

ORGANIC MARKETING

IS MUST DO

DUBAI REAL ESTATE

AGENTS IN 2021 - 22?

CON

TEXT

1 INTRODUCTION

On Real Estate Organic Marketing
Why Real Estate Agents Need It??

2 MARKETING MODEL

For Real Estate Business & Agents
Which One To Focus During Organic Marketing?

3 STATISTICS

For Real Estate Business
What Business Statistics To Follow Before Organic Marketing?

4 MARKETING MODEL

For Real Estate Business & Agents
Which One To Focus During Organic Marketing?

5 OPPORTUNITY & CHALLENGE

For Real Estate Business
How Real Estate Organic Marketing Dealt In To?

6 STRATEGIES

For Real Estate Business
Hit The Bull's Eye With Winning Organic Marketing Strategies

7 LOCAL / INTERNATIONAL SEO

For Real Estate Business
Which Is the Best Focus for Real Estate Business?

8 MONITOR, REPORT, REPEAT

Steps Of Real Estate Organic Marketing
How to Monitor the Organic Marketing of Real Estate Business?

9 KPIS

During Real Estate Organic Marketing
How to Follow The Result Statistics?

A man in a dark suit, white shirt, and dark tie is holding a tablet computer. The background is a blurred cityscape at night with lights from buildings. Overlaid on the image is a blue line graph showing an upward trend. The overall tone is professional and tech-oriented.

CHAPTER 1

INTRODUCTION ON REAL ESTATE

ORGANIC MARKETING

WHY REAL ESTATE AGENTS NEED IT?

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It is true that people will make a final decision after seeing the property in person. But investors are likely to conduct thorough research before viewing the properties. That said, it is ideal that you, as a **Realtor** or **Real Estate Agent**, have a strong online presence.

It's time to break the vicious cycle. Having an **Organic Marketing Plan For Real Estate Agents** that you can execute every single week is essential. Having a plan that only take some time on every day to execute and will keep you from falling back into the vicious cycle. But what should that plan do? How do you know what to focus on?

Google Real Estate Agent Dubai

About 12,80,00,000 results (0.68 seconds)

Ad · www.engelvoelkers.com/ +971 4 422 3500
Dubai Real Estate Experts | Engel & Völkers Dubai
 272,730 1,939 0
 Buy, Sell or Rent Your Property in **Dubai** with Expert **Real Estate Agents** in Engel & Völkers. Book A Free Consultation With Our Property Investment Experts Today. Neighborhoods: Palm Jumeirah, **Dubai Marina**, **Dubai Hill Estate**.

Ad · www.fazwaz.ae/dubai/real-estate
Dubai Real Estate For Sale | Enquire Now @ FazWaz.com™
 1,903 7,692 0
 10000+ New Properties in **Dubai** for Sale. Compare Info, Photos & Prices Now! No Commissions or Fees! Use our Map Search and go direct with FazWaz! Types: Investment Condos, Resale Villas, Luxury Apartments, Brand New Developments.

Ad · www.propertyraptor.com/ +852 3615 8927
Property Raptor | Best Real Estate Software | propertyraptor.com
 3 534 0
 Property Raptor combines a powerful CRM solution with an easy to use interface. Focus on what matters most: client satisfaction and **real estate** sales. Learn more. Contact Us.

GOOGLE LISTINGS

Rating Hours

Hours or services may differ

PH Real Estate Brokers
 4.5 ★★★★★ (169) · Real estate agency
 Dubai - United Arab Emirates · In Marina Plaza
 Closed · Opens 8:45AM Sun · +971 4 408 7000

Dubai Real Estate Agent
 5.0 ★★★★★ (5) · Real estate agents
 2506, Smart Heights, Tecom, Sheikh Zayed Road, Dubai
 +971 55 495 2307

haus & haus Real Estate Broker
 4.5 ★★★★★ (177) · Real estate agents
 Office R001, Building No. 7, Gold & Diamond Park - Sheikh Zayed Rd
 Closed · Opens 9AM Sun · +971 4 302 5800

View all

PAID SEARCH

www.hausandhaus.com Trafimo (us): 10/11 - Kw (us): 7/115
haus & haus: Dubai Real Estate Brokers | Real Estate Agents ...
 474 2,920 0
 hausandhaus.com – Buy, rent, sell, manage or invest in residential, commercial & off plan properties in **Dubai** with haus & haus real estate brokers.

www.allsoppandallsopp.com Trafimo (us): 59/33 - Kw (us): 13/161
Allsopp & Allsopp: Real Estate Brokers in Dubai | Real Estate ...
 558 1,517 0
 Buy, Sell or Rent **Dubai** Property with Allsopp & Allsopp real estate brokers, a British owned estate agent in **Dubai**. We are one of the leading real estate ...

espace.ae Trafimo (us): 23/26 - Kw (us): 13/75
Dubai Real Estate Agent | Buy, Sell or Rent Property in Dubai
 994 1,423 0
 Espace is **Dubai's** leading **Real Estate Agent**. With hundreds of villas, townhouses, apartments and luxury penthouses on our books, Espace **Real Estate** will ...

ORGANIC SEARCH

The Internet has become the most important tool for Real Estate Properties Research among International or local buyer today, and it is estimated that 92% people find their dream Home from Online Searches.

SO HOW YOU CAN BE DIGITALLY TRANSFORMED TO SHOWCASE YOUR PROPERTIES IN FRONT OF LARGE AUDIENCE?

Real Estate Organic Marketing is an ongoing tough battle for real estate developers and real estate agents as they target a specific segment of clients who can afford to buy or rent residential or commercial properties which can be a sole life-time transaction.

That's why we will discuss today the best **Real Estate Organic Marketing Solutions** to stand out from the competition in order to win the battle of real estate marketing.

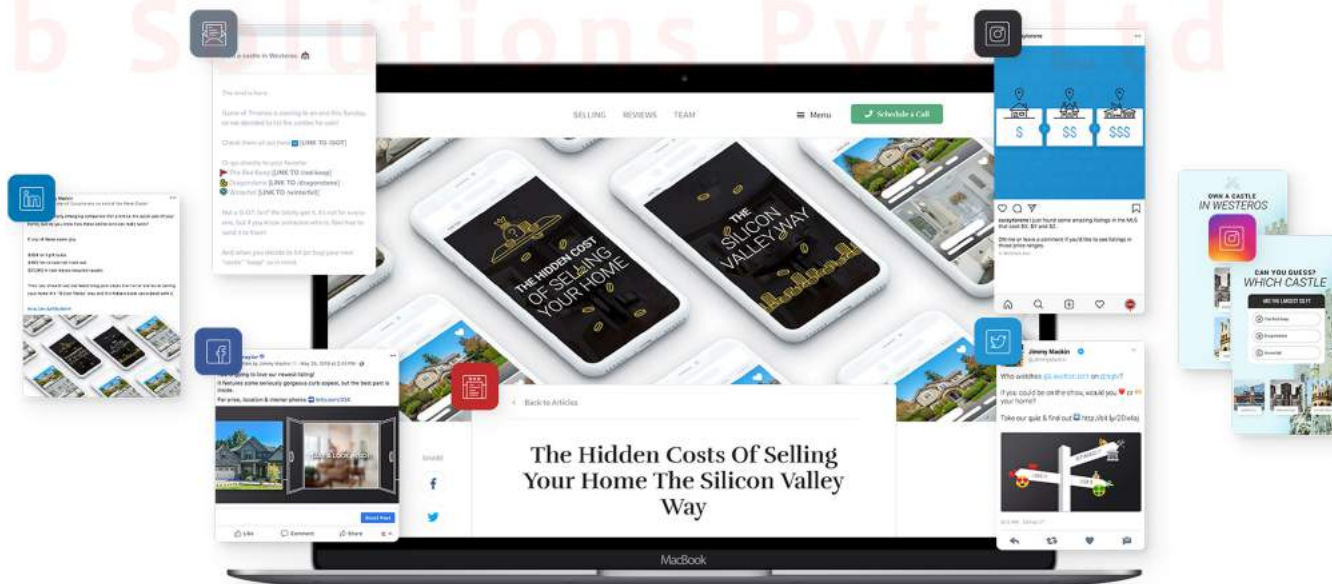
IS YOUR REAL ESTATE ORGANIC MARKETING SENDING THE RIGHT MESSAGE, TO THE RIGHT PEOPLE?

The best part about **Real Estate Organic Marketing**? It never rests. It generates leads for you 24/7, without the need to call, buy ads, or pound the pavement.

Ready to step off the lead generation hamster wheel?

Follow this **Real Estate Organic Marketing** Guide and you'll not only have a clearer understanding of what it takes to rank in your local market, but a tactical roadmap to make it happen.

Let's Jump In To Organic Pathways To Fire Up Your Real Estate Business Marketing...



CHAPTER 2

MARKETING MODEL

FOR REAL ESTATE BUSINESS & AGENTS

WHICH ONE TO FOCUS DURING ORGANIC MARKETING

1. EARNED MEDIA

Includes marketing activities that you typically “earn” advocates of your brand and include free channels Social Media.

2. PAID MEDIA

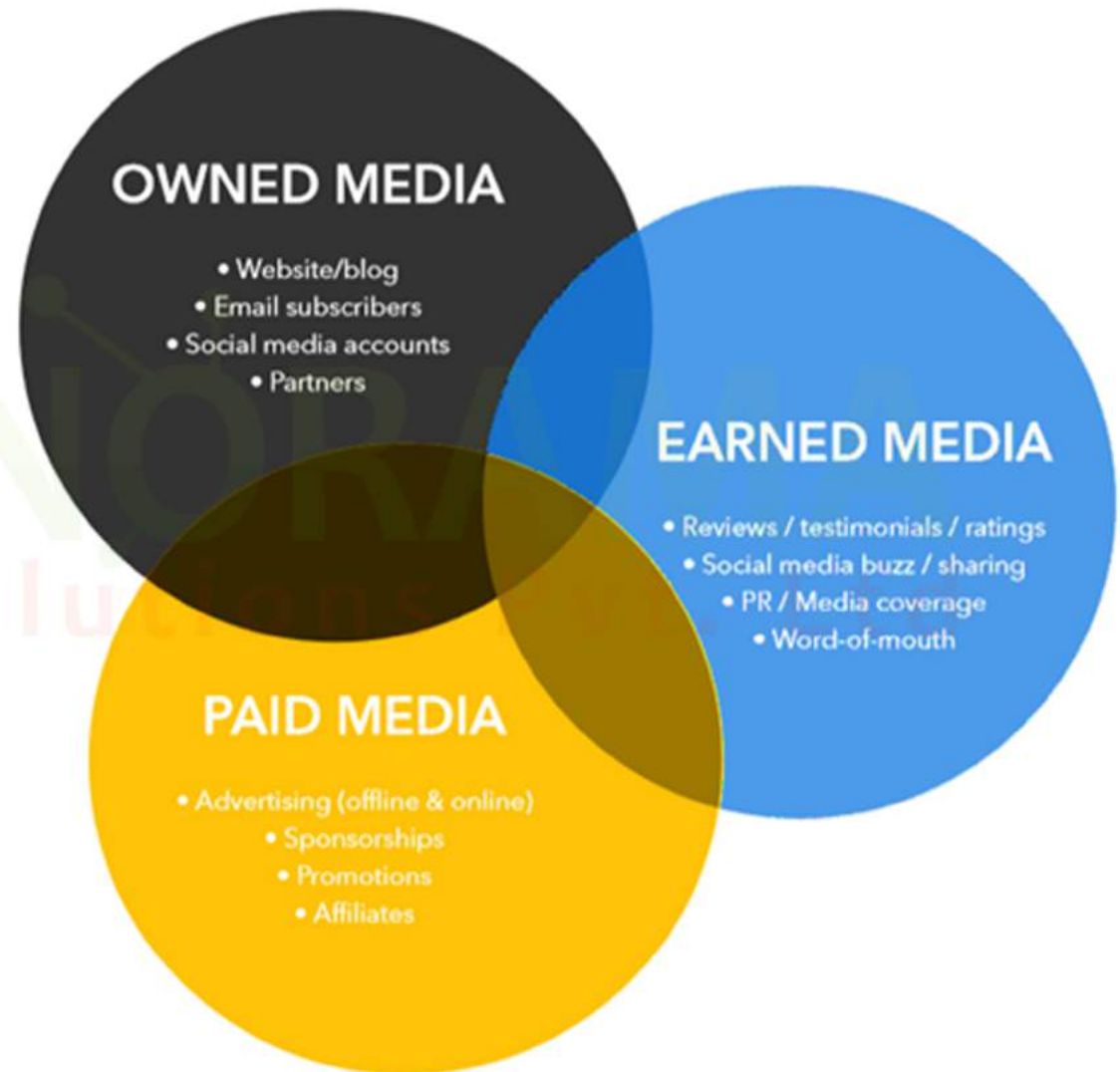
Refers to any performance-based channels or paid advertising like cost-per-click, banners, remarketing and paid promotions.

