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Learn what the **top**

5%

of **big fee earners** in estate
agency have in common?

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Some **estate agents seem to have all the luck** when it comes to getting customers and making money. **But is it luck?**



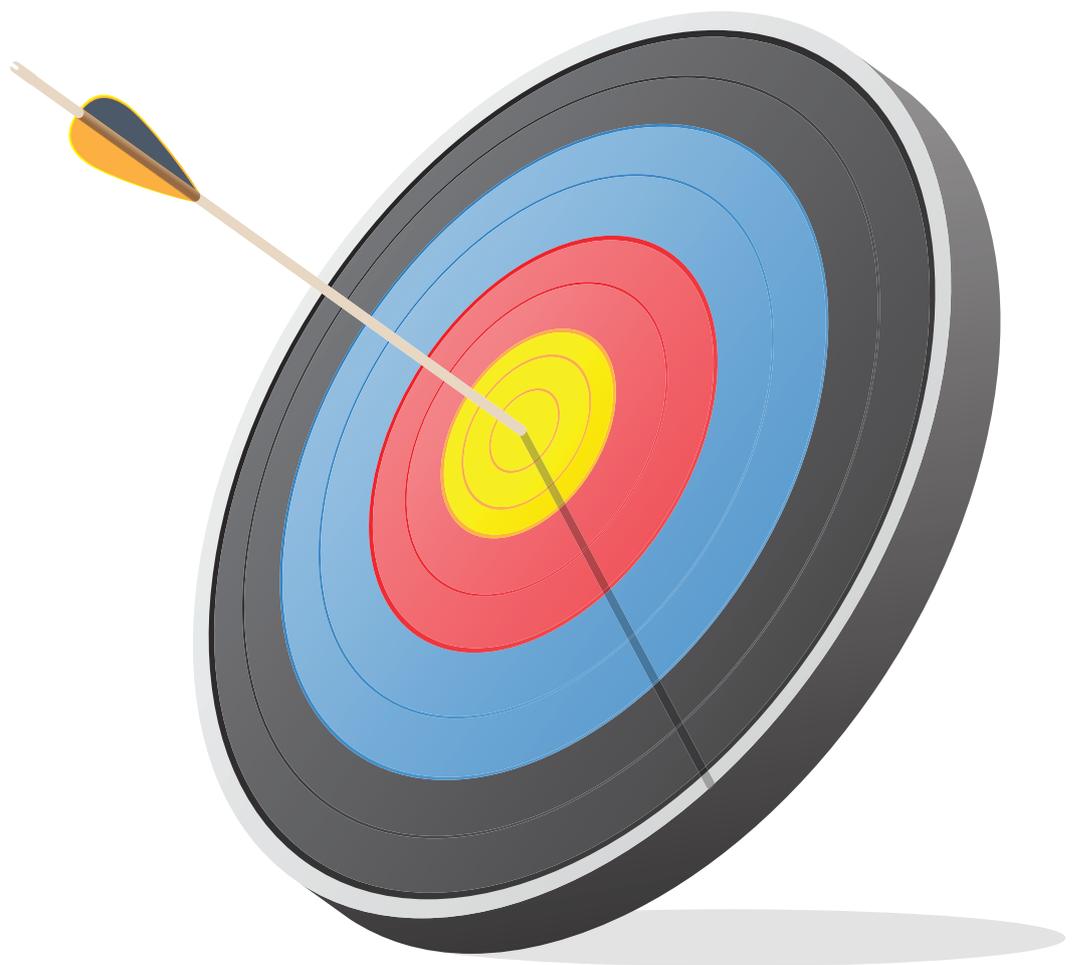
1. They know who they're targeting

It still baffles us when we ask estate agents who their target market or ideal customer is, and they reply "anyone who is buying, selling, renting or letting." To us, it sounds like they really don't know who that "anyone" really is.

Taking the time to carefully analyse who your customers are right now, and who **SPECIFICALLY** you want them to be will allow you to:

- Strategically plan where to allocate your advertising budget
- Set your social media ads to target the right people who will respond to you
- Plan your marketing around when your target market is most likely to engage
- Determine which events to attend and/or sponsor
- Construct your content so that it "speaks" to your target audience
- Differentiate yourself from your competition in your customer's eyes

Then, create an ideal customer "persona" which will benchmark everything from your marketing, to your customer gifts, to your tone of voice when speaking to them for the first time. All your staff should **KNOW** this persona inside and out, so they can be sure they're appealing to the right people.



2. They plan for the future – long term marketing

If your main way of acquiring leads is flyering the local area, or putting an ad in the paper, or even advertising on Facebook, you're missing a large part of attracting quality customers by only targeting the active market.

Using marketing which targets customers long term who may not be looking to sell or let just yet, and nurtures them over a period of time, will not only ensure you're the agency they go for when they're ready, but also that they'll be sold on **YOU** already. They'll be on-board with your methods, your marketing and most importantly, your fees!

The most successful estate agents all do this, and that's why competition doesn't seem to stand a chance when it comes to their customers.



