



BUSINESS  
GUIDE TO

# Marketing and Advertising in Real Estate

Everything You Need  
to Know for Marketing  
Your Residential  
Real Estate Business

A REAL ESTATE EBOOK FROM





# Real Estate Marketing and Advertising 101

One of the most popular questions we're asked by real estate agents and students is, "How can I effectively advertise my services?"

Getting your name out there and generating leads can seem confusing. If you're unsure or need guidance, look no further than this business guide to marketing and advertising your real estate business.

# Traditional vs Digital Marketing

Since the creation of the internet, a new form of marketing has emerged: Digital Marketing. The biggest difference between this and traditional marketing comes down to the level of interaction.

Traditional marketing usually doesn't offer a direct interaction between brand and consumer. You usually see an ad in a magazine, read it, and move on. Meanwhile, digital marketing offers a higher level of engagement.

The consumer has the choice to respond or interact with a digital ad. They could directly email the brand or comment on a social post. This interaction keeps the attention of the audience, further increasing the likelihood they will purchase the product or services.



# Traditional vs Digital

## TRADITIONAL

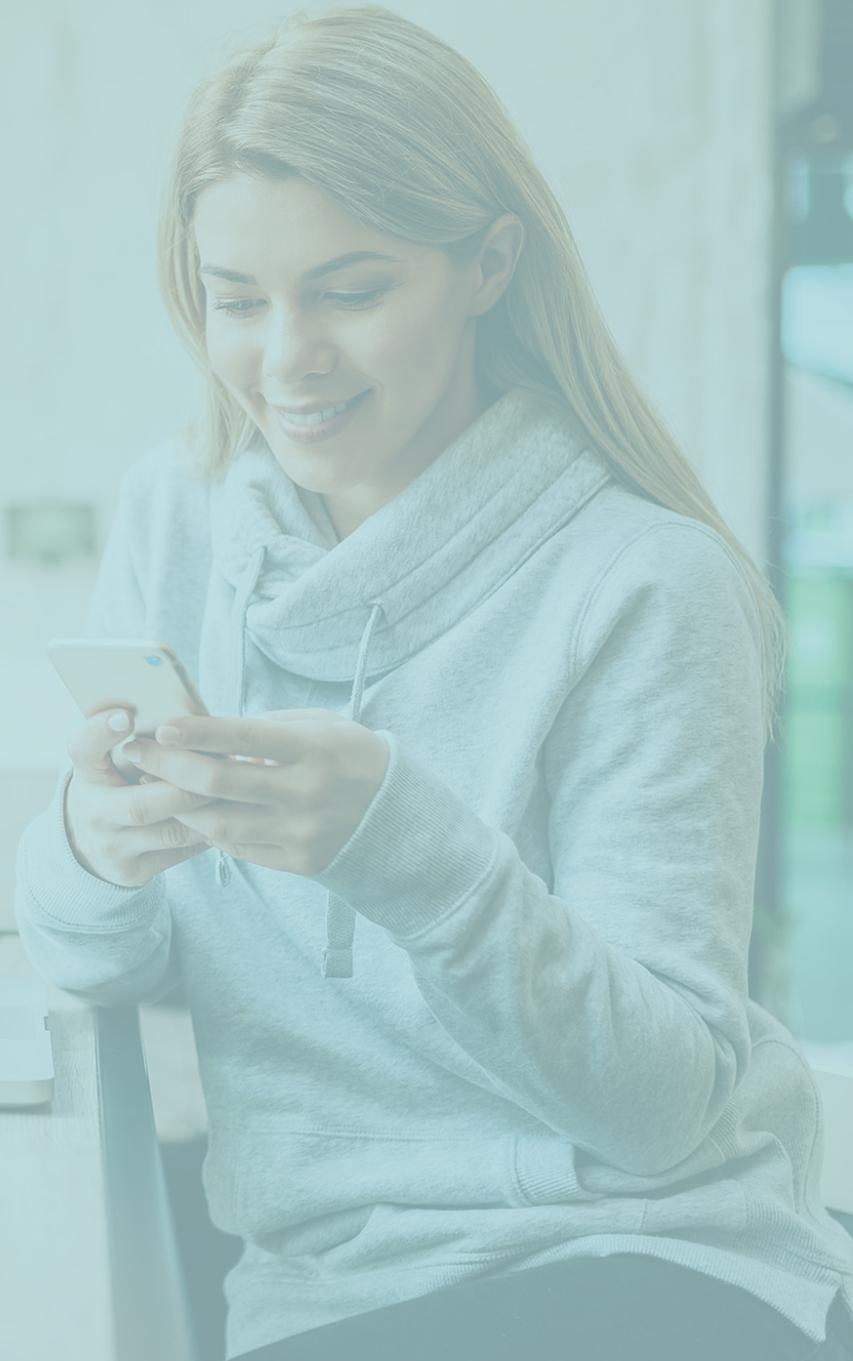
- + Print
- + Radio
- + Television
- + In-Store Display
- + Direct Mail Campaigns
- + Event Marketing
- + Affiliate Partnerships

