

CallRail

Ebook

# Digital Marketing Strategies For Real Estate Investors



# Introduction

The digital marketing landscape has changed significantly in the last few years when it comes to real estate.

Skyrocketing costs across all paid-ad platforms have pushed many investors to rethink whether digital is a sound investment for their marketing budget.

Other online marketing strategies, like content marketing and social media advertising, can be quite effective, but require significant time and money.

Any marketing strategy – whether online or offline – requires budget to be successful, so real estate investors need to take action to ensure they’re getting the most ROI from their efforts.

The only way to effectively measure ROI is to set up detailed tracking across all of your marketing channels, and adjust your strategy based on the metrics that matter most to you – like first-time calls, incoming calls and texts, which campaign drove the most calls, and so on.

Follow these tips to achieve the leanest, most effective digital marketing strategy for your real estate investment business.

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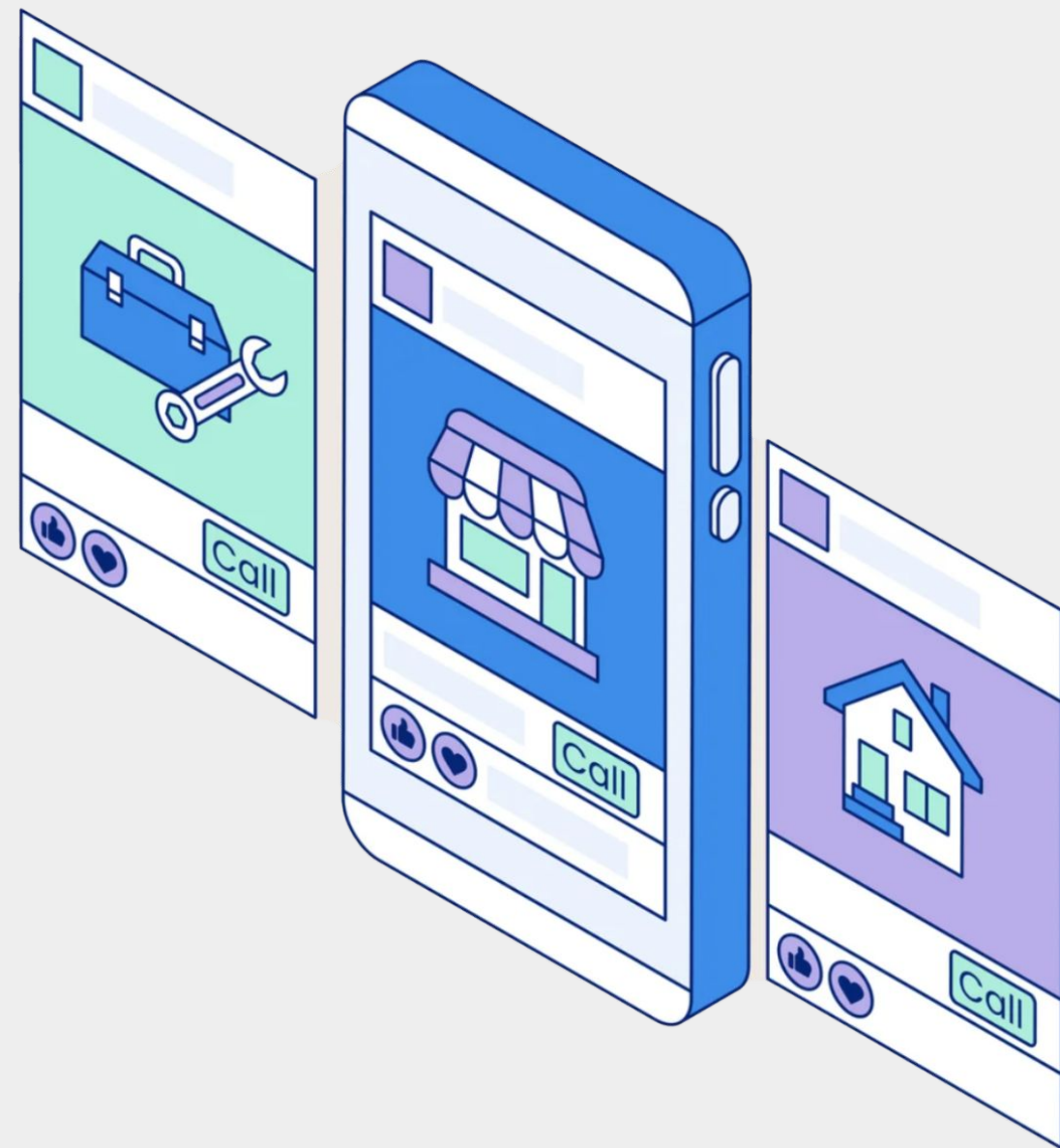
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## Chapter 1

