



The 2013
eCampaignPro
Real Estate
Marketing Analysis
& Trends Report

This marketing trend report, compiled from our real estate marketing survey sent out during the fall of 2012, covers traditional marketing including print and outdoor and digital marketing including social media

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BACKGROUND:

In September of 2012, we at eCampaignPro asked thousands of our past and current customers to take a survey letting us know a little bit more about the marketing tools they use. We had hundreds of responses and were thrilled with how open and forthcoming so many respondents were.

Since we've been providing services to the real estate industry for over a decade, we thought it would be helpful to have our clients share their experiences with us so that we could compile and share them.

The survey covered all types of marketing, online and offline; everything from billboards and newspapers, to Facebook and blogging. While we are an email marketing provider to the real estate industry, we did not skew the survey or the results in favor of email. We want the data to be a true representation of our customers' experiences.

We hope you find the report useful as you create your marketing plans for 2013.

E CampaignPro Real Estate Professional Marketing-2012 Survey Results

It seems like the choices for marketing real estate have exploded. How do you know in which ones you should invest your valuable time and money?

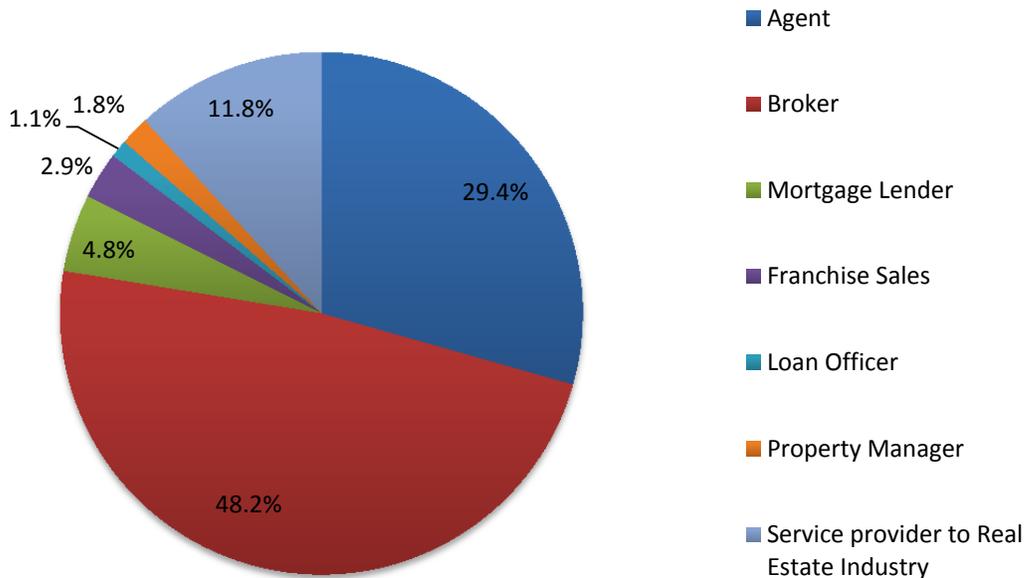
Since we've been offering services to the real estate industry for over 10 years we thought we'd ask you, the real estate professionals, what you think. Which marketing tools are the most useful and which are the least? Which have you tried and which are you still on the fence about?

We were not surprised when we received hundreds of responses to our survey. And we were less surprised that you're all out there seeing what works and generally not afraid to try new things!

QUICK SURVEY FACTS:

We received hundreds of responses. The mix of respondents (rounded to the nearest percentage) was mostly brokers, followed by agents, mortgage lenders and service providers to the industry (home stagers, home inspectors, cleaners, etc...).

WHAT IS YOUR PRIMARY PROFESSIONAL FOCUS?



