



# REAL ESTATE

## Digital Marketing Guide

— Insights from Industry Experts —





**Participants** 3

**Brief Summary** 4

**Key Takeaways** 5

**Expert Opinions** 8

**Dalia Faris Mudhafar**  
Account Director at Crowd 9

**Mattan Danino**  
CEO at WEBITMD 10

**Lee Wilson**  
Service Operations Director at Vertical Leap 11

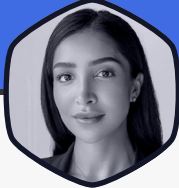
**Mitra Shekari**  
Project Director at Brand Vision Marketing 12

**The Future of Real Estate Marketing** 13







# Participants




**Dalia Faris  
Mudhafar**

Account Director  
Crowd





 Dubai, UAE




**Mattan  
Danino**

CEO  
WEBITMD





 Los Angeles, USA




**Lee  
Wilson**

Service Operations Director  
Vertical Leap





 Hampshire, UK



**Mitra  
Shekari**

Project Director  
Brand Vision Marketing



 Toronto, Canada



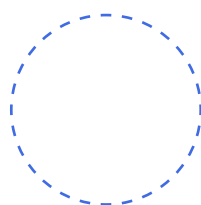
# Brief Summary



In today's dynamic real estate market, staying ahead of the curve is essential for success. This comprehensive marketing guide, developed in collaboration with **four esteemed real estate professionals** from our member agencies, is designed to equip you with the latest insights, strategies, methods, and SaaS tools to excel in the ever-evolving world of real estate marketing.

This marketing eGuide will empower real estate professionals like you to navigate the ever-changing landscape of real estate marketing with confidence and expertise. By implementing the strategies and insights outlined in this guide, you can:

- ✓ Enhance your online presence and attract more potential clients
- ✓ Showcase your properties in a visually compelling and immersive manner
- ✓ Establish yourself as a trusted and knowledgeable real estate expert
- ✓ Increase your lead generation and conversion rates
- ✓ Achieve greater success in the competitive real estate market

