

# The Ultimate Real Estate Marketing Recipe

Your Guide to Delicious Warm Leads



START HERE

To be a top-performing real estate agent in today's market requires a healthy mix of multiple marketing strategies. We've narrowed down the perfect recipe for success to 3 essential ingredients.

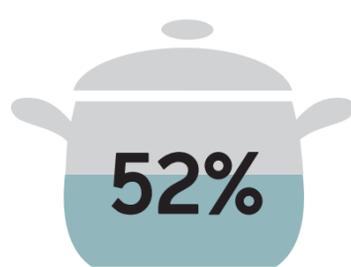
# 1

## Direct Mail for Lead Generation

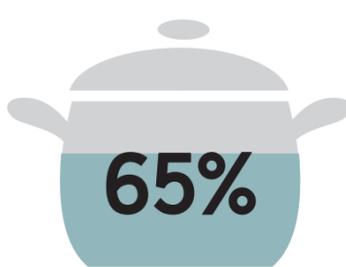
Postcard marketing and targeted direct mail remain one of the only ways to literally get your message into the hands of homeowners. This tried-and-true method for top agents is one of the best ways to target listing leads and get new clients.



Targeted Direct Mail generates a **3-5%** response rate vs **0.12%** for email marketing



52% of agents use direct mail for both farming and listing announcements



65% of top agents combine direct mail and print with online marketing



70% of consumers prefer mail over email for receiving unsolicited information

### QuantumDigital's Automated Direct Mail Programs



- 1. TriggerMarketing®** is our MLS-enabled Listed and Sold direct mail program that automatically prepares your cards, tracks responses and provides you with warm listing leads straight to your mobile device.
- 2. AutoMail Farming** makes targeted neighborhood farming fast and easy. You can set up a whole year's worth of smart, interactive postcard farming in a matter of minutes.
- 3. AutoMail Client Follow-Up** helps you to stay top-of-mind with previous clients by creating automated, multi-year direct mail campaigns.



"Top agents send out between 250-300 cards around each new listing and sale. They also mail a postcard to their entire database of clients at least 4 times a year."

-Gary Keller,  
The Millionaire Real Estate Agent



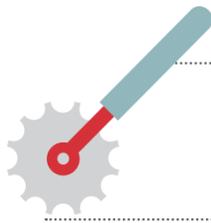
"Direct mail has provided the best results in obtaining new seller leads. I have tried Trulia, Zillow and Realtor.com and just gave my money away!"

-Donna C.,  
QuantumDigital Customer Survey

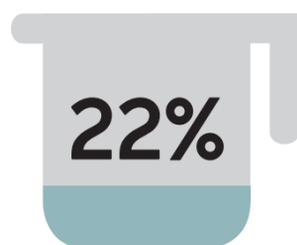
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## Email Marketing for Client Retention

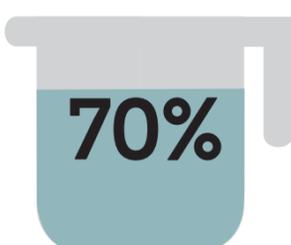
Consistent email marketing is an integral part of maintaining relationships with your sphere of influence and newly acquired leads. This relatively inexpensive tool can go a long way in building your personal brand and boosting sales over time.



Real estate agents rank email marketing as their most effective digital marketing strategy



22% of consumers will open an email for real estate related information



70% of consumers say they always open emails from their favorite businesses



95% of people who opt-in to email messages find the content relevant

### Services for Stellar Email Campaigns



- 1. MailChimp** offers a very easy-to-use email platform that provides limited real estate templates and also mobile-friendly designs. MailChimp is free for up to 12,000 emails/month, which makes this a great way to begin sending emails to past clients.
- 2. Benchmark Email** is an attractive option for more tech-savvy agents looking for greater control over visual design and integration possibilities. Benchmark offers Real Estate templates for beginners.
- 3. Constant Contact** offers a more robust contact segmentation utility and social marketing management capabilities. This service even includes event management tools for when you host an open house.



As more people move to mobile it's very important to make sure your emails are mobile-friendly. For best results, use an email provider that offers responsive email templates.



