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AI.**

Innovative Property Marketing 2021 Cheatsheet

**6 Quick & Essential Checklist Items To Help
Your Property Marketing Achieve The Best
Results Throughout 2021**

Introduction

If you've been following our series of updates, content and industry comment over the past few months or so, you'll be aware that we are strong advocates of a new (and we think, better) approach to property marketing that incorporates the numerous benefits of omnichannel marketing.

We hope that you've started to come round to our way of thinking, as we're confident that it has the power to revolutionise the industry and lead to better levels of service and satisfaction for both property agents, and consumers alike.

But if you need a very short and sharp introduction to the benefits of omnichannel within the property sector and how you can get started, then this compact and concise checklist is just for you.

It's designed to get you thinking about omnichannel within your agency, and how you can start using it to drive more sales and revenue.

So spend a few quick minutes reading through the 6 points on the next page, and it should start to become clear as to how incorporating the principles of omnichannel into your workflow can significantly benefit your business.

What you'll learn



Which channels to focus on



Ideas for new workflows and strategies



Key statistics and trends that you should be considering

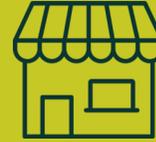
6 ways to make your marketing more innovative this year:

1 Get your email marketing right



Advanced email marketing

Email is a key weapon in the arsenal for so many sales and marketing teams, and with good reason. Done well, it offers unprecedented ROI of £42 for every £1 spent. But with so much competition now for attention in your prospective customers inboxes, you've got to ensure your emails are timely, relevant and personalised to the recipient. So ask yourself - do your email efforts meet all of this vital criteria?



Optimise Facebook Marketplace

Facebook Marketplace has been around for a while now, but the way in which people are using it to search for and enquire about properties has really developed over the last couple of years - meaning that it's an increasingly valuable channel for you to use for your sales and marketing. With a staggering 800 million plus people now using Facebook Marketplace each month - can you really afford not to now have a strong presence on there?



Indoctrination campaigns

These are unprecedented times for the property industry, requiring new measures and tactics. One key thing will be the way in which you are able to nurture your leads over the longer term, as consumers hold fire on committing to purchases and rentals until things are more back to normal. Do you have a system of managing your leads and nurturing them effectively, so they grow to love your company during the interim period?



Variable use of SMS

SMS Messaging is a fantastic tool for any business when used well, and you may have experimented with it at some point in the past. But it's usually most powerful and effective when used in a variety of forms to achieve a mix of sales and marketing objectives. Investigate how you can use it for Broadcast, Promotional and Transactional messaging to your prospects and customers - using SMS in a new and innovative ways can really prove lucrative.



Get clever with remarketing

With everything that's been happening in recent times, your prospective customers are more likely to be spending more time at home browsing properties and channels such as Facebook. Use this as an opportunity to get right back in front of them whilst they are still in property search mode and most receptive to your input and follow up. But take it to the next level by personalising the message they receive based on their specific behaviours.



Provide innovative content

You don't need to limit your focus on innovation to just simply implementing new systems and tools that make your workflows and processes more creative and forward-thinking. Why not actually show your prospective customers that you're innovative by providing them with innovative content. Source content templates, ideas and themes that provide tangible proof to your prospects that you're a sophisticated agency that's thinking ahead.

Want to learn more?

If you like what you've read in this cheatsheet and would like to know more, then you can schedule a demo with us.

Ask us your questions and get some more personalised and tailored advice to help you with your property marketing.

[Book a Demo](#)

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