Digital Curb Appeal: Leveraging Social Media to Elevate Real Estate Success

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Introduction

Over the past decade, digital marketing has been transforming the process of how businesses operate. In the real estate industry, especially, there has been a profound shift to digital implementation in a realtor’s daily business activities. Traditional marketing strategies – yard signs, cold calling, direct mail – are no longer sufficient in a market where most homebuyers and sellers begin their real estate journey online. The usage of social media, search engines, and content marketing, these have become new methods for marketing your brand, capturing leads, and maintaining customer engagement. However, through the evolution of digital marketing, many residential real estate brokerages still struggle to focus resources on a marketing department; putting them at a competitive disadvantage as digital marketing continues to evolve.

Abstract

This white paper will explore and highlight the necessity of implementing a marketing department and social media usage in residential real estate brokerages. This report will draw upon peer-reviewed articles and my own industry insight as a member of the real estate industry to demonstrate the power of digital marketing and social media marketing to and how a structured marketing department can enhance brand awareness, increase conversion rates, and sustain long-term growth.

Key insights:

* Brand awareness & Trust:
  + Consistent online presence will improve the consumers perception of the brokerage, increasing trust. Moreover, consistent online presence will increase the company’s online visibility, increasing the chances for potential clients.
* Lead generation & Conversion rate
  + Digital marketing strategies – social media advertising, SEO generation, and content creation, creates a steady lead flow. Research shows that 54% of realtors suggest that social media is top tech tool for attracting high-quality leads (Rosario, 2024).
* Customer engagement & Loyalty
  + A structured marketing team manages ongoing relationships with clients through targeted content, newsletters, and community engagement, leading to higher repeat and spin off business.
* Competitive advantage
  + Research shows that investing into a professional marketing team can lead to increased profit, increased market share, and positions the brand stronger (Meyers et al, 2011)
* Efficiency & Scalability
  + A committed marketing department will ensure that marketing efforts are measurable and scalable, allowing the brokerage to efficiently use its resources to get the highest ROI.

Evolving Into The Digital Real Estate Marketing

**Digital Transformation:**

* In the recent years, the real estate market has started to digitally adapt. Buyers and sellers now expect to find everything at an instance – the property, agent information, and agent reviews just from a simple online search, the internet has become a vital and normalized tool in the real estate process. One study noted, “Customers often search for information about real estate projects and brands through social media platforms before consulting relatives or brokers” (Thuy et al, 2023), highlighting that the most common first point of contact is through the internet. This influential shift forces brokerages to step-up in the online space and meet customers where they are: Facebook, Instagram, developing platforms, or even creating a real estate website or email blasts.

**Evolving Consumer Behavior:**

* The Covid-19 pandemic has evolved our society into a digital space. The pandemic has heavily influenced realtors to adapt into using digital channels – online consultations, virtual tours, and digital media marketing (Thuy et al, 2023). March 15th, 2020, the Covid-19 pandemic hit the United States resulting in a nation-wide lockdown. Schooling, work, and our lives shifted from in-person, to online instantly. Today, the United States is beginning to normalize technology as a daily tool, consumer habits get harder to change – people prefer to use the internet to do their research and validate a real estate brokerage before they meet in person. A brokerage with an established online presence is instantly perceived as more trustworthy and credible by the customer (Thuy et al, 2023). Applying this to the American real estate industry, we see that this is true. Trevor Brown, an Orlando/Central Florida real estate expert, has amassed 70k+ followers on Instagram and Tiktok (Fannie Hillman + Associates, 2025) and is a realtor who prioritizes social media for connecting and engaging with his customers. He uses engaging media marketing, such as giveaways, real estate guides, and answers the questions of viewer (who could be a potential client) have in the form of videos (Instagram, 2025). With his market presence, he has established his strong role in the Orlando real estate market, collaborating with groups such as the Winter Park Fire Department, Oh-Eco, and other local businesses in his market (Orlando) (Instagram, 2025).

“I saw a young man on social media and was impressed with how he sold a lifestyle not just a typical home stuff. I met him and instantly was impressed with his knowledge and different approach to real estate…” -*Prater M* (Previous client of Trevor Brown)

(Fannie Hillman + Associates, 2025).

