

A DEVELOPER'S GUIDE

MARKETING BUDGET ALLOCATION

SARAH CLARK

TABLE OF CONTENTS

Digital Trends 3

Search Engine Optimization 4

Facebook Lead Generation Ads 5

Advertorials 8

Video 9

Summary 10

About the Author 11



CLICK ABOVE AND SKIP TO A SECTION!

DIGITAL TRENDS

We all know that the real estate market is red hot and moving fast. There's no denying that. When it comes to promoting your upcoming development, your marketing needs to be able to move just as quickly, pivot when necessary and provide measurable results so that you can track its success.

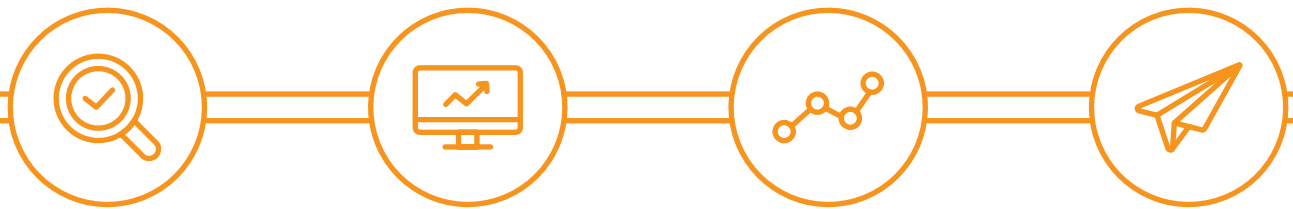
**WE'VE MANAGED CAMPAIGNS FOR
NUMEROUS REAL ESTATE DEVELOPMENTS
AND HAVE DETERMINED THE FOLLOWING
INSIGHTS TO SHARE WHAT WORKS BEST.**



SEARCH ENGINE OPTIMIZATION

The foundation is the most important part of your home, and that's no different for your online presence. Investing time and effort into ensuring that you have a strong SEO strategy for your website is crucial. Buying a home is more often than not, the most important and largest investment someone will ever make in their life time, and the same could be said for your website, as it's essentially your brand's online home!

A few simple practices can make all the difference when it comes to improving the SEO of your website, allowing potential buyers to find your information organically. It's recommended to house all of your upcoming, current and past projects on your website as sub-pages instead of creating new websites for each development. Not only will it tie each project back to you and your brand, but will also improve the overall SEO for your brand when you have numerous backlinks for different projects directing people back to different pages on your website.



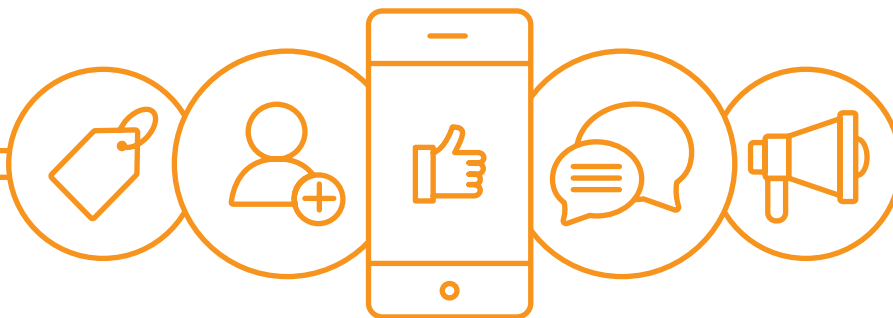
FACEBOOK LEAD GENERATION ADS

When starting to promote your upcoming development, gaining registrations should continue to stay front and centre. With so many developments being advertised and pushed in people's faces, you need to be smart with your visuals, efficient when gaining information from prospective buyers and not be too pushy if you're going to stand out among the crowd.

That's where Facebook's Lead Generation Ads come into play. These ads have proven to be the cream of the crop when it comes to gathering information from buyers on the social network.

Facebook Lead Generation ads have the opportunity to showcase your project, pull your audience in with a great description and tagline, gain a registration and all necessary information, all while keeping people on Facebook and thus, decreasing the opportunity for them to bounce off of your website before converting.

Over the last year, we've seen a significant change in our budget allocation when it comes to real estate and Facebook ad spend. In the past, we saw a lot of budget being spent on Google search and display ads and while they're still great to incorporate into your overall strategy, Facebook Lead Generation ads have continued to gain momentum and become the forefront of our real estate marketing.



FACEBOOK LEAD GENERATION ADS

These ads aren't just gaining the most registrations, either, they're also doing so at the lowest CPL (cost-per-lead) and continuously outshining all other ad platforms. On average, we're seeing 220 monthly registrations, with the vast majority of them coming from Facebook ads alone.

Facebook Lead Generation ads have proven to be the cream of the crop when gaining registrations, and doing so with the lowest cost per lead.

As everyone says, kitchens sell the home, and while they're great to show off in ads, we've always seen the most success when showcasing an exterior rendering or photo. Additional assets to incorporate into the mix include bathrooms, views master bedrooms, common spaces or high end features like walk-in closets or appliances. Want to take your ad to the next level? A high quality walk-through video that showcases what it's truly like to live in the home will do wonders.