## DIGITAL

- + Social Media
- + Display Adverts
- + Content Marketing
- + Email Campaigns
- + Search Engine Marketing
- + SMS Text Campaigns
- + Digital Video (YouTube)
- + Native Ads (Sponsored Content)
- + Video Ads

# Real Estate Marketing: Best Practices

Deciding where you advertise depends on your needs, target market, and budget. We've hand-selected and explained what we consider to be the best methods of marketing for real estate agents.



# Traditional Marketing Tactics for Real Estate



## PRINT MEDIA ADVERTISING:

Uses physically printed media to advertise your services. This includes magazines, newspapers, and billboards.



## DIRECT MAIL CAMPAIGNS:

A physical letter, mailer, or another form of package sent to a residence. Mailing flyers and brochures discussing your services are marketing pieces that would fall under this category.



## EVENT MARKETING:

This usually involves direct interaction with a brand's representatives at a hosted event. For example, holding a school fundraiser, informational seminar, or local golf tournament for potential and current clients would be Event Marketing.

# Digital Marketing Tactics for Real Estate



## SOCIAL MEDIA:

Interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks like Facebook and LinkedIn.



## EMAIL MARKETING:

The act of sending a commercial message, typically to a specific group of people, using email.



## TEXT MESSAGE MARKETING:

Sending coupons, special deals, announcements, current events, and other information to your customers through text messages.

**Did You Know?** SMS messages have a 98% open rate. Meanwhile, email has on average of only 20%.



# How to Create an Advertising Message and Sell It

Advertising is a main component of your marketing strategy. It's the part of your marketing umbrella that consists of creating messaging to sell your services.

In order to successfully advertise, you'll need to first understand the basics of strategy and messaging.

# Creating a Strategy Statement

A strategy statement allows you to communicate the following: the objective, scope, and competitive advantage of your business. If you go online and research strategy statements, you're going to get a long-winded and convoluted explanation that'll ultimately leave you confused.

**Let's simplify the process.**

# Objective, Scope, and Competitive Advantage

## OBJECTIVE:

What You're Trying to Accomplish.

+

## SCOPE:

What Products or Services Will You Sell, Where Will You Sell, and How Will You Sell.

+

## COMPETITIVE ADVANTAGE:

What Gives You an Advantage Over Others.

=

YOUR  
STRATEGY  
STATEMENT

# Strategy Statement: Example

Once you have established these parts, you'll combine them to create your business strategy statement. Here is a real-life example that may be helpful.

## OBJECTIVE:

Increase awareness of my services to first-time homebuyers looking to own a home.

+

## SCOPE:

Sell my services in the north Atlanta area utilizing print and digital advertisements.

+

## COMPETITIVE ADVANTAGE:

Provide a fully-encompassing real estate service that makes the home buying and selling process a seamless and easy one for clients.

=

## YOUR STRATEGY STATEMENT

Forshay Realty will service first-time homebuyers in the north Atlanta area by utilizing print and digital advertisements. By providing a fully-encompassing real estate service, clients of Forshay Realty will experience a home buying and selling process that is seamless, easy, and stress-free.

# Advertising Messaging and Benefits

When creating your messaging, you'll need to uncover the benefits of your business. Follow this process to help you uncover this messaging:

## STEPS TO MESSAGING:

1. Decide what feature(s) of your business gives you an advantage over others.
2. How exactly do your customers benefit from this feature?
3. Which benefit do you feel our future clients would want most?



