



REAL ESTATE PROFESSIONALS WEIGH IN:  
WHICH DIGITAL MARKETING  
TACTICS PROVIDE BANG FOR YOUR  
BUCK — AND WHICH ARE A BUST

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An Inman Select Special Report

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*Digital marketing is as elusive as it is vast. Organic strategies and paid digital marketing all blend together in the laundry list of trends, standbys and newbies — it's not hard to get lost.*



*The Internet's pool of information is growing at lightning speed, and digital marketing is the key to becoming a floatation device among the sinking ships.*



*Our special report found both that there's both beauty and beast to digital marketing — because there really is no right or wrong answer, no end-all-be-all best solution.*



*The best approach to digital marketing is to evaluate your situation, determine resources and sketch out a plan — then rinse and repeat.*



“**B**logging, contributing authorship and Instagram combined have opened up doors to more leads and brand awareness than I ever could have imagined.”

That’s what one respondent to Inman’s digital marketing survey said; the agent, who’s been working in real estate between 5 and 10 years, has a typical listing price of \$500,000 to \$1 million, closes between 15 and 20 transactions a year and estimated that 50 to 75 percent of his clients come from digital marketing efforts.

Digital marketing is as elusive as it is vast. Organic strategies and paid digital marketing all blend together in the laundry list of trends, standbys and newbies — it’s not hard to get lost.

But digital marketing isn’t something to take lightly. Real estate agents and brokers use these tactics to capture an audience, brand themselves and prove their ability to perform above and beyond anyone else in their respective market.

The Internet’s pool of information is growing at lightning speed, and digital marketing is the key to becoming a flotation device among the sinking ships.

### Q9 What digital marketing tactics do you employ/have you employed? Please select all that apply.

Answered: 333 Skipped: 41

Answer Choices	Responses	
Maintaining/promoting a Facebook profile	79.28%	264
Email marketing	67.57%	225
Facebook ads	51.65%	172
Maintaining/promoting a Twitter profile	43.54%	145
Maintaining/promoting another social media profile	42.34%	141
YouTube/video	35.74%	119
Blogging	34.53%	115
Search engine optimization (SEO)	31.83%	106
Portal ads - Zillow	30.33%	101
Google Adwords	24.02%	80
Portal ads - Trulia	23.72%	79
Portal ads - realtor.com	23.12%	77
Retargeting ads	12.61%	42
Other online ads	12.31%	41
Brand consultants	11.11%	37
Contributed articles/content	11.11%	37
Display ads	7.21%	24
LinkedIn ads	4.50%	15
Portal ads - other	4.20%	14
Sweepstakes/promotions/giveaways	4.20%	14
Twitter ads	3.90%	13
PR agency	3.30%	11
Blog/podcast sponsorships	3.00%	10
<b>Total Respondents: 333</b>		

Our special report found both that there's both beauty and beast to digital marketing — because there really is no right or wrong answer, no end-all-be-all best solution. The agent who got great results from blogging and Instagram also said Facebook ads were overrated, for example.

That's why the best approach to digital marketing is to evaluate your situation, determine resources and sketch out a plan — then rinse and repeat.

## Our survey

Inman News polled 374 respondents on their habits, successes and failures in digital marketing. Feedback came from people who have been in the business for less than a year to those in the business for more than 20 years.

A mix of agents and brokers took part in documenting the best, the worst, the most

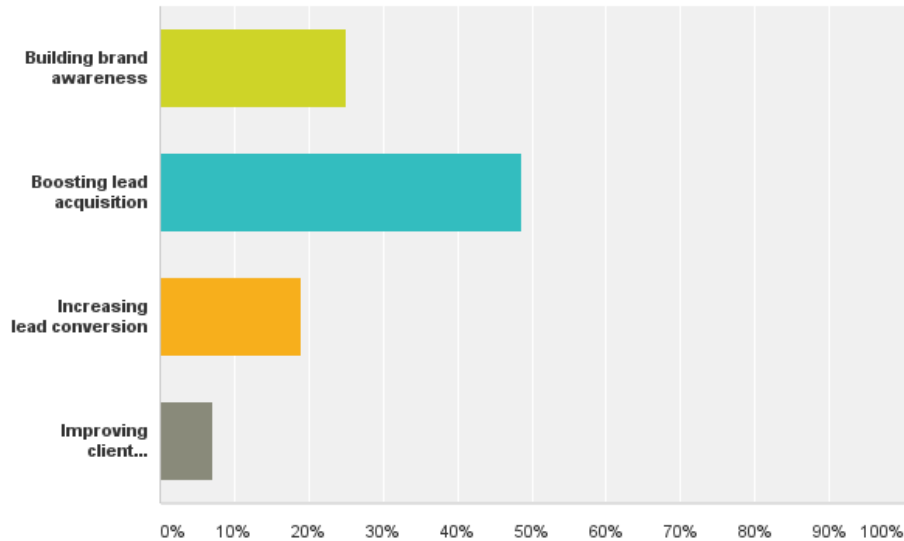
### Q10 What is the most effective digital marketing tactic you have used? (please check only one)

Answered: 311 Skipped: 63

Answer Choices	Responses	
Email marketing	21.22%	66
Maintaining/promoting a Facebook profile	16.40%	51
Portal ads - Zillow	9.97%	31
Facebook ads	9.32%	29
Google Adwords	5.79%	18
Search engine optimization (SEO)	5.14%	16
Portal ads - realtor.com	4.50%	14
Other organic traffic strategy	3.54%	11
Other paid traffic strategy	3.54%	11
Blogging	2.89%	9
Portal ads - Trulia	2.57%	8
YouTube/video	1.93%	6
Retargeting ads	1.93%	6
Maintaining/promoting another social media profile	1.61%	5
Display ads	1.61%	5
Maintaining/promoting a Twitter profile	1.29%	4
Blog/podcast sponsorships	1.29%	4
Portal ads - other	0.96%	3
Other online ads	0.96%	3
Contributed articles/content	0.96%	3
Sweepstakes/promotions/giveaways	0.96%	3
Brand consultants	0.64%	2
PR agency	0.64%	2
LinkedIn ads	0.32%	1
Twitter ads	0.00%	0
<b>Total</b>		<b>311</b>

## Q7 What's your primary goal for your digital marketing efforts?

Answered: 351 Skipped: 23



underrated and the most overrated digital marketing tactics based on their specific needs.

### Strategies and solutions

Real estate agents and brokers have tried just about everything under the sun to market themselves better. When asked about what strategies were attempted, 79.28 percent said they managed and promoted their Facebook page, and 67.57 gave email marketing a shot. Of the total responses, paid advertising of any kind was marked off 616 times. Facebook ads were the most popular option of choice.

The fewest number of respondents tried Twitter ads, using a PR agency and blog or podcast sponsorships.

Only one respondent mentioned specifically using LinkedIn to market themselves, but 42.34 percent of respondents were in favor of managing a promoting a social media profile other than Facebook and Twitter.

### Paid advertising

The world of digital ads is a vast one for real estate agents, but the most commonly used paid advertising was Google Adwords. And even Facebook advertising for real estate agents beat out Zillow, Trulia and realtor.com ads.

Effectiveness showcased a similar breakdown, with Facebook ads nearing the top three most effective digital marketing strategies in general and the no. 1 best advertising tactic.

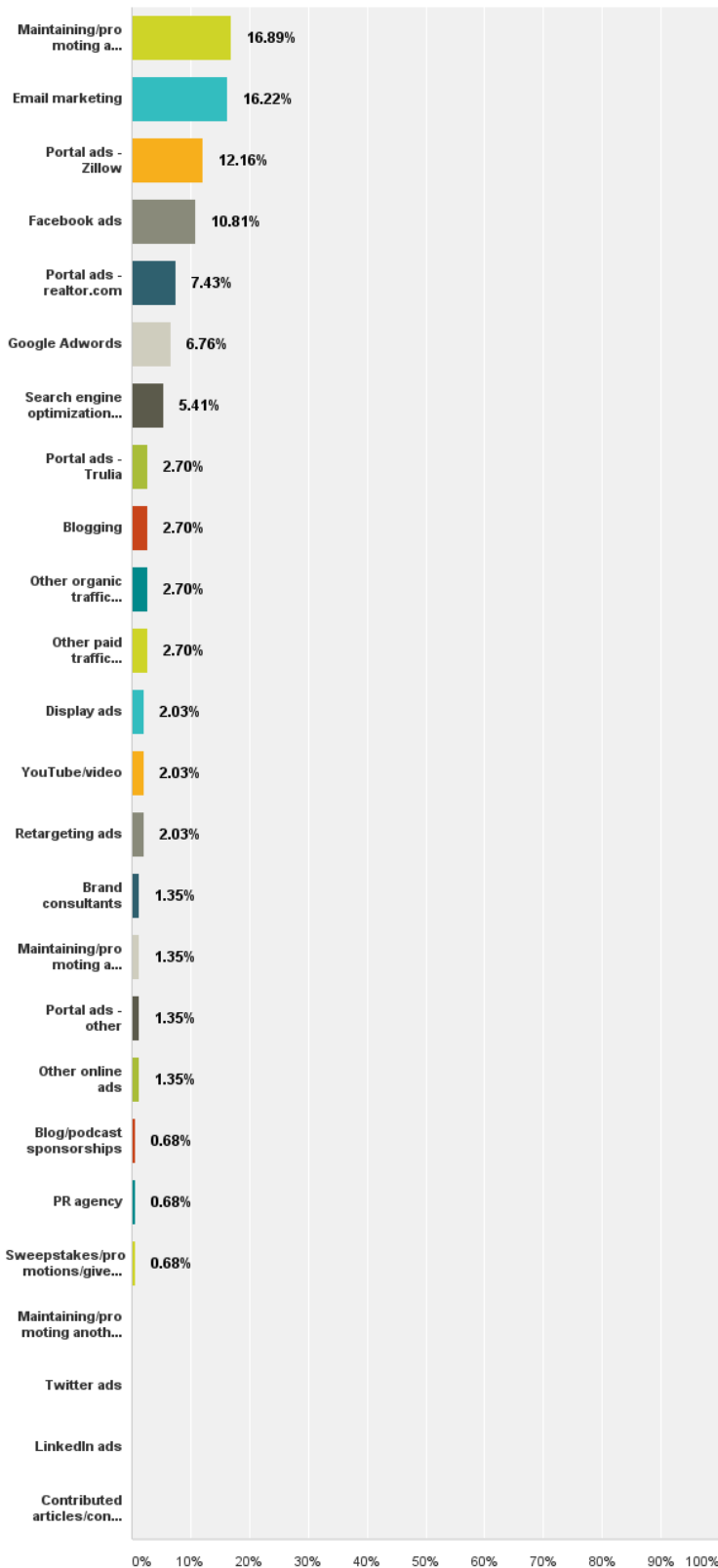
### Primary goals

Almost half of survey respondents (48.72 percent) said their primary goal for their digital marketing efforts was to boost lead acquisition. Just over one-quarter (25.07 percent) wanted to build brand awareness.

Among survey respondents who noted that boosting lead acquisition was the primary goal, maintaining or promoting a Facebook page was cited

**Q10 What is the most effective digital marketing tactic you have used? (please check only one)**

Answered: 148 Skipped: 23



as the most effective digital marketing tactic by 16.89 percent of respondents, followed closely by email marketing (16.22 percent).

According to the survey results, 21.02 percent of respondents spent between 10 percent and 20 percent of their marketing budget on their primary goal. These individuals were mostly agents who have been in the business for 10 to 20 years.

Building lead acquisition was the most important goal, and a majority of respondents who allocated between 10 and 20 percent of their marketing budget for their primary goal said they received up to 25 percent of their clients through the tactics.

**Hired help**

Almost half of respondents (47.40 percent) said they have never hired out contractors or consultants to help with digital marketing.

Most respondents who did hire contractors or consultants to help with digital marketing (52 percent) hired those consultants to help with search engine optimization. One-quarter (25.6 percent) said they hired help for rebranding, and 17.6 percent said they hired help for managing Google Adwords or maintaining/promoting a Facebook profile.

Most agents who opted to not hire help have been in the business for 10 to 20 years, although there were still a few respondents in the real estate business for less than one year who did marketing themselves.

