

# 200 REALESTATE MARKETING IDEAS



Real Estate Marketing Ideas are so hard to come up with when things aren't going your way. Maybe you've had a bad month and are looking for ways to shake things up. This list will help get your juices flowing. Don't try to do everything on this list. Simply, focus on doing what you do very well.

We've broken these down into "Traditional" and "Online" real estate marketing ideas. There are some sub sections in each category as well. Without further ado, here are 200 ways to market your real estate company:

## TRADITIONAL MARKETING IDEAS



### TRADITIONAL REAL ESTATE MARKETING IDEAS

#### *Give Aways:*

Pop-By

A great pop-by gift is a chocolate bar or a gift card.

These types of random gifts gives you the ability to easily stop by and visit someone without it being awkward. They are a great way to nurture a new relationship.

### **Free garage sale signs**

Offer free garage sale signs to neighbors in the spring. You can even collect them back and reuse them year after year. This will help out everyone in your neighborhood and easily get your name seen by many people.

### **Volunteer**

This is a great way to meet new people. Be sure to start many conversations and talk about what you do. The best way to utilize this strategy is to attend regularly. Pick 1 or 2 organizations and commit to attending.

### **Keychain tags**

This freebie is a fun way to keep your brand in front of many people for a low cost. Pass them out at a event you're volunteering for or at conferences you attend.

### **Hold Contests**

Contests are a great way to get information from a large swath of people. For added exposure, partner with another business in order to gain access to their customers.

### **Enter Contests**

Entering contests gives you the chance to meet and talk with other business owners. It will also give you good ideas for how to run and market your own contests.

### **Give away freebies at open houses**

Be sure to thank people for visiting your open house by giving them something to remember that property. Most people will visit multiple open houses. So make sure your freebie has your

address on it.

**Give free bonuses for an error you've made** Did you miss an appointment? Gift cards are a great way to apologize and show you care.

## ***Give-Aways (cont.):***

### **Thank you gifts**

Thank you gifts are a good way to follow up unobtrusively with clients. This will outperform a lot of other real estate marketing ideas and help you stand out from the crowd.

### **Luxury box at events**

You can invite friends and potential clients. The event provides a long time to bring up various business deals.

### **Calendar**

Want to be in front of your clients all year round? Make a calendar that contains your business contact information. It's a good idea to use pictures from you local community.

### **Pens, Pencils, and Writing Giveaways**

These simple giveaways are a must. They are very versatile and can be used in many situations.

### **Home Makeovers Giveaway**

Enter the people that give you referrals into a Room Makeover Lottery Pot. You can set the max budget for the room makeover, and you'll instantly have a referral program that's different than your competitions. You can also run a different type of contest where you award the person who has the best home makeover before and after photos with a gift card.

# ***Educational Real Estate Marketing Ideas***

Educational real estate marketing ideas are a great way to build your reputation in the community. It is also a good way to give back.

## **Host Seminars**

Local seminars let you show off all the knowledge you've built up. They also are a good way to meet new people.

## **Speak At High Schools**

Career days provide a good way to give back to your community.

## **Reach out to local college programs**

College programs often hold career days and

the local real estate courses might be interested in working together with you.

## **Radio Show**

Radio shows constantly need content. If you have a good voice, you might be able to help them with a show segment.

## **Teach**

Volunteer to teach anywhere. This will lead to meeting families and new contacts.

# ***Contact Grooming Real Estate Marketing Ideas:***

Contact communication is the key to any successful real estate business. These ideas facilitate the process of following up with all your contacts. Use these ideas to expand what you currently do marketing wise. Make sure to integrate them into a regular program with your business. The regularity with which we complete a marketing idea is what makes it successful.

1. Reach Out To Contacts
- Daily 2. Business Cards
3. Wrap Your Car
4. Commission Only Sales
- People 5. Referral Program
6. Get Your Number In Clients
- Phone 7. Open House
8. Door Flyers
9. Door knocking
10. Cold calling
11. Make telephone calls
12. Holiday Postcards
13. Send out birthday cards
14. Take a client out to lunch
15. Throw a party for a client
16. Ask for referrals
17. Give referrals
18. Follow up with referrals
19. Follow up with clients after the sale
20. Keep in touch with clients that move away
21. Text messaging

# ***Advertising Real Estate Marketing Ideas:***

Advertising real estate marketing ideas are less glamorous than digital ads. However, they still get your brand seen by a large number for a lower cost.

