

# Real Estate Digital Marketing Plan

## 1. Executive Summary

- Brief about the real estate business (e.g., residential or commercial focus).
- Overview of goals: lead generation, brand visibility, or property sales.

## 2. Goals and Objectives

- **Goals:** Sell X properties/month, generate leads for new developments.
- **Objectives:** Increase inquiries by 30% in 3 months.

## 3. Target Audience

- Define target buyers (e.g., families, investors).
- Include geographic and demographic insights.

## 4. Strategies

### a. SEO

- Optimize for local real estate keywords ("homes for sale in [City]").
- Add schema markup for listings.

### b. Social Media Marketing

- Instagram and Facebook for property visuals.
- Run geo-targeted ads.

### c. Content Marketing

- 360-degree virtual tours, videos, and neighborhood guides.

- Blog: "Top 5 Neighborhoods to Invest in 2025."

#### **d. PPC**

- Google Ads targeting property-related keywords.
- Retarget website visitors.

#### **e. Email Marketing**

- Promote new listings and offers.
- Create segmented email lists.

#### **f. CRM Integration**

- Use CRM for lead tracking and nurturing.

### **5. Budget Allocation**

- Prioritize visual content and PPC.

### **6. Metrics**

- Number of property inquiries.
- Conversion rate from leads to visits.