Real Estate Digital Marketing Masterclass
For
Real Estate Agents

powered by

sell.do

Market Smarter. Sell Faster.

India comes online.

2017

400+
million
people online

330
million
connected smartphone
users

2020

650
million
people online

500
million
connected smartphone
users

Sources:
IAMAI

Digital Classifieds in 2020, KPMG/
Google Report

Benefits of Digital Marketing

- Digital Marketing is more cost effective than traditional marketing

- Digital Marketing delivers conversions

- Digital marketing facilitates interaction with audience

How do people spend time online

7:30 am Home
8:45 am AM Commute
10 am At Work
12 pm Lunch
3:15 pm At Work
5:15 pm Post-Work
5:45 pm PM Commute
8 pm Home
8:30 pm Home

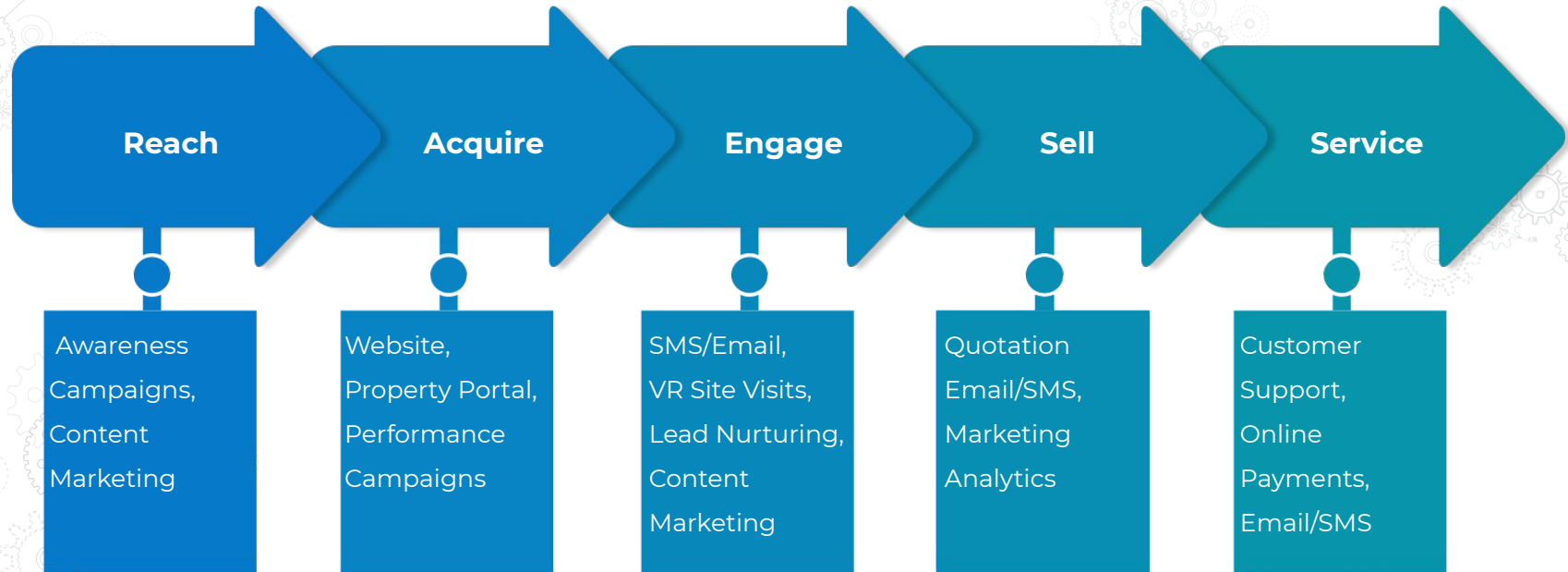| E-Paper, News App, Social Media (Personal Interest Category) | → | Business Websites, News, Mails, Search Engine (Professional Interest Category) | → | Social Apps, Video Content, Blogs/Listicles (Media/Trends) | → | Social Apps, Games, Content on finance portals, Investment etc. (Personal Interest Category) |

People are connected via multiple devices through the day. However, mobile device is dominating these platforms at > 50%

