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# BEST<sup>®</sup>

## ESTATE AGENT GUIDE

SUPPORTED BY

rightmove 

14 things you can do  
now you've won a  
BEAG Award

# The Purpose

The purpose of this document is to give you tips and insights into getting the most out of your Best Estate Agent Guide award win and the assets you receive as part of your licence purchase.

The intention is not to provide a one size fits all marketing guide, but to give as many recommendations and insights as possible, so that you can take away something of value and apply it to your business.

## Have a Plan

**To begin with, my first piece of advice is to always start with a marketing and content plan. If you already have a strategy in place, then map out how you can leverage your award win and assets to empower your strategy and achieve your goals.**

**The core of your marketing plan should include these key elements;**

### *i) Your Objectives*

What are you trying to achieve? Brand awareness? Lead generation? Lead conversion? More engagement on social media? Without this you won't know how to measure the success and will lack direction.

For businesses the ultimate aim will always be customer acquisition but you will likely have different objectives for different platforms. It's important to evaluate all of the platforms you use and who you are engaging with on them.

A good marketing plan will understand that different platforms have different strengths and weaknesses and marketing is about playing to those strengths to achieve the best results possible for your business.



## ii) Marketing Strategy

How are you going to achieve your objectives and how can you use your award win to help you get there?

It's key to your business to set yourself apart from your competition and with your award win in the Best Estate Agent Guide, you have an opportunity to do just that. Use all of the assets at your disposal from buying a licence and plan all of the creative ways in which you can get this message out that you're one of the best in the country, in a clear and concise way.

There are many other elements to a marketing plan and it is an exercise that warrants investing considerable time into but starting out with the above will help keep you steered in the right direction and give you a measuring board that you can look back on to measure success.

## iii) Content Strategy

What content do you have available to you right now and how can you tie it into your marketing strategy? What content can you create?

A lot of businesses will think that they have zero content available and no way of producing it when in fact, most of us are creating content in some form or other, every single day.

With your recent licence purchase, you have a plethora of assets that you can utilise immediately with several different options available to you in which to deploy them.

Get creative. Involve your wider team. Not just your marketeers but your frontline sales team who most likely will be able to give you more valuable insights into customers than anyone else in the business, and that is who everything should be aimed towards.

“Always start with a marketing and content plan.”



## 2. Display your Mark on your Website



Display your mark on the homepage of your website and link this back to the Best Estate Agent Guide landing page for independent verification.

This is a great visual way to show the quality of your agency and this is one of the first things that your prospects and customers will see, when they land on your website. People online are trigger happy with short attention spans and this is a great way to keep their attention on you. Those first few seconds of someone being on your website are essential and this is a great form

of social proof to show your business credentials.

**Best Estate Agent Guide landing page:**

<https://bestestateagentguide.co.uk/>

It's also worth noting that for those agents using Rightmove products, such as banners and microsites, they will update artwork to include the marks completely free of charge, to those agents that are licenced to use them.

## 3. Display your Mark on your Email

We also recommend that you display your mark on your email footer so everyone who opens your communications, whether they are external, internal, customers, partners or suppliers, will know of your success.

The same should be said for all of your other communications whether it be letters, brochures or digital. You have enjoyed great success and this is now the time to promote it with pride.

## 4. Post your Best Estate Agent Guide video on social media

When we talk about social media, there are two very clear distinctions. Organic and paid.

First we will look at organic.

### i) Business Pages

When it comes to organic, I always aim to apply the 70-30 rule.

Don't make every post sales driven. A combination of engaging or informative content and sales driven content is the sweet spot.

Your Best Estate Agent Guide video is optimised for digital and is the perfect piece of content to show to your audiences across all of your business pages. It's visually engaging and conveys the messaging without sound (70% of audiences view video content without sound,) can be uploaded directly to all social media platforms and viewed on either desktop or mobile.

### ii) Cut downs and Images

Try not to look at the video as having just one piece of content.

It has the potential to be much, much more.

Take screen grabs (images) from the video and leverage the most powerful statements across your social media channels.

