

# VIRTUANCE

## Digital Marketing **CHECKLIST**

**A list to generate more organic leads and put you and your business at the forefront of a broader audience.**

According to the National Association of Realtors, 97% of home buyers begin their search online. If you want to remain competitive in your farm area, you can't ignore digital marketing or forego having an online presence. Your listing needs to be well described, marketed, and accessible to as many potential buyers as possible so that you're easy to find online.

To help you prepare for marketing your listing in the digital world, check out our checklist.

### Digital Marketing Checklist for Real Estate Listings

#### What to Prepare & Create

- Order professional real estate photos
- Order 3D tours, floors plans, and other immersive solutions
- Schedule a virtual open house for your online audience
- Create a video walkthrough tour or order a professional video tour
- Make a QR Code that links to your listing online and place it on your print materials
- Design and order postcards, flyers, and brochures to share online and in print
- Create organic social media posts that support your listing & brand
- Create social media ads using your professional photos
- Conduct client testimonials to share as social proof

#### Where to Post & Share

- Post the listing on your personal and company website
- Send an email campaign to warm leads about your listing
- Upload photos to your Google Business Profile
- Post the listing on Facebook
- Share listing to appropriate Facebook groups
- Post the listing on Instagram
- Post the listing on Twitter
- Post the listing on LinkedIn
- Add listing to Zillow
- Add listing to Trulia
- Add the listing to Realtor.com
- Add the listing to PropertyShark
- Add the listing to Redfin
- Share client testimonial videos on social media and through your email campaigns



## Who to Get in Touch With

- Request Google reviews from previous clients
- Request Facebook reviews from previous clients
- Reach out to past clients through email for referrals
- Reach out to past clients to record a video testimonial



## Generate More Leads with Virtuance

Our expert team at Virtuance understands how professional real estate photography can elevate and accentuate your brand. We offer HDReal® images, marketing enhancements, and 3D tours to help you master the art of real estate digital marketing. At Virtuance, you can trust that we have the tools to help your real estate business shine!