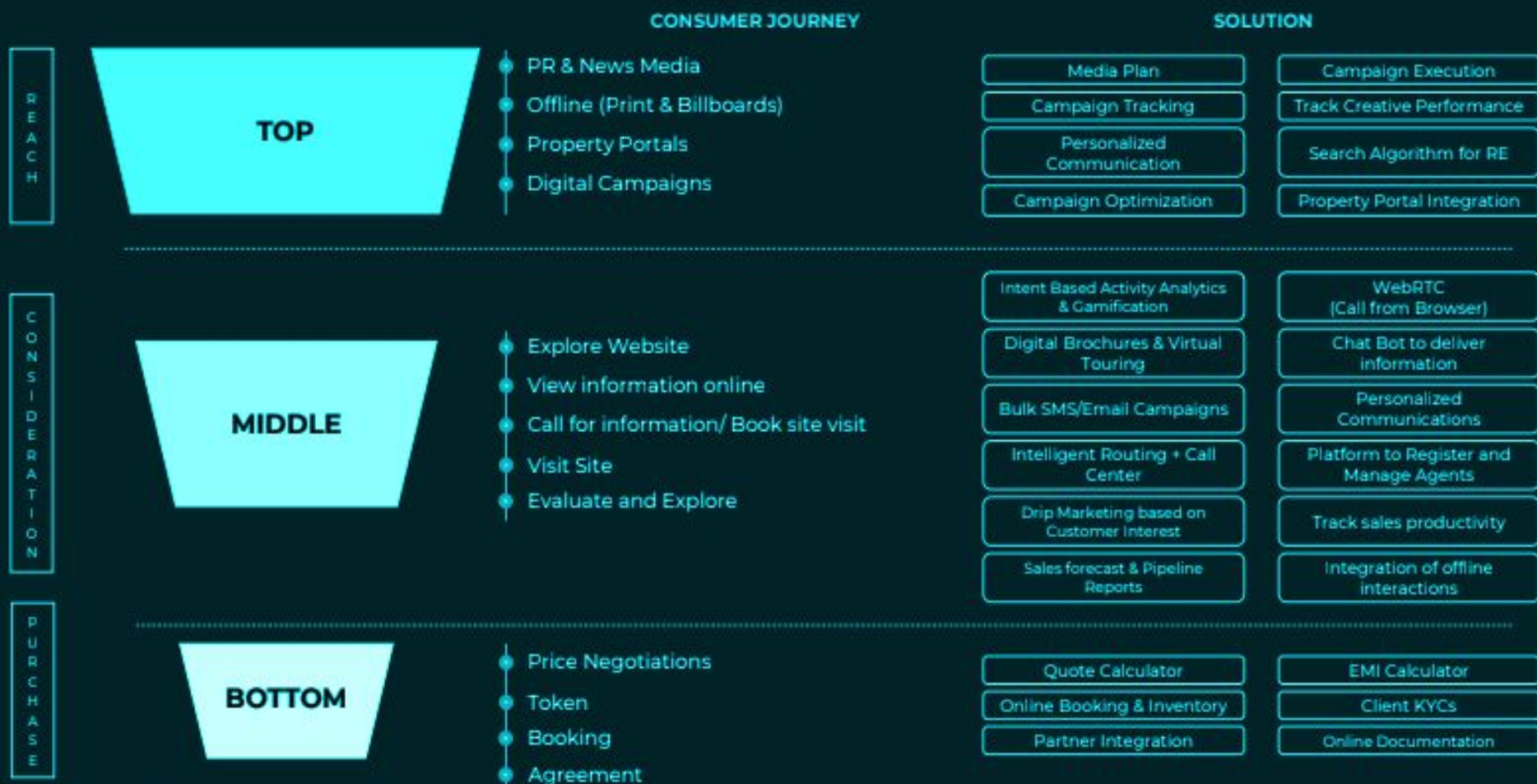# How property buyers search home on digital

- Real Estate Consumer Behaviour is based on
  ROPO Model - Research Online Purchase Offline
- 92% of all home buyers uses internet at some point of buying journey
- 42% of all home buyers uses internet as a first step in their home search