# Understanding Your Local Social Media Landscape

If you're a real estate investor looking to buy, flip, and resell homes – social media can be a great way to expand your reach of potential sellers and buyers. With a little strategic thinking, you can turn social media into one of your best intelligence gathering tools. Ripe with potential, untapped social outlets and forums can also help you make connections with audiences in local communities and neighborhoods where you want to keep an ear to the ground.





## Researching Popular Social Channels Used By Your Community

The first step is getting really clear on your intended audience(s) and finding out where they are spending most of their time on social media. This can vary greatly depending on the area you're interested in and the community there, so you'll need to get tactical – analyze market trends and potentially survey your local community to find out more.

Certain platforms allow you to interact on a local level without shelling out any funds. The platform NextDoor is a great place to start, or you can join and become active in local Facebook groups. Try using the Instagram Explore feature or searching local hashtags to learn more about active users in your area.



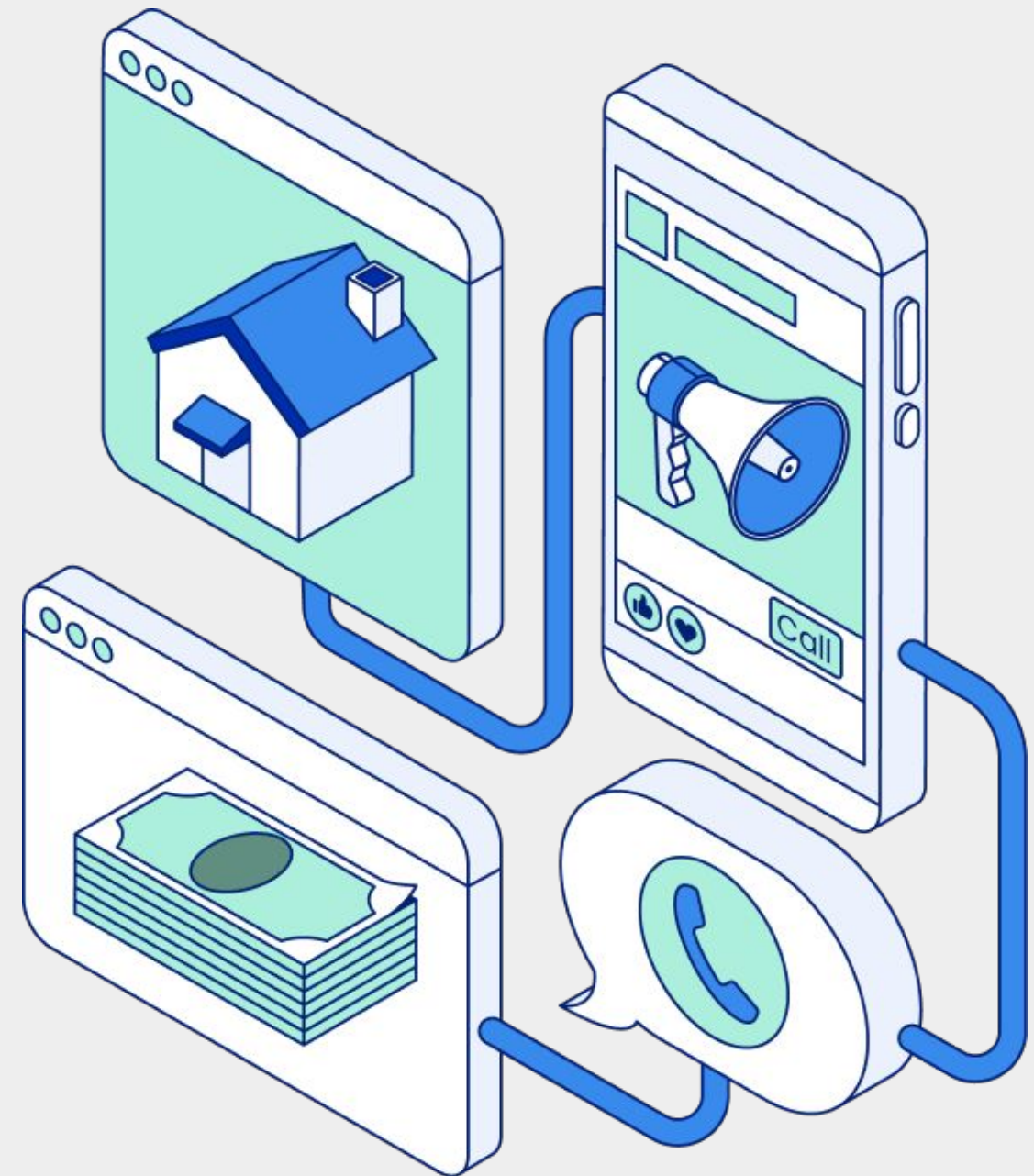
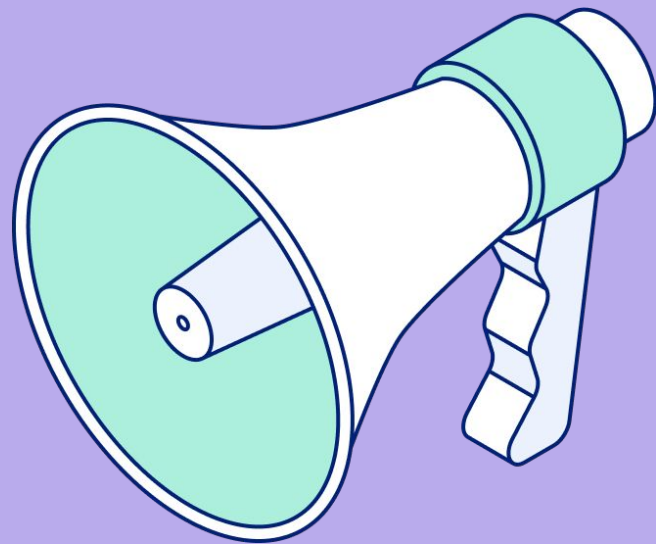


## Building Relationships

Once you have a good idea of where potential property sellers and buyers in your area are spending time online, it's time to start building connections and boosting your brand recognition.

This can only be achieved if you have already established a consistent brand image. If you haven't already, consider investing some of your marketing resources toward basic branding essentials like a headshot, logo, business card, and at the very least a simple website that communicates how your business stands out.

After you've stood up a solid brand, you can work to grow your footprint and begin engaging with your target audience on social media through comments and direct messaging.



## Chapter 2

# The Tailored Content Marketing Approach

Content marketing can be a very effective marketing strategy for real estate investors—when done correctly. Your focus must be finding ways to stand out to your local audience, and show them you are an expert and trusted resource in your area.



