



# The 2021 Digital Marketing Playbook

## For The Real Estate Industry



It is true that people will make a final decision after seeing the property in person. But investors, buyers and even sellers are likely to conduct thorough research online before stepping through the doors and viewing the properties. That said, it is ideal that you, as a realtor, broker and agency have a strong online presence and active digital marketing activities to attract customers, boost your brand exposure and increase your revenue.

**We've built a digital marketing strategy playbook for the real estate industry to give you the tools and techniques to launch your brand, grow your userbase and become a huge success.**

## — THINGS TO KNOW ABOUT US

We're a team of passionate innovators who love all-things digital. We are incredibly hands-on with our clients as execution partners for brands that have strategy in place and need help executing, or taking the lead for clients building from the ground up. Every stage of our client engagement has multiple levels of approval and control so everyone is always aware of what's going on. Our goal is results based. Understanding your business goals, how you define success and how to deliver the highest ROI for your brand.

# 01

## Strategic Thinkers

We're not a paint by numbers agency. We work with you intimately to craft solutions that will propel your business to new heights.

# 02

## Process Driven

We always start an engagement with upfront discovery, and draft detailed strategy that ensures a successful outcome.

# 03

## Engaging Creative

Design is really an act of communication, which means having a deep understanding of the customer we're helping you engage and connect with.

# 04

## Tech Innovators

We're relentless problem solvers, delivering cutting-edge technology solutions to serve as the foundational growth elements to our clients' businesses.



## 01

## Brand Identity + Creative

Memorable, captivating and cohesive branding in the real estate industry is necessary in such a transactional industry where it seems like there's a real estate firm on every corner and 10 agents in your newsfeed every 5 minutes. To do this effectively, your digital footprint must emulate the experience and quality of the services you and your firm provide as if someone were walking through the doors of your firm. Of course there's no experience quite like having a client see the property in person, or shake your hand with satisfaction after a successful sale of their property.

Click on an item for a full definition page with tools and helpful links.

- ☐ [Brand Design](#)
- ☐ [Full Identity Development](#)
- ☐ [Brand Naming](#)
- ☐ [Customer Journey Design](#)
- ☐ [Brand Strategy](#)

## 02

## Web Design + Development

Real estate web design not only has to be beautiful, but it also needs to be functional and effective. Many factors play into the design of a website including how easily you can you showcase a wide array of inventory, how quickly a customer can book a tour or express interest in a property online, how much education and engaging content you can publish to continuously educate your potential customers about the ins and outs of the real estate world and how easily your site renders on mobile devices (where a majority of searches happen). Color, easy to read content, and the ability to capture online leads are just a few crucial items that cannot be overlooked when focusing on real estate web design.

Click on an item for a full definition page with tools and helpful links.

- |   |   |
|---|---|
| <input type="checkbox"/> <a href="#">Website Development</a>          | <input type="checkbox"/> <a href="#">Martech Integration</a>          |
| <input type="checkbox"/> <a href="#">Lead Generation/Lead Capture</a> | <input type="checkbox"/> <a href="#">Schema Markup Development</a>    |
| <input type="checkbox"/> <a href="#">Landing Pages</a>                | <input type="checkbox"/> <a href="#">301 Redirect Mapping</a>         |
| <input type="checkbox"/> <a href="#">Virtual Tour/Experiences</a>     | <input type="checkbox"/> <a href="#">Technical SEO</a>                |
| <input type="checkbox"/> <a href="#">Mobile App Development</a>       | <input type="checkbox"/> <a href="#">ADA Accessibility Compliance</a> |
| <input type="checkbox"/> <a href="#">CRM Integration</a>              | <input type="checkbox"/> <a href="#">Performance Optimization</a>     |

## 03

## Digital Marketing

Whether you're an up and coming agent workign for a local real estate firm, or a large, multi-office, regionally recognized brand, digital marketing is absolutely essential to your growth, staying power and success. Reaching buyers sellers and renters, maxing out your visibility in local search engines, and connecting with potential new customers ( as well as existing ones) on various social channels are just a small sampling of tactics real estate firms should be considering to continuously develop and expand on their revenue and operations. Digital marketing is crucial, as it ensures ongoing engagement with customers in your immediate vicinity and beyond.