OVERVIEW OF MARKETING TOOLS

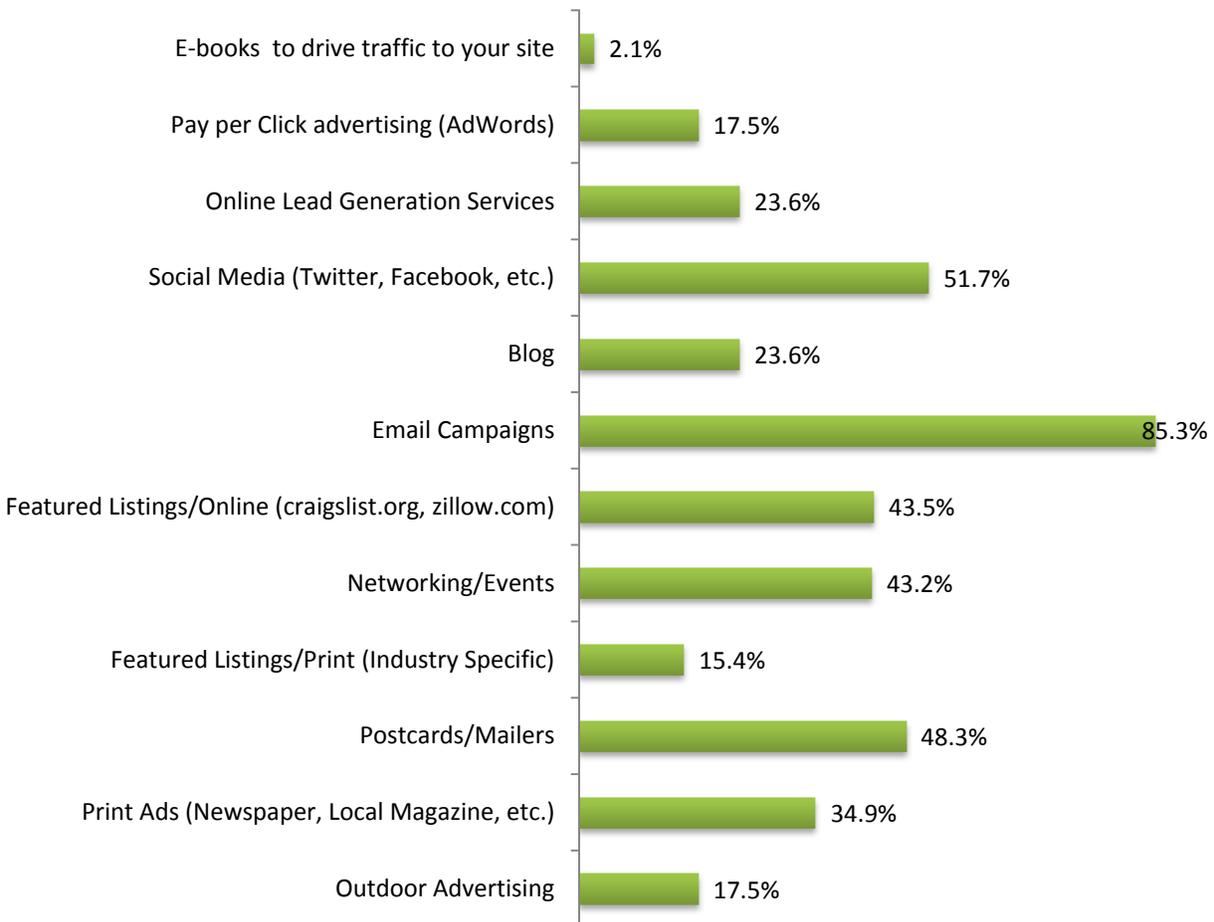
OFFLINE AND ONLINE: WHAT’S BEING USED. WHAT’S WORKING AND WHAT ISN’T. AND WHAT IS NEXT?

The way we get our information is changing, and the real estate industry is changing with it:

When it comes to print, postcards and mailers are still fairly popular, followed by print ads (in newspapers and magazines).