Why a Marketing Department Matters

**Focus and Consistency:**

* Dedicating a department for marketing will allow us to strategically plan our marketing strategies and maintain online presence and customer engagement. The role of a marketing professional is to create brand consistency across all mediums – a crucial aspect for building trust. Keeping consistent logos, slogans, content quality, and value propositions allows a brokerage to standout.

**Enhanced Performance:**

* A marketing department can directly impact a firm’s success. A study published in the *Journal of Marketing* observed 612 companies across different industries and found that a powerful marketing department significantly influences better performance outcomes for the firm (Feng et al., 2015) and overlooks short-term profitability strategies. So, companies that invest effectively into a marketing department, predict long-term profit goals.
* A marketing professional can help analyze market trends, construct effects marketing campaigns, and efficiently manage high-ROI strategies, pushing for both immediate leads and sustainable growth. Marketing professionals can also follow-up, continuously nurture leads, and overall help retain more clients, while agents are busy closing deals. For real estate brokerages, this can translate into higher sales volume, larger market share, growing firm valuations over time, and increasing awareness surrounding your brand.

**Benefits of an In-House Marketing Team:**

* **Brand Management**: Ensures consistency is kept across all platforms. From logos, aesthetic design, listings, printing materials, this helps strengthen trust and recognition with the public.
* **Digital Expertise**: Keep the firm up to date with the latest consumer tools (closing calculator), informing about new down payment programs, new listings, latest market activity update. These strategies will help us engage with clients as they spend time online.
* **Lead Generation & Nurturing**: Creating new lead generation systems (through social media content, targeted ads, etc.) Using drip campaigns to retain customers, providing market updates to potential sellers/buyers already in the lead generation, and creating personalized follow-ups such as personal videos to our clients.
* **Agent Support**: Provides agents with social media guidance and collateral, effectively amplifying an individual agent’s effectiveness and reach under the brokerage’s brand. Again, can help agents with following up on older leads.
* **Data-Driven Decision Making**: Tracking the latest marketing trends using SEO data, lead conversion rates, and engagement statistics, to ensure the marketing budget is used effectively.

Using Digital Marketing to Enhance Brand Awareness

A strong brand is essential for success in real estate. Clients prefer to work with brokerages who they recognize and trust. Today’s digital age allows for brokerages to reinforce their image online, enhancing reach and efficiency. Social media marketing is a critical tool to boost a brokerage’s visibility and reputation

**Social Media Presence Builds Trust:**

Actively using social media drastically raises brand awareness also credibility. Posting engaging content – such as virtual home tours, past testimonials, neighborhood spotlight, and an agent introduction, allows the consumer to put a human face on the brand, keeping the brokerage the first thing in their mind when real estate comes up. A recent study on a brokerage based in Vietnam revealed that a brand with a higher level of awareness is more valuable and trusted by customers, resulting from the efforts they put towards social media marketing (Thuy et al., 2023). Moreover, this same article identified social engagement factors that lead to positive impacts to brand awareness. Their research concluded that real estate brokerages must strengthen their digital marketing efforts to efficiently reach customers and keep up with sales production (Thuy et al., 2023). Applying this to the American real estate industry, the marketing department is responsible for making relevant content for the local consumers. As stated, could be a neighborhood highlight, agent introduction, or recent updates in the city. Anything that is not specifically related to America or its real estate market, besides the universal marketing strategies that are applicable to most first world and third world countries will be left out. In addition to that, they also prioritize responding to inquiries, encourage previous clients to share their experiences with the agent or brokerage, and consistently posting to continue the online presence.

**SEO Creation and Content Marketing:**

Beyond social media platforms, a marketing team can produce content that holds value to the consumer, boosting the company’s website relevancy in search engines, allowing the brokerage to reach a position authority. Regularly posting blogs, updating the website, market updates, or relevant community news improves SEO (search engine optimization). Improving SEO allows the brokerage to be the #1 result when locals use the internet and search for general real estate information, which is important to target broader search queries.

Driving Lead Generation Using Social Media and Digital Tools

Ultimately, a brokerage would invest to generate business. In this era of digital presence, an efficient, dedicated marketing department will enhance lead generation by leveraging digital channels that have the potential to yield a higher volume of qualified prospects and facilitate the marketing budget. Social media has emerged as one of the most powerful lead generation platforms in real estate and it’s a cheap and effective method to grow brand awareness.

