

FIRST WEDNESDAY MARKETING WORKSHOPS

CREATING QUALITY



Your Investment

While content creation can be done for very little money, or even for free, **it doesn't mean that it doesn't have a cost.** The main cost of a content marketing strategy is time. You need to be willing, able, and disciplined enough to keep producing quality content regularly.



What's the content creation process?

- Find a problem!
- Create content that provides a solution
- Share the content

What info do Buyers & Sellers Want?

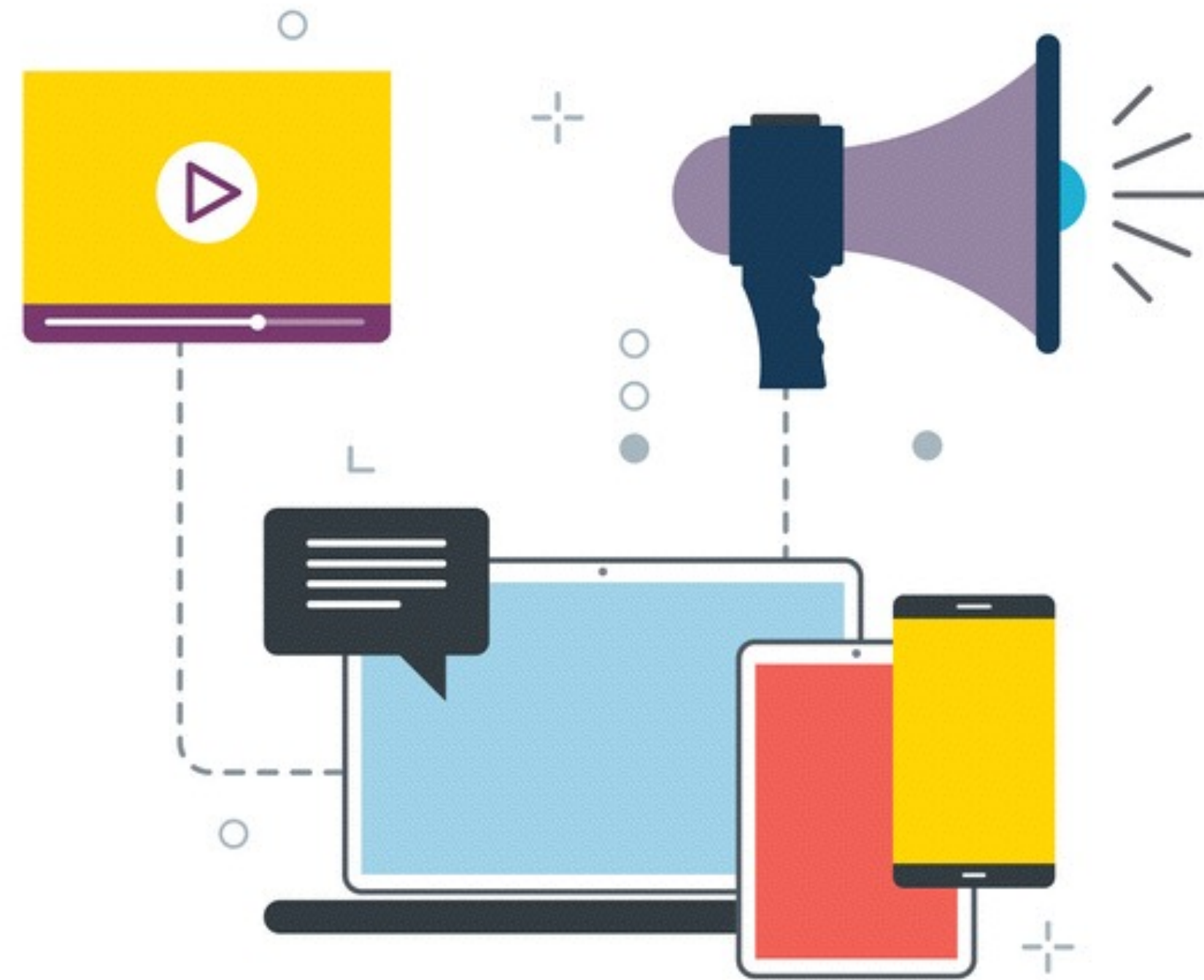
Homeowners want to know how to:

- Increase their home's value
- How to sell their home faster
- Make the right decisions as a homeowner
- How to get the best price for a home
- How to get a mortgage with the best possible terms
- How to choose the right real estate agent
- The value of owning a home.



What Content Is Best?

1. Blogs/Articles
2. Infographics
3. Videos
4. Photos



Blogs & Articles

Creating a Blog Example:

1. Find an article. Use [houselogic.com](https://www.houselogic.com), a FREE NAR Tool

https://www.houselogic.com/remodel/painting-lighting/wall-stain-removal/?site_ref=mosaic

2. Copy & Paste the article into your blog,
and find a FREE relevant image to use.

3. Source the article and link back to original article.



Blogs & Articles

House Logic Widgets

Embed live Widgets on your website!

- Additional House Logic Tools -
- https://members.houselogic.com/?cid=eo_rl_narmain_rcrpromo
- Widgets - <https://members.houselogic.com/widgets/>



REALTOR® Content Resource

Powered by  houselogic

The best **FREE** way to keep in touch with your clients

The REALTOR® Content Resource: Your source for ready-to-use articles on all aspects of homeownership, including homebuying and selling, for your consumer communications. Use the content *when* you need it, *how* you need it:



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Your site or blog



Handouts

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FREE!

Set Clients Up For Success

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Brand and Share!