Produce cut downs from the video and use them as micro pieces of content across social media as well. The best content strategies incorporate short form and long form content and it allows you to leverage as much lifetime value out of the video as possible.

When sharing the video, always upload it directly rather than sharing a link to a Youtube or Vimeo page. Simply put, you will get far more views and engagement. Data shows that if you post to an external link, a significant number of people will drop off before the page loads as they don't want to leave the platform.

Linking away from social media to an external page can and most likely will also affect your organic reach, because the likes of Facebook and Instagram, favours posts that keep people on their platforms over those that redirect them.

### iii) Facebook Banner

You can also upload the video as your Facebook banner on your business page so that for anyone visiting your page, it will be the first thing they see.

It's also a great way of making your business page more dynamic and engaging. The modern audience likes to see content that moves!

### iv) Personal Pages

Personal pages, in my opinion, are often underutilised when it comes to marketing businesses. At the helm of all businesses, is an individual, with great knowledge, most likely a thought leader and with a large following.

This is not to say that posting on your personal Facebook or LinkedIn will win 00s of instructions, but the aim of the game here is brand awareness. How many of your followers are a potential customer or know someone that could be a potential customer? I strongly believe that the most powerful form of marketing will always be word of mouth, because we put a lot of trust in our peers and their opinions.

Getting this video out to your personal following could be a great way to add to your marketing mix. The objective of brand awareness is to get as many eyes as possible on your brand and for them to remember your brand, so exhaust all avenues available to you. The best way to find out if something works is normally to try it, and assess whether it worked.

The lines between B2B and B2C platforms are also becoming more blurred, with ecommerce brands utilising LinkedIn and B2B brands getting just as much success, if not more, on Facebook as they do LinkedIn or Twitter.

LinkedIn especially is an open goal when it comes to organic reach and much less "pay to play" than other platforms. While it's a business networking platform, it's individuals that largely operate on it, and individuals are your prospects and customers. While our motivation to be on each social media platform might be different, our individual needs and wants remain the same.



“Display your mark on your website – it's a great way to show the quality of your agency.”

## 5. Incorporate video content into Social Media Ads

I could easily write a guide on this alone, not just because I'm passionate about paid ads but because the potential for success with paid ads for your business, is huge.

Facebook and Instagram hold a plethora of information on us and while this may feel very "Big Brother" sometimes, it also presents us with unparalleled opportunity. Age, location, interests, relationship status...the list goes on. There is a huge opportunity for you to reach customers you wouldn't normally reach.

Create a campaign with the conversion objective that drives high quality traffic to your website. Use the video as your creative and have shorter cut downs within the campaign so that your audience aren't seeing the same ad repeatedly. Retarget people that have been on your website with special offers or unique propositions you have with a lead gen ad within Facebook/Instagram.

If you don't have experience within your team of using Facebook ads managers to do this, you can also boost an organic

post very easily and quickly to get your post to reach more people, for relatively low cost.

When you are posting the video, Instagram will prompt you with a message that asks whether you want to post a shortened version of the video or post the full version via IGTV. The latter will automatically share a preview (if you keep the option selected) to your profile and feed.



“ Use your video as your creative and have shorter cut downs within the campaign.

## 6. Youtube Ads

The video is also an excellent tool for advertising on Youtube, if this is part of your marketing strategy.

With Youtube ads you can use a wide range of ad types targeting demographic groups and other detailed demographics such as homeowners, and also reach people based on their interests and life events.

Often with Youtube ads, we are interrupting people as they wait for a video they've chosen to watch. It's essential that the content we are essentially forcing upon them is engaging and high quality. You have the perfect asset in your Best Estate Agent Guide video.

## 7. Blogs

Blogs are a great addition to any content plan and an excellent way to communicate more detail with longer form content, with the added bonus of potentially improving your SEO.

Share details of your success in a blog and share links to both the Best Estate Guide and Rightmove's write up of the selection process, both of which will give the article more authority.

Host the blog on your website for added SEO value and share with your relevant email databases.

Share snippets of the blog on your social media channels or key quotes as still graphics with links to the

full blog on your website. Of course as previously mentioned this can reduce your organic reach but there are times when our objective is to get people to our website and therefore the impact on reach is a necessary evil.

