



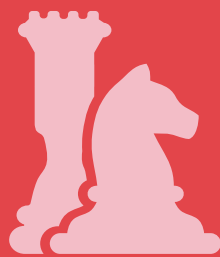
Module 1

Handout 1.1

The Complete Guide to Content Marketing for Property and Real Estate

Online Masterclass by

**content
republic**



Part One: The Strategy

Part One: The Strategy



Success is in The Strategy

Strategy first!

For content marketing to be successful, it must have a long-term strategy.

An effective content marketing strategy can build trust and foster the relationship between your brand and target customers. It also has the ability to attract attention, increase engagement and drive profitable outcomes.



Set Your Goals

Create Content with Purpose.

Before you start creating content, ask yourself the following questions:

- What do I want my content to accomplish?
- What do I want consumers to do once they have read/interacted with my content?
- Why does my content exist?

Some of your content goals may include:

- To increase awareness for your business
- To drive more traffic to your website
- To increase online enquiries
- To encourage sales office visits
- To improve social reach and engagement
- To educate your audience
- To position yourself as a thought-leader in the industry

Part One: The Strategy



Know Your Audience

Create content for your consumers.

The key to an effective content marketing strategy is to understand your target audience. Knowing your audience will help you tailor your content to their wants and needs.

You must be able to answer the following questions:

- Who is your key demographic?
- Where do they live?
- What are their property interests?
- What do they need from you?
- How can you add value?
- What are their pain points and how can you help solve them?

With this understanding of your audience, you'll be able to develop relevant content that helps your audience resonate with your property business, giving them a reason to find out more.

This step isn't as simple as knowing what gender, location, age and socioeconomic pockets your audience comprises of. Understanding the likes, trends, purchase barriers, behaviours and expectations of your target audience is essential in order to write appealing, relevant and engaging content.

Part One: The Strategy

Words of Inspiration

“The better you know your audience, the more effectively you can create appealing content ideas, make format decisions, handle positioning and placement, and promote the content.”

Jayson DeMers

Founder and CEO of AudienceBloom

Part One: The Strategy

The Different Content Types and Platforms

What platforms fit your brand?

What platforms fit your brand?

It's important that you're not only developing engaging content, but using the right channels to share it. Property and real estate businesses need to be strategic when selecting platforms for their content marketing approaches.

Having a considered communication strategy is vital to ensure you're meeting your customer where they are. You can't, and probably don't need to be, on every platform but it's easy to choose a few platforms and execute them very well. Start with understanding what each medium is used for.



Blog Posts / Articles



Whitepapers, eBooks & Reports



Podcast



Email Newsletter / Nurturing Campaigns



Videos



Thought Leadership or POVs



Infographics



How-To Guides



Social Media Posts



Case Studies & Client Profiles



Webinars



User Generated Content



App



Online Survey

Part One: The Strategy

The Different Content Types



Blogs

A blog is a regularly updated website page where new content is frequently published, typically written in an informal or conversational style. A blog page often has the goal of attracting and informing readers while also supporting the objective of building your community or growing your business.

In our experience, blogs are a cost-effective type of content that engage customers and drive significant traffic to your website. Blogs are a great way to deliver meaningful information in a simple and conversational way.

Benefits of having a blog include:

- Increased search engine traffic
- Inbound links
- Increased leads
- The humanisation of your brand
- Establish your business as a thought leader

It's very important to note that a blog is regularly updated.



Webinars

A modern-day must-have.

We all know that webinars have grown in popularity due to the COVID-19 pandemic and are being utilised as a way to share knowledge, engage and provide updates with your audience.

They can help to nurture your customer relationships, build authority around your brand, and demonstrate what value your services, products and expertise provide.

Webinars have transformed the way we work and communicate and is a content type that needs to be factored into the now and into the future.

Part One: The Strategy

The Different Content Types



User-Generated Content

Free and effective.

User-generated content involves re-posting and sharing your consumers' posts about your business or product. This is an excellent way to fill out your content calendar without spending a lot of time crafting additional posts.

Competitions are a great way to not only acquire a large suite of user-generated content, but to encourage engagement among your followers.

If you're a builder or developer, think video or written testimonials from purchasers who love their new home. If you're a real estate business, think testimonials from clients who found your services and expertise highly helpful and valuable.



Videos

It's important that prospects identify with the human and personable aspects of your brand, since it's these factors that establish a connection and create a sense of trust. Video is one of the best content forms with which to achieve this and ultimately create an emotional connection with viewers.

