



# Digital Strategy Guide



The real estate market is booming and with the average day on market seemingly decreasing weekly, the way you market your listings and yourself also needs to reflect this fast pace.

To really excel in 2022, you need to leverage digital marketing and put your listings, your agency and yourself in front of the right audience before they start looking.

Here's your 2022 digital strategy for acquiring more listings, and selling them as soon as the signboard is up (or even before).



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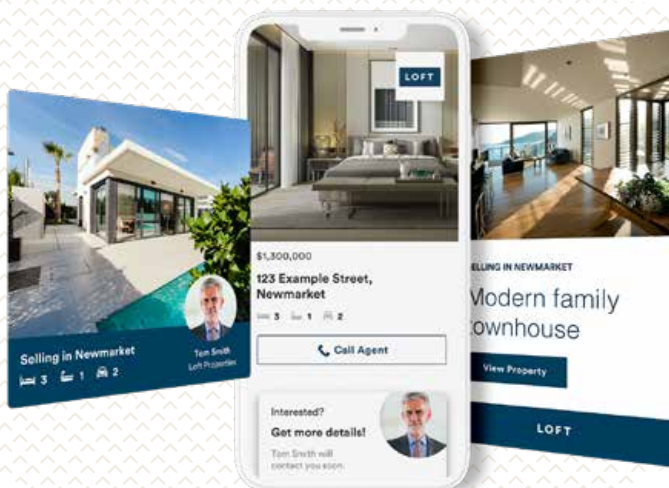
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# It's never been easier to supercharge prospecting and increasing sales.



By using Spoke by Rex you can reach over 90% of people online that'll help you find more vendors and buyers so that you can focus on selling.

Written by the Spoke by Rex team



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# Supercharge your prospecting



# Solidify your brand and build it on social media

Your personal brand will be your most important tool in 2022 – and it's the best investment you can make. The more time you spend building your brand, the less effort it will take to sell it. Leads will already know who you are, and what you can achieve for them.

Plus, a solid brand helps build trust – this is a key piece of the 2022 social media puzzle, and one of the main reasons why the internet hasn't eaten real estate agents for dinner. People want to do business with someone they trust – an expert in the field. That's why **only 8% of vendors** sell without an agent.

So, in 2022, don't limit your website or social media presence to just advertising listings. Your social media is the one place where it's all about you.

# Here's how you can make the most of it:

## Create social ads for your brand

Agency or agent campaigns are a great, affordable way to get your brand seen by thousands of homeowners in your local area. Use them to emphasise your brand and who you are; what makes you unique; why should they pick you.

You want to show potential sellers how you're going to guide them through the process, and ensure it's as simple and smooth as possible. Make sure you're driving the traffic to your website rather than linking to portals – they'll be welcomed into your virtual office, on your terms. This allows you to create a great first impression.



Desktop



Mobile

## Connect on a deeper level

Once you've drawn local homeowners to 'Like' your Facebook page with ads, connect with your followers without asking anything in return. Using your accounts to depict honesty and trustworthiness online is the equivalent of your own little blue verified tick.

You can do this by offering seasonal market updates, or running a Facebook live session answering popular questions about selling property.

Remember to steer away from clickbait headlines, and focus more on sharing content that you think the audience will genuinely enjoy. Instead of sharing a post titled "you'll never guess how much these Beverly Hills homes sold for!" – focus on content that will help them prepare their homes for sale.

Homeowners will be thankful for the time you've taken to give them advice - without the sales push that they're used to at the end. Not to mention when it comes time to look for an agent, your helpful advice will be front of mind.

Supercharge your prospecting

# Target sellers before they start looking for an agent

By the time a homeowner enquires about your services, they've already been thinking about selling for nearly five months.

During that time, they've been searching for market updates, tips on staging, and maybe even visiting [ratemyagent.com](https://www.ratemyagent.com). They've been giving off signals left, right and centre that they're going to sell soon – you just need to be able to read them.



# Well, if you know where to look, you can. It all comes down to data.

## There are two types you need to know about:

### Demographic data

Demographic data is age, gender, income, location, and all sorts of information and it comes from tens of millions of potential buyers.

