client testimonials, home buyer/seller 101 tips, highlighting your favorite local farmers market. Where are your interests and expertise? Focus there.

The screenshot shows a blog interface with a blue header bar containing links: Home, Featured, Buy, Sell, About, Blog, Contact, Client Testimonials, Login, and Signup. Below the header are three blog post cards:

- Tips for Choosing the Right Vacation Home**
Posted on 11/23/2020
No two vacation residences are alike. As such, it pays to be diligent as you conduct a search for the optimal vacation home. Otherwise, you risk purchasing a vacation house that fails to accommodate your long-term needs. Ultimately, there are lots of things you can do to find a vacation home that complements you perfectly, such as: 1. Establish...
- Red Flags to Consider When You Look for a Moving Company**
Posted on 12/01/2020
Finding the ideal moving company to help you transport your belongings from Point A to Point B should be simple. However, no two moving companies are identical. And if you select an inferior moving company, you may encounter many problems when moving day arrives. Luckily for you, we're here to help you take the guesswork out of finding the...
- What's It Like to Buy a House?**
Posted on 11/30/2020
There is no feeling like the one associated with buying a house. If you know how to navigate the homebuying journey, you can boost the likelihood of enjoying an unforgettable property buying experience. Now, let's take a look at three tips to help you seamlessly navigate the homebuying journey. 1. Create Homebuying Criteria For those who want to enter...

Each post card includes a small thumbnail image, a 'READ MORE' button, and category tags: Vacation Home, Buying A Home, Moving Tips, and Buyer Tips.

The sidebar features two additional blog post cards:

- YOUR 2021 MARKETING STRATEGY GUIDE**
Posted on 11/11/2020
How to Enjoy a Profitable Home Selling Journey
- Best Practices for Conducting a Successful House Search**
Posted on 11/11/2020
Real Estate: Quick Beginner Tips

Each card includes a small thumbnail image, a 'READ MORE' button, and category tags: Marketing Strategy, House Search, and Beginner Tips.

MULTI-MEDIA (Getting A Little 'Extra')

LAUNCH A VIDEO MARKETING CAMPAIGN

Video has one of the highest engagement rates in online marketing. People enjoy videos and it is more accessible than ever before, just by having a phone. If you have the means or ability, produce high quality marketing videos of your properties, publishing client testimonials, or company / new agent showcase.

PRO TIP:

Drive traffic to/from YouTube, Facebook, and Vimeo and your other social channels. All three platforms offer incredibly targeted advertising as well to increase your online reach.

Again, outsource if you need, but there are plenty of free apps for your phone that will allow you to produce great quality videos.

Have you checked out Facebook and Instagram stories? Provide little snippets of your real estate journey, a new listing, or a community you serve and build following.

Don't forget to post it in your blog as well!



UPDATE YOUR PRINT COLLATERAL

The quality of the print materials you send to your clients says a lot about your brand. If it's been a long time since it was updated, or you still don't have professional graphic design for your marketing materials, consider investing in new collateral in 2021.

PRO TIPS:

Update any contact information, social media links, website links, and imagery to match your online presentation. P.S. If you are working with an old Glamour Shots photo...you are past-due!

Thoroughly check all of your current material to make sure links, email, phone, and other important bits of contact information are correct.

Consider some "old school" marketing with door hangers, postcards, etc. We love AgentMarketing.com for their amazing designs and print shop!

BUY MEDIA IN TRADITIONAL OUTLETS

It's true that advertising dollars continue to shift to online, there are still plenty of affordable and effective options offline in local newspapers, print media, signage, and radio. If your goal is to increase reach and make sure locals recognize you and your brand, this is still a very effective way to do so. It's also a great way to build rapport with local news outlets who will be more likely to support you and your business in the future.

PRO TIPS:

Make sure to test your traditional campaigns to see what drives the most interest. Try making custom website URLs you can drive people to from these ads to measure which is most effective.

