

# Real Estate Marketing 201

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Day 3: Analysis and General Psychology





# Day 1: Introduction to Marketing Psychology

- Real estate is different from every other industry
- Very high value items and properties
- Understand the psychology behind the buying and selling of properties
- Battle of the 5%
- Money in real estate is made from sales
- The real estate industry in Nigeria is a 6.4 trillion Naira Industry
- 5% of of this is 320 billion Naira



- With the lagos real estate industry being a 1.5 trillion naira industry (23%)
- Sales is a derivative of marketing
- So, marketing is the backbone of real estate.
- REAL ESTATE + MARKETING
- No marketing, No Clients
- No clients, no sales
- No sales, no money

# The Real Estate Psychology





# The Psychology

- First of all, you need to understand that you are in the business of generating leads.
- Real estate marketing is basically lead generation.
- Get as much people as possible and sell your market to them.
- The more leads you have, the greater your chances of having deals to close.
- No leads = No Paying Client = No Money
- Everybody will make their money, just focus on getting your own leads.



# The Two Things Involved

- How to identify your clients
- How to get them to buy



## Client Identification

- Look at the property you are trying to sell, and ask yourself who are the people that are most likely to buy it.
- If you don't define who you are selling to, you will have problem.
- The truth about real estate is that you need to connect with the big fishes (people who have money).
- Leave the regular people alone unless you are selling something they can afford.





## Getting Them To Buy

- This is where your real marketing is.
- After knowing who you want to sell to, next step is to find a way to get across to them.
- You can get across to them by putting yourself and your product in their front.
- This can be online and in-person.
- Online: showcase your products and services using social media.



# Marketing Online

- The most important thing about marketing online is to target the right people.
- No matter how good your ad is, if the right people are not seeing it, it's a waste.
- Rich people also use the internet a lot.
- Just get yourself across to them.



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# Marketing Channels

**Facebook**



**Google**



**Tiktok**





# Process of Marketing Online

There are two ways to do this:

- First is to advertise a particular property and get leads that are interested in it.
- The second way is to advertise your services as an agent who can help people get different properties in different places.
- The 2nd method will give you a greater edge because you are not just focusing on one particular type of property.

# Module 2: The Psychology of The Buyer



# PSYCHOLOGY OF A REAL ESTATE BUYER

- The world has evolved.
- And marketing strategies have evolved too.
- People are now more informed than they used to be.
- You need special strategies to sell high-end properties to total strangers.
- People only buy from someone they KNOW, LIKE & TRUST.
- To get real estate clients, you need to deploy **THE TARGETED LEAD GENERATION PROCESS.**

# THE LEAD GENERATION PROCESS

- Everything about selling real estate revolves around the lead generation process.
- It is a process of presenting solid offers to the right people.
- It is a simple process that will save you from a lot of troubles.
- The process requires 4 things only.
- Once you have these elements, there is no property you cannot sell.



# Requirements for TLGP

- High quality audience
- Source of traffic
- Marketing content and offer
- A marketing funnel

# Module 3: CLIENT ACQUISITION

- Audience Qualification
- Audience Segmentation
- Audience Targeting



# AUDIENCE QUALIFICATION

- Real estate clients are very special.
- Identifying your ideal audience is key
- It is good to separate those that can afford real estate from those that cannot.
- Real estate audience are divided into 4
- Focus on these 4, and you will have nothing to worry about.
- Ignore these 4 sets of people and you will find yourself to blame.

# Real Estate Audience

- Investors
- Wealth protectors
- Individuals looking for housing
- Nigerians in diaspora

# AUDIENCE SEGMENTATION

- After qualifying your audience, you will still need to segment them.
- Segmentation involves the process of separating potential clients from time wasters.
- If you don't do this, you will have all manner of people disturbing you.
- You don't need a crowd to make big sales in real estate, you only need a few people.

# The Segmentation Process

- Level 1 Audience - Sees the Ad.
- Level 2 - Clicks on the Ad to the landing page.
- Level 3 - Reads the landing page copy.
- Level 4 - Clicks the booking button on the landing page.
- Level 5 - Fills the booking form and Submits.
- Level 5 Audience is our ideal client.

# AUDIENCE TARGETING

- This is most likely the most important part
- You have to identify who your potential client is and target them based on their interests.
- Create a buyer persona and figure out what your clients look like.
- Once you carry out your research, it will be easy to get across to your potential clients.