However, just because someone is a certain age, or earning a certain amount of money, doesn't mean they're in the market for a specific type of house.

### Intent data

Intent data is the behavioural data Google collects about a person's online activity - their content consumption or 'observed behaviour'.

This data provides an insight into their interests. If they're actively browsing sites like onthefhouse.com.au that provide estimates of how much their house is worth, they could be looking to sell.

You can target ads to people who give off these signals using Google and Facebook's advanced ad features. Or, you can use the Spoke by Rex in-built buyer categories - we've worked out what different types of sellers look like when they're online, so you can target specific ads to specific types of sellers.

Supercharge your prospecting

# Squeeze more from your website

Once, a central office with a window full of listings would be enough to attract prospective buyers and sellers to the glass. Not anymore. Now, the focus is on your virtual storefront: your website.

**There are two parts to this:** getting found, and impressing them once they find it.



# 1. Getting found in 2022

Voice search is growing. In fact, in the U.S, one third of all searches in 2021 were done through voice searches – so Alexa and Siri need to be able to find your website when someone asks “Who’s the best agent within five kilometres?”. There are a few things you can do to optimise your real estate agency for voice search:

## Target longtail keywords

Previously, you’d target keywords that potential sellers type. Now, you’ve got to target keywords they speak. That means longer and more specific keywords – as voice queries are generally 76.1% longer than text-based searches. For example, instead of searching for “real estate agent Tenerife”, they’ll be searching “who should I list my property with in Tenerife?”

A good way to incorporate these questions into your keywords is to create a frequently asked questions page. That way, you can sneak in key terms like “where should I be advertising my home?” to help your page rank higher – and get found faster.

## Make sure your google my business profile is accurate and up to date

The more current your Google My Business profile is, the more useful (and ergo, relevant) your website will be to your potential vendors – especially those mobile “near me” searches.

Basic things like office hours are important, but it’s also a good idea to add in agency photos and any other helpful information – like whether parking is available.

Make it as complete and comprehensive as possible, it’s all about creating the ideal experience for your potential vendors.

## 2. Making a great first impression

You've probably decked your meeting room out with fiddle leaf figs and a fancy Italian espresso machine. Why? To make your clients feel comfortable, and to give them a positive experience with your agency. So, you've got to do the same thing with your website.

### That means your website must:

- ✓ always be up to date
- ✓ provide the information your audience is looking for
- ✓ work on mobile
- ✓ load in less than three seconds
- ✓ have a clear message, strong call to action and simple forms

If you do everything we suggest in this 2022 Digital Strategy, you'll be driving more potential sellers to your website than ever – so it's essential you give your visitors a good web experience.

# Revolutionise your sales funnel

It's far easier to convince a warm lead to list with you, than someone who's never heard of you. However, the average human's attention span is less than eight seconds – so you need to continuously remind your leads that you're here and ready to help them sell their house.

## How Spoke reaches prospects in different stages

**Build brand awareness**

**Establish yourself  
as an expert**

**Make them choose you**



A digital campaign takes a whole lot less effort than a weekly touch-base phone call, and it can make sure your services stay front of mind for days, weeks or even months while your leads think about whether to renovate, lease or pull up stumps and sell.

In fact, social ads can even help you reach leads before they enquire about your services. There are two digital campaigns you should be running in 2022 to strengthen your sales funnel:

## 1. A campaign to acquire leads

Potential vendors usually do quite a bit of research before deciding who to sell their home with. Targeting them with ads can help build recognition and trust in your brand – making them more likely to sign with you.

This year, start targeting ads to an audience of people in the same demographic and who share the same interests as your current leads and vendors, and past vendors. Chances are, more people like them will be interested in your services.