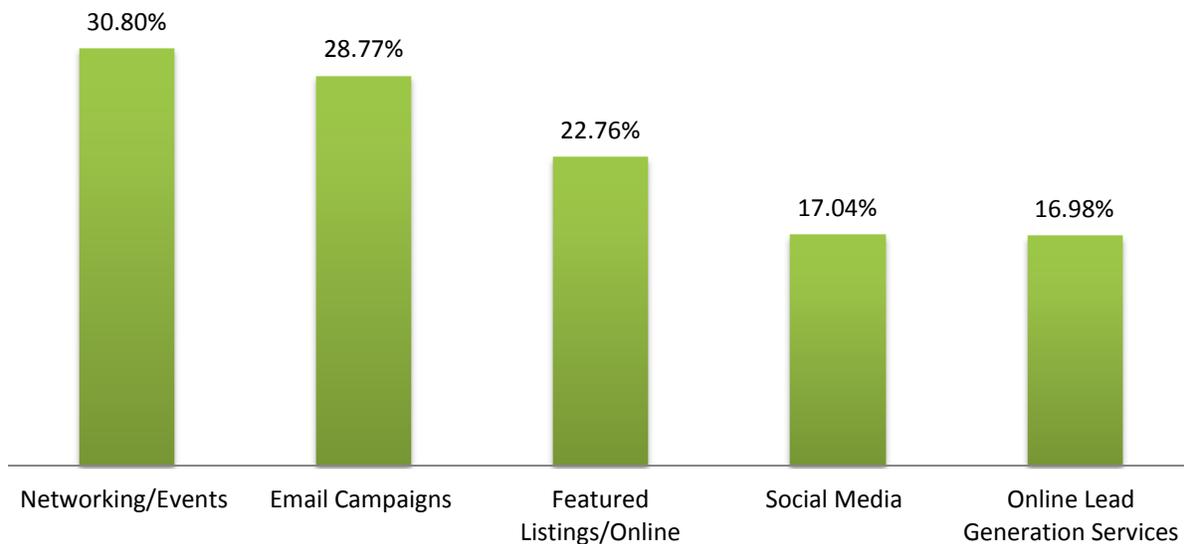
Digital options, however, are even more popular. We expected that email campaigns would rank fairly high in terms of use (since many of the respondents have used our eCampaignPro email system), but social media and online listings are also widely used.

Marketing Tools Used in Past 6 Months

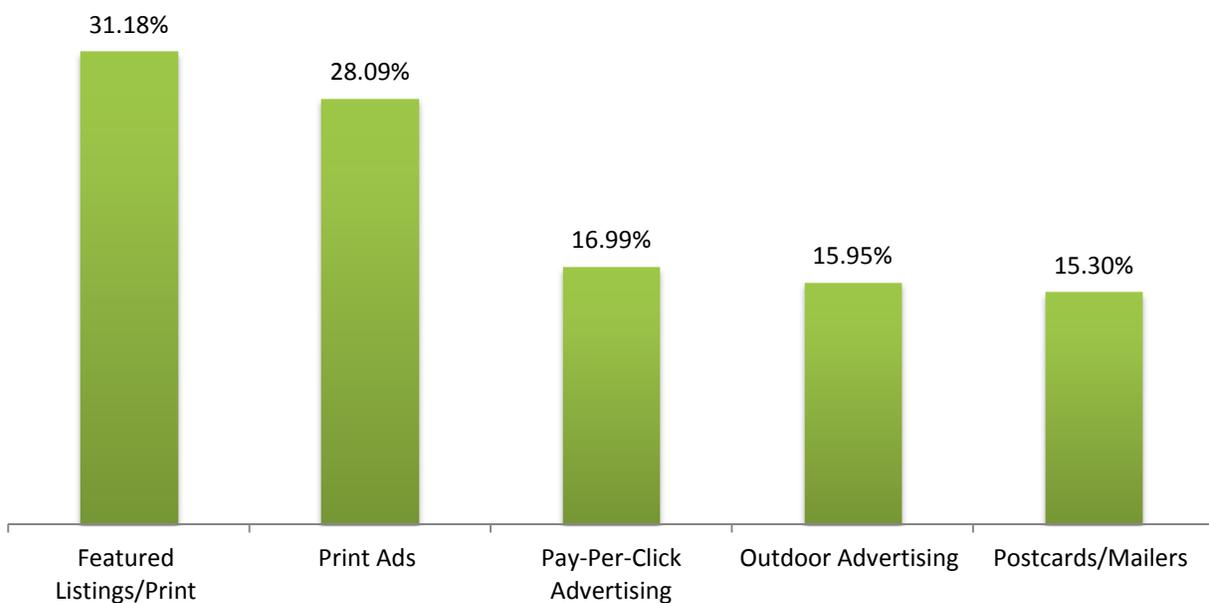


While it’s great to know what everyone’s been trying, it’s more important to know what everyone is finding to be useful. On the following page, note that print may be used about as often as digital media, but respondents found it to be less effective across the board.

