

SOCIAL MEDIA ADVERTISEMENTS



TTD SOCIAL MEDIA FOLLOWER CAMPAIGN

Are you part of the 46.4% of Real Estate Agents struggling to generate high-quality leads through your marketing efforts?

We've got the inspiration you need to launch your next campaign.

An even more shocking number? Nearly 68% of potential home buyers choose the first agent they interview when looking for a property. This means that if you're not reaching leads first with content that inspires direct action, you're losing sales to your better-equipped competitors.

Stay ahead of the curve with real estate marketing ideas that really work. No matter your unique goals, there's a ton of ways you may have never thought of to drive traffic to your business. Elite agents are already making use of these techniques, what's holding you back?

If you're not sure where to start, look no further. Eye-catching graphics and custom branding immediately impact your business' bottom line. A thoughtfully designed print and digital marketing campaign could be the X-factor that takes your real estate business to the next level.



KEY WORD FOCUSED **BLOGS**



HOW EFFECTIVE REAL ESTATE CONTENT WRITING CAN TRANSFORM YOUR BUSINESS

The difference between OK content and great content can make or break your real estate marketing efforts. The best real estate content writing knows what it wants to say, and to whom it wants to say it. Developing a content strategy that is uniquely suited to your brand's audience and goals is key for maximizing impact and getting visible results, fast. Good writing convinces where poor writing confuses. Here are just a few reasons why you should consider investing your time and resources in a professionally tailored content strategy.

Establish and maintain a consistent voice for your brand.

Let's face it, you're busy. Being a Realtor® involves a constant balancing act of sales and marketing, and all it takes is one extra task to throw off this carefully maintained equilibrium. Keeping up a steady stream of quality content is a huge time commitment for real estate professionals, and when paired with an already jam-packed work schedule, this can lead to rushed writing that doesn't communicate effectively with its audience. Worse yet, it can be tempting to delegate this responsibility to a colleague or multiple colleagues who have little or no knowledge of what makes content writing work. Inconsistent content is almost worse than no content at all, as it misrepresents your business and confuses potential clients as to what you're trying to get across and how you communicate it. Trusting a professional to take care of your real estate content writing allows you to release engaging content that regularly generates leads and empowers your client base with information that matters to them.



Topics your audience cares about get better results.

It can be hard to even know where to begin when planning a content strategy for your real estate business. You may have expert knowledge of your target housing market and the general real estate knowledge that affects them, but keeping up with trends and knowing when to communicate certain topics can be a difficult task, even with unlimited time at your disposal. The goal of every communication your business releases should ultimately be to generate sales, and a timely blog post or social media advertisement is sure to get more responses than one that isn't relevant to your audience. Professional content strategists have advanced knowledge of current trends in real estate marketing, and use proven data to design content that hits all the right notes.

Tap into a whole range of advertising mediums.

Top Realtors® know that the more formats you use to advertise your real estate business, the more leads you'll end up generating. Effective content marketing isn't just a few Facebook posts a month, but should include a whole host of mediums you may have never thought to make use of. 57% of business owners have seen sales generated directly from their blogs alone, making the constant upkeep a worthwhile pursuit if you're looking to boost your bottom line. Email newsletter campaigns are similarly effective, with those who use them regularly seeing up to a 760% increase in revenue. Content writing extends to your brand's business website as well, and it's easy to underestimate how much of an effective a well-crafted landing



page can have on your brand reputation and sales. With nearly everything moving online, you can rest assured that every potential client who so much as considers your services will take a long, hard look at your website before taking action. Greeting them with warm and engaging content that truly represents your business is key. There's nothing worse than a few canned paragraphs that don't actually say anything about you or your business. Professional content writing can help bolster your efforts in all of these formats, giving you a voice that engages and creates opportunities with readers.

Grow your reputation as an industry leader.

This is your chance to demonstrate your expert knowledge of the real estate industry. Distilling your years of experience into easily digestible content that's easy to understand shows deep understanding and a willingness to share it with others. Working with a team of professional writers allows you to translate this information into formats that appeal to the parts of your audience that need to see it the most. Whether or not you think of yourself as a great writer, there are nuances to writing for advertising that may be lost on the average would-be marketer. Including customized calls-to-action and writing in a way that is easily understandable yet inspires action is an art that's often best left to the pros. Investing in content writing for a specific project; or, better yet, a long-term content strategy that continues to pay dividends to your business, is a smart move for any Realtor® looking to grow their audience and convert high-quality leads.

Looking for assistance with your real estate content writing? [Click here](#) to get in touch and start developing a comprehensive content strategy that works for you and your business.



LANDING PAGES



TTD COPYWRITING LANDING PAGE

Effective Copy should start conversations. Get people talking about your business with the help of our experienced copywriting team.

Communication is everything in real estate. No doubt you know how to close a sale once the client is at your doorstep, but does your brand's written content have the same potency? Quality copy generates tangible growth for your real estate business by speaking to potential clients even when you're not. Every written word you release to the public has the opportunity to convert sales - how are you ensuring that your copy is getting the results you deserve?

The rise of the internet and mass marketing has given clients the ability to learn everything they need to know about the professionals they work with long before they ever pick up the phone to call them. With so much of your lead generation dependent on your ability to inspire action through words alone, is it really wise to go it alone? Working with professionals can help give you a clear idea of what you wish to communicate through your business and what you hope to accomplish. Our expert copywriters have years of experience in writing specifically for real estate, and focus on results rather than what sounds good. At Tiny Tomato Design, our mission is to help you find a voice that truly represents and works for your brand across a vast host of mediums.



Working with our talented graphic design team, our writers provide support for everything from website landing pages to open house flyers. An effective brand requires a carefully sustained balance of smart design and engaging copy, and should be immediately recognizable across every material you publish. Real estate copywriting should represent the ideal vision of your business, taking into account its identity, strengths and unique offerings to develop content that is sincere while persuading readers to take action.

Quality

74% of readers immediately recognize the general quality of writing.

Conversion

The **73%** of business executives using professional copywriting have seen six times higher conversion rates across all mediums.

Cost

Copy marketing costs **62%** less than traditional mediums and yields nearly three times the results.



Our Writing Speaks for Itself

Give your brand a voice that communicates volumes.

Our Writing (Use Bar Graph Animation)

Genuine	(100%)	Attention to Detail	(98%)
Powerful	(100%)	Generates Buzz	(94%)
Inspires Action	(97%)	Grows your Brand	(98%)

Good Copy Turns Information into Action.

Distinguish yourself with copy that conveys a clear, strong message that readers respond to. Professionally written print and digital marketing materials speak volumes where poor copy falls flat. Our experienced writers take the time to understand your business and what you wish to say through it, crafting a voice that represents your brand in all that you do.





Effective branding and marketing is not just visually stunning, it has something to say. The words you choose to represent your business matter, and we can help you find the right ones. Even small details like a property flyer or your website's 'About' page should be testaments to your brand's skill and professionalism. Well-crafted copy is a pleasure to read and directly motivates responses with calls-to-action tailored to appeal to a specific audience. Never miss an opportunity to promote yourself by providing readers with informative and attention-grabbing content that bolsters your image and, more importantly, gets results.

How we can Help

Tiny Tomato Design is thrilled to be able to provide a full suite of copywriting services for whatever your business needs assistance with.

(Insert Pricing)

Anything else?

No matter your unique needs, our writers are here to help. Reach out today to discuss your next project.