# Advertising Messaging and Benefits: An Example

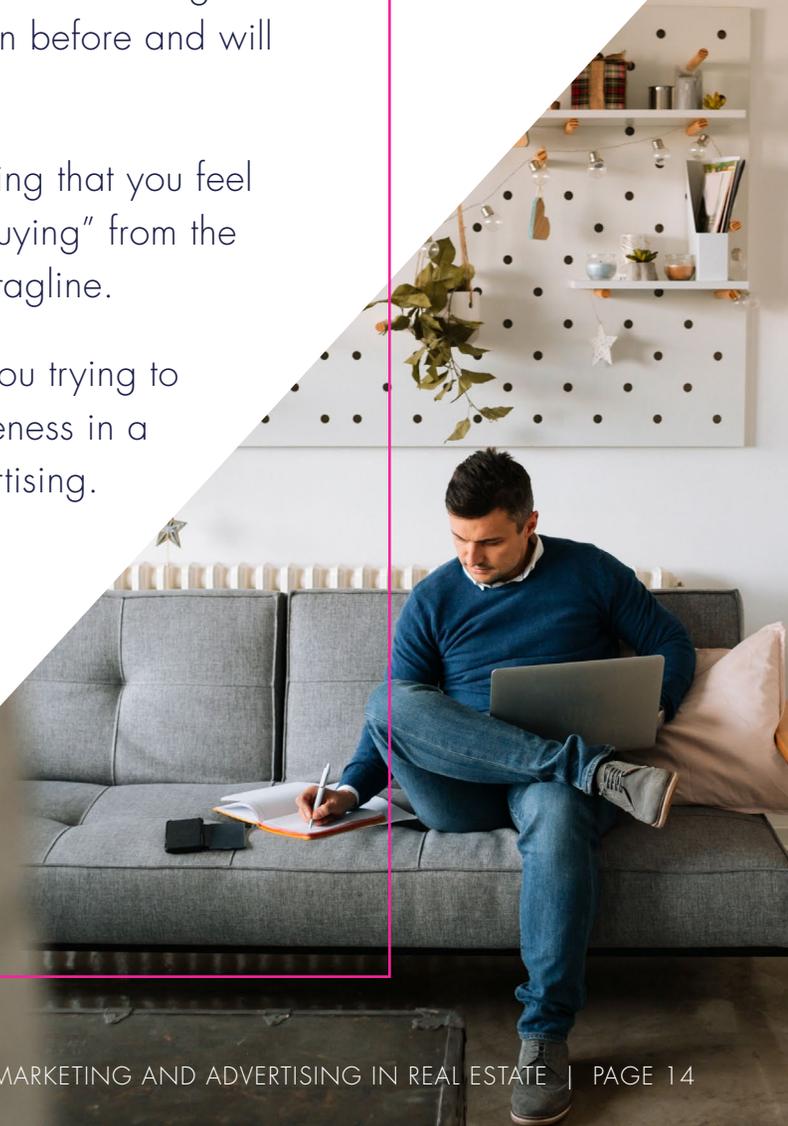
Use this example to help create your messaging.

## STEPS TO MESSAGING:

1. Forshay Realty provides a fully-encompassing service that makes the home buying experience a seamless one.
2. Customers benefit by not having to worry about anything in the home buying process. Forshay Realty does it all, including helping you find movers and hire cleaners free of charge.
3. The benefit of “stress-free home buying” would be most enticing to Forshay clients and is something that’s rare.

# Advertising Messaging and Benefits

- Write as much as possible when creating your messaging. Continuous writing will allow you to discover things you may not have consciously known before and will help you further develop your brand.
- Look for little tidbits of language and information within your writing that you feel might be perfect for your ads. The wording of “stress-free homebuying” from the previous example could very well be the basis for your business tagline.
- Try and figure out what exactly you want this advert to do. Are you trying to take on the competition, or are you simply trying to create awareness in a red-hot market? Your situation dictates what is best for your advertising.
- Redoing this process is the best process. It’s likely that on your first go around you’ll become stuck or pigeonhole yourself. Messaging requires time to create.
- Don’t be afraid to think outside the box. As long as the vital information is there, creative adverts can only help your business.



# Creating the Big Idea

The Big Idea or the concept is the framework of how the ads must be situated. It combines:

- **WHAT YOU DO**  
(We sell real estate)
- **THE REASON WHY SOMEONE SHOULD BUY**  
(We offer a fully-encompassing service, making your life easier)
- **THE TONALITY**  
("Stress-Free Moving", "Buying as easy as 1-2-3")

# Tips for Creating the Big Idea: Example Concepts

Coming up with advertising concepts requires patience and an able-minded approach. No one knows your business better than you, but that sometimes can restrict your thinking.