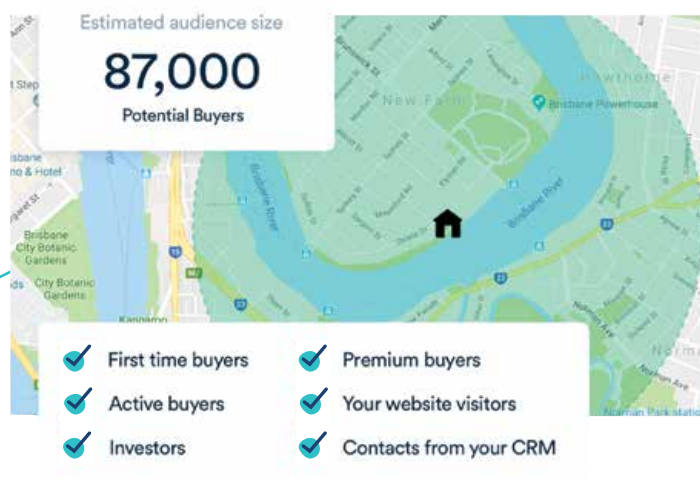
For example, if any of your current contacts are growing families - you can target your ads to more growing families in the area, looking to sell and upgrade their homes. You can do this by exporting a list of those contacts from your CRM and creating a Custom Audience in Facebook using their email addresses – making sure to restrict the Campaign audience to the appropriate suburbs. Spoke by Rex can do this for you, too.

Take it one step further and create targeted ads for this audience. Chances are, you've got some great testimonials about your flexibility around children's sleeping schedules or the efficiency to finalise a sale before a new family member arrives – use them!