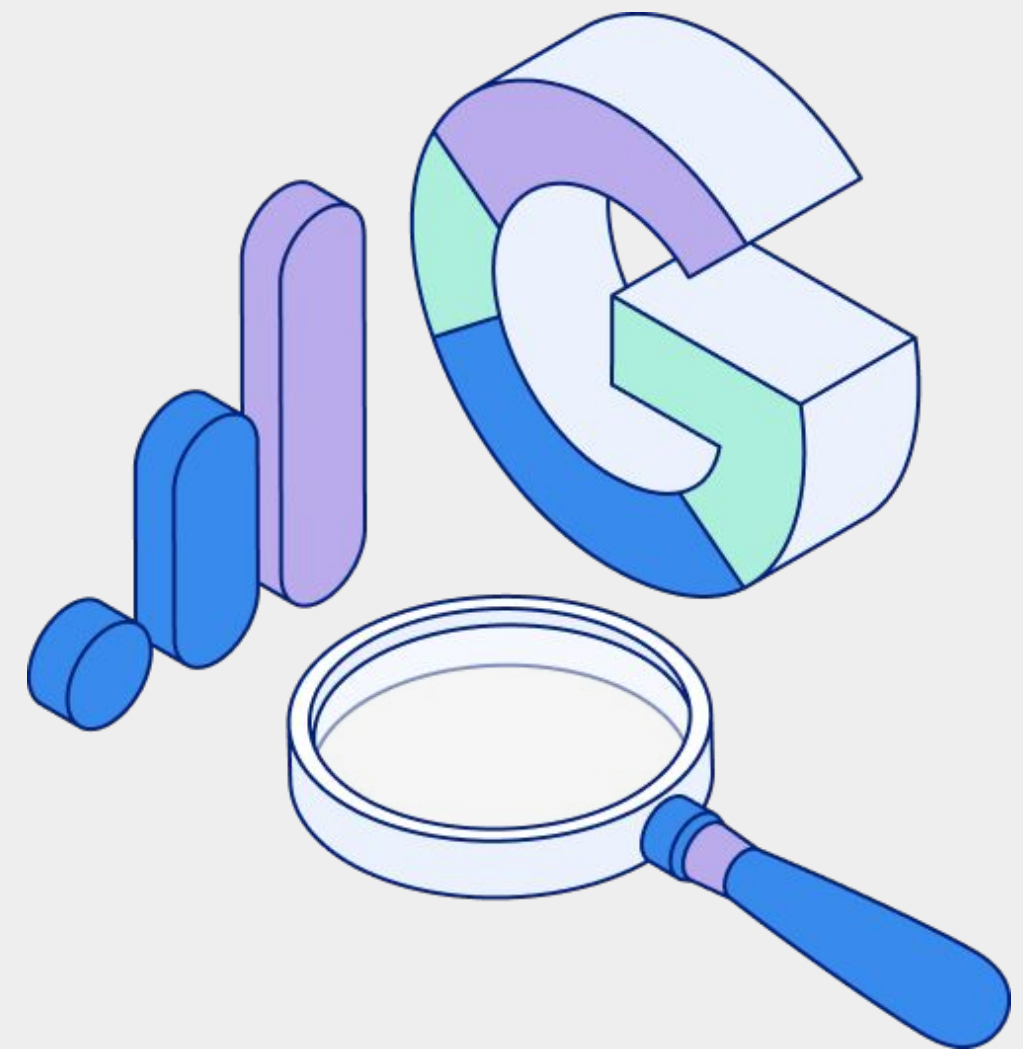
## Creating Localized Content

When generating content concepts, research what's going on in your area and what might appeal to your audience. You can publish blog articles about local attractions in the region or produce quarterly reports about the housing market, for example.

## Utilizing Different Content Formats

To succeed with content marketing, you need to test different types of content to see what resonates most with your audiences – and it will vary by audience. Long-form, informative blog posts can help reach customers using Google to perform research, while other folks may prefer to watch videos.

Test out various delivery methods as well. Promote your content on social media, and repurpose it for email marketing. Track the results of all these campaigns and see what works best for which audience.



