

Real Estate Marketing Automation

Tools and tips every real estate pro should have in their arsenal



An eBook by:

BOSTONLOGIC
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INTRODUCTION

Marketing automation refers to software and practices that allow you to automate and streamline your marketing efforts to increase your efficiency.

At it's best, marketing automation makes your job as a Marketer more effective by providing an organized procedure for executing tasks like publishing blog and social media posts, and sending lead nurturing campaigns and emails to the right people, at the right times. This frees up your time, allowing you to focus on content creation, sales and closing more deals.

You likely already have some marketing features in place which could leverage automation to make your efforts more fruitful.

In this ebook, we will cover the basics of marketing automation and benefits including:

- Lead Generation & Nurturing
- Lead Scoring
- Up-Sells/Repeat Opportunities
- Segmentation
- Retargeting

and more! Let's get started:

WHAT MAKES FOR SUCCESSFUL MARKETING AUTOMATION?

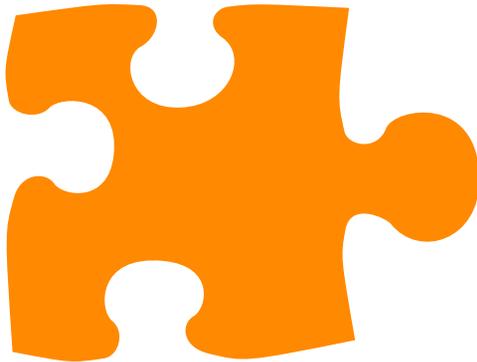
An Inbound Marketing Strategy

You should use inbound marketing as the foundation for your marketing funnel. In short, this means focusing on your prospects/leads challenges and needs, and creating content that speaks to them in order to guide them through the buyer's journey. Marketing automation should help scale your efforts once you have an effective marketing and lead generation strategy in place.

A Personalized, Human Voice

Gather information about your leads from multiple channels, not just what emails they click or open, and nurture them based on what you learn from those social behaviors.

Segment your leads into similar lists and create workflows so that you can target them with the appropriate, personalized content at the right times.



Measurable Goals

Setting measurable goals can help you figure out where to start your efforts, and allows you to see how your work is paying off, or if you need to re-strategize your approach.

Be aware that marketing automation is just one piece to the puzzle. Don't just set your content for automation and forget about it; be aware of what you are communicating through your content across all channels, including both email and social media.

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WHY IS MARKETING AUTOMATION HELPFUL?

A comprehensive marketing automation software gives you the data and information you need to easily create personalized and effective email campaigns, landing pages, and social media content. It will help align your marketing and sales efforts to connect the right people in your organization with your customers throughout the entire sales cycle; here's how:

Integration With Your CRM

Ideally, your marketing automation software should integrate seamlessly with your CRM platform. This way, you can avoid operating between multiple disjointed platforms, and instead store contact data, set lead follow up reminders and automate your marketing tasks all in one place.

Lead Scoring

Often, there is a disconnect between the Marketing and Sales teams regarding lead qualification; Sales may be dissatisfied with the leads that Marketing is sending them, and Marketing may feel that Sales is missing out on opportunities. Lead scoring helps align Marketing and Sales so that Marketing can nurture the leads that Sales can't yet reach, and Sales can talk to the right leads when they are ready.

Lead scoring helps you prioritize your leads and determine who is most engaged in the home buying or selling process at any given time. This scoring is established based on implicit buying signals, such as viewing a site page, favoriting a listing, or submitting a form.

Factors that can Influence a Lead Score:

Submitted Forms



Website Visits



Listings Saved



Listings Shared



Clicked Emails



Opened Emails



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Upsells & Repeat Opportunities

Lead scoring presents an increased opportunity for upsells and repeat business as well. If you notice that an existing customer in your database suddenly starts gaining a lead score after some time, then it is probable that they are looking to buy or sell again. This score would let the Sales team know that this is a viable business opportunity, and someone they should contact at this point in time.