3. OWNED MEDIA

Typically includes your own media assets such as your websites, blogs, social media profiles and email marketing lists.

REAL ESTATE MARKETING MEDIUM TO FOLLOW

- Internet – 40%
- Real Estate Agent – 35%
- Yard Sign Or Open House Sign – 10%
- Friend, Relative Or Neighbour – 5%
- Home Builder – 5%
- Directly From Seller – 2%
- Print Newspaper Advertisement – 2%
- Magazine – 1%





CHAPTER 3

STATISTICS

FOR REAL ESTATE BUSINESS

WHAT BUSINESS STATISTICS TO FOLLOW BEFORE ORGANIC MARKETING?

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1. HOME BUILDER RELATED SEARCHES

“HOME BUILDER RELATED SEARCHES GREW 362% YEAR-OVER-YEAR

1. 92% Find Their Dream Home From Online Searches
2. 44% Of Homebuyers Looked For Properties Online First
3. 83% Of All Home Buyers Use The Internet To Search Homes
4. 50% Between The Age Of 37 & 51 Found Their Homes Online
5. 86% Of Homebuyers Use Video To Research A Community
6. 87% Buyers Trust The Agents As A Good Resources



2. HOME BUYERS WEBSITE PREFERENCE

“85% HOME BUYERS WANT INFORMATION ABOUT PROPERTIES LISTED ON YOUR WEBSITE

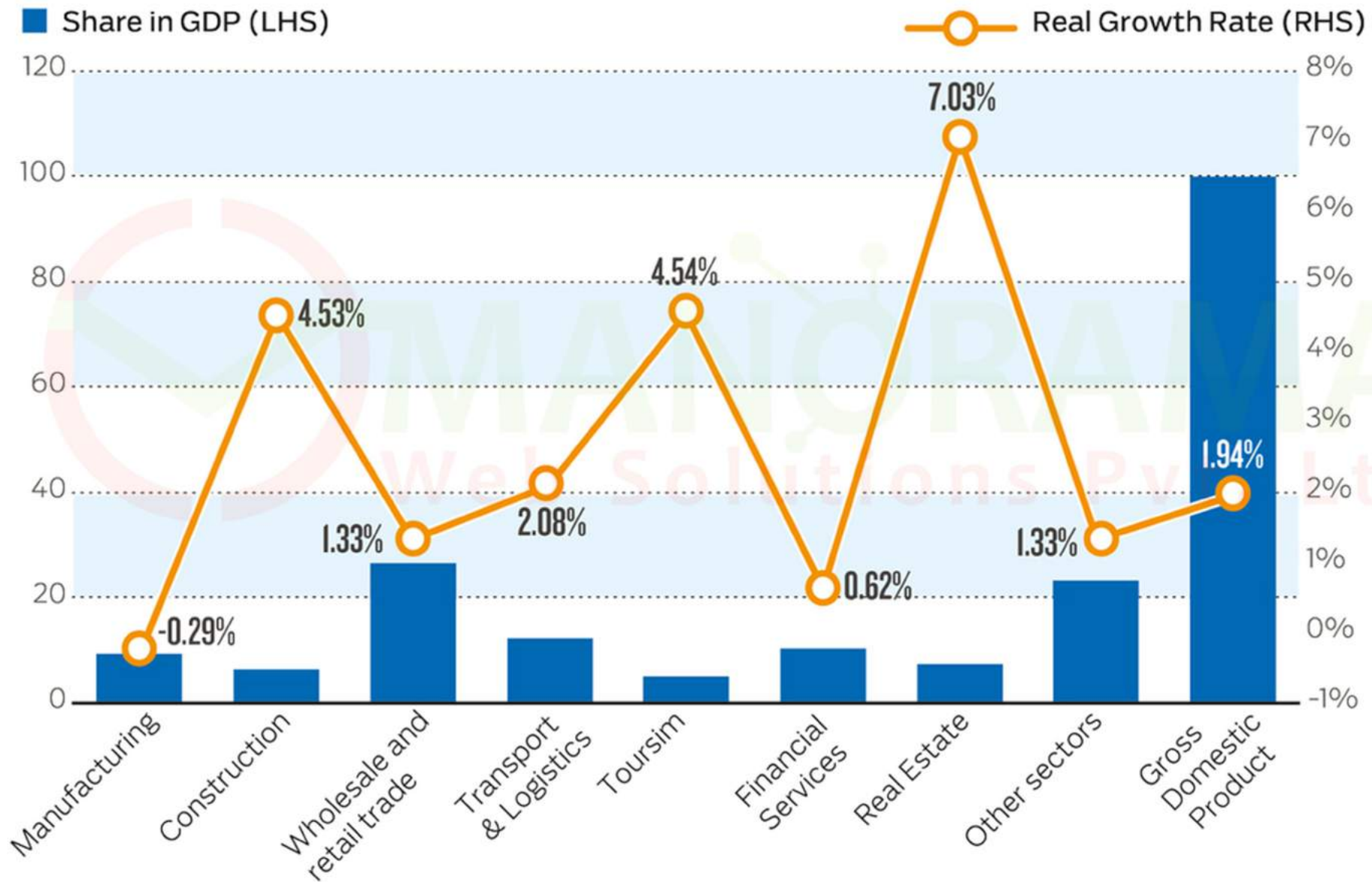
1. 44% of home buyers find neighbourhood information on real estate websites very useful.
2. 41% of home buyers want your real estate website to have interactive maps.
3. 41% of home buyers want your real estate website to have interactive maps.
4. 95% of real estate websites feature property listings.
5. 36% of commercial real estate websites show customer reviews and testimonials.
6. 58% of real estate websites feature a mortgage/financial calculator.
7. 56% of real estate websites feature community information and demographics.

3. HOME BUYERS – ORGANIC MARKETING CONNECTION

“70% OF HOME BUYERS PREFER TO KNOW A REAL ESTATE AGENCY THROUGH ONLINE CONTENT”

1. 434% increase your chances of ranking on search engine by Adding a blog to your site.
2. 50% of home buyers want to be able to tour a home virtually on your website.
3. 89% of home buyers find photos on a website extremely helpful.
4. 78% of real estate firms show agent and staff photos on their website.
5. 51% of home buyers claim that YouTube is their favourite video research platform.
6. 70% of homeowners prefer to list with a real estate agent who uses video marketing to advertise their home.
7. 36% of home seekers used online video in their research process

DUBAI: GDP AND SECTOR GROWTH RATES IN CONSTANT PRICES - 2018



4. TRADITIONAL & NEW MARKETING MODEL



BROADCAST
(Traditional)

DIGITAL
(New)

DIRECT MAIL
(New)

FACE TO FACE
(Traditional)

MOBILE
(New)

OUT DOOR
(Traditional)

PRINT MEDIA
(Traditional)

TELEMARKETING
(Traditional)

STRATEGY

1. Start Account-Based Marketing
2. Follow a Niche Marketing Strategy
3. Join a Construction Association
4. Focus on Customer Retention
5. Use Lean Periods to Build Your Brand

TECHNOLOGY

1. Create Immersive and Interactive Experiences
2. Automate Digital Marketing
3. Nurture Client Relationships with CRM Technology
4. Adopt a Mobile-First Marketing Strategy
5. Improve Services with Emerging Technology

OFFLINE

1. Involve the Local Community
2. Sponsor a Local Sports Team or Event
3. Donate Leftover Building Materials
4. Participate in Exhibitions and Expos
5. Run a Direct Mail Campaign
6. Adopt Economical Outdoor Advertising
7. Get Up Close and Personal with Print Brochures and Flyers

ONLINE

1. Run an Organic Marketing Campaign
2. Use Video to Showcase Your Brand
3. Get Found in Local Searches
4. Ask Building Companies for Backlinks
5. Get into Facebook Marketing
6. Build or Update Your Website
7. Optimize Website for Search & Conversions
8. Blog about the Latest Trends in Construction
9. Publish Authoritative Content about Your Niche
10. Utilize Multichannel Marketing
11. Solicit Genuine Customer Reviews
12. Set Up Phone Call Tracking
13. Integrate SMS Marketing

5. LONG-TERM SUSTAINABLE BUSINESS GROWTH MODEL

“COMPANIES WITH A LONG-TERM SUSTAINABLE BUSINESS GROWTH WILL SPEND AT LEAST 10% OF THEIR ANNUAL REVENUE ON DIGITAL MARKETING.”



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CHAPTER 4

OPPORTUNITY & CHALLENGE FOR REAL ESTATE BUSINESS

HOW REAL ESTATE ORGANIC MARKETING DEALT IN TO?

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1. DIGITAL OPPORTUNITY FOR PROPERTY DEVELOPERS

“THE CRITICAL CHALLENGE FOR PROPERTY DEVELOPERS IS GETTING THE RIGHT PARTNERS IN PLACE TO MANAGE & DELIVER ONGOING MARKETING ACTIVITIES!”

1. 52% of homebuyers say finding the right property is the most difficult step in the home buying process.
2. 24% of homebuyers say understanding paperwork is the most difficult part of finding a home.
3. 17% of homebuyers say understanding the home buying process is the most difficult aspect of buying a home.



2. CRITICAL CHALLENGE FOR PROPERTY DEVELOPERS

Time-Consuming Process	Thorough Market Research
Unrealistic Home Seekers/ Buyers	Lack of Expertise
Poor Market Conditions	Tapping/Targeting the Right Audience
Steady Lack of Interest from Home Seekers	Keeping Up with The Fluctuation /Trends

Time to dive into Digital Content Marketing – Creation and Distribution tactics vary and, at least for Organic marketing for real estate agents, includes:

- 01 3-D Home Tours
- 02 Audiobooks
- 03 Blog Posts
- 04 Case Studies
- 05 Checklists
- 06 Contests
- 07 E-books
- 08 FAQs
- 09 Infographics
- 10 Interviews
- 11 Memes
- 12 Mobile Apps
- 13 Newsletters
- 14 Podcasts
- 15 Quizzes
- 16 Videos
- 17 Photo slideshows
- 18 Social Media Content
- 19 IQ&A

3. HOME BUYER JOURNEY

“THE KEY TO CLIENT ACQUISITION IS UNDERSTANDING THE HOME BUYER JOURNEY”



4. AUDIENCE TO TARGET FOR REAL ESTATE BUSINESS

The first step of execution is who. Who are you actually targeting?