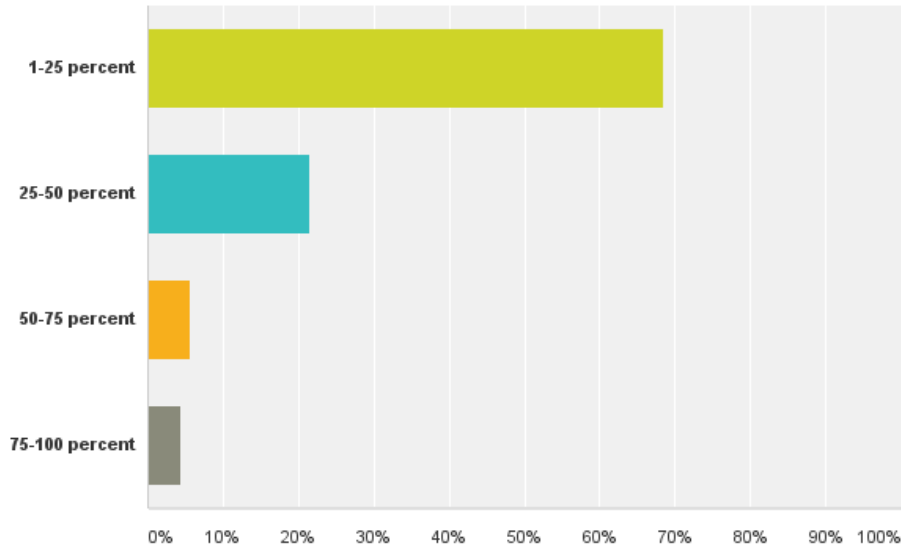
These individuals had target markets across the board, with a slight lean in favor of agents who work with first-time home buyers and homeowners moving up to larger homes.

Nearly half of these independent marketers got up to 25 percent of their leads through the tactics they did on their own, and 6.85 percent said they got

Among survey respondents who noted that boosting lead acquisition was the primary goal, maintaining or promoting a Facebook page was cited as the most effective digital marketing tactic by 16.89 percent of respondents, followed closely by email marketing (16.22 percent).

## Q6 What percentage of your clients do you obtain through digital marketing tactics?

Answered: 70 Skipped: 0



Building lead acquisition was the most important goal, and a majority of respondents who allocated between 10 and 20 percent of their marketing budget for their primary goal said they received up to 25 percent of their clients through the tactics.

between 75 and 100 percent of their leads through their efforts.

And although these individuals responded that they didn't hire out help, many still spent money on digital

marketing. The majority of them paid out of their own pockets — 82.35 percent — and 5.88 percent of respondents who don't hire out help for their digital

## How to build a successful digital marketing strategy

No matter what the tactic respondents cited using, the overall consensus was that patience and authenticity were keys to finding success with digital marketing.

"Apply what you do in real life to your online life. Networking, building relationships, creating a community, etc. Don't feel like you're behind because many are in the same boat," one respondent wrote.

Step one is to find one focus and "keep at it. Perseverance pays. Nobody has been at it for years. It hasn't been around that long. Good attitude pays big."

Whether it's building a Facebook presence, creating videos or marketing yourself on major portals like Zillow or

realtor.com, pick one and go all-out.

"Simplify, focus on one platform, showcase yourself and engage in conversation. Don't make it all about you and your homes."

Show people who you are as a person and as a community member. Social media could help you introduce yourself to potential leads.

If you have time to do it yourself, great — but don't sweat it if you don't. "Hire it out, but own your s\*it," one respondent wrote.

Because it can be overwhelming, consider bringing in help when and where you need it.

"There are companies out there that can take a look at what you are doing and give you suggestions," wrote one

respondent. "They can also put together a strategy for you so all you have to do is execute it! It's hard to navigate through the digital marketing world so this might help give a struggling agent some guidance."

Be careful of the money you're spending on outsourcing and working with consultants. "There's no magic pill or easy solution — it takes time and sweat equity. Don't believe the so-called experts who claim they can solve your lead gen challenge easily — there's no shortcut."

The last piece of respondent advice? "Be consistent, stop overthinking it, be unique and don't be afraid to just be yourself and stand out with your social profile."



## The most effective digital marketing tactics



**EMAIL MARKETING.** It's a way to stay in constant communication with new and old leads by sharing listing information, local market data and more.

**DIGITAL ADS.** Zillow and Facebook ads came in neck-and-neck as an effective tactic that got agents in front of their target audience.

**MAINTAINING AND PROMOTING A FACEBOOK PAGE.** Enabling agents to show potential leads who they really are, Facebook profiles were consistently mentioned as an inexpensive option.

**VIDEOS.** Fun, fresh and informative, videos and YouTube were listed as a great listing option as well as a way to work with local businesses.

marketing said they pay more than \$2,000 to \$5,000 on digital marketing each month.

### Most effective tactics

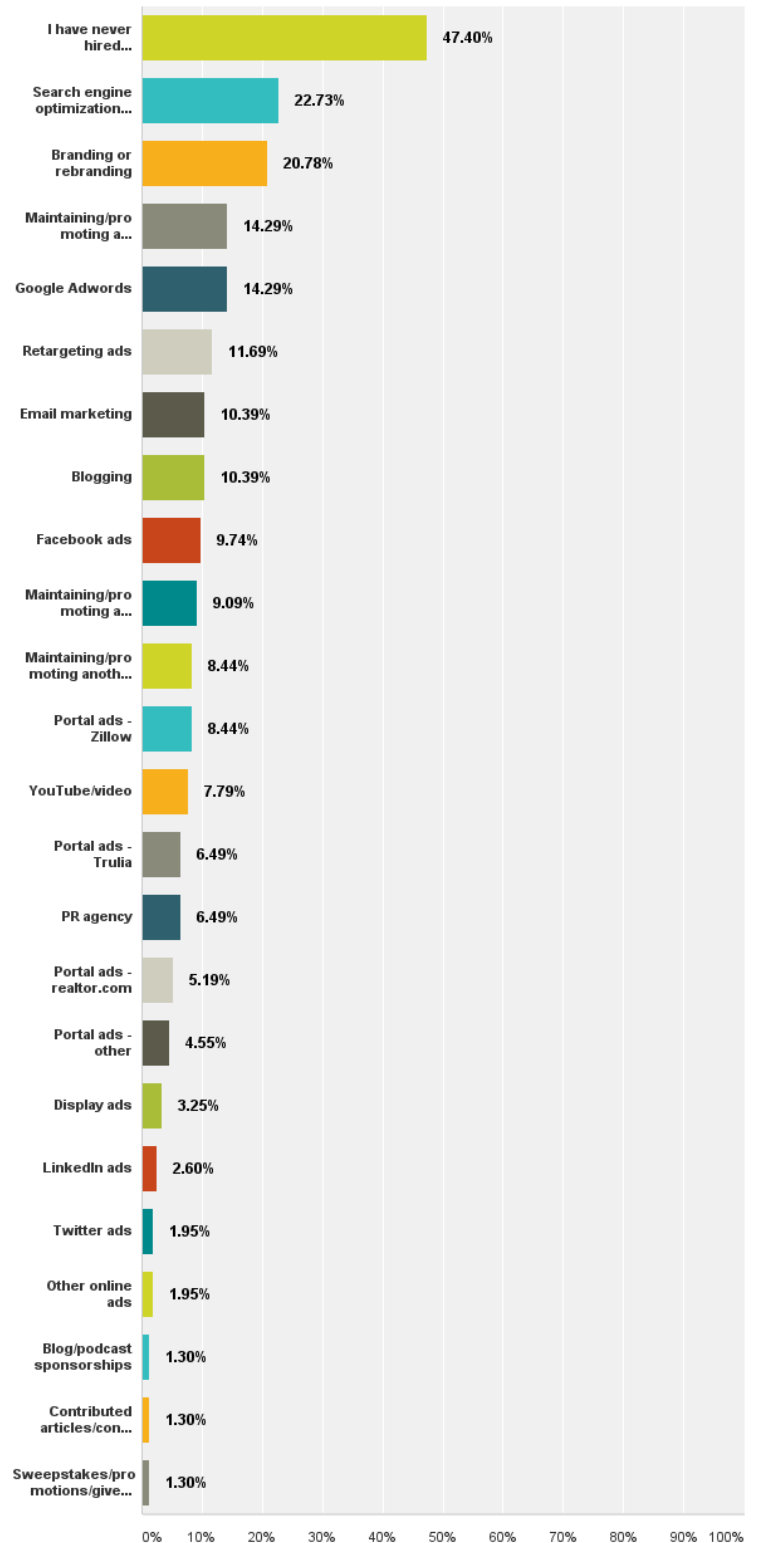
The most effective digital marketing tactic, according to respondents, was email marketing. It was cited as an easy and cost-efficient way to maintain contact with current sphere of influence as well as new leads.

Agents also loved email marketing because of the ability to track its success. One respondent said, "One reason is that I can manage who and how many I am reaching with MailChimp... Unless someone picks up the phone and calls me directly from other strategies, I feel like I am shooting in the dark and hoping for the best."

Most respondents who did hire contractors or consultants to help with digital marketing (52 percent) hired those consultants to help with search engine optimization. One-quarter (25.6 percent) said they hired help for rebranding, and 17.6 percent said they hired help for managing Google Adwords or maintaining/promoting a Facebook profile.

## Q20 Have you hired consultants or contractors to help with any of these marketing activities? Select all that apply.

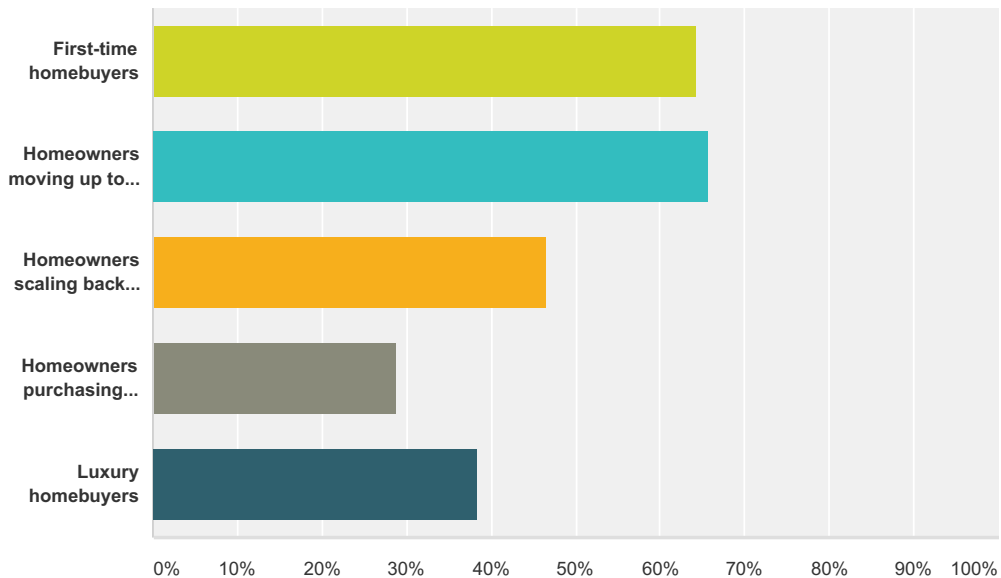
Answered: 154 Skipped: 220





## Q3 How would you describe your target market demographic? Select all that apply.

Answered: 73 Skipped: 0



Most agents who opted to not hire help have been in the business for 10 to 20 years, although there were still a few respondents in the real estate business for less than one year who did marketing themselves. These individuals had target markets across the board, with a slight lean in favor of agents who work with first-time home buyers and homeowners moving up to larger homes.

### The least effective digital marketing tactics



**TWITTER.** Real estate is a visual game. Several respondents noted that they found more success with Instagram than Twitter.

**PAID LEADS.** You're often up against a lot of competition, and you're shelling out a lot of money to do so.

**NOT HAVING ENOUGH TIME AND REFUSING TO HIRE OUT.** Organic lead conversion is successful with consistency, know-how and time. If you don't have one of those three, find someone else that can help you.

