# DNA of #CRE

2018

## 2018 MARKETER EDITION RESULTS

# ABOUT YOU

WHAT SET YOU APART?

CHARACTERISTICS

## GENDER

FEMALE 80%

## POSITION

MARKETING DIRECTOR 28%

## COMPANY TYPE

INDEPENDENT 57%

## AGE

| 21 | 30 | 40 | 50 | 60 | > 70 |
|---|---|---|---|---|---|
| 30% | 32% | 17% | 11% | 6% | 3% |

## HIGHEST LEVEL OF EDUCATION

BACHELOR'S DEGREE 60%

## MARKETING TEAM SIZE

47% JUST YOU

## BROKER TEAM SIZE

29% 6-10

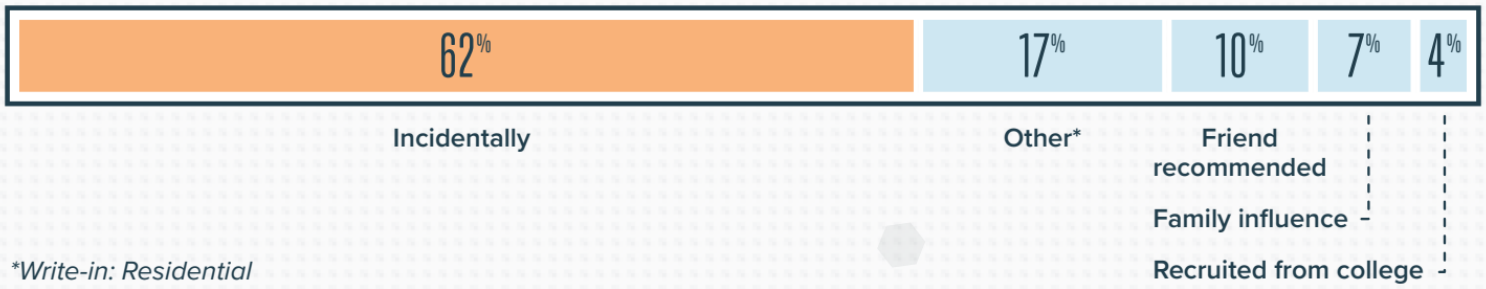