### **Rightmove Blog:**

<https://hub.rightmove.co.uk/the-best-estate-agent-guide-2021/>

### **Best Estate Agent Guide landing page:**

<https://bestestateagentguide.co.uk/>

## 8. Email Marketing

Email marketing will always be one of the most powerful marketing strategies for reaching customers and prospects. If you have good quality data and good quality content, you can run successful email marketing campaigns.

John Lewis have just very recently done a very successful email marketing campaign, announcing their Christmas advert, with behind the scenes footage. Their marketing department understands that for all of the huge budgets that they spend on social media and TV advertising, they have a huge database of people they can reach for a very low cost, that is likely made up of customers.

You have the ability to segment your data and market to them with relevant and targeted messages. Create a list of people who have engaged with your emails over the last 6 months and embed your video into an email campaign that announces your success at the Best Estate Agent Guide. Post all of the relevant links we have shared, to give the announcement some extra authority.

This is also an opportunity to target customers both past and present. Ensure that you segment your data and tailor the emails to each audience so that the copy is relevant. Your past customers will more than likely need your services at some point in the future, so it's essential to keep them engaged as well.



## 9. Website

If you look at your customer journey, it's highly likely that for a lot of prospects, it will involve at some point, looking at your website.

This and social media is where the modern audience goes to check the "quality" of a business or brand they are looking to make a purchase from.

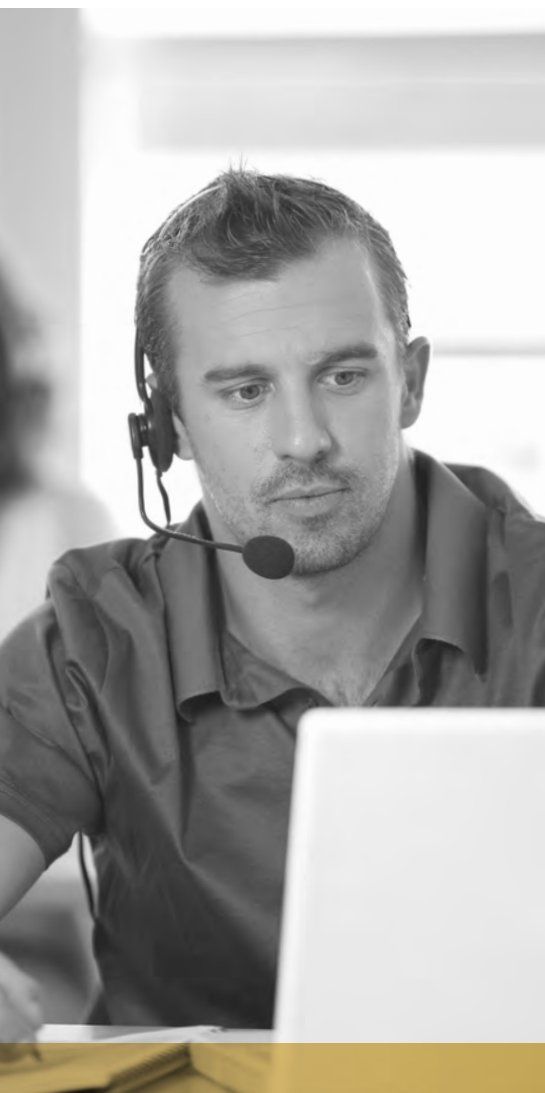
What do those prospects and your customers see when they first land on your website? What message does it convey?

I would recommend getting this video embedded onto your website via Youtube or Vimeo, as soon as possible.

If you don't already have the capability to do this, this will be something your web developers will be able to implement for you.

People want to see high quality, engaging websites. Make this video telling them you are one of the best, the first thing they see and you're one step closer to converting them into a customer.

Ideally this should be at the top of your home page so they don't have to scroll down to see it. Statistics show that brands often have only seconds of a prospect's attention span to keep them on their website and you only have one chance to make a good impression, so make it count.



## 10. Incorporate the video into your sales process

This video is a great way to set your agency apart in your sales process.