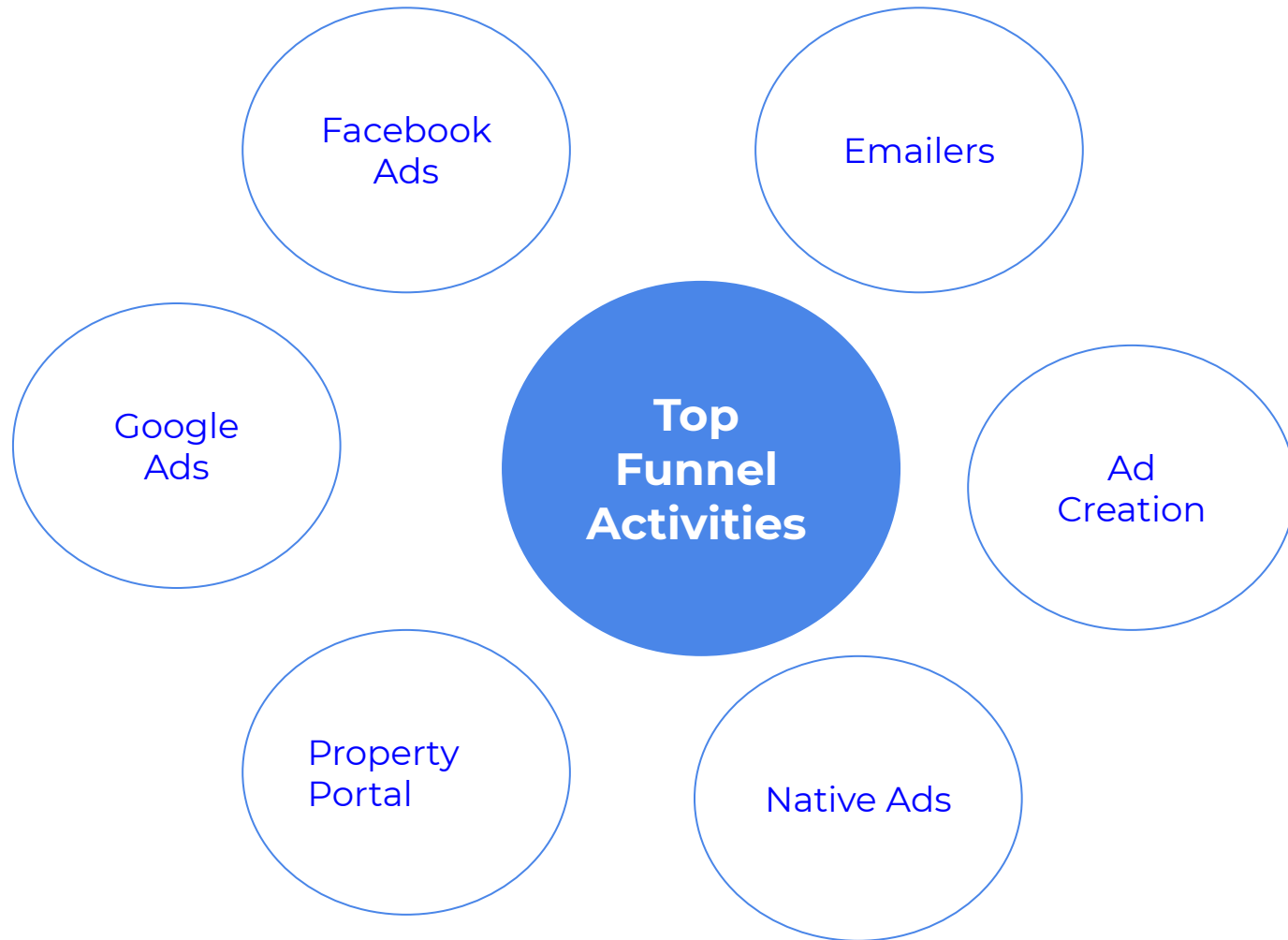# Real Estate Sales & Marketing Cycle

Reach

Acquire

Engage

Sell

Service

Awareness Campaigns, Content Marketing

Website, Property Portal, Performance Campaigns

SMS/Email, VR Site Visits, Lead Nurturing, Content Marketing

Quotation Email/SMS, Marketing Analytics

Customer Support, Online Payments, Email/SMS

THE CLASSIC MARKETING FUNNEL

CONSUMER JOURNEY

SOLUTION

REACH

TOP

- PR & News Media
- Offline (Print & Billboards)
- Property Portals
- Digital Campaigns

