

# THE BEST **MARKETING TOOLKIT** FOR REAL ESTATE

---



1. Introduction
2. Step 1 Create Your Personal Branding Statement
3. Step 2 Define Your Mission Statement
4. Step 3 Narrow Down Your Values
5. Step 4 Carry Out A SWOT Analysis
6. Step 5 Determine Your Target Audience
7. Step 6 Select Your Marketing Channels
8. Step 7 Differentiate Yourself For Lead Generation
9. Step 8 Set Your Marketing Frequency



# Introduction

In the real estate industry, marketing yourself is crucial for success. It helps to build your personal brand and promote your expertise. Planning your marketing activities can also help you identify how you can attract new customers while continuing to satisfy your current clients.

All real estate agents act as a bridge between the property and the consumer. To set yourself apart, marketing is essential to showcase how you are different and why customers should work with you.

Our customizable template allows you to identify your key marketing elements and develop your marketing strategy across different channels. To fill out the template, simply click on the boxes and type in your response. Remember to save this template when you're done and revisit and update your strategy every 3 to 6 months.

## Step 1

### Create Your Personal Branding Statement

Your personal branding statement helps you create a clear identity for yourself and achieve future objectives. Fill out the form below to get a rough idea of your brand and then use this to create your personal branding statement.

Example

Format	Fill Out	Personal Branding Statement
<i>I help (clients) by (solving problem) which leads to (outcome).</i>	<i>I help Dubai property seekers by offering transparent services which leads to them finding the ideal property.</i>	<i>Passionate about providing honest and transparent real estate services to find you the perfect property that reflects your style. Always connected, communication is key!</i>
Format	Fill Out	Personal Branding Statement
<i>I help (clients) by (solving problem) which leads to (outcome).</i>		



## Step 2

### Define Your Mission Statement

What are you currently doing to achieve your objectives?

What am I doing today? *Example: Initiate property transactions in Dubai Marina, Maximise investor ROI in JVC*

Who do I serve? *Example: Investment clients, First-time*

What am I trying to accomplish? *Example: Optimize social media, improve communication skills, promote investment knowledge*

What impact do we want to achieve? *Example: Increase leads by 10% each month, Increase revenue by 20% each month*

Now, you can summarise these points to create your mission statement

What's your mission statement? *Example: Use my finance background to maximise ROI for property investors in JVC*

## Step 3

### Narrow Down Your Values

Outlining your values helps you answer the question “Why should I work with you and not someone else?”. Start by answering the questions below

What do I stand for? *Example: Ethical Practices, Providing Accurate Information, Continuous Learning*

What do your clients appreciate when working with you? *Example: Punctuality, Knowledge, Efficient Planning*

Now, narrow down these phrases to 3 core values

#### MY CORE VALUES

*Example: Honesty*

*Example: Transparency*

*Example: Efficiency*

## Step 4

### Carry Out A SWOT Analysis

A SWOT Analysis helps you understand which of your personal traits you can leverage and which you can work on improving.

#### STRENGTHS

*Example: Social media expert, Finance Background, Negotiation*

#### WEAKNESSES

*Example: Time management, communicating with different cultures*

#### OPPORTUNITIES

*Example: Creating a personal website, catering to international investors*

#### THREATS

*Example: Growing number of agents, Developer sales*

## Step 5

### Determine Your Target Audience

If you are targeting “all property seekers in the UAE” it’s going to be very difficult to stand out as a real estate agent. After all, there are 5900+ registered real estate agents in the UAE. Determining your Target Audience will help you boost sales, build customer loyalty and plan for efficient marketing campaigns.

**Here is a quick guide to help you determine your target audience.**

What are the demographics of the people who have bought, sold, or rented property from you?

What are their behavioral patterns?

What are their values/desires/beliefs?

Do they have any common interests/hobbies?

What challenges do they face?

What marketing channels do your audience enjoy?

Now, you can define your target audience *Example – Families looking to rent in villa communities, Middle aged investors in JVC*

What do you want your target customer to think after viewing your content?

*Example: "Wow! He/she is very knowledgeable" "I should keep him/her in mind when I move"*

What do you want your target customer to do after viewing your content?

*Example: Contact me for information, Message me, Follow me on Instagram*

## Step 6

### Select Your Marketing Channels

Where are you going to market yourself? How is your brand going to reach customers? Understand where your Target Audience is active and where they enjoy seeing real estate content. Explore different channels such as social media, blog posts, emails, open houses, etc. Evaluate which you think would be the most effective with your skill set and use this information to determine your Marketing Channels.

#### Example

##### Channel – Social Media

###### GOALS

- Increase my Instagram followers by 600 by the end of Q2
- Interact with at least 10 accounts daily
- Create at least 1 tiktok a month

###### STRATEGY

- Provide valuable and engaging content by sharing my knowledge, tips and market data
- Keep up with tiktok trends to stay up to date on content requirements

##### Channel #1

###### GOALS

###### STRATEGY

##### Channel #2

###### GOALS

###### STRATEGY

##### Channel #3

###### GOALS

###### STRATEGY

# Step 7

## Differentiate Yourself For Lead Generation

Building a marketing presence does not add value unless you manage to differentiate yourself and stand out in the sea of real estate agents. In this step, plan how you are going to stand out, provide valuable content and generate leads in the process.

### Example

Channel	Differentiator	Lead Generation
Social Media	Showcase Investment Expertise	Direct messages and paid advertising
Blog Posts	Using authentic last sold transaction data from Profolio™	Email leads from blog subscription

Channel	Differentiator	Lead Generation
Bayut & dubizzle listings		
Social Media		
1. Instagram		
2. Facebook		
3. LinkedIn		
4. Tiktok		
Email Marketing		
Brochures/Flyers		
Open Houses		
Business Cards		
Gifts/Giveaways		
Newsletter		
Video Content		
Other:		



# Step 8

## Set Your Marketing Frequency

You’ve made it to the last step! Now that you have built all the essentials of your marketing strategy, you can start planning the frequency of your content.

### Example

Channel	Content	Frequency
Blog	Tips, investment advice, popular areas	Once a week, every Sunday
Instagram	Testimonials, new listings,	Posts every week and stories everyday
Flyers	New inventory, Market insights, Transaction Insights	Twice a month
First-time home buyer clinics	Neighbourhood information	Once a month

Channel	Content	Frequency

## Congratulations! You have just completed your Marketing Toolkit by Bayut

If you found this useful, check out our various resources on Content Corner or register for an interactive workshop at Bayut Academy where you can equip yourself with the skills needed to be a successful real estate agent.