Videos can be easily incorporated into the digital marketing strategies of your business. In fact, there's a variety of ways video content can be used to capture, engage and convert audiences:

- 15-second Instagram story promoting a home for sale.
- Longer form educational videos that discuss a new interior design trend or product.
- Walk-through footage of a home for sale or display home that goes into detail about all the features and USPs.
- Filmed testimonials and interviews with satisfied customers.
- Brand videos on your website in a prominent position.

Part One: The Strategy

The Different Content Types



Infographics

Get visual.

Because some people are visual learners, infographics are a great way to display data or information using charts, graphs, pictures and other visual elements.

Infographics are an ideal way to present complex information in an easy-to-digest format. They work well when accompanying blogs, or when they are made into PDF documents that people can download or print out.

Part One: The Strategy

The Different Content Platforms



Facebook

With more than 2.93 billion active monthly users, Facebook is without a doubt the fastest growing and most effective social media marketing channel of them all. And with its impressive selection of business and marketing tools, such as Facebook Ads Manager and Creator Studio, Facebook is likely the easiest platform to reach and engage with your prospects.

Due to the number and diversity of Facebook's users, it's generally effective as a social media marketing outlet for almost all types of businesses, but it's important your content is tailored to maximise its appeal to users.

Original, authentic, relevant, relatable and information-rich content performs best on Facebook.

It's also a good idea to include some type of call-to-action in your posts that will incite a response from your target audience to maximise engagement.

Videos and posts with meaningful content are generally the most popular and most shared, due to their relatable nature that often evokes an emotive response from viewers.



Instagram

Instagram is an exclusively visual channel that appreciates good-quality, aesthetically pleasing images, graphics and photographs.

Businesses that market well on Instagram are excellent at capturing and sharing information in a beautiful, visual way.

With the inception of Stories, IGTV and Reels, raw, authentic and personality-filled content is more popular than ever on the gram. Think behind-the-scenes footage and casual face-to-camera videos.

The saying 'a picture is worth a thousand words' has never been truer than when referring to Instagram's content. Pairing well-executed photographs with relevant hashtags is also extremely effective as it presents the potential for increased engagement.

Hashtags help to organise and categorise content, which in turn, maximises the potential for content discovery and optimisation.

Only consider using Instagram for marketing purposes if you have high-quality, relevant and engaging visual content to share.

Part One: The Strategy

The Different Content Platforms



LinkedIn

LinkedIn is particularly effective for business-to-business marketing due to its exclusively professional focus.

All property and real estate businesses have professional news and information to share, and this is the perfect platform to do it.

LinkedIn is a social media personification of the saying 'it's not what you know, it's who you know'.

The platform has the ability to grow your business impressively but building a supportive network is essential.

Posts of both a visual or scripted nature perform well, provided they share relevant and meaningful content about business objectives, advancements and opportunities.



Twitter

Twitter is all about punchy, witty minimalism with words – after all, you only have 280 characters to share your message.

Twitter works well for businesses capable of scheduling multiple daily posts, as constant activity on Twitter is the key to effective engagement.

Visual content is not necessary for this platform, so if your business can spare the time and brain power to craft short, sharp and exciting posts on a frequent basis, you have the potential to perform well on Twitter.

Part One: The Strategy

The Different Content Platforms



YouTube

As at January 2023, YouTube is the most popular social media channel in Australia. Worldwide, the platform has over 2 billion monthly active users, making it the most popular website in the world, after Google.

The ideal video length for YouTube is 5 to 15 minutes.

To have a solid YouTube presence and following, businesses need to create entertaining, informative and valuable videos that are good quality.

In the world of property and real estate, this could include:

- Testimonials from customers
- Behind the scenes footage
- Interviews with experts and local businesses
- How-to guides and tutorials
- Branded videos about the values and mission of your business
- Branded videos that highlight the USPs of a development or listing
- Guide to the local area
- Tips for purchasing a home
- The process of selling your home
- Tips for packing and moving your furniture and belongings
- Meet the team videos
- Construction updates

YouTube is a great platform for building brand awareness and establishing a sense of trust, with high quality videos that educate, entertain and engage your customers, and demonstrate your business' personality and expertise.

Part One: The Strategy

The Different Content Platforms



TikTok

TikTok is the leading short-form video platform that took the social media world by storm in recent years.

As of January 2023, it was found that 21.5% of TikTok's global audience were women between the ages of 18 and 24. As a result, many property and real estate businesses may feel that the platform's user demographic is not relevant to their target audience.

However, marketing on TikTok as a real estate or property business has the potential to create brand exposure for the next generation of purchasers.

