



# MARKETING IN THE NEW ENVIRONMENT



With the COVID-19 pandemic creating unprecedented changes to the process of buying and selling real estate, it's time to review which of your marketing strategies is working - or not working - and adapt to the new normal.

More than ever, it's time to develop strategies for the new environment, maximizing your social media tactics, but also augmenting your online outreach with a focus on the human side of marketing.

Without doubt, say members of the Forbes Agency Council, look for a continued rise in the power of artificial intelligence as a means to connect with consumers. Be alert to smart speaker advertising opportunities and increasingly affordable voice assistant devices as a potential marketing tool, because effective digital strategies will integrate online, social and mobile marketing.

Virtual staging and 3D tours are fast outpacing iPhone photos in terms of attracting buyers, and drone photography continues to wow buyers and sellers alike.

At the same time, today's consumers are barraged with online and social media market news, so developing ways to engage with people on a personal level - getting them off the couch and giving them something to talk about and share - could become one of the most valuable devices in your marketing toolkit.

In fact, a study by the Event Marketing Institute once found that 98 percent of consumers capture photo and video content at live events, and 100 percent of those who do so also share it across social media.

So, give potential clients something to share:

- Host a virtual cocktail party or happy hour for prospective clients
- Organize a local, socially-distanced food drive
- Talk about successful curbside closings on your social media pages

The possibilities are limited only by your imagination. You can build your brand further by positioning yourself as a local expert:

- Pitch yourself as a 'quotable' resource for real estate writers in your local market
- Use the time at home to create original video content for your social media pages

Look for creative ways to make personal contact with prospective clients. As many experienced brokers will tell you, five minutes of face-to-face contact can be worth 100 Facebook posts especially in this environment, when you present as a real person, and not just another email to delete or another posting to scroll through.