IMPRESS WITH DRONE PHOTOGRAPHY & VIDEOGRAPHY

Over the past two years, drones have skyrocketed in popularity, making photography and videography more of an affordable adventure than ever before. It allows real estate agents to capture beautiful imagery and video of their clients' listings, and supports capturing listing opportunities with an expanded user experience.

PRO TIP:

Upgrade your images with HD drone photos to give your marketing collateral a much bigger "wow" factor.

Use the fact that you can provide drone images & fly-through tours for your seller as a big selling point in your listing presentations.



PAY-PER-CLICK (PPC) ADS & LEAD GENERATION

RUN TARGETED AD CAMPAIGNS WITH GOOGLE

One of the fastest, most efficient, and scalable ways to target potential buyer & seller leads online is through targeted ads. Ads (we love Google) allow you to showcase your services or offers in specific locations in search results, or with display and retargeted ads for people visiting your website or those of your competitors.

PRO TIPS:

Use a variety of ads that can be used interchangeably.
A/B test your ads to see what messaging is working.

Create very specific demographics, criteria, and keywords that will trigger your ads to increase their effectiveness.

Don't be afraid to nix an ad if it's not performing the way you want it to.

PPC can be intimidating. Hire professionals like the team at 3sixtyfive.agency to develop, manage and execute your strategy.

RUN A RETARGETING CAMPAIGN

Have you ever looked at shoes on Amazon, then jumped over to Facebook, and there's an ad for those same shoes right there? That's called Retargeting! It's a common strategy that is intended to recapture traffic on your website by showing ultra-targeted ads only to people who have already visited or performed a specific action on your website.

PRO TIP:

More than 90% of your web traffic won't take an action when they visit, so you need to increase return rates by continuing to entice them back...especially when it takes a minimum of 3 - 5 touches to capture someone's attention.

You can make ads as general or specific as you want.
Think: real estate specific, lifestyle specific, or general "thinking of selling my home in XYZ area".

IN-PERSON & FACE-TO-FACE MARKETING

ATTEND CONFERENCES AND PROFESSIONAL EVENTS

Conferences and networking events in 2021 look a little different, but they are still important...even if they are virtual. Whether you're attending to get your CE credits, trying to get the latest and greatest from your "guru" of choice, or if you're expanding your network, make sure you are continuing to learn and expand your knowledge.

PRO TIP:

Try hosting an event yourself that will bring professionals together in your industry, or maybe small businesses together locally. This could mean creating a Facebook group to discuss issues relevant in your community, an effort that can take on a life of its own.

Don't be scared of virtual events. They continue to be a great way to connect and collaborate with professionals all across the real estate world. Plus...you get to create a really cool Avatar for yourself!



SUPPORT A LOCAL CHARITY OR ORGANIZATION

There is nothing more fulfilling than working with a local organization or charity that you feel strongly about. It's a great way to give back to the community, and it happens to get your name out there and allow you to engage with people in ways that aren't possible from a strictly business perspective.

PRO TIP:

Make sure to choose an organization that matches both your brand and business goal...it should be one you feel strongly about.

It doesn't have to be local, but it helps if you can be active with it locally (and publicly). Your time given is an investment in good-will, trust, and content. Don't pass up a good photo op you can share with your followers online or in a blog post.

HOST A PROFESSIONAL EVENT

Hosted events - like community meetups, agent seminars, or broker events - are always popular, drawing people from across the spectrum of your industry and community, giving your brand some great exposure, and allowing you to meet new people.

Hosting a professional event will allow you to engage with people and build relationships in ways you may not be able to otherwise online...and everything is a bit online these days!

PRO TIPS:

Yes, we know, things are restrictive right now, but that won't always be the case. In the meantime, get creative with events. This is a time that people are seeking connection more than ever. Create meaningful connections.

In days past, free food and beverages were a great way to draw a crowd.

Nowadays you may need to do something a little different, like a raffle for gift cards to local businesses, or invite a local business to connect and 'sponsor' your virtual event.

