

- REAL ESTATE -

BATTLE-TESTED DIGITAL MARKETING STRATEGIES REVEALED

By Ahsan Yaqoob

Branding & Digital Marketing Advisor
to Award Winning Brokerage Firms in Dubai

REAL ESTATE DIGITAL MARKETING SIMPLIFIED

**Branding & Digital Marketing Advisor to Award-Winning
Brokerage firms in Dubai.**

**Managed Over AED 1M campaigns & Generated over
AED 10M revenue in the year 2020 only.
10x & 30x conversion techniques explained.**

**BY
AHSAN YAQOOB**

**Effectively design and deploy bold and competitive
marketing campaigns in the digital age.**

What is included in this book

- Brand Development Strategy
- Story telling techniques & content marketing
- Customer Journey Funnel Design
- Online Presence (Weekly Posting Chart)
- Creative Campaign Samples
- Video Marketing / Film Making Techniques
- Detailed Strategy to Generate Qualified Leads
- Remarketing Strategy & Remarketing Funnels
- Email Automation Funnel with email samples
- Secret to Success

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REAL ESTATE & ROLE OF DIGITAL MARKETING

When people ask me what I do for a living, I say, “I run branding and digital marketing services for real estate companies”.

Hey there, I am Ahsan Yaqoob, the author of this wonderful book “Battle-Tested Digital Marketing Strategies Revealed”. This book will discuss how to stand out from your competition and get qualified leads and nurture them to bring them close to sales. This book has a secret formula for real estate companies to survive the growing competitive real estate markets.

This book will be a reliable solution for real estate companies/agencies and agents who jump into the real estate market without setting themselves up for success with the right tools.

My expertise is in real estate branding and digital marketing. I excel by creating a clear vision that is aligned with organizational values. My branding, digital marketing and video production skill are evident; I have helped many companies become better at their job, creating that “oh wow” moment that helps them stand out from the crowd.

My role as the digital marketing advisor for Range properties in 2019 helped them to earn the best marketing award (Zada Social Challenge) and the Chairman club award, presented by Damac Properties, Dubai. It has also been named the number one brokerage firm of Damac for 2020 and Q1-2021, selling more properties than anyone else. Alongside this, they have also won top broker awards from other developers in Dubai. Other than Range, I have been working with over 15 real estate agencies, which are amongst the leading brokerage firms in Dubai, winning multiple awards from developers.

I have also worked directly with renowned developers, helping them with lead generation for certain projects and website and content development.

I wrote this book to simplify the digital marketing process in the real estate world. People say it is like a sea and they do not know what to do, or what works and doesn't work. Many also do not know what they should do if they have a limited budget.

My aim is not to teach you, but to show you what works in the long run; it's easy to read but make sure you apply these strategies to be unleashed in this book.

In this book, I will take Dubai as a case study, as the region is renowned for its real estate market. If you want to understand the digital marketing role in real estate, then Dubai is the best place to study as it's the most competitive real estate market in the world. If you are from any other region and are reading this book, you will still be able to understand and link the tools and alternative platforms used in your target country. The only thing that can be different is the property portals. In this book, our main focus is on digital marketing platforms and not on property portals, so you can still take full advantage and using Dubai as a case study will not affect your learning from this book but will help you as Dubai is where the competition is at their highest. We can find all kinds of scenarios in the Dubai market.

Dubai real estate is booming, and this has brought about new projects and buildings across the city. There is rapid business growth, and many real estate companies have tapped into the Dubai real estate market to make money. Due to the money involved, every company can make large amounts as there are over 1,000 active real estate companies in the small region. Each company's team are on the move, trying to make money for themselves and their company.

The target is to sell properties, but what you are getting is not what you envisaged. Imagine a scenario where Team A and Team B sell two different types of property - Team A is into off-plan properties while team B is into secondary market properties. There is always a debate regarding these types of properties in the real estate market. Off-plan places refers to property under construction or directly sold by the developer, while the secondary market property is sold by the property owner to another buyer.

The secondary market has tools like propertyfinder.com, dubizzle.com and bayut.com that help real estate agencies find buyers. The agent receives calls from prospects after the property has been listed on these markets and they then set up a time to allow the interested party to view the property. The only limitation of this process is that the profit margin is low for real estate companies as they only get 1% from the buyer and 1% from the seller. The agent gets 50% of the total commission, while 50% goes to the agency that the agent works for.

However, the off-plan market is the marketplace where competition is at a higher rate than the secondary market property. Finding buyers has been a huge requirement for most agencies. Closing the deals is even tougher because many agents have a huge inventory of amazing offers from developers. These developers offer a commission between 5% - 10% to the real estate company, increasing profit.



For example, if someone bought a property of 1 million dirhams. The agency will get 50,000 dirhams as commission, which is 5% of the property sold; of which the agent will get 25,000 dirhams. The agency gets 25,000 dirhams from one sale only, so if they sell only ten properties a month, they make half a million dirhams profit every month.

Every agency is looking for quality leads and are utilizing different platforms to find them. Securing leads is not magic; you simply have to show your offers to the right audience. In return, you can generate leads for your business, but how can you achieve this?

The Dubai real estate market is known for its luxury buildings, developments and business investments. Dubai is a city where branding plays an important role because almost everyone is brand conscious here. It is a place where leading brands from around the world have a presence and each property has a branding theme, targeting a defined audience.

If you are thinking of doing this, it is wise to know what to do, how to do it and what you need to understand before I start unleashing the key information you need.

If you are reading this, I know you are not a novice in the real estate market, but do you know what it takes to be No 1 out of a large chunk of competition?

ABOUT THE AUTHOR

Ahsan is the Co-founder & Marketing Head at Xpertise Creative Studio & Marketing Advisor to Range & a number of leading real estate agencies in Dubai. He is a renowned digital marketer, with over 12 years of professional experience. In 2020, he managed digital campaigns of over 1 million dirhams on Facebook and Instagram. These campaigns generated over 10 million dirhams of revenue.

Since 2014, he has shown his prowess in the Dubai real estate market by helping different agencies redefine their brands with impressive ads for lead generation and funnel designs, assist them in closing deals effortlessly.

Ahsan's goal is to create campaigns for his clients designed from the buyer's point of view, and he is skilled at identifying client pain points and using them to develop effective campaigns on social media.



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BRANDING MATTERS

You can do everything right in digital marketing. But if you don't get your branding right, then you will not get the results you desire. People think that branding is simply the logo that represents a company, but it's much more than that. Branding is far more than just a logo and in simple words, it is your company's personality and is how customers and competition perceive and think about your brand.

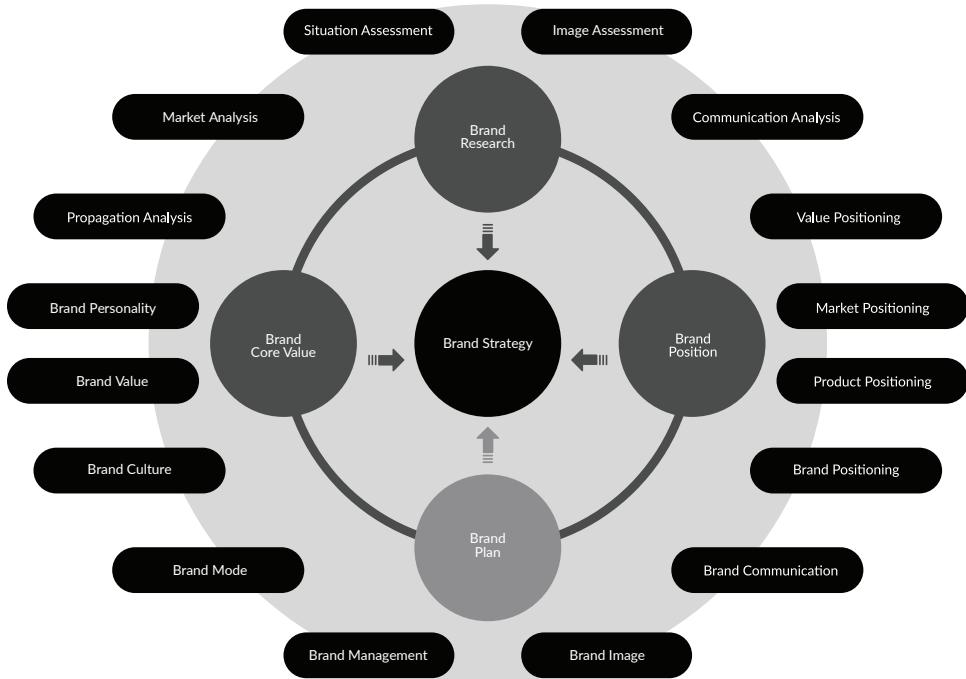
To position your brand along with some most reliable and trusted companies in the market, you have to work on your branding in detail. You need a professional branding expert to study the market and plan to position your brand in its right place. Some companies established over a decade ago are still using their old branding, not realizing that theirs is in need of a major upgrade if it is not keeping up with the latest market trends.

A brand can mean different things to different people; it creates an emotional connection with clients and customers, while others suggest it is the quality of the customer experience. If what the brand offers is solution-aware and problem-aware, then we can say in its totality, that they address the needs of their customers.

However, the main thing to note is that the strength of a firm's reputation lies in its exposure or visibility within its target market. The higher the visibility of a firm, the stronger its brand. Thus, we can say brand strength is a product of reputation and visibility.

The brand strategy involves formulating an effective plan by identifying and researching your target audience. Nowadays, marketing is not limited to the products you sell or services you offer; but it is more about how your product or service makes a difference in your clients' lives.

To get people to pay attention to your marketing, you have to do something different. Your brand should communicate and engage with your clients, and to achieve it, you need a unique strategy: *storytelling*. You have to use a storytelling strategy to map the customer's journey in a way it brings value to their lives. Your brand is a collection of key messages and visual identity components. Your communication material or your brand tools, like your website and social pages, should follow your brand strategy to stand out.



Brand Strategy Circular Diagram

Branding starts with a thorough study of your organization and identifying your unique features. Branding companies do extensive market research to study your target consumers' expectations and spare no tool or technique in designing a strategic brand theme.

Your branding is an important investment you should make in your real estate business. Make sure your brand creates a lasting impression on everyone who comes across it. If you are concerned about your company's branding, you should work on the first step from the brand guidelines book. Branding guidelines define your brand's public and private image and help influence your customer experience through every touchpoint. Brand identity guidelines define important standards for all forms of company communications, from your logo, to your brand personality and target audience.

Your brand guidelines enable you to establish standards across all media and channels so that you can deliver a consistent brand image to customers, whether they're looking at your Instagram feed or reading your blog.

Here are some vital considerations that you should have in your brand guidelines book before launching your brand/rebranding in the market:

Logo

The one adaptable and scalable logo that reflects your brand and includes a square version for social media use.



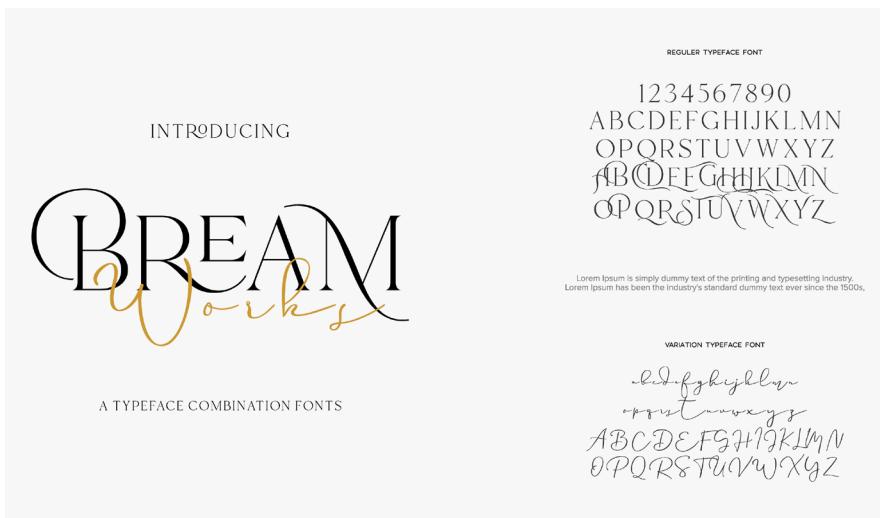
Color Palette

Your brand colors tell a lot about your company and, more importantly, they help develop a consistent brand identity. Make sure your logo matches and enhances the colors of your business.



Typography

The fonts and typography you use, are a visual reflection of your company's tone and style. Make an informed decision.



Brand slogan / Headlines

Your guidelines should include more than just visual impact: your brand voice, company attitude, and overall style should accurately reflect your target audience. Decide how you want to communicate with your audience, then develop some taglines and headlines that will be utilized across all platforms, including print, website, social media, brochures, and videos etc., to identify your communication style with the client.



Photography & Graphics

Do you believe that there is only one method to use photos and other images? That is incorrect. Your guidelines must specify how photos and graphics should be aligned, whether they should be captioned, and much more. Be specific once more.



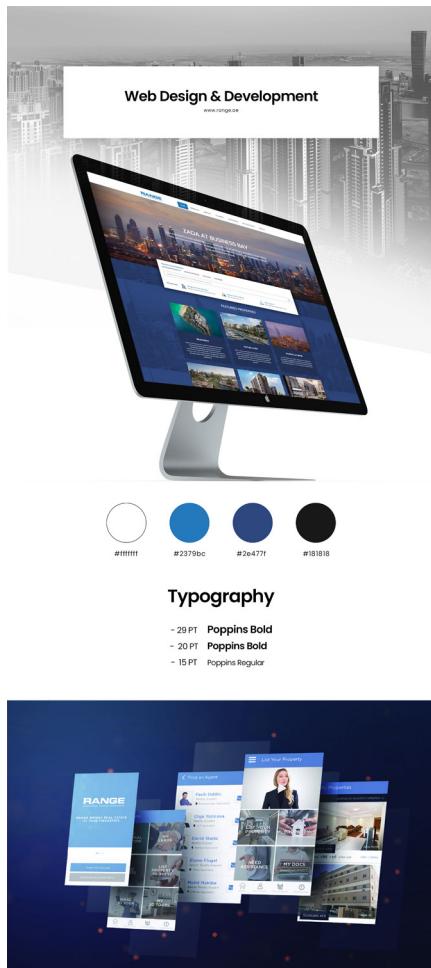
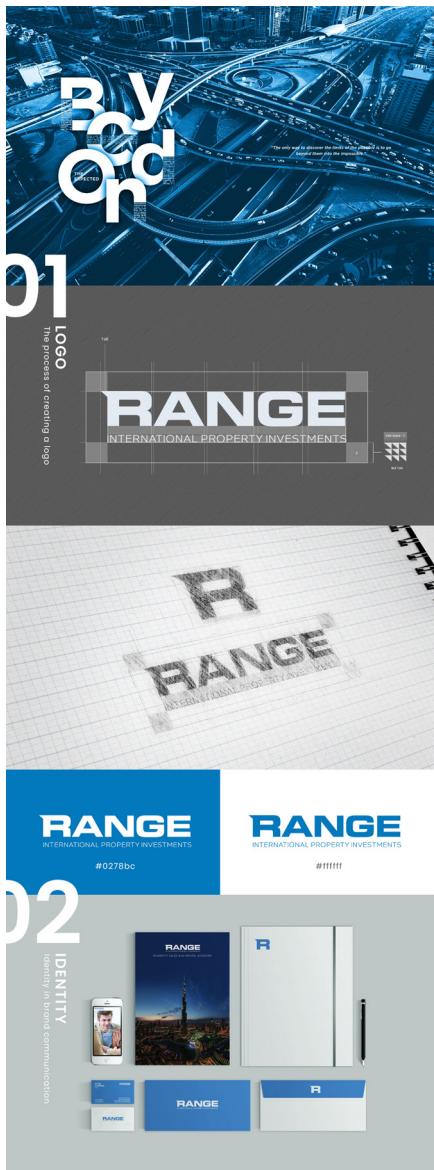
Theme

Branding implementation across all platforms, including print, website, social media, brochures, and videos etc., should be decided and secured in the brand guidelines book.



No matter who is on your team or whether you hire an external team, they must always follow the brand guidelines. If done correctly, you will notice a significant difference in your brand's online presence. It will begin to appear as a more professional organization that people would want to work with.

Experienced people should do it, so if you are looking to start with brand guidelines, hire a professional team with expertise in branding.

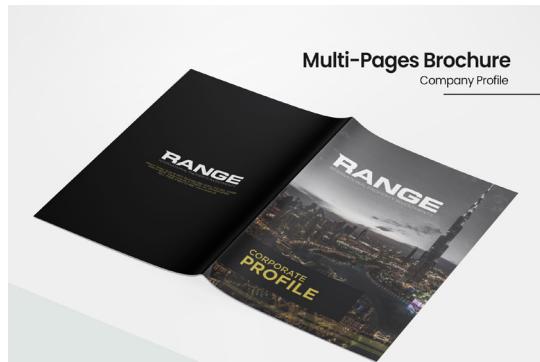


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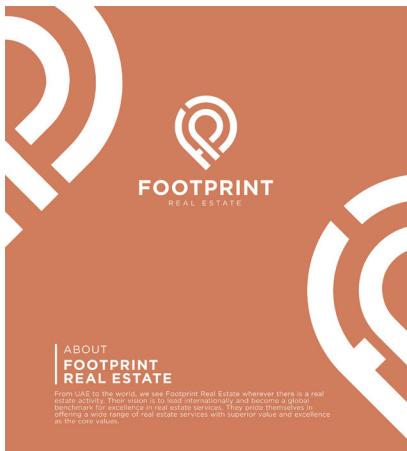
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www.range.ae

RANGE



Old Logo



Problem

Previous logo and theme had a readability issue with a color that was difficult to present in multiple placements unless it was used in a white space.