## YEARS IN MARKETING

51% 1-5

## YEARS IN CRE

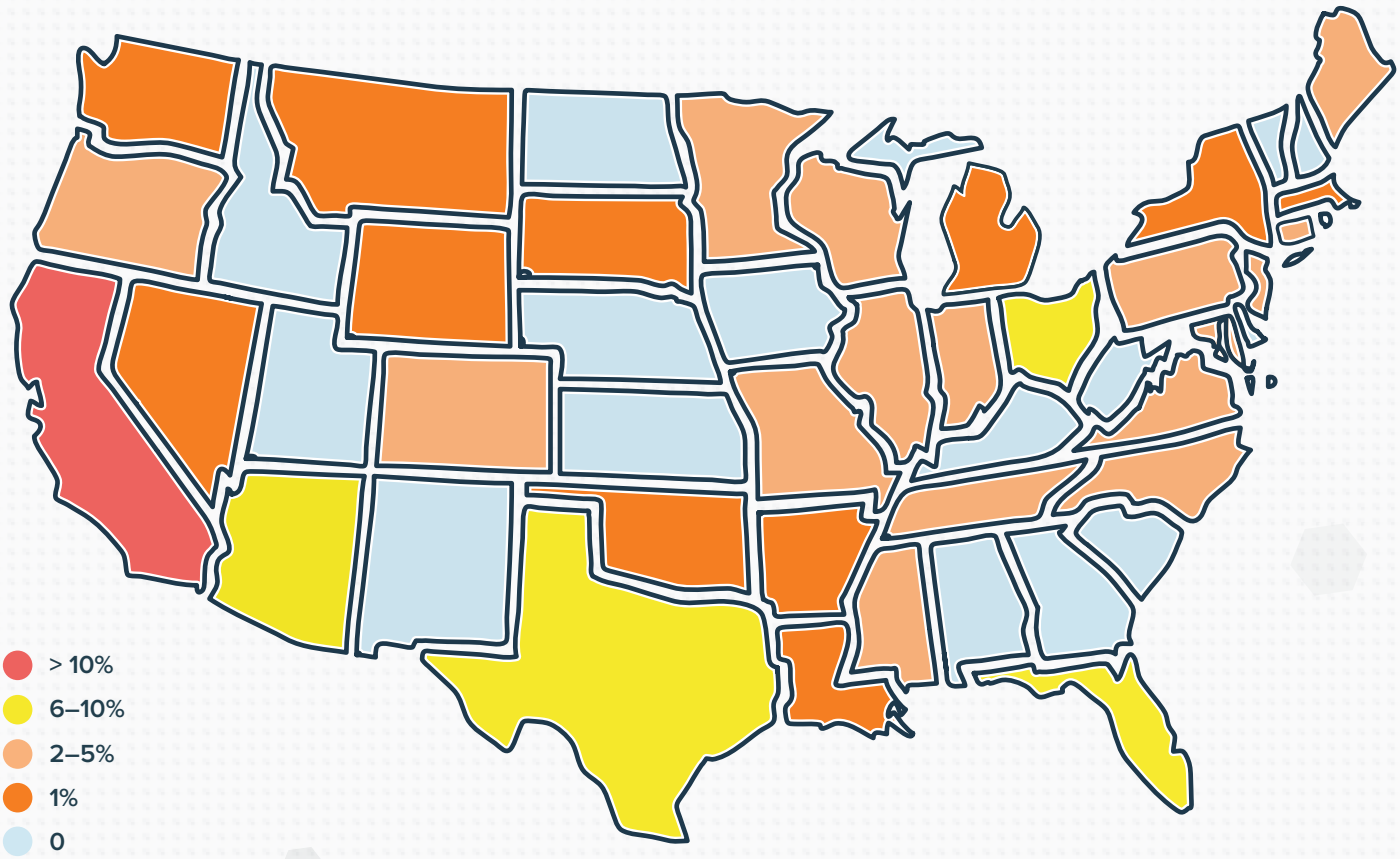
60% 1-5

## HOW YOU STARTED IN CRE




*Write-in: Residential

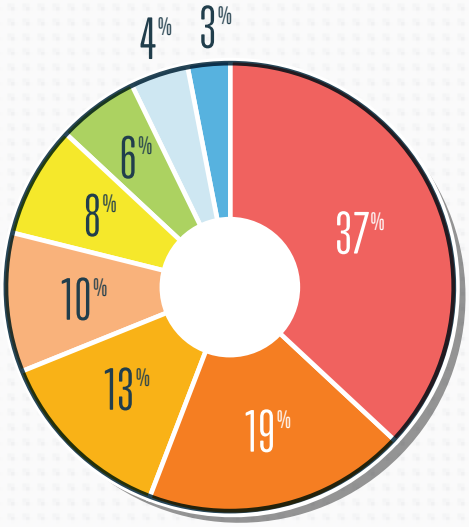
## WHERE YOU ARE FROM




# YOUR LISTING PROCESS

## HOW DID YOU MARKET YOUR LISTINGS?

DATA




WHERE YOU STORED LISTING DATA

## BUILDOUT 37%

- Buildout
- Online database
- In-house database
- CoStar Brokerages
- Apto
- Spreadsheet
- Other
- Paper forms

