

2017 REAL ESTATE MARKETING FORECAST

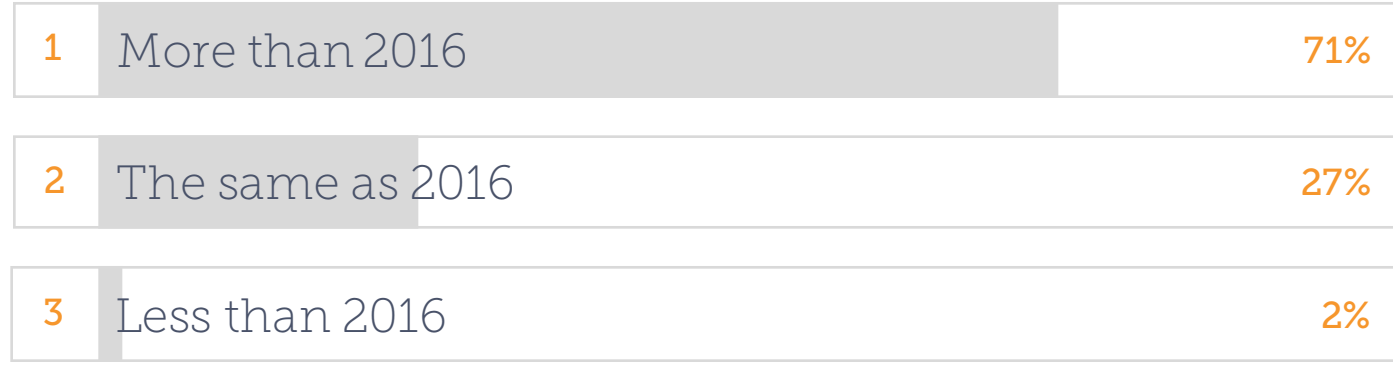
Presented by The News Funnel



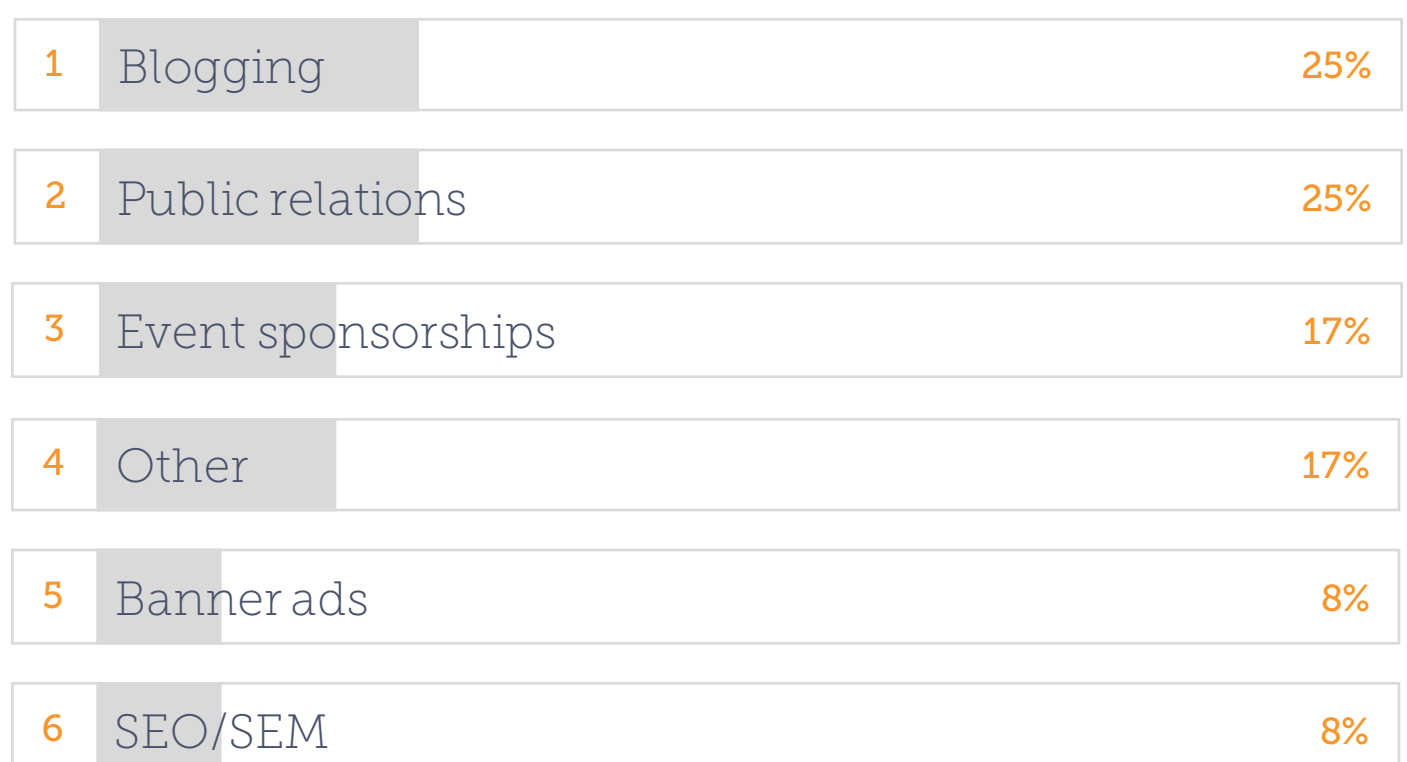
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1. Regarding your marketing budget for 2017, do you expect to spend...