Targeting & Personalization

As your client lists grow, it becomes more difficult to send them personalized, relevant messages. Your leads are human, and personalized content that is valuable to them is more likely to resonate than irrelevant content. Marketing automation allows you to segment your leads into similar, smaller lists by specific criteria – this can be their stage in the buyer’s journey, area, price range, house size, etc. When new leads matching a list’s criteria come into the system, they can also automatically be added to it. This is called **Smart List**. Segmenting your lists then allows you to target those groups with more valuable content, which will ultimately help you produce your desired ROI.

Lead Nurturing

Even if a sales qualified lead is not yet ready to buy or sell their home, you shouldn’t let them fall off your radar. Instead, you should continue to deliver valuable content to them that will educate and guide their thinking toward your brokerage.

Marketing automation allows you to send content to your list of these leads based on behavioral triggers, or at preset time intervals. This can be accomplished using workflows. For example, you could have a workflow to trigger a personalized follow up email when a customer downloads your e-book.

Triggered email messages average 70.5% higher open rates and 152% higher click through rates than your typical marketing blast emails¹.

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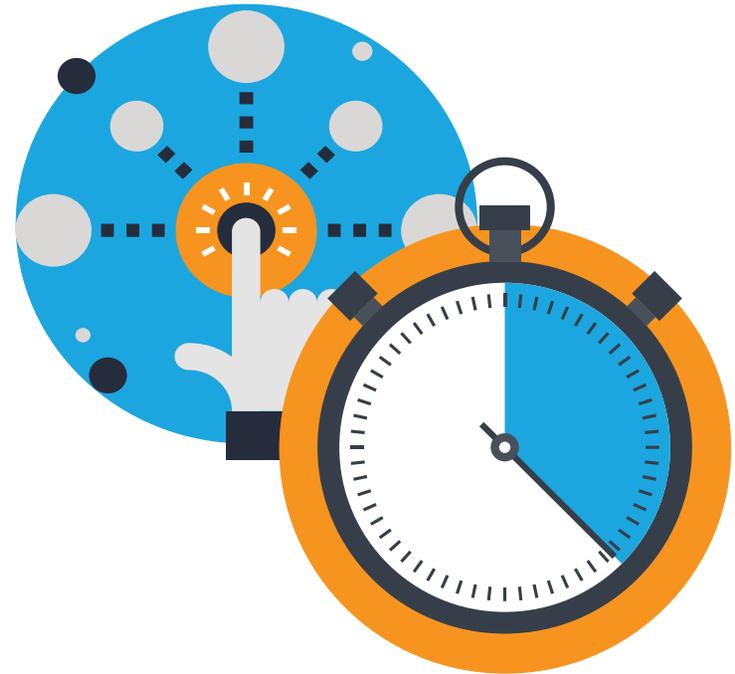
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Lead Follow Up

Many agents argue that they don't follow up with their customers because it is too time consuming to regularly send personalized and relevant messages. With the marketing automation technology available, follow up has never been easier or faster.

You should continue to follow up with your customers because chances are, they will be looking to buy or sell again in the future. If you continue to follow up with them, they will be much more likely to do business with you, instead of a competitor.

Since you will be at the top of their mind, they will also be more likely to refer you to their friends and family. Marketing automation makes it easy to continue to send relevant emails, newsletters and reports to these existing customers at appropriate intervals, so that you stay on their radar.



The probability of selling to an existing customer is 60-70%, whereas the probability of selling to a new prospect is between 5-20%²

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UNDERSTANDING YOUR LEADS & CUSTOMERS

Marketing automation is so effective because it takes the guesswork out of your marketing strategy; it allows you to use data to understand your audiences and find the best course of action for your campaigns; this is known as action based marketing. When data, such as social media interactions or clicks on a post are tracked for your site, that information can help you understand your leads' behavior, which will in turn help you segment and target them with the appropriate, relevant content.