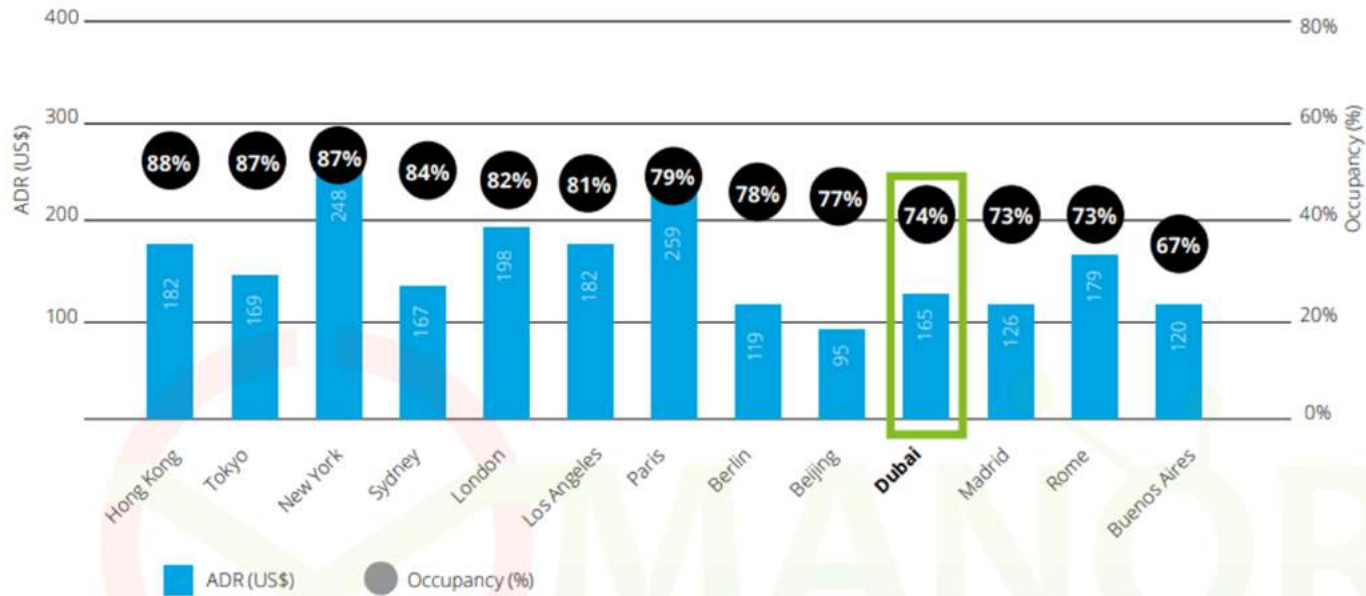
The key to this crucial first step is relevancy. You can provide relevant content by segmenting your audience. There are sellers who are serious about selling right now, there are sellers who will be selling in the next 8-12 months, and there are sellers who won't sell their home for another 2-5 years. The key is providing them with information relevant to their stage in the journey. The same idea goes for buyers.

If your marketing message tries to appeal to everyone in your database, you'll be ignored.

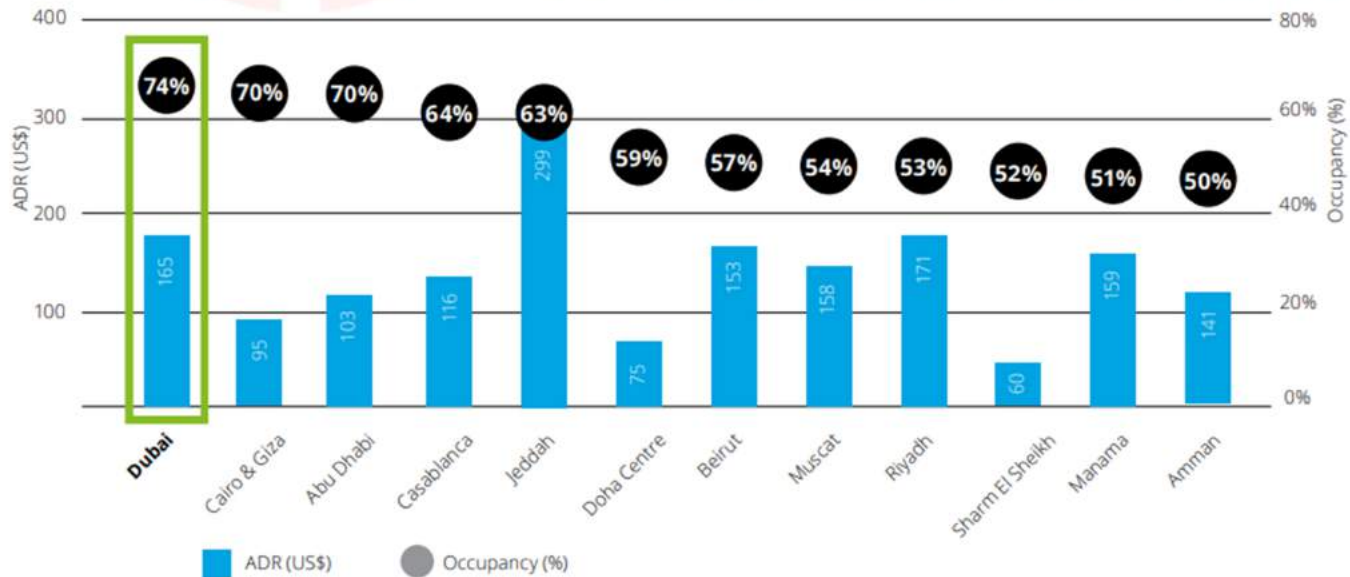
A problem that exists in real estate marketing right now is the heavy focus on buyer content, but if you ask any real estate agent where most of their business comes from, they'll most likely say, "sellers and past clients." So why is 95% of your content focused on buyers? If you only go after buyers, your marketing is always going to suck, and you'll look desperate for business.

Get granular on the actual lists to build vs all when you actually do marketing consistently you do not have to spray and pray, you can use a scalpel and be a surgeon, attract don't chase.

DUBAI REAL ESTATE MARKET PERFORMANCE VS INTERNATIONAL MARKET



DUBAI REAL ESTATE MARKET PERFORMANCE VS REGIONAL MARKET





CHAPTER 5
ORGANIC MARKETING TASKS
FOR REAL ESTATE BUSINESS

HOW REAL ESTATE ORGANIC MARKETING TASKS WILL BE PERFORMED?

SET UP WEB MONITORING (GOOGLE ALERTS)

The idea here is to sign up for google alerts that involve real estate in your local area. These alerts will keep you up to date with all the links that are going out on the internet, what competitors are doing, and how you can do the same. You or your marketing assistant will be using these updates later in one of the recurring tasks. You can set up alerts for any keywords you prefer, but some examples include:

- realtor {zip}
- real estate {zip}
- realtor {city}
- real estate {city}

Alerts
Monitor the web for interesting new content

Real Estate Agent Dubai

How often: At most once a day

Sources: News, Blogs, Web, Video, Books, Dis

Language: English

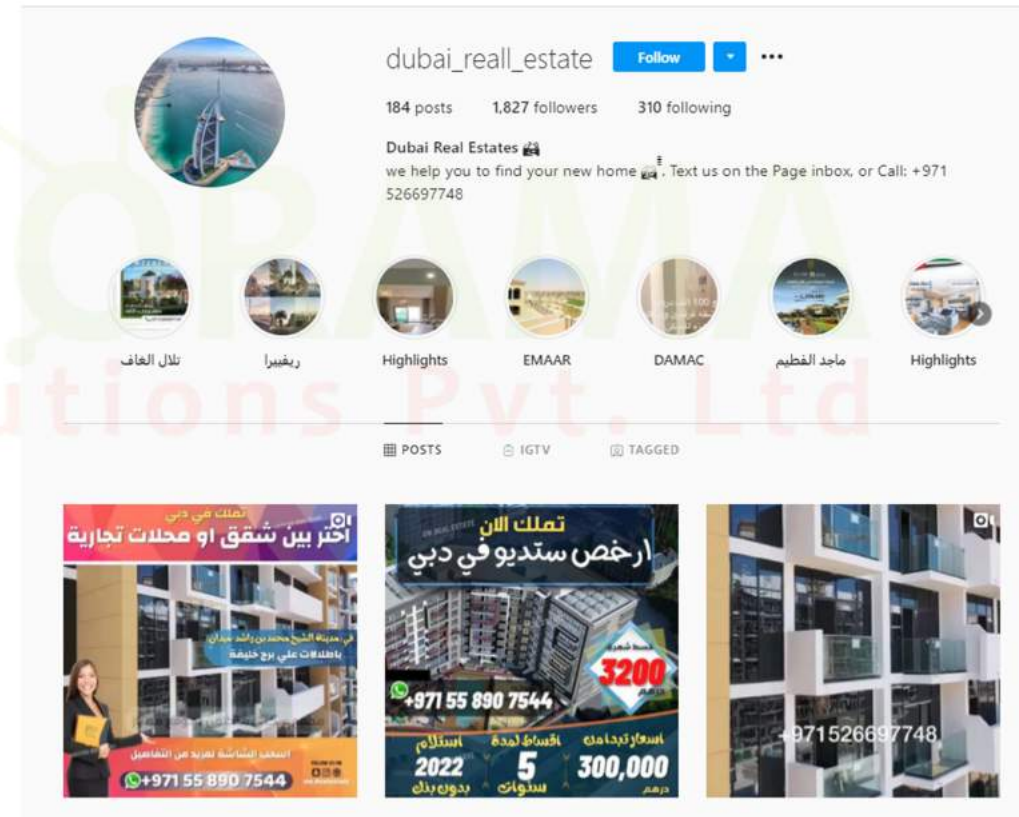
Region: Any Region

How many: All results

xyz@gmail.com **Create Alert** Hide options

GET YOUR SOCIAL PROFILES SET UP

Make sure to include a cover photo regarding real estate that shows your specialty and shows people exactly what you do (they need to be able to recognize what you are about in a matter of seconds). Link all your profiles back to your blog.



SET UP GOOGLE AUTHORSHIP

Google authorship helps you get higher clickthroughs to your site, but most importantly it helps your SEO. As I mentioned earlier in the guide, the search engines work based on authority.

[Future of Real Estate Marketing - Inman News](#)

[next.inman.com/](#)

Sep 5, 2012 – Best Social Media Practices: Facebook, Twitter, G+ and Pinterest ... for great content from looking outside of the real estate industry. Here are four companies outside of doing an exceptional job with their ... I think you will be inspired by their story – I know I was! – Katie ... Home buyers and sellers love video.

[Real Estate Marketing using Facebook.](#)

[theinsider.idxcentral.com/real-estate-marketing-using-facebook/](#)



2 days ago – Facebook real estate marketing that will propel your Facebook
You are here: Home » Marketing Tips » Real Estate Marketing using ...

[365 Marketing Tips for Real Estate Agents | Facebook](#)

[www.facebook.com/AgentMarketingTips](#)

365 Marketing Tips for Real Estate Agents. ... Atlantic Bay is here to help! We will bring you latest unique and EFFECTIVE marketing tips to set you ... that with your team of trusted referral partners, their dream of home ownership is within reach!