## MANUAL DATA ENTRY 55%

HOW YOU DISTRIBUTED LISTING INFO

## 44% 1-5 HRS

TIME SPENT PER WEEK ON LISTING DATA ENTRY

93%

DISPLAYED LISTINGS ON COMPANY WEBSITE

TOP PLATFORMS FOR DISPLAYING LISTINGS ON SITE

## 60% BUILDOUT

- Buildout
- In-house coding or CMS
- LoopLink
- Other
- CoStar Plugin: 2%

## VIDEOS/PHOTOS

61%

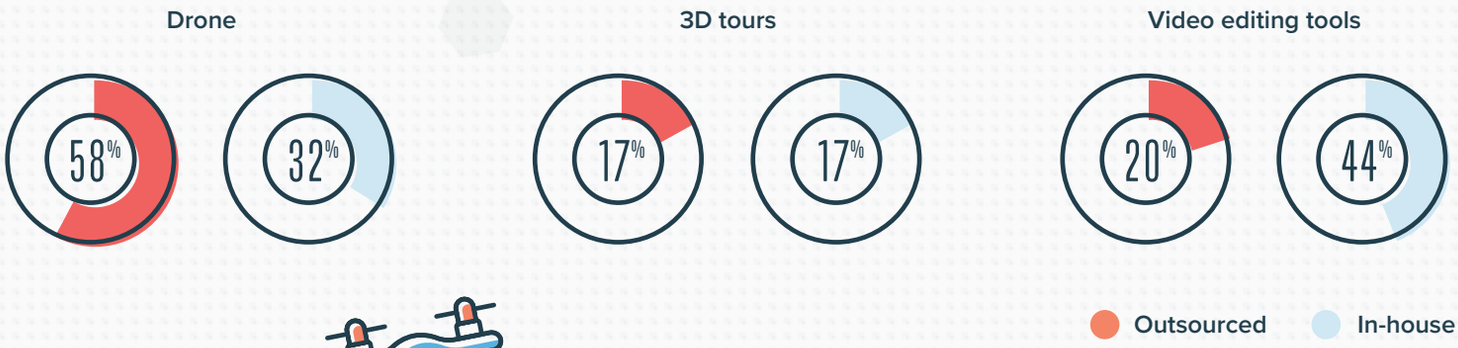
MARKETERS TOOK PROPERTY PHOTOS FOR PROMO MATERIALS

50%

USED VIDEOS OR 3D TOURS FOR PROPERTY MARKETING

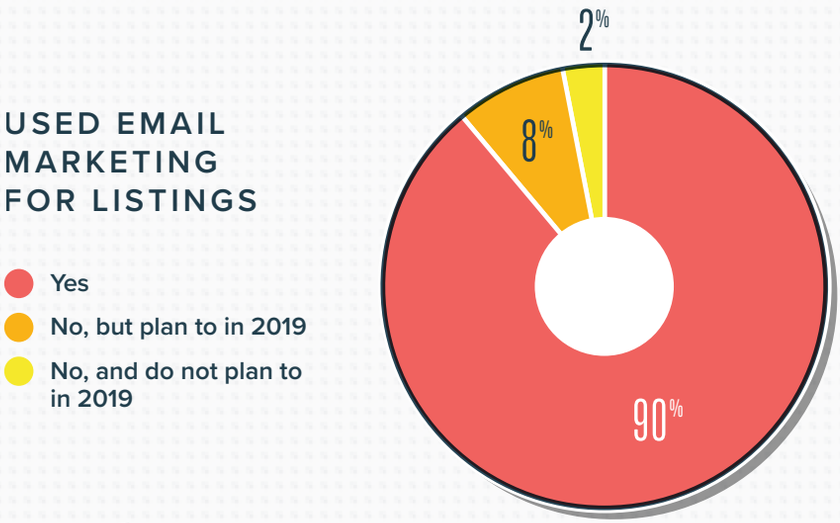
METHODS USED TO CREATE VIDEOS OR 3D TOURS

# DRONE TECHNOLOGY, OUTSOURCED




## EMAIL MARKETING

USED EMAIL MARKETING FOR LISTINGS




21-25%

AVERAGE OPEN RATE