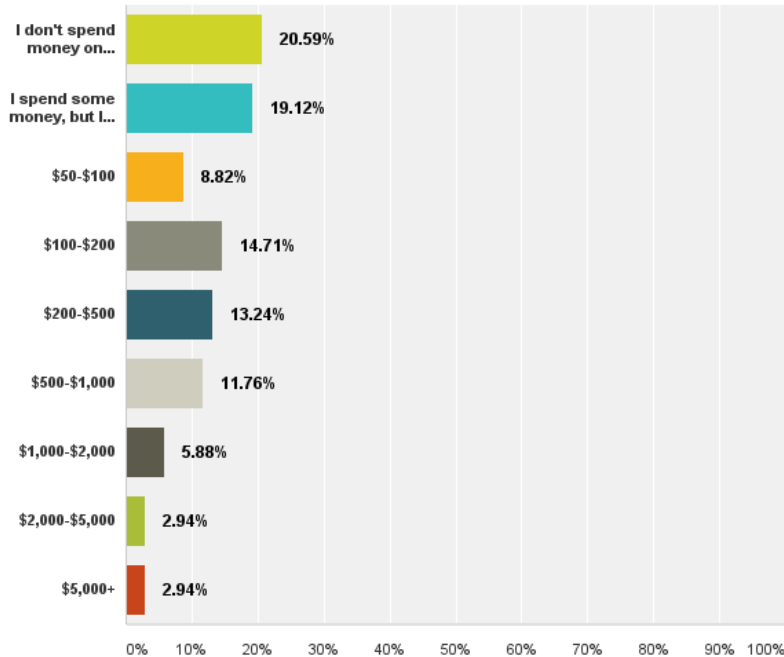
**SPREADING YOURSELF TOO THIN.** You've heard it's a good idea to have a Facebook, Twitter, Instagram, personal website and professional website? Start small and build.

Survey respondents who said that more than half of their clients are obtained through digital marketing tactics were equally split between Facebook ads and blogging as the most effective tactic they use; 11.76 percent of respondents who get more than 50 percent of their clients through digital marketing cited Facebook ads and blogging as most effective. Zillow portal ads were just behind Facebook ads and blogging at 10.29 percent.

"Blogging often (often is the key) keeps giving Google new original content to index which, in turn, boosts my website rank in the SERP which, in turn, gets me to a #1 ranking which, in turn, gets me more clicks which, in turn, gets more clients eyeballs on my site/brand/name which, in turn, keeps me 'top of mind' when they decide to buy or sell," wrote one respondent, who focuses on luxury clients.

## Q21 How much do you spend on digital marketing software and platforms each month?

Answered: 68 Skipped: 5



The majority of independent marketers paid out of their own pockets — 82.35 percent — and 5.88 percent of respondents who don't hire out help for their digital marketing said they pay more than \$2,000 to \$5,000 on digital marketing each month.

## Top 8 digital marketing tips for agents

**BE YOURSELF.** People can sense a phony from a mile away. Your online profile is the first thing most potential clients will see, make sure it is exclusively you.

**HIRE OUT WHEN NEEDED.** You have a lot on your plate. Don't be afraid to hire out work that you don't have time to dedicate to, or that you simply aren't stellar at — it's OK.

**FIND A NICHE.** "Specialize: find what works best for you and become an expert at it," one respondent suggests.

**START SMALL AND ADD ON LATER.** Take baby steps and start with one tactic. Maybe that's building out your Facebook or Instagram account. Once you've mastered one tactic, build on with another.

**BE CONSISTENT.** Your virtual brand, your social media publishing and your blogging should all be consistent so clients can find you and feel as if they know you.

**GET TO STUDYING.** "Study leaders who have done it before you and piggyback off of their suggestions and style."

**BE PATIENT.** Marketing, especially organic tactics, don't make an impact overnight. Keep at it.

**USE TECHNOLOGY IN YOUR FAVOR.** Whether it's a virtual social calendar or email marketing platform, utilize it to its highest capabilities for the biggest return.



## Q10 What is the most effective digital marketing tactic you have used? (please check only one)

Answered: 68 Skipped: 7

Answer Choices	Responses	
Facebook ads	11.76%	8
Blogging	11.76%	8
Portal ads - Zillow	10.29%	7
Email marketing	8.82%	6
Maintaining/promoting a Facebook profile	8.82%	6
Google Adwords	8.82%	6
Search engine optimization (SEO)	8.82%	6
Other paid traffic strategy	5.88%	4
YouTube/video	4.41%	3
Other organic traffic strategy	4.41%	3
Brand consultants	2.94%	2
Portal ads - Trulia	2.94%	2
Portal ads - realtor.com	2.94%	2
Display ads	2.94%	2
Other online ads	1.47%	1
Blog/podcast sponsorships	1.47%	1
Contributed articles/content	1.47%	1
Maintaining/promoting a Twitter profile	0.00%	0
Maintaining/promoting another social media profile	0.00%	0
Twitter ads	0.00%	0
LinkedIn ads	0.00%	0
Portal ads - other	0.00%	0
PR agency	0.00%	0
Retargeting ads	0.00%	0
Sweepstakes/promotions/giveaways	0.00%	0
<b>Total</b>		<b>68</b>

Survey respondents who said that more than half of their clients are obtained through digital marketing tactics were equally split between Facebook ads and blogging as the most effective tactic they use; 11.76 percent of respondents who get more than 50 percent of their clients through digital marketing cited Facebook ads and blogging as most effective. Zillow portal ads were just behind Facebook ads and blogging at 10.29 percent.

## Q10 What is the most effective digital marketing tactic you have used? (please check only one)

Answered: 177 Skipped: 27

Answer Choices	Responses	
Maintaining/promoting a Facebook profile	20.90%	37
Email marketing	18.64%	33
Portal ads - Zillow	8.47%	15
Facebook ads	7.91%	14
Google Adwords	6.78%	12
Portal ads - realtor.com	5.08%	9
Search engine optimization (SEO)	4.52%	8
Other organic traffic strategy	3.95%	7
Blogging	3.39%	6
Other paid traffic strategy	3.39%	6
Portal ads - Trulia	2.26%	4
Maintaining/promoting a Twitter profile	1.69%	3
Portal ads - other	1.69%	3
YouTube/video	1.69%	3
Retargeting ads	1.69%	3
Sweepstakes/promotions/giveaways	1.69%	3
Maintaining/promoting another social media profile	1.13%	2
Other online ads	1.13%	2
Display ads	1.13%	2
Blog/podcast sponsorships	1.13%	2
Brand consultants	0.56%	1
Contributed articles/content	0.56%	1
PR agency	0.56%	1
Twitter ads	0.00%	0
LinkedIn ads	0.00%	0
<b>Total</b>		<b>177</b>

Among the top-producing real estate agents, blogging was considered the most underrated digital marketing strategy, followed by other organic search engine tactics and email marketing. One respondent said that they felt blogging was beneficial because fewer than five agents in his market blogged with original content three to five times a week. About 58 percent of respondents said they did their own blogging.

The blogger also said that between 75 percent and 100 percent of her clients are found via digital marketing tactics.

“See, blogging is like climbing Mt. Everest, very, very difficult to do but when you reach the top, it all becomes worth the challenge,” she added.

**Email marketing and blogging at work**

In terms of return on investment (ROI), 39.66 percent of respondents who said email marketing was the most effective tactic said it had more than a 1:5 ROI ratio.

Among the top-producing real estate agents, blogging was considered the most underrated digital marketing strategy, followed by other organic search engine tactics and email marketing. One respondent said that they felt blogging was beneficial because fewer than five agents in his market blogged with original content three to five times a week. About 58 percent of respondents said they did their own blogging.

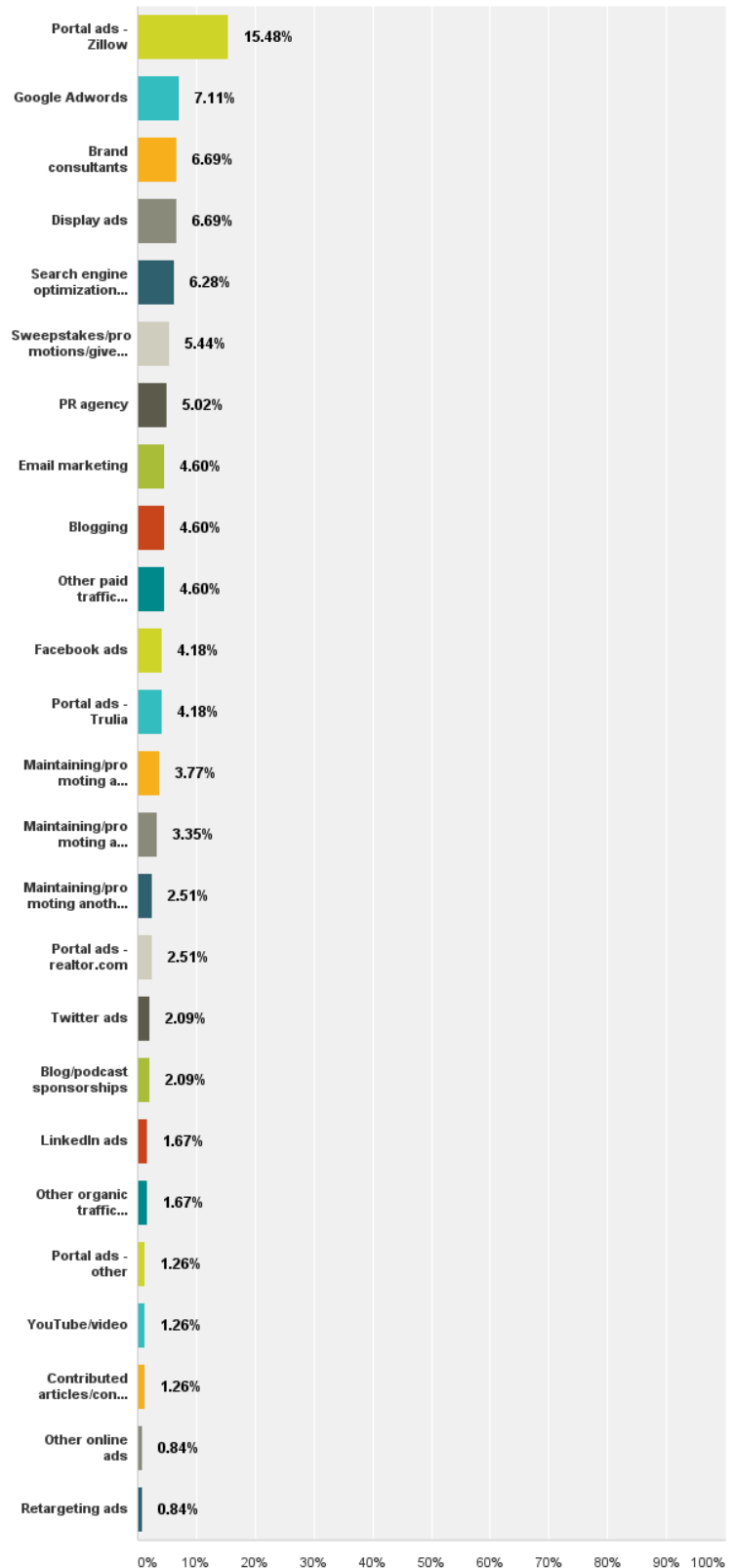
One respondent who said blogging is the most effective tactic said, “I write about real life issues and do it in a manner that is not ‘boilerplate’ nonsense like that generated by NAR or any of those companies that ‘write’ for you. What I write is candid and pointed, and it attracts clients that appreciate that approach.”

Agents who worked primarily with high-end luxury clients also found email marketing to be an ideal digital marketing tactic. Ranked just higher than Google Adwords and display ads, email marketing was considered the most effective by 33.33 percent of high-producing agents.

The average agent — those whose average listing price fell between \$200,000 and \$500,000 — said the top two most important digital marketing tactics were maintaining a Facebook profile (20.90 percent) and email marketing (18.64 percent). Several respondents noted the complete lack of success in any digital marketing strategy.

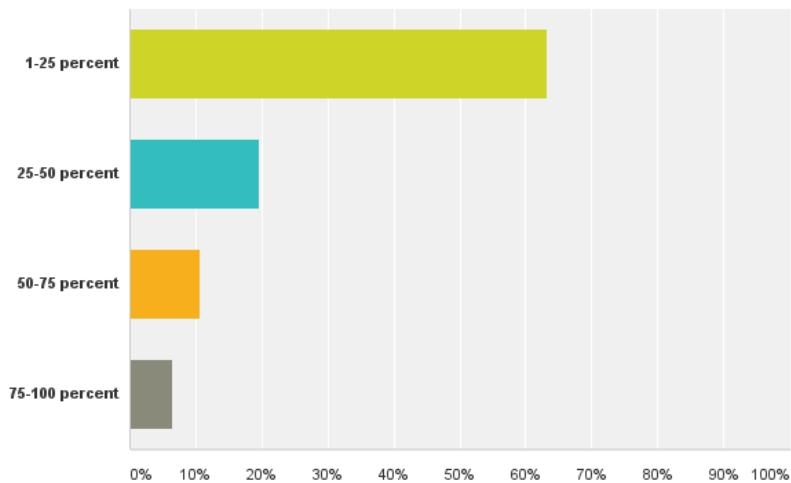
**Q13 In your opinion, what is the most overrated digital marketing strategy? Please select just one.**

Answered: 239 Skipped: 135



## Q6 What percentage of your clients do you obtain through digital marketing tactics?

Answered: 199 Skipped: 5



Agents who worked primarily with high-end luxury clients also found email marketing to be an ideal digital marketing tactic. Ranked just higher than Google Adwords and display ads, email marketing was considered the most effective by 33.33 percent of high-producing agents.

