



# The CRE Digital Marketing Checklist

Digital marketing—or any efforts to promote your brokerage on the internet—should be an important part of your business strategy. It’s all about expanding your reach, amplifying your voice, and adding value before you make the hard sell.

Here’s a quick-hit strategic checklist to make sure you’re doing digital marketing right.

## WEBSITE

First impressions matter, and your website is often that first impression. It should clearly communicate your value statement and brand, and bolster your credibility as a professional, knowledgeable broker. This list covers qualities and features for your brokerage’s website.

- Clean, modern design on every page
- Intuitive navigation
- Easy-to-locate contact information
- Clear branding that communicates what sets you apart
- A “call to action” that gives visitors a way to engage
- A form to capture leads and visitors
- Professional photography (including headshots!)
- If you can, include client testimonials, notable properties, and content

♥ **Our favorite resources:** [Squarespace](#), [Wordpress](#), [Wix](#)

## CONTENT

Having helpful content on your website can both build your brand and boost your website in search results. Think about writing content that covers market trends and news, best practices, or really anything that establishes your expertise. It’s also important to focus on quality. Longer, in-depth, truly informative content is making a comeback. Aim for quality in any or all of these forms:

- Write blog posts for quick-hit but informative updates
- Try ebooks for longer explainers on certain topics
- Use visual appeal by creating infographics, which share well on social media
- Establish credibility with white papers
- Position yourself as a true market expert with research reports & market analysis
- Have fun with video content

♥ **Our favorite resources:** [Hubspot](#), [Upwork](#), [Canva](#)

## SOCIAL MEDIA

If you want to network, you have to go where the people are. Use platforms like LinkedIn, Facebook, and Twitter to build your presence, connect with potential clients and share information. Commercial real estate brokers should focus on a robust LinkedIn presence first. Here are some tips to do it right:

- Use your authentic voice and personality
- Amplify your content by sharing it on each network
- Answer questions and engage with people frequently
- Be consistent with your posts to establish credibility
- Share timely market news to become an expert voice in your region
- Share other people’s content (with credit!) that’s relevant to your audience

♥ **Our favorite resources:** [Hootsuite](#), [Buffer](#), [Bitly](#), [Tweepi](#)

## SEARCH ENGINE OPTIMIZATION (SEO)

The algorithm Google uses for organic search changes often, so you’ll need to keep up to date on SEO trends. In general, though, simply think of the algorithm as a person. Make your site easy to navigate and read. Be truly helpful and give people what they need and expect to find. Here are some non-technical and semi-technical tips.

- Use intuitive URLs and URL structure
- Write compelling page titles and meta descriptions
- Do some keyword research to make sure you’re answering the questions your clients or prospects have
- Amplify other industry experts on your blog or site, which helps to build links on other sites and increase the likelihood of social sharing
- Help convince Google of your expertise with unique, long-form content on your key topics

♥ **Our favorite resources:** [Moz](#), [Google Keyword Planner](#), [Answer the Public](#)

## ADVERTISING

Paid advertisements are an important complement to your SEO efforts. Don’t be intimidated by the prospect of paid ads; just start experimenting. There are a lot of channels for advertising based on search terms and location, as well as audience demographics.

- Cast a wide net by testing multiple platforms; start with Google Ads, Facebook, LinkedIn, and Twitter
- Focus your targeting on the right geographies and audiences: it’s better to spend on fewer, higher quality leads than an avalanche of irrelevant ones
- Be sure to drive your paid traffic to pages on your website with a form so you can capture visitors’ contact information
- Track your results accurately by using unique tracking URLs for each ad channel
- Always have multiple versions of your ads running at once so you can test the performance of specific images and messaging
- Keep it fresh and swap out images and ads frequently

♥ **Our favorite resources:** [Facebook](#), [Twitter](#), [LinkedIn](#), [Google Ads](#), [Choozle](#)

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