SETUP GOOGLE ANALYTICS

Analytics is a very easy system for helping you understand two basic concepts for your real estate business:

1. Where your traffic is coming from
2. What traffic is producing the best results?



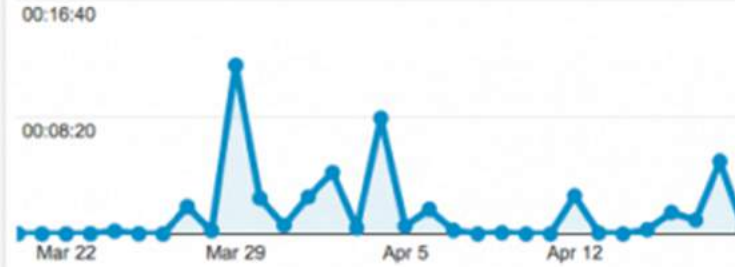
Visits

● Sessions



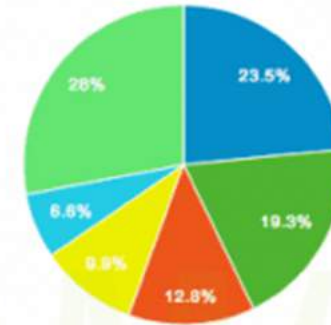
Avg. Visit Duration

● Avg. Session Duration



Unique Visitors by Page

■ /
 ■ /2014/03/one-page-themes/
 ■ /2010/09/plugins-for-custom-post-types-cust
 ■ /2012/04/notes-configurable-wordpress-themes/
 ■ /2013/08/august-handout-drag-drop-wordpress-themes/
 ■ Other



% New Visits

84.42%

Site Avg: 84.42% (0.00%)

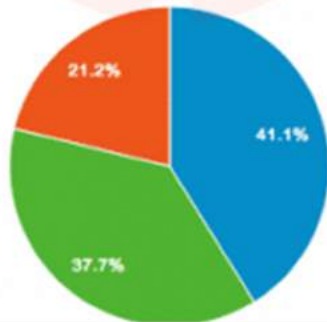


Entrances by Page

Page	Entrances
/2014/03/one-page-themes/	63
/	54
/2010/09/plugins-for-custom-post-types-cust-taxonomies/	31
/2012/04/notes-configurable-wordpress-themes/	25
/2013/08/august-handout-drag-drop-wordpress-themes/	16
/2011/05/event-registration-appointment-scheduling-and-wordpress/	4
/2011/05/may-2011-appointments-calendars-events/	4

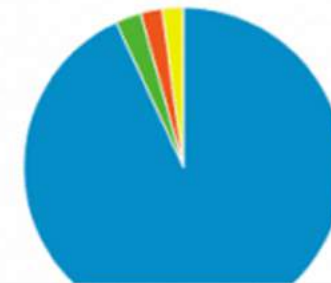
Visits by Traffic Type

■ organic
 ■ direct
 ■ referral



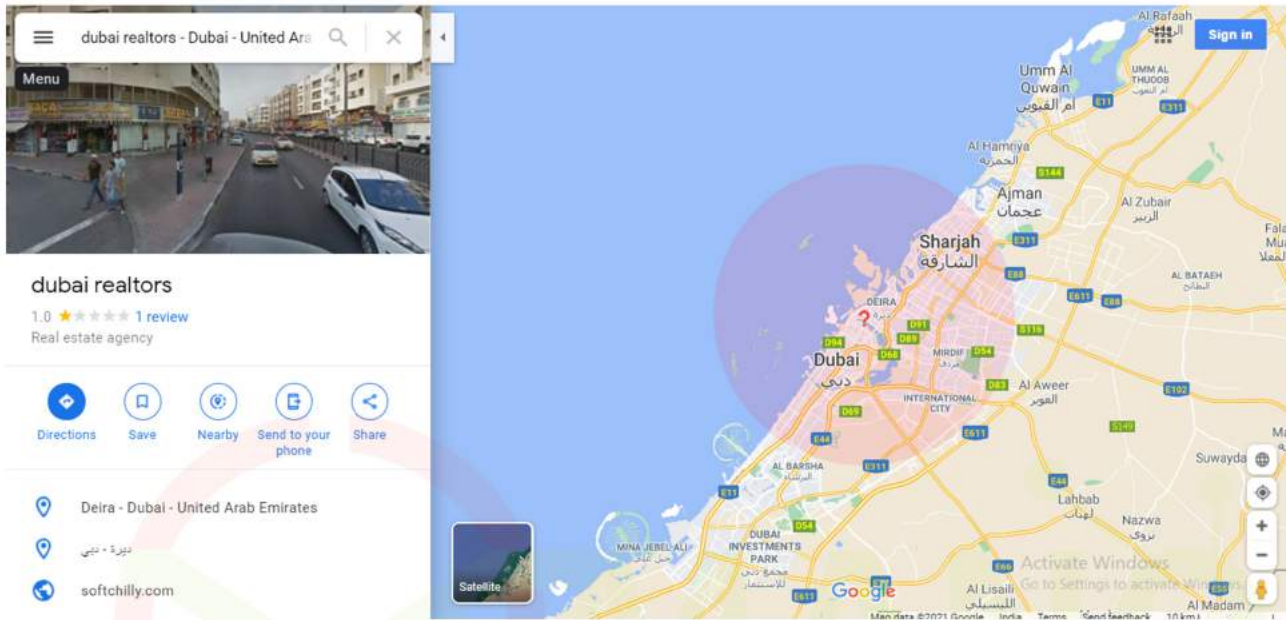
Visits by Social Network

■ (not set)
 ■ SlideShare
 ■ LinkedIn
 ■ Meetup



SETUP GOOGLE PLACES AND MAPS

Google Places and Maps are arguably the most important item that you can do for your real estate business online. There are many benefits that your business will experience from increased credibility, the ability to be found on the search engines, higher rankings and many more.



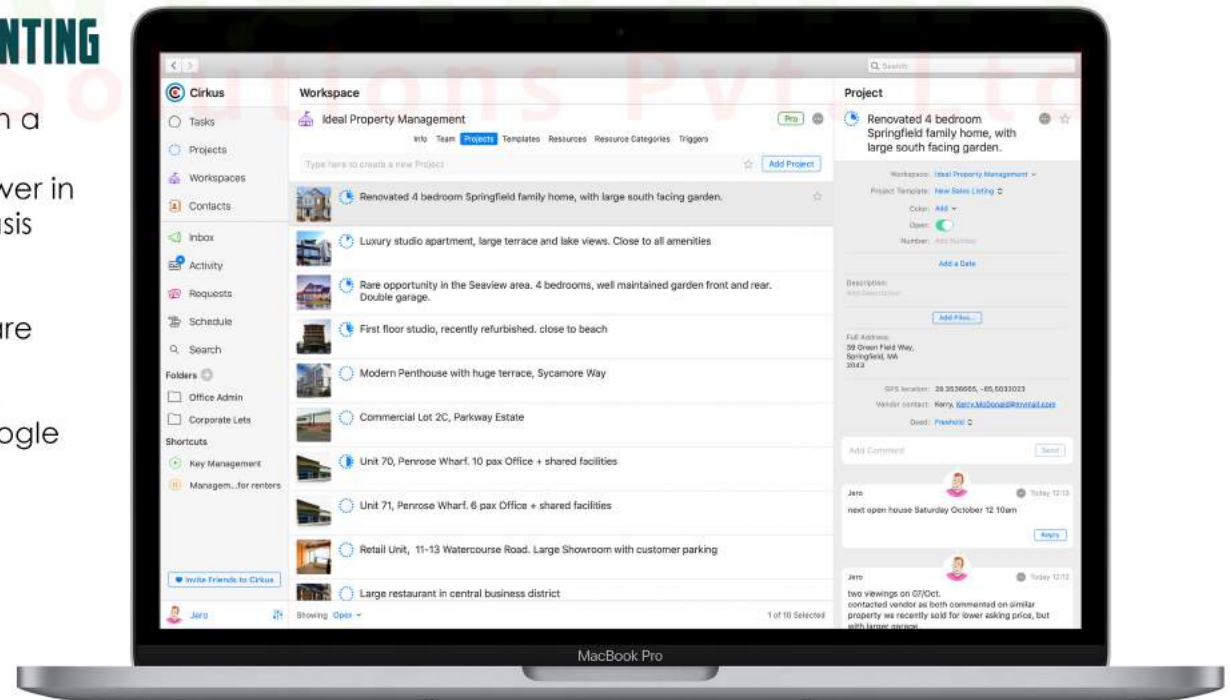
RECURRING TASKS

Here's where the fun starts, and the work starts. Now that you have your setup complete, it's time to actually execute on the system that we've designed for you. This is going to involve daily work (28 hours) of getting your name out there. It's the online version of knocking on doors and meeting people (farming in real estate terms). It's not "quite" as effective because you are not in person, but it's close... because unlike farming, you are not interrupting the potential client. Instead you are simply showing up where they are already looking. That's a big difference. In addition, it's much more cost effective and you can scale it. With that being said, let's get into the individual tasks and the methods that your team will be doing on a daily basis.

1. WEB MONITORING, GOOGLE UPDATES AND COMMENTING

Bloggers, reporters, and publishers are producing content on a daily basis that pertains to your local market. These are the leaders in your space, and they are the people with the power in your market (eyeballs). By completing this task on a daily basis you'll be accomplishing two goals:

1. You'll get your brand in front of the potential clients that are visiting these sites.
2. In most cases, you'll be getting links back to your site. This increases the authority to your blog, which in turn allows Google to increase the rankings of your Real Estate website.



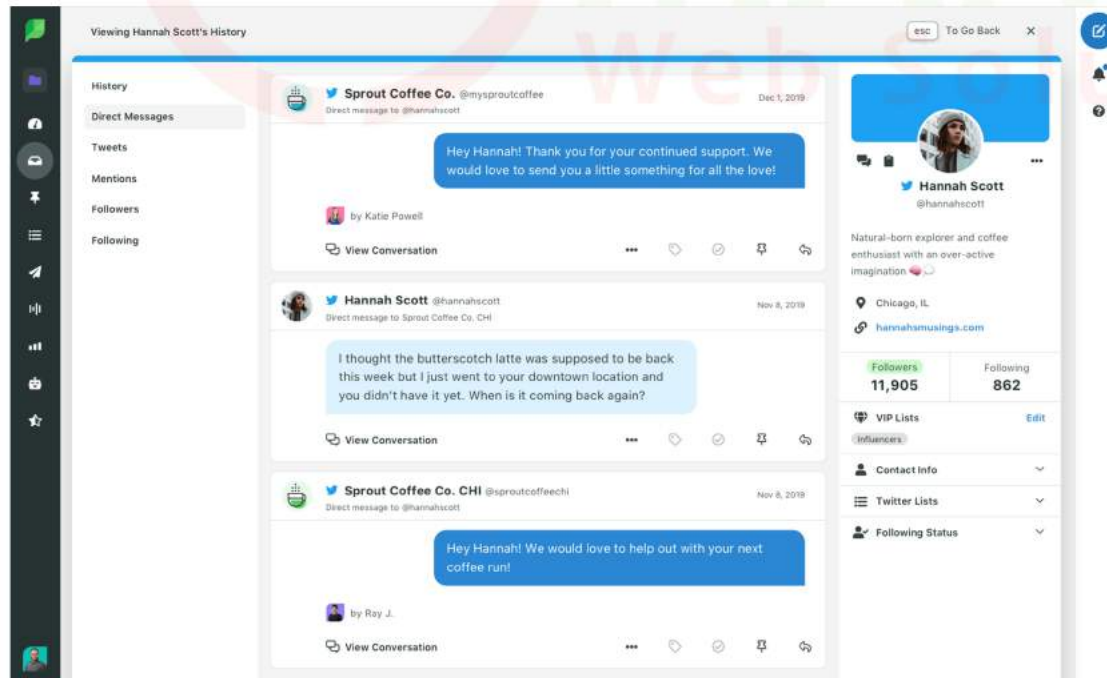
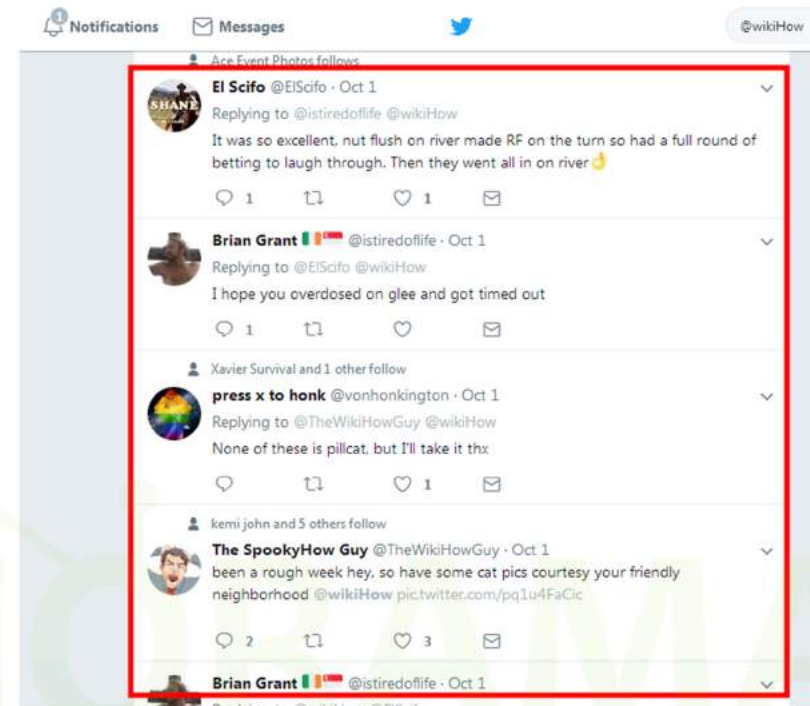
2. TWITTER MONITORING AND RESPONDING WITH @REPLIES

This method is about getting your name in directly in front of your prospects using Twitter (if you are not familiar with these Twitter, don't worry, this strategy is really simple). What we'll be using specifically in this method is known as @replies.