You could email the video to your prospects, 24 hours before a market appraisal.

Your prospects will be engaged and high open rates will be likely as they are expecting communications from you.

Use this opportunity to tell them you are one of the best in the country.

A short email that outlines your process to them and what can be expected with the video embedded, is a great way to communicate social proof and the quality service your agency provides.

## 11. Frontline team training

We have spoken a lot about marketing and sales and we shouldn't forget what your most important marketing and sales function is. Your frontline team.

These are marketing and selling your business every single day and ultimately it is them who win your instructions and help you demand the fees you want to demand.

It will be highly valuable to your agency to spend some time training your frontline sales team on how to leverage your award win, to help them win instructions and hold high fees.

Work with your team to ensure that the message that is communicated to prospects is clear and consistent across the business.



## 12. Recruitment

Displaying the mark is also a great way of setting your agency apart from your competitors in your recruitment communications.

Ambitious people are driven by an individual desire to succeed and they want to work for successful employers in order to achieve this.

Whether it's a job advertisement, a recruitment landing page or job specification, display your mark and show potential candidates that they have the opportunity to work for a successful-award-winning Estate Agent.

## 13. Internal Communications

Do you have a newsletter that is sent out internally or do you have regular company updates?

People want to know that what they are doing is adding value and that they are contributing to a wider vision and road to success.

Sending the Best Estate Agent Guide video out with updates about your

agency's success in the Best Estate Agent Guide could be a great way to motivate and energise your people.

Communicate to your team just exactly how important winning a BEAG award is, including the in depth evaluation process that is gone through to decide who the best agents in the Industry are.

## 14. Final Thought

This is by no means an exhaustive list but what it hopefully does is inspire you to think about all of the possibilities and potential when it comes to marketing your award win with the assets you have available.


Read it a couple of times and think about how you can apply it.

Share it with your team and plan out your next steps.

Hold a strategy and ideas meeting and use this as a guide to creating your own marketing plan and strategy.

You and your team understand your business and customers better than anyone and you will know what will work for you and what won't. Embrace the ideas but don't force them, it needs to be authentic to your agency.

Finally, always A/B test where you can. You will only know how well something works for your business by trialling it. It gives you a data driven way of making marketing decisions. Don't base them on "what you believe will happen," take your hypothesis and use that to run an A/B test and then evaluate the results.



“Be inspired by the possibilities and potential that winning your award could bring to your agency.”



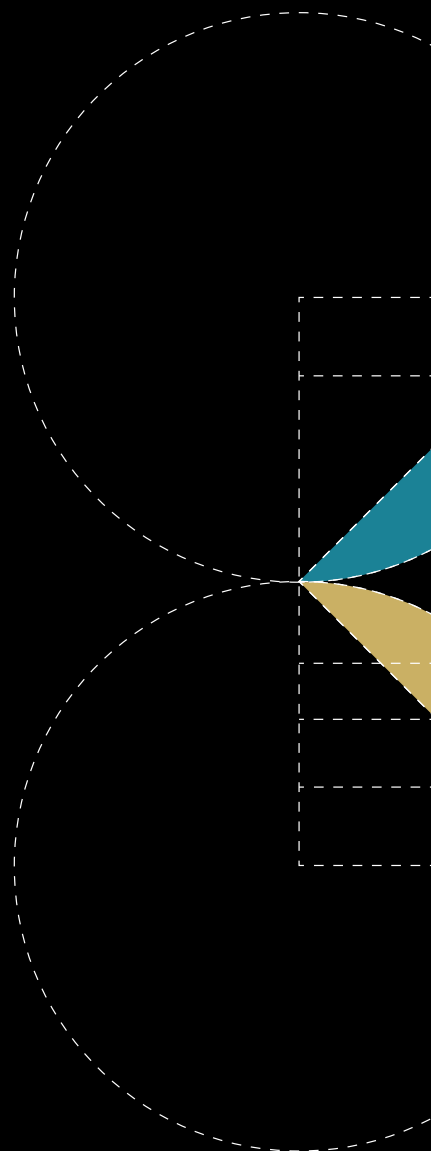
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