Task

Retrbranding of Footprint Real Estate was to have a more adaptive, and bold presentation of the brand with a logo that can be placed in different backgrounds and orientations.



BRAND ATTRIBUTES

The core attributes of branding are reflected by understanding a product's uniqueness, value, and the benefit it creates in a person's life. When a company is creating a collection of unique themes and an image are created after thorough research, out of which a few essential elements are selected that collectively work the best.



FINAL LOGO MARK

The logo is a contemporary form of English font "F" & "P" highlighting the initials of Footprint. The placement design shows the English font as a location pointer symbol displayed on a grid system. The orange color of the logo represents the UAE culture.



FINAL WORD MARK

FOOTPRINT REAL ESTATE

Gotham

Gotham is a family of widely used geometric sans-serif digital typefaces designed by American type designer Tobias Frere-Jones in 2000. Gotham's letterforms are inspired by Art Deco and Art Moderne typography in the early 20th century and are especially popular throughout New York City. Gotham has a relatively broad design with a responsible high contrast and wide serifs.

Gotham Bold

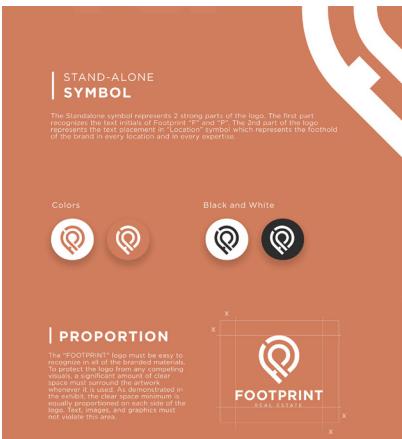
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
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Gotham Book

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STAND-ALONE SYMBOL

The Standalone symbol represents 2 strong parts of the logo. The first part recognises the initials of Footprint "F" and "P". The 2nd part of the logo represents the text "Footprint Real Estate" which represents the foothold of the brand in every location and in every expertise.

Colors



Black and White



PROPORTION

The "FOOTPRINT" logo must be easy to recognize in all of the branded materials. To accomplish this, the logo must be a clean visual, a significant amount of clear space must be available around the logo whenever it is used. As demonstrated in the example above, the logo must be equally proportioned on each side of the logo. The logo and graphics must not violate this area.



PRIMARY COLOURS

The Footprint Real Estate logo is available in 2 color variations to meet a range of applications.

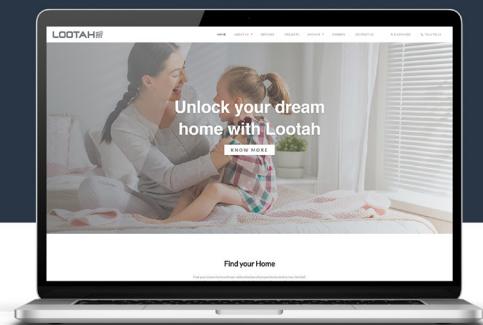
Sand Color: Pantone Coated PANTONE Sand Color. The most preferred color is Sand with a light background. To avoid visibility, backgrounds should always be darker (Black Preferred).

Black Preferred: Pantone Coated Black C. The Black color will be used to lighter backgrounds to represent the sharpness of the logo more clearly.



Web Design & Development

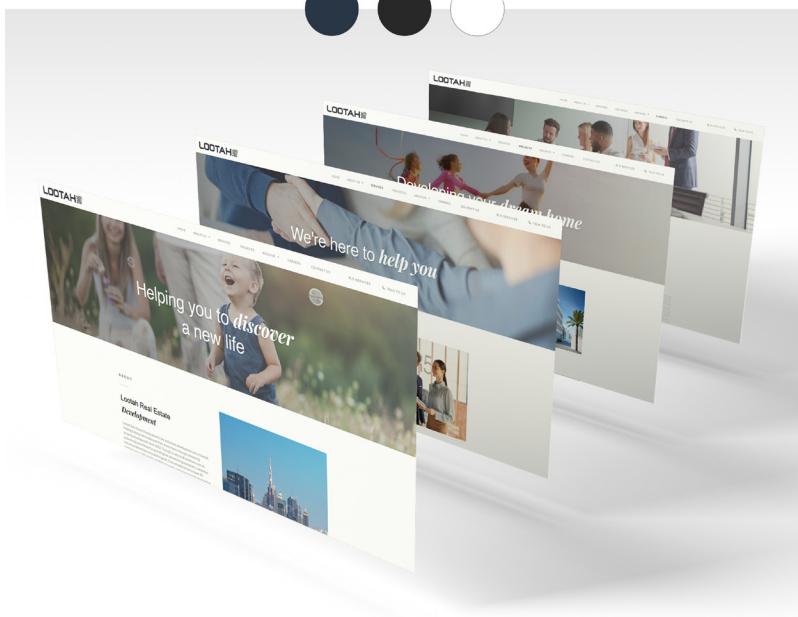
www.lootahdev.com



Typography

Aa Lato
Header - Bold 35px

Aa Lato
Body - Regular 15px



CUSTOMER JOURNEY

Once you have the branding in place, the next thing to work on is your customer journey. From the moment they make their first engagement with your visual content, you need to take them on a journey where they will feel the urge to read more of your content.

Customer journey is more about understanding your customers' situation (either physical or emotional) and using this situation to build empathy and create content that connects with them. Buying a home can be a scary experience for a client. It's one of the biggest purchases of their life, so it is only natural that they have several questions. Clients concern themselves with questions such as:

- *How good are the schools, hospitals & markets around?*
- *Is the property in a serene environment?*
- *How much do we need?*

The above questions give you an idea of what goes through your customer's mind and why you need to understand their concerns. You are the only one that can provide answers to their worries, and the customer journey starts here.

Whenever you want to develop customer journeys for your real estate audience, ensure you understand their concerns while not forgetting to feed their dream with storytelling, giving them hope and assurance.

The whole real estate journey starts with a need. The question is, what does the customer want or need?

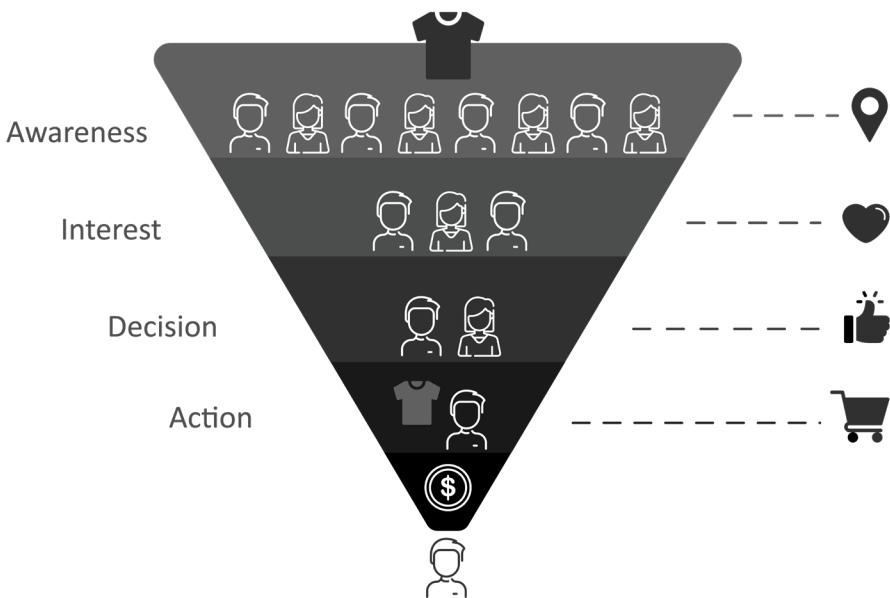
Customers need a home to live in or an office space in real estate. They often search the web for what they want, and they are not satisfied with what they are seeing. The main confusion is that most real estate agents use the same content plan and strategy given to them by developer to engage their readers, meaning every photo looks the same.

In this modern age, customers want to see visuals that connect with their feelings and gives them what they are searching for.

To stand out, you need to show the world the beauty of your property through a unique content strategy that stands out from your competitors.

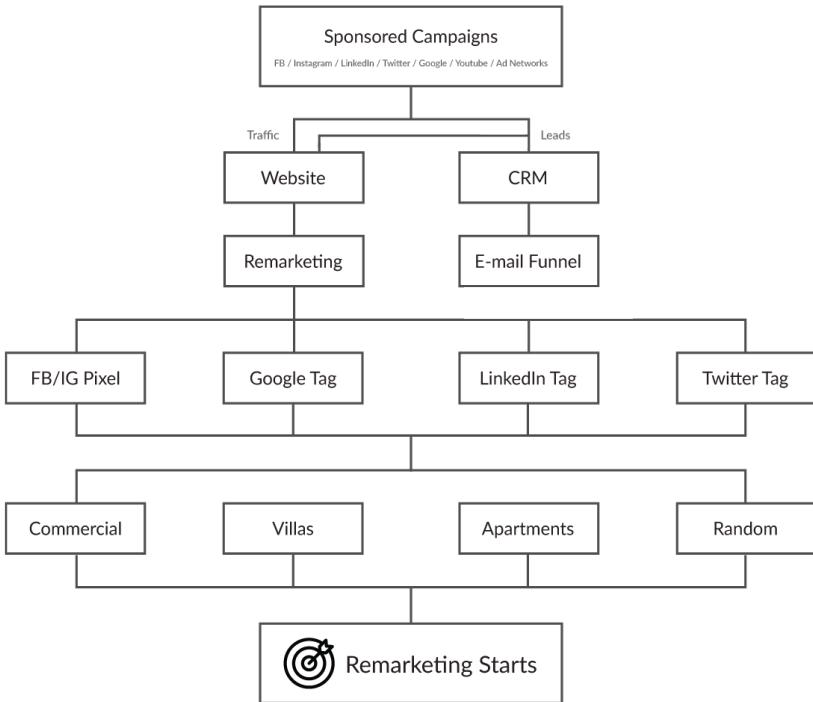
The customer journey might start from a social media post or an email, and once you have them engaged take them through a journey to get them to subscribe to your database. Once they have done this, you can start your marketing process. If someone is on your website or your social media page, they have already started the journey and it's now up to you to decide how you will engage them and give them what they want to see or hear.

The image below illustrates the customer journey from being an interested buyer to a valued customer. Creating awareness about your brand is the first step in getting to your prospects, and this includes positioning your brand to offer the solutions they need. After creating awareness about your brand and doing it right, the next step is to make your audience have an interest in what your brand is offering, and that encompasses a lot of strategies such as providing factual information through content creation, video production and maintaining an active presence on social media.



All these will be discussed in separate chapters in this book. After you inspire your audience to have an interest in your services, the next is for them to make a decision. Although anyone who shows an interest would likely make that choice to work with you, you still have to act professionally whenever there is an enquiry about your services. So, the decision of your prospects depends on how convincing your offer is to them. Whether you were able to convince them or not, they have the final say whether they want to work with. Don't worry, I will take you through how to make sure that you get the best out of your audience. The strategy is to give them what they are looking for; once they see it and are convinced, they will make a decision and take the necessary action to buy or rent your properties.

Customer Journey Funnel Design



Note: Leads should also land on website after filling a form on Facebook/Instagram to enter Remarketing Funnel

The above funnel starts with creating sponsored campaigns on Facebook, LinkedIn, YouTube, Twitter, Google ad networks and others. The aim is to bring traffic to your website or social media page, create awareness, and connect emotionally with your clients.

A lot of the traffic is direct, they will first go to your website and by utilizing tracking tools, you can monitor their journey via Facebook and Instagram pixels, Google Tags, LinkedIn Tags, and Twitter Tags. If done properly, you can see their interests such as whether they want commercial property, villas, apartments or random (mix of all). If they are leads, they will go directly to the email funnel (which is explained later in this book). Ensure you keep a note of the necessary details. This is the basic customer journey that will put them in from the start. Once the brand is launched, the website is launched and the campaigns are launched.

You might not understand everything right now, but every step in this funnel is further explained as you scroll down this book.

Interact with the audience and give them a scenario or an idea of what they can get when they buy a home from you. They have entered a door, and now you have to understand what they need. In simple terms, you have to keep multiple options open on every page so they can easily navigate to their required product or service.

We will also discuss the remarketing & email funnels, which explain the customer journey in detail. If you have planned your customer journey correctly, you will create a strong database that will help you target the right audience with the best content, showing them what they wish to see.

That is why you should endeavor to create content that connects with your audience, giving them a reason why they should buy. Once you can convince them, your audience will turn into customers and clients. This is just the tip of the iceberg and the next chapters will help you to understand the process of creating creative content, such as stories, from scratch.

STORY TELLING & CONTENT MARKETING



Humans love to hear stories. Story sticks well in the mind and the readers or listener love to share them with others. The efficiency of storytelling is a fundamental part of our existence as humans and is easily wired into our brains. All of us can be regarded as storytellers, and we've all been in situations we later narrate to friends and loved ones.

What does storytelling have to do with developing real estate content?

Real estate is all about sharing personal stories. A lot of businesses have discovered the power of storytelling in a practical sense, realizing how compelling an engaging narrative can be. Families are raised in homes, and individuals hustle to overcome challenges that come with purchasing their first property. These are forms of stories that can be found in the real estate industry.

Remember, your customer is the hero of the story, and you have to tell them their story to get their intention. You are the one making them dream and helping them achieve their dreams. Your content should talk about there dreams and the issues that they face, while also helping them find a way to solve them and purchase their dream property. You have to set up a road map to enable them to move step by step and find which funnel their story relates to. Your content is the main key, so plan it in a way that targets your audience by talking about them and bringing forward your services to help them on their journey.

The same storytelling technique was used for Range Properties (www.range.ae) in the year 2020 to Q1-2021. We designed their campaign to post several images and interactive videos that communicated directly with their audience. They saw immense feedback and success, which skyrocketed them to #1 real estate company in Dubai, with several recognition awards. It's so engaging that even the clients who were not interested in buying a property before, became interested. So have a look yourself and see how you can incorporate the power of storytelling to engage your audience and make them want what you are selling or offering.

Check one of the sample campaign below.



We just got married,
We're looking for a home.

"My wife and I have been
looking for the perfect
studio to call our home,
and it should come with
easy monthly instalments!"



I'm an investor,
I'm looking for best deals.

"As an experienced
investor, I know there has
never been a better time
to buy a property. Right
now, the market has some
of the best prices, so I want
to compare all my options
before making a decision."



We are a family,
We're looking for
a luxury villa with
private space.

"We're seeking a luxury villa,
one with a garden and a
pool that gives my family
their own private space."



We are a family,
We're looking for
community living.

"I want to give my family
a home focused around
community living. Giving
my children a place to
safely ride their bikes
whilst I can enjoy a scenic
jog every morning."

Tell them their story and engage them with your campaigns; make them click your ads so you can target them again with matching offers. Today, brand experts exploit the potential of storytelling in brand awareness campaigns, which means storytelling has become a content marketing trend or strategy adopted by experts to engage prospective consumers and build a strong relationship with them.

The flexibility of using storytelling as a content marketing tool makes it indispensable. It offers various ways to create content that stops reader's dead in their tracks and makes them do what you want them to do. When used as a content marketing strategy, storytelling can greatly benefit the brand, company, product, or service. People remember stories that evoke their emotions; they relate to it and see a reflection of their struggles as well as the proposed solution.

When creating scripts or content for your stories, be real. Stories tend to bridge the gap between the consumer and the producer. The audience relates more to stories that expose their weakness, identify their problem, encourage and gives them the strength to make positive decisions.

In the next chapter, you will discover everything there is to know about Creative Writing and how to utilize it to get your customers' attention.

CREATIVE WRITING



Creative writing simply means using your creative imagination and knowledge about a topic or business to create content that engages the reader. Creative writers simply utilize the power of storytelling to either pass across factual information to the audience, or introduce a service in story form that connects with the audience, thereby making them do what the post suggests.

In the real estate industry, creative writing is incredibly important and needs to be harnessed by a team of real estate professionals or agencies whose goal is to reach out to their audience. Well-written content is the key to open the door to success. If your content is good, everything starts to make sense. Your website starts communicating with your audience and your content acts as a tour guide to take them on a journey that results in them taking action.

Brands start talking to their client via content. The journey starts with a tagline, and some catchy headlines on the website and social media pages. So, what is the secret ingredient to developing the best content strategy that delivers results?

It is simple, tell them their story or talk about their dream home and pour some emotions into it. This hits them in their heads and hearts. An example of this is the images below which illustrates a community where the audience can literally have access to the dream amenities. The developer provided few of these images and few were purchased from shutterstock, but we developed the content to create a campaign from these images.