### Social media and portal ads

YouTube and Instagram made a decent appearance as an effective digital marketing tactic as well. Noting that they are both inexpensive and highly visual, one respondent said, “I think video is the way of the future... YouTube is and will continue to be a great source to promote yourself and your listings through video content.”

Agents in all target markets noted Zillow portal ads as the no. 1 most overrated digital marketing strategy. Of all respondents, 15.48 percent said Zillow ads are not worth it, and 71.88 percent of those respondents said Zillow ads yielded less than a 1:1 return.

### The expert voice

Respondents who ranked themselves as experts in digital marketing were primarily in the business for at least five years. Servicing a broad spectrum of individuals, 36.84 percent of these agents and brokers turned more than 30 transactions in a year.

Successful digital marketing agents overwhelmingly suggested that others be consistent, use marketing resources to show potential clients

their “real” self and do whatever makes them comfortable.

Trends show that different tactics worked effectively for different agents, and the amount of time and work an agent is willing to put in dramatically shifts the success rate of each tactic.

“Narrow your scope,” advised one respondent. “Pick ONE area to excel and then pick up more; don’t try to do it all at once.”



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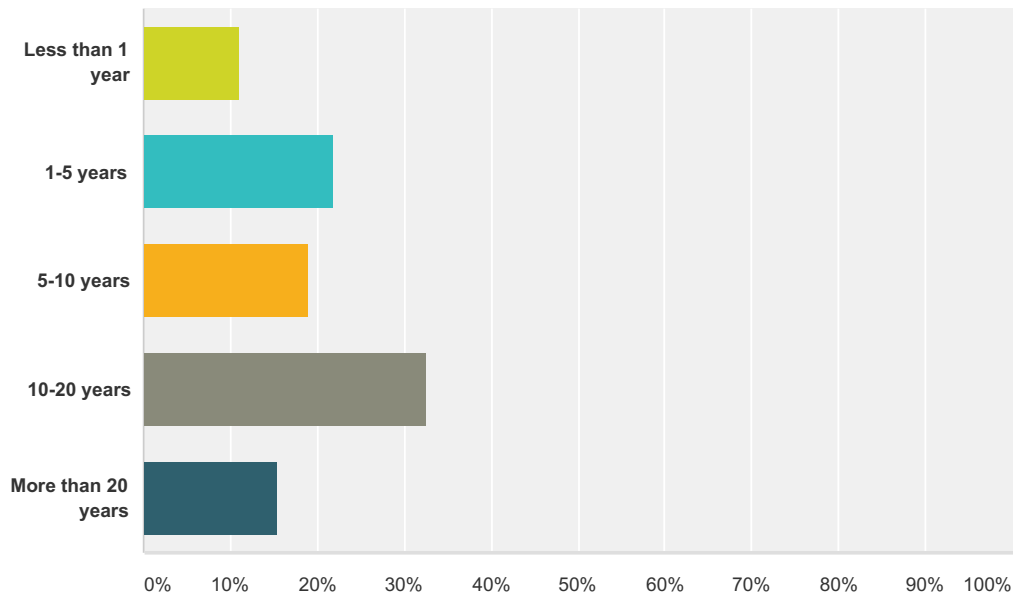
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\*Some open ended questions removed for clarity



### Q1 I have been working in the real estate industry for:

Answered: 374 Skipped: 0

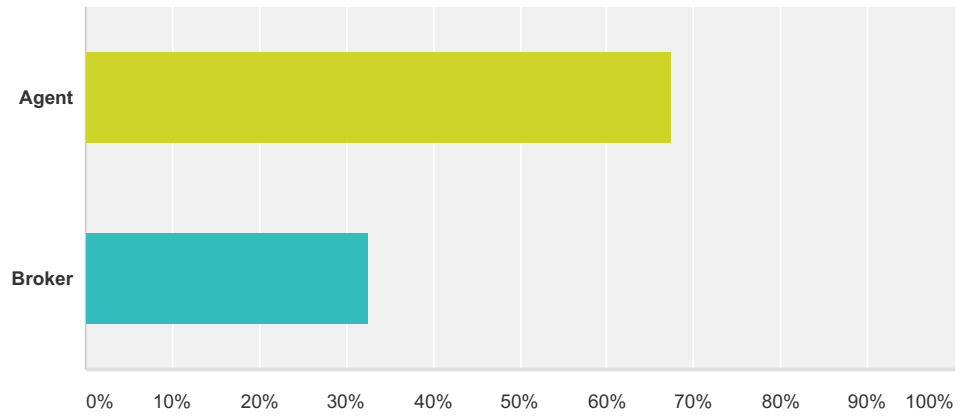


Answer Choices	Responses	Count
Less than 1 year	10.96%	41
1-5 years	21.93%	82
5-10 years	18.98%	71
10-20 years	32.62%	122
More than 20 years	15.51%	58
<b>Total</b>		<b>374</b>

# Digital Marketing Survey

## Q2 I am a(n):

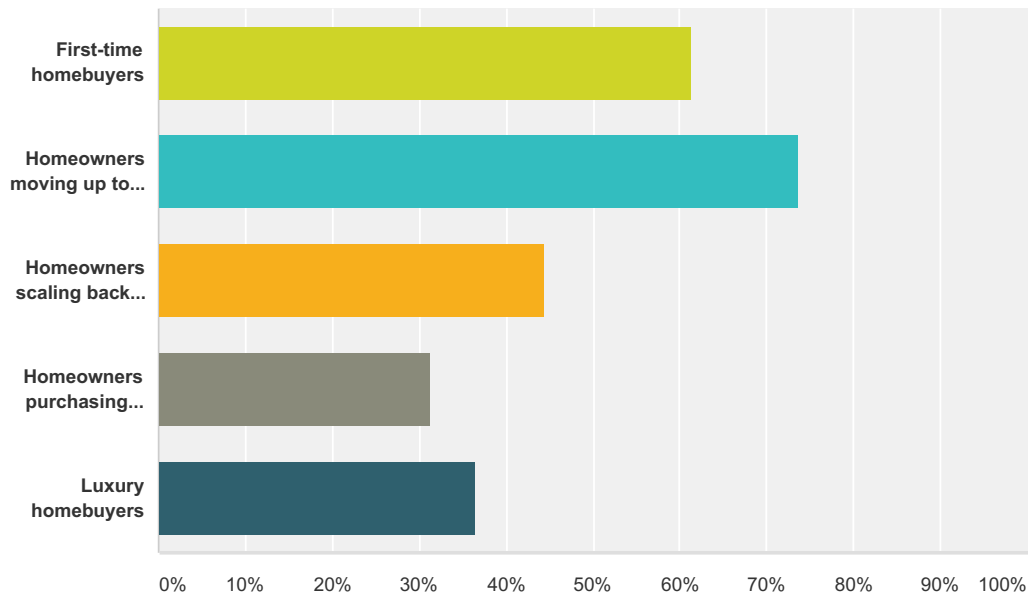
Answered: 374 Skipped: 0



Answer Choices	Responses
Agent	67.38% 252
Broker	32.62% 122
<b>Total</b>	<b>374</b>

### Q3 How would you describe your target market demographic? Select all that apply.

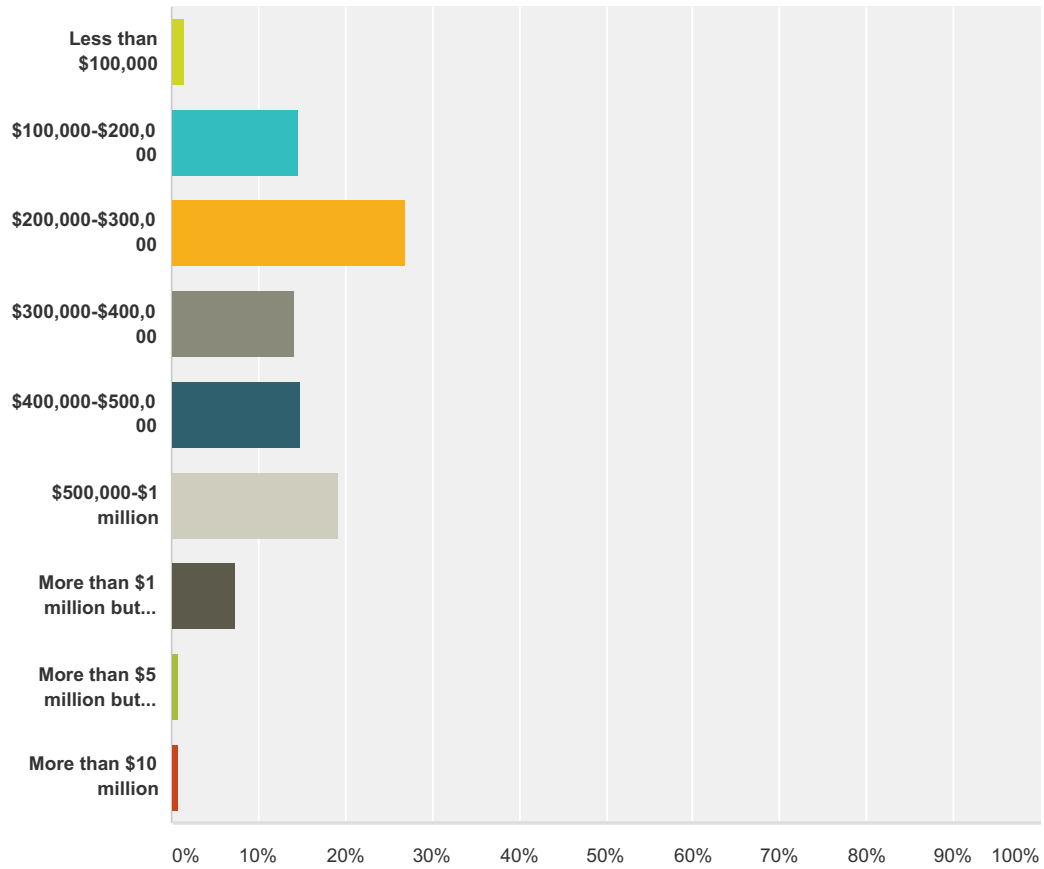
Answered: 365 Skipped: 9



Answer Choices	Responses
First-time homebuyers	61.37% 224
Homeowners moving up to larger homes	73.70% 269
Homeowners scaling back to smaller homes	44.38% 162
Homeowners purchasing second homes or vacation homes	31.23% 114
Luxury homebuyers	36.44% 133
<b>Total Respondents: 365</b>	

### Q4 What's your average selling price?

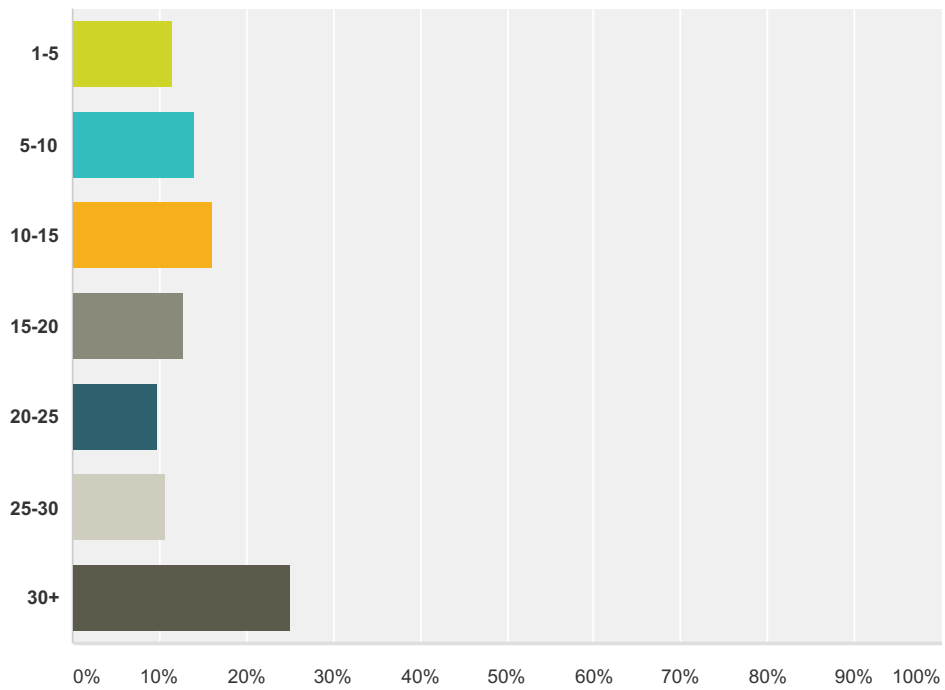
Answered: 365 Skipped: 9



Answer Choices	Responses
Less than \$100,000	1.37% 5
\$100,000-\$200,000	14.52% 53
\$200,000-\$300,000	26.85% 98
\$300,000-\$400,000	14.25% 52
\$400,000-\$500,000	14.79% 54
\$500,000-\$1 million	19.18% 70
More than \$1 million but less than \$5 million	7.40% 27
More than \$5 million but less than \$10 million	0.82% 3
More than \$10 million	0.82% 3
<b>Total</b>	<b>365</b>

