



Data-driven marketing in a digital world.

TOP 5 DIGITAL MARKETING PRIORITIES FOR REALTORS IN 2018



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THE **WL** AGENCY

84%

of home buyers used
the Internet in 2017 to
search for their home.

National Association of REALTORS® - "2017 profile of
home buyers and sellers", November 2017.

The real estate industry
is still a relationship
business, but now
relationships with
buyers are heavily
influenced by digital
interactions.

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1. SHIFT TO A BUYER-CENTRIC ENGAGEMENT

Moving away from episodic, campaign-centric thinking to continuous engagement with home buyers.

2. BUILD A TOTAL ONLINE PRESENCE

SEO, social media, email, paid search, website, mobile, all channels play an important role in the research and planning process for buying a home.

3. DEVELOP A CONTENT AND MESSAGING STRATEGY

Buyers are looking for photos, videos, detailed properties and neighborhoods info, maps and mortgage guides that are most relevant to them.

4. LEVERAGE MARKETING AUTOMATION AND PERSONALIZATION

Use data to fuel home buyers online personalized experiences.

5. CONTINUOUS MEASUREMENT AND OPTIMIZATION

Track, test and iterate to fine tune the home buyer targeted audiences.



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The WL Agency is a full service digital marketing agency based in Chicago, IL.

We are dedicated to increasing our clients' business through the strategic use of data-driven marketing in a digital world.

To transform your digital activities in powerful lead generators, schedule your free personalized consultation at <https://calendly.com/thewlagency>

Or schedule your free consultation by clicking here

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