Imagine coming home to luxury



Imagine diving into chilled water



Imagine scoring a hole in one



Imagine taking your morning run close to nature



Imagine waking up to this view



These days, we judge people by the way they speak, their accent, their choice of words. So, even before you see them, you create a picture in your mind describing the kind of person they could be. This perception plays an important role in relationship building, and you can plan the impression you want your audience to perceive about your brand. Through proper marketing and content strategy, you can position your brand into your client's mind, which will add more value to the business in the end. Find or hire a proper content writer for your brand who can create or follow your content strategy and communicate with your client online through creative campaigns, videos and blogs to match and enhance your brand position in the market.

Content is king and gives you an edge over your competition. Use content to show your clients their dreams. It also enables you to create a clear path for them to achieve that dream. Therefore, you need to design a content strategy linked with the customer journey. You can create a funnel where you move step by step, taking customers on a journey where you make their dream of buying a home come true.

Remarketing plays an important role in this strategy and you will have to decide what information to show at different stages of your customer's journey.

CREATIVE IMAGINATION



It's easy to create content that connects with the audience's emotions, but getting such content written for your brand is not a simple job. The real engine of creative writing is the ability to use one's imagination, create new content from scratch, put them into a scenario where they see their client's need in front of them and tell them stories that answer their most important questions. The important thing to understand about the creative writing process is that you cannot write if you cannot imagine.

As a creative writer, you are regarded as a conduit for creating new ideas from existing information already in the creative world; it's not about copying words from the internet. Creative writers don't copy; they think and use their knowledge of a topic to create engaging and factual content for their readers. To gain knowledge, you have to read and do research; the more information you have, the more you can use your imagination to create something new. You can be considered a creative writer if you take existing things and make them into new things.

Imagine a scenario where a couple is sitting on their lawn, and the children are playing in the garden. The weather is cloudy, and the wind is touching their face, bringing a feeling of happiness that is shown in their eyes as a gentle breeze moves their hair. The wife takes a sip of the warm coffee, and she looks at her husband and smiles. That kind of feeling is what the audience of the real estate world wants to see.

From the imagination, we can develop a nice piece of content that can be used for a campaign, brand launch or open house.

You need to start thinking about "what is my client looking for?" and "what are their needs?" For example, they need their family to be secure; they want their kids to have an area where they can play. The wife is happy because she is sitting comfortably watching the kids play and the main selling point is happy family.

By thinking creative, you get the story of your client and can create unique content. Creative imagination is an important part of the digital marketing process because you have to tell the customer their story and it is not possible without it.

Content comes in different ways and formats; it could be informational – not leading customers to convert but to educate. It is part of the process of engaging your readers and offering value that generates quality leads

CREATIVE DESIGNING



Creative design is becoming increasingly more important in our visually-oriented, fast-paced world where first impressions portray visually what your client thinks about your brand. It is the equivalent of a good introduction and a soothing handshake that signifies the audience is interested in your services

A good creative design output tells prospective buyers who you are and what you stand for in just a glance. In the ever-competitive real estate market, companies need a modern creative designer to create a high-impact logo and well-designed business material such as social media posts and brochures.

Once we have the marketing strategy and content ready, the next thing to do is design it with visuals. These visuals will be a mixture of your content and image, designed in a way that best explains the story through following your brand guidelines and show your message to your audience.

So, the design process is where your content marketing ship takes off. Using what you gathered at the creative imagination stage, the creative story, the content is explained in a visually appealing image. A creative designer would need to visualize and use creative imagination to interpret your message with visuals and bring your content to life. Explore the available options at your disposal; you can easily have a graphic designer on your team or hire one on a part-time basis to do the magic.

Help your design team by purchasing a monthly subscription on Shutterstock, iStock, and Elements by Envato to explore their gallery of amazing images and graphics that match your story. There are images and other design materials with families and homes, so you can always use them together with your story to engage your audience. You should explain to your graphic designer exactly what you want them to make; you can come up with a sketch and hand it out to them to bring it to life – more like when an architect designs a house and gives it to the civil engineer to start building.

Professional graphic designers can visually create your story in a short amount of time and a small amount of space. With their creative use of design elements, consideration of color theory, and understanding of consumer psychology, modern graphic designers give businesses a marketing edge. Whenever you want to hire a graphic designer, ensure they have the creative skill to visualize the story and have the experience and the best strategy to bring your creative imagination to life.

Furthermore, we should not always be dependent on the stock footage and images. That's why it is important that your graphic designer is conversant and has enough knowledge of the necessary application platforms such as Photoshop, Adobe Illustrator & InDesign, . This means if there is something they cannot find on Shutterstock or Element, they should be able to use their imagination to design what the story portrays, creating engaging graphics.

Images and videos should be mixed into your brand campaigns as they are useful in their respective applications. The use of videos has become popular within social media platforms such as Instagram. When a video is created with a story that shows what they need, it engages the audience and provides them with valuable information quickly. The next chapter provides the necessary information you might need to create perfect videos / short film commercials.

FILM MAKING/ VIDEO PRODUCTION



The new digital world is moving towards utilizing videos for brand campaigns. The best way to tell a story is through moving images as statics have limitations that cannot fully explain a story. Imagine a scenario where you go through the creative imagination and creative writing process; the best tool to bring the content to life is video production.

There are different ways to source videos, and there are lots of sites on the web that allow you to create explainer videos. Another source is using stock footage from Shutterstock or elements by Envato to make a nice video that portrays your story. But today, the world has evolved, and everyone is now moving towards creating and developing their videos - popularly referred to as filmmaking. Sometimes, the videos you get from these websites do not fully express what your imagination suggests; they are limited and doesn't fully bring out your creative stories.

By virtue of their format, video production provides brand experts with unique opportunities to connect and convert prospects more effectively than using just images.



Let's take a closer look at the unique features of video production that make them a must-have for brand experts and real estate agencies;

1. **Concept (one-liner explainer)**
2. **Creative imagination**
3. **Define characters**
4. **Scriptwriting**
5. **Storyboard**
6. **Type of shots**
7. **Frame composition**
8. **Lightning**

The first step in film making or video production is to develop an idea, such as utilizing our creative imagination to create an idea for the video. Let's explain the above features in detail to understand how they are used in the film or videomaking process.



1: A concept (one-liner explainer) is a story that is told in a single line. One-liners, on the other hand, have a somewhat different significance in the real estate world. While they are still amusing, they are now used to educate and attract customers. Real estate one-liners are used to quickly and briefly illustrate or justify what your business does. In this sense, a one-liner usually consists of three parts: it identifies an issue, identifies your company's approach to the problem, and identifies the value of using your company.

When communicating with potential clients, one-liners are important for sharing what your company does. So, after you come up with an idea, your one-liner explainer will be just like Hollywood movies, such as when a man goes to the moon but doesn't know the way back home. So that is an example of a one-liner explainer for the story. Do you have a story to tell? what is your one-liner for that?



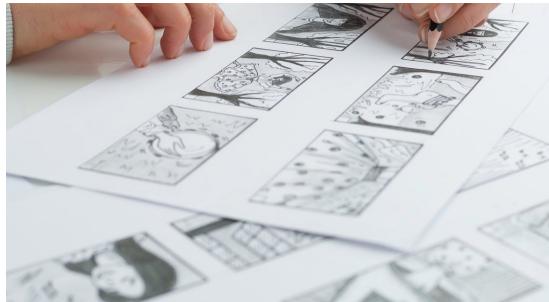
2. **Creative imagination:** After the one-liner has been created, the next thing is to use our creative imagination to think about how the man lands there, the problems he will face, and how he will return home. You can go back to the creative imagination chapter if you don't know how to create content for your story.



3. **Define characters:** Next step on the list is to figure out the characters for your story. A good example is when we talked about a couple with their kids on their lawn drinking coffee. We can have 4 or 5 characters for this story, depending on how many kids they have.



4. **Scriptwriting:** After the characters have been sorted out, the next thing to do is write the script for the video production. Scriptwriting is regarded as the skeletal component for your video production – the bones that provide support, movement, action, expression, and dialogue for your campaign. A bad script would end up with a bad video. To avoid this, you can hire the services of a screenwriter on fiverr or add one to your team.



5. **Storyboard:** It is a graphical illustration of how your video will unfold from one scene to another. For example, I am making a video for a real estate agency with two or more characters. I can have several scenes with illustrations or pictures representing each shot and notes showing what's going on in the scene and the conversation in the script



6. **Type of shots:** There are different types of shots used in filmmaking, each one with its purpose. The type of shots listed below are the most common shots used in the filmmaking shooting process and gives your video a professional look like a movie:

ESTABLISHING SHOT



The establishing shot gives viewers a panoramic perspective of the city or the entire building scene in one shot. They are mostly used as the first scene of the ad or movie.

LONG SHOT



Characters are used in the long shot, also known as the wide shot. Each character is depicted from head to toe in connection to the environment, location, and other characters.

MEDIUM SHOT



A medium shot shows the fusion of the activities of the body and the expressions of the face.

MEDIUM CLOSE UP SHOT



A medium close-up shot cuts off around the mid-chest and frames a subject's head. The subject is the focus. It merely reveals a bit of the environment and shows the subject's facial emotions. They are commonly used for documentary and interviews.

CLOSE UP SHOT



The name conjures up a clear image of the shot in question. With this shot, the character's face is highlighted, allowing the audience to comprehend the character's emotional thoughts better.

EXTREME CLOSE UP SHOT



In films, this type of shot seeks to fill the full screen with a single feature. In certain cases, only the character's mouth, lips, or eyes are visible in the frame.

TWO SHOT



A two-shot is a shot in which two subjects are captured in the same frame. The subjects don't have to be in the same room; occasionally, one is in the forefront, and the other is in the background.

THREE SHOT



The three shots are quite popular in TV series and movies with three major characters.

AERIAL SHOT



A shot or video is taken from the air, often by a camera mounted on a drone filming the event.

BIRD'S EYE VIEW SHOT



A scene shot from a high vantage point above the subject. Get a bird's eye view of your star actor by standing on the roof of a building.

POINT OF VIEW SHOT



A POV shot, or point of view, focuses on what a character is trying to observe in a scene, means camera acts as character eye view.

OVER THE SHOULDER SHOT



This is my favorite because it has been used more frequently if you want your video to look like a movie. This is a type of camera shot taken from behind, or the shoulder, of another person.

7. **Frame composition:** After analyzing the different types of shots, the next feature in a video production process is the composition which refers to the way elements of a scene are placed in a frame. To create videos that have an impact on the audience, ensure you arrange each shot accordingly to convey an intended message. The frame compositions are;



RULE OF THIRD



The rule of thirds is a video and film production idea that divides the frame into nine imaginary portions, as shown on the right. Instead of being in the center, points of interest (or lines) should be 1/3 or 2/3 of the way up (or across) the frame.

Because the eyes naturally gravitate to the center, off-center compositions are appealing to the sight. When a topic or object is off-center, viewers have the opportunity to interact with the space between them. As opposed to a concentrated subject, this allows for interpretation and dialog between the subject and the background

LEAD YOUR SUBJECT



The area in front of and to the side of moving or stationary objects. Shots that are well-composed and leave space in the direction that the subject is facing or traveling. Moving items, such as automobiles, require lead room.

HEAD ROOM



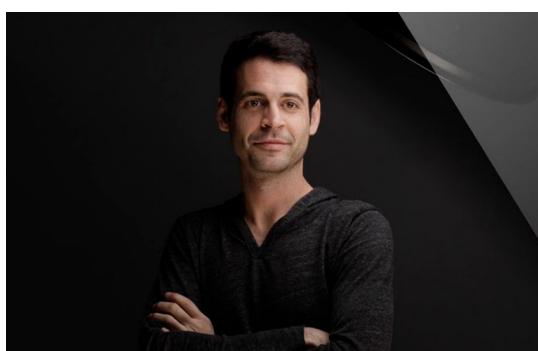
The space between the top of your frame and your subject's head is referred to as headroom.

You get the impression that your subject is slipping out of your frame when you have little headroom. Trying to set your subject's gaze bang in the middle of the frame is one of the most common blunders. Try to position your subject's eyes 2/3 up your frame to avoid bad headroom.

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8. **Lighting:** The color and harshness of light around a character can be adjusted to match their emotions. The types of lighting used are stated below;

KEY LIGHT

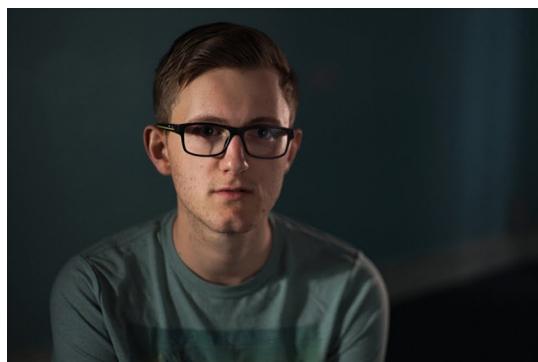
The main source of light



A cinematographer, photographer, lighting cameraman, or other scene composers employ the key light as the first and usually most significant light in a lighting setup. The main light's job is to draw attention to the subject. Remember not to use it in centre. Keep it little on sides to come up with a scene like in the image.

FILL LIGHT

To light the darker area of the subject



In most circumstances, your fill light should be placed opposite the main light source. If the subject is lit from left, you'll need to place your fill light to right of them.

BACKGROUND LIGHT



The background light is a light that illuminates the set's background. The background light will also provide the separation between the subject and the background

FLAT LOOK, FLAT LIGHTING

No shadows, key light in front of subject



When a scene is “diffusely and directly lighted,” regardless of its type, it is referred to as flat lighting. The setting is illuminated by flat lighting. It does not, however, give much depth or detail, nor does it provide any compelling characters. Flat lighting, on the other hand, tends to make a photograph appear flat and lifeless.

SIDE NOSE SHADOW

Called loop lighting, nose shadow creates the shape of a loop



A portrait lighting pattern in which the person is lighted from roughly 45 degrees in front of them and above is known as loop lighting. This lighting scheme will cast a shadow on the side of the nose, the neck, and under the chin

SPLIT LIGHT

Move the light 90 degrees to left or right



Split lighting entails “splitting” the face into two proportional halves, with one side in darkness and the other in light. It can be done with just one light source, making it simple and affordable to do, even for novices.

When you understand and utilize the above features, what you get is a professional video that you can publish anywhere. When your audience sees the output of your video, they will have a feeling it went through some rigorous process, and your campaign will get greater responses. Select different type of shots for different scense while making a story board for you commerical.

DEFINE YOUR CUSTOMER

At this point, you know how to develop an interesting piece of content for your business to stand out. Now, it's time to show it to your audience, but you first have to define your customer. This is one of the most challenging aspects of marketing, but once you know who your customer is, you will run campaigns with better returns.

What does it mean to define your customer?

To define your customer means to finding the right audience for your product or service. It is a share of consumers that real estate companies direct their marketing campaigns to create awareness about what they offer.

That could be a tongue twister, so let's simplify it a bit. The intention to define your customer is to target a market of people you will communicate with via social media handles and sponsored campaigns. This group of people have the same goals, interests, and problems, which will ensure they need the product or service you are selling. In a simpler term, you want to target people who will buy your listed properties.

A popular saying in the digital marketing world is "If you try to sell to everyone, then you'll end up selling to no one."

This is why you must define your customer as it is an essential step towards successful brand campaigns for real estate agencies, especially if you are just getting started.

Let's look at what "personas" means and why people confuse them with defining or targeting a group of customers. If you make this mistake, you will end up wasting quality time and money. In the digital marketing world, personas are profiles of prospects that would be your ideal customer. They are referred to as fictional characters with the attributes of your ideal customers.

Personas are created based on research on your target audience. it's a customer interested in what you have to offer after being connected to your brand; therefore, make an effort to make them a client and keep them happy.

Let's dive into creating an ideal customer persona and what you need to focus your research on. Create your ideal customer avatar; think about your ideal customer demographic. To this effect, a persona involves much detailed research and includes:



Personal
Characteristic



Marital
Status



Purchasing
Power



Lifestyle



Interests



Professional
Information



Engagement in
Social Networks



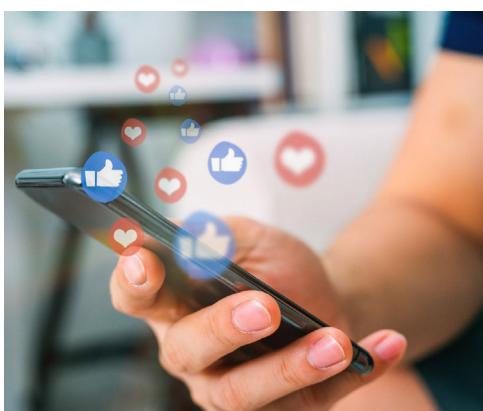
Therefore, the kind of questions you need to find answers is:

1. How old is your ideal customer?
2. What is his/her marital status?
3. Does he have children?
4. Where does he live? Does he own or rent?
5. His current occupation
6. His hobbies or interests
7. What kind of articles, blogs, books, or magazines interest him?
8. What is his source for getting the latest News?
9. What kind of car or phone does he have?
10. What is his biggest hesitation in buying a home?
11. How will you address his needs and make his life better?

Use creative imagination techniques, imagine your ideal customer and look at life through his eyes. Put yourself in his shoes every time you create content, ad copy, or marketing material.