Some short-form video ideas include:

- General real estate tips
- Tours of display homes or new listings
- Financial tips for purchasing a property

TikTok videos can run up to 10 minutes, but it's advised to keep your videos under 35 seconds for best results.

In order to perform well and engage audiences on TikTok, you need to be quick to adopt new trends and use trending hashtags.

Part One: The Strategy

The Different Content Platforms



Pinterest

Pinterest has 442 million global monthly users, 7 million of which are from Australia.

Pinterest is a highly visual platform, where users like, save ('pin') and curate images to plan for the future – whether it's inspiration for a hairstyle, wedding or their dream home.

Property and real estate businesses, including builders, can utilise their libraries of quality photos to post inspirational and aspirational images that users can view, save and share as they plan for their home.

Some ideas include:

- Home interiors
- Façades
- Building materials
- Tips for staging your home
- Finance
- Home improvement

Link your images back to your blog or website to allow Pinterest users to learn more about the topic and your business.



Part Two: Planning the Content

Part Two: Planning the Content



Determine Your Tone of Voice

Keep it consistent.

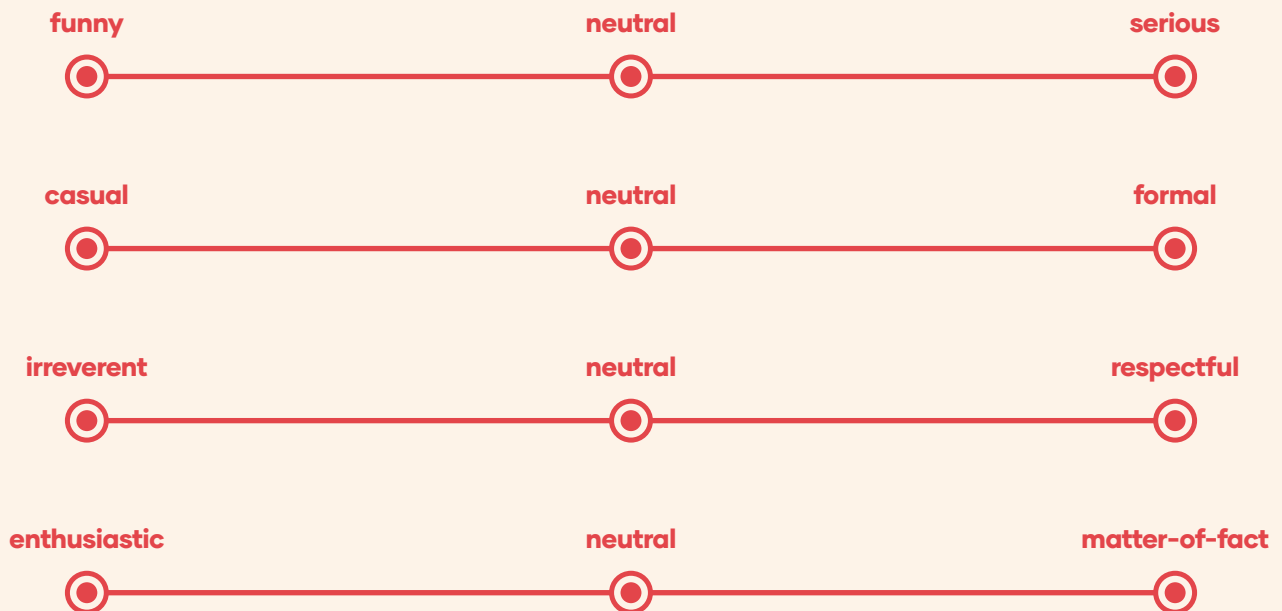
Establishing a tone of voice is an important step in your content marketing strategy. Once your tone of voice is determined you can create content that paints a consistent picture of your brand. Your tone of voice should reflect your core values and tie into your customer experience strategy.

To define your tone of voice, start by establishing the personality you want to convey. Do you want your tone to be empathic, informative, authoritative or friendly? The opportunities are endless and you can select more than one.

Establish Social Guidelines that include your chosen tone of voice. You and your team can reference this guide when creating content to ensure ongoing consistency.

Four Dimensions of Tone of Voice

With your team, rank your tone of voice along the following spectrums to determine what dimensions suit your brand voice the best.