Media Plan	Campaign Execution
Campaign Tracking	Track Creative Performance
Personalized Communication	Search Algorithm for RE
Campaign Optimization	Property Portal Integration

CONSIDERATION

MIDDLE

- Explore Website
- View information online
- Call for information/ Book site visit
- Visit Site
- Evaluate and Explore

Intent Based Activity Analytics & Gamification	WebRTC (Call from Browser)
Digital Brochures & Virtual Touring	Chat Bot to deliver information
Bulk SMS/Email Campaigns	Personalized Communications
Intelligent Routing + Call Center	Platform to Register and Manage Agents
Drip Marketing based on Customer Interest	Track sales productivity
Sales forecast & Pipeline Reports	Integration of offline interactions

PURCHASE

BOTTOM

- Price Negotiations
- Token
- Booking
- Agreement

Quote Calculator	EMI Calculator
Online Booking & Inventory	Client KYCs
Partner Integration	Online Documentation

Top Funnel Activities

Top Funnel Activities

- Facebook Ads
- Emailers
- Google Ads
- Ad Creation
- Property Portal
- Native Ads

Designing Ad Creatives for Real Estate

Top Priority Elements for Real Estate Ad Creatives

- Location

- Budget

- Lifestyle

- Visual Appeal

For Location Aspirants

For Budget Savvy

XRBIA

VANGANI
(BADLAPUR)MUMBAI

7000 FLATS ALREADY SOLD, HURRY & BOOK NOW!

Book 1 RK, 1 & 2 BHKs
Starting from
Rs. 5.66 Lac*
In Vagani, near Badlapur

Artist impression.

*T&C Apply

The project has been registered via MahaRERA registration number P52000008453, P52000009366, P52000012385, P52000010337 as is available on the website https://maharera.mahaonline.gov.in under registered projects

Real Estate Ad Creatives Examples

For Lifestyle Aspirants

For Design Aspirants

Tools to create high quality ad creatives and banner

- Canva
- Stencil
- Creilo
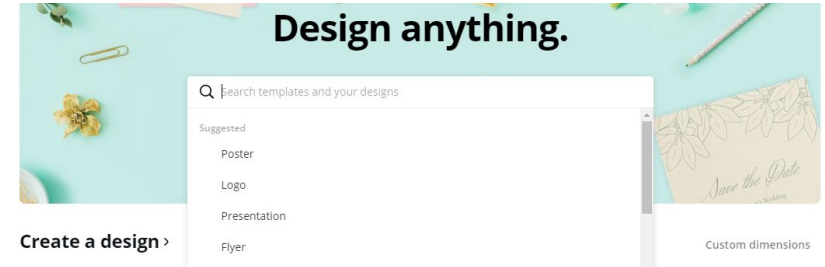
Canva basic plan is for free that includes 8000 templates