YOU DO YOU

ASK FOR REFERRALS

It doesn't get any easier or more effective than this. Word of mouth and referral marketing are still the most effective ways to get new business. Agents who have built up a strong referral network can attest to this. You are spending time and money to create, nurture, and maintain relationships with your clients, it's important to also maintain close relationships with past clients so that when their friend mentions wanting to put their home on the market, you're the first person they think to recommend.

PRO TIPS:

Cookies and cards go a long way, and don't cost much.

Don't be afraid to ask for a referral from a happy customer, especially on the backside of their happy transaction. Nine times out of ten, people will be happy to oblige.

Remember: People may forget what you said while you were helping them into their new home, but they will never forget how you made them feel.



NURTURE YOUR RELATIONSHIPS

Real estate is a relationship-driven industry, but it's easy to forget to maintain relationships of existing and past clients when you're constantly chasing new leads. Take time consistently (weekly, monthly, quarterly) to reach out and stay on top of your clients (past and present), to nurture those relationships (like those email newsletters we mentioned earlier).

PRO TIPS:

Share your knowledge, give them access to your network, and use social media to keep in touch (interactions on Twitter, LinkedIn, etc.).

Send holiday greetings and anniversary congratulations.

HAVE A CRISIS PLAN IN PLACE

This is something that most real estate professionals didn't have when 2020 came around. Using your experiences from this past year, put together crisis plans for when major events that impact your local market occur. No matter where you live there is some level of risk in terms of an event happening on a local (small), national (large), or world scale.

PRO TIPS:

Be ready to pivot your marketing. Agents who adapted their marketing to COVID regulations and concerns tended not to struggle as much in the long-run.

Your leads are people too, if they are affected by the same crisis, reach out to them and let them know you are there to help.

OUTSOURCE WHEN NEEDED

There are many marketing tasks and strategies that are easier to outsource than trying to do it in-house. You get more expertise, reduce overhead costs, and give yourself a competitive advantage. You are a real estate professional, don't be afraid to rely on other professionals for the stuff that's outside your comfort zone, like us!

PRO TIPS:

When looking for partners to outsource to, look to professionals that are well-versed and experienced in the real estate industry.

Try to get partners that will provide end-to-end solutions and platforms that consolidate all of your marketing needs.

UNCERTAIN ABOUT YOUR 2021 STRATEGY?

Elevate and 3sixtyfive.agency are here to help with everything in your marketing strategy. Whether it's websites, blogs, content, social media, PPC advertising, custom marketing campaigns, or full-service, high-end solutions for your brand, our team of professionals can assist.

Don't sit on your strategy, or rely on the same tricks to work year after year. Sit down with a coach today and have a one-on-one conversation about your 2021 marketing strategy.



CONNECT WITH US TODAY...

FREE ONLINE MARKETING AUDIT FOR AGENTS

Schedule your one-on-one walk-through with an Elevate Success Coach. We'll look at all of your current social media marketing and offer tips, tricks and suggestions for improvement in 2021.

TRYELEVATE.COM/SOCIALMEDIAREVIEW

FREE GAP ANALYSIS FOR BROKERAGES

Request your FREE Gap Analysis with the Elevate Brokerage Development Team to see how you can provide comprehensive, competitive marketing tools and technology for your agents in the new year.

BOSS.TRYELEVATE.COM

FREE DAILY MARKETING TIPS TO YOUR INBOX

Receive daily marketing tips direct to your inbox from the marketing masterminds at 3sixtyfive.agency, our full service creative and digital marketing agency.

3SIXTYFIVE.AGENCY

REQUEST A CUSTOM MARKETING CONSULTATION

The team at 3sixtyfive.agency can handle every marketing challenge or need you have...in a very customized way. Schedule your FREE marketing consultation and let the marketing brand experts assist every step of the way.

3SIXTYFIVE.AGENCY

TAKE A TOUR OF ELEVATE

Explore all of the marketing products available for you, bundled into ONE singular, easy-to-use solution. IDX Websites, Blogs (with Content), Social Media Marketing, Email & Text Campaigns, Lead Generation, an Advanced CRM, and more.

TRYELEVATE.COM