1-5%

AVERAGE CLICK-THROUGH RATE

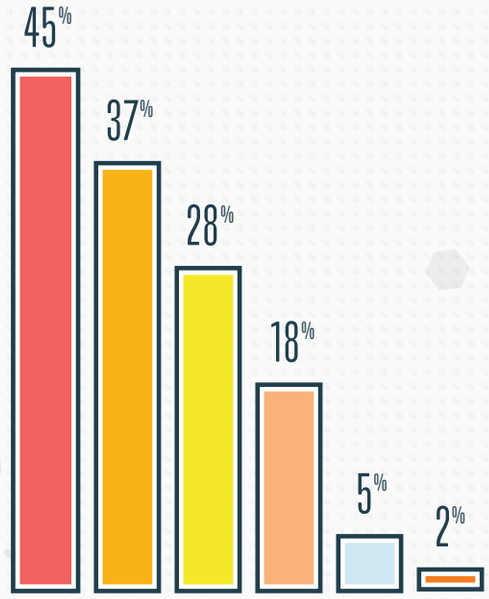
TOP PLATFORMS USED

FOR EMAIL MARKETING

# CONSTANT CONTACT 45%

- Constant Contact
- MailChimp
- Buildout
- Other*
- HubSpot
- iContact

*Write-ins: Catylist, CRM, Deal Flow*




## SOCIAL MEDIA

66%

MARKETED LISTINGS ON SOCIAL MEDIA

### PLATFORMS USED

80% 74% 61%

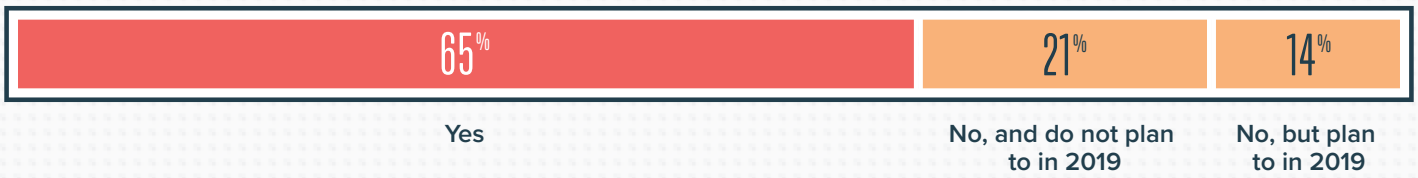
42% 24% 24%

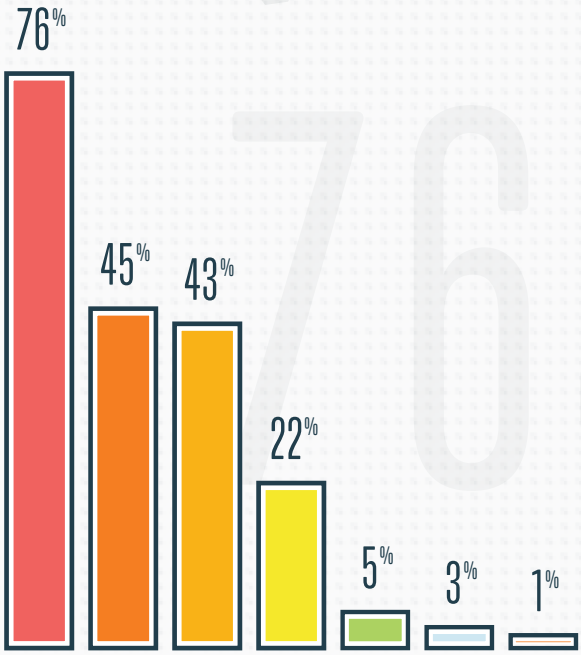
### REASONS FOR NOT USING SOCIAL MEDIA

- Used for company presence
- Brokers marketed on social media
- My company didn't permit social media
- Wasn't sure how to use
- Other
- Wasn't my role/responsibility
- I didn't have time