1. Local Newspaper Event Listings
2. Chamber of Commerce Event Listings
3. Write articles for community newsletters
4. Write articles for

5. Direct Mail Postcards
6. Radio Advertising
7. TV Advertising
8. Newspaper Inserts
9. Free ads in shoppers
10. Outside signs

## Networking Real Estate Marketing Ideas:

Networking is essential to any marketing plan. These real estate marketing ideas focus on getting you in front of a lot of people. Be sure to have a follow up plan for after you meet them!

### Associations

1. Join Networking Groups
2. Meetup.com
3. Association Directory
4. Alumni

5. Arts Associations
6. Industry Associations
7. Nonprofit Boards
8. Focus Groups

## Activities

1. [Marketing plan](#) - We've written a simple real estate marketing plan [here](#). Check it out and be sure to plan everything you are doing. It is also a good idea to quantify all marketing activities and make sure they are pulling their weight.

2. Host a fundraising event for a local charity
3. Host an art show for a local school
4. Photography contest
5. Surveys For A Prize
6. Polls About Your Service
7. Add Value In Unique Ways
8. Collect and share testimonials
9. Speak at events
10. Write a book
11. Volunteer your location for meetings or special events
12. Fundraising
13. Coupons
14. Posters
15. Window/Sidewalk Signs
16. Displays

17. Balloons
18. Graphics on your car
19. Develop partnerships with other business owners
20. Cross promotion
21. Take a reporter out to lunch
22. Develop relationships with media
23. Write and send out press releases
24. Be an advocate for your customers
25. Write letters to the editor
26. Perfect your 30 second commercial
27. Give customers what they want
28. Focus on service
29. Walk your customers out of your place of business
30. Keep track of your customers likes/wants and notify them when you what they are looking for.
31. Community bulletin boards
32. Handwritten notes
33. Your core story

34. A window display
35. A name tag at events
36. Audiovisual aids
37. Flip Chart
38. Coupons
39. Lead buying
40. Canned email
41. Canvassing
42. Guarantees
43. A theme line
44. A Brand Name
45. Reputation Building
46. CoSponsored Business Events
47. Hire Cold Caller
48. Develop Phone Scripts
49. Focus on Service
50. Sponsor a local team
51. Ask people what could make the process easier
52. Watch your competitors
53. Talk to random people you bump into everyday
54. Start a campaign to change something
55. Answer your phone on the first ring
56. Have an after hours answering service
57. Join forces with the common before and after service providers
58. Listen to your customers
59. Take a survey
60. Interview an expert in the community weekly
61. Balloons at the open house
62. Signup/giveaway at the open house



## ONLINE MARKETING IDEAS

The internet makes it very easy to market. Yet, there are so many online real estate marketing ideas that it's hard to get a handle on everything you are supposed to do. Here is a list of many of your marketing options. Pick a few of them and get started today on improving your marketing.

### Website

#### [Have A Real Estate Website](#)

Real Estate agents need a website. Even if you don't market your site, most clients will try to find you somewhere before meeting in person.

#### On Page SEO

This will help you get found. Look for some SEO advice in other articles on [our blog](#).

#### [Backlinks](#)

The only way you'll get near the 1st page of Google is to have backlinks to your website.

#### Keyword Ratios

You'll want to have about a 1% keyword ratio on all of your webpages.

### **Custom Images**

Be sure to take photos of your surrounding community. This is a great way to make your website stand out.

### **Customer Testimonials**

People buy based on testimonials. Load up your website with a lot of these.

### **Customer Testimonial Videos**

Youtube channels are a great way to passively introduce yourself to your clients.

### **Blog**

Your blog should always contain current information. This is a great way to attract more website visitors and potential clients.

### **Own several websites for the nearby neighborhoods**

You can have multiple real estate websites and make each one specialize in a different neighborhood.

### **Curate Localized Content**

Localized content is a sure way to stand out online.

## **Email**

### **Email Signature**

A simple email signature with your phone number, email address, and website address will help clients remember where to find out more about you.

### **Email Newsletter**

Email newsletter blasts will let you give away information out there quickly!

### **CRM Autoresponders**

Setup your CRM to automatically email your clients and prospective clients a certain number of days after you talk with them. This is a great way never to forget who you've talked with.

## **Advertising Real Estate Marketing Ideas:**

Advertising online is a way to get more leads now. You will need some landing pages for these visitors, but that is about it. Your game plan should be to get their contact information and then put them into a drip sequence. Real Estate Marketing Ideas around this type of campaign focus on the various types of platforms out there for you to advertise on.