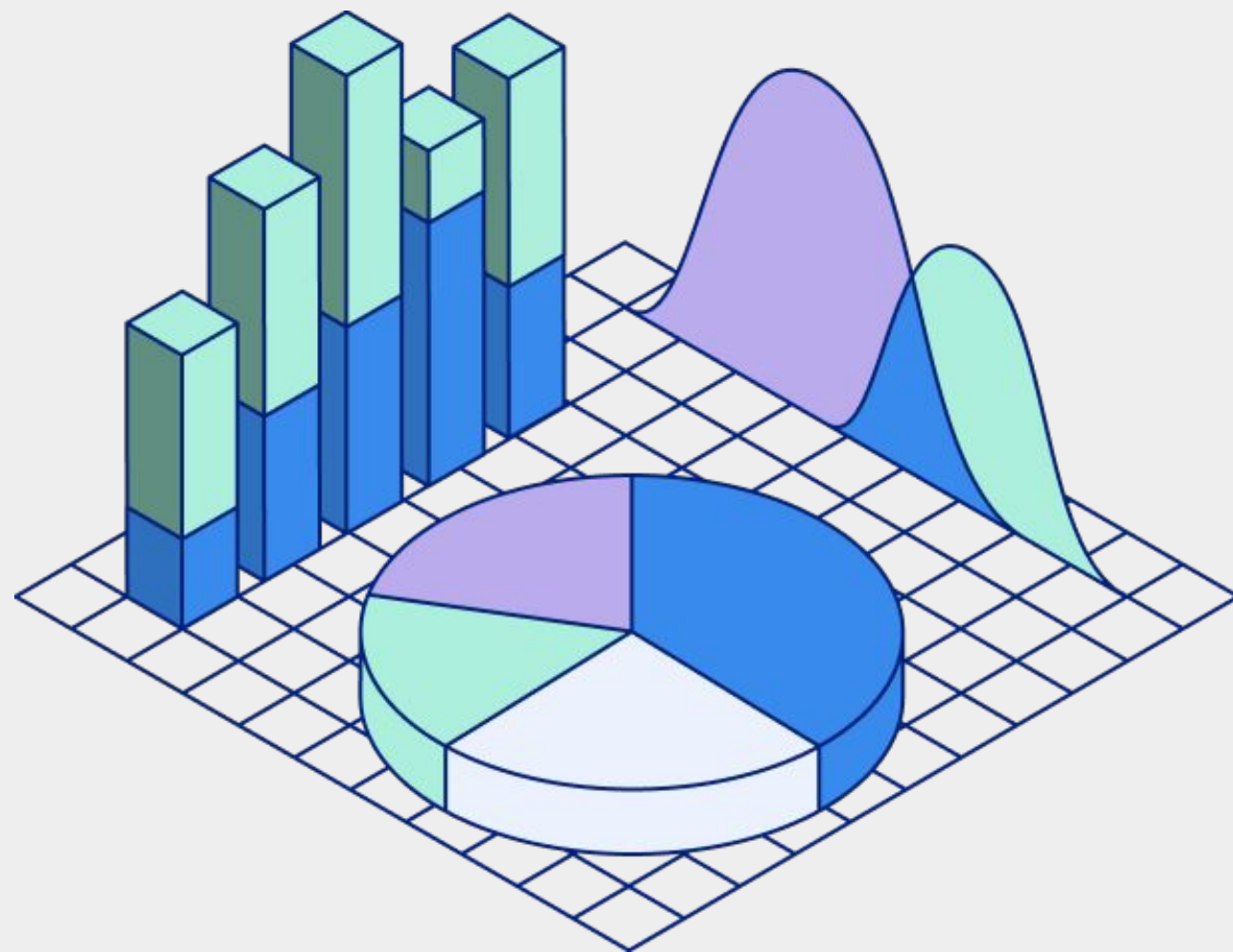
## Chapter 3

# Establishing Yourself as a Local Online Resource

The cornerstone of any good real estate digital marketing plan can be summed up in one word: Trust. Your audience wants to know that you are the go-to expert in their neighborhood, and that you have their best interests in mind when working with them.