SOCIAL MEDIA HANDLES

Let's begin with a simple fact: your real estate brand needs a social media presence. It doesn't matter if you are a small agency or a big agency in a real estate market. When used to target your ideal customer effectively, the power of social media can take your small agency to the top of the chart within a short time. Social media is an essential piece of today's digital marketing and the platforms can help you to connect with your customers, create awareness about your brand and boost your sales and lead generation. With more than 3 billion people active across social media platforms every month, the number of users and engagement keeps increasing.



Social media marketing is a powerful way to reach high intent customers in a way that print advertising can't. Social media marketing is done by following the process below:

1. Connecting
2. Informing
3. Engaging/entertaining
4. Listen/build trust
5. Valuing/converting to leads

The best marketing teams are composed of people with diverse thinking and various skillsets, they are a surefire way to get your audience's attention and strengthen their trust in your brand. People trust people who offer value, so make your marketing content relatable, humble, and approachable – Be human. Invest in your brand reputation by connecting, informing, engaging, listening, and converting your leads.

Social media weekly chart

The social media weekly content chart is a very important ingredient of your entire social media strategy. It is a sign of commitment to remind you to post content on specific days of the week. Make your weekly chart as simple as your brand needs it to be by following the below steps;

1. Inspect your social networks and content
2. Decide which social networks you want to post on
3. Decide what you want to track with your weekly chart
4. Create a content library for your campaigns
5. Create a workflow
6. Imagine and create your posts
7. Ask your team to review and get feedback to improve
8. Start posting on your preferred channels

I hope this is clear and concise; for samples of what weekly charts look like, kindly check the chart below.

Social Media Weekly Task Calendar						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Branding	Story Telling	Story Telling	Story Telling	Property & Community of the week	Blog Post (Scheduled)	List with us
Posts	Creative Campaign (Property of the week)	Show Amenities (Community of the week)	Creative Campaign (Property & Community of the week)	Launch of Paid Campaign Carousel Image/Video	Posts	Posts
Image or Video	Image 1 Video 1	Image 2 Video 2	Image 3 Video 3	Open House or Concierge Service Post	Image with title	Image Video

The above image illustrates a sample of a weekly task calendar for your social media posts. You can use it to create something similar or better for your weekly posts.

Page likes and followers

You may buy likes/followers for your social media page in two ways:



Buying them in bulk
from a click farm



Using the 'Promote Your Page'
objective in the Ads manager

1. Buying social followers/Likes in bulk

One method of buying likes is buying them in bulk.

You've probably seen the offers scattered around the internet: "**Buy 10,000 Facebook likes for £19**". Ever been tempted by it?

You've probably seen claims such as "REAL likes!" which might make it seem like a bargain. But are these "real"? Yes, they might be real people; but they don't have any interest in what you do: thus, deeming them pointless.

Let me explain...

Fake Likes Have a Negative Impact on Your Reach

Your EdgeRank will suffer if you have 10,000 likes, but none of them engages with your material (since they're either fraudulent or don't care).

The algorithm that determines which postings appear in consumers' news feeds is known as EdgeRank. As you may be aware, getting your posts seen by your fans is difficult enough; purchasing likes makes it even more difficult.

You're essentially diluting your true fans and there is no commercial value.

The significance of gaining real likes/followers on a social media page is that they may one day become clients. They may seek to buy your services in the future if you nurture them over time and provide them with value.

No one will buy your product/service if the individuals who like your page are fraudulent or have no interest. You're wasting your money buying page likes like this if you want to use social media to generate any business value.

Your ego is the only thing that profits from buying these likes. The next thing to note is that the success of your real estate business is not dependent on the number of followers or likes on your pages. This means that if your content offers value, people will engage with it and their followers tend to see it too because it is valuable. If it is not, you won't get any clicks or likes on your pages, so the way to gaining more followers is to give your audience valuable information that interests them.

So, assuming you have a few hundred followers, most of them should be active and good. From my experience, having 1,000 authentic followers is better than having hundreds of thousands of fake, inactive followers. So, let's assume you want to start building your audience and targeting your ideal customers; how do you go about getting active and ideal customers?

To get the right followers on your page, start by posting content that keeps them entertained and answers their questions. When you do this consistently, your followers will start increasing. Another way to increase your followers is through running ads via ad manager on Facebook, Instagram, LinkedIn, and even Twitter. From ad manager, I will create a campaign, and the aim is to get more followers on my page. My focus would be to reach the right audience through targeting, and this can be done by choosing who sees your post, where they see it, and those whose interests align with my campaigns. So, let's look at running campaigns across few social media platforms to get more page views and followers – it is simple; you only need to master it over time.

Facebook

Create a Facebook business page to get started. This is more professional than posting to a personal account and gives you access to business-related features like page analytics and the ability to promote posts to your audience. On Facebook, posts with images and video perform best, so make sure to include eye-catching visuals in every post you make.

"Think about your business goals before you write an advertisement. To choose the correct target, you must first know what you want to achieve. Your advertising objective is that action you want people to take whenever they come across your ad. You can, for example, design advertising that urges people to visit your website if you want to show it to those interested in your business."



Campaign Objective is what you want to achieve with this campaign, suppose you want to get likes, you would login to business.facebook.com and select 'Engagement'. However, if you want to get people visiting your website, select 'Traffic'. If you are looking for people who will buy on your website, you need to select 'Conversions'. These are the current available objectives for your campaigns:

What's your marketing objective? <small>Help: Choosing an Objective</small>		
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic ⚠
	Video views	
	Lead generation	
	Messages	

You will find them in Facebook Ads Manager as the first step of creating your campaign. Selecting the right objective will affect many options in further steps such as bidding or creative types.

If I want to get...	My campaign objective should be...
Brand visibility	Reach or Brand awareness
Likes, comments	Post engagement
Visitors on my website	Traffic
People submitting a form on my website	Conversions
People submitting a form on Facebook/Instagram	Lead generation

2. Using the ads manager's 'Promote your page' objective

The second approach is to use the Facebook advertisements manager to promote your page for likes by selecting the 'promote your page' objective. The targeting options allow you to get your page in front of the exact people you want to like and interact with your page.

Why do you need to do it this way?

A Facebook likes campaign can be run for as low as \$1 per day. Because of the targeting options, you can be sure that everyone who likes your page as a result of your ad is interested in what you do as long as you're targeting the right people.

This implies you may gradually grow your following and convert them into clients.

How to set up a Facebook page likes campaign.

Step 1. Click on Create advert.

Head over to your ads manager and click on the green 'create ad' button.

Step 2. Click on engagement, then page likes.
Choose the Engagement objective and then select page likes.

The screenshot shows the Facebook Ads Manager interface for creating a new campaign. The 'Engagement' objective is selected in the dropdown menu. Below it, the 'Page Likes' button is highlighted with a red arrow. The 'Post Engagement' and 'Event Responses' buttons are also visible. At the bottom, there is a checkbox for 'Create split test' and a 'Continue' button.

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	<input checked="" type="checkbox"/> Engagement	Catalogue Sales
	App Installs	Store Visits
	Video Views	
	Lead Generation	
	Messages	

Engagement
Get more people to see and engage with your post or Page.
Engagement can include comments, shares, likes, event responses and offer claims.

Post Engagement Page Likes Event Responses

Create split test: Use this ad campaign to test creative, placement, audience and delivery optimisation NEW

Campaign name

To get Facebook likes, create an audience using the detailed targeting option and use the keywords you have shortlisted from 'define your customer.'

The screenshot shows the 'Detailed Targeting' section of the Facebook Ads Manager. It includes a sidebar with 'Connections' and 'Placement' options, and a main panel for defining targeting criteria. Red arrows point to the 'Behaviors' and 'Connections' sections in the sidebar.

Detailed Targeting INCLUDE people who match at least ONE of the following ?

Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

Behaviors

- Consumer Classification
- Digital activities
 - Operating System Used
 - Canvas Gaming
 - Console gamers
- Event creators
- FB Payments (All)

Select the primary text and a nice image to create a nice ad copy

The screenshot shows the 'Create Ad' interface. It includes sections for 'Media', 'Primary Text', and 'Tracking'.

Media

untitled
2500 x 951

Edit ▼ Turn into Video

Primary Text

Looking to invest in Dubai Properties? Get Information on Latest Investment Opportunities.
www.range.ae
Range International Property Investments

Tracking

Track event datasets that contain the conversions your ad might motivate.
The dataset that contains the conversion selected for the ad account

See updates

Range International Property Investments

Sponsored · 48

Looking to invest in Dubai Properties? Get Information on Latest Investment Opportunities. [...See More](#)

RANGE
AWARD-WINNING BROKERAGE FIRM

Range International Property Investments

Range International Property Investments

Like Comment Share

Lead Generation

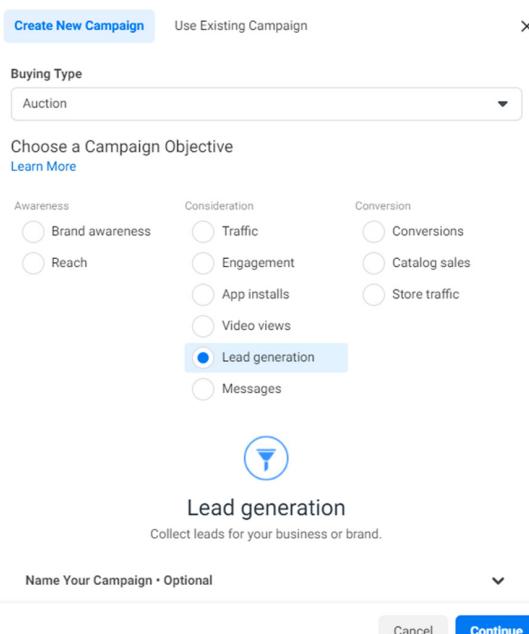
We have talked about how to get followers, page views, and getting page clicks and likes. Let's advance into the most important, which is lead generation. The process of attracting and converting a prospect into someone interested in your products or services is referred to as lead generation. In real estate, it simply means an individual interested in properties to rent, buy or sell their home.

How to set up a Facebook / Instagram lead generation campaign

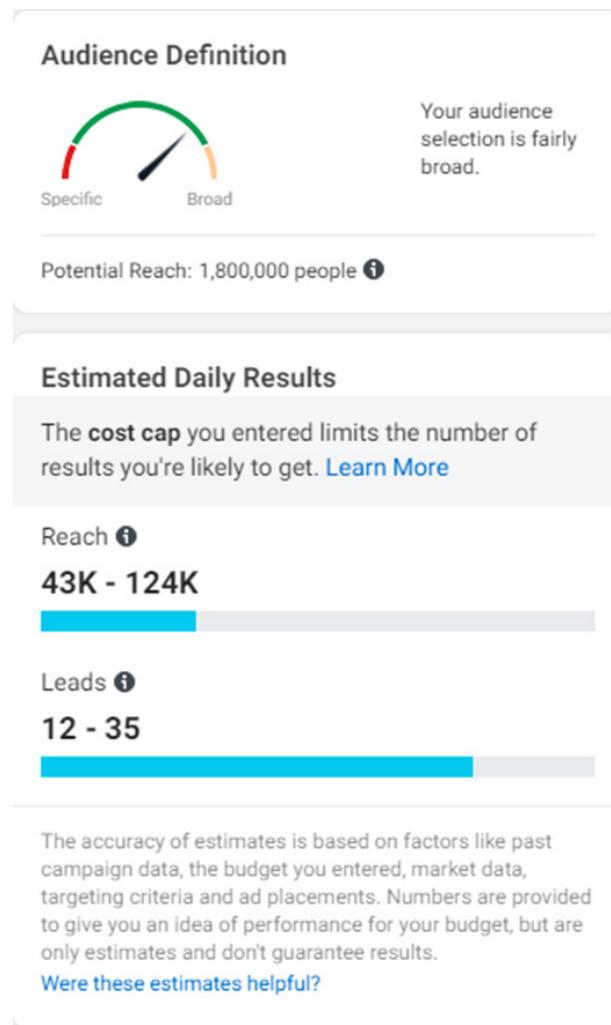
Step 1. Open Business Ad Manager and Click on Create advert.

Head over to your ads manager and click on the green 'create ad' button.

Step 2. Click on the Lead Generation tab under the consideration column.



When running a lead generation campaign, you have to select an audience based on their interest and behavior, just like the like/follower's campaign. Here, you have to see few things; one is what your estimated daily reach is? If you are adding a daily budget of approx. AED 3000 and your daily reach is showing over 30k, then your campaign is going to give you the reach you need to generate a good number of leads, but if it is showing under 5k, then either you have to add more keywords into your targeting, or you have to work on your page details. Make sure your page has all your business details like website, address, and about section. If you are getting limited daily reach, then you can first run some traffic, engagement, or brand awareness campaigns before moving to a lead generation campaign. Once Facebook understands that it's an authentic business page and understands your audience, you will start getting better "estimated daily reach."



You also have to make sure you are adding the right cost cap or bid cap for the campaign. If you are running an ad in Dubai, the cost per lead is very high, and it ranges from AED 50 to AED 100, depending on the type and price of the property. If you are selling apartments starting from AED 500,000, then you might get a lead in AED 60 only, but if you are trying to sell a villa that has a starting price of AED 1.5M, then the cost per lead can go up to AED 110, so enter the cost cap/bid accordingly. If you are running your Dubai property ad in some other country, then you can leave this section blank. Facebook will give you the lowest cost per lead option automatically, but if you are not getting the reach, then start adding the cost cap/bid and observe at which cap you are getting the best results. If you are in any other country and running ads for that country only, then use the same method to find what works for you. In few countries if you will not add "cost control" amount, you can waste a lot of money in no time, so if you are new better ask an expert what is average cost per lead in your region for a specific type of property and use that CPL in cost control section.

Optimization & Delivery

 See updates

Optimization for Ad Delivery

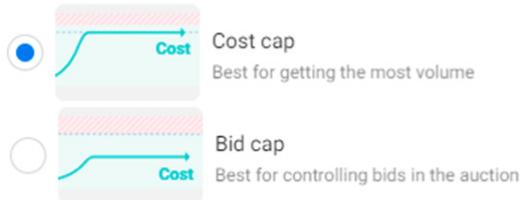
Leads

Cost Control (optional)

100.00.-

AED

Facebook will aim to get the most leads and try to keep the average cost below 100.00.- using the cost cap bid strategy. Some results may cost more and some may cost less.



Remember you have defined the customer in one of the above sections of the book; now enter those details like age and interests in the detailed targeting section of the audience. If you haven't defined your customer yet, then simply try to find famous property portals and developer's names in the detailed targeting interest section and use that as your audience.

Once you have your audience in place, now it's time to make an ad copy. Ad copy is as important as the right audience. You are now visually communicating with your target audience, so make sure your ad copy is showcasing your property details properly. If you are presenting the real details of the property and people are filling the forms to inquire more about the property, then you are on the right route to a successful campaign. We can talk a lot about ad copy, but in this section, I will concentrate on the technical side, and later I will discuss more about ad copy.

See some basic samples below

Edit Placement

Select a placement to edit

Primary Text

Lifetime opportunity to own a luxury apartment in Dubai.

- 1 Bedroom apartment from only AED 585,000/-
- 2 Bedroom apartment from only AED 975,000/-
- Enjoy resort-style living with state-of-the-art facilities
- Pay 1% monthly for 75 months
- Handover Q4 2021
- Pay only 15% and book your apartment.
- Post handover payment plan
- State of art health and fitness club
- Infinity swimming pool
- Located next to Miracle and Butterfly Gardens
- Kids pool and water slide
- Tennis court & outdoor gym
- Pools on private terraces.

Headline · Optional

Enjoy resort-style living with state-of-the-art facilities

Description · Optional

1 & 2 Bedroom Apartments for Sale

Facebook Feeds

Dubai Homes

Lifetime opportunity to own a luxury apartment in Dubai.

• 1 Bedroom apartment from only ... See More

Samana Hills Apartments

Resort Style Living

2 Bedroom from AED 975K

FORM ON FACEBOOK

Enjoy resort-style living with state-of-the-art facilities

LEARN MORE

Stories

Once you are done with your ad copy, the last step is to create a form.

Instant Form

Make connections with people by letting them send contact information and other details to you through a form. [Learn More](#)

Create Form

Make a nice form where you add the intro details again to make sure they have read property details before they fill the form. Also, make sure you ask for basic contact details like name, email id, and phone number in your form. You can also ask custom questions like in the image below to make sure they are the buyers and know their property choice before contacting them.

Create Form

Form Type

Intro

Questions

Custom Questions

Ask for responses to questions that matter to your business.

Question

interested in

Answers

Studio Apartment

1 Bedroom Apartment

2 Bedroom Apartment

Enter a possible response.

+ Add

- Remove

+ Add Question ▾

Custom Questions 1 of 4

Football & Cricket

International Golf Club

International Schools within the community.

Secure cycling tracks for kids going to school.

Supermarket, Clinic, retail and dining within the community.

interested in

Studio Apartment

1 Bedroom Apartment

2 Bedroom Apartment

Next

Save Draft

Publish

The screenshot shows a 'Create Form' interface. On the left, there's a sidebar titled 'Custom Questions' with 1 of 4 items. It lists several bullet points: 'Football & Cricket', 'International Golf Club', 'International Schools within the community.', 'Secure cycling tracks for kids going to school.', and 'Supermarket, Clinic, retail and dining within the community.' Below this is another section titled 'interested in' with three grey rounded rectangles containing the text 'Studio Apartment', '1 Bedroom Apartment', and '2 Bedroom Apartment'. At the bottom of the sidebar is a large blue 'Next' button. Along the bottom of the main panel are two buttons: 'Save Draft' and 'Publish'.

