



# Internet and Online Marketing in Commercial Real Estate



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Link: <http://commercial-realestate-training.com>

## 1. Websites

- 1.1. Brokerage sites
- 1.2. Agent sites

## 2. Property Portals

- 2.1. Priority Placement
- 2.2. Refresh adverts

## 3. Blogs

- 3.1. Local stories
- 3.2. Property information
- 3.3. Precinct information
- 3.4. Investor information

## 4. Editorials

- 4.1. Listing specific
- 4.2. Transaction result information
- 4.3. Market trends

## 5. Articles

- 5.1. Listing related
- 5.2. Precinct related
- 5.3. Local stories
- 5.4. Feature points

## 6. Target Marketing

- 6.1. Investors
- 6.2. Developers
- 6.3. Business Owners
- 6.4. Franchisors
- 6.5. Tenants

## 7. Media

- 7.1. Professional Photos
- 7.2. Advertising Copy
- 7.3. Downloadable

## 8. Client Type Focus

- 8.1. Investors

8.2. Business Owners

8.3. Developers

8.4. Franchisors

8.5. Tourism/Hotels/Motels

8.6. Tenants

## **9. Autoresponders**

9.1. Email automation

9.2. Newsletter

9.3. Listings

## **10. Property Type Focus**

10.1. Industrial

10.2. Office

10.3. Retail

10.4. Land

10.5. Tourism

## **11. Local Focus**

11.1. Town or City

11.2. Precinct

11.3. Building

## **12. Keywords**

12.1. Search engine research

12.2. Location keywords

12.3. Property type keywords

## **13. Social Media**

13.1. Twitter

13.2. Facebook

13.3. Others