## **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.