# ADVERTISING

## ADVERTISED USING TRADITIONAL CHANNELS



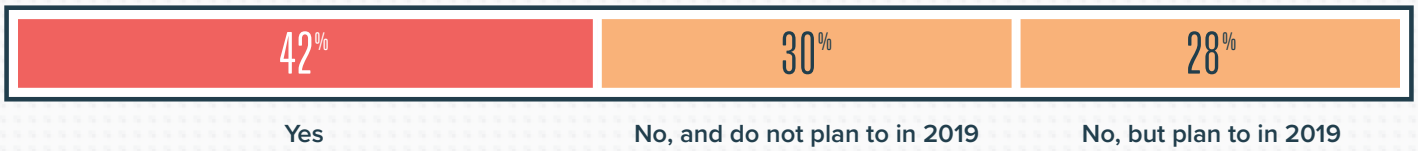




## TRADITIONAL CHANNELS USED

DIRECT MAIL 76%

- Direct mail
- Newspaper
- Magazine
- Outdoor
- Radio
- Other
- Television

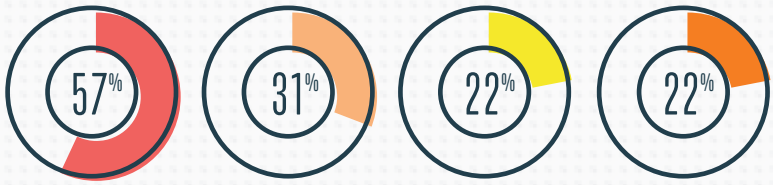
## RAN DIGITAL AD CAMPAIGNS FOR LISTINGS



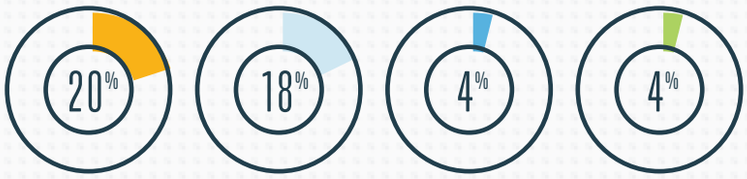

## DIGITAL ADVERTISING PLATFORMS

SOCIAL MEDIA ADS 57%

- Social media ads
- Local media



- Google AdWords Search
- CoStar/LoopNet ads
- CRE industry media *(Bisnow, Connect Media, GlobeSt.com)*
- Google AdWords Display
- Bing Ads
- Other




# YOUR BROKER MARKETING

## HOW DID YOU SHOWCASE YOUR BROKERS?

### BROKER PROFILES

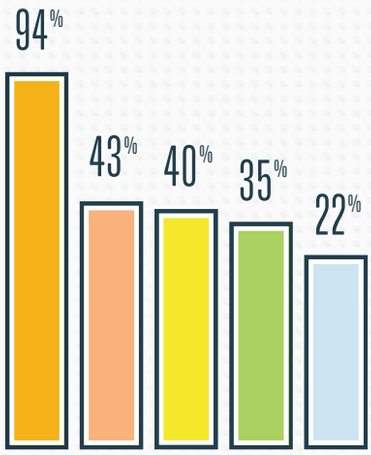
83% CREATED BROKER PROFILES

84% PROVIDED HEADSHOTS FOR BROKERS

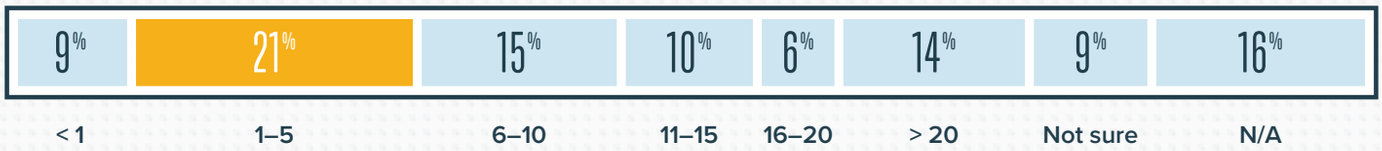
TOP SITES FOR MAINTAINING ONLINE BROKER PROFILES

COMPANY WEBSITE 94%

- Company website
- LinkedIn
- Buildout Broker Plugin
- CoStar/LoopNet
- theBrokerList



## TIME PER WEEK SPENT ON BROKER MANAGEMENT TASKS



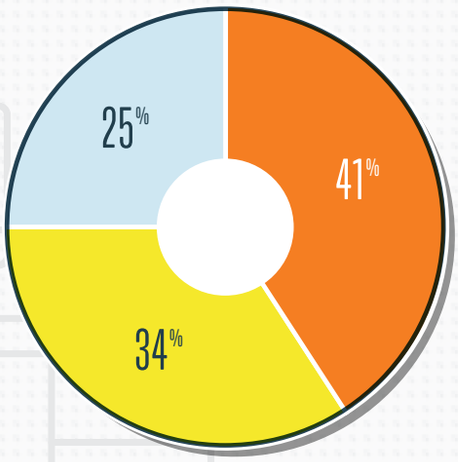

# YOUR COMPANY MARKETING

HOW DID YOU MARKET YOUR COMPANY?