## Establishing Expertise

Trust and expertise are inextricably linked. By demonstrating that you are the housing expert in a given region, potential leads will come to see you as a trusted resource. You can do this by making sure your website is always up to date, and frequently sharing local property news and insights on your blog and social media channels.

Offline, you can attend local events and greet attendees, partner with various businesses or community initiatives to expand your reach and visibility within your locality, and send direct mail campaigns.

## Providing Valuable Resources

One of the best ways to become known as an expert in your area is to provide your community with valuable resources that they'll need again and again. This could be property reports that you publish on a regular basis, or updates about community goings-on.

Your website can also become a place that people visit frequently to explore properties for sale in the area—but for this to work, you must consistently be updating your website.



## Chapter 4

# Improve Your Efficiency with Affordable Marketing Tools

Before you decide on your digital marketing strategy, it's vital that you have everything in place to track your campaigns in detail.

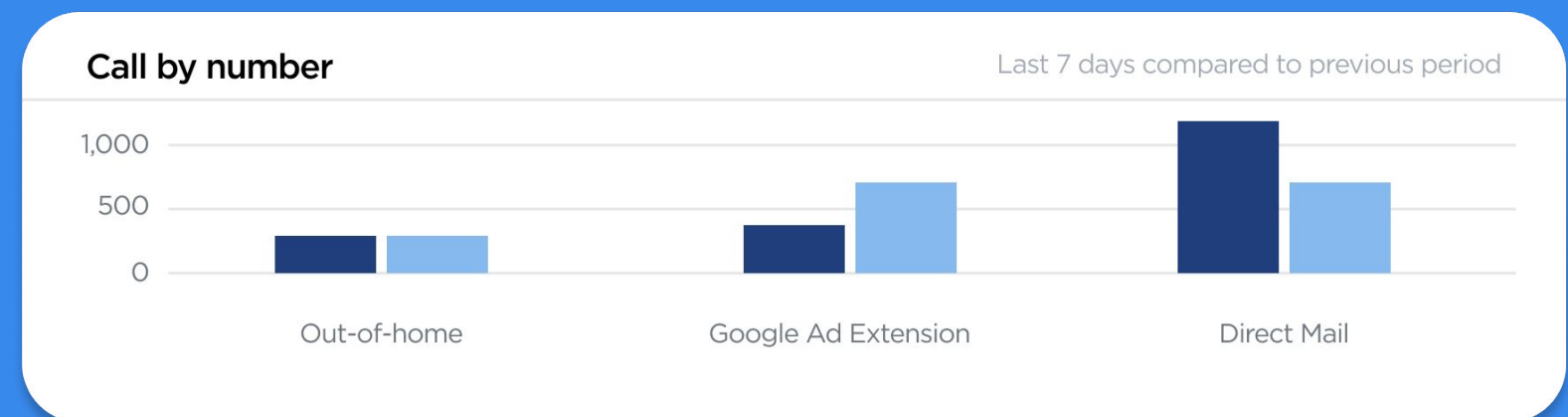
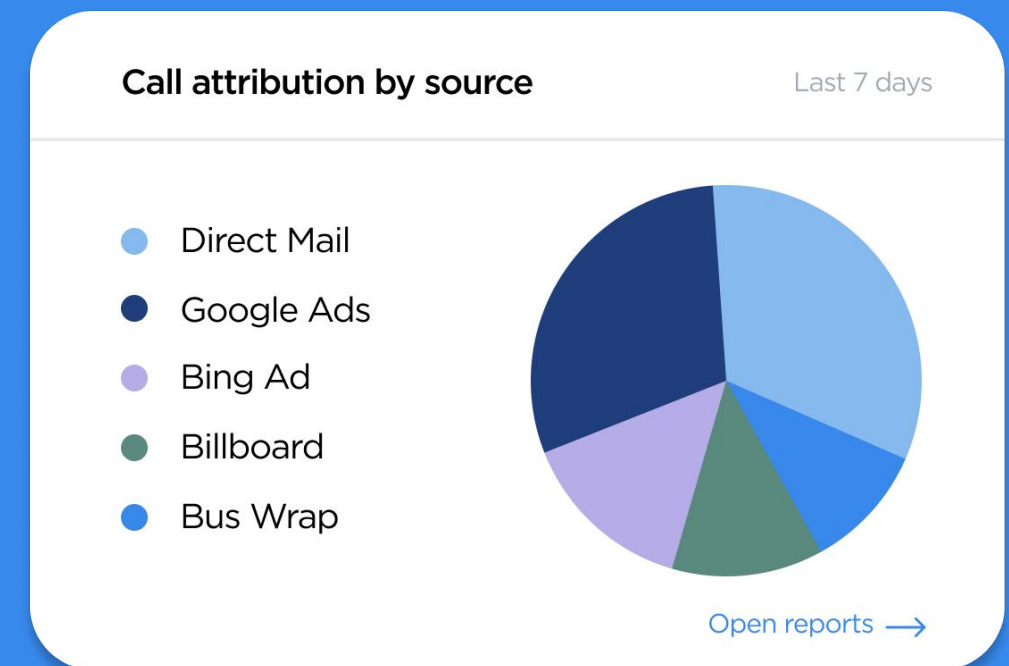
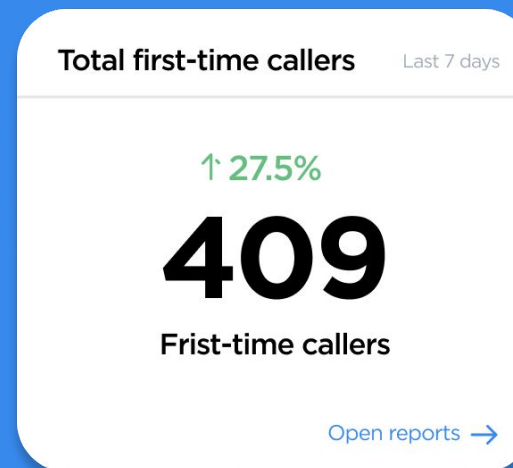
A tool like [CallRail](#) will help you get a deep understanding of how effective the channels you use are. Keep reading to find out how.