By tracking your marketing efforts, you can look at your site visitors' behaviors and see things like:

- Which pages they are browsing through on your site
- Which pages they are saving
- In which homes they show the most interest

From this data, you can determine if they are looking to buy, sell or rent a home. On a more granular level, you can find out information like the size of home they are looking for, any features they require, their areas of interest, their price range and more.

Data helps you build a profile for your leads, and helps you fill in the holes of information that you're not so sure about. This makes your marketing efforts more efficient and effective.

Action based marketing refers to using behavioral data to respond to your user's actions.

Using action based marketing, you'll be able to better target your leads with the appropriate content – whether it's through your newsletters, landing pages, drip campaigns or retargeting ads. This data will help you create action plans based on what you know about your site visitors.

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What Actions Should You Look For?

The idea behind using data to understand your site visitors' actions is that they are working towards a goal – buying, selling or renting a home. More often than not, the actions your leads and customers take will be discrete. These actions include anything from searching on your site, to leaving notes or favoriting properties; there will be a trend.

Other actions you should take note of include when someone fills out a form with their information, contacts an agent, or schedules a viewing for a property that piques their interest.

Perhaps you have content, such as buyer's guides, that your site visitors can download in exchange for some information – keep track of these too, they can help you gauge how far along someone is in the buying process.



Behavioral actions, when pieced together, will help you gain a better understanding of your leads and customers. Data will also help you generate new leads, and stay in contact with them through newsletters, drip campaigns, and retargeted ads.

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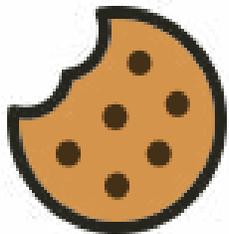


TRACKING BEHAVIORS

Responding to your user's actions will significantly improve your communication channels and help you understand and segment your lead and customer personas. So, the question is now: what are some basic ways to track your site's visitors, and how should you use this information?

Cookies

Placing cookies on your website will give you an idea of which pages your leads are visiting regularly. Cookies will also give you the ability to retarget your visitors with content on your site as they surf the Internet so that you are at the top of their mind, even when they're not on your site.



A cookie is a small text file created by a website that is stored on a user's computer upon accessing that site. Cookies help the website recognize the user and keep track of his or her behaviors.

Searches & Favorites

Many platforms give you the ability to track your users' saved searches and favorited homes. You'll be able to know what your site's visitors are interested in, and follow up in a timely manner with the appropriate message.



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Events

Your CRM should keep track of every time a client contacts you, schedules a showing, or attends an open house. Again, you will be able to automate your content through workflows and drip campaigns to follow up after each event.



By monitoring through social media, you can see which posts your audiences are interacting with, and at which times these interactions are occurring. This will help you understand what content is most valuable, and when you're most likely to reach your target audiences.

Social Media

Social media is an important part of understanding your leads' and customers' behaviors. Many marketing platforms allow you to track views and user interactions with your own social media posts on sites like Facebook, Twitter, LinkedIn, etc. With a site like Twitter, you can even monitor unique social media streams.



For example, you could monitor Twitter streams using the hashtag "real estate" (#realestate), or monitor anyone mentioning your Twitter handle; there are numerous possibilities, just get creative!

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SEGMENTING YOUR LEADS & CUSTOMERS FOR BETTER RESULTS

Gathering information to understand your leads and customers allows you to segment them into similar email lists.



Segmenting your lists will help you make your email marketing campaigns more personal and relevant.

How Can You Segment Your Leads?

You can separate leads and into different lists by who is trying buy, sell or rent a home, and even further by location, price range, type of home, etc.

This way, you can send specific messages to certain groups, instead of broadcasting the same message to your entire mailing list. Your renters may not want to get a newsletter about homes for sale in the area, and those looking for two bedroom condos may not want to hear about six bedroom houses.