Premium plan is for 1000 INR per month in which you get 400000 free templates
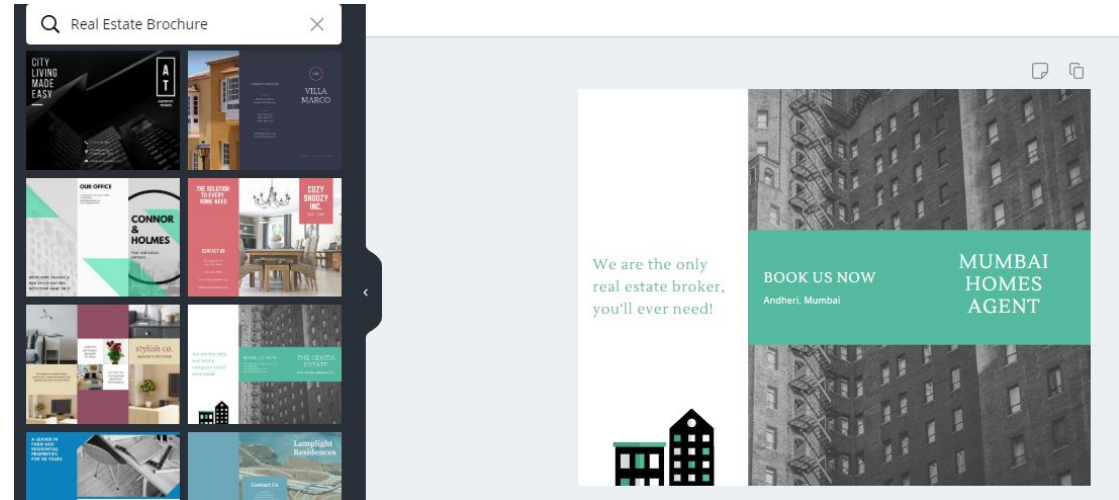
Facebook Advertising
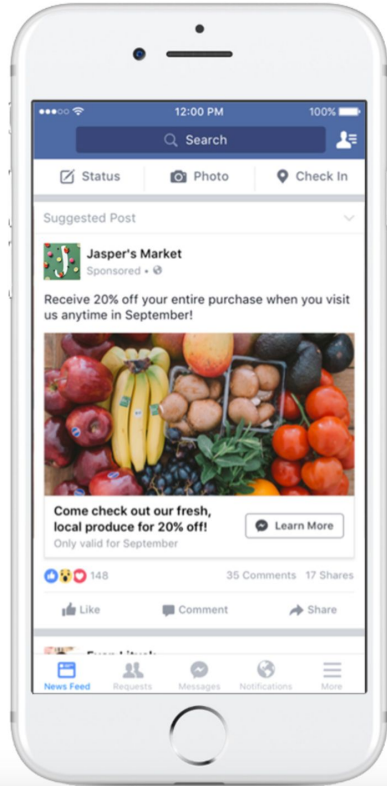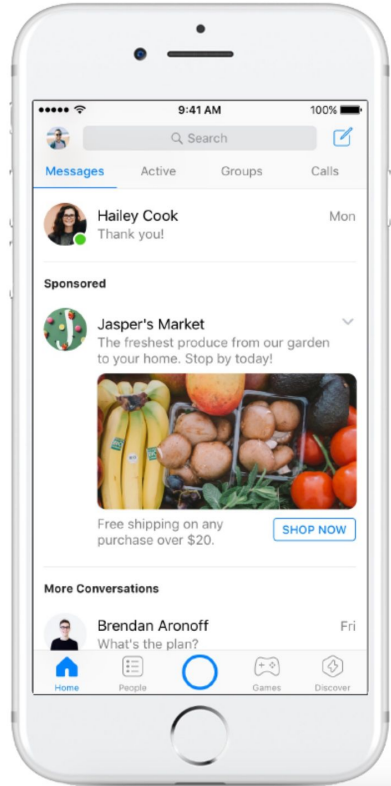
Facebook Ads: Types

Type of Facebook Ads:

1. Newsfeed Ads
2. Lead Gen Ads

Facebook Ads formats:

1. Static Ads
2. Video Ads
3. Carousel Ads
4. Canvas Ads

Facebook Ads: Targeting

- **Location:** Reach people in the cities, communities and locality of your project

- **Demographics:** Select an audience based on age, gender, education, relationship status, job title and more.

- **Behaviour:** Select people based on their prior purchase behaviours, device usage and other activities.

- **Interest**: Choose the interests and hobbies of the people you want your ad to reach.

Facebook Ads: Custom Audience

- **Contact lists:** Target data from your CRM system or customer contact lists.

- **Site Visitors:** Shows ads to the people who visit your website.

- **Lookalike:** Audience with similar interest or behaviour to any of your database.