### Q5 How many transactions do you close a year?

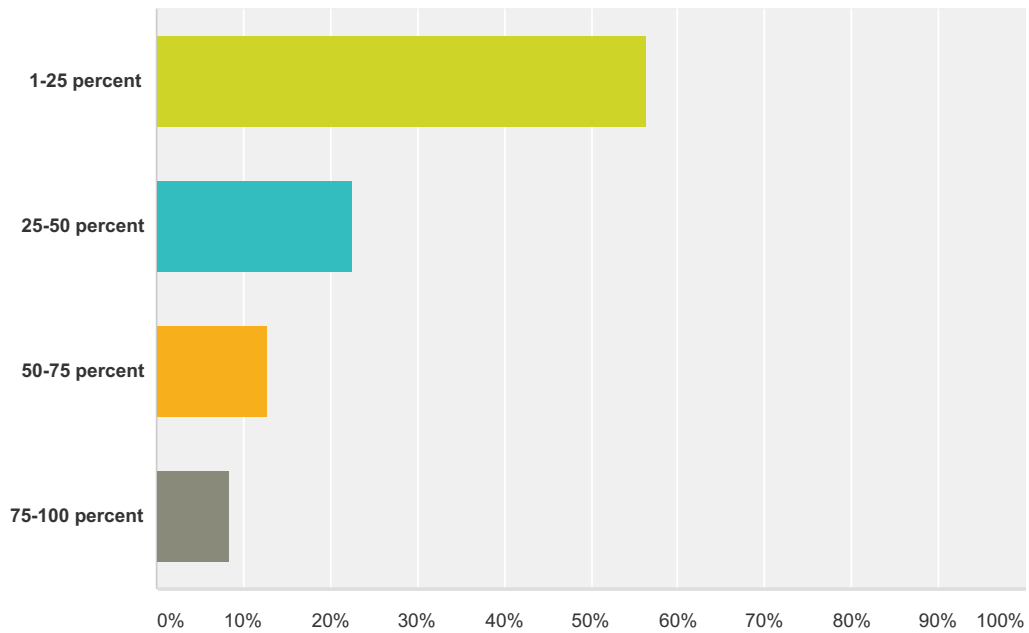
Answered: 355 Skipped: 19



Answer Choices	Responses	Count
1-5	11.55%	41
5-10	14.08%	50
10-15	16.06%	57
15-20	12.68%	45
20-25	9.86%	35
25-30	10.70%	38
30+	25.07%	89
<b>Total</b>		<b>355</b>

### Q6 What percentage of your clients do you obtain through digital marketing tactics?

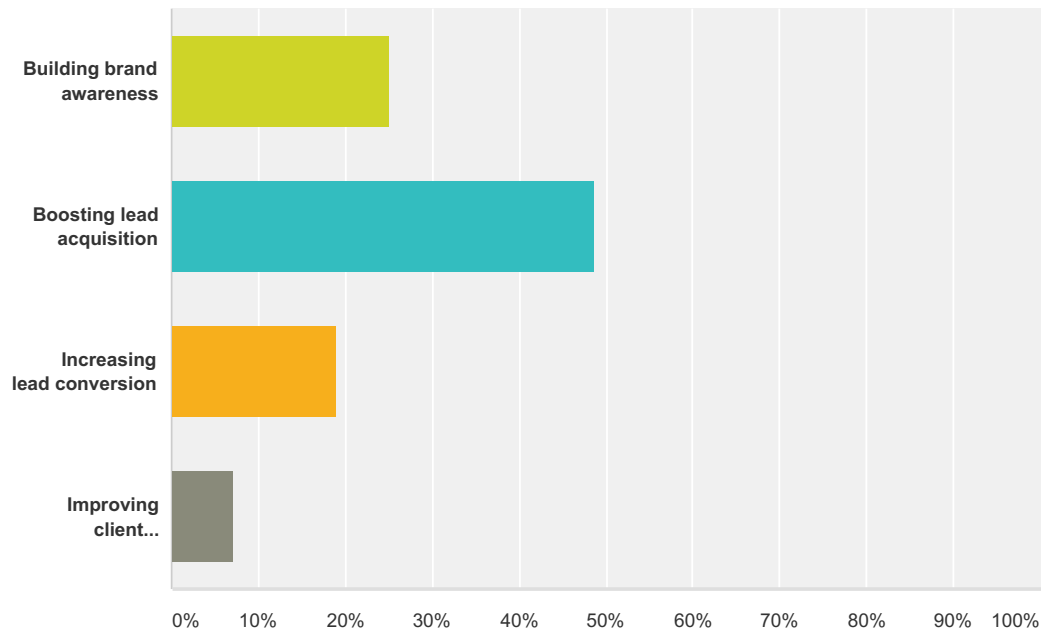
Answered: 355 Skipped: 19



Answer Choices	Responses
1-25 percent	56.34% 200
25-50 percent	22.54% 80
50-75 percent	12.68% 45
75-100 percent	8.45% 30
<b>Total</b>	<b>355</b>

### Q7 What's your primary goal for your digital marketing efforts?

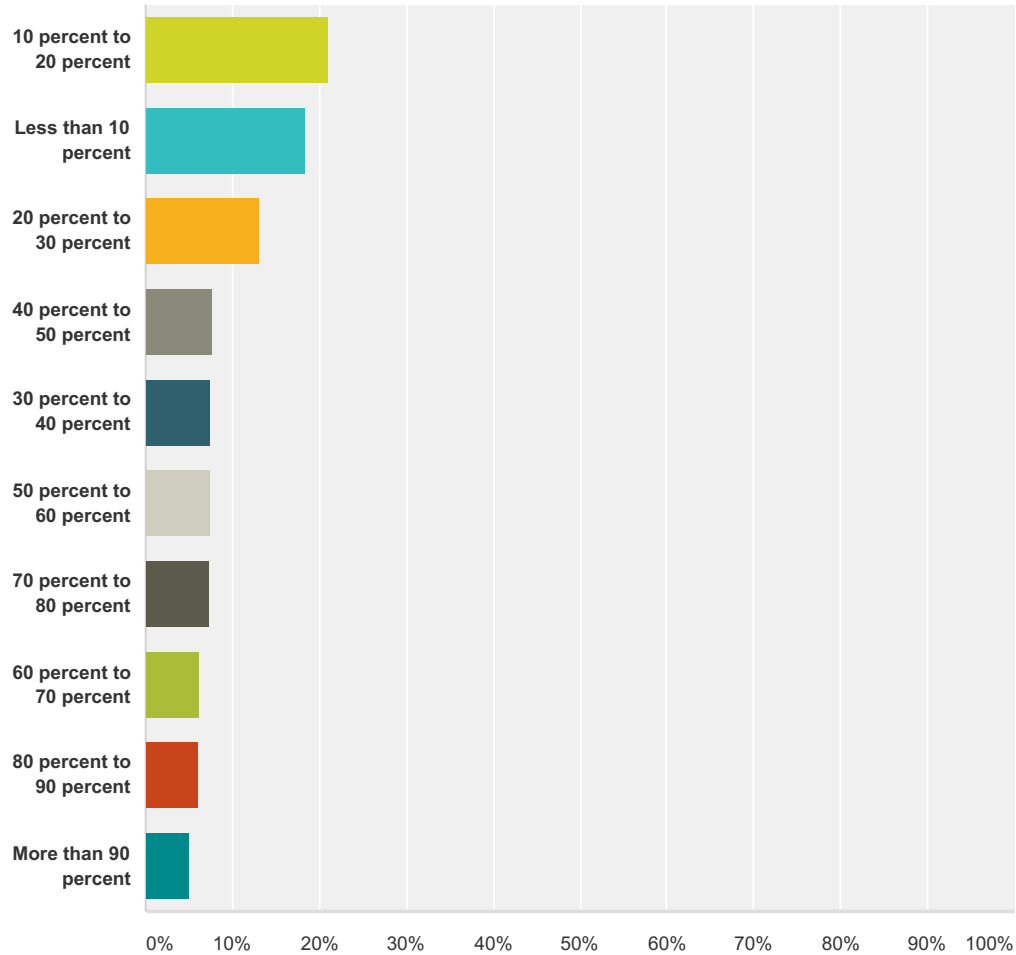
Answered: 351 Skipped: 23



Answer Choices	Responses
Building brand awareness	25.07% 88
Boosting lead acquisition	48.72% 171
Increasing lead conversion	19.09% 67
Improving client retention	7.12% 25
<b>Total</b>	<b>351</b>

### Q8 What percentage of your marketing budget do you allocate to your primary marketing goal?

Answered: 333 Skipped: 41



Answer Choices	Responses
10 percent to 20 percent	21.02% 70
Less than 10 percent	18.32% 61
20 percent to 30 percent	13.21% 44
40 percent to 50 percent	7.81% 26
30 percent to 40 percent	7.51% 25
50 percent to 60 percent	7.51% 25
70 percent to 80 percent	7.21% 24
60 percent to 70 percent	6.31% 21
80 percent to 90 percent	6.01% 20
More than 90 percent	5.11% 17





## Digital Marketing Survey

### Q9 What digital marketing tactics do you employ/have you employed? Please select all that apply.

Answered: 333 Skipped: 41

Answer Choices	Responses	
Maintaining/promoting a Facebook profile	79.28%	264
Email marketing	67.57%	225
Facebook ads	51.65%	172
Maintaining/promoting a Twitter profile	43.54%	145
Maintaining/promoting another social media profile	42.34%	141
YouTube/video	35.74%	119
Bloggging	34.53%	115
Search engine optimization (SEO)	31.83%	106
Portal ads - Zillow	30.33%	101
Google Adwords	24.02%	80
Portal ads - Trulia	23.72%	79
Portal ads - realtor.com	23.12%	77
Retargeting ads	12.61%	42
Other online ads	12.31%	41
Brand consultants	11.11%	37
Contributed articles/content	11.11%	37
Display ads	7.21%	24
LinkedIn ads	4.50%	15
Portal ads - other	4.20%	14
Sweepstakes/promotions/giveaways	4.20%	14
Twitter ads	3.90%	13
PR agency	3.30%	11
Blog/podcast sponsorships	3.00%	10
<b>Total Respondents: 333</b>		