By detetminng a number of conditions that better define a person's wishes and expectations, you can easily create segmented lists. You can then set up these lists to be targeted with specific newsletters and drip campaigns that speak to their position in the buyer's journey. For example, you could segment your email marketing campaigns to:

- Send listing updates based on your leads' criteria. If they are looking to buy or rent a home, what is their ideal size, location, and/or price range?
- Follow up with your customers with market reports including general information about their neighborhood and property.

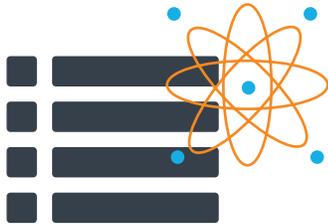
TIP Keep in mind that it is important to segment into sufficiently large lists. Otherwise, you might as well be sending personalized messages and drip campaigns to each person in your system!

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Smart Lists

Marketing automation platforms leveraging **Smart List** make segmenting your lists even more simple and effective. Smart Lists allow you to automate your list segmentation such that your lists autopopulate based on certain, defining criteria. As new leads enter your system matching a list's criteria, they will be automatically added to that list. Conversely, when a lead no longer meets a list's conditions they can be automatically removed from the list.



Market Reports

We found that past real estate clients are interested in learning about the real estate market in their area, and information on their property. By segmenting your customers based on their areas of interest and property criteria, you can send them highly targeted information about their markets of choice. Sending market reports allows you to:

- Reach out to your customers and prospective buyers and send them relevant information about the market trends of similar properties in the area.
- Give customers an idea of the worth of their home by sending area market data and other information.

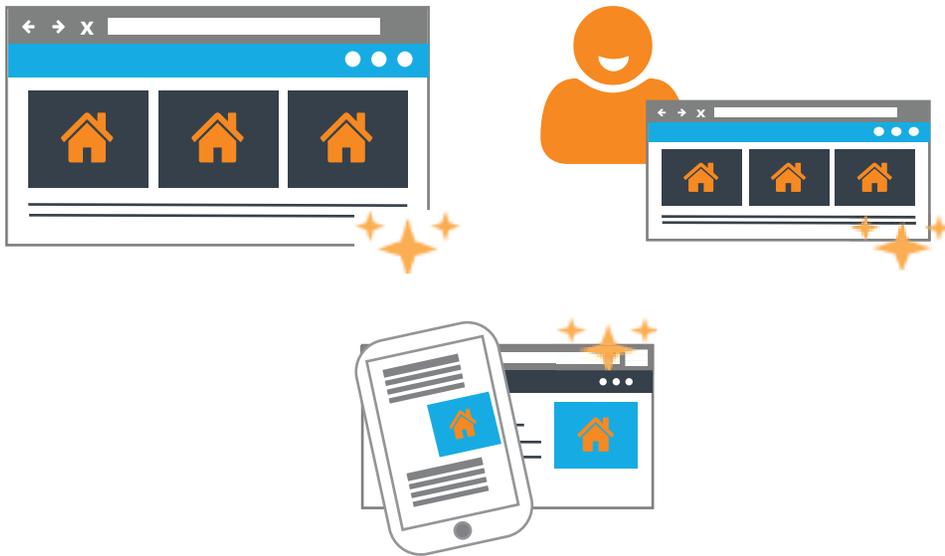
Market reports allow you to engage with your customers even after you have helped them buy or sell a home, leading to more recurring business opportunities and referrals.

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RETARGETING YOUR SITE'S VISITORS

Since the sales cycle for real estate can be lengthy, it is important that you stay at the top of your site visitors' minds. Retargeting is the most effective form of online advertising; it allows you to target ads to users who are familiar with your company and have already visited your site.



While only 2% of first time website visits end in conversion, retargeting can help you reach the other 98%³. In fact, users who are retargeted are 70% more likely to convert⁴.

