

Everything you need to know about

Inbound Marketing

for real estate



..... What is inbound marketing?

Wouldn't you love a world where the only advertisements you received were full of information that improved your life? No more interruptive messages, unwanted e-mails, and junk mail?

Imagine checking your e-mail to only find content that improved your life. Picture logging into Facebook and seeing valuable information instead of spam. Odds are, if you don't pay attention to the uninformative, non-relevant advertisements that surround you, your customers don't either. This is why marketing is changing, and it's changing for the better.

This type of marketing is called Inbound Marketing. Though the concept has been around for ages, it's gained speed in the past few years and is the primary form of marketing for many large companies.

Have you noticed how active big brands are on social media now, or how many new blogs pop up every day? This is because businesses are realizing that consumers are overwhelmed with advertising, and the best way to reach them now is to bring them valuable content.

Consumers prefer brands that teach them something, make them laugh, or keep them informed over those that only seek to sell, sell, sell.



Why does inbound marketing matter for real estate?

You've seen the shift that real estate marketing has made already/ Agents who depend solely on face-to-face interaction and referrals are falling behind, and being outsold by agents with tens of thousands of Twitter followers and a high-traffic blog. These people are aware of and have adapted to the new home buying process that consumers now use.

Gone are the days of contacting a real estate agent as soon as you decide you want to buy. Now, most customers have an idea of what neighborhood, what home size, and what counter top finish they want before they even contact an agent.

And they won't be calling you, oh no. They'll go to Google first. You better believe the ones at the top of that search list are getting the most hits. After the Google search, they'll browse around the website and stumble across their blog. Top 10 Pizza places in the city? Best happy hours? Wow, this agent really knows their stuff. Now, let's look them up on Facebook. Woah, 1,300 likes! This agent is popular. But don't worry, YOU can be that agent too. All it takes is a little strategy. We'll go through the 6 steps of inbound that every agent should follow.

They are...



Publish



Promote



Capture



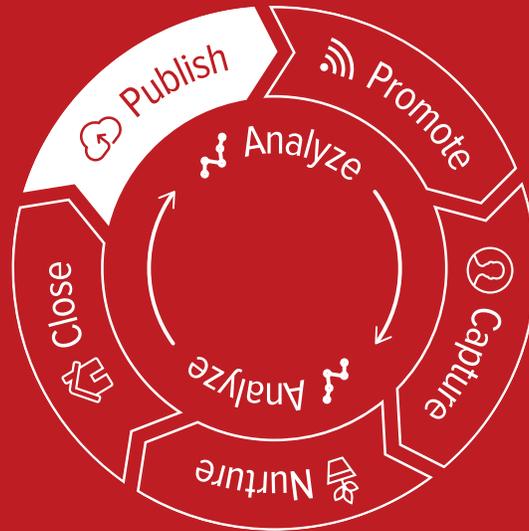
Nurture



Close



Analyze



Publish

The cornerstone of inbound marketing is great content, quality e-mail campaigns, and a solid website. This step is key to attracting the right leads that you'll be able to nurture until closing.

But before you publish, you'll want to decide who you're marketing to. There's no sense in writing a blog post about the best kid's camps in your city if most of your clients are empty-nesters. Identifying your audience is key to getting the right leads. And we all know when it comes to leads, quality beats quantity any day.

Here are the best methods to publish content:

Blogging

When it comes to writing posts for your blog, there's one key rule to follow: the more local, the better.

Not only will this ensure that your leads are in your target area, it will also help you establish your presence as a local expert. If a potential client sees your blog is filled with lots of information on the area, they'll be more likely to trust you can find exactly the home they're looking for.

Performing a keyword search before you start writing for your blog is a great first step to valuable content. Here are some easy methods for finding the best keywords.

Google auto-complete suggestions

1. Go to [Google.com](https://www.google.com) and start typing your city's name.
2. Copy the autocomplete suggestions that come up on your search bar to a spreadsheet or Word document.
3. Scroll to the bottom of the search page, then copy the suggestions under "Searches related to" this document as well.
4. Repeat with different phrases.