## BLOGS/ORIGINAL CONTENT

### MAINTAINED COMPANY BLOG

- Yes
- No, and do not plan to in 2019
- No, but plan to in 2019




### CREATED BLOG CONTENT

IN-HOUSE 89%

## NOTICED AN INCREASE IN WEB TRAFFIC SINCE STARTING BLOG

53% PRODUCED OTHER ORIGINAL CONTENT

GENERATED CONTENT

IN-HOUSE 90%

70% USED CONTENT FOR LEAD-GENERATION

NOTICED AN INCREASE IN WEB TRAFFIC SINCE DEVELOPING CONTENT

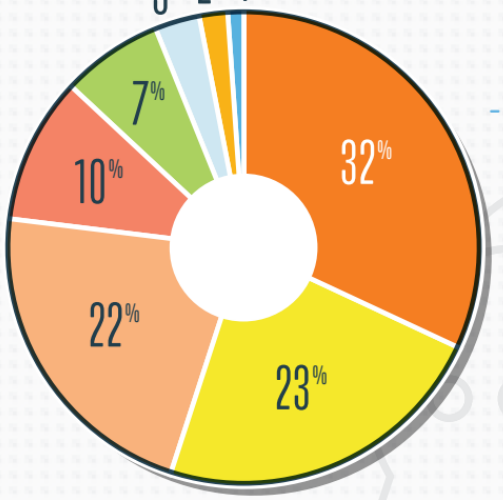
## SOCIAL MEDIA

TOP SOCIAL SITES USED TO MAINTAIN COMPANY'S PRESENCE

LINKEDIN 79%

79% 73% 60% 34% 27%

3% 2% 1%




## SOCIAL SITES WITH MOST ROI

# NOT SURE 32%

- Not sure
- LinkedIn
- Facebook
- N/A
- Twitter
- Instagram
- YouTube
- Other

## USED SOCIAL MEDIA AUTOMATION TOOLS IN 2018

No, and do not plan to in 2019 | Yes | No, but plan to in 2019

## TOP SOCIAL AUTOMATION TOOL

# HOOTSUITE 68%

## PRESS RELEASES

## SENT OUT COMPANY PRESS RELEASES

70%

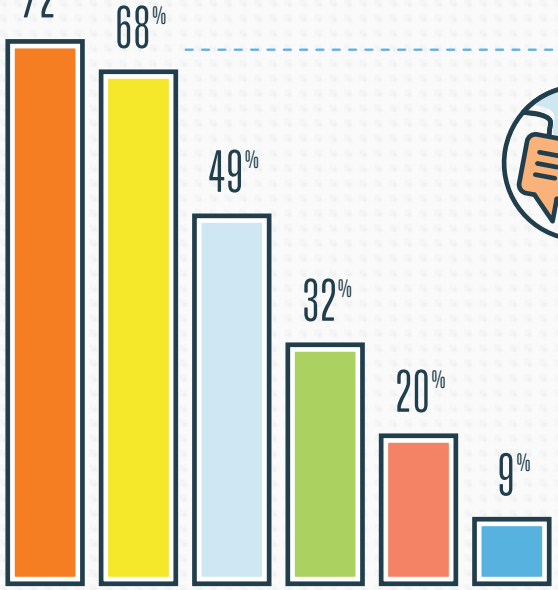
## WROTE PRESS RELEASES

# IN-HOUSE 83%

72%

## HOW YOU SHARED PRESS RELEASES

- Company website
- Direct outreach to local media
- Direct outreach to CRE media outlets *(The News Funnel, Bisnow, GlobeSt.com, Connect Media, RE Journals)*
- Direct outreach to mainstream media outlets *(New York Times, Wall Street Journal, Forbes, Business Insider)*
- PR platforms *(pr.com, newswire.com, prweb.com)*
- Other