Privacy

Privacy Policy

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

Link

www.yourwebsite.com

Link Text

Privacy Policy|

14/70

In the end, make sure you have entered your website URL so people can land on your website and know more about your brand. This will also let you track their journey through pixels and tags on the website for remarketing.

Create Form

Completion

Message for Leads

Let people who submit their information know what to expect next.

Headline

Thanks, you're all set.

23/60

Description

one of our specialists will contact you and guide you further about the property.
You can visit our website to know more|

Call-To-Action Button

View Website



Call-To-Action Text

View Website

12/60

Link

www.yourwebsite.com

Once you publish your ad, you can see your campaigns and results in the campaigns section of the ad account. Observe the results and keep adding more ad set with different audiences and creative to see which ad gives you the best results.

Campaign Name	Budget	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent
Home Estate - Openhouse Phase 1	Using ad set bu...	7-day click	55 On Facebook Leads	79,547	149,849	94.25. ¹² Per On-Facebook ...	5,183.55. ¹²
Home - 1	Using ad set bu...	7-day click or...	9,696 Post Engagements	40,410	48,233	0.08. ¹² Per Post Engagem...	769.97. ¹²
Facebook Home	Using ad set bu...	7-day click or...	103 Page Likes	14,797	28,262	9.35. ¹² Per Page Like	962.74. ¹²
Openhouse - Games - 1	Using ad set bu...	7-day click or...	1,480 Link Clicks	50,623	92,488	0.99. ¹² Per Link Click	1,467.22. ¹²
Gardens metric	Using ad set bu...	7-day click or...	42,909 Post Engagements	70,145	154,993	0.06. ¹² Per Post Engagem...	2,461.23. ¹²
Gardens Home - Ballo Vista	Using ad set bu...	7-day click or...	4 On Facebook Leads	8,598	9,219	141.14. ¹² Per On-Facebook ...	564.57. ¹²
Gardens Home 4 Star	Using ad set bu...	7-day click or...	110 On Facebook Leads	272,513	514,012	95.50. ¹² Per On-Facebook ...	10,505.46. ¹²
Gardens House 3 & 4 Star	Using ad set bu...	7-day click or...	479 On Facebook Leads	157,688	488,383	42.66. ¹² Per On-Facebook ...	20,435.68. ¹²
Gardens House 5 & 6 Star	Using ad set bu...	7-day click or...	11 Multiple Attrib...	—	37,990	122.63. ¹² Per On-Facebook ...	1,348.93. ¹²
> Results from 213 campaigns <small>Excludes deleted items</small>				10,131,686 People	45,434,384 Total	—	1,084,381.35. ¹² Total Spent

Resource Center		Campaigns		1 Selected	Ad Sets for 1 Campaign		Ads for 1 Campaign		
+ Create		Duplicate	Edit	A/B Test	Rules	View Setup	Columns: Custom	Breakdown	Reports
<input type="checkbox"/>	On / Off	Ad Set Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
<input checked="" type="checkbox"/>	AE - 18+ - Copy 11	240 On Facebook Leads	84,128	201,650	54.54. ¹² Per On Facebook Le...	13,089.59. ¹²	Ongoing	Jan 19, 2021 – Ongoing	
<input checked="" type="checkbox"/>	AE - 18+ - Copy 10	18 On Facebook Leads	3,729	8,638	76.14. ¹² Per On Facebook Le...	1,370.50. ¹²	Ongoing	Jan 19, 2021 – Ongoing	
<input checked="" type="checkbox"/>	AE - 18+ - Copy 9	126 On Facebook Leads	49,696	104,242	39.30. ¹² Per On Facebook Le...	4,952.05. ¹²	Ongoing	Jan 17, 2021 – Ongoing	
<input checked="" type="checkbox"/>	AE - 18+ - Copy 8	290 On Facebook Leads	78,977	184,522	30.92. ¹² Per On Facebook Le...	8,968.09. ¹²	Ongoing	Dec 12, 2020 – Ongoing	
<input checked="" type="checkbox"/>	AE - 18+ - Copy 7	34 On Facebook Leads	13,324	22,929	55.19. ¹² Per On Facebook Le...	1,876.40. ¹²	Ongoing	Aug 30, 2020 – Ongoing	
<input checked="" type="checkbox"/>	AE - 18+ - Copy 6	2,137 On Facebook Leads	558,084	1,904,593	32.43. ¹² Per On Facebook Le...	69,303.36. ¹²	Ongoing	Aug 12, 2020 – Ongoing	
<input checked="" type="checkbox"/>	AE - 18+ - Copy 5	186 On Facebook Leads	312,948	608,813	105.36. ¹² Per On Facebook Le...	19,596.70. ¹²	Ongoing	Aug 4, 2020 – Ongoing	
<input checked="" type="checkbox"/>	AE - 18+ - Copy 3	— On Facebook Lead	—	—	— Per On Facebook Le...	0.00. ¹²	Ongoing	Aug 3, 2020 – Ongoing	
> Results from 9 ad sets <small>Excludes deleted items</small>		— On Facebook Lead	774,654 People	3,087,561 Total	— Per On Facebook Leads	120,719.52. ¹² Total Spent			

Relevance score:

You can check the relevance score regularly to see how Facebook ranks your campaign, and if your relevance score is above average, your ad will be shown to more people compared to your competition. You can also get faster results at a lesser cost.

Results	Quality Ranking Ad Relevance Dia...	Engagement Rate Ranking Ad Relevance Dia...	Conversion Rate Ranking Ad Relevance Dia...
750 Leads	Above average	Above average	Above average
531 Leads	Above average	Above average	Above average
17 Leads	Above average	Average	Above average
47 Leads	Above average	Average	Above average
1,345 Leads			

Look-a-like Audience

Once you have few leads, you can start making a new audience through the custom audience feature of Facebook, including those who opened your form. This will help you reach the target audience faster and if you are making a custom audience with a lookalike audience, then you don't have to worry about a low estimated daily reach.

Create a Lead Form Custom Audience X

Include people who meet ANY of the following criteria:

Events

Anyone who opened this form

Anyone who opened this form

People who opened but didn't submit form

People who opened and submitted form

Search your lead forms by name

Retention 1

90 days

Create a Lead Form Custom Audience X

✓

Your Custom Audience was created

💡 It may take a few minutes for us to finish matching your customers to people on Facebook. You can check the status in Audience Manager.

Next Steps

人群 **Create a Lookalike Audience**
Reach people similar to the audience you just created by creating a lookalike audience.
[Learn More](#)

广告 **Create an Ad**
Create an ad to advertise to your new audience.
[Learn More](#)

人群 **Create Another Custom Audience**
Continue to create another Custom Audience.
[Learn More](#)

Done

Create a Lookalike Audience

1 Select Your Lookalike Source

Show Tips

ALL FORM FILL

2 Select Audience Location

Countries > Asia

United Arab Emirates

Search for regions or countries

Browse

United Arab Emirates was added from your account information.

3 Select Audience Size

Number of lookalike audiences 1 ▾

99.4K

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences 1
1% of AE - ALL FORM FILL

Estimated reach
99,400 people

Cancel Create Audience

Instagram

Instagram is the fastest rising platform in the world. Every post will need to be visually appealing because this is a visual platform. Include your contact information and additional details in the caption that goes with the photo. A single Instagram post can contain a series of images, making it an ideal platform for displaying photos of a new real estate listing. You can also leverage the power of video production to engage your readers and stand out among your competitors.



You can use Instagram for lead generation from the Facebook ad manager, which we have discussed above. Same ads will be shown on Instagram, and you will start getting leads from Instagram as well. You just have to select this option when placing the ad. You can run lead generation campaigns and traffic campaigns on Instagram, driving people towards your website or landing page. You can use this data at a later date for remarketing.

Automatic placements (recommended)

Your ads will automatically be shown to your audience in the places where they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more](#).

Edit placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more](#).

Device types

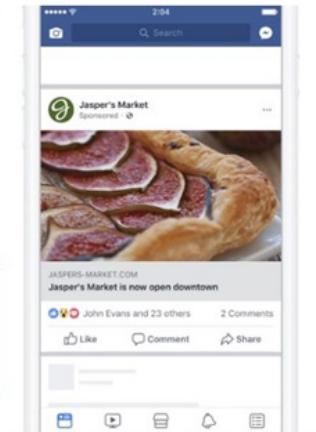
All devices (recommended) ▾

Asset customisation ⓘ

Select all placements that support asset customisation

Platforms

▼ Facebook	
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input checked="" type="checkbox"/>
In-stream videos	<input checked="" type="checkbox"/>
Right column	<input checked="" type="checkbox"/>
Suggested videos	
▼ Instagram	
Feed	<input checked="" type="checkbox"/>
Stories	<input type="checkbox"/>
▼ Audience Network	
Native, banner and interstitial	<input checked="" type="checkbox"/>
In-stream videos	<input checked="" type="checkbox"/>
Rewarded videos	<input checked="" type="checkbox"/>
▼ Messenger	
Home	<input checked="" type="checkbox"/>
Sponsored messages	



[View media requirement](#)

LinkedIn

LinkedIn is a fantastic place to network with other real estate agents, connect with brokerages, and connect with clients. Ensure you update your profile and also create a page for your real estate brand. The success of your social media content marketing strategy depends on your ability to plan and set aside content for each day – the content could be in the form of videos or images. The best way to do this is to create a weekly chart that allows you to plan and organize upcoming content – such as property listings and engaging/valuable content that keeps the audience entertained.

LinkedIn is a powerful tool for your real estate brand; it offers a unique sales navigator feature that enables you to find your ideal customers. You can add designations such as the company they work for and their age group, giving you similar audience traditions, and you can send them an invite to connect. Once they accept your invite, you can send them a follow-up message.

Find out why you should have one and what you need to do to get started.

LinkedIn Sales Navigator

This is a powerful tool, available for teams and individuals, and the best feature on LinkedIn for sales professionals. It has a unique set of search results, improved visibility to access extended networks with personalized algorithms that help you reach your ideal customers. You can easily find someone from fiverr.com who can do this regularly at a very low cost.

Your target clients are people looking to buy a home in your city who are renting an apartment or villa in specific areas of your city and now looking to move into their own home because of easy payment plans. Make a list of targeted areas from Google Maps close to your property location and target only those companies' employees.

Targeted Job Titles:

Owners, CEO, Business Analyst, General Manager, CFO,
Chief Financial Officer, COO, Chief Financial Officer,
Managing Director, Head of Operations, Head of Finance,
Chairman, Board of Director, Financial Advisor, Directors,
Chief of Joint Operations, Finance Manager, Operations
Manager, Founder, Co-founder, Chief Executive Officer,
and any relevant job title.

First Message Format (300 characters)

Hi (*FIRSTNAME*),

This is “Your Name” from “Your Company Name.” I believe it would be nice to connect with you on LinkedIn and learn more about your business.

Kind Regards,
Your Name
Designation

Second follow-up message

Hi (*FIRSTNAME*),

Thank You for accepting my invite. This message is to inform you that Damac Properties has launched new villas in Damac Hills. The project is “Project Name” with 10% booking only, and you pay the remaining in easy installments. Please let me know if you are interested and leave your number/email in the message, and I will reach out to discuss it further in detail.

Kind Regards,
Your Name
Designation
Number

Through Sales navigator, you can send several invites and follow-up messages to target clients directly, and you will start getting leads.

Another way to get leads from LinkedIn is through LinkedIn sponsored ads, just like Facebook. Let’s see how to create traffic and lead form ads on LinkedIn.

Getting Started to create LinkedIn ads

You need to access your LinkedIn advertising dashboard first. For this, click on the “advertise” option in the top bar menu. The prompt will take you to the campaign manager, where you can create your ad campaigns.

The image shows the LinkedIn homepage. At the top, there are navigation links: Notifications, Me (with a dropdown arrow), Work (with a dropdown arrow), and Advertise. Below the navigation is a promotional ad for a guide titled "New Guide: Content Marketing in Times of Uncertainty". The ad features a circular profile picture of a man with a beard and a blue LinkedIn logo. The text "Ad ..." is at the top right of the ad area. Below the ad, the main LinkedIn interface is visible, including the "Learn more" button and various navigation links like About, Accessibility, Help Center, Privacy & Terms, Ad Choices, Advertising, Business Services, Get the LinkedIn app, and More. The LinkedIn logo and copyright information for LinkedIn Corporation © 2021 are at the bottom.

New Guide: Content Marketing in Times of Uncertainty

Ad ...

LinkedIn Corporation © 2021

Once in the campaign manager, locate the ad account in the “accounts” column and click on it. On the following page, click on the “create campaign” button.

The image shows the LinkedIn Campaign Manager interface. The top navigation bar includes tabs for CAMPAIGN PERFORMANCE, WEBSITE DEMOGRAPHICS, and ACCOUNT ASSETS (with a dropdown arrow). Below the navigation, there are two sections: "Accounts" (1 selected) and "Campaign Groups" (1 selected). A row of buttons includes "Create campaign", "Performance Chart", "Demographics", and "Set Status". A search bar allows users to "Search by name, ID, or type". The main content area displays a table of campaigns:

Campaign Name	Status	Spent
<input type="checkbox"/> 3 campaigns	-	\$395.50
<input type="checkbox"/> xpertise 786 ID: 166084173 · Sponsored Content	*** Paused	\$61.19
<input type="checkbox"/> xpertise 786 lookalike ID: 166085663 · Sponsored Content	*** Paused	\$275.38

Setting Up the Ad Campaign Now

You are going to set up your ad campaign. Start by editing the name of your new traffic campaign in the “untitled campaign” field. Now select your campaign objective. Before you create a traffic campaign to send LinkedIn traffic to your website or a landing page, you have to select “website visits” as the objective.

This screenshot shows the LinkedIn Campaign Manager interface. At the top, it says "CAMPAIGN MANAGER" and "Ahsan's Ad Account". Below that, it says "Default Campaign Group" and "Traffic Campaign". On the left, there's a sidebar with "Step 1 Select Campaign Group" and "Step 2 Set up Campaign" sections. Under "Set up Campaign", "Objective selection" is highlighted. The main area is titled "Campaign Group" with a sub-section "Selected Campaign Group". It shows "Default Campaign Group" as "Active" and "Run continuously starting 8/4/2020". There are buttons for "Save and exit" and "Next".

This screenshot shows the LinkedIn Campaign Manager interface, continuing from the previous step. It says "CAMPAIGN MANAGER" and "Ahsan's Ad Account". Below that, it says "Default Campaign Group" and "Traffic Campaign". The sidebar on the left shows "Step 1 Select Campaign Group" and "Step 2 Set up Campaign", with "Objective selection" highlighted. The main area is titled "Objective" with a sub-section "Let's get started! Select the objective that best fits your goals below.". It has three tabs: "Awareness", "Consideration", and "Conversions". Under "Awareness", "Brand awareness" is selected. Under "Consideration", "Website visits" is selected. Under "Conversions", "Lead generation" is selected. A "Forecasted Results" sidebar is on the right.

Ok, now move to the “audience” section. Here you are going to select the location where you want your ad to reach. Your current location is included by default. You can add more locations by clicking on “add locations,” entering the name of the location you want to target. In the “profile language” section, you can select the profile language of the users you want to target. By default, this is set as your profile language, but you can change it in case your objective is to target a different demographic. In the “who is your target audience” section, you can search and select attributes. This will help you to show your ads to users with those attributes. This is a very useful feature because it lets you reach people that are more likely to respond to your ads.

For this, you can enter a keyword into the “search” bar. This will show you related attributes, and you can select them from the results display. You can also browse attributes using the “audience attributes” menu. With it, you can browse by category. Once you’re done here, move to the “ad format” section. Here you are going to select the format of your ad. For traffic campaigns, I recommend that you select a rich media format, such as “single image ad” or “video ad.”

Now move to the “budget and schedule” section. Here you are going to enter your ad spend and your ad schedule. Start by entering the total you want to spend daily on ads into the “daily budget” field and select your “schedule.” If you select to “run campaign continuously from a start date,” your ad will start running right when you launch the campaign until you stop it manually. If you select “set a start and end date,” you will have to select a date to start running the ad and the date to stop it. For this example, we are going to select to run the campaign continuously.

Default Campaign Group
Traffic Campaign

Step 1 Select Campaign Group

Step 2 Set up Campaign

- Objective selection
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 3 Set up Ads

Step 4 Review & Launch

[Back to account](#)

Budget & Schedule
 Your Campaign Group is scheduled to run from 8/4/2020

Budget
 Set a daily budget
Daily Budget
 Actual amount spent daily may vary ⓘ

Schedule
 Run campaign continuously
 Start date
Your campaign will run continuously starting from May 28, 2021 with no end date. ⓘ
 Set a start and end date

Bidding NEW
 Optimization goal ⓘ
 Landing page clicks [Change](#)
 Bidding strategy ⓘ
 Maximum delivery (Automated) - Get the most results possible with your full budget
 Target cost - Get the most results possible while staying near your cost goal

Now, you are going to click on “next” to save and continue to the next step.

