

20 Ways to Lead Gen with Your CRM, Facebook and Instagram

# FLORIDA Realtor

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Content MARKETING 101

## SHARING IS CARING

Providing valuable content to prospects and customers builds trust and authority.

BY LISA A. BEACH

**W**hen Mor Zucker, a broker associate with Kentwood Real Estate in Denver, got off to a slow start with her career in March 2014, she launched a content marketing website. Called The Denver Ear ([thedenverear.com](http://thedenverear.com)), the site highlights local events, restaurants and things to do.

Being in the know benefits her business, Zucker says. In one case, “I showed a property where the buyers really liked it but said there’s not a lot to do nearby. I said, ‘Actually, there’s a new restaurant opening soon with a well-known chef.’ They ended up buying the property.”

Zucker attributes her success to her content marketing, ratcheting up her business from \$2.9 million her first year to \$50 million with a team of four this year.

**Here are Zucker’s top tips for excelling in content marketing:**

### 1. GIVE READERS VALUE.

The goal of content marketing is to build trust and establish yourself as an expert. “Don’t produce content for the sake of producing it,” advises Zucker. “It’s not the quantity; it’s the quality.”

### 2. THINK BEYOND BLOGS.

Valuable content comes in many forms, including videos, newsletters, podcasts,



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infographics, case studies and ebooks. “Gravitate toward your comfort zone,” Zucker suggests. She started with blogging on The Denver Ear, gained traction, then branched out into newsletters and videos.

### 3. BUILD RELATIONSHIPS OFFLINE.

Zucker cautions against expecting your content to do all the work. Instead,

build interest by telling local businesses you’ve featured them in your content. Or send handwritten notes to thank people for sharing your posts. “Real estate is a relationship business,” she says. “I get lots of leads from my content, but I convert those leads because of my relationships.”

### 4. DON’T EXPECT IMMEDIATE RESULTS.

It took Zucker two years to see results. “It’s slow, like leaving a breadcrumb trail,” she explains. “Readers first have to fall in love with your content, [then] get hooked and engage with you.”

Zucker points out the many benefits she reaps through content marketing, including increased brand awareness, greater social engagement, more referrals and more leads.

“If it’s done well, and you put the time and effort in, it will pay off,” she says.

## TO HIRE OR NOT?

Writing a blog post or two a week can be time consuming. You do have options. Consider hiring a local writer who can report on local happenings. Or a vlog (video blog) instead of a written blog if you’re more comfortable on camera.

However, most experts agree that your content marketing should be in your voice, so be sure you put your own spin on the content or edit a writer’s articles to make them more “you.”



## BLOGGING TIPS

Karen Arbutine, of RE/MAX Central Realty in Lake Mary, began blogging back in 2006, just as content marketing began gaining in popularity. Her goal? To inform local people of real estate news and community events, especially things that they might not know, such as an upcoming art festival, new highways and school rezonings.

Now, after blogging for more than 10 years through her Lake Mary/Heathrow Florida Real Estate blog, Arbutine has built a reputation as a trustworthy source of helpful local information. Here are her tips on how to make the most of a blog:

- **Write original content.**

Don't plagiarize someone else's work. Google will penalize you if you republish something "as is."

- **Find content ideas** from local newspapers, magazines and websites, but put your own spin on the ideas to make them original.

- **You can cite the source** that your original article is based on and even link to it, especially if you're sharing research and data from a credible source.

- **Post excerpts of your content** on social media with links back to the full article. This helps drive people to your website to read the entire piece.

- **Linking to sites of authority** (and having others link to your content) boosts your website authority, which helps your site rank higher organically in searches.

- **Write for a digital audience.** Keep blogs short (a few hundred words), with catchy headlines, short paragraphs and images.

## CONTENT MARKETING DOS AND DON'TS

**DO** know your target audience. Are you trying to reach first-time home buyers? Are you targeting snowbirds looking to relocate to Florida? Are you focusing on affluent prospects looking for luxury properties? When you know exactly whom you're trying to reach, you can plan relevant content to meet their needs.

**DON'T** proceed without an editorial calendar. Like any other marketing effort, this is not the time to wing it. A good editorial calendar helps you map out specific content, dates for writing/approving/publishing, keywords and calls to action. Plus, it allows you to be proactive in tying into upcoming events, seasonal topics and other marketing efforts.

**DO** repurpose your content. No need to create fresh content every time you want to publish something new. You can write an article for your

newsletter, then republish it on your blog. Take a snippet of that content and post it on social media. Create an infographic based on that content and publish it on your website. Expand that content and create an ebook.

**DON'T** publish inconsistently. One of the biggest mistakes many people make with content marketing is publishing infrequently and/or erratically. Start with a realistic schedule, such as once every two weeks, until you've streamlined the process. Once you're comfortable, increase your efforts to weekly or twice a week, making sure you can both sustain the frequency and continue to provide valuable content.

*Source: Lisa A. Beach, the Orlando expert and content marketing writer for Doorsteps.com, the rental arm of Realtor.com*



### ATTRACT READERS

## THINK BEYOND REAL ESTATE

**WHILE** many real estate professionals write consumer-friendly industry information (think mortgage rates and home-buying/selling tips), broker associate Mar Zucker proves you can attract readers by writing about something you love.

Perhaps you live in a beach community, you're an avid boater and you know all the best local places for fishing, leasing a slip and dry docking your boat. Produce content around that, with a soft tie-in

to your real estate business. Ditto if you live in a golf community and you know the best courses in the area and the least busy days to get tee times. Share your expertise through content marketing, simply mentioning you're a Realtor® and including a link to your real estate website. Focusing on a topic you're passionate about will help you authentically connect and engage with your readers.