

Everything You Need to Know to Start a Real Estate Content Marketing Plan

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Introduction

The way that the real estate industry communicates and interacts with their prospects and clients has forever changed thanks to **content marketing**.

Content marketing is one of the most powerful tools for real estate marketers today as it promotes brand awareness, fuels engagement, positions you as a thought leader and generates new leads for your business.

The [Content Marketing Institute](#) defines content marketing as:

“A STRATEGIC MARKETING APPROACH FOCUSED ON CREATING AND DISTRIBUTING VALUABLE, RELEVANT, AND CONSISTENT CONTENT TO ATTRACT AND RETAIN A CLEARLY-DEFINED AUDIENCE — AND, ULTIMATELY, TO DRIVE PROFITABLE CUSTOMER ACTION.”

So, how does content marketing impact you?

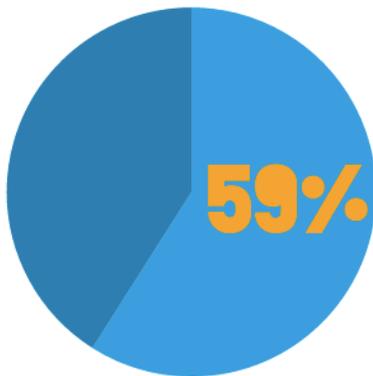


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What We Know

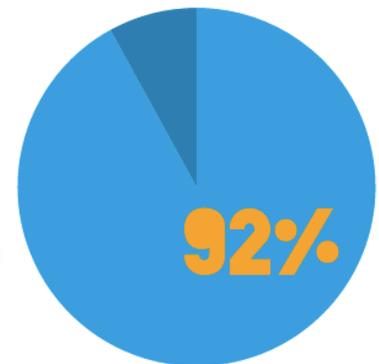
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We know that consumers are turning to the Internet to begin their search for real estate – whatever their search may be – and creating relevant, searchable content is a great tactic to interact and ultimately engage with these consumers. **Not only will great content get your brand noticed, it will set you apart from competitors!**



LoopNet and Google partnered together in a joint study of [Commercial Real Estate Consumer Online Behavior and Trends](#) to find that **59% of respondents begin their search with an online tool or marketplace.**

Another 25% indicated they start their search using a search engine. The stats are similar on the residential side, as the [National Association of Realtors®](#) cites **92% of homebuyers use the Internet in some way during their search.**



Content marketing is also **very helpful for industry professionals looking to create their own personal brand.** Industry professionals from all sectors of the industry (agents, brokers, service providers and more) are starting to see the many benefits from a personal content marketing strategy, like blogging and an active social media presence.



The Benefits



#1: ESTABLISHES TRUST AND AUTHORITY

Creating and promoting high-quality content about your product or service will not only educate consumers about what you have to offer, it will help establish trust and authority. Building this trust with consumers is known to significantly reduce the sales cycle.

What consumers see about you online will either encourage or discourage them from contacting you. While you may not have control over online reviews or media coverage, you do have control over your own content. In fact, [HubSpot's State of Inbound 2014-2015 Report](#) suggests that by 2020, 85% of your customers will get to know your brand online before speaking to anyone from your company. What message will you be sending?

#2: PROMOTES ENGAGEMENT

As you establish yourself as a trusted player in the real estate space through your blogs, social media presence and other content, buzz about your company and engagement with your target audience will grow organically. Social channels such as Facebook, Twitter and LinkedIn provide real estate companies with the ability to listen to their target audience, create content that is informational and interesting to the audience, and then foster communication.

First, you must clearly define your target audience, and then you must produce content that is relevant and interesting to that audience.

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The Benefits

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#3: FUELS YOUR SOCIAL STRATEGY

Social strategy and content marketing are tied together in many ways. Your content, if executed properly, is the perfect fuel for your social strategy.

A smart social media strategy, whether it's for a company or an individual looking to build their personal brand, gives you relevant and interesting pieces to share with your social sphere, while helping to drive inbound traffic to your website.

#4: DRIVES INBOUND TRAFFIC

Inbound links, which are links back to your site from another website, have a strong impact on your search engine rankings. The sites with a variety of high quality backlinks often rank higher. When you're curating and creating strong content, inbound linking often happens organically.

Creating thoughtful, shareable and SEO friendly content will drive more traffic to your website. As you develop your content strategy goals and objectives, you will include calls to action within your content that will redirect your readers to your website.

As you become a trusted industry thought leader, readers will be even more inclined to engage with your content and click on the links you include.

The Benefits

#5: IMPROVES SEO

An effective content marketing campaign will also help increase your visibility in the search engines. Even though Google's algorithms are constantly changing, they continuously reward those who are creating unique content.

So, when you are creating content, it's important to have particular keywords in mind that you'd like to target. For example, the keyword "Seattle Commercial Real Estate" could be turned into a blog called "10 Reasons Why Seattle Commercial Real Estate is Hot Right Now". You're creating content that is both interesting and SEO friendly.

#6: POWERS LEAD GENERATION

According to the same HubSpot study mentioned before, B2B companies that actively blog generate 67% more leads per month than those who do not blog.

When you execute a content marketing strategy that caters to your target audience's pain points and shows them how your solutions fit their needs, more qualified leads will find your website and ultimately lead to more sales/conversions.

Getting Started

When you stop the look at the benefits of content marketing, it's easy to see why [78% of CMOs](#) believe that custom content is the future of marketing.

But, as a real estate industry professional, how do you get started?

Below are the answers to some of the most frequent questions that we hear from clients just like you:



WHO SHOULD I SPEAK TO?

Defining your target audience is paramount in order to construct content that will be interesting and relevant. Sometimes this means having several distinct groups that you cater to.

A broker, for example, may target buyers, sellers, investors and renters. On the other hand, a real estate technology company may hone in on brokers with more than 20 agents in New York City.

Be as specific as possible so you can craft a message artfully tailored to the audience's needs.

Getting Started

WHAT SHOULD I WRITE ABOUT?

Once you've defined your target audience, the answer to this question will be easier. Your content strategy should include pieces that speak directly to your audience's questions, pain points, and concerns. You also want to share information about your products and services, industry information, and other topics that your audience will find interesting, inspiring and informative.

WHERE SHOULD IT BE PUBLISHED?

More often than not, the content that you create will be housed on your website or blog and then shared via social media, press release or other channels like email newsletters. One of the emerging trends in real estate content marketing is partnering with real estate news aggregators like [The News Funnel](#), which can help spread your content to a much wider audience pool.

Getting Started

WHEN SHOULD IT BE PUBLISHED?

Check your statistics to see what days/times your audience is engaging most with your content. Whether you publish one blog a week or one blog a day, it is important that you stick to a publishing schedule to ensure you don't have huge lapses in time where no content is being created, which can negatively impact your efforts to grow an engaged audience.

HOW SHOULD I MEASURE RESULTS?

Measuring the results of a content marketing strategy is the key to understanding which pieces are engaging your audience and why. inc.com has a wonderful article about the different metrics you should consider, and how you can use what you know to craft better, more effective content for your audience. You can use a system like Google Analytics to capture and measure pageviews, site visits, referral sources and more.

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The Power of Real Estate Content

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If this hasn't convinced you about the benefits of real estate content marketing, consider this: Some of the biggest players in the real estate space believe so much in content marketing that they're building entire websites devoted to their original content. Take [JLL's RealViews](#) or [CBRE's Blueprint](#) for example.

Whether you develop a strategy and execute on your own or [need help finding your audience and crafting compelling, professional content](#), it's time to jump into this not-going-anywhere trend. Your audience - and your brand - will thank you!

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