Creating The Ad Now

Now is the time to create your ad. Start by clicking on the “create new ad” button. This will open the ad editor. What you’ll do first is to enter your ad copy into the “introductory text” field. Next, enter your website or landing page URL into the “destination URL” field. One amazing feature of the ad editor is that it pulls information from your destination URL and uses it in your ad without your input. It fills the ad image, the ad headline, and the ad description automatically. It looks amazing, and it saves you a lot of time! Lastly, click on the “call to action” menu button and select “learn more” as your CTA. Now click on the “create” button. Awesome job! Your ad is ready, and you just have to click on “next” to save and continue.

in CAMPAIGN MANAGER Ahsan's

← Default Campaign Group Lead form ad

Step 1 Select Campaign Group

Step 2 Set up Campaign

- Objective selection
- Audience
- Ad format
- Placement
- Budget & Schedule ⓘ
- Conversion Tracking

Step 3 Set up Ads

- Sponsored Content

Step 4 Review & Launch

Ads in this campaign ⓘ [Create new ad](#) [Browse existing content](#)



To add ads to this campaign, browse your existing content or create a new ad.

[Previous](#) [Save and exit](#) [Next](#)

Launching The Traffic Ad Campaign Now

Now that you are ready to launch this campaign! Review your campaign settings, and then click on the “launch campaign” button. And that’s it!

LinkedIn form-based ads

You can also run LinkedIn form-based ads like facebook and instagram. You will follow the same process, but in step one, you will select the lead generation option instead of website visits and put a bid amount for the cost per lead like in the image below. You will have to create a form to launch this.

The screenshot shows the LinkedIn Campaign Manager interface for creating a new campaign. The left sidebar lists steps: Step 1 (Select Campaign Group), Step 2 (Set up Campaign), Step 3 (Set up Ads), and Step 4 (Review & Launch). Step 2 is currently active, showing the 'Budget & Schedule' section. It indicates the campaign group is scheduled to run from 8/4/2020. Under 'Budget', 'Daily Budget' is set to \$400.00. Under 'Schedule', 'Run campaign continuously' is selected, starting on 5/28/2021. In the 'Bidding' section, 'Target cost' is set to \$20.00. The right side of the screen shows the main campaign configuration area.

How to create a Lead Gen Form template

Choose the brand account for which you want to build Lead Gen Form templates in LinkedIn Campaign Manager. Click “Lead Generation Forms” under “Account Assets.”

The screenshot shows the LinkedIn Campaign Manager interface with the 'Campaign Manager' tab selected. On the left, there's a sidebar with sections for 'Connecteleven' (Lead Forms, Holiday Campaign, Webcast, eBook), 'WEBSITE DEMOGRAPHICS', 'ACCOUNT ASSETS' (with 'Website Tracking', 'Insight Tag', 'Conversion Tracking', 'Audience', 'Matched Audiences', 'Block Lists', 'Templates', and 'Lead Generation Forms' listed), and a 'Create campaign' button. A dropdown menu for 'Lead Generation Forms' is open, showing options like 'Create new form template'. Below this, a table lists existing lead generation forms: 'Holiday Campaign' (inactive, English, created 10/24/2017), 'Webcast' (inactive, English, created 10/24/2017), and 'eBook' (inactive, English, created 10/24/2017). Each row has 'Actions' buttons for 'Download leads' and 'Duplicate'.

A Lead Generation Form template is made up of three pieces that you may store and reuse

1. Describe your product or service.

This form will open when a member touches the call-to-action button on your Sponsored Content. Include a headline for your offer and a description of what you're offering. Remember to provide a link to your privacy policy. This is essential so that members can learn more about how you intend to use their information. I have noticed, most people struggle to get approval for LinkedIn lead form ads because they don't add privacy policy links properly. Add a privacy policy page on your website and use that link on the LinkedIn form.

2. Determine the fields you want to include in your form template.

You have the option of adding up to 7 fields to your form design. Forms will be pre-filled with information from a member's profile, and members will be able to modify any blank fields. Advertisers should expect better leads and improved conversion rates because forms are pre-filled. The below form image I just took from Google for a sample to show you how this section looks like

Describe the offer you're promoting

Offer headline

Sign up for our webinar!

Offer detail

Come learn about how we can help your business.

Privacy policy URL

http://www.example.com/privacy-policy

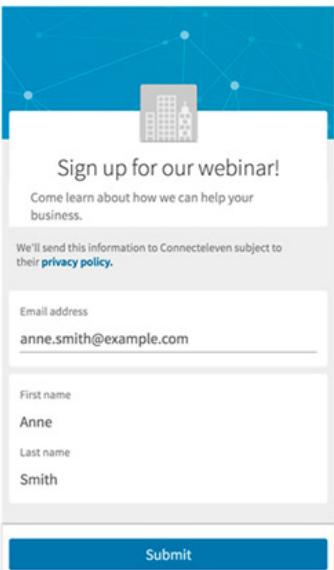
+ Add a custom privacy policy text (optional)

Select the lead info you want to collect (7 maximum)

Profile information (will be pre-filled from the member's profile)

Contact

- First name
- Email address
- Phone number
- City
- State/Province



The image shows a LinkedIn lead form template. It features a blue header with a city skyline icon and the text "Sign up for our webinar!". Below the header, there's a sub-headline "Come learn about how we can help your business." followed by a note: "We'll send this information to Connecteleven subject to their [privacy policy](#)." The form includes fields for "Email address" (with the value "anne.smith@example.com") and "First name" (with the value "Anne"). The "Last name" field contains "Smith". At the bottom right is a large blue "Submit" button.

3. Set up a “Thank You” page.

A thank you page will appear after a member has submitted their information. Add a link here to make people land on your website or landing page. Later you can use the data for remarketing.

Customize the message members will see after submitting the form (optional)

Customize your thank-you message (optional)

Thank you message

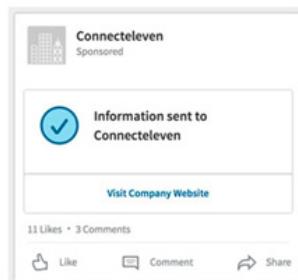
160

Link to your website

<http://www.example.com>

Thank you page call-to-action

[Visit Company Website](#)



[Cancel](#)

By clicking "Save", I agree to these [terms](#).

[Save](#)

Once you've created your form template, you are ready to add it to your ad. Now, you can add a Lead Gen Form to your Sponsored Content. When you set up your Sponsored Content campaign, select the option to “Collect leads using LinkedIn Lead Gen Forms.” Once you create your content or select which content to sponsor, add a call-to-action button and add the Lead Gen Form you just created.

Twitter

Twitter is a very interactive platform, and the best way to gain users' trust is to give them what they need first. Post content that would interest them every day. Once you do this consistently, your followers will start increasing with more engagement. They will flood your page every day waiting for your content, which is why you need to plan with a weekly chart and truly understand the needs of your followers. For example, in real estate, they will be looking for content such as “How to buy a new home and pay in installments,” “How to rent a property for less than the market price.” When you put out this kind of topic to them, they tend to relate to it and would like to know more about it.

You can also run paid ads on Twitter. Twitter only has landing page conversion ads, so you can still target people through sponsored ads and generate leads. Also, you can use the remarketing tag on your website or landing page to target the audience again on Twitter on a regular basis.

Google AdWords

Google is unique in the sense that it covers the entire universe. So, if you want to reach your ideal audience, use Google AdWords. It is a pay-per-click advertising platform that allows real estate agents and agencies to display their ads on Google's search engine result page and other websites as display ads. You can get to your ideal customers by targeting the exact keywords you feel your customers might be searching for. You can get your advertisement ranked at the top of the search results page by paying whenever someone clicks your ad.

Google Search Ads

As Google says, you are one search away from your ideal customers. With billions of people using the platform every day, it could be your ideal customers looking for their dream home or to find information about a specific type of property. To this effect, you can use search ads to ensure your ideal customers notice your brand, consider your properties and take action. All you need to get started is to select a goal for your search campaigns, such as increasing sales, driving traffic to your website, and lead generation. You only pay when people click and visit your website to enquire about your services.

For example, Mr. A is looking to buy a house and pay in instalments; he goes ahead to search "how to buy a house in instalments." If you have included these three keywords in your targeting, your ad will surely pop up among others.

The screenshot shows a Google search results page with the query "how to buy a house in instalments". The results are as follows:

- Ad - https://www.tilalghaf.com/** 800 4423
Most Welcoming Community - Live In Tilal Al Ghaf
Connect with Nature Amidst Beautifully Landscaped Trails & Unwind Through Exciting Events.
Experience Tilal Al Ghaf Community & Discover A Unique Style Of Living. Own Yours Now. From AED 2.99 Million. Download A Brochure. 4 & 5 Bedroom Villas.
Enquire Now
Get A Glimpse Into How Community Living Is Crafted Around You.
- Ad - https://www.arada.com/buy_home**
Buy Your Dream Home Today | Easy & Flexible Payment Plans
Luxury **house** to **buy** in Abu Dhabi with flexible payments plans directly from the developer.
Home with in a residential haven formed by eight gated communities. Show your interest now. World-class Facilities. Minutes away from Airport. Pay 70% on completion. Exceptional ROI.
1, 2 & 3 Bed Apartments · **About Our Development**
- Ad - https://www.homematters.ae/** 800 66784243
Prequalify Mortgages in UAE | For Expats and UAE Nationals
We offer the most comprehensive mortgage consultation or services in the UAE. Over 100+ Mortgage products available provide details and Pre-Qualify Now. Non-Resident. Lowest Bank Rates. UK Mortgages. Free Pre-Qualification. Exclusive Discounts. UK Mortgage.
Mortgage Calculator · **Contact Us** · **Mortgage Services** · **Get Pre-Qualified**

Google Display Ads

When people browse the internet, watch YouTube videos, check Gmail, or use mobile devices and apps, display ads can help promote your business. Across millions of websites, news pages, blogs, and Google sites like Gmail and YouTube, the Google Display Network reaches 90% of Internet users worldwide. You can use google display ads to generate leads. People click on these ads and land on your website or landing page. If you have a limited budget, then I recommend using display ads for remarketing campaigns only, but if you have an open budget, then you can reach people who are mostly not very active on social media.



YouTube ads

If you ask any digital marketer about the best way to promote your real estate business in 2021, the response would be video advertising. YouTube is the best platform for real estate agents, realtors, investors, and agencies because videos have a higher reach than text-based content. This trend is only expected to increase in the coming years.

After Google, YouTube is the second most popular search engine with a whopping 1.9 billion users worldwide. This means that people tend to use YouTube when searching for information related to services and products. If you are specialized in certain community properties, make sure you create videos about those properties and upload them to your YouTube channel. Make sure you optimize your channel and videos with the help of an expert, so your videos appear on the search once someone searches for that community or property.

Another way on YouTube is to run paid campaigns and reach more people to see your videos. Let's have a look at how you can do that.



Set up your Real Estate YouTube ad campaign with Google Ads

You might have been wondering how you will go about running campaigns with Google Ads. It's simple and straightforward if you follow the steps below:

I am sure you already know that Google owns YouTube, so you will need to set up a Google AdWords account to run your YouTube ads if you have a YouTube channel for your real estate brand already; if not, create one and link that YouTube account to Google Ads. You can do that by going to **Tools & settings > Linked accounts**.

YouTube is the second most popular website; brands advertise there. Suppose you have money to spend on your video ad. In this case, YouTube offers a huge reach and excellent targeting features that make it an unquestionably beneficial platform for all consumer journey stages.

However, let's be honest: YouTube advertisements aren't the most intuitive aspect of your social media marketing plan. Rest assured that investing a little more time today to learn the fundamentals will pay off in the long run.

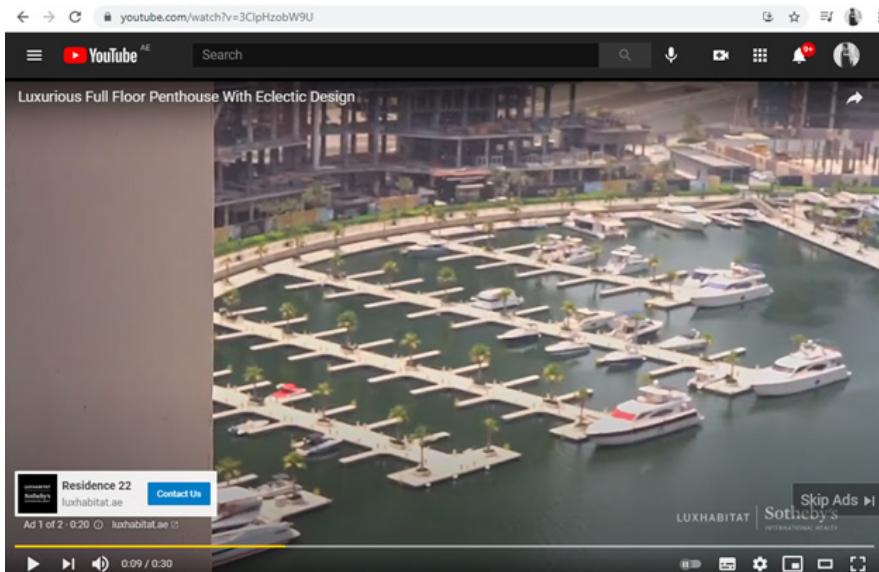
In this book, we'll go over skippable in-stream ads that I recommend using for traffic generation and remarketing. I will walk you through how to build up a video skippable in-stream ad.

Skippable in-stream video advertisements

These advertisements appear before or during a video (also known as "pre-roll" or "mid-roll"). Their distinguishing feature is that viewers can skip them after the first 5 seconds.

As an advertiser, you only pay whenever a viewer continues to watch after the first 5 seconds. Your advertisement must last at least 12 seconds (though somewhere under 3 minutes is recommended).

You pay when someone watches the first 30 seconds, the entire video, or interacts with your ad by clicking: whichever comes first.



How to advertise on YouTube

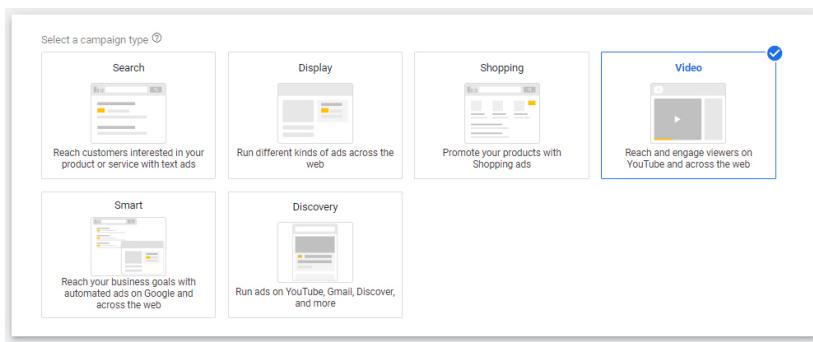
Here's where we get into the nitty-gritty. Your video ad will first appear on YouTube, so begin by uploading the video file to your channel. Make sure the video is public, or make it unlisted if you don't want it to appear on your channel.

1. Make a campaign plan.

Select New Campaign after logging into your Google Ads account.

a) Determine the purpose of your campaign based on your brand's marketing objectives:

You'll almost certainly be dealing with video, and you'll want to choose a video campaign type: see images below.



A screenshot of the 'Select a campaign subtype' interface in Google Ads. It shows five options: Skippable in-stream (selected), Bumper, Non-skippable in-stream, Outstream, and Ad sequence. Each option has a brief description and a 'Learn more' link. The 'Skippable in-stream' option is selected, indicated by a blue radio button.

d) Don't forget to give your campaign a name that will make it easy to find, manage, and optimize in the future.

2. Target your audience

Make buyer personas if you haven't already. The more you understand the need of your target audience, the better you can target them and increase your return on investment.

Demographics: : Gender, age, parental status are all part of the demographics. You may target new homeowners and new parents, for example, with YouTube's more granular life-stage data.

Interests: Target people based on their previous behavior using subjects and keywords (i.e., search topics).

Pro Tip:

Remarketing: Target those who have already seen your introductory videos, visited your website, or downloaded your app. Ensure you always have skip ads running for the remarketing audience that you are tracking on your website. That can either be a branding video or a property video. However, make sure your ad is always set up for remarketing, so once they land on your website through any social campaign or google campaign and when they go to YouTube, they see your brand there as well.

Publishers / Ad network



The mediums/providers of digital advertising are referred to as ad platforms or networks. Advertisers buy online advertisements (in a variety of forms/ways/shapes), and online publishers sell them on a variety of online platforms.

Taboola.com is an example of a publishing website that works with publishers to curate the right things online to users based on their interests. They put your ads on trusted editorial sites, and you get traffic from your ideal audience.

You can find several native advertising platforms in any city from Google search, and it is one way to reach clients and lead them to your website or landing pages from trusted editorial sites. If you have a budget to spend, you should try these options too.

Influencers



Brands love social media influencers because they can create trends and encourage their followers to buy products they promote.

Websites like **influencer.co** or **influencers.ae** provides instant access to a pool of influencers that help your brand reach new audiences. Apart from that, you can use influencers on major social media platforms to help drive traffic or create awareness about your properties.

I will recommend going for influencer marketing. Use influencers to reach their audience, get more followers on Instagram or YouTube and try to add more traffic to your website remarketing funnels.

SEO (Search Engine Optimization)



Whenever you have a property in an area or community for sale, the best way to reach your target audience is to be on google search and target keywords that will assist you in selling the properties faster. Keywords, when optimized, can be the backbone for your real estate website. When done properly, it can get your brand in front of potential buyers and sellers at the exact moment they are searching for what you have on offer.