## Call Tracking

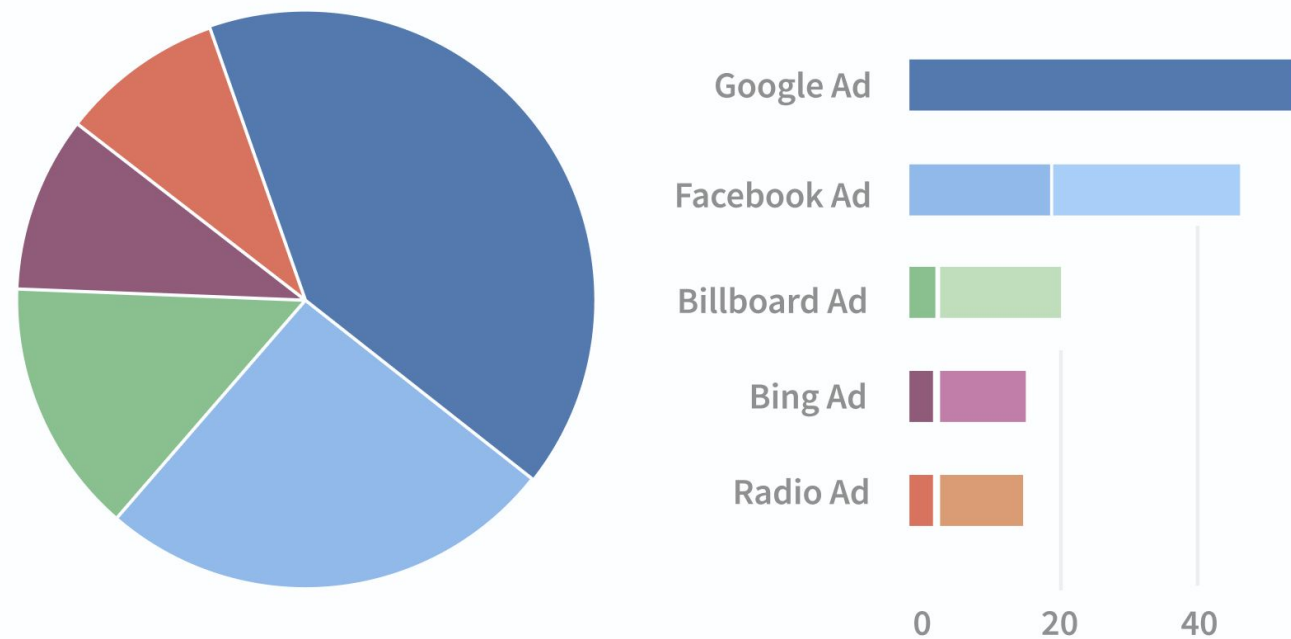
One of the key metrics real estate investors should be measuring is inbound calls. Don't make the mistake of leaving your most important metrics up to chance. Use CallRail's [call tracking](#) software to understand the number of inbound calls and texts you're receiving, which campaigns drove them, how many were first time calls, and much more.