Here is a list of keywords you should search for:

- realtor recommendations in {city}
- real estate agent recommendations in {city}
- {city} real estate
- {city} realtors
- realtors in {city}
- real estate agents in {city}
- house hunting {city}
- rent {city}
- other combinations that you can think of

Here's an example of what the results will look like is you search "Realtor In Dubai":



3. DIRECT MESSAGING YOUR FOLLOWERS ON TWITTER

After you've been posting quality content on Twitter for a while you'll start to gain followers. Followers are people who are interested in what you are saying on Twitter. When you gain a follower, you have unlocked the ability in twitter to direct message them. Direct messages on Twitter are similar to emails.

Here's the exact text that you can use:

- Hi {firstname} Saw you on Twitter. Anything that I can do to help you out?
- It can be something as simple as that, doesn't need to be complex. Just open the line of communication and results will flow back.
- You can offer to be friends on Facebook or connect LinkedIn.

4. BUILDING AUTHORITY AND TRAFFIC VIA GOOGLE SEARCH



Real Estate Agent Dubai



All Maps Images News Videos More

Settings Tools

About 10,80,00,000 results (0.93 seconds)

<https://www.hausandhaus.com>
haus & haus: Dubai Real Estate Brokers | Real Estate Agents ...
<https://www.hausandhaus.com>
hausandhaus.com – Buy, rent, sell, manage or invest in residential, commercial & off plan properties in Dubai with haus & haus real estate brokers.

<https://www.propertyfinder.ae> > find-broker
Find the top real estate brokers in UAE | Property Finder
<https://www.propertyfinder.ae> > find-broker
Find great properties from the top real estate brokers in UAE verified by Property ... Broker directory. Candour Real Estate Broker. 5 Agents. Head office. Dubai.

This is very similar to web monitoring, but instead of relying on Google to feed you alerts you'll be doing searches on Google. Start by going to Google and doing a search for a keyword that your prospects would be entering in.

You want to search for a wide variety of terms for this one. Examples could include:

- Home values {city}
- Listing agents {city}
- Low cost agents {city}
- Realtor {city}
- Real estate {city}



Quora

Search for questions, people, and topics

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Dubai Real Estate Commercial Real Estate Investing Commercial Real Estate
Dubai, United Arab Emirates Real Estate Investing Investment Advice Real Estate Investing

Is Dubai a good place for real estate investment?

<https://aeontrisl.com/best-areas-for-investment-in-dubai-property/>

24 Answers



Venkatesh Reddy, Digital Marketing at IESoft Technologies (2018-present)
Answered 2 years ago

Over the years, Dubai has evolved into a truly global city offering great avenues for business and investments to people around the world. The Dubai Real Estate market is regulated and sustainable due to its central location between the East and West, and high demand for property, both for purchase and rent.

880 views · View 2 Upvoters

Related Questions

More Answers Below

If I invest AED5000 in Smart Crowd real estate investment in Dubai, how much will I be earning every month?

Related Questions

If I invest AED5000 in Smart Crowd real estate investment in Dubai, how much will I be...

Is it a good idea to invest in a property in Dubai?

Is it a good decision to invest in Damac properties?

I would like to invest in a 1 bedroom apartment in Dubai. I have about 600,000 aed...

If I purchase a property in the UAE for a residence visa, after purchasing can I be...

I am thinking of buying a property in Dubai? What are the pros and cons? I am a British...

5. COMMUNITY AND GROUP POSTING

Forums are a type of site that allow users to communicate with each other, make posts and have discussions. Posts on forums are valuable for driving some traffic and you can really show your expertise to people by helping them out. Here are some exact sites that you can check out:

- Quora.com
- Realtown.com
- trulia.com/voices
- Facebook.com/RealEstateReferralGroup

6. CONTENT PRODUCTION AND POSTING

The idea here is that we need to create content and post it to the blog continually so that the ranks rise, and you get more and more longtail keywords out on your site.

The general rule of thumb with a website is that the higher the quality of content you develop, and the more frequently you post that content the better your site will perform.

Here are some types of content that work well:

- Lists 7 things you need to do before listing your house
- Checklists The new home buyer's checklist
- Guides The Official Guide to Dubai Real Estate
- Articles Make sure that Articles are focused and data driven



7. SOCIAL MEDIA MANAGEMENT

Social media is where you come face to face with your potential clients. It can be used as a lead generator, it can be used to build authority, and it can be used to build relationships. Because the platforms are so different I think that it's important to break them out and explain the best ways to take advantage of each system in its own way.

Since you already have set up your profiles on each network (cover photo, profile picture, etc...) this section will focus on lead generation and maintenance of each network.

TWITTER

- Posting content Suggested Frequency 3 4 tweets daily
- Following people Suggested Frequency Follow 3 people per day
- Replying Suggested Frequency Make 23 replies weekly
- Mentions Suggested Frequency Mention 3 people per week
- Hashtags Suggested Frequency Use a hashtag in every post

FACEBOOK

- Posting content Suggested Frequency 1 post daily
- Friending /Following people Suggested Frequency Friend / Follow 3 people per day
- Commenting Suggested Frequency Make 23 comments weekly
- Tags Tags are the Facebook version of mentions.
- Hashtags ex. #dubairealtor Suggested Frequency Sparingly

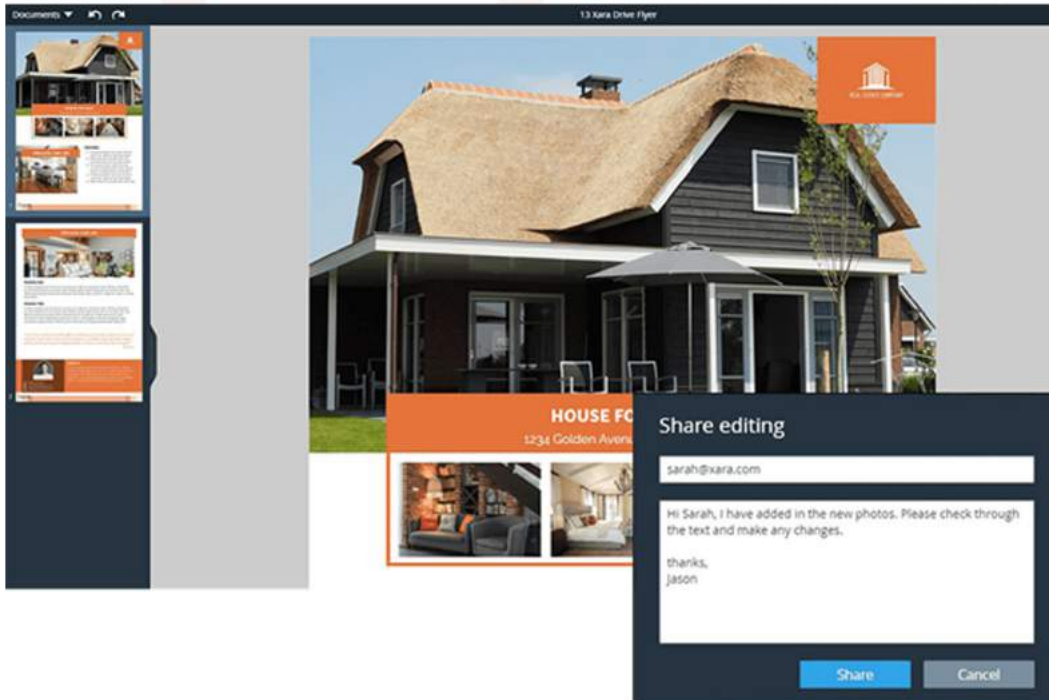
LINKEDIN

- Posting content Suggested Frequency 2 updates weekly
- Following people Suggested Frequency As many as possible
- Commenting Suggested Frequency Make 23 comments weekly

8. VIDEO CREATION AND DISTRIBUTION

Video is a great way to market your business, because it's extremely personal and transparent. In addition, some people just prefer to watch video instead of read text. Here are some quick points on how to write your descriptions:

- Longer is better for the search engines
 - Use keywords like "realtor in {city}"
 - Always link to your blog (for traffic and for authority)
- Videos also show up high in the search engines like this:



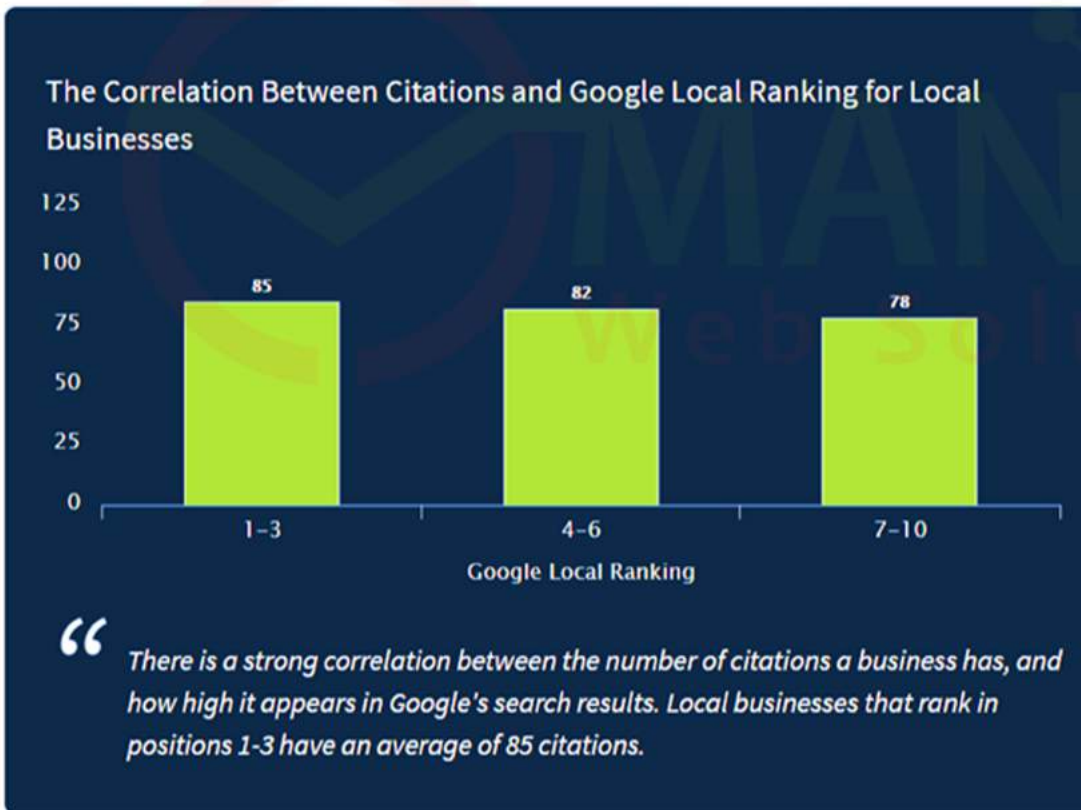
9. DOCUMENT CREATION AND SHARING

Document sharing sites are good options for another way to get your content in front of potential clients. You can create documents (PDF, Word, PowerPoint, etc...) out of all your flyers, and other marketing materials and upload them to document sharing sites. Once you get your first document created, here's where you can distribute it:

- scribd.com
- docstoc.com
- slideshare.net
- docshare.com
- powershow.com
- slidesix.com

10. GET CITATIONS AND LOCAL DIRECTORY LISTINGS

After getting your Google Places and Maps profiles set up, the next step is add citations and directory listings. Places and Maps can be seen as the engine, and directory listings and citations can be seen as the fuel. Citations give your Maps and Places profiles legitimacy and trust. They are geography based (local). The way it works is that Google looks for instances of your address, phone number, and name together on a listing and sees this as a "vote" for your business. The more "votes" your business has, the more authority your places page gets.



