



# 2022 REAL ESTATE MARKETING TRENDS REPORT





As a real estate agent, you've probably relied on a few tried and true methods for generating leads, including word-of-mouth referrals, open houses, and social media. However, as the nation continues to grapple with the COVID-19 pandemic, real estate marketing has adapted and continues to adapt to the limitations of the industry. What tools are your competitors using as part of their marketing strategy? How can you implement these tools and what results should you expect to see?

Virtuance conducted a survey of real estate agents across the country to determine what marketing strategy a new or seasoned agent should use in 2022 to be successful. A successful marketing strategy will result in more lead generation, more listings, and more money for both you and your clients.





# Digital Marketing:

## Opportunities for a Competitive Advantage

The COVID-19 pandemic proved a boon for the telecommunication industry, as more and more consumers turned to their mobile devices for news, entertainment, and shopping. As a result, marketing trends have increasingly begun to rely on mobile-first, online methods of lead generation. Websites have become the hub of all advertising activity as real estate agents attempt to capture and convert as many leads as possible.

Research shows that those who embrace new technology stand to profit the most from new opportunities for a competitive advantage. According to the Virtuance marketing survey and the NAR homebuyer survey, building a concrete real estate marketing strategy can give you a significant advantage over your competitors in any of the nation's real estate markets.

### Social Media

According to the [Pew Research Center](#), over 70% of the United States adult population use social media, yet only 71% of the real estate agents surveyed by Virtuance actually use social media in their marketing strategy. We believe real estate agents who embrace social media will find greater success in 2022. If you know that your clientele or prospective clients use social media, then you know that you can get your name and content in front of them.



## Floor Plans and Virtual Tours

According to the [National Association of Realtors](#), 67% of all homebuyers want to see a floor plan of a listing and 58% of all homebuyers want to see a virtual tour of a listing. However, of the agents Virtuance surveyed, only 30% are using floor plans and only 40% are using virtual tours as part of their marketing strategy. Using floor plans and virtual tours in your marketing can give you an advantage over a significant number of your competitors with very little effort!

## Listing Websites

Over 50% of homebuyers want to see detailed information about property listings, including real estate agent contact information, virtual tours, photos, neighborhood information, and interactive maps (according to the [NAR](#)). Listing websites can achieve all of the above and can be a critical portion of a realtor's digital marketing strategy, yet only 30% of agents surveyed by Virtuance are using listing websites.

Value of Website Features	All Buyers
Photos	89%
Detailed information about properties for sale	86%
Floor Plans	67%
Real estate agent contact information	63%
Virtual tours	58%
Detailed information about recently sold properties	54%
Neighborhood information	53%
Pending sales / contract status	53%
Interactive maps	52%
Videos	47%
Information about open houses	46%
Virtual open houses	38%
Virtual listing appointment	35%
Real estate news or articles	34%