## Digital Marketing Survey

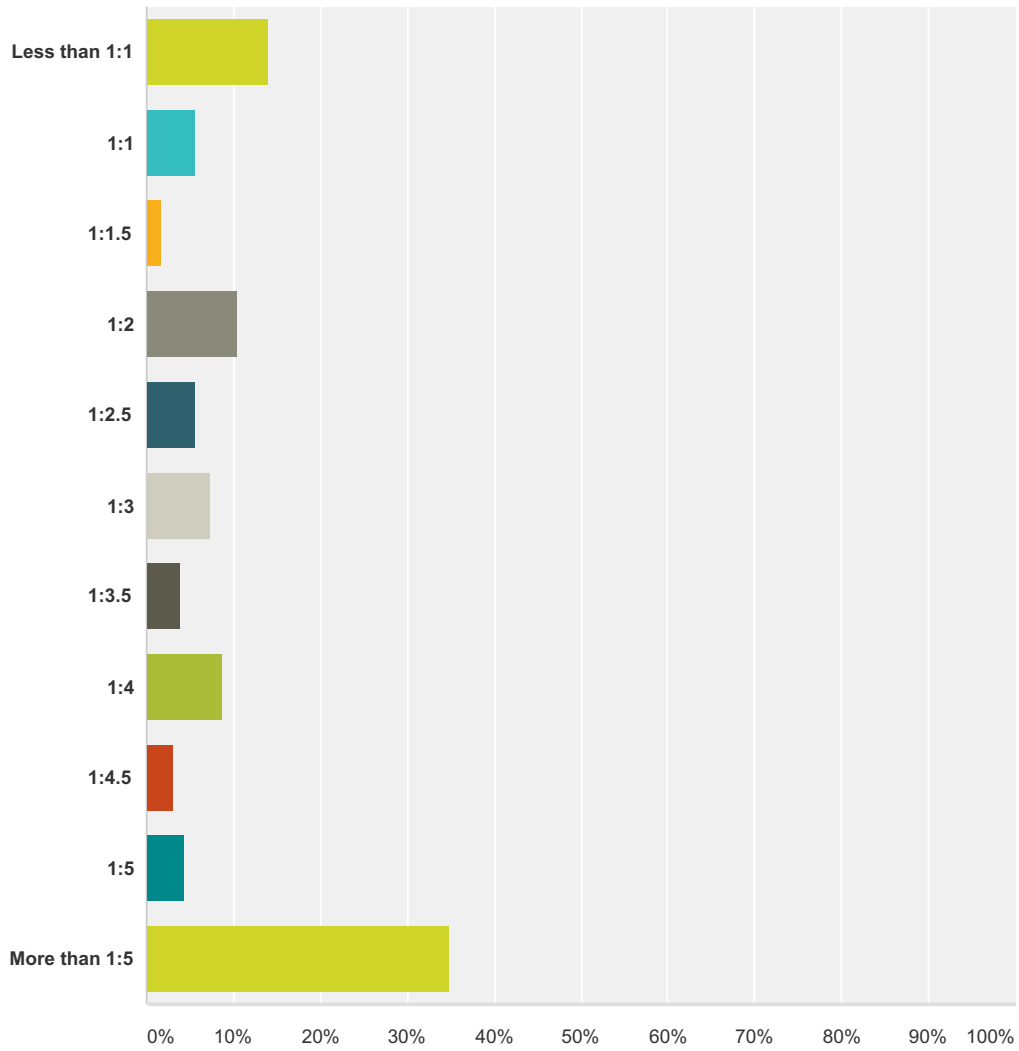
### Q10 What is the most effective digital marketing tactic you have used? (please check only one)

Answered: 311 Skipped: 63

Answer Choices	Responses	
Email marketing	21.22%	66
Maintaining/promoting a Facebook profile	16.40%	51
Portal ads - Zillow	9.97%	31
Facebook ads	9.32%	29
Google Adwords	5.79%	18
Search engine optimization (SEO)	5.14%	16
Portal ads - realtor.com	4.50%	14
Other organic traffic strategy	3.54%	11
Other paid traffic strategy	3.54%	11
Bloggng	2.89%	9
Portal ads - Trulia	2.57%	8
YouTube/video	1.93%	6
Retargeting ads	1.93%	6
Maintaining/promoting another social media profile	1.61%	5
Display ads	1.61%	5
Maintaining/promoting a Twitter profile	1.29%	4
Blog/podcast sponsorships	1.29%	4
Portal ads - other	0.96%	3
Other online ads	0.96%	3
Contributed articles/content	0.96%	3
Sweepstakes/promotions/giveaways	0.96%	3
Brand consultants	0.64%	2
PR agency	0.64%	2
LinkedIn ads	0.32%	1
Twitter ads	0.00%	0
<b>Total</b>		<b>311</b>

### Q12 What was the ROI for this tactic?

Answered: 249 Skipped: 125



Answer Choices	Responses
Less than 1:1	14.06% 35
1:1	5.62% 14
1:1.5	1.61% 4
1:2	10.44% 26
1:2.5	5.62% 14
1:3	7.23% 18
1:3.5	4.02% 10
1:4	8.84% 22
1:4.5	3.21% 8
1:5	4.42% 11

## Digital Marketing Survey

More than 1:5	34.94%	87
<b>Total</b>		<b>249</b>

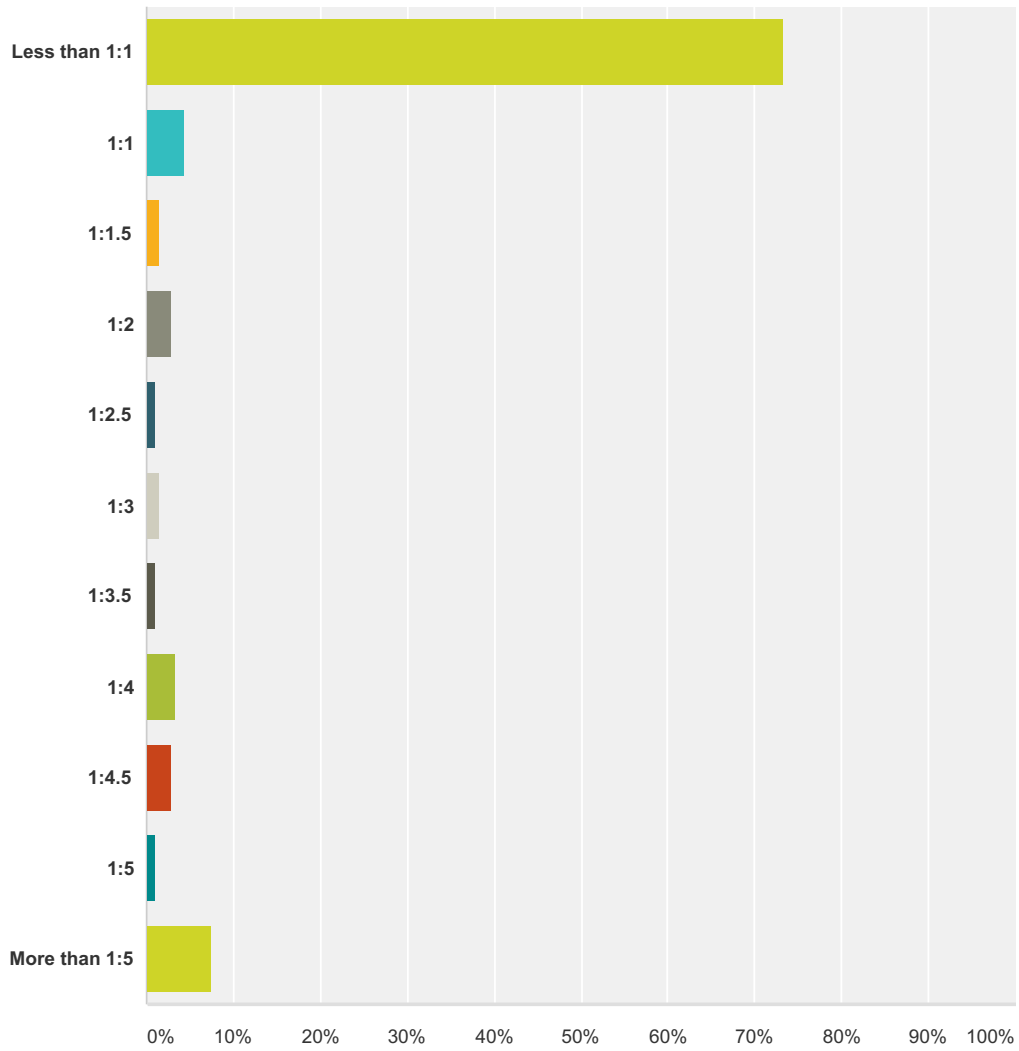
**Q13 In your opinion, what is the most overrated digital marketing strategy?  
Please select just one.**

Answered: 239 Skipped: 135

Answer Choices	Responses
Portal ads - Zillow	15.48% 37
Google Adwords	7.11% 17
Brand consultants	6.69% 16
Display ads	6.69% 16
Search engine optimization (SEO)	6.28% 15
Sweepstakes/promotions/giveaways	5.44% 13
PR agency	5.02% 12
Email marketing	4.60% 11
Blogging	4.60% 11
Other paid traffic strategy	4.60% 11
Facebook ads	4.18% 10
Portal ads - Trulia	4.18% 10
Maintaining/promoting a Facebook profile	3.77% 9
Maintaining/promoting a Twitter profile	3.35% 8
Maintaining/promoting another social media profile	2.51% 6
Portal ads - realtor.com	2.51% 6
Twitter ads	2.09% 5
Blog/podcast sponsorships	2.09% 5
LinkedIn ads	1.67% 4
Other organic traffic strategy	1.67% 4
Portal ads - other	1.26% 3
YouTube/video	1.26% 3
Contributed articles/content	1.26% 3
Other online ads	0.84% 2
Retargeting ads	0.84% 2
<b>Total</b>	<b>239</b>

### Q15 What was the ROI for this tactic?

Answered: 210 Skipped: 164



Answer Choices	Responses
Less than 1:1	73.33% 154
1:1	4.29% 9
1:1.5	1.43% 3
1:2	2.86% 6
1:2.5	0.95% 2
1:3	1.43% 3
1:3.5	0.95% 2
1:4	3.33% 7
1:4.5	2.86% 6
1:5	0.95% 2

## Digital Marketing Survey

More than 1:5	7.62%	16
<b>Total</b>		<b>210</b>



## Digital Marketing Survey

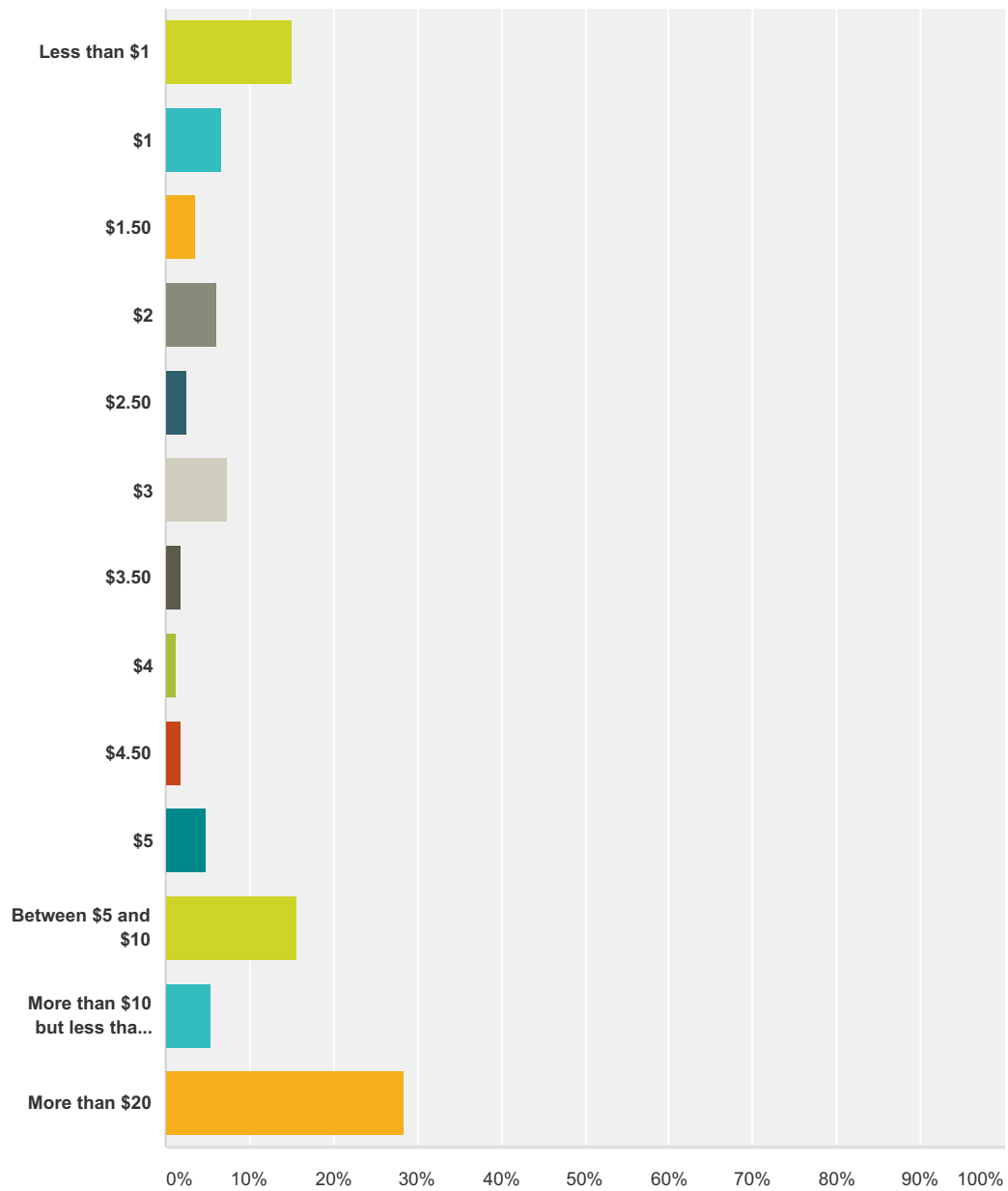
### Q16 In your opinion, which is the most underrated digital marketing strategy?