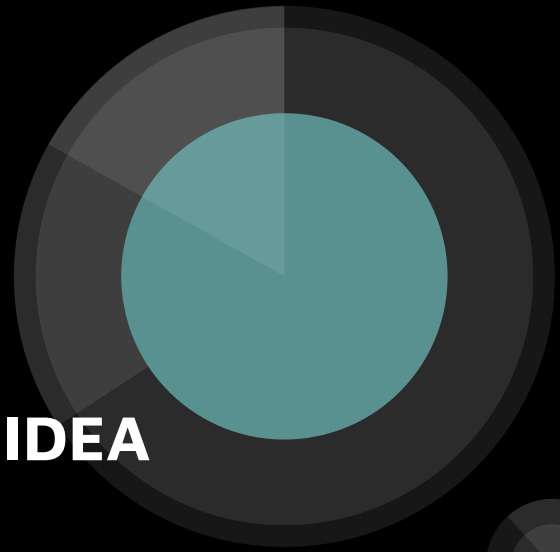
# Figuring out your potential clients

- What do they do for a living?
- What do they like?
- What are they spending their money on?
- Where do they hangout?
- Where do they live?
- How old are they?
- What does their lifestyle look like?



## Module 4: THE BIG MARKETING IDEA

- How to generate big ideas
- How to carry out Monopoly Marketing
- Marketing Angles



# WHAT IS A BIG IDEA?

- A big idea in marketing is the theme of your marketing campaign.
- It hooks your audience and makes you stand out.
- The media is filled with different information and you need to pop out of the clutter.
- Since everyone is selling real estate the same way, you need to stay different.
- That is why you need a strategy that others don't know about.

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**ADVERT A**

**3 BEDROOM APARTMENT FOR RENT!!!**

**Location: Ikoyi, Lagos**

**Price: 13M, per annum**

**Features**

**\*All rooms ensuite \*Fully fitted kitchen \*CCTV Camera**

**\*24 Hours Security \*Fitted Ac \*24 Hours electricity**

**\*Pop Ceiling \*Stamp Concrete floor \*Water Heater**

**\*Gym House \*Swimming Pool**

**Tel: 081\*\*\*\*\*4**

## ADVERT B

Searching for the perfect Luxury home in a perfect location?

Consider this 3-bedroom Condo strategically positioned in a serene environment in Ikoyi, Lagos.

Fully fitted with the most exclusive interior designs, Italian stamp concrete floors and solid pop ceilings.

All rooms are ensuite with new technology air conditioning systems. The spacious kitchen is fully fitted with cutting-edge designs, stainless-steel utensils and marble finishes.

Your safety is 100% guaranteed with our 24-hours all round private security. And you will never have to worry about electricity, as you will enjoy a constant 24-hours electricity supply throughout the year.

Do you like to stay fit? Don't worry, the flat has a gym with sophisticated fitness equipment. So, you can stay motivated and exercise with ease.

# MARKETING LESSONS

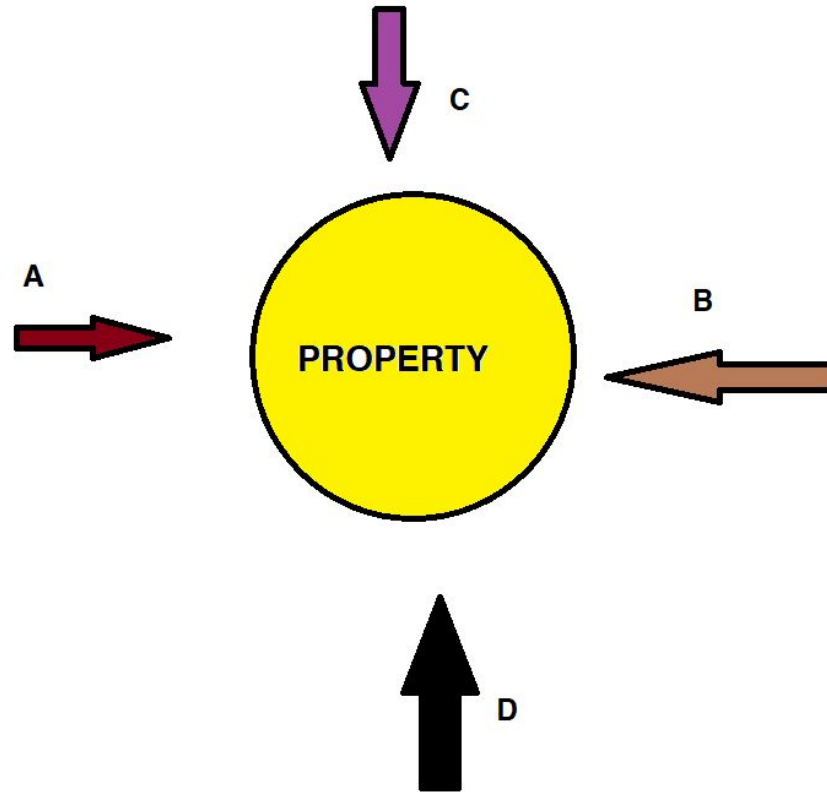
- Your clients are not stupid.
- Your clients are people that have money, and you must speak their language.
- Make sure you are not sounding like the regular real estate agent.
- Capture their attention with headlines that will resonate with them.
- Write detailed and interesting property descriptions.
- Write your ads like you are speaking to one person.
- Write your pitch in a conversational tone.
- Support your property descriptions with corresponding pictures.