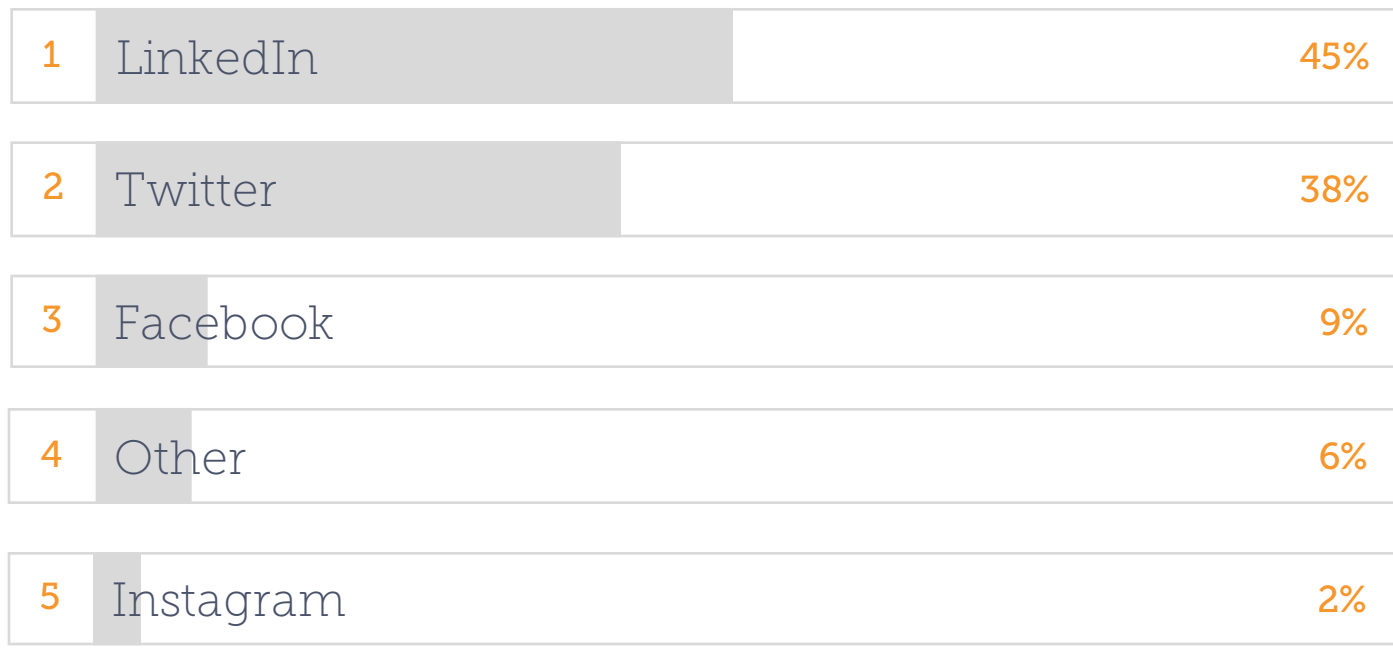
2. What is the most effective marketing strategy you currently use?