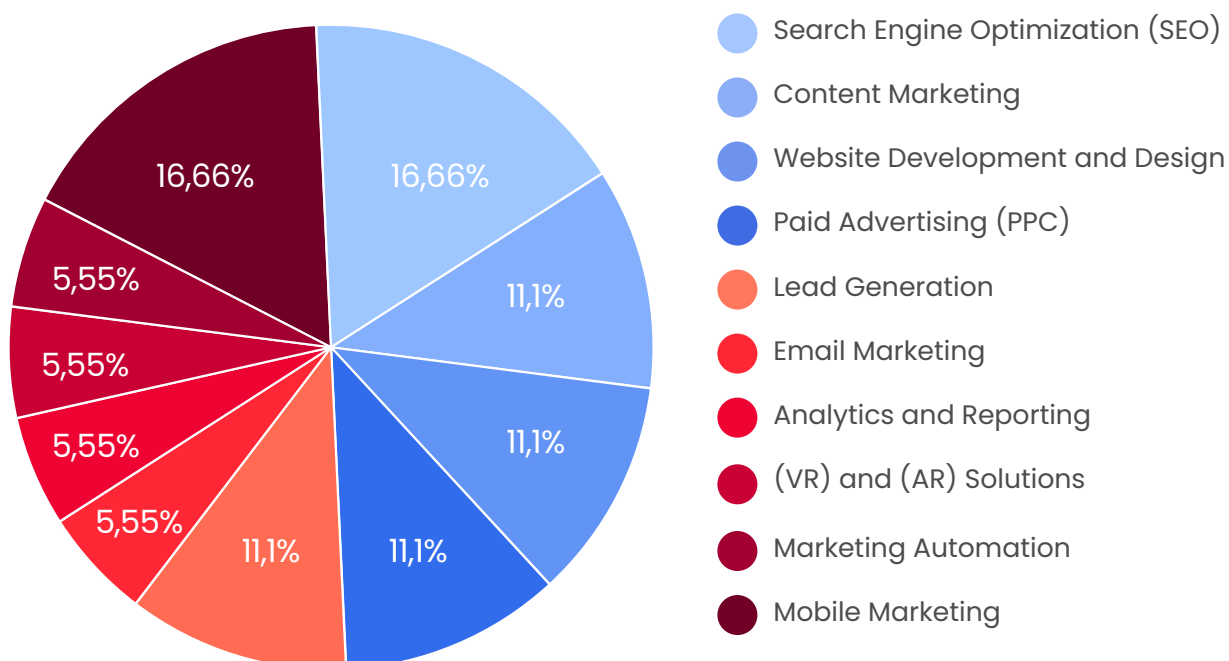


# Key Takeaways

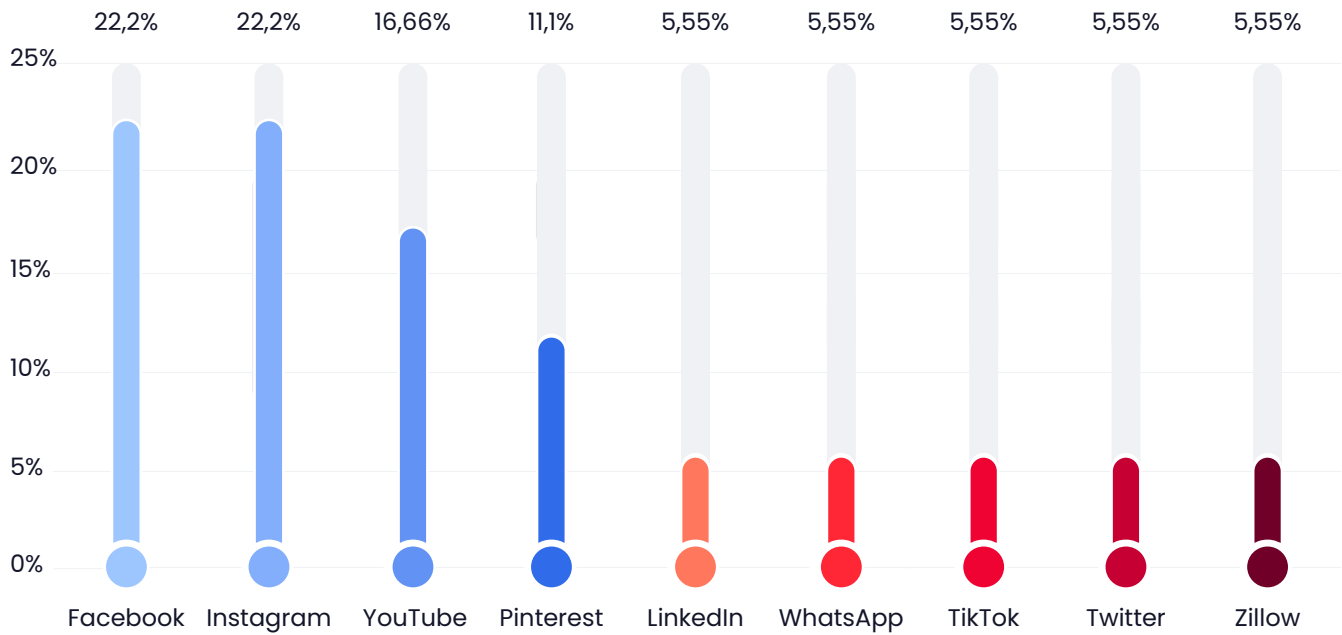
## Emerging trends in real estate digital marketing for 2023



## Most demanded and effective digital marketing services by clients



## Most effective platforms in empowering real estate marketing



## Most trending visual property and business showcasing methods





## Top local SEO strategies to optimize websites and social media profiles

**Online Reviews and Ratings**

📍 23,5%

**Keyword Optimization**

📍 17,6%

**Local Content Creation**

📍 17,6%

**Local Link Building**

📍 11,8%

**Video Marketing**

📍 11,8%

**Regular Blog Updates**

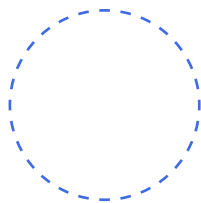
📍 5,9%

**Geotargeted Ads**

📍 5,9%

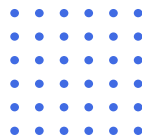
**Localized Meta Tags**

📍 5,9%





# Expert Opinions







# Mitra Shekari

Project Director at Brand Vision Marketing

Toronto, Canada



## Mitra’s formula to better understand and collaborate with real estate businesses:

“Understanding real estate businesses requires industry insight, active networking, and technological adaptation. Communicate clearly, tailor solutions to their needs, and build trust through integrity. Long-term collaboration hinges on understanding their challenges, offering value, and staying adaptable in a dynamic market.”

## SaaS tools and AI tech assist realtors in lead nurturing and ongoing communication:

Real estate folks often rely on CRM tools like **Salesforce** or **Zillow Premier Agent** to keep tabs on leads and nurture relationships.

They use AI-powered chatbots for quick responses, smart email tools to stay connected, and virtual tours and data analysis to give clients the info they need.

