

Digital Landscape Overview 2019

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Top 10 Digital Marketing Trends for 2019

1. A Bigger Role For AI In Personalization And Automation
2. Voice
3. Video
4. Growth In Content Marketing
5. A Turn To The Human Side Of Marketing
6. Integrated Online, Social And Mobile Marketing
7. The Growth Of Micro-Influencers
8. Audiences Made Part Of Brand Stories
9. Repurposing Content
10. Quality Trumping Quantity In Marketing

A Bigger Role For AI In Personalization And Automation

What does this mean?

- As we spend more time on the internet, our behaviors in how we navigate within websites, purchase products, and engage within different platforms are continually being captured
- Given this wave of data, machine-learning algorithms can help us find new ways for optimizing our layouts, copywriting, and structuring our creative to speak to a more specific audiences
- At a time when customers expect increasingly meaningful experiences, we can use AI to automate a huge part of personalization

How does this affect Real Estate?

- Tools such as our Compass CRM will help you regularly connect with your clients in a more impactful and personal way. For example, when you organize and tag all of your client's who have young children, you can send them a personal message about topics such as back-to-school and happenings within local school systems.
- When using the Compass Digital Ads tool, Compass will help you target these audiences and choose the best creative while relying on data driven results

Helpful Resource Links:

- [Albert](#) - an artificial intelligence marketing platform, provides a service – autonomous media buying. This approach requires little human input while AI analyzes, manages, and optimizes paid ad campaigns.

Voice

What does this mean?

- Smart speakers and voice assistant devices are more affordable than ever before, making them a huge potential marketing tool
- This give us an opportunity to humanize our message and create content that resonates with listeners

How does this affect Real Estate?

- Opportunities for big brands to partner and advertise within devices and platforms such as Alexa, Google Home, Podcasts, and even Spotify
- With the help of future AI technology, we will be able to send voice push notifications to clients notifying them of Coming Soon homes, schedule time to tour homes, and develop a more personal interaction.

Helpful Resource Links:

- <https://www.forbes.com/sites/forbescommunicationscouncil/2018/11/26/how-brands-can-improve-their-voice-marketing-in-2019-and-beyond/#4864c02a45cb>

Video

What does this mean?

- We're seeing video perform better than other types of content (text, static imagery, etc)
- Video makes it easier to tell a comprehensive story, which is hard to accomplish with just a single image or sentence

How does this affect Real Estate?

- Your brand and your listings should be telling a story, and video can help you do that more effectively
- Video, when produced correctly, helps clients ***envision themselves*** in a property
- Adding video to your content strategy in 2019 will help you stand out from other brokerages in 2019

How can I best take advantage of this trend?

- Look into ways you can go beyond the traditional photography
 - Don't eliminate this entirely as it's still important
 - Keep videos on social short! 10 seconds to <1 min
- This can include listing tours, video interviews with clients, brand pieces, or additional evergreen content that you feel will bring value to the lives of your audience members

Additional Ideas to Consider

- Listing Video Templates (keynote - social)
- Tapping into Instagram Stories and Going Live on Facebook
- Supporting video content with paid media from your own marketing/media budgets
- 85 percent of Facebook video views are played with the sound off. (sparksite)- think of subtitle inclusion for future videos

Helpful Resource Links:

- <https://www.forbes.com/sites/forbescommunicationscouncil/2019/02/08/four-tips-on-adding-human-touch-to-engage-your-audience-through-video/#608abaaf4571>

Growth In Content Marketing

What does this mean?

- Providing consumers with solution-orientated and interesting content is a win-win
- Before posting/publishing, ask yourself: Is this content INFORMATIVE, EDUCATIONAL, or ENTERTAINING?
 - If the answer is yes, then it's passed the test to share with your spheres!

How does this affect Real Estate?

- There is SO much content in the Real Estate space, so many nuggets of information that provide value
- Think like a business person, not just a publisher

How can I best take advantage of this trend?

- Be intentional about building out a cohesive content calendar to speak to clients and brand's message
 - Don't just post to post
- Utilize marketing center to create pieces that are informative and inspirational, and entertaining

Additional Ideas to Consider

- Keeping track of the FAQs you get from your buyers, sellers, at open houses, clients passively looking, clients who might be outgrowing their spaces,

Helpful Resource Links:

Content Marketing For Real Estate: A Beginner's Guide - Inman -

<https://www.inman.com/next/content-marketing-for-real-estate-is-meaningless-without-understanding-your-business-goals/>

A Turn To The Human Side Of Marketing

What does this mean?

- The difference between marketing that we listen to and marketing that is easily forgettable is the ability to create a relatable and humanized brand to spark a connection between our audiences.
- More than ever, people want and expect brand's to publically stand up for their core values.
- Quality content builds trust and following
 - Humans connect to, relate to, and trust other humans.

How can I best take advantage of this trend?

- Be intentional when building out your social calendars
- Pre-write your posts at least a month ahead of time
- Take time to develop your brand's voice, core values and opinions.
- Be authentic in your messaging

Ideas to Consider

- Use video to show your team's various personalities
- Instagram Stories is a great platform for users to be casual and showcase your day-to-day whereas Newsfeed content tends to be more curated
- Use your lifestyle photos to display your team's character, hobbies, and skills
- Use the first section of your email to send a personal note to your clients

Integrated Online, Social And Mobile Marketing

What does this mean?