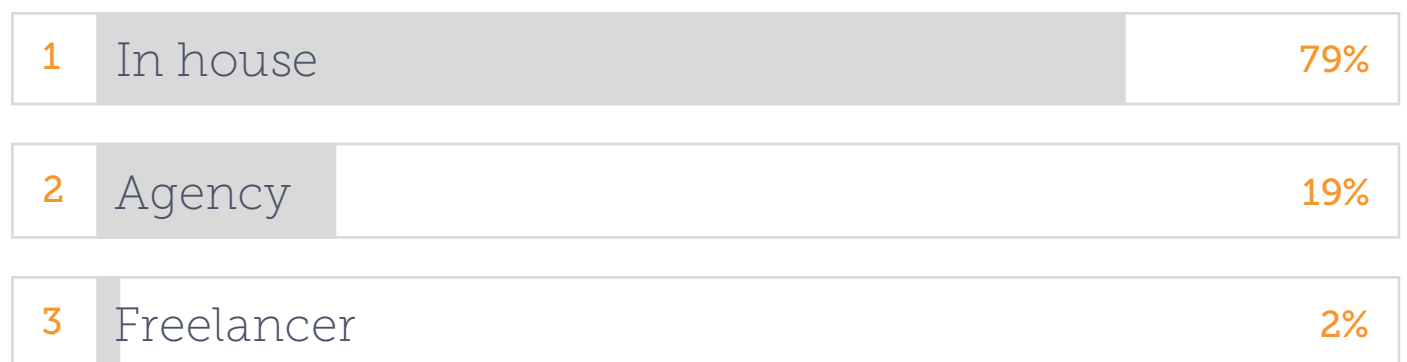
3. Are you using content marketing as part of your marketing mix?



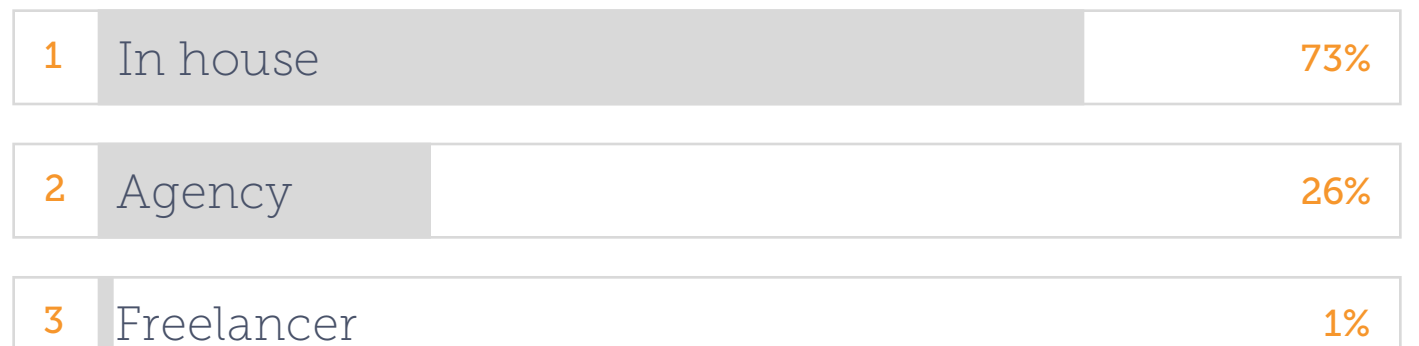
4. Regarding social media, which platform(s) have been the most effective for you?



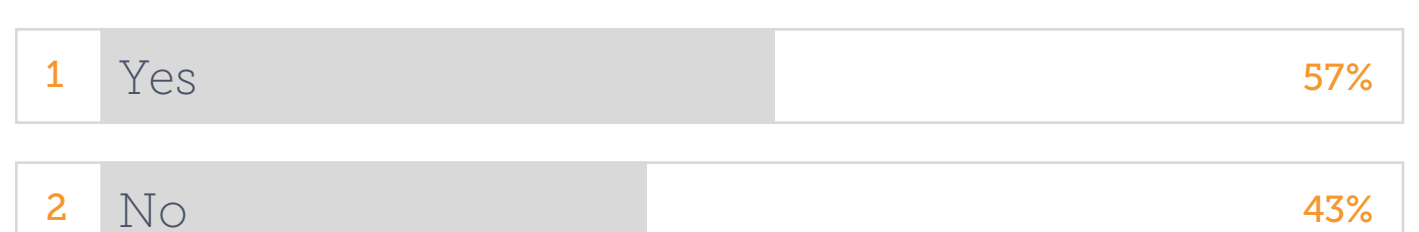
5. How do you manage your social media?