Keyword tool

1. Go to [Keywordtool.io](https://www.keywordtool.io).
2. Type local search terms related to things like school districts, restaurants, neighborhoods, and historic homes.
3. Hit the orange "Copy All" button in the top left of the results page.
4. Paste these results into a Word document or spreadsheet to refer to when writing content.

Companies that
blog are

13x

more likely to have
positive ROI.

E-mails

We've all done it.

You're aimlessly browsing the internet, shopping for a new duvet cover or suit jacket or nothing at all, and a pop-up comes up. "Subscribe to our e-mail list to get the first peek at new deals!" Sure, why not? Everyone likes deals. You might read the first e-mail, but the second, third, fourth... probably not.

So what's the problem here?

You aren't opening these e-mails because they're not providing you with information you actually value. And if you don't open e-mails for coupons, what makes you think your leads will open the 3rd "Just listed!" e-mail they've received this month?

The key to writing good e-mails is targeting certain prospects, and sending tailored e-mails that specifically fit their needs. Now, that doesn't mean you need to write a customized e-mail to every single person in your contacts list. That just means that your potential buyers should be getting different e-mails than your past clients.

Inbound leads
cost, on average

61%

less than traditional
outbound leads.

eBooks

eBooks are an amazing form of lead generation, because their content is valuable enough to be placed on a landing page with a [lead capture form](#). eBooks can easily be created using products like Adobe InDesign or PowerPoint. Even if you have zero design experience, you can find templates online. We've even put together a free template for you to use. You can download it [here](#).

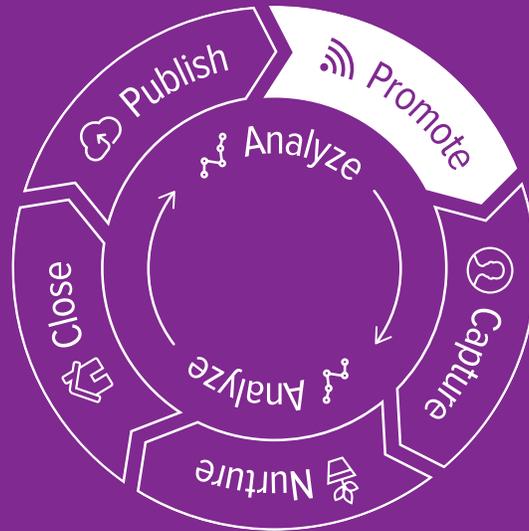
Here are some components of an effective eBook:

- **Strong branding** — Your logo and colors should be prominently displayed throughout the eBook. You want readers to know who made it.
- **Great visuals** — Taking your own photographs is great, but there are also dozens of free stock image sites around the web ([here are our favorites](#)). Sites like Canva also make it easy to add text to images or create custom graphics.
- **Organized content** — Be sure and break up your content into sections or numbered lists. This will keep your eBook fluid and easy to read.

“

*If you have more money than brains, you should focus on outbound marketing. **If you have more brains than money, focus on inbound marketing.**”*

Guy Kawasaki
Savy Home Realty Solutions, Las Vegas, NV



Promote

Social media can take your content to the next level by sharing it with a wider audience. By building up your social media profiles, you can have the opportunity to share your content with hundreds or even thousands of people.

As millennials grow up and start buying houses, social media is also an important way of getting your brand name to new home buyers. While nearly every consumer uses Google at some point in the home buying process, some also refer to social media profiles.

If a potential buyer searches your competitor's name on Facebook and finds a page with lots of likes and valuable content, then searches your name and sees nothing, you're already a step behind.

Social media

Social media is the quickest, most inexpensive form of marketing with the widest potential audience. One share or retweet could mean your content gets shared with hundreds or thousands of other people who would not have seen it any other way.

If you're not on social media, you could be missing out on clients. From Facebook to Pinterest, social media is an easy, free way to show off your personality and local knowledge. Social media is the perfect place to talk about your hobbies or interests. This can help create a personal connection between you and a potential buyer or seller. If you love dogs, golf, or great Italian food, here is the place to mention it.