The most important part of your SEO strategy is a keyword list. By identifying the keywords potential customers are searching for during their property hunt, you can target them with blogging content using the keywords as a backbone to rank high on Google. When you target high-ranking keywords, you will get a consistent flow of unique traffic landing on your website each month.

Make sure you have your on-page SEO done properly. SEO gives results once you are consistent with it for months, and if it is done properly, you will be on the first page of google in few months. This can be one source of traffic to your website, but for that, you have to show a lot of patience and be consistent. Here, i will suggest to target specific communities and work on related keywords and be consistent, check you analytics report every month, so you can see the improvements in ranking every month, which will help you to be consistent.

BLOGS



Blogs are very important for your website to be ranked higher on Google searches. Keep writing blog posts using the keywords and you will notice that you are soon ranking higher.

Use the creative imagination technique to write stories in your blogs and make your blogs interactive by using images, gifs and videos in your blog post.

Use blogs to educate your audience about the areas/communities/properties and talk about amenities and lifestyle.

Here, I would like you to look at blogs we posted on Range.ae about Damac Hills and Malibu beach. You can see how different images; GIFs and videos have been used within the blog to make it a fun read for the audience.



Why You Should Consider Damac Hills

Damac Hills amenities that set it apart from the rest

You Can Now Enjoy A Beach Experience A Few Steps From Your Own Home!



Life can be stressful and in this fast-paced world we live in, it is important to relax and unwind.

What's the best way to unwind? Of course a day at the beach, Damac Hills has its very own beach right here – say hello to Malibu Bay!



CRM to save & manage your data



Customer relationship management (CRM) is a system for managing your company's customers and interacting with ideal customers. The goal is straightforward: improve business relationships to expand your company. A Customer Relationship Management system (CRM) aids businesses in staying in contact with customers, streamlining processes, and increasing profits.

When people talk about CRM, they usually mean a CRM system, a tool that aids in contact management, sales management, agent productivity, and other tasks. CRM software can now be used across the entire customer lifecycle, including marketing, sales, digital commerce, and customer service interactions.

CRM is very important and allows you to follow up with your clients and see your team's performance.

Make sure you are using a CRM to manage your leads and see the performance of your sales team. A tool like Zapier can link your social media campaigns and web page forms with your CRM, ensuring as soon as someone fills a form you get a notification on time and contact the client on time. Also, link your CRM data with the remarketing emails funnel, which we will discuss on the next pages.

Remarketing techniques (Samples)



Remarketing is an advertising strategy that involves showing ads to people who have previously visited your social pages, interacted with your videos or paid campaign, website, or downloaded your mobile app. Because you're reaching out to customers who have already expressed interest in your products or services, this strategy is a particularly cost-effective way to increase sales conversions. Those who engaged with your ad campaign include people who watched 3 seconds of your video, people who liked your Instagram post, and others who interacted with your ad campaigns on several pages. This information was captured by Facebook pixel or Facebook ad manager, or by Google or by LinkedIn tag. So, I'll be using that information very effectively and they're a part of the customer storytelling journey where we design different creatives and different videos. We drive different blogs for them, and we target them to read those blogs. Let's discuss Remarketing via ad manager for Facebook and Instagram.

Track your audience (Pixel & tags)

According to Facebook, a pixel is a piece of code for your website that allows you to track and optimize and target audiences for your ad campaigns. When a prospect visits your website and takes action, Facebook pixel reports this action automatically. This way, you can track when a customer clicked on your ad after seeing it and landing on your web page.

What is Facebook custom audiences, and how can you use them? (The most common remarketing source)

Getting a clear message in front of the right person at the right moment is crucial to marketing success.

Facebook's targeting skills enable us to do just that, which is one of the reasons it is such a great ad platform.

Interests, demographics, and behaviors can all be used to target people. But there's another technique to target people that's a little less well-known and understood, but probably far more effective. Custom Audiences is the name of the feature, but what exactly are custom audiences, and how do you take advantage of them?



What Is Facebook Custom Audience, and How Does It Work?

A custom audience is an ad targeting option that allows you to target people who have already come into contact with your business.

They allow you to retarget folks you've already interacted with as a business. You can, for example, use an ad to 'retarget' someone who visits your website. You may also use Facebook to upload your email list or customer files and target them with ads.

This is quite effective and knowing who your ad will reach makes it easier to design a compelling message for them. Furthermore, targeting a "warm" audience (a group of people who have already engaged with you) increases the likelihood of your ads succeeding effectively.

What kinds of custom audiences do you have access to?

Custom audiences can be divided into different categories explained below:



**Custom audiences
from a client list**



**Custom Audiences
for Websites**



**Mobile App
Audiences**



**Engagement Custom
Audiences**

Custom audiences from a client list

This is where we upload data lists to Facebook (such as email lists, phone no's lists, and so on). This data will be matched with Facebook users, although you'll need authorization to do so and ad manager accounts with a good spending history can only access this feature nowadays.

Custom Audiences for Websites

As long as you have the Facebook pixel installed on your site, you can advertise to everyone who has clicked and visited your website in the last 180 days.

You can choose to target people who have visited any page on your site or specific pages, and you can set the time frame from 1-180 days. You might want to target customers who visited specific product pages in the last 24 hours or everyone who viewed any page on your site in the last 180 days.

Mobile App Custom Audiences

You can build custom audiences based on users who have engaged with/used your app in the last 180 days if you have a mobile app.

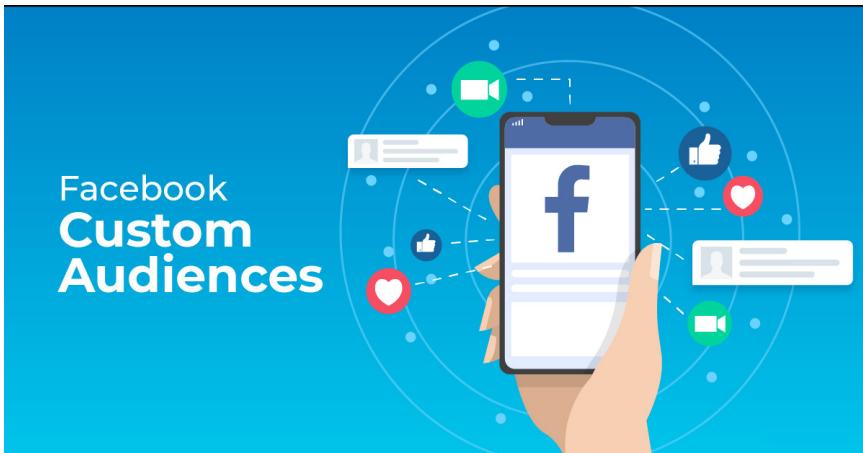
There are several custom audience engagement options:

Custom Video Audiences

This is my favorite form of custom audience. We can generate audiences of people who have watched your videos on Facebook or Instagram using the video custom audiences' feature.

This is why it's crucial to create content. You can retarget more people; the more video material you share and the more views you acquire.

You can choose whether you want to target those who have seen 10s of your video or individuals who have viewed 100% of it.



Lead Form Custom Audience

Facebook lead forms campaigns are a means to generate interest through forms that show when clicked on ads in the news feed and stories. Rather than redirecting visitors to a landing page, the form appears on Facebook, where they can complete it without leaving the platform.

Custom audiences in Lead Gen Engagement enable you to create groups of people depending on how they interacted with your lead form. I think this is the easiest way to reach audience based on their interest. You can select who has clicked on ads of villas or apartments and retarget them accordingly again for similar ads.

Facebook Page Custom Audience

You can work to build an audience of people who have interacted with your page somehow, such as viewing it, saving a post, and so on.

Instagram's Business Account Custom Audience

It's the same as above, except it's your Instagram business profile instead of your Facebook page. You can work to build an audience of people who have interacted with your Instagram page somehow, such as viewing it, saving a post, and so on.

Event Custom Audience

People who have participated in your Facebook events can be retargeted. If someone expresses interest in your event, you may want to retarget them in order to remind them to attend.

How to Create Custom Audiences on Facebook

Custom audiences on Facebook are simple to create. Here's how it's done: Go to 'Audience' menu, then click 'Create New' in the right corner of audience as shown in the screenshot below.

The top screenshot shows the 'Audience' settings. It includes a 'Create New Audience' button, a search bar for existing audiences, an 'Exclude' button, location settings for United Arab Emirates, and a sidebar for 'Estimated Daily Results' showing reach for Custom and Lookalike audiences.

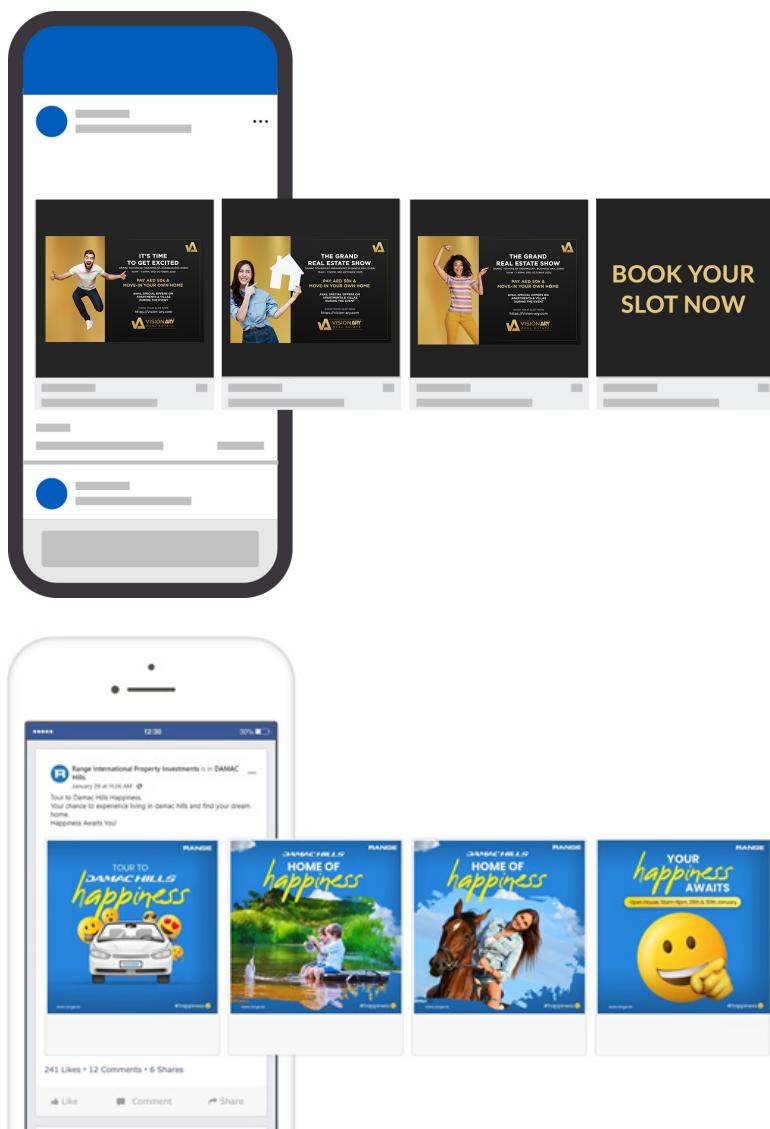
The bottom screenshot shows the 'Create a Custom Audience' dialog box. It lists various sources for creating audiences, including website traffic, app activity, customer files, offline activity, video, lead forms, events, instant experiences, and Facebook pages. To the right, there is an illustration of three stylized human figures in pots, and a section titled 'About Custom Audiences' with the text: 'Create the most relevant audiences by adding people from the sources that matter to you.'

If you want to use the Facebook pixel to generate custom audiences on your website, make sure you have it installed.

You should consider establishing and deploying custom audiences if you want to run a profitable Facebook ad campaign.

Remarketing creative campaigns

Remarketing campaigns should be designed with an aim to educate the client more about the property they might be interested in. use storytelling techniques to design remarketing campaign. Below you can see some samples of remarketing campaign we did. You can use the same creatives in your weekly postings on social media as well but, most importantly, run this ad as a sponsored campaign by targeting the audience using pixel, custom audience, and tags. You might not get a lot of leads because may be these clients are already in your database, but these campaigns will help your existing clients in their decision-making process, and, in the end, they will buy a property from your agent who has been managing that client or lead. Below are some samples of remarketing creative campaigns.





OH WOW DEAL!

STOP RENTING **START OWNING**

PAY AED 20K & MOVE IN

www.range.ae
800 72 888

OH WOW DEAL!

STOP RENTING **START OWNING**

PAY AED 20K & MOVE IN

www.range.ae
800 72 888

OH WOW DEAL!

STOP RENTING **START OWNING**

PAY AED 20K & MOVE IN

www.range.ae
800 72 888

OH WOW DEAL!

STOP RENTING **START OWNING**

PAY AED 20K & MOVE IN

www.range.ae
800 72 888

The Complete 'I am'

Find your perfect home
www.range.ae

The Complete 'I am'

Find your perfect home
www.range.ae

The Complete 'I am'

Find your perfect home
www.range.ae

The Complete 'I am'

Find your perfect home
www.range.ae

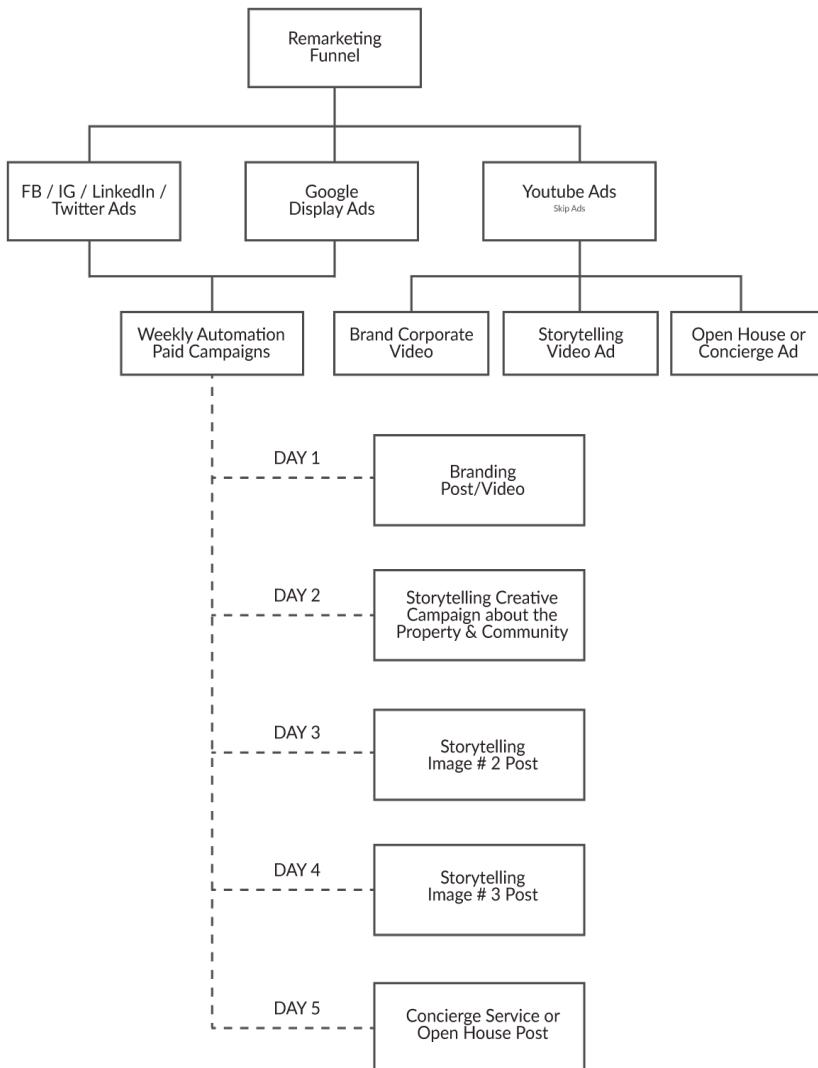
The Complete 'I am'

Find your perfect home
www.range.ae

The Complete 'I am'

Find your perfect home
www.range.ae

Remarketing Funnel



Remarketing Campaign: People who has interacted with Company Website or Social Media, they might still not like/follow your page that's why we have to run paid ads to reach them again and again.

The last funnel stopped at 'remarketing starts' if you remember. Now, let's analyze the above remarketing funnel and figure out how remarketing works. Remarketing is aimed at targeting people who have interacted with your campaigns or social media posts and the above funnel starts with running paid ads via social media platforms and Google display & YouTube ads.

We can run remarketing paid campaigns by utilizing the weekly chart post throughout the days of the week, as shown above. Likewise, YouTube remarketing video ads will be used for brand corporate videos, storytelling video ads, and open house or concierge ads.

Email Marketing (Remarketing)

The real estate market in the world is a very competitive industry; you must stay abreast of the most important tools to grow your potential leads and network by consistently marketing yourself and your brand. Email marketing is one form of digital marketing that outperforms the others.

Email marketing can help to improve your engagement with past clients, which leads to more referrals.