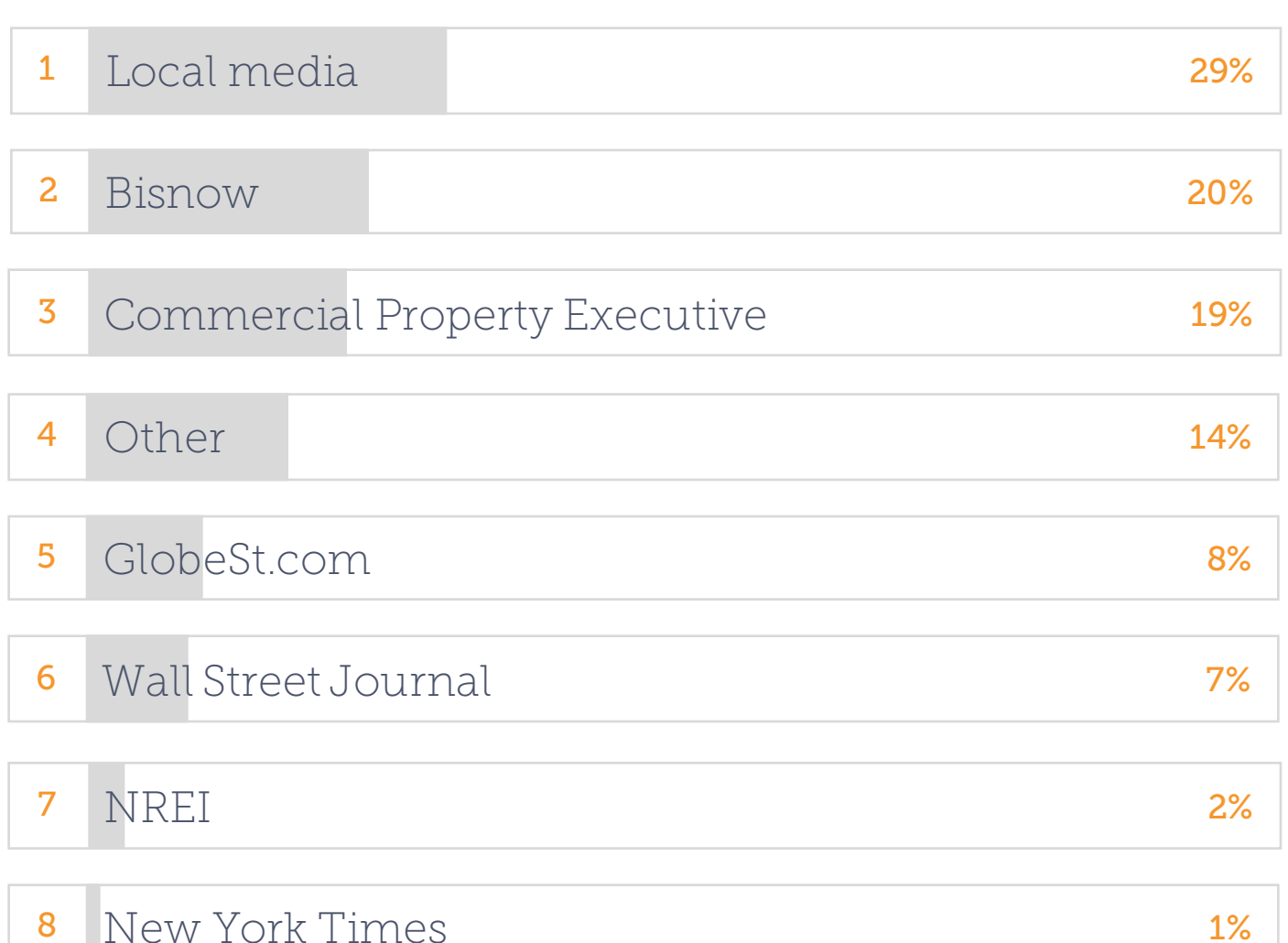
6. If you're blogging, who writes your blogs?



7. Do you work with a public relations firm?



8. What is the most important media source you target for your company or industry news?



Questions or Comments?

Please email lindsey@thenewsfunnel.com with questions, comments or with ideas for a future survey.