Follow these steps to help you effectively develop concepts:

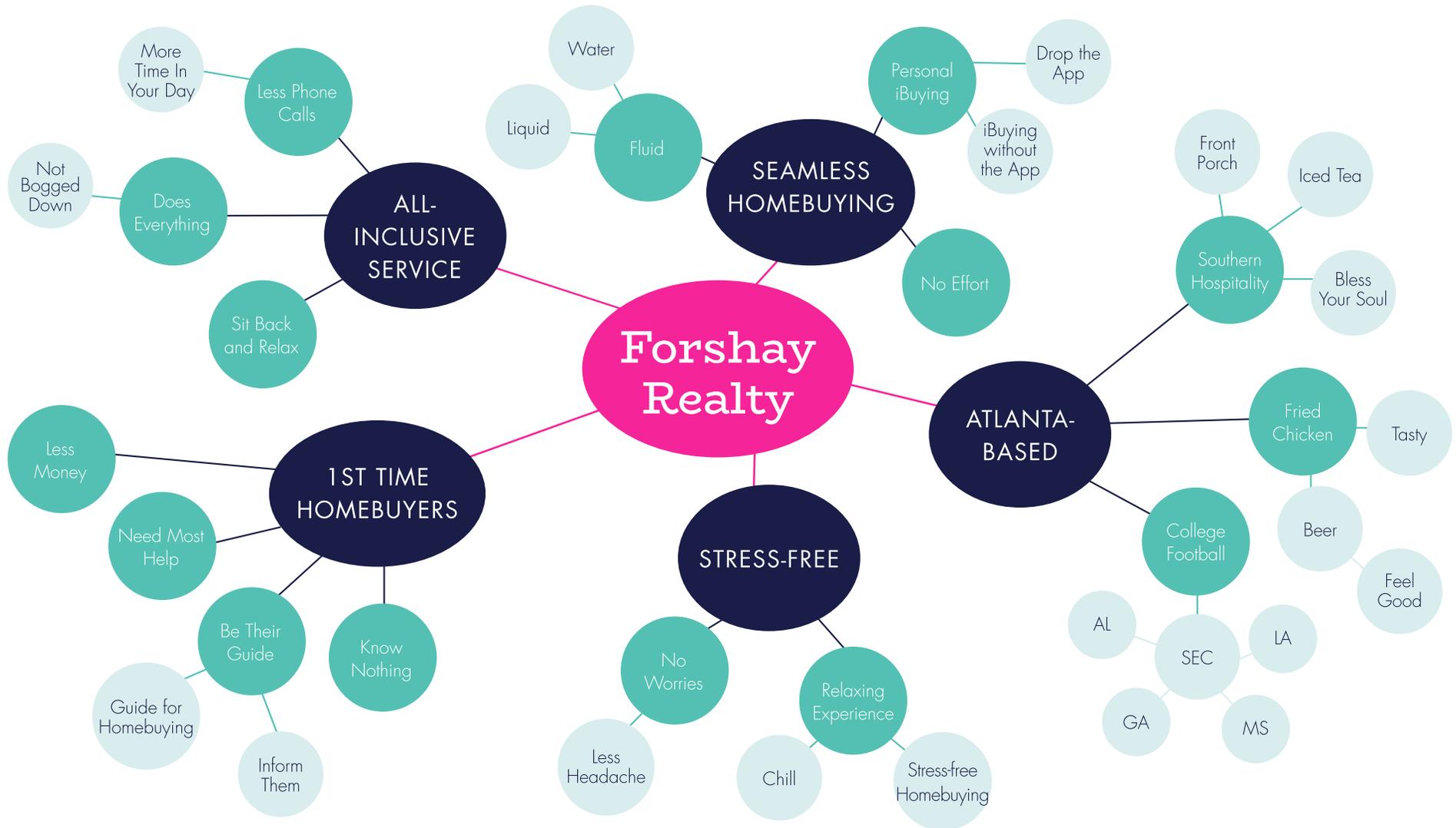
- 1. MIND MAP:** Take a moment and create a mind map linking different but similar words and themes. This will help you establish tonality and give your concept a catchy name.
- 2. CREATE CONCEPTS:** Using the mindmap, form different phrases and wordings you feel work towards What You Do and Why Someone Should Buy From You.
- 3. COMPILE:** List out 10-15 concepts you feel have “legs.”
- 4. CURATE:** Choose the 3-4 concepts you feel work best and write a paragraph each explaining what this Big Idea is all about.
- 5. FEEDBACK:** Ask for outside feedback from friends, relatives, and colleagues. Their first thought about the concept is usually the most important thought since most people will give your ad, at most, 10 seconds of attention.
- 6. GATHER A CONSENSUS AND REPEAT THE PROCESS IF NECESSARY.**