# MONOPOLY MARKETING

- Monopoly in business refers to a situation where you dominate the market because the others don't have the resources that you have.
- In real estate, it means you are part of the 10% that are making 90% of the money.
- Monopoly marketing in real estate is when you deploy the targeted lead generation process.
- When everyone is busy saying the same thing, you are dishing out a different marketing perspective.

# MARKETING ANGLES

- This simply refers to your reference point in a campaign.
- And you use different angles for different people.
- You sell to a rich man from an angle of a luxurious lifestyle, and you sell to the middle class from an angle of affordability.
- In a saturated market, angles are used to save the day.
- You find an untapped angle and monopolize it.





### Headline A

"These are the 4 most Profitable and Trouble-Free Areas to Buy Land in LAGOS Right Now.... Early Investors Could Pocket up to N20-Million in 18-months Or Less... "

### Headline B

"This is the perfect time to own a piece of land in the most sought-after areas in Lagos. Get a plot of land for as low as 2 million naira in these sophisticated areas..."

# Module 4: **TARGETED LEAD GENERATION**

The Real Estate Marketing Funnel



# You only need 4 things in Lead Generation

- The perfect audience
- A source of traffic
- An offer
- A marketing funnel

# THE MARKETING FUNNEL

- This is the life-wire of the process
- It is your customer's journey with you.
- You have to create a path that takes them from Point A to Point B
- Between point A & B, there are things that need to be done.

**ADVERT**



**LANDING PAGE**



**SALES CALL**



**FOLLOW UP CALLS**



**CLOSE THE DEAL**

# THE COMPONENTS

- The advert is what your potential clients see.
- This is where you grab their attention.
- If you want them to notice you, you must sound different.
- The Landing Page is where you craft your offer and explain more about the property.
- A landing page is not compulsory, but it gets the job done easier.
- The Booking Page is where you collect the details of interested clients, after they might have read your offer.
- The sales call is where you close the deal.

# THE FUNNEL IN ACTION

- There are 2 types of funnels
- They are the WARM-UP & ACTION Funnels.
- The warm-up funnel is called awareness funnel.
- It is used to establish your presence.
- The action funnel is the marketing funnel.
- It is used to market your properties and make sales.

# THE WARM-UP FUNNEL

## FIRST WAY:

**Awareness Ad** (We are here and we sell properties)



**Landing Page** (Explaining what we do and why you should choose us)



**Lead generation** (These are our details. Contact us & ask questions)



## **SECOND WAY:**

**Page-like Ad** (Like our page)



**Awareness Ad** (This is what we are all about)

# THE ACTION FUNNEL

**Lead generation Ad** (We have this property for sale)



**Landing page** (Everything about the property & offer)



**Booking page/WhatsApp** (Drop your details, we'll call you)



**Sales Call** (Close the deal)

# Without Landing Page

**Lead generation Ad** (We have this property for sale + Offer)



**Facebook Forms** (Drop your details, we'll call you)



**Sales Call** (Close the deal)

# Tools Needed for the Funnel Operation

- Properties to sell
- Big marketing idea
- Facebook page
- Facebook business manager
- Website (optional)

# CLOSING THE DEAL

- Call your clients and speak with them.
- Be confident in your approach.
- Schedule an inspection.
- Talk payment.
- Once payment is made, you get your cut from the agency.
- Percentage is between 5 – 15%
- Remember to be professional.

**THANK YOU**