TOP 5 VERY EFFECTIVE TOOLS



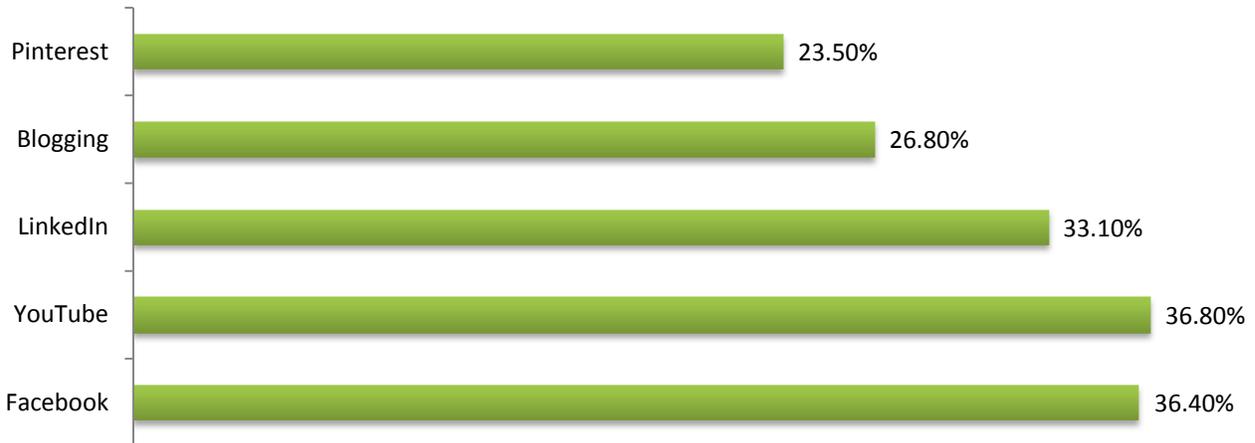
TOP 5 LEAST EFFECTIVE MARKETING TOOLS



Now that we know of the tools professionals have tried, which they found most and least useful. But what about the tools they haven't yet tried? What are they planning on trying next?

Over a third of respondents are planning on trying some form of Social Media for the first time. Facebook, YouTube, LinkedIn were the top choices, followed closely by Blogging and Pinterest.