Facebook Ad performance depends a lot on the creatives

It's a good practice for Facebook Ads to do an A/B testing and select the high performing creative

Sunway Property
about 2 years ago

Immediate Returns Plan promises monthly rental return upon purchase. Own a Flexi Office with direct link to MRT. Find out more at our event this weekend (24&25 Oct)

SUNWAY
Nexis
- Kota Damansara -
Flexi Office

IMMEDIATE RETURNS PLAN

Earn RM 3500 / Month

Flexi Office For Sale
Call 019-666 9588 For More Info

WWW.SUNWAYPROPERTY.COM

48   2   1

- No clarity on the USP of the project
- The design is not engaging or appealing
- Communication is not simple and lacks clarity
- CTA is not strong enough

Example of High Performing Facebook Ad

Kolte Patil Developers Ltd
Sponsored · 🌐

Book Premium Homes at Jai Vijay, Vile Parle (E) and Get Exciting Offers!

2 RLK Spacious Apartments Designed by celebrated architect, Hafeez Contractor

✔ 2 Parking Spaces
✔ Benefits upto 6Lacs
✔ 28 Lifestyle Amenities

Sign up to avail exclusive benefits! Special Offer
* T&C apply

2 RLK Homes Starting from **Rs.3.07 Cr*** (All Incl.)
at Vile Parle (E), Mumbai

Jai Vijay: 2 BHK @3.07 Cr*

Spacious Homes at Vile Parle East Located at Western…

Sign Up

- Clear & crisp communication
- All USPs are showcased clearly
- Clear CTA
- Clarity of price & location

Google Ads

Types of Google Ads

- **Search Ads:** When a user searches for something on Google, the list of ads that appear above the organic listing are called search ads.
- **Display Ads:** Wide selection of websites that accept banner ads via Google
- **Video Ads:** Different types of ads that are shown on YouTube

Google Search Ad Overview

- With billions of searches per day on Google, Search ads make sure potential customers notice your project and take action.

- 90% of online searches are done via Google

- 63 percent of people said they'd click on a Google ad

- 41 percent of clicks go to the top 3 paid ads on the search results page

Targeting options for Search Ads

- Contextual Targeting
  - Keyword targeting - Search keywords that are relevant to your project
- Audience
  - In-market - Target users who are searching for other similar projects
  - Affinity - Target users who have affinity toward an industry or thing
  - Similar Audience - Target users similar to the users in your db
  - Remarketing - Target users who have interacted with your site or ad
- Demographics
  - Age & Gender
  - Income
  - Location

Must Have Elements for Google Search Ad

- Target location based keywords

- Include location in your search ad content

- Add call extension. Integrate the number in your Real Estate CRM

- Mention apartment types

Google Display & Video 360 Overview

- Integrated product that helps you with creative, data, and collaborating with media teams to execute end-to-end ad campaigns.

Key Elements of Display & Video 360
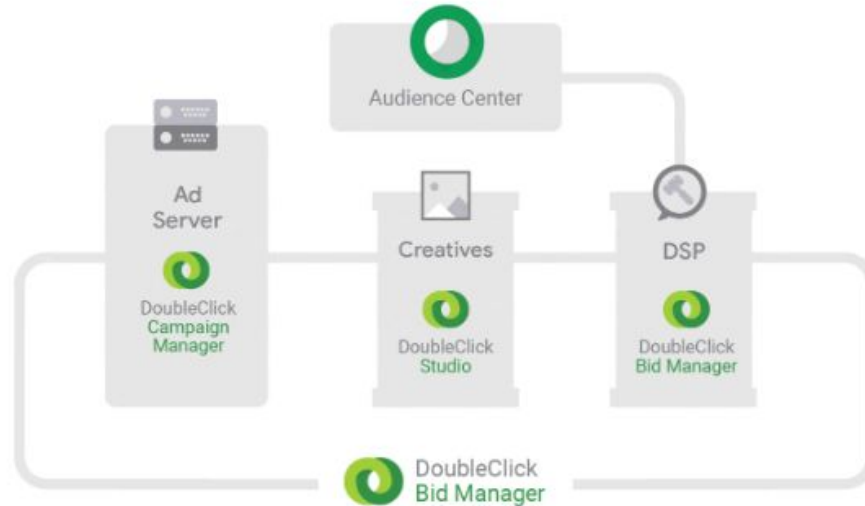
- **Campaign Management:** Plan, build, and execute a cross-channel media plan

- **Advanced Audience Management:** Manage audiences and execute audience at same place

- **Creatives**: Create, manage, and develop creative assets across teams.