Top Platforms	Trending Property Showcasing Methods	Emerging Real Estate Marketing Trends	Services Real Estate Clients Demand	Top Strategies for Local SEO	What’s Next?
Facebook Instagram TikTok Pinterest YouTube	Drone Photography & Videography 3D Virtual Tours Instagram Reels TikTok Virtual Staging	Short-form Video Content VR and AR Local Influencer Marketing	Website Development and Design Search Engine Optimization (SEO) Email Marketing Analytics and Reporting VR and AR	Keyword Optimization Online Reviews and Ratings Localized Meta Tags Video Marketing Engaging with Local Influences	Sustainable Property Marketing (AR) Property Previews AI-Enhanced Property Search Social Media Live Property Showcases Interactive Property Floor Plans



**Lee Wilson**

Service Operations Director at Vertical Leap

Hampshire, UK



## Lee’s formula to better understand and collaborate with real estate businesses:

“Getting a deeper understanding of their unique objectives, the people they are targeting, and how to translate that into meaningful interactions through content (in all its forms) that brings value and resonates with their audience the most.”

## SaaS tools and AI tech assist realtors in lead nurturing and ongoing communication:

It varies greatly depending on the capabilities, requirements, and level of technology advancement in place. What matters most tends to be the fundamentals of nurturing leads rather than the specific technology behind it.

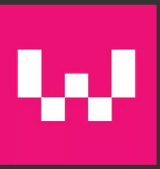
Top Platforms	Trending Property Showcasing Methods	Emerging Real Estate Marketing Trends	Services Real Estate Clients Demand	Top Strategies for Local SEO	What’s Next?
Facebook Instagram Twitter Pinterest	3D Virtual Tours TikTok Livestreaming Interactive Floor Plans Augmented Reality (AR)	Short-form Video Content Personalized Experiences VR and AR Local Influencer Marketing Conversational Marketing	Search Engine Optimization (SEO) Content Marketing Mobile Marketing	Local Content Creation Online Reviews and Rating Local Link Building Local Citation Building Local Landing Pages	Sustainable Property Marketing (VR) Property Previews (AR) Property Previews Predictive Analytics for Buyer Behavior Hyperlocal Targeting in Advertising



# Mattan Danino

CEO at WEBITMD

Los Angeles, USA



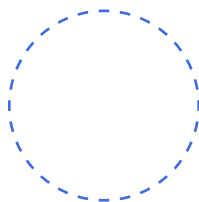
## Mattan’s formula to better understand and collaborate with real estate businesses:

“Lead generation tactics across multiple channels.”

## SaaS tools and AI tech assist realtors in lead nurturing and ongoing communication:

HubSpot AI Chatspot, and ChatGPT.

Top Platforms	Trending Property Showcasing Methods	Emerging Real Estate Marketing Trends	Services Real Estate Clients Demand	Top Strategies for Local SEO	What’s Next?
Facebook Instagram Zillow YouTube	Interactive Floor Plans 3D Virtual Tours Virtual Staging	Short-form Video Content AI and ML Conversational Marketing Video Marketing	Content Marketing Paid Advertising (PPC) Email Marketing Lead Generation Marketing Automation	Keyword Optimization Local Content Creation Online Reviews and Ratings Geotargeted Ads Video Marketing	Sustainable Property Marketing (VR) Property Tours AI-Enhanced Property Search 3D Property Scanning and Modeling Social Media Live Property Showcases





# Dalia Faris Mudhafar

Account Director at Crowd

Dubai, UAE



## Dalia’s formula to better understand and collaborate with real estate businesses:

“Landscape audit backed by GWI research and followed by business KPIs/Objectives assessment. Then, we develop a customized strategy with a short and long-term activation roadmap. Once the first two steps are complete, we start executing.”