**Step-by-Step  
Explanation  
for Developing  
The Big Idea**

# Step 1: CREATE A MIND MAP

Take out a sheet of paper and begin by writing your company name in the middle. Next, you will draw connecting circles with the first words that come to mind when thinking about your company. Then write down more words that connect with those first ones. Keep connecting until you have a full page of words.



## Step 2: CREATE CONCEPTS

This part can be the trickiest when it comes to forming new concepts. To get started, take out another piece of paper and begin pairing different words and phrases to create concepts you feel make sense for your business.

1. Seamless Homebuying for You
2. Know Nothing About Real Estate?  
We've Got Your Covered.
3. The Stress-Free Homebuying Experience
4. Sit back. Relax. We've Got This.
5. Sit Back and Relax Homebuying Experience
6. Let Us Guide You
7. Let Us Be Your Guide
8. Home is Where Forshay Is
9. iBuying without the App
10. No Worries Welcome Home
11. Ready to Move? We'll Take it From Here.

12. Southern Homebuying Hospitality
13. Where Your First Move is the Last
14. Your Only Move is Choosing Us
15. Need a Little Help?
16. Let Us Make Your Dream Home a Forshay Realty
17. First Time? We'll Take it From Here.
18. First Home? We'll Take it From Here
19. The Stress-Less Homebuying Experience
20. Your Move Starts with Forshay
21. Your Home is Only Part of Picture
22. Make the First Move. We'll Take Care of the Rest.
23. Make the First Move. We'll Take it From Here.

## Step 3: COMPILE

Choose the 10-15 best concepts and put them on a big board to see.

## Step 4: CURATE

Out of the 10-15 concepts, choose your top 3-4. Then, write a paragraph about the concept. When writing, allow yourself to go off on tangents. The more you put down on paper, the closer you'll get to developing your idea.

## Step 5: GET FEEDBACK

Go to your closest confidants and colleagues and ask for their honest opinions. Write down a list of these thoughts, and consider which idea is best. Don't be afraid to change the wording or parts of your concepts. Feedback can sometimes spark new and better ideas for your benefit.

## Step 6: REVIEW AND REPEAT

The last step is where you need to be the most honest with yourself. Does this Big Idea sell your business? If not, get back to the drawing board, and start again.