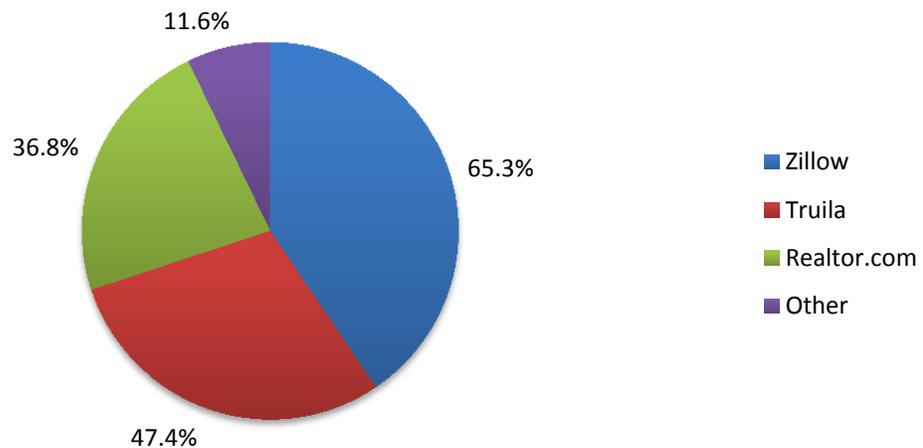
TOP OPTIONS TO TRY NEXT



REALTOR RATINGS SITES/ FEATURED LISTINGS ONLINE

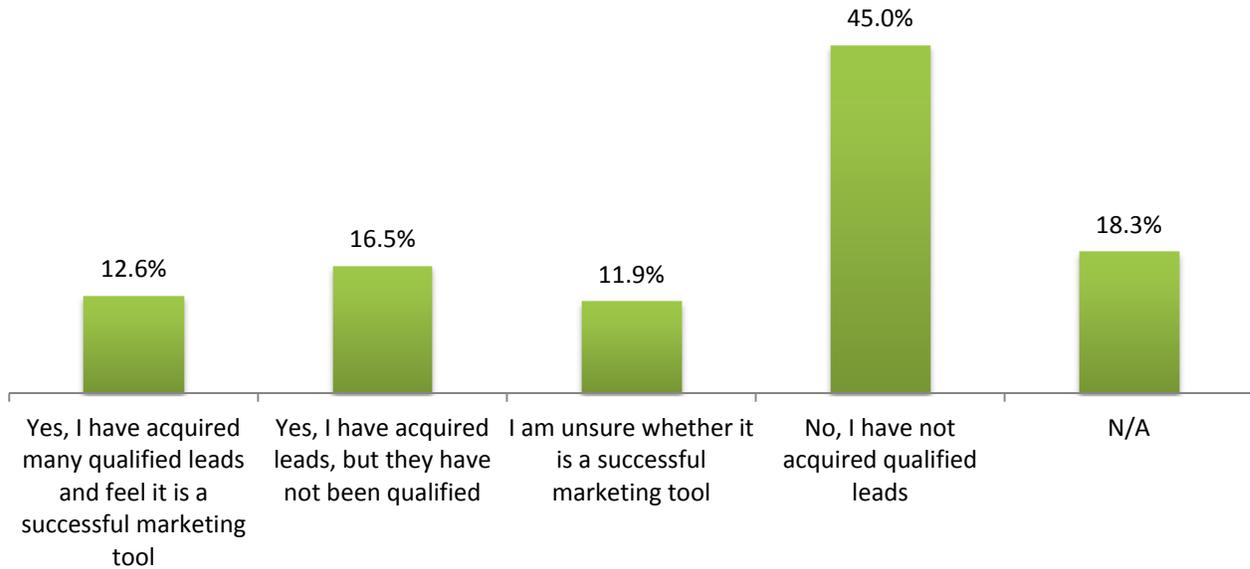
Drilling down specifically into featured listings on realtor rating sites, 45% of respondents use them. Of the respondents who do use them, here's how they stack up:

MOST OFTEN USED REALTOR LISTING SITES



If almost half of all real estate professionals use these sites, should the half that don't use them, consider it? Are they useful? Surprisingly, 45% of respondents said they haven't received any useful leads.

HAVE YOU ACQUIRED LEADS THROUGH REAL ESTATE LISTING SITES?



SOCIAL MEDIA

When it comes to Social Media, Facebook was far and away the clear leader. That might be because it's the one medium that so many of us use in our personal lives as well, so it's very familiar to us (and to potential clients). By and large, the real estate industry is using most of the main social tools out there...

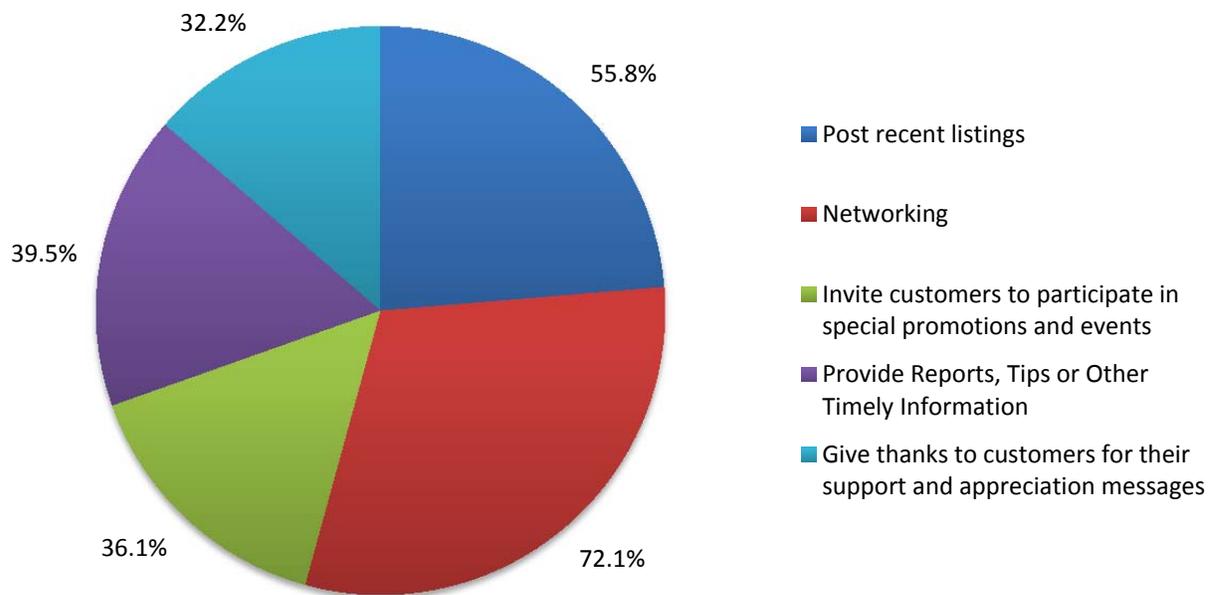


Very few people were not at all familiar with Facebook, where almost half were not at all familiar with Pinterest. Given the visual nature of the real estate industry, it's very likely that more and more real estate professionals will start to learn about the newest, and most visual of all social media – Pinterest.