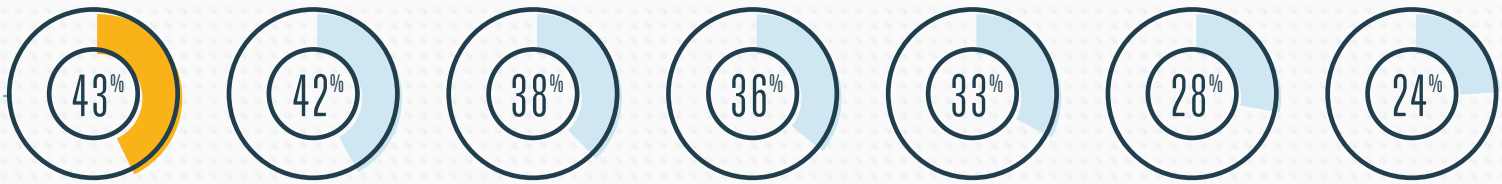



# PREDICTIONS

WHAT DO YOU FORSEE IN 2019?

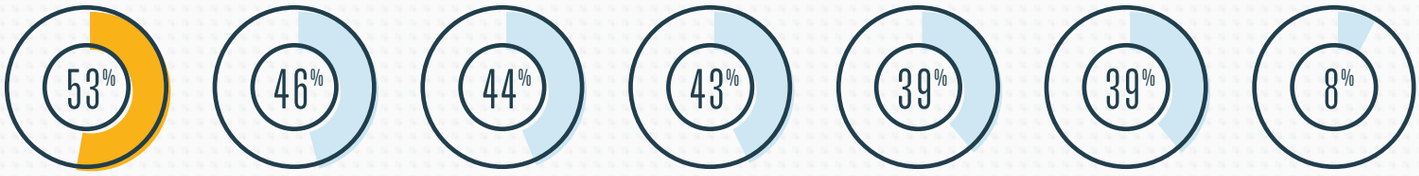
## MARKETING PLANS

### LISTING MARKETING STRATEGIES YOU PLAN TO ADOPT IN 2019




Email marketing | Social media | Video | Drone videos | Advertising | 3D tours | Signs

## COMPANY MARKETING STRATEGIES YOU PLAN TO ADOPT IN 2019




Social media | Email marketing | Video | Events/Community Outreach | Advertising | Blogging | Podcast

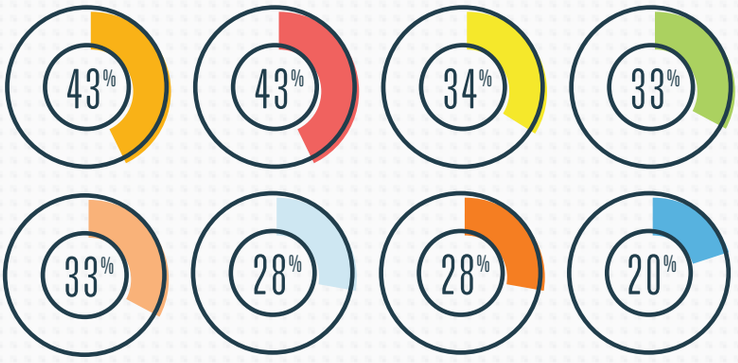
## TECHNOLOGY

### CRE WILL EMBRACE TECHNOLOGY

# MORE IN 2019

### CRE TECH TOOLS YOU PLAN TO ADOPT IN 2019

- Marketing automation
- Drone videos
- Document sharing/Dropbox
- Blog
- CRM
- Listing marketplaces
- Electronic document signatures
- Document automation




*For a full list of results, view the appendix at dna-of-cre.buildout.com/2018/marketer-appendix*

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