Source: Nielson Norman Group

Part Two: Planning the Content



Funny

vs



Serious

- + Results in the audience's higher recall and more social shares
- May backfire and leave an impression of unprofessionalism

- + Gives feeling of credibility and trust
- Gives a feeling of tension



Casual

vs



Formal

- + Gives feeling of personality and friendliness
- May be seen as a lack of expertise

- + Gives sense of professionalism and authority
- Lacks personality, gives a sense of indifference or building barriers



Irreverent

vs



Respectful

- + Gives a sense of confident knowledge and supremacy over competitors
- May intimidate or offend a reader

- + Gives sense of friendliness and cordiality
- May give an impression that you are trying to ingratiate yourself with a reader



Enthusiastic

vs







Matter-of-fact

- + Gives a sense of friendliness and willingness to help
- May fatigue or irritate a reader

- + Gives a feeling of honesty and simplicity
- May be seen as indifference and lacking in personality

Part Two: Planning the Content

Select the characteristics that you want your tone of voice to demonstrate. You can select up to three characteristics from each dimension.

Tone of voice dimensions	 Funny/ Serious	 Casual/ Formal	 Irreverent/ Respectful	 Enthusiastic/ Matter-of-fact
		Cheerful	Trustworthy	Authoritative
Tone of voice characteristics	Conservative	Conversational	Caring	Enthusiastic
	Fun	Casual	Irreverent	Matter-of-fact
	Funny	Formal	Provocative	Passionate
	Humorous	Professional	Edgy	Upbeat
	Playful	Frank	Respectful	Trendy
	Serious	Sympathetic	Unapologetic	Nostalgic
	Informative	Friendly	Sarcastic	Romantic
	Quirky	Smart	Snarky	
	Witty		Coarse	

Part Two: Planning the Content



Establish Content Pillars

Organise your ideas.

'Pillars' is another term for 'groups', or 'categories'. They are used in the content marketing world to help you organise your content calendar and ensure your posts cover a range of relevant ideas.

Determining your content pillars starts with knowing what ideas and topics you want your social media and content marketing activities to cover. They can be as broad or as specific as you like, so long as they help to categorise your content ideas.

While there isn't a set number of pillars you need to have, we think aiming for 4-6 pillars is a good start.

Pillar Examples

Some examples of pillars you might like to use include:

- **Education:** content educates your audience. Think topics, posts and blogs that offer step-by-step instructions, facts and how-tos.
- **Brand:** content that involves your brand – values, mission, purpose, history, milestones and so on.
- **Events / Key Dates:** content that celebrates or acknowledges key dates or important events – Christmas, New Year, Easter, ANZAC Day, International Women's Day etc...
- **Product / Services:** content that talks about your products or services. What they are, unique features, current promotions or listings.

Create an excel spreadsheet to map out your content pillars, and under each write all of the relevant topics that apply. It's also a good idea to establish what hashtags can be applied to each pillar, so you have them prepared for when it's content-writing time.

You can also colour code your pillars to they are easily discernible (and more fun!).

Part Two: Planning the Content



Hashtags

More than a millennial trend, hashtags are incredible social media features that help to attract views to your posts and social profiles, as well as organise and store content for users to easily find.

Using relevant and popular hashtags creates great visibility for your social activity and campaigns, and can help you to reach your target audience more effectively.

They also open the opportunity for a bigger social media audience, which in turn, is likely to result in increased fresh leads for your business.

Hashtag Research

Before jumping in and adding hashtags to your social media posts, it's important to first conduct hashtag research for each platform you want to post to.

Start with the keywords that are most relevant to your business and search them on each social platform to see what accounts and posts are using them, what reach they have, and if they make sense for your business.

You can also see what hashtags your competitors or other industry-relevant businesses are using to gain inspiration.

You may like to use hashtag monitoring tools to further your research, such as Hashtagify, IQ Hashtags, Keyhole and SeekMetrics.

Part Two: Planning the Content



Develop a Content Plan and Schedule

Now that you've determined what pillars your content can be organised into, it's time to create a content plan and schedule. Excel is a great program to get started in.

Create an excel spreadsheet that features all the months of the year, and the days within each of them. Each column will be a day of the week, and you'll need to include a row for each of the following: pillar, post time, caption, hashtags (if applicable), image.

It's a good idea to create a page for each of the platforms you'll be posting to.

Posting 7 days a week across 3 channels might not be realistic for you straight away, so start by posting 3 times a week. As you get the hang of things, you can begin to increase your posting days and platforms, if it aligns with your strategy.

The most important thing to remember is that consistency and optimisation are more important than quantity. This means it's important that you establish a schedule and stick to it, so your audience know what to expect and can start to look forward to your posts.

After a few weeks, you might like to alter your posting days and times based on your social media insights. It's always a good idea to post on the days and times that your audience are most active. Instagram and Facebook both have in-built and free tools that track this information.