11. RECOMMENDATIONS AND REVIEWS

Reviews and recommendations obviously help you for credibility. These reviews will show up as positive votes on each of the sites that you are listed on, and they can also be published on your Google places page.

The best way to get reviews is to ask your clients for them immediately after a transaction is made, whether they are the buyer or seller.

You can then post these reviews on your social media outlets, (your users will have to publish the review on Google themselves).

The more reviews that you have, the better it will be for your page and your reputation. Reviews will also help your listing stand out in the search results.

12. COLD CALLING / APPOINTMENT SETTING

Cold calling is not dead despite what many may think. Calling Real Estate Prospects can still be effective, but it's certainly a task that many do not enjoy and it can be hard to make an ROI if your script is not tailored.

In general your prospects are going to want value. Here are a few strategies that we have seen work well with other Real Estate Agents and will help you make the most of the process of prospecting on the phone.

- **Have A Reason For Calling** For example, if you recently dropped a flyer in their mailbox, or sent an email to them you can “follow up” on the phone to see if they received the original correspondence.
- **Offer Something For Free** An example would be calling to find out if they would like a free staging consultation, or market analysis. This is going to be much more effective than calling to find out if they are randomly looking for a realtor.

TYPE OF COLD CALLING SCRIPT	WHAT IT'S BEST FOR
For Sale By Owner (FSBO)	Contacting homeowners selling their own property.
Expired Leads	Getting sellers with an expired list to let you relist their property.
Online Buyer Lead	Following up on buyer leads from online advertising.
Review/Referral Script	Requesting reviews/referrals from a past client.
Probate Script	Reaching out to someone who needs to sell a property due to a death in the family.
Dangling the Carrot	Testing the waters to see if a homeowner is interested in selling their property.
Leveraging a Recent Sale	Using a recent sale to entice a new client.
Heavy Sales	Reaching out to homeowners in a profitable farm area.
Known Person Cold Call	Reconnecting with someone from your network to request leads.
Job Interview	Leading a cold call like a job interview to secure maximum lead interest.



CHAPTER 6

STRATEGIES

FOR REAL ESTATE BUSINESS

HIT THE BULL'S EYE WITH WINNING ORGANIC MARKETING STRATEGIES

1. TOP DUBAI REAL ESTATE KEYWORDS TO GET STARTED

Keywords are essential for your website to rank and to be visible on the World Wide Web. There are specific popular keywords that, when included in your website content, will allow increased inflow of traffic.

Real Estate Keywords Can Be Chosen As Per The Below.....

- 1 Realtor
- 2 Houses For Rent
- 3 Property For Sale
- 4 Land For Sale
- 5 Commercial Real Estate
- 6 Foreclosure

However, you must dive into the essentiality of long-tail and location-specific keywords that have more chances of obtaining secure results. While at it, ensure finalizing an outstanding keyword choice so that your content can get the desired boost.

CLUSTER	DUBAI + REAL ESTATE					
Keyword	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Searches: Jan 2021
Dubai Realestate	5400	Medium	44	140.21	537.8	4400
Real Estate Companies In Dubai	4400	Low	30	118.28	599.7	3600
Real Estate Agents In Dubai	720	Medium	41	72.91	715.87	720
Top Real Estate Companies In Dubai	320	Medium	47	94.54	630.34	260
Dubai Real Estate Prices	140	Medium	37	53.71	294.28	140
Real Estate Brokers In Dubai	480	Medium	36	61.49	794.24	320
List Of Real Estate Companies In Dubai	390	Low	15	45.61	177.34	170

CLUSTER	DUBAI + PROPERTY					
Keyword	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Searches: Dec 2020
Dubai Property	8100	Medium	47	46.35	383.3	8100
Property Finder Dubai	14800	Medium	40	92	279.83	9900

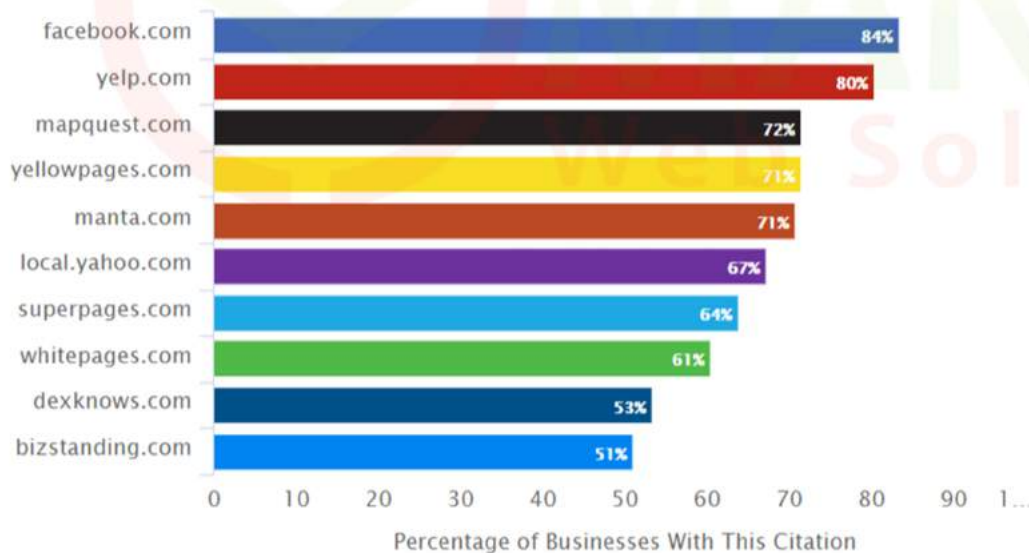
CLUSTER	DUBAI + PROPERTY + RENT					
Keyword	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Searches: Dec 2020
Properties For Rent In Dubai	2400	Medium	61	33.11	119.92	1900
Dubai Property Rental	2400	Medium	61	33.11	119.92	1900
Apartments For Rent In Dubai	9900	Medium	56	26.44	73.57	8100
Villa For Rent In Dubai	6600	Medium	58	25.3	73.57	3600
Flat For Rent In Dubai	3600	Medium	56	25.53	64.01	3600
House For Rent In Dubai	2400	Medium	51	21.03	94.17	1900
Property For Rent In Dubai	2900	Medium	51	32.37	119.92	2900

CLUSTER	DUBAI + PROPERTY + SALE					
Keyword	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Searches: Dec 2020
Properties For Sale In Dubai	1600	High	82	150.42	445.83	1600
Dubai Property Sale	1600	High	82	150.42	445.83	1600
Houses For Sale In Dubai	720	High	70	52.97	314.07	720
Apartments For Sale In Dubai	1900	High	78	150.08	408.31	1900
Villa For Sale In Dubai	2900	High	78	90.13	371.82	1900
Dubai Homes For Sale	110	High	80	90.93	316.87	170
Dubai Properties For Sale	110	High	89	166.27	548.1	140
Flat For Sale In Dubai	590	High	83	125.07	306.79	590
Townhouse For Sale In Dubai	480	High	75	78.72	197.9	260

2. MOST POPULAR LOCAL DIRECTORIES IN THE DUBAI TO BOOST ORGANIC MARKETING

Getting along with local directories comes in handy when you are unaware of precise SEO practices that determine your ROI. Based on the rating and feedback, Google gives you credibility and also recommends your business or website to the people searching for something related to your business. The ranking has a significant amount of importance when you are in the market for earning profits via your website.

Top Citation Sites for Local Businesses



“ While many local businesses are making use of the most popular citation sites, 5% haven't claimed listings on any of the top 10 sites.

MORE LOCAL LISTING SITES TO FOLLOW	
smallbusiness.yahoo.com	ibegin.com
businessdirectory.bizjournals.com	adsolutions.yip.com
listings.mapquest.com	neustarlocaleze.biz
bbb.org	jigsaw.com
biz.yelp.com	discoverourtown.com
community.intuit.com	macraesbluebook.com
foursquare.com	brownbook.net
yellowpages.com	webapp.localeze.com
crunchbase.com	supermedia.com
superpages.com	magicyellow.com
yellowbook.com	tupalo.com
marketing.hibu.com	localfirststaz.com
merchantcircle.com	getlisted.org
manta.com	getfave.com
whitepages.com	touchlocal.com
yellowwikis.wikia.com	ziplocal.com
wikimapia.org	2findlocal.com
local.ksl.com	cityvoter.com
insiderpages.com	citysquares.com
mojopages.com	showmelocal.com
pro.homeadvisor.com	tjoos.com
account.dexknows.com	company.com
dexknows.com	localpages.com
yellowpages.whowhere.com	smartguy.com
register.kudzu.com	ezlocal.com
business.com	tyloon.com
local.com	myaccount.citygrid.com
local.botw.org	myhuckleberry.com
yellowbot.com	ubl.org
zoominfo.com	cityslick.net
hotfrog.com	matchpoint.com
judysbook.com	yellowee.com
naymz.com	biz.yellowee.com
wegoplaces.com	copub.com
localdatabase.com	us.enrollbusiness.com
openlist.com	metrobot.com
shopcity.com	zipleaf.com
gomylocal.com	bingplaces.com
yellowpages-uae.com	allconstructiondirectory.com
us-realestatedirectory.com	realtlinkdirectory.com
zillow.com	estateaward.com
trulia.com	resvine.com
estateround.com	toprealestateagents.org

3. 360 VIDEO TO MAKE EVERY STAGE OF THE REAL ESTATE JOURNEY VISUAL

“YOUTUBE IS THE NUMBER 1 DESTINATION FOR HOMEBUYERS USING VIDEO TO CARRY OUT RESEARCH WHEN ACTIVELY SEARCHING FOR A HOME.

Rich and engaging visual content is without doubt, one of the most critical tools in the property marketer's arsenal.



MAKE EVERY STAGE OF THE JOURNEY VISUAL

Using 3D visualisation, property developers and real estate marketers can create accurate imagery for their marketing campaigns from the outset, building assets that speak to buyers at each stage of the buying process.

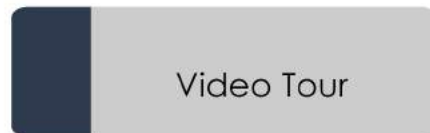
ANIMATION/VIDEO

With so many home buyers flocking to YouTube and other online video destinations during their property-hunt, you cannot afford to neglect video as part of your marketing strategy.

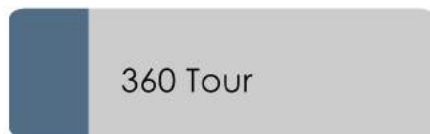
TYPES OF VIRTUAL TOURS



Photo Gallery



Video Tour



360 Tour

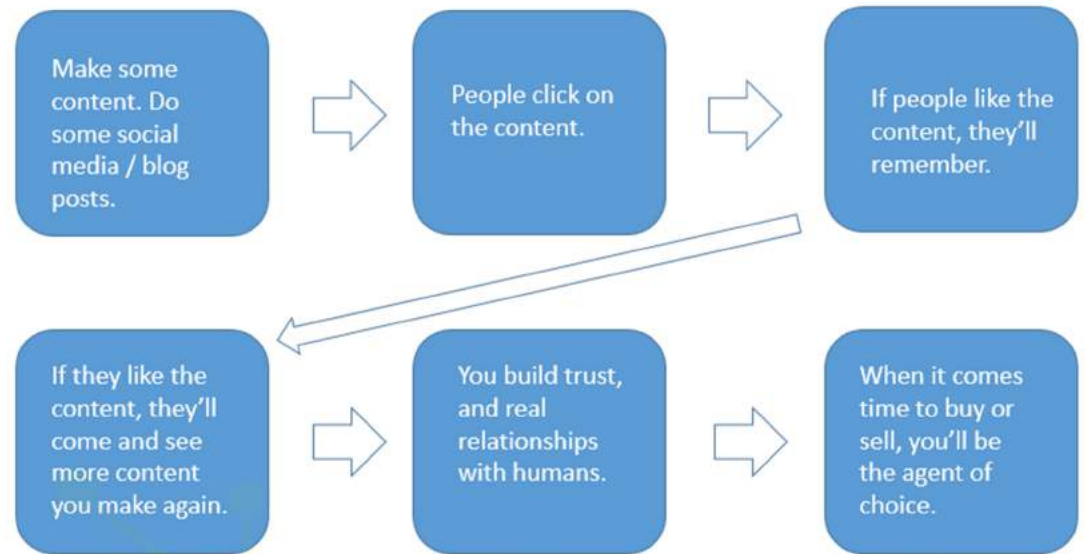


Interactive Floor Plan Tour



4. POPULAR CONTENT & CONTENT FORMS TO ENGAGE REAL ESTATE AUDIENCE

“ 362% - HOME BUILDER RELATED SEARCHES GREW YEAR-OVER-YEAR.
434% - INCREASE YOUR CHANCES OF RANKING BY ADDING UPDATED BLOGS.