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How It Works

1. You place a small piece of code on your website called a pixel. This does not affect your site.
2. A new visitor comes to your site and browses through a specific listing or page. The pixel on your site drops a cookie in their browser.
3. Your visitor leaves your site and browses the Internet. The cookie allows your retargeting provider to target the visitor with specific ads redirecting them back to your site, and even to the specific listing they previously viewed.

Every time a site visitor sees your retargeting ads, your company gains more recognition, which helps to drive your visitors back and convert them into customers.

Social Media Retargeting

Now, you have the ability retarget ads on social media channels like Twitter and Facebook by creating your own custom audiences; all you need to do is add the pixel to your site, or upload an email list that the platform can cross reference. On Facebook, ads are meshed in and prominently displayed alongside status updates and images. With Twitter, retargeting is unique because they aim to display retargeting ads to users on mobile devices based on which of your site's pages they visited, and what they searched for on their desktop.



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Segmenting Your Retargeting Lists

Retargeting audiences help you speak to a population who is likely to use your brokerage. And, you can segment those lists so that you are always serving the most relevant ads to each of your audience members. You can segment and target by demographics like age, gender and location as well as by certain user actions, like:

- Specific page visits
- The recency of those visits
- Searches for listings by area
- Searches for specific property types

And more!

When you segment your lists, you avoid serving the same "one-size-fits-all" retargeting ads to your unique audience members. This is just one more way you can easily and effectively send relevant content to your site visitors and gain the traction your business needs!

Lookalike Audiences

We talked about how you can retarget your ads to your site visitors, but did you know that you could also use retargeting to deliver your ads to similar users, even if they haven't visited your site before? You can do this by creating **Lookalike Audiences** also known as Lookalike Lists.

Lookalike Lists allow you to extend your reach to those users with similar browsing behaviors to your existing site visitors, as a way to generate more leads and customers by driving new traffic to your site.

Lookalike Audiences are people that you can reach through retargeting, who are similar to your lists and are likely to use your business, even though they have not visited your site before.

With the rise of social media, the last few years have seen more and more platforms adopting the strategy. A few platforms that support Lookalike Audiences include:



Twitter



Facebook



Google+

With big league names like Facebook, Twitter, and Google in the mix, Lookalike Lists are the hot new strategy in marketing automation; the practice has opened the floodgates to recruiting site traffic that would not have otherwise been reached. Employing Lookalike Lists as part of your marketing automation strategy can help you get noticed and grow at a higher rate than you imagined.

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Getting Started With Retargeting Campaigns

If you want to set up and manage your own retargeting campaigns, there are a number of different advertising companies that offer retargeting services, including:

- Google AdWords
- AdRoll
- Chango
- Adara
- ReTargeter

And more! These are just a few popular examples. Or, if you want your campaigns managed for you, look into outsourcing your efforts with a robust Marketing team!

Doing some research can help you find which retargeting platform is the right fit for you to launch your campaigns.



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STAYING AHEAD OF THE MARKETING GAME

If you want to generate more leads, effectively communicate with your contacts and increase conversion rates, the most efficient way to execute your digital marketing strategy is through automation.

You should start incorporating marketing automation into your efforts if you want to:

Keep your marketing campaigns as up-to-date as possible

Use data to make effective decisions and create targeted content

Send relevant messages and information that your contacts want to read

Convert more referral and repeat customers

Get more out of your marketing dollars!

With marketing automation, you will be able to use the data gathered for your site to spark effective, targeted action-based marketing campaigns, which will drive more first-time and repeat traffic to your site!

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ABOUT BOSTON LOGIC

Boston Logic provides software, online marketing, and design services to real estate companies looking to be the technology leaders in their marketplace. The company was formed in 2004 in Boston, Mass.

Boston Logic's software enables brokerages to generate capture and manage leads, generate repeat and referral business, automate marketing and sales funnels and much more. The company also designs modern, unique and mobile responsive websites for real estate brokerages.

To learn more about Boston Logic or schedule a personalized demo of the Boston Logic platform, visit www.bostonlogic.com.

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