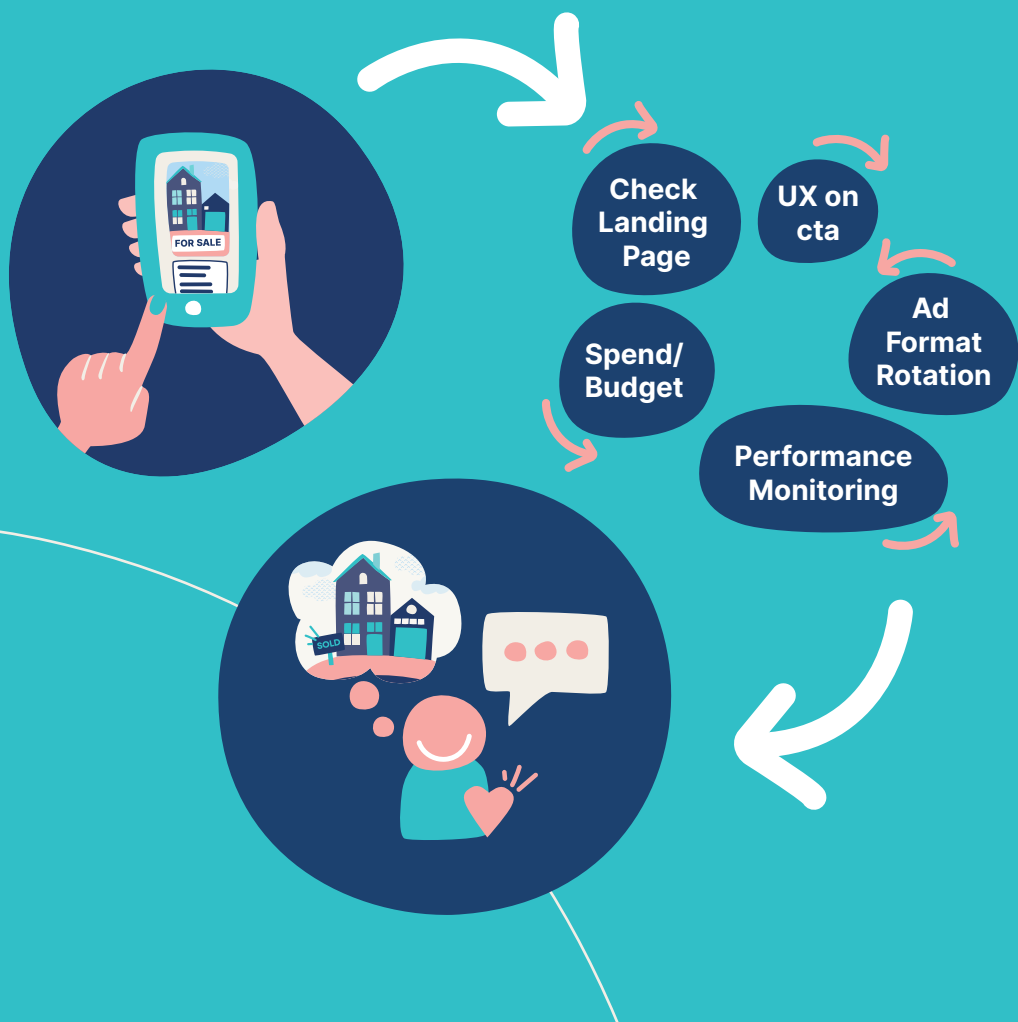
## 2. A campaign to convert leads

Then, at the end of each week, fortnight or month – whatever works for you – export a list of new leads from your CRM. Create a campaign with ads driving those leads to request an appraisal, showing off your latest sale, offering free market advice...it's completely up to you.

Target that campaign to a Custom Audience of those specific email addresses – again remember to limit the audience to people who live in the suburbs you operate in. If that's too confusing, don't worry – Spoke by Rex can do it all for you.



# Increase your sales



# Advertise on social media and drive traffic to your website.

There's two main benefits to shirking the portals:

- ✓ you'll save your vendor's advertising spend, and
- ✓ you'll bring more buyers, sellers and stickybeaks to your website instead of the portals.

Using social ads, you can sell your vendor's property before listing it on the portals. Imagine your vendor's reaction when you tell them you've saved the cost of a portal listing. That's a substantial amount of saved VPA. Advertising your listings on social media will also help bring homeowners doing research about selling their own home, or buying the next one, to your website or Spoke by Rex landing page – and ergo, your enquiry form.

# Target niche buyer audiences

Say goodbye to the days of casting your net as far and wide as it will go and reeling in as many potential buyers as possible. Using that same data we've just mentioned, you can advertise to the buyers most likely to be interested in what you're selling.

Imagine the impact you could have by targeting parents between the ages of 35-45 with a young family who live within a 3km radius of the property because you already know from your research that 90% of people who've bought a similar property in the area in the past 12 months match that criteria. Using the advanced features of Facebook, you can.

However, Spoke by Rex takes this one step further and helps you target those people who are interested in and actively looking at portals or using real estate apps – helping you advertise listings to the same people searching realestate.com.au or domain.com (at a fraction of the price).

Increase your sales

# Use your current buyer's list

You can't hit a better-suited market than the people who are already in your CRM as buyer contacts. You've got the data – you know what makes the perfect buyer.

This year, put it to use. Again, you can use lookalike audiences to create a buyer audience with similar interests and in the same demographic as people who are already attending open homes and showing interest in that particular listing.

Your most valuable tool just got even more powerful. Make sure you tell your vendors about this in your listing presentations!



# Spend money where it has the most impact

Unless you're Elon Musk and swimming in money, you probably want to get the most bang for your buck. There's a few things you can do this year to help your marketing investments go further.



## **First thing's first: avoid boosted posts like the plague.**

Okay, we're being dramatic – but only slightly. Boosted posts have a much smaller reach, and make much less of an impact than you think. Essentially, you're paying to have one of your published posts appear in more of your friend's news feeds. To reach anyone who isn't on your Friends list, you need Paid ads.

## **Secondly, if something isn't working – change it.**

Turn off ads that aren't getting traction and put your spending into those that are. This does take time, but when you're paying for every click and impression, it's worth it. If you use Spoke by Rex, you don't need to worry about this – we optimise your ads throughout the entire campaign.

# That's a wrap!

You don't have to squint too hard into your crystal ball to figure out that more agencies will be optimising their Facebook ad strategies and reaping the rewards this year. The market may cool, but it's up to you how your agency reacts – and what you do to combat it. Digital media can help you to reduce the cost of acquiring leads, as well as the time and effort required to sell listings.

**Think about it this way:** if you're spending \$500 every month this year advertising listings online, and you sell just one home – well, you've made your money back. Anything extra (and chances are, there will be extra) is a bonus. The truth is, resisting digital platforms could end up costing a lot more than you expect. So, in 2022, welcome it!



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