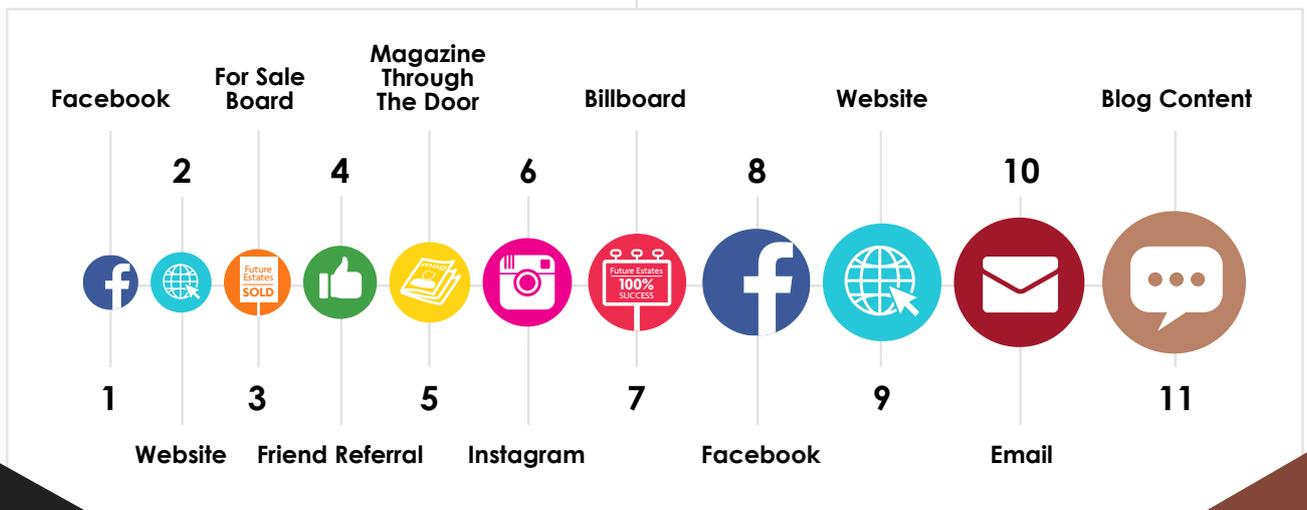
3. They track and nurture their leads and use this to convert them

A customer touch point is any moment they interact or spend time with a business. For example, a Facebook ad, a billboard, a page on your website, a for sale board, a video on YouTube - these are all touchpoints a customer could have with an estate agency. Google's research has shown that it takes 11 touch points with a company on average before you're ready to buy from them.

The number of touch points will differ from agency to agency, but if you can build enough data to know at what point your customers usually convert, and then track them to see how many touch points they've had, you can call them at **EXACTLY** the right time to be converted, and never lose a lead again.

There are companies out there that will do this for you using automation, so you don't even need to figure out the complicated stuff yourself. Just do what you're good at, and close the deal at the perfect time.

11 TOUCH POINTS



BECOMES A CUSTOMER



4. They use content marketing

Content marketing is used to market to a dormant audience over time- those who are not currently interested in becoming your customer, but may do in the future.

It means creating and sharing valuable free content to attract and convert prospects into customers, and customers into repeat buyers.

To do this effectively, you need to write about something which is useful, engaging or entertaining to your potential customer, and then push it out to your local area across platforms, both on and offline. Your customers will see that you're offering them value consistently and will come to know, like, and trust you.

By the time they're ready to sell, they're already sold on your Estate Agency because they trust and know you more than the others, even if the others are offering cheaper fees. This is the key to success in any business.

“CONTENT MARKETING has
6 times higher
conversion rate
than other social media tools.”

“*78% of customers*
prefer to get to know a business
through ARTICLES.”

5. They work on the business, not just within it

So many owners, partners, and CEOs tell me they're too busy to set something like this up, or get involved in long-term strategies. Many don't realise that they're limiting their potential by working within the business too much.

As an owner, you have to prioritise. Send someone else to go out on the valuation appointment, employ someone in admin to take care of that part of your day. I'm not saying you should take over the marketing yourself – it makes more sense to outsource that part to experts too – but you should be creating a long term strategy for your business which will see it go from just surviving to an incredible success.

Find out who your perfect customer is, create them the perfect customer journey, think about what content will best help who you're trying to target, and understand what makes you stand out from your competition. Only this will ensure you remain on an upward trajectory, and it will help marketers you employ to do their job better.





6. They don't compete (or want market share)

Many agents are worrying about the other agency down the road. We have a surplus of estate agents in any given town currently and this means competition within the field is fierce.

The result of this is usually that Estate Agents lower their fees in order to compete and gain market share. You end up working harder, for less money and more clients, not able to give each of them your proper attention. **STOP.**

You don't need to be obsessed over the market share in order to be successful. In fact, I'd say the more successful agents I know don't have market share, and don't want it. This is because they **KNOW** who they're targeting, they're building trust and relationships with those customers, and then charging them a larger fee, which the customer is happily paying.

Once you complete point 1-5, you find that you don't need market share to earn more than you thought possible. You're successfully targeting **ONLY** a customer that will be happier with your higher fee, and therefore, you can give your full attention to fewer clients, and earn more money. **The ultimate goal for any Estate Agent.**

7. They're data driven

“We're **entering a new world** in which data may be more important than software.”

Tim O'Reilly, Founder, O'Reilly Media

The foundation of any modern business, data is the key to ensure long term success. To appeal to today's and the future's customers, you need to become data driven in your strategies, marketing, systems, and processes.

Using data you can:

- **Know your target customer**
- **Understand what makes someone convert to a customer**
- **Know the right time to pick up the phone and make a sale**
- **Predict future profits and beat the market**
- **See where you need to be spending your budget to get results, and what budget spend results in a customer.**
- **What platforms work best to bring in leads**

Basically, the options for using data to your advantage is endless, and as long as you're collecting it, you can use it in any future ways you can think of.

To collect this data you need a tracking system, which will find your customer and track them around the Internet to see their exact journey from an unknown to a customer for life.

“USING DATA,
online agents have gone from
2% of market share to 5%
in the last 2 years.”

“LOVE PROPERTY
have reported a
30% higher turn over
since they started tracking their data.”

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