WRITTEN CONTENT

- Your brand's story
- Customer stories
- Describe locations
- Industry news
- Tips for buyers and sellers
- Customer questions
- Ask a question
- Video Content
- Visual Content

Web Content

Real Estate Dubai SEARCH SAVE SEARCH CREATE ALERT

VIEW CONTENT VIEW ANALYSIS Sort by: Total Engagement 629 Results EXPORT

	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagement	
<input type="checkbox"/> Dubai: Can real estate agents charge 10 per cent commission fee? By huda tabrez Journalist Oct 6, 2020 gulfnnews.com	3.3K	8	0	0	-	6	3.3K	< 👤 🔗
<input type="checkbox"/> Buy Property in Dubai at Affordable Prices with Exclusive Links Real Estate By Exclusive Links Jan 24, 2021 exclusive-links.com	975	0	0	0	-	0	975	< 👤 🔗
<input type="checkbox"/> Dubai shuts down real estate broker's office for flouting Covid-19 rules By Web Report Oct 6, 2020 khaleejtimes.com	503	0	0	0	-	3	503	< 👤 🔗



CHAPTER 7

LOCAL / INTERNATIONAL SEO FOR REAL ESTATE BUSINESS

WHICH IS THE BEST FOCUS FOR REAL ESTATE BUSINESS?

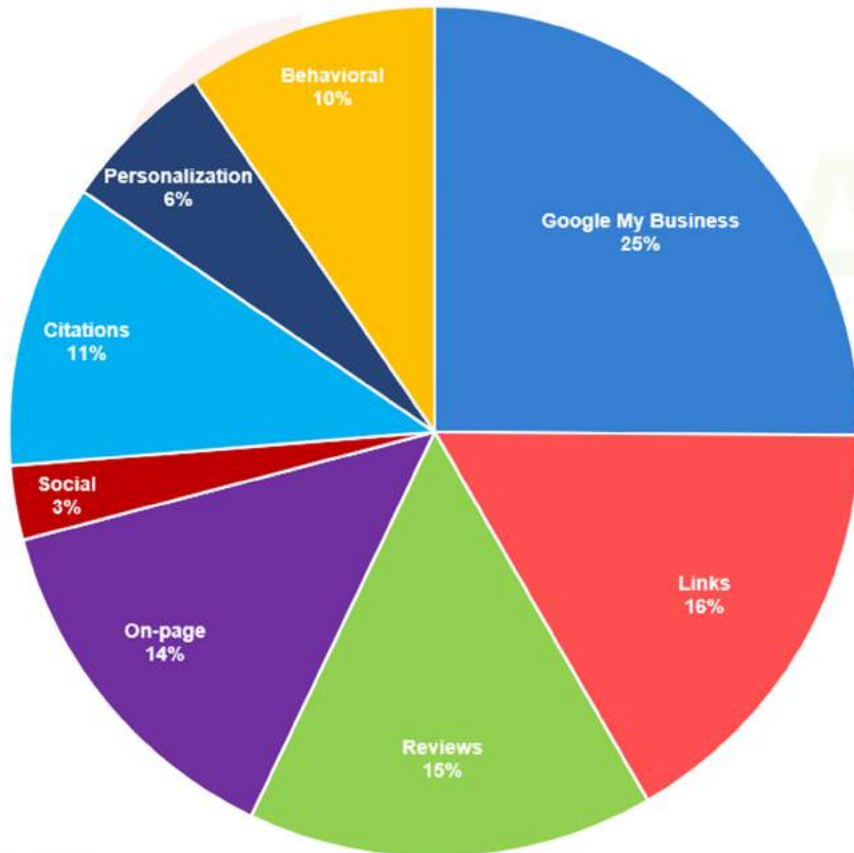
LOCAL SEO

When it comes to local SEO, search engines and prospects want to know if you are legitimate. For that, your real estate business must have a valid NAP (name, address, and phone number). These listings are known as citations that have to be consistent across the web. Additionally, you can take a look at our blog on the top local SEO services checklist to learn more. To organize, streamline, and track all of your local SEO efforts, you should make use of local SEO tools. Here are the popular ones you can use.



LOCAL SEO

LOCAL SEO MEDIUMS TO FOLLOW:



FOR REAL ESTATE BUSINESS THE FOCUS WILL BE ON LOCAL SEO INSTEAD OF INTERNATIONAL SEO DUE TO A GREAT NO OF INTERESTED LOCAL CUSTOMERS!

INTERNATIONAL SEO

International SEO is the process of optimizing your Real Estate website so search engines know which countries you want to target and which languages your business uses.

It's helpful to think of international SEO as geotargeting. However, instead of optimizing your Real Estate website to reach more customers from your city or state, you optimize it for different countries and languages.





CHAPTER 8

MONITOR, REPORT, REPEAT

STEPS OF REAL ESTATE ORGANIC MARKETING

HOW TO MONITOR THE ORGANIC MARKETING OF REAL ESTATE BUSINESS?

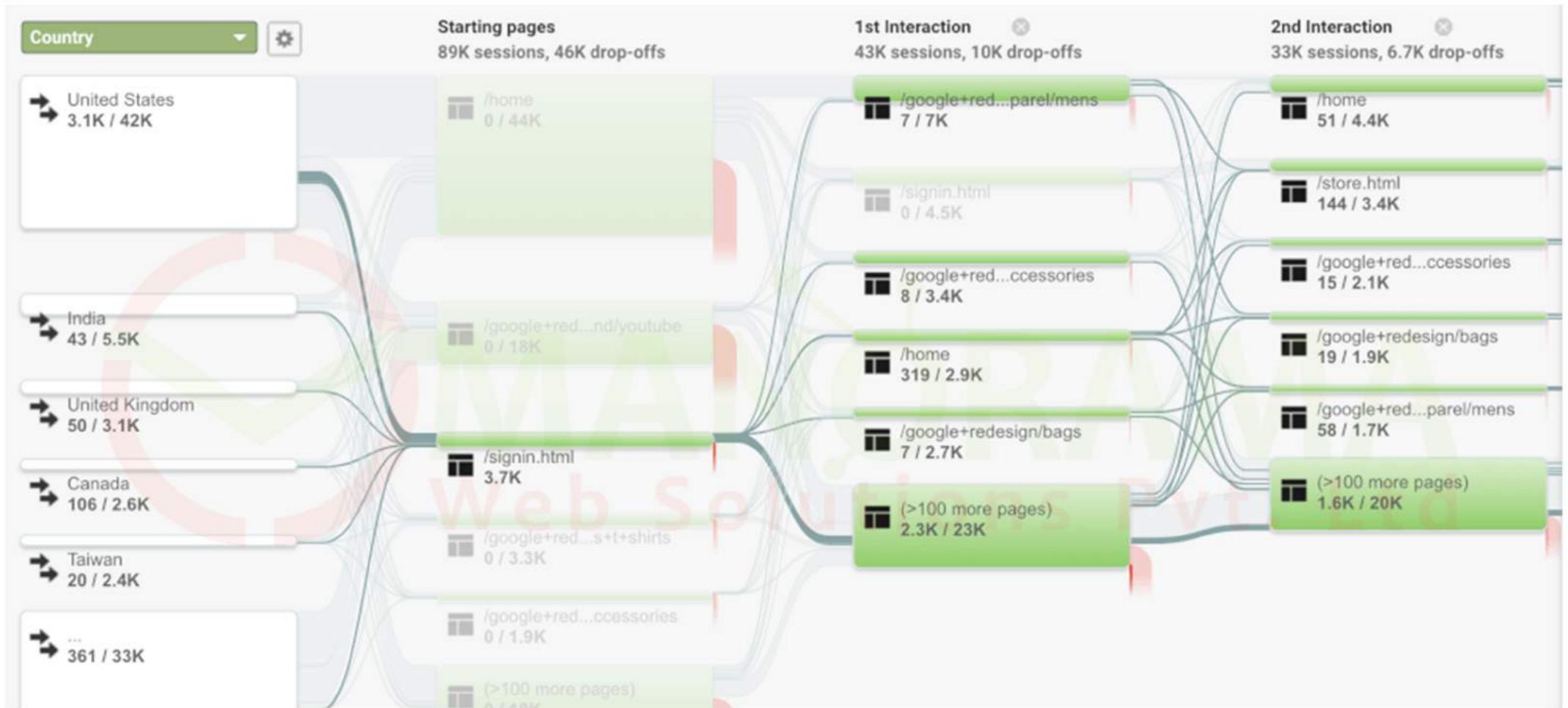
www.manoramaseoservice.com

Now, it's important to emphasize that the term "organic marketing" doesn't mean that no money is spent. There are some factors to look out to monitor, report & repeat.

In some ways, it's easier to define Real Estate Organic Marketing by what it isn't rather than what it is. Let's go to a visual example.

Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	612 % of Total: 100.00% (612)	579 % of Total: 100.00% (579)	738 % of Total: 100.00% (738)	79.54% Avg for View: 79.54% (0.00%)	1.56 Avg for View: 1.56 (0.00%)	00:01:45 Avg for View: 00:01:45 (0.00%)
1. google / organic	474 (77.32%)	453 (78.24%)	562 (76.15%)	81.32%	1.60	00:01:51
2. (direct) / (none)	87 (14.19%)	82 (14.16%)	116 (15.72%)	77.59%	1.38	00:01:09
3. bing / organic	26 (4.24%)	23 (3.97%)	26 (3.52%)	84.62%	1.27	00:01:57
4. yahoo / organic	5 (0.82%)	5 (0.86%)	5 (0.68%)	60.00%	1.40	00:05:59
5. m.facebook.com / referral	4 (0.65%)	3 (0.52%)	4 (0.54%)	100.00%	1.00	00:00:00
6. analytics.google.com / referral	2 (0.33%)	0 (0.00%)	2 (0.27%)	100.00%	1.00	00:00:00
7. ecosia.org / organic	2 (0.33%)	2 (0.35%)	2 (0.27%)	50.00%	3.00	00:04:26
8. l.facebook.com / referral	2 (0.33%)	2 (0.35%)	3 (0.41%)	66.67%	1.33	00:00:18
9. uk.search.yahoo.com / referral	2 (0.33%)	2 (0.35%)	2 (0.27%)	0.00%	2.00	00:05:49
10. yandex / organic	2 (0.33%)	2 (0.35%)	2 (0.27%)	50.00%	2.50	00:02:37

1. USER INTERACTION VIA ANALYTICS



2. RANKING VIA SERP



Real Estate Agent Dubai



All

Maps

Images

News

Videos

More

Settings

Tools

About 12,80,00,000 results (0.68 seconds)

www.hausandhaus.com ▾ Traf/mo (us): 10/11 - Kw (us): 7/115

haus & haus: Dubai Real Estate Brokers | Real Estate Agents ...

🔍 474 📄 2,920 🔑 0

hausandhaus.com – Buy, rent, sell, manage or invest in residential, commercial & off plan properties in **Dubai** with haus & haus **real estate brokers**.

www.allsoopandallsopp.com ▾ Traf/mo (us): 59/33 - Kw (us): 13/161

Allsopp & Allsopp: Real Estate Brokers in Dubai | Real Estate ...