	Minimum Budget	Ideal Budget	Full Market Penetration Budget	Estimated Cost/Lead
Facebook	1500	4500	7000	\$5-\$30
Google Search	1000	3000	6000	\$50-\$150
Google Display	50	200	500	\$100-\$300

FACEBOOK LEAD GENERATION ADS



LEGEND:

FACEBOOK LEADS

Hyper Targeted Ads focussing on geographic area, age, marital status and gender.

ORGANIC LEADS

Searching general or specific terms and it showing up in the search results.

REFERRAL LEADS

A link that originates from an article or blog online.

GOOGLE SEARCH

A lead that originates from an ad on the Google search engine.

DIRECT LEADS

A lead that originates from a digital or print ad.

SOCIAL LEADS

A lead that originates from Facebook, Twitter, Houzz, etc.

GOOGLE DISPLAY

Ads displayed while browsing websites on any device.

ADVERTORIALS

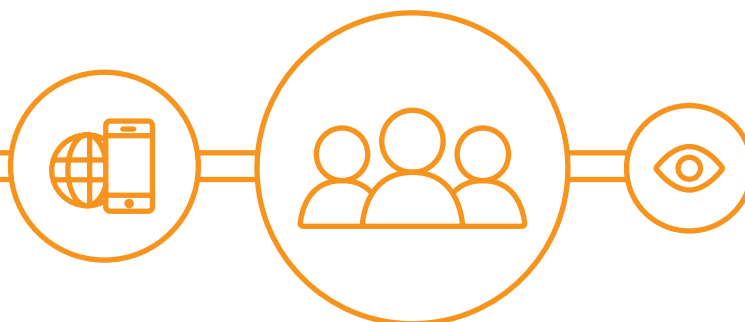
The advertising game has changed. With large publications struggling to make ends meet, they've been forced to lay off employees and increase the amount of custom content within each issue.

With that, earned media for real estate developments are few and far between, simply because there are just too many popping up in each community and publications need to continue to remain unbiased while making money as well. While earned media may be hard to win for developments, there's still a very effective way to gain coverage in traditional media and their digital counterparts.

In comes what we like to call "advertorials". The perfect blend of an ad and an editorial, these placements help tell your story and when written well, won't come across as too pushy or even sound like an ad. The best advertorials are written with a larger current event woven into the mix to compliment your story. Most publications have their own name for these placements, so look for terms like custom content, sponsored content or another unique term when searching for opportunities.

Developments can expect to pay well into the thousands for a placement in a larger publication, and to make it measurable, it's recommended to add some sort of digital aspect into the mix. Whether it's a contest on a social platform or display ad package, ensure that there is some way to track the success of the campaign so that you can determine whether or not it was a good fit for your brand. Also, be sure to have the publication provide links to your website to increase backlinks and thus, have a positive impact on your SEO.

ADVERTORIALS:
THE PERFECT BLEND OF AN AD AND EDITORIAL.



VIDEO

As cliché as it sounds, a picture tells a thousand words. With that in mind, imagine how video can help sell your homes?

Recently, Facebook's algorithm has proven to favour video not only organically, but in ads as well. Engaging videos are known for stopping someone dead in their tracks when swiping through their newsfeed. The options are truly endless when it comes to video, and if you don't have budget for a well produced video, it doesn't have to be overly fancy, either! While an iPhone video would suffice, if you really want to make a great impression, experiment with 3D tours or POV style videos to give your audience the opportunity to visualize what it's like to make your development their home.

If you really want to stand out, invest in a drone and incorporate aerial footage into your video to create a show stopper. Additionally, showcasing the community around the development helps to sell the homes as well. Partnering with a local influencer or a number of businesses to showcase what amenities surround the development and have the opportunity to enrich prospective buyer's lives.

EXPERIMENT WITH POV STYLE VIDEOS TO GIVE PEOPLE THE OPPORTUNITY TO SEE WHAT IT'S LIKE TO MAKE YOUR DEVELOPMENT THEIR HOME.



SUMMARY

SO, WHAT DOES ALL OF THIS MEAN?

Think of your marketing budget like you would when building a house:

1. Start with a great foundation - Search Engine Optimization
2. Add the necessities to ensure success - Digital Ads + Facebook Lead Form Ads
3. Highlight the features to bring the WOW factor - Video + Advertorial

While every development will be different and success will vary based on demand, we've always seen results when integrating the above techniques. Other traditional forms of marketing such as print ads and road signs are great for incorporating more value and increasing awareness, however, they're not nearly as measurable as digital marketing. When looking at where you'll be spending your marketing dollars, be sure to focus on areas that you'll be able to track results and adjust as necessary to ensure a successful project overall.



ABOUT THE AUTHOR

SARAH CLARK

ACCOUNT MANAGER
JELLY DIGITAL MARKETING & PR

Sarah is a gifted leader and communicator with a wealth of experience in real estate marketing. Having managed campaigns for more than 50 developments over the course of her career, she's helped projects reach quick sell outs and record breaking cost per leads. With a keen understanding of the entire digital space, she is an expert in multi-platform integration and execution for all real estate clients at Jelly Marketing.

CONTACT SARAH:

sarah@jellymarketing.com



jellymarketing.com