With this approach you know which strategies are driving inbound leads and can make adjustments to optimize your spend for the best ROI possible.

Beyond that, CallRail automatically records and transcribes calls, then analyzes the different sales tactics representatives use to convert callers into clients so you can maximize performance across your team.



## Form by Marketing Source



Form Submission by:



**Amy Willis**  
Amy.Willis@email.com  
216-999-0582

Source: [Google Ad](#)

## Form Tracking

Real estate investors also rely on their website to bring in new leads, and CallRail can help assess which of your digital campaigns are pulling in leads through form tracking.

Within a single dashboard, CallRail users can see which forms on their landing pages are responsible for the most inquiries, making it easy to optimize conversions throughout the site.



# Best Practices to Optimize Marketing Campaign ROI for Real Estate Investors

Many real estate investors leverage a few key marketing tactics to meet the needs of their business. As you continue to hone your strategies, these best practices can make sure you're getting the best bang for your buck.





## Optimize your Time with Voicemail Transcriptions

You've got tons of calls coming in, but you're on the go and can't do everything at once. Optimize your time by setting up a [call flow](#) to route calls directly to voicemail. Then, use transcripts to quickly scan through voicemail and identify your hottest leads so you don't need to listen to every voicemail one at a time.

## Increase ROI on Physical Marketing

When using yard signs, flyers, and mailers – just like with any other marketing tactic – make sure you're tracking the results so you can optimize and increase your ROI. By using a different [Call Tracking](#) phone number for each location, you'll know which locations are receiving the most calls.

For real estate investors with a large number of locations, it's best to use one tracking number per area and track your results that way. Take it one step further by using Call Tracking software to [set up a call flow with a menu step](#), so callers can select a specific location after dialing the area's tracking phone number.

# Unify your Communications

The nature of real estate requires countless communications daily. A unified communications platform like CallRail's Lead Center lets you take, make, transfer, text, or call leads and clients back with one button – even when you're on the go.

With plans that offer **unlimited** local minutes, CallRail helps you minimize spend and avoid overages while gaining visibility into the ROI your marketing activities are driving.

Visit the CallRail pricing page to learn more.





## Chapter 6

# Measuring Campaign Success with CallRail

If you want the most comprehensive insights on your marketing strategy, then CallRail is the right tool for you.

CallRail is so easy to set up, it can typically be done in just a few minutes. And as soon as it's live, it will begin tracking the volume and source of phone calls and forms as they come in, giving you and your team valuable information about which strategies are working best, and which ones need to be optimized.



CallRail helps you optimize your campaigns as well, by analyzing call data (including transcripts of actual calls) to find easy to make improvements to your conversion funnel. With minimal effort, you'll be able to refine your campaigns for improved performance and ROI.

See for yourself how CallRail can help you drive ROI for your real estate business.

**Try CallRail free for 14 days**