Source: 2021 NAR Home Buyer and Seller Generational Trends

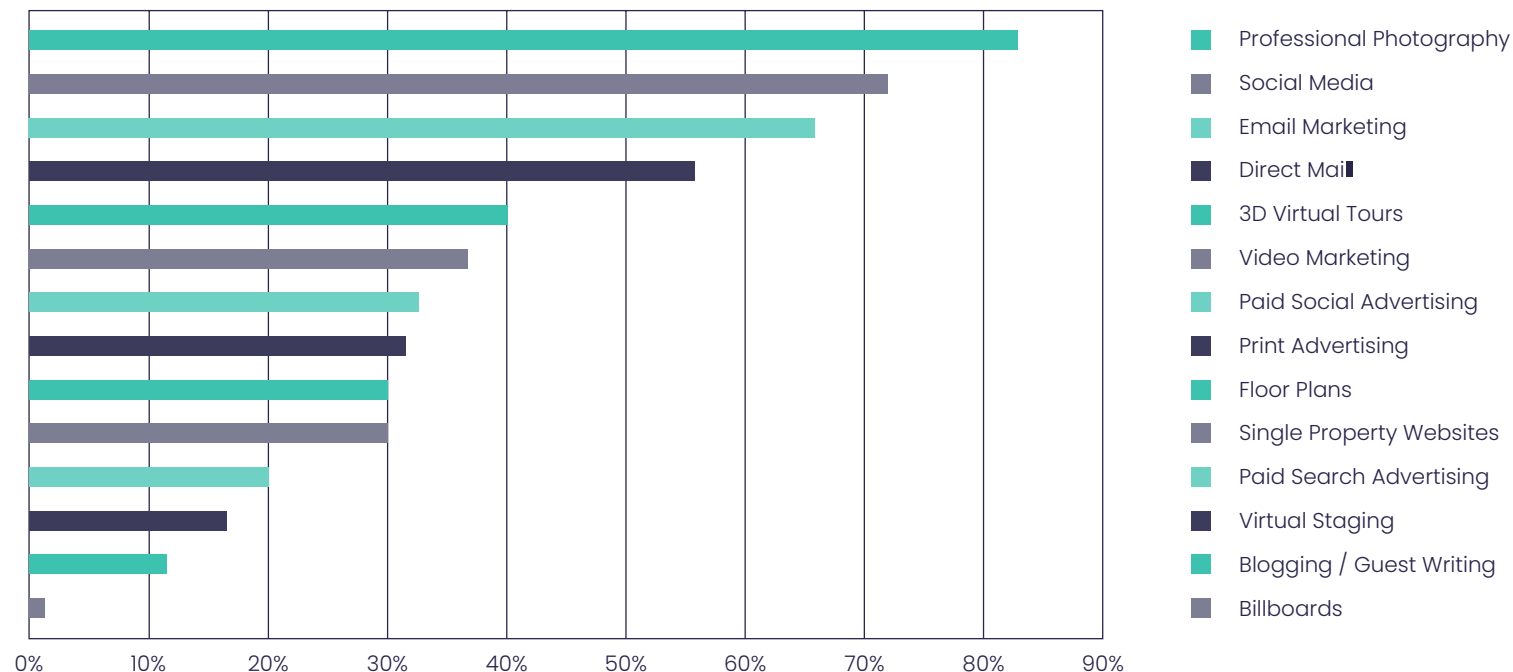


# Predicted Successful

## Marketing Strategies for Real Estate Agents in 2022

### Which marketing tools do you use?

According to the Virtulance survey and additional sources, we've put together the top five efforts Realtors should implement in 2022 to gain an advantage over competitors as well as to generate leads and referrals. The top challenges for both new and seasoned real estate professionals across the country right now are how to generate new listings and how to acquire new leads. A successful marketing strategy will help Realtors do just that.



## 1. Professional Photography

If you aren't using professional photography for your listings, you are in the minority. 81% of real estate agents use professional photography for their listings. Not only that, but according to the NAR, nearly 90% of homebuyers said that photos are the most important website feature when deciding to view a property. Virtuance's professional photography is proven to be more effective at capturing homebuyers' attention than other professionally photographed listings.

Use professional photography for your real estate listings and take advantage of Virtuance's marketing tools, including floor plans, virtual tours, single-listing websites, and more to get ahead of your real estate competition.

### **Virtuance as a Professional Photography Solution**

In 2018, Virtuance asked Tobii Pro to conduct an eye-tracking study to "measure consumers' attention and spontaneous responses to marketing messages" ([Tobii Pro](#)). Two-thirds of the study's participants preferred Virtuance's HDReal® images over any other professional real estate photography solution. The participants found the Virtuance images the fastest and the HDReal® images held their attention longer than the other professional photos. By using Virtuance and the HDReal® technology, real estate agents can generate twice as much interest in their listings than if they were to use another professional photography service.



## 2. Social Media Marketing

The top three marketing channels used by real estate agents are social media, email, and direct mail. There's more to social media marketing than publishing a post now and then. We recommend using these strategies in 2022 to get the most out of your real estate marketing efforts.

### Post Your Listings

Post on social media during the week; not just weekends. According to realtor.com, consumers are more likely to search for listings on weekdays than weekends. Leverage social media content to promote your listings that can be shared on other websites and social channels, including realtor.com, Facebook Marketplace, Craigslist and more.

### Video Content

Video is becoming increasingly popular on social media sites, particularly Facebook. Real estate marketers are finding that video marketing increases their visibility and allows them to reach a wider audience, so it shouldn't come as a surprise that real estate agents are finding success in creating and sharing videos. In addition to Facebook Live videos, there's an opportunity for real estate marketers to take advantage of YouTube to expand their video marketing efforts.

When you partner with a professional photography service such as Virtulance, you don't have to make an extra effort to create content. You can use aerial videos, virtual tours, and other professionally-produced content to increase your visibility on social media.

One of the most common requests Virtulance has fielded from real estate agents over the last five years is for video marketing resources. Still, only 37% of Realtors are using video and less than 40% are planning to add it to their marketing stack in 2022. This information reveals a great opportunity for Realtors to get an advantage over their competitors.