RATE THE FOLLOWING IN TERMS OF FAMILIARITY:						
Answer Options	Not at all familiar		Semi-familiar		Very familiar	
Facebook		2.55%		24.00%		69.09%
YouTube		5.95%		36.06%		52.42%
LinkedIn		4.78%		38.60%		51.10%
Twitter		19.39%		40.30%		33.84%
Pinterest		48.25%		26.07%		15.56%
Blogging		23.26%		32.95%		34.11%

Perhaps not so surprising, most people are using social media for its original purpose, to network with others.

FOR THOSE THAT USE SOCIAL MEDIA, HOW ARE THEY USING IT?



Asked to rate the effectiveness of social marketing tools:

- #1 for Moderately to Very Effective: Facebook (58.4%)
- #1 Least Effective: Twitter (20.1%)
- Social Media respondents were most unsure about: Pinterest (23.5%)

Asked why Facebook was so effective, the common themes were since so many people are already using it there was no learning curve, and that “pictures speak a 1,000 words” making Facebook a great place to showcase homes.

PAY-PER CLICK ADVERTISING

Pay-Per-Click advertising (such as Google AdWords or Bing AdCenter) has been around a long time as compared to social media. But are real estate professionals using pay-per-click (PPC)? And if so, how it is working?

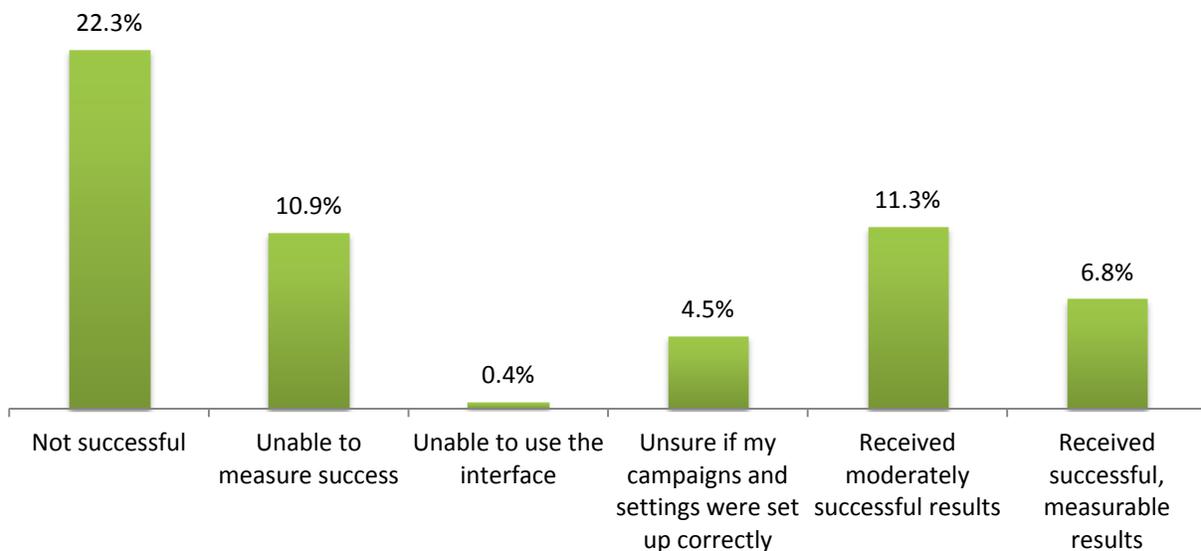
Most of you know the fundamentals of how PPC works:

- 71.9% of respondents know how pay-per-click advertising works and almost half are currently running PPC ads or have tried them in the past.
- 52.9% have never tried PPC.

On the whole, most people didn’t know what to make of PPC efforts. Twice as many felt it was as unsuccessful as successful. And almost 5% weren’t sure if the campaigns were set up correctly.

When putting it in their own words, many respondents felt the cost was too high for the traffic and leads it generated, and that overall the leads were not of a high quality.