Answered: 182 Skipped: 192

Answer Choices	Responses	
Facebook ads	12.64%	23
Email marketing	12.09%	22
Blogging	9.34%	17
YouTube/video	9.34%	17
Maintaining/promoting a Facebook profile	7.14%	13
Search engine optimization (SEO)	6.04%	11
Other paid traffic strategy	5.49%	10
Other organic traffic strategy	4.95%	9
Brand consultants	4.40%	8
Maintaining/promoting another social media profile	3.85%	7
Google Adwords	3.30%	6
Retargeting ads	3.30%	6
Portal ads - realtor.com	2.75%	5
PR agency	2.75%	5
Contributed articles/content	2.20%	4
Maintaining/promoting a Twitter profile	1.65%	3
Portal ads - Zillow	1.65%	3
Portal ads - other	1.65%	3
Other online ads	1.65%	3
Twitter ads	1.10%	2
Blog/podcast sponsorships	1.10%	2
LinkedIn ads	0.55%	1
Display ads	0.55%	1
Sweepstakes/promotions/giveaways	0.55%	1
Portal ads - Trulia	0.00%	0
<b>Total</b>		<b>182</b>

### Q18 For every dollar (\$1) you spent on this tactic, how many did you get back?

Answered: 166 Skipped: 208



Answer Choices	Responses
Less than \$1	15.06% 25
\$1	6.63% 11
\$1.50	3.61% 6
\$2	6.02% 10
\$2.50	2.41% 4

## Digital Marketing Survey

\$3	7.23%	12
\$3.50	1.81%	3
\$4	1.20%	2
\$4.50	1.81%	3
\$5	4.82%	8
Between \$5 and \$10	15.66%	26
More than \$10 but less than \$20	5.42%	9
More than \$20	28.31%	47
<b>Total</b>		<b>166</b>

**Q19 Have you deployed any of these digital marketing strategies on your own, without any hired help? Select all that apply.**

Answered: 154 Skipped: 220

Answer Choices	Responses	
I have not deployed any of these strategies myself.	9.09%	14
Branding or rebranding	37.01%	57
Email marketing	61.69%	95
Maintaining/promoting a Facebook profile	71.43%	110
Maintaining/promoting a Twitter profile	45.45%	70
Maintaining/promoting another social media profile	44.16%	68
Google Adwords	25.97%	40
Facebook ads	44.81%	69
Twitter ads	5.84%	9
LinkedIn ads	3.90%	6
Portal ads - Zillow	29.87%	46
Portal ads - Trulia	20.78%	32
Portal ads - realtor.com	20.13%	31
Portal ads - other	7.14%	11
Other online ads	7.79%	12
Display ads	8.44%	13
Blog/podcast sponsorships	5.19%	8
Blogging	40.91%	63
YouTube/video	42.21%	65
Contributed articles/content	14.29%	22
PR agency	1.95%	3
Search engine optimization (SEO)	22.08%	34
Retargeting ads	10.39%	16
Sweepstakes/promotions/giveaways	6.49%	10
<b>Total Respondents: 154</b>		

## Digital Marketing Survey

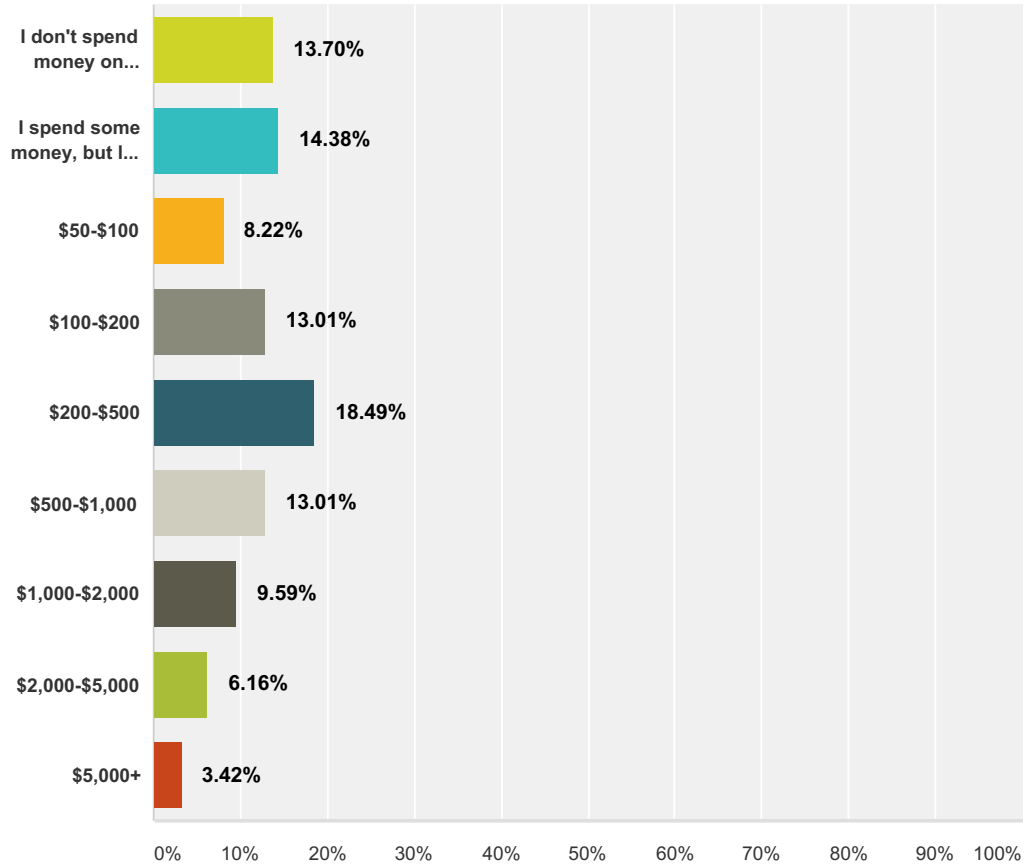
### Q20 Have you hired consultants or contractors to help with any of these marketing activities? Select all that apply.

Answered: 154 Skipped: 220

Answer Choices	Responses	
I have never hired consultants or contractors to help with digital marketing.	47.40%	73
Search engine optimization (SEO)	22.73%	35
Branding or rebranding	20.78%	32
Maintaining/promoting a Facebook profile	14.29%	22
Google Adwords	14.29%	22
Retargeting ads	11.69%	18
Email marketing	10.39%	16
Blogging	10.39%	16
Facebook ads	9.74%	15
Maintaining/promoting a Twitter profile	9.09%	14
Maintaining/promoting another social media profile	8.44%	13
Portal ads - Zillow	8.44%	13
YouTube/video	7.79%	12
Portal ads - Trulia	6.49%	10
PR agency	6.49%	10
Portal ads - realtor.com	5.19%	8
Portal ads - other	4.55%	7
Display ads	3.25%	5
LinkedIn ads	2.60%	4
Twitter ads	1.95%	3
Other online ads	1.95%	3
Blog/podcast sponsorships	1.30%	2
Contributed articles/content	1.30%	2
Sweepstakes/promotions/giveaways	1.30%	2
<b>Total Respondents: 154</b>		

### Q21 How much do you spend on digital marketing software and platforms each month?

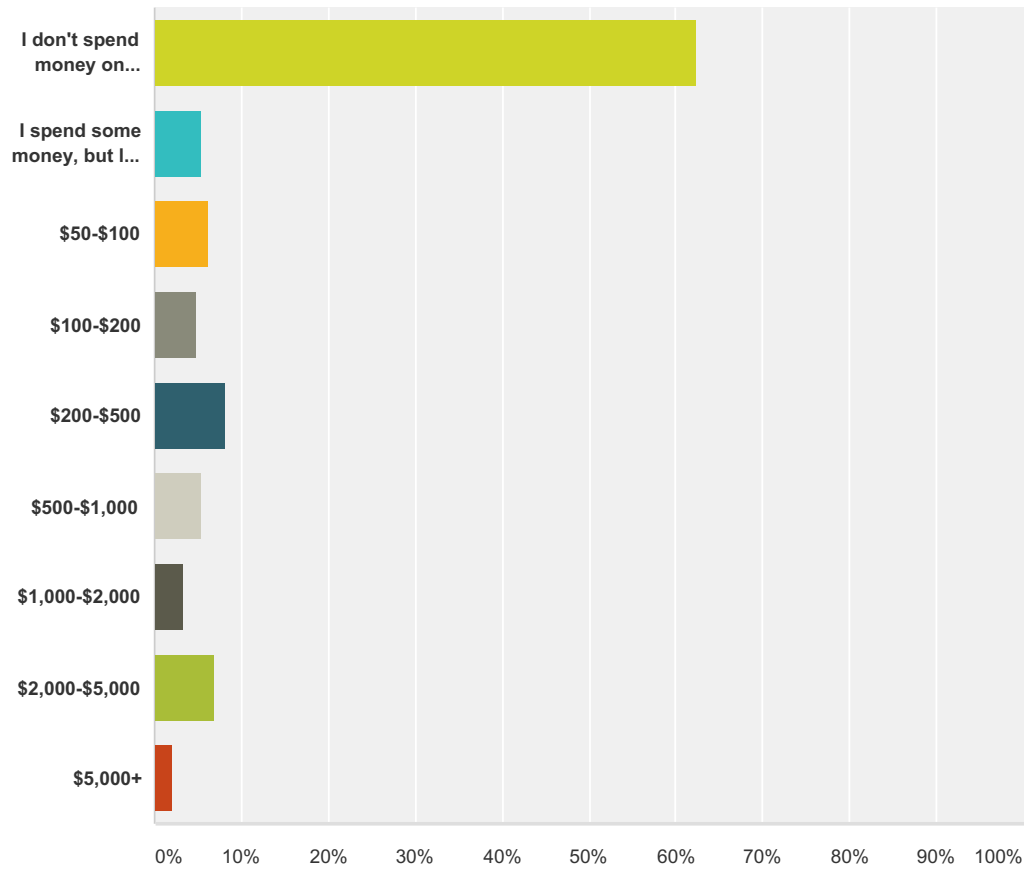
Answered: 146 Skipped: 228



Answer Choices	Responses
I don't spend money on digital marketing software and platforms	13.70% 20
I spend some money, but less than \$50	14.38% 21
\$50-\$100	8.22% 12
\$100-\$200	13.01% 19
\$200-\$500	18.49% 27
\$500-\$1,000	13.01% 19
\$1,000-\$2,000	9.59% 14
\$2,000-\$5,000	6.16% 9
\$5,000+	3.42% 5
<b>Total</b>	<b>146</b>