Click on an item for a full definition page with tools and helpful links.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> <a href="#">Organic SEO</a>             | <input type="checkbox"/> <a href="#">Paid Social</a>                 | <input type="checkbox"/> <a href="#">eCommerce Feed Management</a> |
| <input type="checkbox"/> <a href="#">Social Media Management</a> | <input type="checkbox"/> <a href="#">Demand Generation</a>           | <input type="checkbox"/> <a href="#">Google Tag Manager</a>        |
| <input type="checkbox"/> <a href="#">Content Marketing</a>       | <input type="checkbox"/> <a href="#">Lead Generation</a>             | <input type="checkbox"/> <a href="#">Retargeting</a>               |
| <input type="checkbox"/> <a href="#">Email Marketing</a>         | <input type="checkbox"/> <a href="#">PPC / Display Ads</a>           | <input type="checkbox"/> <a href="#">Channel Development</a>       |
| <input type="checkbox"/> <a href="#">Account Based Marketing</a> | <input type="checkbox"/> <a href="#">Integrated Marketing Stacks</a> | <input type="checkbox"/> <a href="#">Blogging</a>                  |

# 04

## Strategy + Analytics

The ability to process every data point related to your real estate marketing efforts is and will continue to be the driving factor of success. Are you able to track customers from the second they've clicked on your google my business page, all the way to the moment they submit a lead online because they're interested in one of the properties you're marketing, through to when they've paid the deposit for their new home? POS integration, CRM integration and tracking + analytics platforms may all feel like overkill, but they paint an important view of how you're being found, how customers are interacting with your business, and how successful your marketing efforts really are.

Click on an item for full definition pages with tools and helpful links.

- |   |  |
|---|--|
| <input type="checkbox"/> <a href="#">Strategy Development</a> | <input type="checkbox"/> <a href="#">Capabilities Assessment</a>   |
| <input type="checkbox"/> <a href="#">Analytics + Tracking</a> | <input type="checkbox"/> <a href="#">ROI Tracking + Reporting</a>  |
| <input type="checkbox"/> <a href="#">Customer Profiling</a>   | <input type="checkbox"/> <a href="#">Webmaster Tools</a>           |
| <input type="checkbox"/> <a href="#">Competitive Research</a> | <input type="checkbox"/> <a href="#">Data Studios + Dashboards</a> |

— SO HOW'S IT GOING?

# Check your digital marketing health for 2021

Based on the above playbook we invite you to check your health and see how well you're positioned to succeed. In just a few clicks you'll know just how well your company's marketing is setup for the year ahead.

[Click here to check your score](#)



## — SERVICES

Helping ambitious brands move at the speed of the internet with award winning creative, ground breaking technology + unsurpassed strategy.

01

**Brand Identity + Creative**

Tired of the same ol' same ol' cookie cutter brands that play it safe and try to walk a delicate path of being for everyone, while standing for nothing, consumers are demanding a voice, a stance, a personality, accessibility and most importantly authenticity from the companies they do business with.

- Brand Strategy
- Brand Naming
- Brand Messaging
- Visual Identity
- Creative Services

[Learn More](#)

02

**Web Design + Development**

Our award-winning web design and development produces highly visual web solutions that offer best-in-class user experience on desktop, mobile, and tablet devices.

- Strategy
- UX + UI Design
- Full Stack Integrations
- Technical Planning + Testing
- Development
- Quality Assurance
- Ongoing Maintenance

[Learn More](#)

03

**Digital Marketing + Advertising**

The days of "If you build it, they will come" are over. Transmyt produces category-defining advertising and marketing solutions that connects brands with their customers. We take your messages, products and services to the platforms where your consumers are spending their time and most likely to engage.

- Social Media Campaigns
- Content Marketing
- Email Marketing
- SEO / PPC / Display Ads
- Customer Acquisition
- B2B Lead Generation
- Account Based Marketing

[Learn More](#)

04

**Strategy + Analytics**

In today's internet driven economy, all companies need to have a plan to succeed along with ongoing tools and systems in place to ensure your efforts are successful towards driving growth and protecting budget.

- Martech Stack Auditing
- Strategy + Planning
- Benchmarking
- Ongoing Analysis + Reporting
- Advisory + Adjustments
- Interim CMO Services

[Learn More](#)