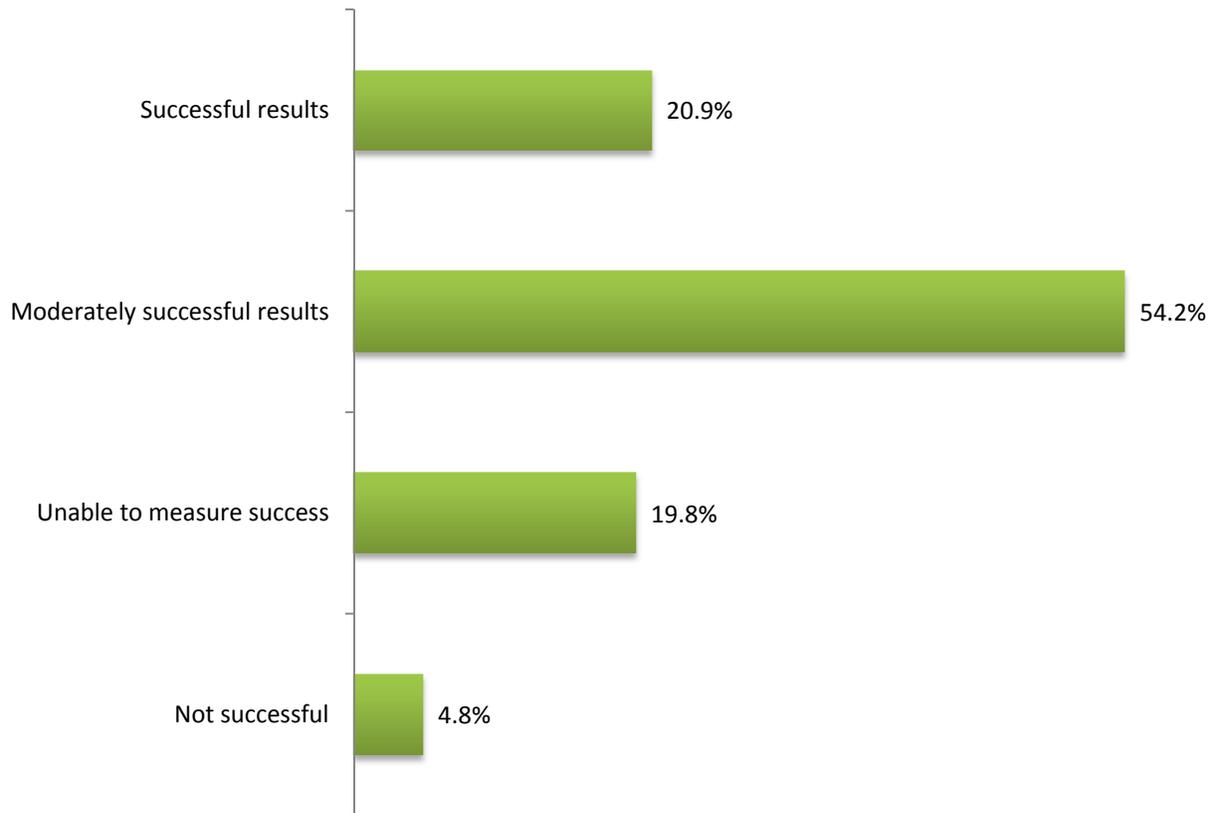
PPC EXPERIENCE



EMAIL MARKETING

74.1% of respondents find email marketing to be a successful tool, but almost 20% were unable to measure the results.