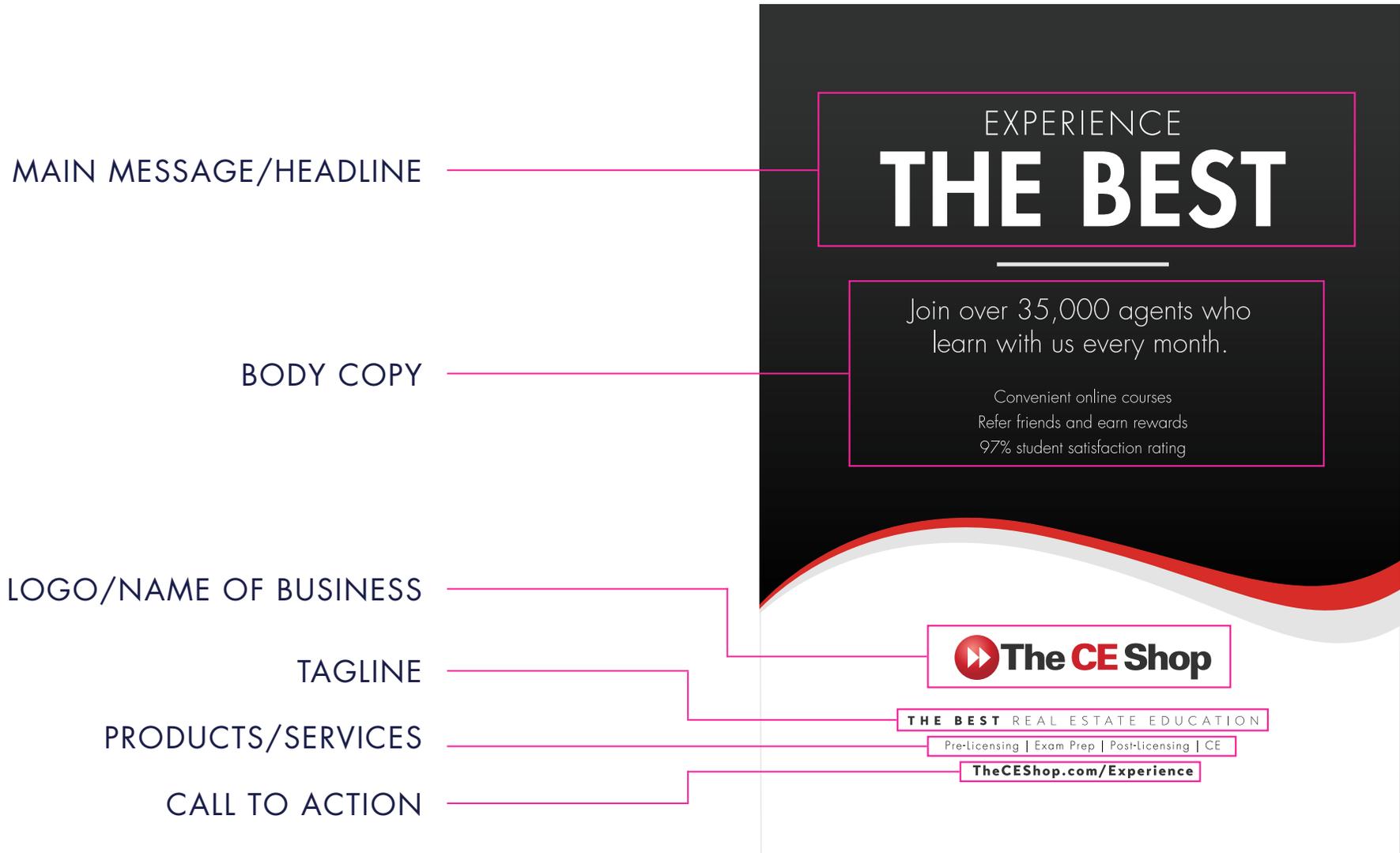
# The Anatomy of a Print Ad

Here is a breakdown of what your adverts will need:

- 1. MAIN MESSAGE:** This can be a one-liner or headline that effectively shows the benefit you're trying to get across. It could also be something that supports the visual on the page.
- 2. BODY COPY:** Ranging from 1-3 sentences, body copy is a great way to support your main message, while discussing other secondary features that could support the headline.
- 3. LOGO/NAME OF BUSINESS:** Without these elements, your advert is pointless. The logo is your client's way of recognizing your brokerage. Its consistent usage throughout your adverts and other marketing endeavors is vital.
- 4. TAG:** A slogan or tag is a brand promise that explains what you do and how you do it. When thinking of tags, be short and concise.
- 5. CALL TO ACTION:** A Call to Action or CTA is an actionable term that tells the viewer where to go next if interested. Simply saying "Call 1-800..." or "Follow us on Twitter" are CTAs. However, remember to ask yourself "How many CTAs is too many?" You don't want to bombard your audience with too many destinations, or they will get confused. Simply provide the two best ways to contact you and your ad will be more effective.
- 6. VISUAL:** While not always necessary, this component usually completes a real estate ad. Using your professional headshot or a picture of a beautiful home you're selling are usually the best choices for real estate adverts.

# The Anatomy of a Print Ad

Use this print ad to help build your own traditional adverts.



# Using Messaging for a Digital Ad

While creating a print ad, and repurposing for other traditional mediums is a seamless process, digital ads can be quite the opposite. Every digital medium requires different things. Fortunately, we have an entire [social media ebook](#) that can help you figure out the process.

## USE WHAT YOU HAVE:

Regardless of the change in medium, the messaging you created for the print ad can be replicated for digital advertising. You will have to make minor changes to items like the CTA, but the overall messaging and wording will stay the same.

