

Real Estate And Construction

5 Success Factors Real Estate Marketers Cannot Afford To Avoid

The importance of digital marketing cannot be denied in any business. Not only does it allow an organization to reach a wider section of the audience but also provides its existing customers with an easy way to communicate with the company. However, when it comes to real estate business, digital marketing forms a prominent strategy for luring in the customers and selling the houses at a higher price to earn commission.

Here are five key factors that influence the success of marketers in the real estate and construction industry.

1



SOCIAL MEDIA MARKETING

Almost everyone has their accounts on various social media platforms. You might have come across different ads from different brands on your social media feeds, such as Twitter, Facebook, Instagram, YouTube, etc. You can effectively use these platforms to reach out to a huge number of customers who are looking to buy a house.

2



INDUSTRY SPECIALTY

Real estate companies should specialize in offering real estate solutions in their marketing efforts. This will ensure that the marketing campaign is planned and executed with ROI being optimized. After all, the importance of marketing real estate properties cannot be undermined.

*"IF YOU DON'T LIKE
WHERE YOU ARE, MOVE,
YOU'RE NOT A TREE."*

JIM ROHN

Crafting a solid social media marketing strategy requires expertise, attention to detail and on-going hard work. Deck 7 creates data-driven social media marketing strategies for our clients that engage prospects and encourage conversations from your target audience.

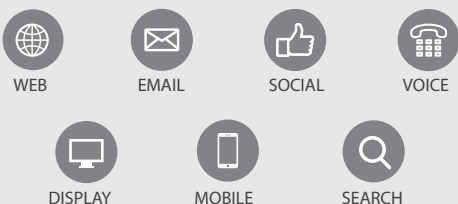
With specified Real Estate and Construction publications and over 2,000 campaigns in deep segments of the Real Estate and Construction landscape, Deck 7 marketers work alongside clients to identify high-value accounts and to gain access to decision makers at these companies.

A well thought out web design or product means nothing unless your target audience can find it. Deck 7 uses an integrated approach to SEO/SEM to connect your target audience with your website or product. Through our SEO campaigns, Deck 7 can help your SERP rankings and the overall online presence for your business.

300 + marketing specialists and engineers

Deck 7 creates high-quality content that engages your target audience and boosts traffic. We understand that content development takes time and resources, but we are here to help. We create content like whitepapers, ads, infographics etc. that drive consistent messages across multiple channels like social media, website, email marketing, and mobile apps.

With 7 channels of engagement that are the core of Deck 7's Framework for Digital and with 300+ marketing specialists and engineers, Deck 7 provides marketers with the resources, systems, processes, and integration to successfully execute multi-channel programs.



ONLINE VISIBILITY

When executed properly, search engine optimization delivers a reliable flow of prospects' buying journey. Because most people are busy competing for obvious keywords, many overlook a tremendous opportunity to earn organic search traffic by publishing content that answers the kind of questions that come up early in the buying process. The key is to strategically think about the issues potential clients have to deal with before purchasing.



CONTENT IS KING

One of the ad agencies interviewed 76 leading marketers this year to find out the most important industry trends. About a quarter of them emphasized the importance of content, with a handful reiterating a phrase that's become digital marketing's de facto motto: Content is King. With more and more companies fighting for the throne, writing exceptional content often requires a specialist.



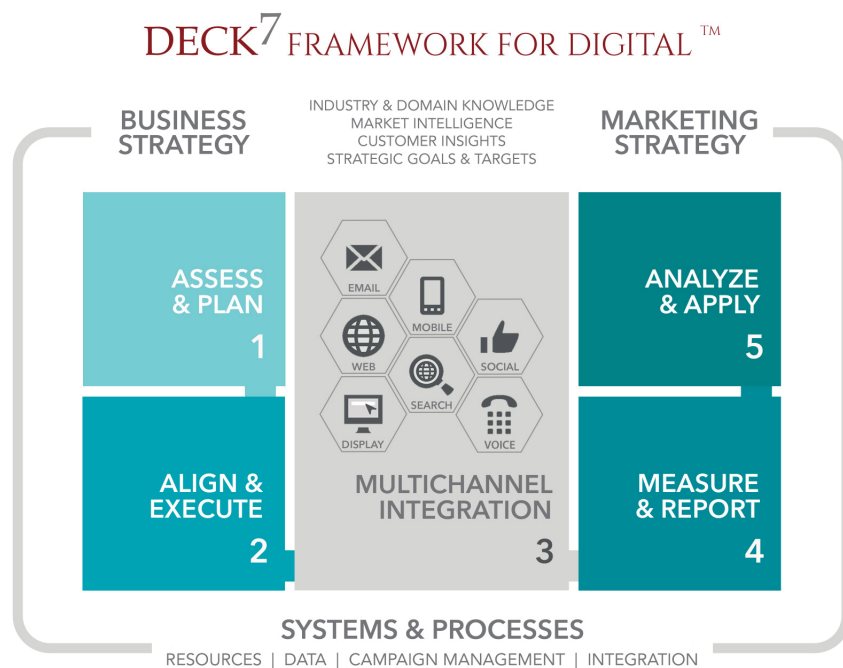
OMNI-CHANNEL ENGAGEMENT

Successful marketers need to go where their customers are, not where they want their customers to be. It's no longer just the "where" but "how" customers want to buy. Dealing with an omnichannel world means marketers need to be available on several channels and they need to know the right mix of these interfaces to be able to reach their target customer.

Deck 7

Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.



content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

Deck 7, Inc.
www.deck7.com

DECK⁷

Demand Generation. At Scale.