Social media gives the ordinary person the ability to achieve reach from every part of the world with no cost. Platforms such as Instagram, Facebook, Youtube has no start-up cost to post to allow you to use their platforms. There are many examples of social media users that have grown on these platforms and have achieved the likes of many people from different corners of the world. Chastin J Miles, acclaimed entrepreneur and nation-wide Real estate agent, has reached over 90k subscribers on Youtube. The barrier to entry is none, allowing for a cheap and effective method to reach consumers. Additionally, research concludes that “54% of realtors say social media is the top tech tool for generating leads” (Rosario, 2024).

Platforms such as Facebook, Instagram feature their targeted ads. Targeted ads allow marketers target get specific, letting them target specific niches (if needed). Brokerages utilize highly targeted ads to audiences categorized by geography, interest, demographics and drives content that will get inquiries from potential buyers and sellers. 92% of realtors use Facebook as their main lead generation (Rosario, 2024). These methods of marketing have been popular at the agent level, but could be replicated at the brokerage level, by providing tips to real estate agents, informing agents about updates in the industry, helping agents understand contracts. At the brokerage level, the pool of viewers grows from only having consumers (buyers/sellers) to now gaining the attention of real estate agents.

Mark Spain Realty is an example of a Brokerage who utilizes targeted social media ads. They focus across social media platforms advertising the Brokerage’s services, but his real goal is to offer cash for houses.

Increasing Customer Loyalty and Engagement

Not only does the marketing department attract new leads, but they play a vital role in engaging with past and current clients, cultivating loyalty and repeat/referral business. Customer engagement occurs before, during, and after the transaction, ensuring the brokerage is at the forefront of their mind.

Many thriving brokerages leverage social media and email blast to keep in touch with clients long after a sale. Implementing a touch system in the marketing department will ensure efficient methods of communications. Regular touch points could be, frequent market updates, home maintenance tips, holiday greetings. These touch points will help a firm remain the go-to real estate brokerage for customers. According to a National Association of Realtor study, data shows that 57% of realtors maintain client relationship through social platforms (NAR, 2022). Implementing a marketing department will ensure there is engagement with past customers, building trust and loyalty.

**Brand Advocacy:**

* Often, engaged customers will advocate for the brand. They may share their experiences with working with the brokerage, leave testimonials, and most importantly, tagging the company. This allows the company to reach the client’s social network, further amplifying the brands appearance. A marketing department can also create valuable and shareable content to encourage clients to share with their social network. 87% of homebuyers and seller would recommend their real estate agent to another person (Rosario, 2024). A marketing department responsible for handling follow up, customer engagement, engaging content, and valuable content will ensure that agents from our brokerage will be their agent again.

Conclusion

As the residential real estate environment becomes more digitally oriented, the need for a dedicated marketing department is crucial for the growth and sustainability of a brokerage. Digital marketing is no longer an option method of marketing and a main outlet to attract customers, evaluate them, and engage them for real estate experience. A well-structured marketing department will ensure that these channels are hit and effectively build strong brand presence, create and facilitate a high-quality lead pipeline, and periodically engaging with customers to foster loyalty in the brokerage’s relationship with the public.

This implementation should be viewed by the stakeholders (broker owners, and agents) as a strategic growth path. By hiring a marketing professional, or repurposing staff that can produce high-quality and valuable content, the brokerage can enhance market visibility and longevity of the company. By engaging comments on Instagram, posting informative videos on Youtube, utilizing targeted Google ad/ Ad words, building a community on Facebook, a marketing team can provide many dimensions to the brokerage, making it easy to standout in a crowded market.

In summary, developing a marketing department in the firm is a long-term investment for the brokerage’s survival. This will allow the brokerage to tap into the new digital era and fully leverage digital marketing and social media, growing its presence, enabling quality lead generation, and retaining past customers for repeat/referral business. The researched discussed introduces methods of digital marketing and confirms the success of structured marketing being a key differentiator for modern brokerages. Brokerages who implement and embrace these changes will see improved outcomes also will be better positioned as technology and consumer behavior continues to change. For these reasons, it is crucial the brokerage implements a marketing department and should be a priority for any brokerage that seems to be falling behind in this digital age.

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