What terms interest your prospective buyers or sellers? What kind of content would make them value you as a professional? The answers to these questions will allow you to develop great real estate marketing ideas to use in your campaigns. Email marketing enables you to update your audience on new property listings, market trends, real estate advice, and company news. It is important to stay in touch with your audience and remind them about your services. When the time comes that they need what you are offering, you will be the first person that comes to their mind because of your consistent marketing. The secret to email marketing is consistency, as about 80% of your audience might not need what you are offering at that point, but they might need it in the future. So, do not give up as most of this audience are convinced with the content of your mail most times, but because they don't need it at that point, they can't take action.

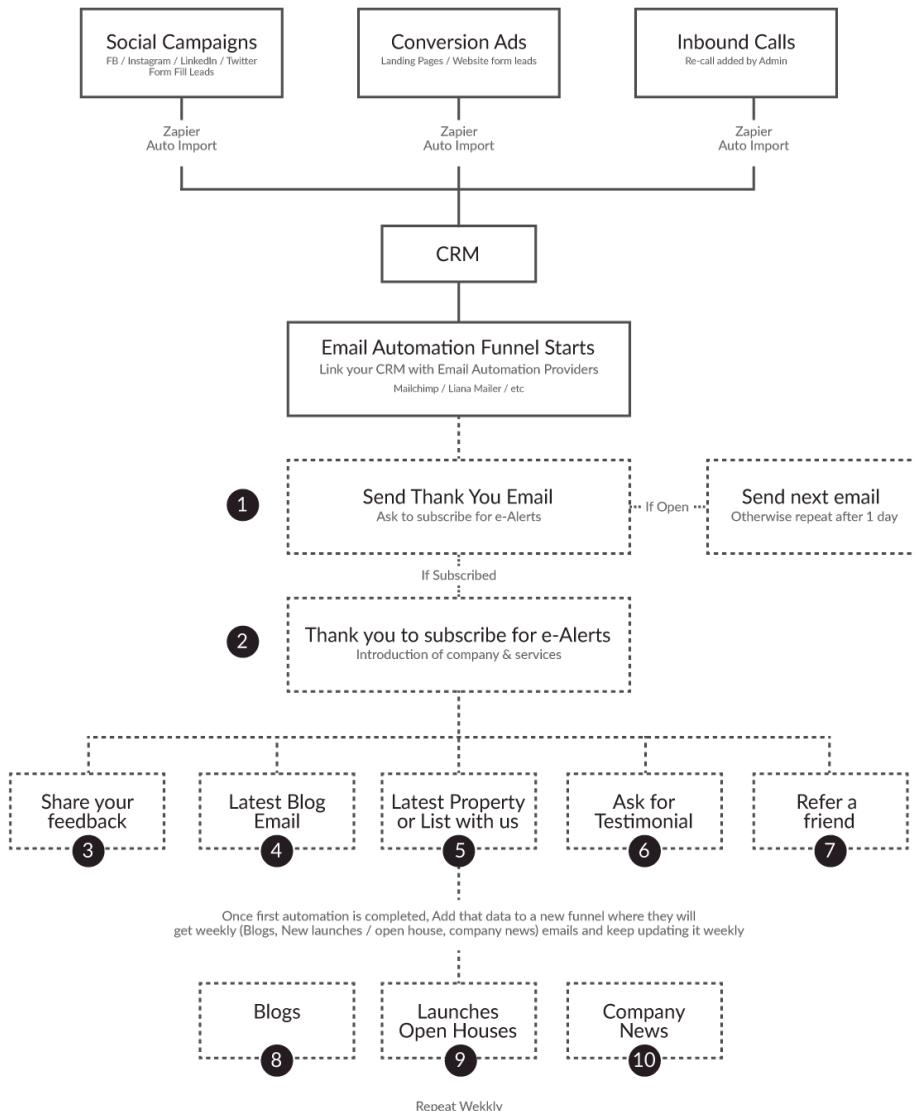
The email list, which includes prospects interested in knowing more about your offerings, is the backbone of your email marketing campaign. Without the list of data, there won't be email marketing for your brand. Once you are ready to start email marketing, you need to choose the right software and funnel.

As we all know, emails are very important, but we don't do bulk emails. We only send emails to subscribed people or leads acquired through different campaigns. Once someone fills out a form, we send them a sequence of emails.

Even if they don't open the first email, we send them that first email repeatedly after one or three-days using email automation tools.

Funnel Design (Email Automation)

The funnel is set up to save data in CRM and send a thank you or welcome email automatically. After a week or few days, it will send out another email that includes information about the brand, properties, and news updates.



The above email funnel is targeted at leads who have filled the form. Zapier connects the social media campaign results with CRM. This means leads automatically go into the CRM. There are some inbound calls as well, going to admin staff phone for other things such as leads for secondary properties or listing requests. In this instance, the admin will also make an extra sheet and upload it to the CRM. Once everything is uploaded, link your CRM with an email automation provider such as MailChimp or LianaMailer.

The first email you should send them is a thank you for filling a form and ask them to subscribe to your newsletters or alerts. If they subscribe, we send them another email and we'll introduce the company services a little bit, and if they don't subscribe, we'll send them the same email after two days.

If they subscribe, we send them a series of emails going after every two days. First, we'll ask for their feedback. In the next two days, the email will go of the latest blog or info on the latest property or an open house, whatever the company wants to add at that point.



So, once the first automation is completed, let's suppose one person received all these emails. Then he doesn't have to get the same email, like share your feedback or ask for the testimonial, because maybe they have given you a testimonial already. You can then add that data to a new funnel, which they will get weekly, like only blogs and open house launches, events, or any company news. If the company got an award or anything new, you could share it with your clients as well. The emails should repeat weekly and be consistent with the right information.

Below are some examples of the emails we mentioned above; modify and use them for your email campaigns.

Lead Status Flow Chart

Thank You Email

Subject: Good Call
Hi **[FIRST NAME]**,

Thanks for registering your interest with us at “company name”.

One of our agents will be in touch with you shortly, but in the meantime, if you have any questions, drop us an email at **[STANDARD EMAIL CONTACT]**

Kind Regards,
Company name

Subscribe for e-alerts email

Subject: Subscribe and never miss an update

Subscribe for e-alerts email

Subject: Subscribe and never miss an update

Hi **[FIRST NAME]**,

Welcome to “Your Company Name”; we are glad to have you onboard and would be sending out updates about our latest listing via our e-alerts. Kindly subscribe so as not to miss that update about your preferred property taste.

Click on the link to confirm your subscription.

Stay safe!

Agent Name

Thank You Email Example for subscriber

Subject: Welcome to “Company Name”
Hi **[FIRST NAME]**,

I noticed that you recently registered for e-Alerts. I’m really glad you signed up, as this is the quickest way to receive up-to-date information on listings in your area! Our website is refreshed regularly, so you will be the first to know when a home that fits your preferences hits the market.

Buying a home is an exciting time, and we love sharing that moment with potential buyers like yourself. We pride ourselves on giving an honest and thorough experience throughout the sale process; for sellers, we implement comprehensive marketing strategies to sell property in the face of a challenging market. For buyers, our non-pressured approach will ensure you find the perfect home.

We’ll be here to help you navigate through every step of the process. If you have any questions, please feel free to get in touch with me.

Have a lovely day,
[COMPANY NAME]

Share your feedback

Subject: How are we doing?
Hi **[FIRST NAME]**

To help us continue to give the best possible service, we would love it if you could share your feedback.

It will only take 5 minutes and will help us to improve **[LINK TO WEBSITE]**

Have a great day!
[AGENT NAME]

Latest Properties Email Example:

Subject: How's it going?

Hi [FIRST NAME],

I hope your home search is going well! As of now, you are set up to receive emails when your preferred listings come on the market. I'll also keep you in the loop with any important market information that may help with your search as well.

If you'd like to see a home, please don't hesitate to reach out at **[CONTACT NUMBER]**. My door is always open at the office as well! You can check out some of our latest offerings on the below link.

[LINK TO LATEST PROPERTIES]

If there is something, in particular, you're looking for in your next property; perhaps we can grab a quick coffee sometime so I can get a clear understanding of what you are after?

Kind Regards,
[AGENT NAME]





Testimonial Email Example

Subject: Don't take our word for it

Hi **[FIRST NAME]**,

I hope you have been able to browse some of the market updates I sent over in my last email? If not, I would be happy to talk through some of the options I think are best for you.

I'm sure you're aware that in this market, closing a deal on a home often comes down to negotiations between agents. I thought I would share a few stories about how I've helped some locals find their perfect properties over the past few months...

"[TESTIMONIAL CONTENT]" - [NAME OF PERSON]

"[TESTIMONIAL CONTENT]" - [NAME OF PERSON]

Browse more testimonials on our website [\[LINK\]](#).

Starting the search is the first step in finding your perfect property, and I am here to help!

Talk soon,

[AGENT NAME]

Latest Blogs Email Example

Subject: Still searching?

Hi **[FIRST NAME]**,

I hope your search for a new property is going well; make sure you keep track of our latest listings which are shown on our website.

While you continue your search, I wanted to share some of our most recent top tips on purchasing a home. Check them out on our blog below;

1. [LATEST BLOG]
2. [LATEST BLOG]
3. [LATEST BLOG]

Please don't hesitate to contact me if you have any questions or anything I can help with.

Best wishes,
[AGENT NAME]

Latest Launch Email Example:

Subject: Still looking in **[AREA]**?

Hi **[FIRST NAME]**,

Are you still interested in buying somewhere in **[AREA]**? I've just had a number of new listings arrive – some of which are not on the public market yet. I wanted you to be one of the first to know about it, so please let me know if you're interested and would like some more details.

Best Wishes,
[AGENT NAME]

Review us on trust pilot / write us a testimonial

Subject: How are we doing?

Hi **[FIRST NAME]**,

Your feedback is really important to us and helps us to continue to improve our service. We hope you've enjoyed your experience with "Company Name" so far, and if you have, we would appreciate it if you could rate your experience on www.trustpilot.com or add a Google review.

We also like to share our customer's experiences on our website, so it would be great if you could write a short testimonial for us.

Best Wishes,
[AGENT NAME]

Refer a Friend Email Example

Subject: Refer and be rewarded with "Company Name."

Hi **[FIRST NAME]**,

Know someone who is looking for a new property in Dubai? Refer your family, friends, or clients today, and you can earn rewards such as cash, shopping vouchers, as well as dining experiences, and hotel accommodation!

Find out more and get in touch with us today.

Kind Regards,
The "Company Name" Team

Back to the latest projects email

Additional Emails

List your property with us

Subject: Good Call
Hi **[FIRST NAME]**,

Are you looking to sell your home? Our dedicated team of experts can ensure you receive the best possible price – as well as find you your next dream home!

Get in touch with us today; we'd love to hear from you.

Kind Regards
The "Company Name" Team

Thank You Email

Subject: Good Call
Hi **[FIRST NAME]**,

Thanks for registering your interest in selling your home with us at "Company Name." Our property experts know the property market inside out, so they will be able to help you sell yours for the best price possible.

One of our agents will be in touch with you shortly, but in the meantime, if you have any questions, drop us an email at **[STANDARD EMAIL CONTACT]**

Kind Regards,
"Company Name" Team

List your property with us

Subject: Welcome

Hi **[FIRST NAME]**,

I'm pleased that you have decided to sell your home with us. I would love to grab a coffee with you soon to chat about how we will get the best price for your home.

We have an unrivaled database of interested buyers who will be immediately notified of your property. We also run extensive advertisements, using proven Digital Marketing channels and paid Social Media Campaigns. We will also create professional photography and videos from the property so potential buyers can take a 360 tour.

Let me know when you are available to meet up. I would also love to discuss what you are looking for in your next property.

Best Wishes,
[AGENT NAME]

Open house invite email

Subject: Join our Open House this **[DAY]**?

Hi **[FIRST NAME]**,

I just wanted to get in touch quickly to invite you to our exclusive Open House event at **[PROPERTY DETAILS]** this coming **[DAY]**.

We're limiting numbers to the day to ensure we can provide each attendee with our utmost attention, giving you the best experience. I would love to catch up with you on **[DAY]**, so please let me know if you can attend.

Best wishes,
[AGENT NAME]

Open House Follow Up Email

Subject: Great to meet you
Hi **[FIRST NAME]**,

Thanks so much for stopping by the open house for **[ADDRESS]** last **[DAY]**; it was great to meet you!

If you're interested in seeing more homes in this neighborhood, then there are a few that I would like to show you. It's certainly a competitive area, but I can find the right fit for you.

If you'd like to set up a time to meet, please get in touch, and we can get something booked in.

Talk to you soon,
[AGENT NAME]

Thank you for referring a friend

Subject: Thank you!
Hi **[FIRST NAME]**,

We just wanted to drop you a quick email to thank you for referring **[NAME]** to "Company Name"! We're here to help them find their dream home, and you helped them do that!

Kind Regards,
The Range Team.



10x & 30x conversion

Say you invest 1 million Dirhams a year on lead generation for running ads aimed at getting people to fill a form. Approximately you get 10,000 to 15,000 leads from people who completed it. You then send them relevant properties, call them, and try to close the sale. Anytime you sell a property, there is a commission. For example, one agency generated 10million Dirhams revenue from 1 million invested on lead generation, a ratio of 10, which translates to 10x conversion.

30x is linked with remarketing; it is done when you have a number of leads already with you. You have already invested 1 million Dirhams over ten months only, so you are remarketing the whole data in the last two months, and your conversion will be more than 10x. However, it can go up to 30x through remarketing, funnels, email funnels, and open house campaigns. You can create the buzz again. And since you already have the data, you have to just do creative campaigns to convert your leads into sales since you aren't investing much.

Point is to be consistent and follow the strategies we have discussed in this book to reach to 30x conversion and try to be creative and focus on remarketing to make the most out of the monry you have invested.

Secret to Success



Now, you understand digital marketing in detail, and you are planning to execute it, at this point, I will like to mention an example of what Range Properties are doing. The CEO, Mr. Nitin Chopra, and his entire sales and management team took Range to #1 by being consistent in 2020, and remarketing data is helping them sell even more in 2021. I was the one running all the digital marketing campaigns for him. So, the good thing about him is, He is passionate about his real estate journey and he is consistent. Plus, he believes that storytelling, content writing, and branding matter. He gives a free hand to the marketing team and anytime you have an idea, you just go to him; he's ready to fund it. He's ready to execute without any hesitation and he's welcoming new ideas and welcoming creative people.

So, you want to be number one; it's not only the job of the marketing or sales team. It is the owner who has to be creative. He has to have a good sense of branding and what methods to use. You should believe that all those marketing activities work, like making nice graphics and using videos with stories that people like.

Let's take another scenario. A lot of companies are doing great marketing as well. So, at one point, the boat leads to a level where their sales team is also good, where they have the same budget and the same tools. They will also have the same expertise in lead generation, but you can take the lead just because of the branded content, creative campaigns, story writing, creative videos and effective remarketing campaigns. This is the reason you stand out from the competition, however this can take time so be patient and consistent.

Final advice

So, you have to first make a branding strategy, a marketing strategy, hire a team to execute that strategy. As a business owner, if you cannot build a strategy, then hire experts who can help you with that. You should have your strategy with you under the table and start planning - do you need a creative designer or content writer? A videographer? A person who knows SEO? Someone who's good with lead generation campaigns? Or, most importantly, a person who can actually combine everything and make stories?

The secret to being one of the best in the real estate market is to invest in a team of experts, people who understand branding and digital marketing in detail.

To summarize, if you want to make good sales and returns, you need to treat your clients the way you treat something precious to you. The real estate market is a customer service industry, and your customers always come first because without them, there is no business. You should also specialize in an area and not just trying something because others are doing it. Always make sure it is something that you and your team can handle.

You should also, under promise and over deliver – listen to what your clients tell you, acknowledge his/her wants or need and create new strategies from scratch by analyzing this info. Sit down and create something that is not copied; your content and story must be unique. This means when potential customers see an ad campaign, they can easily identify it to your brand instead of sending them off by doing what others are doing.

You also need to do proper market research to stand out and always strive to learn.



Alongside branding and digital marketing, innovation will be crucial, and simply following the digital strategies would not be enough to stand out in the future. Now is when marketing teams and real estate entrepreneurs need to get creative to ensure they can survive and excel in the new digital world.

In this book, I have tried to explain things with examples and images, so I will give you an example of what I mean by innovation.

We have recently launched an app which can be found on the App Store and Play Store. It can also be viewed as a web app at www.referralnetwork.ae

This app will give real estate companies a platform to make their referral network where they give everyone a chance to make money from real estate. People can join the network by receiving an invite from the agent, and they can further invite more people under their tree, which puts this app's growth on auto-pilot and increases subscribers automatically. It's a nice tool for everyone to make money from the booming real estate industry.

"Now is the time to focus on innovation because businesses can no longer afford to rely on the methods used during pre-coronavirus, developing new tools and strategies can be expensive, which is why utilizing the services of experienced agencies can provide a cost-effective and powerful alternative."

The referral network is just an example, but to be innovative, you have to understand the digital future. So, start developing new innovative ideas and use the creative imagination techniques to see how the future world would be and how you can start working on it from now.

THANK YOU FOR READING BY BOOK

I really appreciate all of your feedback, and I love hearing what you have to say.

I need your input to make the next version of this book and my future books better.

Please leave me a helpful review on Amazon letting me know what you thought of it.

If you need any help regarding branding or digital marketing for your business feel free to contact me.

Thanks so much!!

- Ahsan Yaqoob

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