

Welcome

**Content Marketing for
Real Estate and Property**

Online Masterclass by **content
republic**

About Your Tutor – Abigail Jones



real estate
content marketing
Wales wordsmith copywriter
creative
property
editor
writer

Module 1 Overview: Why You Need a Content Marketing Strategy

- What is content marketing in real estate and property?
- How content marketing can improve sales
- Always start with the strategy:
 - Your objectives
 - Your audience
 - Your platforms
 - Your content types
- Planning your content:
 - Establish your tone of voice
 - Establish content pillars
 - Develop a content plan and schedule
 - Generate content ideas
 - Measuring success



Module 2 Overview: Content Marketing and the Customer Journey

- Types of buyers
- 10 motivators to purchase
- The customer lifecycle
- What each buyer is looking for in a property
- The role of content marketing in the customer lifecycle



Module 3 Overview: Generating Great Content Ideas

- The golden rule of content
- Thought starters for content topics
- Sentence starters for content topics
- 8 ways to generate content ideas

Module 4 Overview: Real Estate Writing and Best Practices

- Property / Floorplan features
- Location / Community features
- The Key Ingredients vs The Cherries On Top
- Features vs Benefits



Module 5 Overview: Blog Writing and Best Practices

- 7 ways your property business can benefit from a blog
- Stick to your tone of voice
- The 8 essential elements of a great blog
- 10 ways to enhance your copy
- Create, Curate, Syndicate
- Using ChatGPT



Module 6 Overview: Social Media Writing and Best Practices

- 6 reasons to invest in social media
- Use a content plan with content pillars
- Writing for Instagram
- Writing for Facebook
- Writing for LinkedIn
- 6 rules for writing on social media
- Capturing content for social media
- TikTok for property businesses
- Short-form video



Module 7 Overview: Email Writing and Best Practices

- The benefits of email marketing
- Don't take names off your database
- 6 email marketing best practices
- 7 types of emails



Module 8 Overview: How to Repurpose Your Content

- Why I love repurposing content
- Where to start
- Examples
- How to repurpose a brochure
- How to repurpose a guide



 Overview Completed

Let's get started

Next Up:

Module 1: Why You Need a Content Marketing Strategy