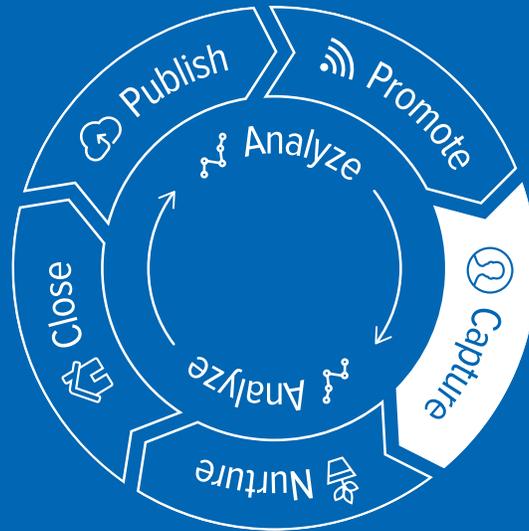
If you haven't gotten started on social media, or aren't sure what you should be sharing, we've got you covered. Our ultimate social media eBook discusses all of the major social networks, along with tips and tricks to make the most of your time on them. You can download it for free [here](#).

“

Marketing is telling the world you're a rock star.

Content marketing is showing the world you are one.”

Robert Rose



Capture

The first few steps of your inbound marketing strategy should be driving visitors to your website and getting lots of eyes on your content. But it won't matter much if you don't have a plan for capturing leads.

There are lots of ways to accomplish this, but the core idea is that you want to offer something of value in return for someone's contact information. What's great about inbound marketing is that your leads should be higher quality and more willing to engage.

Think about it — they're the ones coming to you! As you've used high-quality content to establish yourself as an expert, they begin to see you as someone trustworthy. Your goal should be that by the time you ask someone for their contact information, they've received so much helpful content from you that they don't think twice about giving you their name, phone number, and e-mail.

At that point, they're getting much closer to working with you as their agent of choice.

Landing pages

A landing page is a single page on your website dedicated to achieving a specific result. For example, you might want a landing page where your goal is to generate new homebuyer leads. This page should offer something like an eBook full of information about buying a first home.

The page itself should be very simple, just a little info about the eBook, and a lead capture form. Don't link to other pages, or distract visitors with other options. Remember that this page has one goal — new buyer leads!

Another idea would be a “seller leads” landing page offering a free home value estimate. If you make it easy enough, this can be a great way to rack up a ton of seller leads. Landing pages are an excellent example of how inbound marketing works. You're giving a potential customer something of value, but in exchange you're getting their contact information so you can follow up with them and nurture the relationship.

Elements of a good landing page:

- **Info** – Give just enough information to let someone know why they should download the eBook (or whatever it is you're offering).
- **Offer** – This may be an eBook, market report, home value estimate, or anything else you know potential clients would find valuable.
- **Form** – Depending on what information you want to collect, this shouldn't be too extensive. Name, e-mail address, and phone number is usually good enough.
- **CTA** – Your “Call To Action” might be an image, message, or just the button on your form that completes their lead submission. There's tons of interesting research on CTAs, but here's a quick tip — be smart about the text you use on your buttons. For example, avoid words like “submit” and “register.” Instead, use terms that point out the value someone's receiving — try something like “Get my free eBook!” You can also test out different colors. Believe it or not, this can have a big impact on conversion. There are no universal rules that say green buttons out-perform red buttons, but many colors perform differently in different situations.

Only
52%
of companies
that use landing
pages also test
them to improve
conversions.



Nurture

So you've published some valuable content, promoted it, and captured some leads. Nice work! But you can't stop there. Nurturing your leads wisely can mean the difference between landing a client and never hearing from someone again. But what does good lead nurturing look like?

Examples of good lead nurturing include fast follow-up, the right message at the right time, and consistency.

Fast follow-up

Effective lead nurturing starts the second a lead comes in.

Did you know you're 21 times more likely to convert a lead if you contact them within the first 5 minutes versus the first 30 minutes? Speed-to-lead is especially crucial in real estate — two-thirds of recent homebuyers and sellers interviewed only one agent before choosing who to work with.

If you don't respond quickly, someone else will.