# Do's and Don'ts of Real Estate Advertising

Where and how you advertise dictates the effectiveness of your advertising message. You need to be where your clients are frequenting, both in real life and around the digital sphere.

# Do's and Don'ts of Real Estate Advertising

## Do's: LOCAL PRINT ADS

Popular magazines and newsletters can be relatively inexpensive. With these adverts, be clear and concise in your copy while honing in on the one benefit that your business can create for them.

## Don'ts: BILLBOARDS

Spending \$10,000 a month just so a thousand out-of-towners can speed by before they read the fourth word is one of the many reasons a billboard is a terrible idea. Other reasons to not do a billboard:

- + Lack of Targeting
- + Difficulty to Get Message Across with Limited Words
- + Inherent Danger of Writing Down Info and Driving
- + Less Available Attention

# Do's and Don'ts of Real Estate Advertising

## Do's: SOCIAL MEDIA

Social media channels like Facebook and Instagram are relatively inexpensive ways to effectively target different audiences with ads. We break down how to set up and manage your social media channels with [The Real Estate Agent's Guide to Uncovering New Business on Social Media.](#)

## Don'ts: SOCIAL MEDIA WHERE YOUR CLIENTS AREN'T PRESENT

Depending on your brand and target market, you need to be strategic in where you invest your social media budget.

For example, TikTok is a very popular social channel that's gaining legitimate recognition from influencers and major corporations. However, the average age of a TikToker ranges between 16-24. Predictably, this audience probably does not align with your target market and would be a waste of your time and money.

# Do's and Don'ts of Real Estate Advertising

## Do's: LOCAL PARTNERSHIPS

Successfully helping your clients from the beginning of the home acquisition process until the end requires developing different partnerships with local businesses in order to best help your clients. Many new real estate agents like yourself may not yet know which partnerships will benefit their career. This list should help you get started in the right direction:

- + Contractors
- + Home Inspectors
- + Home Stagers
- + Local Businesses (Flower Shops, Cleaning Services, etc.)
- + Marketing Agencies
- + Home Mortgage Lenders

Learn more about how to implement partnerships for your business on our [Agent Essentials](#) page.

# Do's and Don'ts of Real Estate Advertising

## Don'ts: SPREAD YOURSELF TOO THIN

While we strongly urge you to experiment with different advertising mediums, you need to be wary of trying to do too much too soon.

As you probably know, real estate agents have a ton of day-to-day responsibilities ranging from lead generation to closing a home.

When you throw in marketing endeavors, the workload can almost double.

The best plan of action is to choose three modes of advertising over a specific amount of time. After the time has passed, reassess your tactics, and try other advertising mediums you feel might give you a better advantage.

# Do's and Don'ts of Real Estate Advertising

## Do's: TRY NEW MESSAGING

If you feel your messaging isn't producing the results you expect, switch it up. It can be difficult to make the change, but it's not impossible.

For new inspiration, look back at your old work and see if there are any concepts you may have ignored or that need fine tuning.

## Don'ts: USE GENERIC TEMPLATES

Using generic templates will severely limit your reach when trying to gain and retain clients. The problem with generic templates is that everyone is using them.

Differentiate yourself from the crowd by hiring a freelance designer to help create your own unique templates and personal branding. Check out the company [99design](#) and [Fiverr](#) for any freelance marketing need you may have.

# Do's and Don'ts of Real Estate Advertising

## Do's: CREATE CONTENT

When it comes to marketing yourself, content is king. Creating content allows you to establish yourself as a thought leader in the industry while also showing off who you are and what interests you to your clients.

Different content that can help your business:

- + Newsletters (for sharing your content)
- + Blog Posts
- + Sponsored Articles
- + Contributing to Local Newspapers
- + Social Media
- + Videos

## Don'ts: TYPOSS

Typos - spelled with one s - are the bane of your real estate existence. For every glaring typo a potential lead sees, they're that much less likely to ask for your services. Before sending out marketing materials, make sure to have a colleague or family member check over your work. Also, check out into [Grammarly.com](https://www.grammarly.com). Their free Chrome extension is the best grammar check on the market.



## Ready to Get Marketing?

Setting up, and positioning yourself as your town's go-to real estate agent takes time, money, and patience. Not everything you do is going to work, but the more you put yourself out there, the higher the likelihood that you'll succeed.

We wish you good luck in your future marketing endeavors as a real estate agent.

# About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