🔍 558 📄 1,517 🔑 0

Buy, Sell or Rent **Dubai** Property with Allsopp & Allsopp **real estate brokers**, a British owned estate **agent** in **Dubai**. We are one of the leading **real estate** ...

espace.ae ▾ Traf/mo (us): 23/26 - Kw (us): 13/75

Dubai Real Estate Agent | Buy, Sell or Rent Property in Dubai

🔍 994 📄 1,423 🔑 0

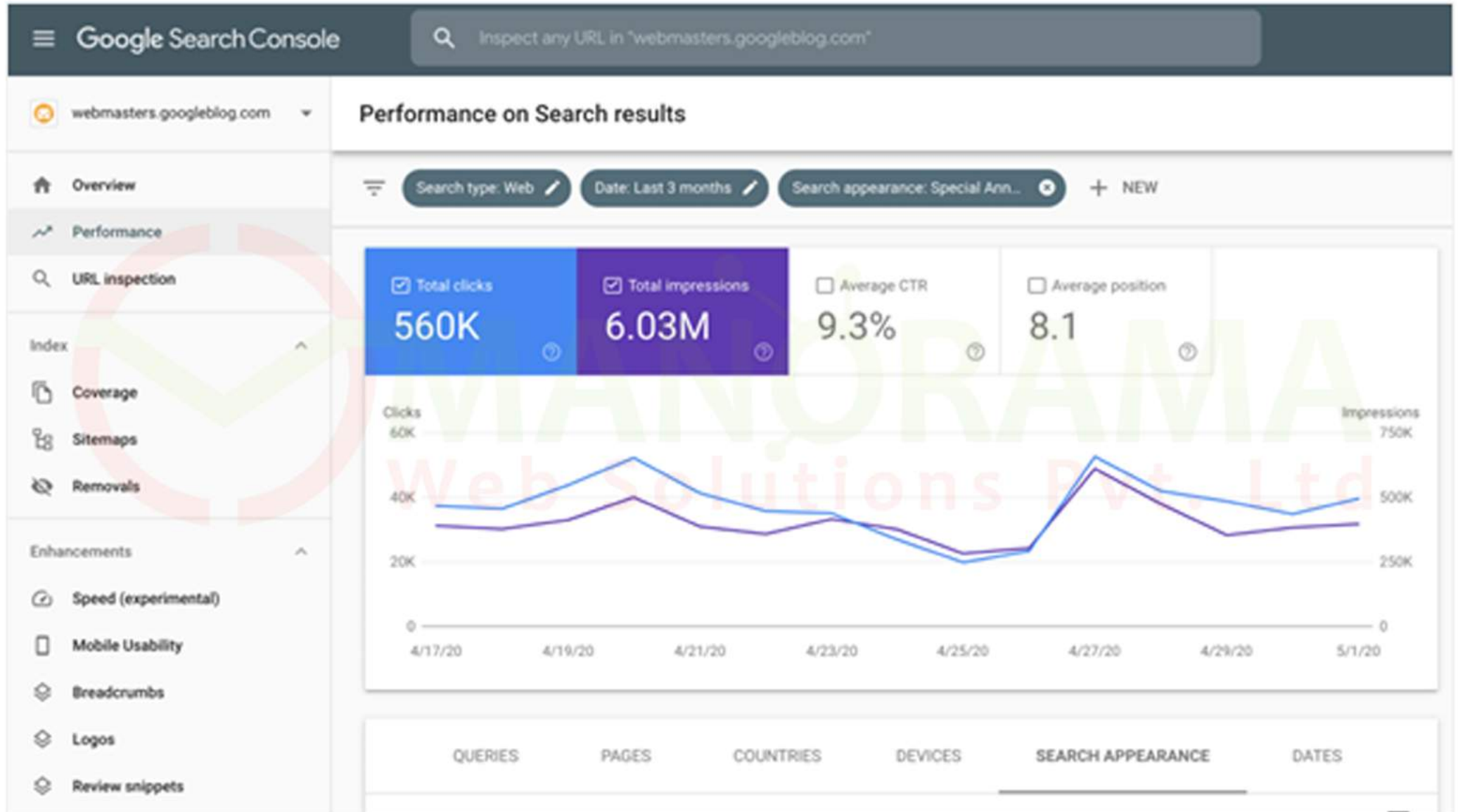
Space is **Dubai's** leading **Real Estate Agent**. With hundreds of villas, townhouses, apartments and luxury penthouses on our books, Espace **Real Estate** will ...

**ORGANIC
SEARCH**

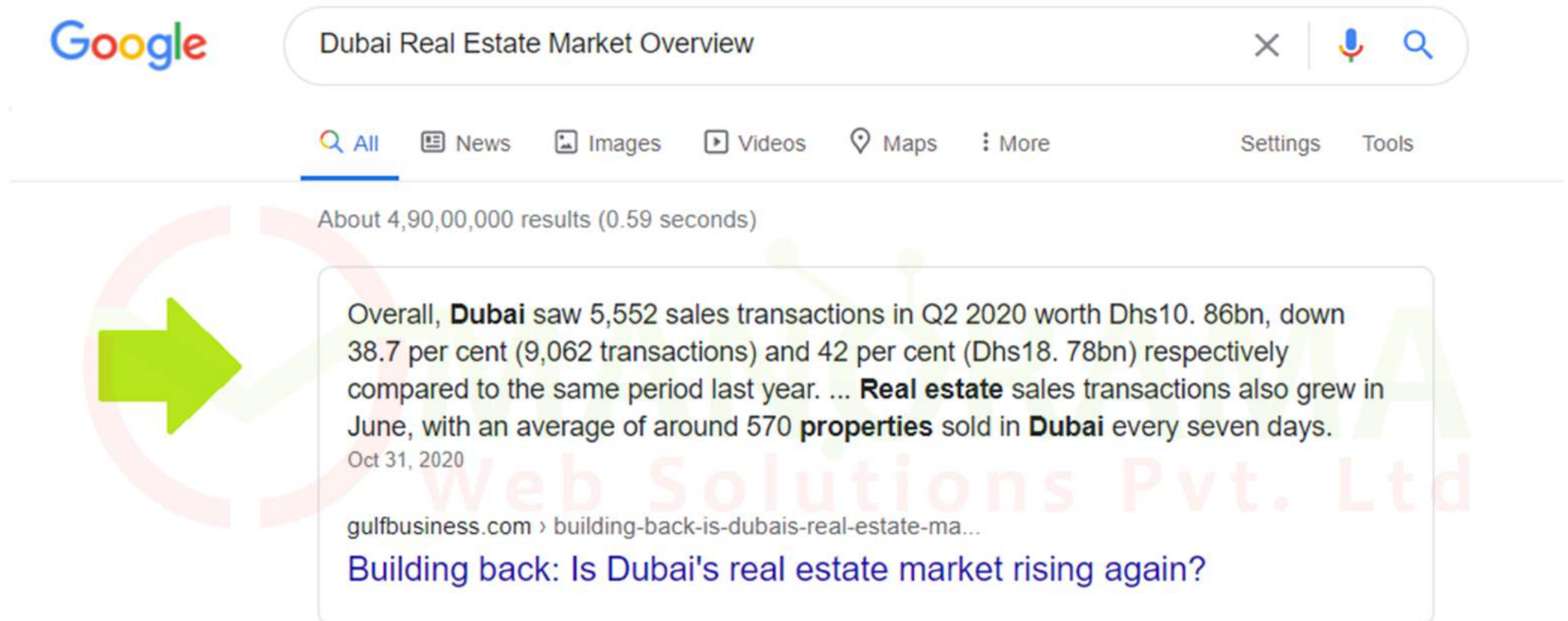
3. TECHNICAL ERRORS VIA SEARCH CONSOLE

Enhancements				
Type		Valid	Errors	Trend
Core Web Vitals	Mobile	0	0	
	Desktop	0	180	
Mobile Usability		282	0	
AMP		171	0	
Breadcrumbs		0	0	
FAQ		17	0	
Sitelinks searchbox		179	0	
Videos		4	0	

4. PERFORMANCE VIA SEARCH CONSOLE



5. FEATURED SNIPPET VIA SERP



The image shows a Google search interface. The search bar contains the text "Dubai Real Estate Market Overview". Below the search bar, there are navigation options: "All", "News", "Images", "Videos", "Maps", and "More". To the right of these options are "Settings" and "Tools". Below the navigation options, it says "About 4,90,00,000 results (0.59 seconds)". A featured snippet is displayed, highlighted by a green arrow pointing to it from the left. The snippet text reads: "Overall, **Dubai** saw 5,552 sales transactions in Q2 2020 worth Dhs10. 86bn, down 38.7 per cent (9,062 transactions) and 42 per cent (Dhs18. 78bn) respectively compared to the same period last year. ... **Real estate** sales transactions also grew in June, with an average of around 570 **properties** sold in **Dubai** every seven days. Oct 31, 2020". Below the snippet text, the source is listed as "gulfbusiness.com > building-back-is-dubais-real-estate-ma...". The snippet title is "Building back: Is Dubai's real estate market rising again?".

Google

Dubai Real Estate Market Overview

All News Images Videos Maps More Settings Tools

About 4,90,00,000 results (0.59 seconds)

Overall, **Dubai** saw 5,552 sales transactions in Q2 2020 worth Dhs10. 86bn, down 38.7 per cent (9,062 transactions) and 42 per cent (Dhs18. 78bn) respectively compared to the same period last year. ... **Real estate** sales transactions also grew in June, with an average of around 570 **properties** sold in **Dubai** every seven days.
Oct 31, 2020

gulfbusiness.com > building-back-is-dubais-real-estate-ma...

Building back: Is Dubai's real estate market rising again?



CHAPTER 9 KPIs

DURING REAL ESTATE ORGANIC MARKETING HOW TO FOLLOW THE RESULT STATISTICS?

You may have already decided to enter the digital stage and you're currently using organic path to make your real estate business successful. But how do you tell if your Organic marketing efforts are contributing, and how much they are contributing, to your Properties Sale? In below, find the KPIs which is important to all Organic Real Estate Marketing as well as the five metrics that are essentially your scorecard in deciding if a particular Marketing was worth what it cost

WEBSITE ACTIVITY

- ✓ Number Of Unique Visitors:
- ✓ Number Of Returning Visitors:
- ✓ Time Spent On Your Website:
- ✓ Navigation Path:
- ✓ Bounce/Exit Rate:
- ✓ Lead Generation Rate:



SALES & REVENUE

- ✓ Revenue Per Customer:
- ✓ Total Revenue:
- ✓ Total Sales:
- ✓ Conversion/Response Rate:
- ✓ Revenue Per Channel:



CUSTOMER ENGAGEMENT

- ✓ Customer Lifetime Value:
- ✓ Retention Rate:
- ✓ Number Of Likes And Shares:
- ✓ Social Media Followers:
- ✓ Social Engagement:



PROFITABILITY

- ✓ Cost Per Lead
- ✓ Profit Per Customer:
- ✓ Net Income:
- ✓ Return On Investment:



BRAND REPUTATIONS

- ✓ Brand Awareness:
- ✓ Market Share:
- ✓ Search Engine Rankings:
- ✓ Positive/Negative Comments:
- ✓ Media Mentions:





HOW MANORAMA BRING THE SUCCESS TO THE DUBAI REAL ESTATE AGENTS VIA ORGANIC MARKETING?

READY TO TAKE YOUR REAL ESTATE ORGANIC MARKETING STRATEGY TO THE NEXT LEVEL – MANORAMA IS THE NO 1 SOLUTION.

Having a solid Organic marketing strategy is a must for the success of Dubai Real Estate Agents in 2021. Using these tips, you'll not only be able to draw more leads and establish a credible reputation, but you'll also be able to stay ahead of the curve in an industry that's particularly tumultuous during these tough times.

Our **ORGANIC MARKETING CONSULTATIONS FOR REAL ESTATE AGENTS** are designed to increase your **Sales, Revenue & Profits.**
Get A 30 Min Free Consultation Now!

Thanks For Reading