“

Not following up with your prospects is the same as filling up your bathtub without first putting the stopper in the drain.”

Michelle Moore

64%

of buyers said their purchase decision was impacted by slow response.

Message and consistency

You have to make sure you're making helpful touches to your leads at the right time.

For instance, you'll have different messaging for buyers than you will for sellers, and you'll contact hot leads much more often than cold ones. Make messages personal, and you'll have much more success — no one wants to feel like they're just part of a mass generic message. In fact, lead nurturing e-mails get 4-10 times the response rate of standalone e-mail blasts.

Although you'll engage hot leads and cold leads differently, it's important that you make consistent contact.

You don't want to let anyone drop off your radar unless they ask you to stop contacting them. Just because they aren't buying or selling right now, doesn't mean they won't be in the future. You always want to be top-of-mind, so you're the agent they contact when it's decision time. Valuable monthly newsletters can help you stay in contact with these leads.



Close

When you hear the word “closing” you probably see commission checks raining from the sky and hear a hallelujah chorus. It’s definitely what you’re in the business to do — but the inbound marketing cycle doesn’t stop there. Every closing is an opportunity for important marketing activities.

So how do you turn one closing into more?

Share your success

What gives potential clients more confidence than seeing you complete another successful transaction?

Snap a quick picture of happy clients at the closing table and write a short note of congratulations to post to your Facebook page, Twitter, or other social media. Your friends and followers will love seeing a little behind-the-scenes look at one of the biggest life steps any of us are lucky to experience: becoming a homeowner. It makes it much easier for someone to picture themselves in the same situation, with you guiding them.

You should take advantage of any chance you get to help people associate you with success, happiness, great service, etc. A simple social media post like the one below shows that you're a closer who cares about their clients!



Ask for a testimonial

What better time to get a glowing testimonial than right after your client completes their sale or purchase?

These real life endorsements are one of the most powerful forms of marketing, called “social proof.” This is the idea that people trust the experiences of others they see as similar to themselves, and are more likely to engage with a certain product/brand/business with positive social proof.

Using testimonials on your website, social media, e-mail, or print ads is a great way to inspire confidence in potential clients. **Here are some tips for getting the best testimonials:**

- 1. Know that clients won't likely volunteer to give a testimonial.** You can't be afraid to ask. Odds are they want to say thanks for the help some way, they just don't know how!
- 2. Ask the right questions.** Many clients won't know where to start. Ask questions like: Why would you recommend me as a real estate agent to your friends or family? Explain how we met your needs? What would you say to someone who was worried about using our services?
- 3. Try a video testimonial.** For clients who are unafraid to get in front of the camera, a video testimonial can be more powerful than words on a page. Putting a real face to the message can help get the point across.
- 4. Ask them to leave an online review.** If they have an account on LinkedIn or Yelp, ask them to leave a short review on these sites as well. These are likely to come up with a potential client Googles your name, so the more positive reviews you have here, the better.



Analyze

So you've used great content and promotion to drum up interest, you've captured a lead, nurtured it, and closed it.

Outstanding! But, you're still not finished.

The most critical and often most overlooked aspect of inbound marketing is analysis. What good is all of your hard work if you don't even know if it's really working? Sure, a closing is a sign that something is working, but what? How can you be sure you're able to repeat that successful strategy? What could still be better?

Here are some good things to track to see how your inbound marketing is paying off.

Analyze

- **Where do your best leads come from?**

What if you're spending a bunch of money on leads from Zillow, but they're only closing about 2% of the time, while the leads you're getting from your "free home value estimate" landing page are closing 20% of the time. Would you know? If so, you could focus some more budget on promoting and driving people to that landing page.

- **Which lead nurturing messages get the most engagement?**

If you're sending a series of lead nurturing e-mails, it's possible that one of them has the perfect subject line and content, and is really spurring your leads to action. Wouldn't it be nice to know which one, so you could model the rest of your messages after the most successful one?

- **If you're a broker, which agents have the fastest lead response times, highest lead conversion rates, and most sales volume in the pipeline?**

Knowing these stats can have a huge effect on your lead routing, and in turn, how much money your company makes.