### **Google Adwords**

Google ads are a quality but expensive way to drive traffic to your website.

### **Facebook Ads**

This is a cheaper alternative to Google Ads, but it takes a little more time to setup. Check out our [guide on Facebook ads](#).

### **Bing And Yahoo Ads**

Bing Ads provide a nice alternative to Google Ads. The platform is less competitive and thus cheaper than Google.

### **Paid Ad Slot on Local Website**

Local website most likely sell slots on their page. You can purchase these slots for a very low monthly

cost and get awesome traffic to your website.

## **Localized Listings:**

**Partner with companies in other states** By partnering with a moving company in another state, you can capture potential clients before they leave their own town.

### **Affiliates**

Affiliates will drive traffic in exchange for a 'per lead' fee. You can set the dollar amount you are willing to pay per lead. These services let you easily hire great internet marketers to work for you.

### **Newsletter ads**

Real estate marketing ideas wouldn't be complete without this one. You can get your name and brand

in the email box of hundreds or thousands of people for under \$100.

Local listings populate most maps searches. These are important for getting in front of people searching on mobile devices and through maps. Real Estate Marketing Ideas for these localized listings are mostly the same. You want complete and accurate information on all of these profiles. You also want to get reviews on these platforms. Be sure to encourage people to review your service on these sites as it will really help you get more leads!

1. [Yelp.com](http://Yelp.com)

2. [Trulia.com](http://Trulia.com)

3. [Zillow.com](http://Zillow.com)

4. [Merchant Circle](http://Merchant Circle)

5. [Meetup.com](http://Meetup.com)

6. [Local.com](http://Local.com)

7.

[YellowPages.com](http://YellowPages.com)

8. [AngiesList.com](http://AngiesList.com)

9. [Bing Places](http://Bing Places)

10. [Manta.com](http://Manta.com)

## Social Media Real Estate Marketing Ideas

1. [Twitter](http://Twitter)

2. [Facebook](http://Facebook)

3. [LinkedIn](http://LinkedIn)

4. [Pinterest](http://Pinterest)

5. [Digg.com](http://Digg.com)

6. [Mix.com](http://Mix.com)

7.

[Flickr.com](http://Flickr.com)

## More Great Real Estate Marketing Ideas:

### Craigslist.com

This website is full of real estate marketing ideas. You can list your properties for sale and hire people to sell for you. If you have rental properties, you can also rent them out here.

### Vimeo.com

Vimeo is another video platform. It has significant people searching on it each month and is less competitive than Youtube. You may also like how their videos embed on your website better too.

### Blog Commenting

This is a terrible SEO tactic. But as a referral traffic driving idea it works wonders. Write a great comment and this tactic will out perform most other real estate marketing ideas.

- Email List building
- Make Custom Images
- Link Swap with local businesses

- Digital Lead Funnel Creation
- White Label Facebook Page
- Daily Theme for Social Media Posts
- Free E-Course
- Ask The Expert
- Calculators on Your Website
- Partner with Mortgage Brokers
- Video talking about common problems - Step-by-Step Guides
- Guides about the local school
- Guides about the local restaurants
- Guides about the local longterm residents - Infographics
- Publish Articles on LinkedIn
- Comment on Articles on LinkedIn
- Join a Hashtag Twitter Conversation

### Youtube.com

Youtube has tons of users on it. Capture their attention with videos about your business and video tours of your properties.

### Podcasting

Podcasting is relatively cheap and easy to start. You

can have your podcasts on the iTunes store and have access to nearly everyone with a phone in your community. It is a newer real estate marketing idea that is not very competitive yet.

- Take pictures of the neighborhood
- Take pictures of the local school
- Put floor plans online

- Do video tours of the house
- Teach a course at the local community college
- Write a blog on how to get your real estate - license
- Make slide shares
- Make How-tos for your community
- Add an About Page to your website
- Monitor Online Reviews
- Create a converting 404 page
- Write about and debunk common myths
- Post about the current holiday
- Make a FAQ page
- Have a caption contest

Congratulations on getting to the bottom of our Real Estate Marketing Ideas list! The best thing to do now to pick 3 of these real estate marketing ideas and set them into action. It is rare to find someone performing perfectly in any of the above marketing avenues. So, find the best example of someone perfectly marketing themselves that way and copy them. Do not allow yourself to move on until you master that way of marketing. This will give you the maximum benefit from these Real Estate Marketing Ideas.