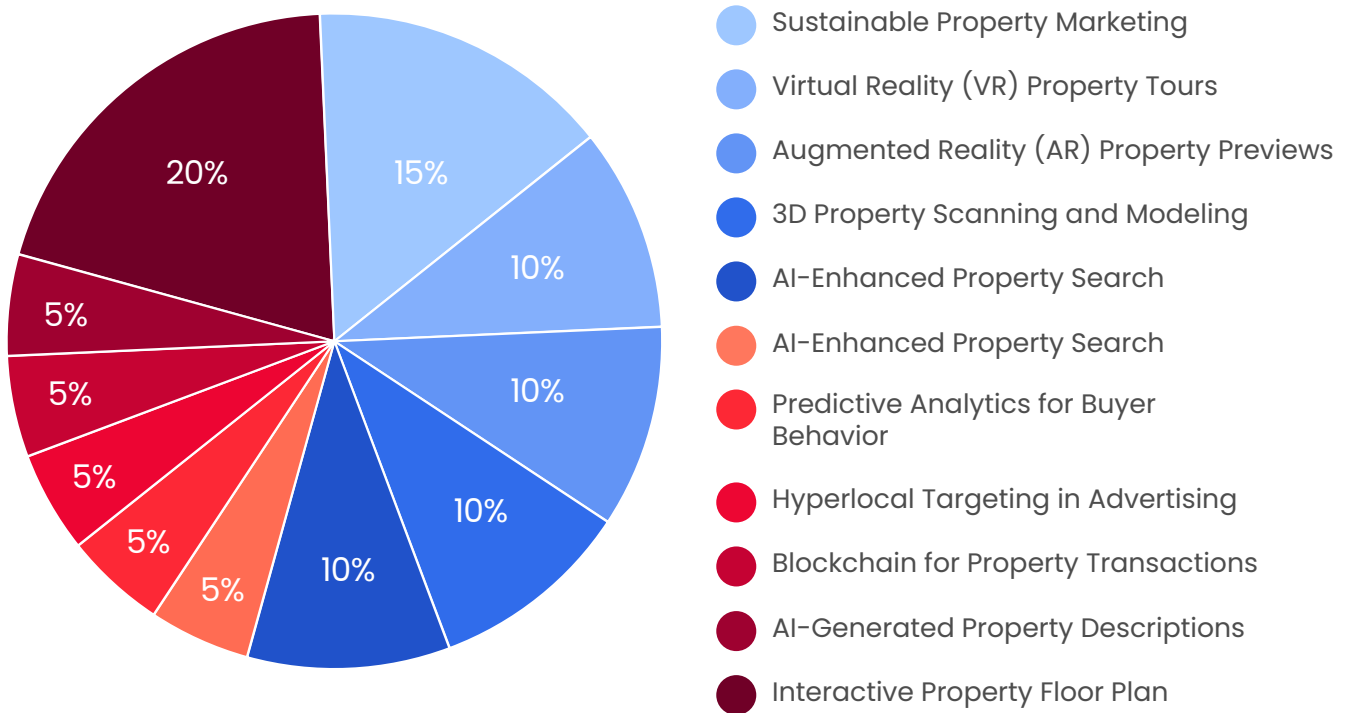
## SaaS tools and AI tech assist realtors in lead nurturing and ongoing communication:

CRM and automation marketing, AI chatbots, and programmatic lead gen campaigns.

Top Platforms	Trending Property Showcasing Methods	Emerging Real Estate Marketing Trends	Services Real Estate Clients Demand	Top Strategies for Local SEO	What’s Next?
Facebook Instagram LinkedIn YouTube WhatsApp	Drone Photography & Videography 3D Virtual Tours Instagram Reels Interactive Floor Plans Augmented Reality (AR)	Short-form Video Content Personalized Experiences Video Marketing Sustainability and Social Responsibility Lead Gen Campaigns	Website Development and Design Search Engine Optimization (SEO) Content Marketing Paid Advertising (PPC) Lead Generation	Keyword Optimization Local Content Creation Online Reviews and Ratings Local Link Building Regular Blog Updates	Sustainable Property Marketing (VR) Property Tours Blockchain for Property Transactions 3D Property Scanning and Modeling AI-Generated Property Descriptions

# The Future of Real Estate Marketing

## Top real estate marketing developments or innovations expected in the coming years



## Advice from real estate marketing professionals to stay up to date on the latest digital marketing trends and best practices



**Dalia Faris  
Mudhafar**

Account Director at Crowd

“Keep an eye on industry trends as well as your top competitors. There are new marketing tools coming up every day that you need to get familiar with. Also, do not be afraid to be the first to try new technologies. Lastly, trust the process and don’t rush things up.”





**Mitra Shekari**

Project Director at Brand  
Vision Marketing

“To stay on top of digital marketing in real estate, make learning a habit—follow industry blogs, attend webinars, and take courses on platforms like LinkedIn Learning. Secondly, experiment with new tools and strategies to see what works best for your audience, whether it is social media advertising, content marketing, or video tours. Lastly, connect with peers, join online communities, and attend industry events to share insights and learn from others in the field. Being proactive in learning, testing, and networking will keep your digital marketing strategies fresh and effective.”



**Lee Wilson**

Service Operations Director  
at Vertical Leap

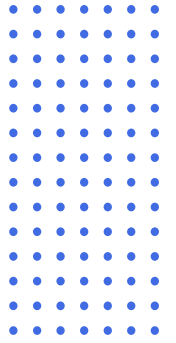
“Find a few voices in the search and digital space whose opinions you enjoy and take time to listen to them weekly. Supplement this with the occasional search marketing aggregator site so you have access to lots of distilled information in one place. You can then slowly add to the people you follow and trust over time.”



**Mattan Danino**

CEO at WEBITMD

“Follow the WEBITMD Blog and HubSpot AI Blog.”



[www.digitalagencynetwork.com](http://www.digitalagencynetwork.com)