- **Inventory:** Access high-quality inventory from top broadcasters and publishers

Targeting options for Display Ads

- **Inventory Source:** Include or exclude ads for specific inventory

- **Audience:** Target first- and third-party audience lists, as well as interest-based audience

- **Content:** Target your ads based on type of content, keywords, or category

- **Technology:** Target type of technology like devices, browsers, and carriers

Property Portal Management

Must do things to get more inquiries from property portals

- Login to all your property portal accounts regularly

- Keep refreshing your listing regularly

- Include multiple images and a video for your listing

- Include your contact number and integrate it with a Virtual Number to track all inquiries from property portals

- Integrate all your property portal accounts with your Real Estate CRM to capture all inquiries instantly and insure zero lead loss

Additional activities with property portal vendors

- Email Marketing - Tie-up with property portals to send emailers to their database

- Featured Listing - Show your listing on top for related searches

Native Advertising

What is native advertising

- Native advertising is the use of paid ads that match the look, feel and function of the media format in which they appear.

- Native ad looks like regular content, rather than a display ad, then readers may not realize they are consuming a paid advertisement.

- It exposes the reader to advertising content without sticking out like a sore thumb.

Example of Native Ad

Why native advertising

- Consumers look at native ads 53% more than display ads.

- Native ads create an 18% increase in purchase intent.

- Native advertising fights ad fatigue.

- Visual engagement with native ads is the same, and even slightly higher, than the original editorial content.

Few common types of native ads

Publisher homepage

Mid-article

Below article

Top native ad platforms

- Taboola

- Outbrain

- Yahoo native

- One native

Promotional Email Marketing

Why Email Marketing

- 99% of consumers check their email every day

- 59% of respondents say marketing emails influence their purchase decisions

- >59% of marketers say email is their biggest source of ROI

- 80% of business professionals believe that email marketing increases

  customer retention

Promotional Emailer Examples

Target festive occasions

Hit the need

Target aspiring lifestyle

Tools for Promotional Emailer

- Mailchimp

- Yet Another Mail Merge

- CampaignMonitor

- Sell.Do Marketing

Elements needed to send a simple email from Mailchimp

- Logo

- Subject Line

- Main Banner

- Headline

- Body Copy

- Link to LP

KPIs for Email Marketing

- Open Rate

- Click Rate

- Bounced Emails

- Unsubscribed

Middle Funnel Activities

Topics to be covered

- Website Management

- Lead Nurturing

- Marketing Analysis

- Sales Analysis

Website Management

Current Trends for a Real Estate Website

Full Width Imagery

VR Walkthrough

Chatbot

7sec Loadtime

Search Filter

Mobile Responsive

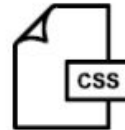Project Videos

Quick Links (Footer)

Minimalistic Design

CSS Animation

EMI Calculator

Examples of good site design

Website Checklist

- Keep the content relevant to targeted keywords
- Appealing content
- Visually attractive designs and images
- Multiple lead capture touch points
- Auto lead capture integration
- GA integration

How to publish a website quickly and easily

Purchase a real estate broker based design template online.

- Themeforest
- Colorlib
- Templatemonster

How to publish a website quickly and easily
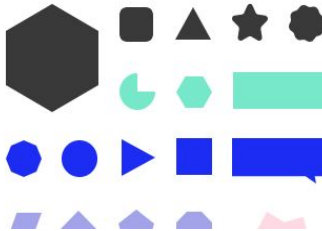
Choose a simple tool to develop your website

- Drag and drop website builders - Wix, Wordpress
- Small & local web dev agencies
- Do it yourself - Simple html coded website

Integrate your website for higher productivity

- CRM integration for auto lead capture to avoid loss of leads - Sell.Do - Real Estate CRM

- Chatbot integration - Olark

- VR site visit tool - Quark

- Tap to call - WebRTC

- Website Analytics - Google Analytics

KPIs to measure website performance

- New Users
- Avg Session Duration
- Avg Page Views per Session
- Bounce Rate
- Conversion Rate
- Top Pages
- Top Traffic Sources

Lead Nurturing

How to nurture leads

- Event based Email/SMS

- Drip Campaigns

- Smart lead list Email/SMS campaign

Why Lead Nurturing

- Sends right message at the right time to your prospect buyer

- Constantly engage with your buyer to stay top of the mind

- Receives 4-10 times the response rates compared to mass emails

- Generates 50 % more qualified leads

- Generates 80 % more sales at 33 % lower costs

- Drip campaign open rates are about 80 % higher than single emails

Set Automated event based nurturing emailers

Set automated responder for following events. The top end CRM in the market has this features. In Sell.Do, automated mailers are default with real estate based templates.