RATE EMAIL MARKETING AS A TOOL

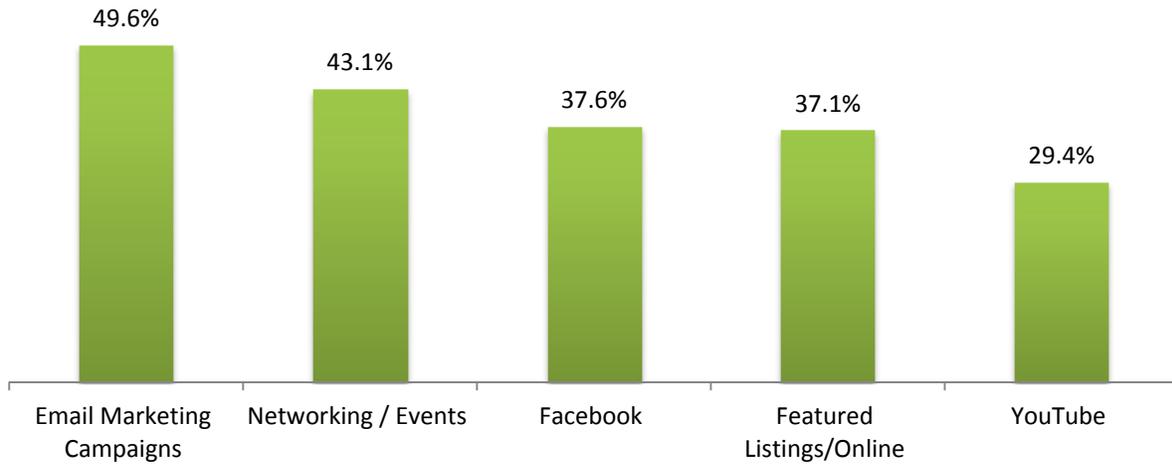


MARKETING OPTIONS TO TRY & TO AVOID

We asked respondents to give us insight into what they consider the best and worst marketing options out there, so that everyone can benefit from their experience. On the next page are the tools other real estate professionals recommend strongly, and the ones they think should be avoided.

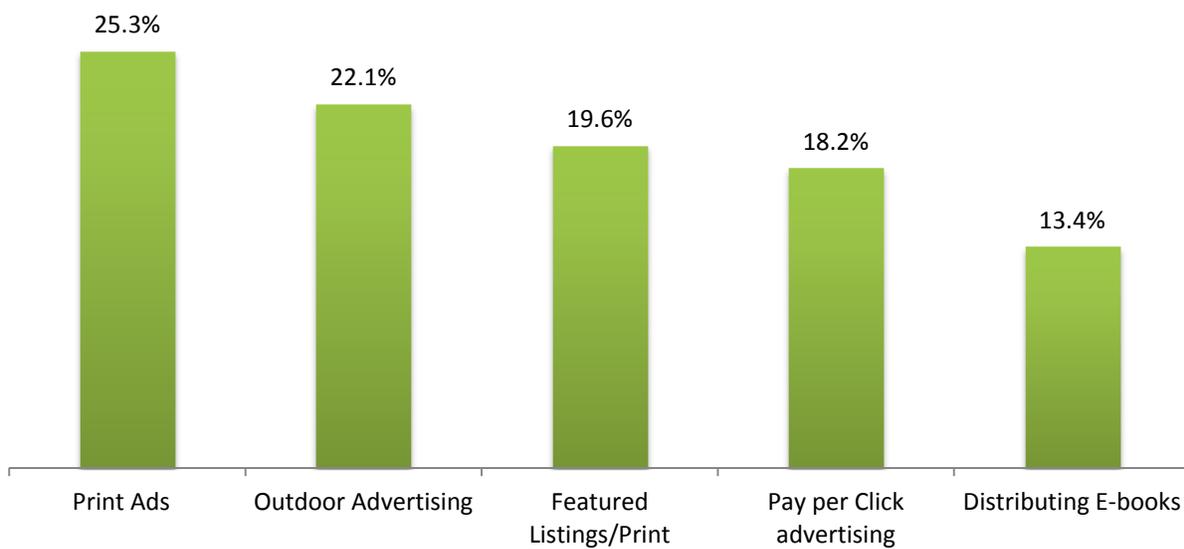
In a shifting world, today, 4 out of the top 5 most recommended marketing tools are online:

TOP 5 TOOLS STRONGLY RECOMMENDED



The marketing options most real estate professionals do not recommend are mostly the traditional ones, like print and outdoor advertising.

THE TOOLS PROFESSIONALS DO NOT RECOMMEND TRYING



BOTTOM LINE

We go where our potential customers are. For real estate, as with many other industries, potential customers are using the internet for their own research and information needs. As a result, real estate professionals are shifting much of their marketing effort to various digital platforms.

Within the digital realm, professionals are using tools that are easily shareable (emails, listings that can be forwarded, Facebook, and YouTube). Perhaps because real estate decisions are often amongst the most important life decisions, it makes sense that offering very visual and easy to share information is an important way to communicate with potential customers. They can look through homes and your listings without traveling and can share the ones they like with family and friends for input.

FINAL THOUGHTS

We'd like to thank all of the respondents who took the time to share their invaluable knowledge. We are hopeful that getting some insight into your fellow real estate professionals' thoughts about marketing proves useful to you. We hope you all enjoy a happy, healthy and successful year!