Share HouseLogic's Best Tips

Just download the Word files below, add your logo and

Infographics

- You can make your own **(Do Not Use Copyrighted Photos)**
- Sources from NAR
- <https://www.nar.realtor/infographics>
- <https://www.nar.realtor/thats-who-we-r/campaign-assets-for-social-media>

Tips for Infographics:

- Beautiful Design
- Valuable & Meaningful Statistics
- Branding



NOW MORE THAN EVER, EXPERTISE MATTERS.



PHOTO

First and Last Name
Company Name
City and State
Phone Number



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IS YOUR AGENT A REALTOR®?

Look for the R.

Infographics

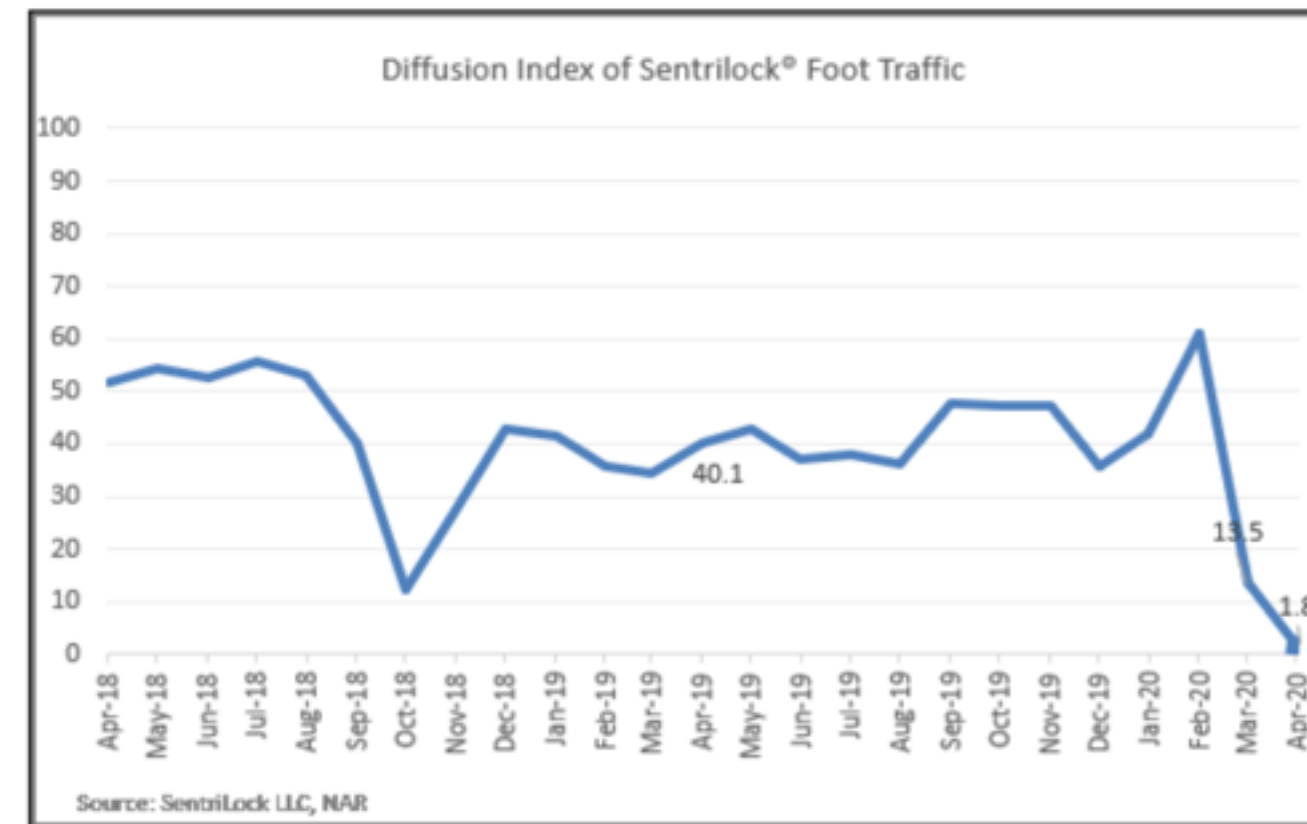
April Foot Traffic 2020

Every month SentiLock, LLC. provides NAR Research with data on the number of properties shown by a REALTOR®. Foot traffic has a strong correlation with future contracts and home sales, so it can be viewed as a peek ahead at sales trends one to two months into the future.

- Home viewings data from SentiLock®, LLC, a lockbox company, indicates a continued downward trend in home buyer traffic in April 2020 with respect to the prior month and one year ago in the wake of coronavirus social distancing measures, stay-at-home orders and the unprecedented rise in unemployment.



- The Sentrilock® foot traffic index decreased 11.7 points in April from the prior month and is down 38.3 points from one year ago.
- The April 2020 Sentrilock® foot traffic index of 1.8 points represents the index's all-time low. This means that nearly all 200 boards in the Sentrilock foot traffic index reported weaker foot traffic compared to one year ago.



¿ES SU AGENTE UN REALTOR®?

Busque la R.

WE ARE STRONGER TOGETHER. EVEN WHEN WE'RE APART.



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Photos

- **DO NOT USE COPYRIGHTED PHOTOS**
- You have a camera on your phone. **USE IT!**
- FREE Stock Photos - Pexels, Unsplash, etc..
(Read their agreements)
- PAID Stock Photos - Shutterstock, GettyImages
- Local Photos (FreeABQImages.com)



Videos

- **DO NOT USE COPYRIGHTED VIDEOS**
- You have a video camera on your phone. **USE IT!**
- Live Videos
- Stock Videos - Paid*
- Embedding Videos
- Local FREE videos (FreeABQImages.com)
- Hire a Professional





- **Get Creative!**
- **Be mindful of Clear Cooperation**
- **Give Credit**
- **Stay on Brand!!!!!!**



Questions?



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