- As you think about your marketing efforts as a whole, there should be a consistent message across all channels
- Your audience should feel like they're learning about or interacting with the same brand every time they touch your marketing
- Goal is to create a seamless journey for the modern consumer across all digital touchpoints

How does this affect Real Estate?

- Client who work with, trust, and know you want to feel like they are hearing from you authentically through each channel
 - Very important to nail down voice, tone, messaging, and branding
- In an industry inundated with traditional advertising, think about how you can be different
 - Think about where your customers spend the most time, and consider where your efforts will be most effective

How can I best take advantage of this trend?

- Take a mobile first approach when you think about your marketing strategy for 2019
 - Users are spending more and more time on their mobile devices
 - Ensure all digital materials are mobile optimized
- Make it a goal to carry a consistent look and message across all digital touchpoints
 - Social Media, Email, Website, other digital experiences
- Look into ways you can share the same information across multiple digital mediums, optimizing for each placement as necessary

Helpful Resource Links:

- <https://insights.newscred.com/three-reasons-to-focus-on-integrated-marketing-in-2019/>

The Growth Of Micro-Influencers

What does this mean?

- “Micro-influencers are “regular Joes” who have grown their social media following by posting about a niche topic (for example sports, fashion or travel etc.) and they usually have a social media following starting anywhere from 1,000 up to 50,000.”
- These individuals are experiencing much higher engagement rates than your average social media user
- Micro-Influencers are on the rise because brand are able to cast a wider net amongst a more diverse audience at the same cost

How does this affect Real Estate?

- Younger buyers are making purchasing decisions based on the content they consume
- Millennials conduct research online before transacting
- Partnering with micro-influencers is not a traditional real estate marketing strategy which makes it an opportunity for differentiation

How can I best take advantage of this trend?

- As millennials enter the market, think about how they consume content, and how micro-influencers can impact your ability to reach them effectively
- Research your local social media landscape to understand whos voice matters on social media
- Talk with your Marketing Advisor about ways you can reach out and partner with micro-influencers, should that make sense for your personal brand
- Think partnerships for Open Houses, Events, Tours, Exclusive looks, BTS

Helpful Resource Links:

- <https://sysomos.com/2018/11/06/the-rise-of-the-micro-influencer/>
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Audiences Made Part Of Brand Stories

What does this mean?

- We are in a time where consumers aren't as likely to trust a brand as they are to trust a client/consumer. Therefore, reviews are the engine in which keeps small businesses running.
- Client testimonials and reviews are important because they drive your rankings in local search engines and highly influence potential customers with engaging with your brand.
- By including your customers in your brand, it will lead your messaging to look authentic and genuine

How does this affect Real Estate?

- Your previous, current, and prospective clients are both your audience and your biggest advocates. Finding ways to include your client's in your marketing strategy can potentially lead to referrals and a growth in your follower base.

How can I best take advantage of this trend?

- Tell stories about your relationships with your clients, and open up new avenues for them to do the same
- Invest time into ensuring the story you're telling is cohesive, strategic, and always leads back to your greater goal
- It's all about audience engagement. Pay attention to what kinds of content perform best and optimize accordingly.
- One of the best vehicles in practicing this is by using video and photography client testimonials to help potential clients envision what it would be like to work with you

Helpful Resource Links:

- <https://www.theguardian.com/media-network/media-network-blog/2012/may/23/storytelling-key-audience-consumer-engagement>

Repurposing Content

#8 Trend

What does this mean?

- Developing content that represents your brand well can take a lot of work.
- Once you've developed an asset that you know resonates with your audience, you can reuse that content on different platforms, and in different mediums.
- By taking copy, photography, and design elements that are effective, and using that in other places, you're remaining efficient while still being effective in your marketing efforts.

How does this affect Real Estate?

- Real estate is a business fueled by relationships, visualization and information
- Regularly released content, on a variety of different platforms will help you maintain and strengthen relationships
- Capturing strong photography to then repurpose in multiple executions can have a significant impact on your business

How can I best take advantage of this trend?

- Think about how each piece of content can be posted across all channels - Think 360!
- Capture dynamic photography (lifestyle and listings)
- Keep versatility in mind when developing custom content
- Spend time exploring Marketing Center and test out new creative based on existing insights you have access to
- Always think through what's worked for you in the past before trying to reinvent the wheel
- Explore new marketing strategies that could utilize existing assets (i.e. lifestyle image once used in a publication, now posted to social media with strong copy)

Helpful Resource Links:

- <https://medium.com/@JBBC/10-creative-ways-to-repurpose-your-digital-content-d37f6250aad7>
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Quality Trumping Quantity

What does this mean?

- Quality content should be defined by tangible performance metrics and audience sentiment
- One piece of quality content makes an impact on your audience that a lot of sub-par pieces simply can't match
- Being the most consistent source of information holds extreme value (example: giving your clients regular market updates, being in the know about neighborhood happenings, ect.,)

How does this affect Real Estate?

- Source content that positions you to be the expert in your market and ultimately thinking beyond the transaction
- Real Estate content can often become stale with listing focused content, so find ways to bring value and information to your client's beyond your listings

How can I best take advantage of this trend?

- Develop a content calendar and strategy with your Marketing Advisor

Helpful Resource Links:

- <https://www.forbes.com/sites/williamcraig/2018/05/08/the-importance-of-quality-over-quantity-in-digital-content-marketing/#4ad0a9f93edf>

Questions?