## Q22 How much do you spend on digital marketing contractors or consultants each month?

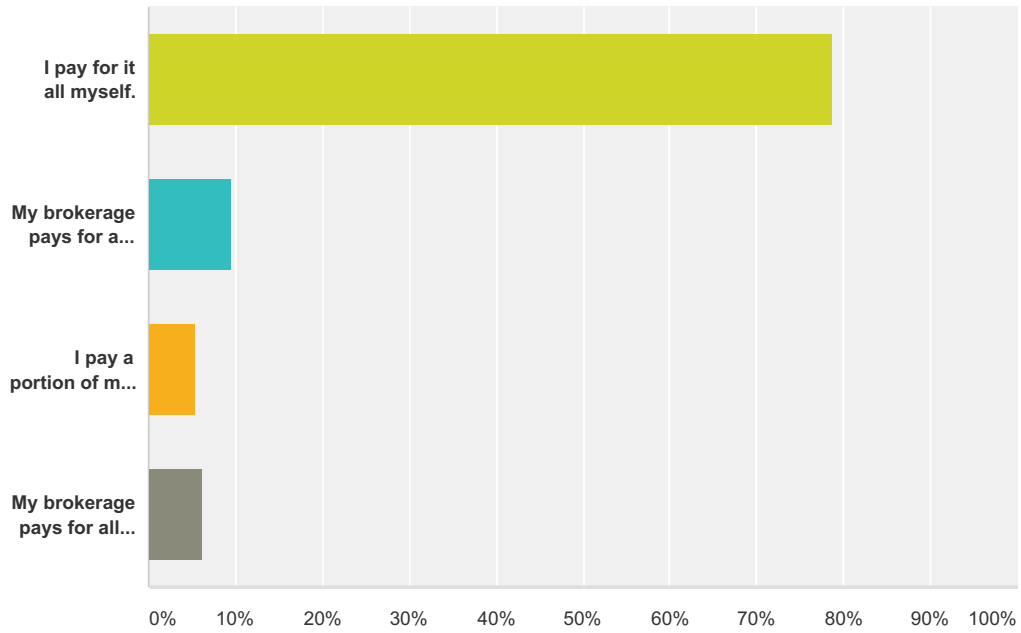
Answered: 146 Skipped: 228



Answer Choices	Responses
I don't spend money on digital marketing contractors or consultants	62.33% 91
I spend some money, but less than \$50	5.48% 8
\$50-\$100	6.16% 9
\$100-\$200	4.79% 7
\$200-\$500	8.22% 12
\$500-\$1,000	5.48% 8
\$1,000-\$2,000	3.42% 5
\$2,000-\$5,000	6.85% 10
\$5,000+	2.05% 3
<b>Total Respondents: 146</b>	

### Q23 Who pays for your digital marketing?

Answered: 146 Skipped: 228



Answer Choices	Responses	
I pay for it all myself.	78.77%	115
My brokerage pays for a portion of my digital marketing costs, but I pay for most of them.	9.59%	14
I pay a portion of my digital marketing costs, but my brokerage pays for most of them.	5.48%	8
My brokerage pays for all of it.	6.16%	9
<b>Total</b>		<b>146</b>



**Q24 If you pay all/a portion, what services does your brokerage provide and what services do you decide to invest in?**

Answered: 21 Skipped: 353

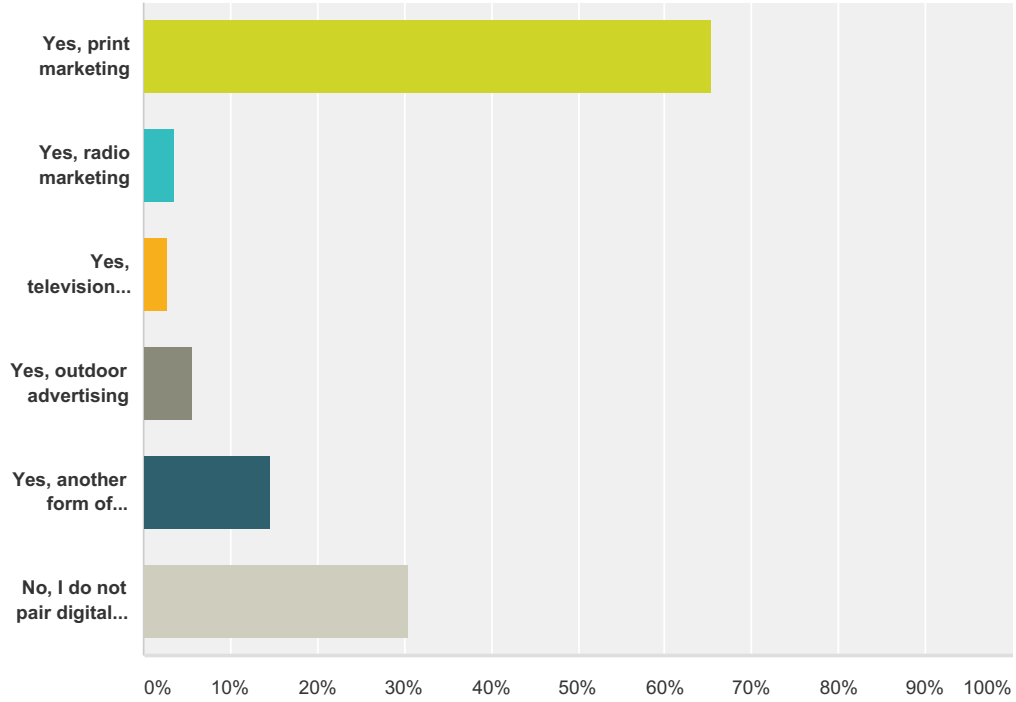
Answer Choices	Responses
I pay for brand consultants	9.52% 2
I pay for email marketing	28.57% 6
I pay for maintaining/promoting a Facebook profile	42.86% 9
I pay for maintaining/promoting a Twitter profile	19.05% 4
I pay for maintaining/promoting another social media profile	23.81% 5
I pay for Google Adwords	9.52% 2
I pay for Facebook ads	38.10% 8
I pay for Twitter ads	4.76% 1
I pay for LinkedIn ads	0.00% 0
I pay for portal ads	9.52% 2
I pay for online ads elsewhere	4.76% 1
I pay for display ads	9.52% 2
I pay for blog/podcast sponsorships	4.76% 1
I pay for blogging	14.29% 3
I pay for YouTube/video	14.29% 3
I pay for contributed articles/content	4.76% 1
I pay for a PR agency	0.00% 0
I pay for search engine optimization (SEO)	9.52% 2
I pay for retargeting ads	4.76% 1
I pay for sweepstakes/promotions/giveaways	4.76% 1
I pay for another organic traffic strategy	4.76% 1
I pay for another paid traffic strategy	4.76% 1
My brokerage pays for brand consultants	23.81% 5
My brokerage pays for email marketing	38.10% 8
My brokerage pays for maintaining/promoting a Facebook profile	14.29% 3
My brokerage pays for maintaining/promoting a Twitter profile	9.52% 2
My brokerage pays for maintaining/promoting another social media profile	4.76% 1
My brokerage pays for Google Adwords	14.29% 3
My brokerage pays for Facebook ads	23.81% 5

## Digital Marketing Survey

My brokerage pays for Twitter ads	0.00%	0
My brokerage pays for LinkedIn ads	0.00%	0
My brokerage pays for online ads portal ads	0.00%	0
My brokerage pays for online ads elsewhere	9.52%	2
My brokerage pays for online ads display ads	0.00%	0
My brokerage pays for blog/Podcast sponsorships	4.76%	1
My brokerage pays for blogging	14.29%	3
My brokerage pays for YouTube/Video	9.52%	2
My brokerage pays for contributed articles/content	4.76%	1
My brokerage pays for a PR agency	9.52%	2
My brokerage pays for search engine optimization (SEO)	23.81%	5
My brokerage pays for retargeting ads	14.29%	3
My brokerage pays for sweepstakes/promotions/giveaways	4.76%	1
My brokerage pays for another organic traffic strategy	19.05%	4
My brokerage pays for another paid traffic strategy	19.05%	4
<b>Total Respondents: 21</b>		

### Q27 Do you pair digital marketing with traditional marketing? Please select all that apply

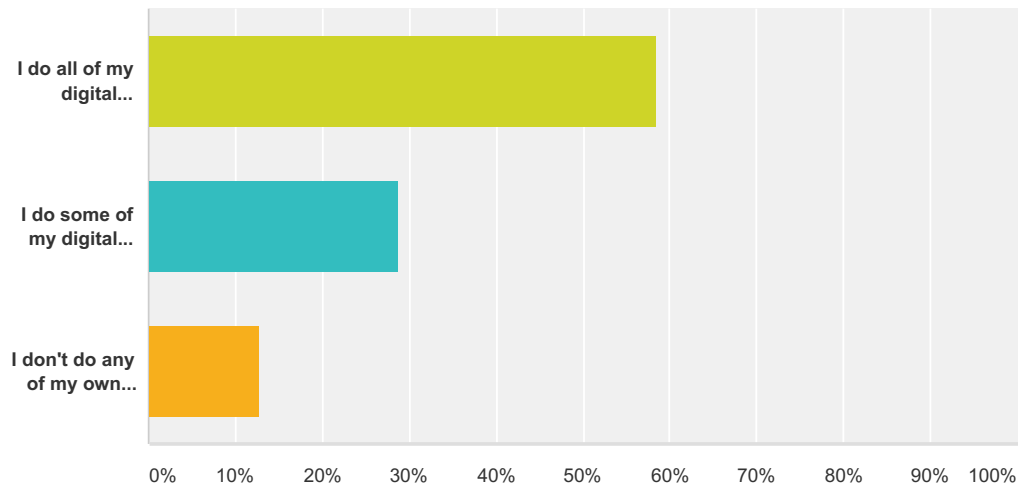
Answered: 144 Skipped: 230



Answer Choices	Responses
Yes, print marketing	65.28% 94
Yes, radio marketing	3.47% 5
Yes, television marketing	2.78% 4
Yes, outdoor advertising	5.56% 8
Yes, another form of traditional marketing	14.58% 21
No, I do not pair digital marketing with traditional marketing	30.56% 44
<b>Total Respondents: 144</b>	

### Q29 Do you do any/all of your digital marketing yourself?

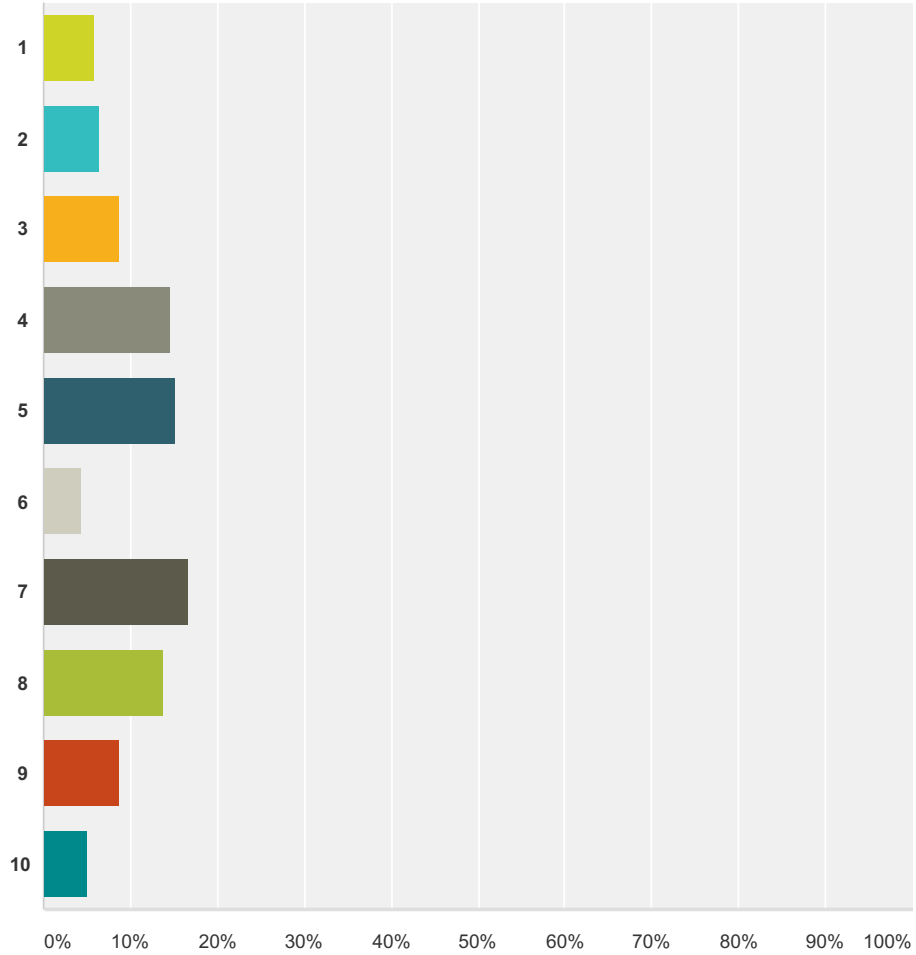
Answered: 142 Skipped: 232



Answer Choices	Responses
I do all of my digital marketing myself.	58.45% 83
I do some of my digital marketing myself.	28.87% 41
I don't do any of my own digital marketing.	12.68% 18
<b>Total</b>	<b>142</b>

**Q31 On a scale of 1 to 10, rate your digital marketing expertise, with 1 being the lowest and 10 being the highest.**

Answered: 137 Skipped: 237



Answer Choices	Responses
1	5.84% 8
2	6.57% 9
3	8.76% 12
4	14.60% 20
5	15.33% 21
6	4.38% 6
7	16.79% 23
8	13.87% 19
9	8.76% 12
10	5.11% 7