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Analyze

There are also some valuable metrics you should be tracking in your online marketing. From social media to site analytics, monitoring your performance online can help shape your marketing.

Here are some stats you should be analyzing:

1. **Overall site traffic** — The best tool for tracking site traffic is [Google Analytics](#). A few lines of code entered into your site will set you up for this free service.
2. **Your worst performing pages** — By selecting “Exit Pages” in Google Analytics, you can track where users are leaving your site. These are great pages to improve to help keep people on your site for longer.
3. **Growth in brand following** — Although more followers on social media doesn’t automatically mean more sales, mentions and interaction will help increase brand awareness.
4. **Leads** — How many of your visitors are actually turning into leads? Divide how many visitors your site is getting by how many leads you’re getting from landing pages and lead capture forms on your site.

“
Marketing without analytics is like driving without a steering wheel.”

Bryan Coe



Inbound marketing dictionary

- **Call-to-action (CTA)** — A CTA is the most important line in your e-mails, blog posts, and website content. CTAs tell the reader what they need to do next, whether it's give you a call, subscribe to your blog, or follow you on Twitter. They prompt the consumer to take the next step.
- **Content** — Content is a marketing term for a bit of information for your read to consumer. This could be a blog post, social media update, or infographic. In the world of inbound marketing, content is KING. No inbound marketing strategy will be successful if the content isn't relevant and interesting.
- **Inbound link** — These are links on a 3rd party website that point back to your page. These could happen when someone shares your blog post, or links to your website on their social media. Inbound links are important to SEO, as they show that other people found your content useful as well.
- **Keywords** — These are the words you should be targeting in your content to get search results. Keywords help direct Google to the right pages when a search query is entered.
- **Long-tail keyword** — This is the kind of keyword you want to attack. They've got more details and less competition, because they're more specific. A generic keyword would be "Naples Florida condos", but somewhere down the long tail of this phrase is "Naples Florida condos for sale 3 bedroom Pelican Bay". Fewer people are searching for this phrase, and you're more likely to rank higher when people search for this by including these terms in your content.
- **Landing page** — A page on your website that is specifically tailored to get visitors information and turn them into leads.
- **Lead capture form** — This is the form that is placed on a landing page or other page of your website where customers fill out their information, such as name and e-mail address. This information is valuable and allows you to follow up with high quality leads. Placing useful content, like eBooks, behind lead capture forms allows you to generate more leads.
- **Opt-in** — The process of voluntarily giving someone your information. This opt-in can be acquired through lead capture forms, blog subscriptions, and other methods.
- **Persona** — This is the profile of your consumers. A single agent or broker can have a variety of different buyer personas, like newlyweds, empty-nesters, or single men in their 30s. The more specific and accurate your buyer personas are, the better equipped you'll be to find and nurture your ideal customers! These personas will help you decide what kind of content you create and promote.
- **Targeting** — Once you've identified your personas, you can target them with different marketing messages through different forms of marketing. A piece of content you write for your blog could be turned into an e-mail newsletter you send out to a specific persona

Wouldn't it be nice if you could handle all of your inbound marketing in one place, with one platform, for one price?

With Pipeline ROI, you can.



Forget about remembering dozens of passwords and payments. Say goodbye to hours spent managing your e-mail and social media campaigns. Take control of your business with the tools and training you need to get ahead. Learn new marketing strategies through in depth how-tos and coaching. Automate your marketing so you can dedicate more time to what you need to do. Analyze your results and see that your efforts are truly paying off.

Our inbound marketing dashboard lets you control your marketing all in one place. You can post to social

media, write a blog, add a listing, manage your leads, and more — without ever leaving the dashboard.

Pipeline ROI was built with your needs in mind, and that's why we've included the best automation methods you'll find. From lead follow-up to e-mail campaigns, this system was built to save you time and energy.

We also put together a comprehensive training library to not only teach you about our product, but about inbound marketing as well. Our videos will teach you the ins and outs of social media and other marketing techniques.

Simplify your marketing and start seeing results with Pipeline ROI today.

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