

SOUND OFF *Brian A. Clarke Jr.*

What does the future of real estate marketing look like?

Marketing is defined by the American Marketing Association as, “The activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large.”

From a sales process, marketing is “a set of processes that are interconnected and interdependent with other functions” of a business aimed at achieving customer interest and satisfaction.

Marketing as a whole continues to change monthly, if not as often as daily. Where can we achieve the highest level of exposure for the homes we are marketing?

Where can we achieve the highest level of exposure for ourselves as Realtors?

Social media plays a huge roll currently in the real estate industry. Facebook, Instagram, Twitter, Snap Chat and LinkedIn; with the ability to reach a large sphere of potential buyers and sellers, these platforms are growing by the second.

The average American spends 1 minute out every eight minutes on Facebook. The most updated statistic published regarding Facebook, is the average American spends 4.5 hours a day on Facebook. With Facebook marketing, you have the ability to strategically target specific demo-

graphics.

For our markets here in Fairfield County, we have a huge influencer called Manhattan. Lower Fairfield County especially sees buyers coming from “The City.

With that as a driver for our markets, Instagram becomes a very important avenue in real estate marketing. Manhattan clientele use Instagram as their main real estate search engine, even more so than the larger websites consumers tend to flock to.

We are seeing larger real estate companies partner with credit card companies. Why is this important? Companies, such as, Sotheby’s International Realty are

purchasing analytics from Master Card.

Think about when you search for a pair of shoes, a new car or simply a new computer. Those products start showing up on your search engines and eventually your social media feeds. This is because these companies have purchased analytics to assure they stay in front of their consumers. Sotheby’s is achieving the same awareness with the Master Card partnership.

As we can see, real estate marketing is evolving rapidly to meet the demands of the consumer.

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