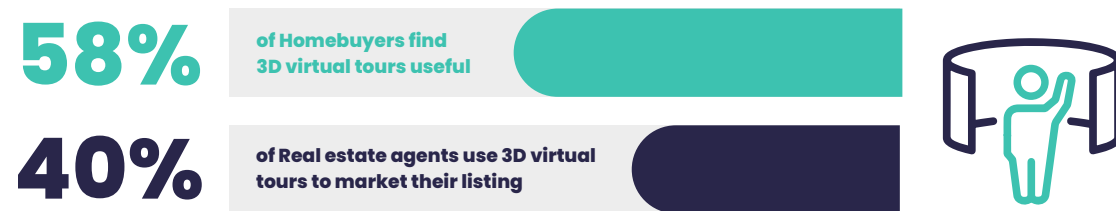
### Paid Ads

The most successful social media marketing strategies are a combination of Facebook ads and organic growth. According to the [NAR](#), the biggest takeaway for agents should be to use Facebook ads. Only 22% of agents currently market their listings on Facebook or other social media channels, yet, as we've mentioned, 70% of American adults are active on social media. Realtors can also take advantage of Instagram Ads as well as paid advertising on Pinterest.

Paid advertising is especially effective for Realtors because it offers the opportunity to target specific groups of people. For example, if you are selling a home in Seattle that is priced at \$500,000, then the average buyer's age would be between 40 and 55 years old. If you want to find buyers aged 25-40 for this same listing, then you can use Facebook ads to do that! Even better, the majority of real estate agents aren't using online advertising to promote their brand. When you use online advertising, including paid Facebook ads to promote your business or brokerage, you have an advantage over a majority of your competition!

### 3. 3D Virtual Tours

The use of virtual tours has skyrocketed since the beginning of the COVID-19 pandemic and, as mentioned, many potential homebuyers (58%) still want to see a virtual tour before choosing to view a property. Of the real estate agents surveyed by Virtuance, only 40% of them use 3D virtual tours as part of their real estate marketing strategy. In fact, of the agents surveyed, direct mail (56% of agents) is more commonly used than 3D virtual tours. What does that mean for you and your 2022 marketing efforts? You can sell your listings faster with 3D Virtual tours of your listings and you'll have a competitive advantage in your local market.



Save time and cut costs by using a virtual tour. Instead of driving back and forth to properties to meet for in-person showings, virtual tours provide real estate professionals with a way to show their properties without investing as much time and money. Once an interested buyer goes through a virtual tour, they'll likely contact you for more information. That means you'll spend time on leads more likely to convert than visitors to an open house, for example. Additionally, virtual tours often generate traffic to your website. Listings with a virtual tour get 40% more clicks than those without. More clicks means more traffic, more leads, and more sales for you!

### 4. Email Marketing

As email is one of the top three channels that real estate agents use to market their brand, we recommend that real estate agents who don't already use email marketing start to do so in 2022. According to [OptinMonster](#), 99% of email users check their email every single day. Think of all the listings you could miss out on if you aren't using email marketing!



**99%**

**of email users check their email every single day**

While some argue that email marketing is going by the wayside in favor of social media marketing and SEO, **78% of marketers** have seen an increase in email engagement over the last 12 months (HubSpot). It's likely that this increase is due to the COVID-19 pandemic, but the trend is consistent and we predict that it will continue into 2022. In fact, **4 out of 5 marketers** claimed they'd rather give up social media than email marketing (Litmus).

Using email marketing doesn't have to be complicated. In fact, a **typical "welcome" email** has more than an 80% open rate which generates 4x as many opens and 10x as many clicks as other email types such as newsletters (GetResponse, 2020). Your audience doesn't want to be bombarded by emails, so a weekly or monthly email newsletter can reward you with higher open rates and click-through-rates than a daily email blast.



## 5. Listing Websites

If you're not using listing websites, then you are missing out on valuable opportunity to engage with active buyers! As mentioned, over 50% of homebuyers want to see detailed information about properties when viewing a listing online. Listing websites can provide agent contact information, virtual tours, photos, neighborhood information, and more to these homebuyers. Yet, only 30% of agents surveyed by Virtuance use listing websites.

Listing websites are also great for your lead generation strategy as you won't need to rely on third-party listing websites to generate leads. A good listing website provider should include a lead capture form as standard functionality on your sites.

Lastly, listing websites give you full control of your marketing. Instead of directing buyers to third-party sites to view your listings, you can send your social, email, and paid advertising traffic directly to your listing website where you benefit from free lead generation, improved SEO performance, and no competing agent information!

### **Virtuance as a Solution**

The [Virtuance Marketing Suite](#) puts all of your listing marketing in one place, saving you time and headaches! In just a few clicks, you'll be able to download your HDReal® images, create stunning listing websites with lead generation, share your listing on social media, and share viewing reports with your client.

The best part? The Marketing Suite is included with all photography packages at no additional cost!





# In Conclusion

The real estate marketing industry is changing at a rapid pace. If real estate agents want to establish their business as a real contender, they should focus on developing an effective marketing strategy. Based on the data collected by Virtuance and other sources, we predict that the best way to compete in your local real estate market in 2022 is to implement professional photography, social media marketing, 3D virtual tours, email marketing, and listing websites.

Marketing tools you need
Professional photography
Social media marketing
3D virtual tours
Email marketing
Listing websites