- New inquiry
- Incoming call missed
- Outgoing call missed
- Site visit scheduled
- Site visit reminder
- Site visit completed

Examples of automated event based nurturing emailers

Site Visit Scheduled

Subject: {{lead_name}}, Your Site Visit Appointment Details: {{project_name}}

Dear {{lead_name}},

Congratulations, your visit to {{project_name}} has been successfully scheduled!

Your appointment details are as below:

Time: {{time}}

Date: {{date}}

Sales Executive: {{sales_name}}

Site Address: Click here to see it in map

We eagerly look forward to welcome you at the site.

For any further assistance, feel free to call us on {{ivr_number}}.

Site Visit Reminder

Subject: Site Visit Reminder : {{Project_Name}}

Dear {{lead_name}},

This is a gentle reminder for your site visit scheduled today.

Your appointment details are as below:

Time: Today at {{time}}

Sales Executive: {{sales_name}}

Site Address: Click here to see it on the map

We eagerly look forward to welcoming you to the site.

For any further assistance, feel free to call us on {{ivr_number}}.

Drip Email Marketing Strategy

- Drip Marketing is a constant flow of marketing communications sent to customers over a period of time.

- Drip emailers are strategically planned series of emailers, which are sent on the basis of previous events and activities of emailers.

- It helps to keep the project fresh in the buyers' mind and build strong brand perception.

4 Key elements of drip campaigns

- **Target:** You need to have different drip communication strategy for leads at different stage of the buying journey

- **Timing**: Send the right message at the right time.

- **Frequency:** A high frequency of emailers can result in negative experience. Most people preferred 'at least monthly' followed by 'at least weekly' mails.

- **Content:** Content should resonate with the current stage and previous communications of the prospect buyer

Analyze Real Estate Digital Marketing & Sales Performance

Marketing KPIs : Real Estate Digital Marketing

- Cost per lead

- Cost per qualified lead

- Cost per site visit

- Cost per booking

- Calling reports

- Forecasted sales

- Sales velocity

Most Effective Sales Pipeline for Real Estate

STAGE	DESCRIPTION
Incoming	Any new inquiry that your marketing channel has generated but there is no communication established yet by your either perspective buyer or pre-sales and sales teams, falls in this stage.
Prospect	The first point of contact has already been made and lead has demonstrated an interest in your scheme.
Opportunity	Prospect is well engaged and has requested for a callback or downloaded brochure and finds your scheme relevant to their requirements.
Site Visits	Lead is qualified by marketing and has agreed to and visited your site after having serviced by your sales team.
Negotiation	Lead is now qualified by sales, has visited your site and has indulged into negotiation with your sales and has conveyed a tentative timeline for purchase.
Lost	Your lead was both marketing and sales qualified had a strong intent to buy but the deal did not convert owing to issues like price, configuration, possession time, neighborhood.
Booked	The token amount received and property booked.
Unqualified	The inquiry is irrelevant.The inquiry does not match your buyer's profile.

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Sales Performance Analysis KPIs

- Total Calls

- Average Call Duration

- Total Follow-ups

- Missed Follow-ups

- Number of site visit conducted

- Number of missed site visits

- Unqualified Leads Report

- Lost Leads Report

Tools to measure digital marketing & sales performance

- **Google Analytics:** To measure the website performance

- **Google Ads:** To measure performance of all Google campaigns

- **Facebook Adverts:** To measure performance of Facebook Ads

- **Sell.Do Real Estate CRM:** Analyze complete sales & marketing performance

Let's have a complete Real Estate CRM Demo [Click Here]

Thank You

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