Part Three: Generating Content Ideas

Part Three: Generating Content Ideas



Have a Workshop to Generate Ideas

Have a small workshop with your marketing and sales teams to brainstorm what topics you can include in your social media and content marketing activities.

Get the participants to write their ideas down on post-it notes to make it interactive. Collect and organise all the ideas at the end of the session and organise them to sit under your content pillars.

To help generate content ideas, we've compiled some thought starters below..

Thought Starters for Content Topics

- What tasks are your customers trying to complete?
- What problems are they trying to solve?
- What needs are they trying to satisfy?
- What are your customers' frustrations or things that give them a headache?
- What are the main difficulties they encounter?
- What negative social consequences do your customers encounter or fear?
- What's keeping them awake at night?
- What products or services do they need to know about?

Sentence Starters for Content Topics

<ul style="list-style-type: none"> • How to... • What you need to know... • Who you need to speak to... • Why you need to... • 7 ways to... 	<ul style="list-style-type: none"> • Tips... • Ideas.... • Learn more about... • Examples.... • Testimonials...
<ul style="list-style-type: none"> • Celebrations... • Announcements... • Upcoming events and activities... 	<ul style="list-style-type: none"> • Your guide to... • Tutorial... • Resources you need... • X process explained...

Part Three: Generating Content Ideas



Harness Key Dates

Creating great content starts with key dates!

One of the quickest, simplest and most effective ways to fill your content schedule with meaningful material is to harness the dates that matter to your audience. Planning your social content in alignment with current events and holidays and riding the peak of public interest is a great way to stay timely and top of mind.



Solve Customer Problems

When you were determining your target audience, a question we asked you to consider was “what are your audiences pain points and how can you help solve them?”.

A great way to generate educational and engaging social media content is to identify your audience’s potential problems or obstacles, and help provide solutions.

Get started by writing out a list of all the problems your customers face day-to-day, and one by one begin writing how your services or products can help to solve them. Consider the following:

- How does your offering help save time or money?
- How does your offering help eliminate stress?



Repurposing Content

One of the biggest challenges for many businesses is consistently producing high-quality content and distributing it across a variety of channels to capture attention. This potential problem can be solved with one simple solution—repurposing content.

Recycling, rejuvenating and repurposing your content enables you to deliver a variety of content types multiple times, without the headache of creating completely new content each time.

You can turn long-form videos into short clips and even change them into written form with a blog, e-book, infographic and how-to guide.

Tip: Create an Excel spreadsheet where you can track how many forms of content each topic can create.



Part Four: Creating the Content



Part Four: Creating the Content

Rules

Be current.

Timeliness is one of the most important aspects of any content marketing strategy, whether you're running a campaign on your website, sending email newsletters, or simply posting on social media. One way to ensure that your content is timely, is by planning it in alignment with current events and holidays and riding the peak of public interest.

Be diverse.

Timeliness is one of the most important aspects of any content marketing strategy, whether you're running a campaign on your website, sending email newsletters, or simply posting on social media. One way to ensure that your content is timely, is by planning it in alignment with current events and holidays and riding the peak of public interest.

Be worthy.

Your audience's time, consideration and money are precious - so be worthy of it. You do this by consistently delivering value. Give your audience a reason to choose you over competitors by solving their problems and offering them solutions through the content you create.

Top Tips

Avoid jargon.

Use language that your readers will grasp and enjoy. No one wants to read wordy, technical jargon.

Be compelling.

Make your body copy relevant, insightful, engaging, entertaining and easy-to-read.

Break it up.

Keep paragraphs short and punchy. Using sub-headings or dot-points to organise thoughts is always a good idea.

Part Four: Creating the Content

Go Beyond the Product

Let your personality shine.

Your property business is more than your project, product or service, so ensure that you are communicating what goes on behind the scenes to add personality to your brand. Offer content that goes beyond what you're selling.

Be authentic

Being authentic can help you form a personal and more meaningful connection with your target market. They want to know the human behind the brand, so producing relatable and relevant social posts is still the best way to go.

The content you produce doesn't have to be perfect and glossy. Raw, relatable and real content that lets your brand's personality shine through performs well.

Educate first, sell second

It sells to educate first.

The customer journey can be a complex process and your audience wants to know that you'll support them through every step.

You need to provide your audience with the information they need to make a confident purchase decision. Identify your target market's pain points, and inform them of how your brand can help solve them.

So, before you start posting sales messages, make sure that you've educated your customers first. It's the best way to provide them with the best customer experience and keep them coming back for more.



You're ready to start creating great content!