

# Five emerging real estate marketing trends

## ON THE MOVE

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According to the Nielsen Company. That's why we're seeing realtors integrate mobile marketing elements into home marketing campaigns. This may include promoting your home through mobile applications as well encoding real estate videos to display optimally on mobile devices.

**Lifestyle marketing.** It's easy for real estate photos that are devoid of people to look a bit sterile. Lifestyle marketing overcomes this. Based on the premise that people buy lifestyles, not products, this technique is designed to project an irresistible lifestyle. Instead of merely photographing a high-end kitchen, for example, lifestyle marketers might produce real estate videos with captivating models or witty dialog. Lifestyle marketing can easily go over the top and become a dis-

sumers access the Internet from their mobile devices, ac-

traction. However, when done right, it's quite captivating.

**Online video.** Video has become a great medium for capturing a home buyer's imagination. According to Pew Research, 52 percent of adults in the US watch videos online. In fact, YouTube has become the second most popular search engine, with more than two billion views a day. Moreover, Forrester Research reports that video is 50 times more likely to appear on the first page of Google search results, meaning homes marketed with video are more likely to be found by potential buyers.

**Event marketing.** Hosting a special event at a home for sale provides a way to show off the entertaining space, and give potential buyers a way to view the home in a more relaxed setting.

Have a real estate question? Write to our real estate blogger Leslie Mann at [realestatequeries@yahoo.com](mailto:realestatequeries@yahoo.com).

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Gone are the days of selling homes with humdrum home postcards and static real estate ads. Today's home buyers – particularly Gen-Xers – have different expectations. They engage with everyone, from their friends to the brands they buy from, in multiple mediums. They expect the same from real estate marketing. Marketing campaigns for this generation must be active, integrated, and engaging.

Here are five intriguing trends that are transforming the way we communicate with today's home buyers.

**Targeted marketing campaigns.** Marketing professionals can easily gain access to a wealth of intelligence about prospective home buyers. Business intelligence is nothing new in marketing, but it's taken a long time to take hold in real estate marketing. However, the low cost of entry for business analytics software now allows realtors to leverage demographic information to develop much more targeted marketing campaigns. Tapping into these insights allows agents to market a property to those people most apt to be interested in it.

**Mobile marketing.** 72 million U.S. con-