

FRESH REAL ESTATE INSIGHTS

3 DIGITAL STRATEGIES TO REACH MODERN CONSUMERS



The pandemic has disrupted how the entire world connects with each other, entertains itself, works, eats, shops, learns, and even visits the doctor. These new, digital behaviors consumers have picked up will likely last. Here's three major must-dos for an effective, modern marketing digital strategy.



01

THE SEO SUPERCHARGE

THE LESSON

Thoughtful strategy is a long-term investment that goes a long way with boosting Google rankings and driving audiences to your website. Did you know poor keyword usage, site tags and load times could be costing you valuable traffic? So if you haven't audited your site in a while, make this a top priority.

THE MOVE

- Use a tool like web.dev to start your audit process.
- Devise a keyword log of target phrases. This will help align your marketing team to create more meaningful content.
- Google loves fresh content. Perform keyword research regularly to inspire blogs that bring an active audience to your site.
- Embrace the FAQ page. Question-based searches are on the rise, and these keyword-abundant sections will amp up organic traffic.

02

THE LEAD NURTURING SELF-AUDIT

THE LESSON

Your once-a-month e-blast is no longer going to cut it if you want to maximize your leads. Then again, was it ever? Personas are greater than demographics, always. To create an effective lead nurturing strategy, aim to email your audience at the appropriate frequency, prioritizing and segmenting your content accordingly.

THE MOVE

Re-register for your email list and get a feel for the customer journey you're creating first-hand. Then, compare your emails to your competitors. Along the way, ask these important questions:

- What's your first touchpoint? Are you thanking recipients for connecting with you in a way that best serves them?
- When's the last time you asked your recipients if they still want to hear from you?
- Does your content stand out in the inbox? If so, how?
- How do you talk to specific personas? Are your images and content tailored to them?

- Is your frequency right? Should it differ based on short-term and long-term leads?
- Are you A/B testing?
- How do you measure success? Are you tracking the right things? Do you know what type of subject lines and content your audiences enjoy?
- Are you integrating those findings into other integrated marketing?

03

OVER-THE-TOP (OTT) STREAMING

THE LESSON

With companies like Hulu and Amazon Prime Video offering new ways to experience television, over the top television (OTT) has quickly become one of the most popular ways to reach wider audiences. The age of streaming services and television consumption on mobile devices is here for good.

THE MOVE

Test a variety of options to see what makes your audience engage. Many households subscribe to multiple services, so try advertising on networks, Amazon Prime Video, Hulu and streaming services (based on your audience's location) to see which is most effective.



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For more than a decade, ChappellRoberts has been my extended team across six different East Coast projects. They have consistently streamlined the process, helped my internal teams and produced better results. They have strategic experts across all marketing disciplines, and their overall knowledge of our brands help ensure ideas are on-strategy and supporting overall sales goals.

PAM PARISI

VICE PRESIDENT OF MARKETING, EAST REGION, NEWLAND



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change@chappellroberts.com

ChappellRoberts.com

