

20 Real Estate Marketing Ideas

This is an extra resource to go along with the original article:

[Tips for Creating a Real Estate Marketing Plan](#)

1. Use YouTube marketing to attract new leads.
2. Blog weekly.
3. Use keywords on your blog posts to traffic from search engines.
4. Print up business cards.
5. Create an email marketing campaign to appeal to prospective leads.
6. Take out a Facebook ad.
7. Create a SlideShare presentation of your listings.
8. Create a video tour of your preferred neighborhoods.
9. Remarket on Facebook to people who've visited your website recently.
10. Create an account on Zillow.
11. Advertise your real estate business on Zillow.
12. Attend local networking events.
13. Post an ad in local newspapers, magazines, and circulars.
14. Host an open house.
15. Distribute door hangers.
16. Invest in direct mail postcards.
17. Use your email signature to market your latest listing.
18. Add customer testimonials to your website.
19. Add customer testimonials to your social media posts.
20. Host an "ask me anything" on social media.