Personalized emails improve responses by 14%, and conversion rates by 10%.

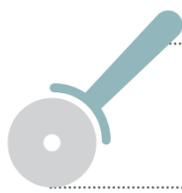


Adding social sharing buttons to email messages increases click through rates by more than 150%.

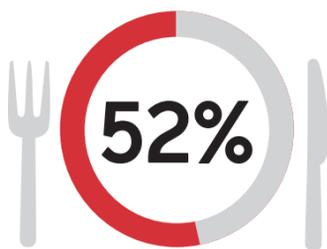
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## Social Media for Customer Engagement

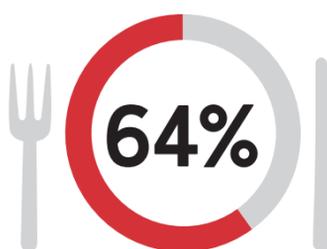
Maintaining a positive social media presence provides an easy way to directly engage with your SOI, past clients and local community. If done well, social media can be a great way to build trust, stay top-of-mind and engage your customers on a daily basis.



Next to email, Facebook is cited as the **2nd** most effective digital marketing strategy used by agents



**52%** of marketers cite difficulties in measuring ROI as their biggest source of frustration in social marketing



**64%** of marketers are using social media for 6 hours or more weekly



**70%** of agents who use social media for business use it mainly to build relationships and network



### Tools for Social Media Efficiency

- 1. QuantumDigital's TriggerMarketing** program can instantly syndicate your listed and sold announcements to Facebook and Twitter. All created posts are editable so you can make them your own.
- 2. Buffer** has one of the best scheduling applications for social media, allowing you to queue multiple posts across different networks, all from your phone.
- 3. Hootsuite** is a social media management powerhouse that enables team collaboration and social integration from most social platforms. You can view, edit, and schedule for multiple media streams, all from your phone or online.



"Simplify, focus on one platform, showcase yourself and engage in conversation. Don't make it all about you and your homes."  
-2015 Inman Digital Marketing Survey of Real Estate Professionals

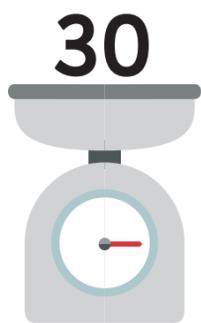


Weekend Facebook engagement by reach is 16% more than weekdays, but only 15% of business' posts occur on the weekend.

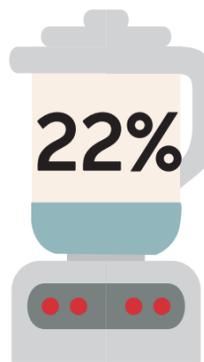


### Mixing It All Together for Better Results

As you know, there is no single act of marketing that creates long-term success. The best approach in today's market is to combine online and offline channels into a consistent cadence that grows your business over time. By using direct mail, email and social together, you create the perfect mix to generate leads, maintain relationships and close more deals.



Top performing agents that turn more than **30** transactions per year overwhelmingly suggest using multiple marketing resources and being consistent



Consumers who received both email and Facebook ads were **22%** more likely to purchase than those exposed only to email

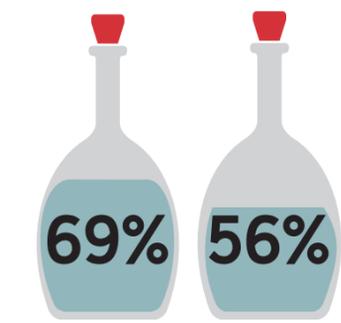
Combining direct mail with other marketing activities increases campaign payback up to **20%**



"Community farming is where it's at. I use a social networking site that is specifically designed for neighborhoods and it allows me to build relationships within the community. A combination of this and a direct mail campaign is how I get the majority of my listings."  
-Spencer A., QuantumDigital Customer Survey



"Develop a 3-pronged marketing plan to your sphere of influence: email, direct mail and social media marketing."  
-Charlie B., QuantumDigital Customer Survey



Over **69%** of marketers conduct multi-channel marketing and over **56%** of these participants consider it an integral part of their marketing mix

#### SOURCES:

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