

Real Estate Internet Marketing Solutions in Nigeria

By

Adhang.com

Real Estate Internet Marketing
Solutions Nigeria, Market Your Real
Estate Online

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Introduction

Real estate internet marketing solutions in Nigeria e-book is written to real estate practitioners, agents, companies etc that wants to harness the power of internet to reach their potential clients online in an effective ways.

This ebook is straight to the point on real estate digital marketing that helps you reach your audience in a such way that helps your real state business in short, medium and long run.

With help of online marketing media, marketing real-estate on internet in Nigeria has become so easy that all you need is to understand the internet tools and channels of marketing your real-estate online in Nigeria via internet, which is what this e-book is all about; marketing your properties online such as house, land, shops etc

First thing first

First thing first, before you start marketing online you should snap pictures of the houses, shops, rooms, land or any property you want to market online to Nigerians, these pictures will be incorporated and used in various marketing tools and channels I will outline in this article.

Because when it comes to online, visual plays an important role, this helps raise the feeling needed to connect the buying emotion of the property buyers.

Make sure that the pictures are very attractive, appearing and clear that buyers can see clearly what he/she is going to buy or rent. Yes this is very important, no matter how cheap or popular your real estate firm or agency is if people think you don't have what they're looking for they will simply look for it somewhere else.

What do you need to Advertise?

Yes, what do you need to advertise or promote: is it the real estate properties i.e. houses, shops, rooms, or the firm/company itself i.e. the brand behind the properties?

You should have your real estate marketing focus, you should be clear on what is important to you now. Is important to mention here that in selling properties through online focusing on just one aspect has advantages and disadvantages in long run. For example because of fraud in the real estate business in Nigeria buyers will be reluctant to buy from unknown brand, in the other hand building the brand takes money and investing on the brand.

You can balance the two by marketing the real estate company and properties; things that are needed in this case in running your real estate marketing in Nigeria are logo of the company, real estate pictures and name of the company behind the real estate advert. Ensure that all the online banners designs should incorporate the company logo, name and property picture.

Let look at tools and channels to market Real estate online:

Online display advert

You must have been seeing those fancy looks online displays ads on different websites and online platforms as you browse internet. Online display advert is one of ways you can market and advertise your real estate to Nigerians online.

This comes in the form of internet banners in sizes, display text advert etc. What is needed here is to design a very attractive banners that portray your properties; be it room, shop, house, office etc the banner must be attractive and have call to action message to encourage internet users to click on the banner to visit your website or page. If you don't have website you can create webpage here <http://www.cokoyes.com/pages> and post the properties picture there. Also you can post in www.africatoporum.com

In online display ads there are thousands of online platforms that allows you to pay and display internet banners in different sizes e.g. Cokoye.com banners you pay for banners display, just a peanut a month you have your banners displaying in all over the www.cokoye.com to thousands of its members nationwide. It's important to say that www.cokoye.com is an African community where all Africans meet to discuss issues.

Online Sponsor Ads

Whenever you're in most websites you do see "sponsor ads" sign before or beside content/text, what that means is that company or agency like you paid for the advert/content to be posted or displayed on those websites.

Online sponsor ads helps you display your real estate advert on various channels that target Nigerians online, good news about sponsor adverts using display ads networks is that it helps to spread your advert to thousands of their partners websites.

Example of advert networks are Google, Microsoft adcenter etc

Sponsor ads is very common on the internet from social media to advertising networking websites, advertising networking websites have thousands of WebPages across Nigeria running online banners and text ads, it's kind of makes it easy to reach Nigerians that are interested in searching or buying properties. You can pay for premium ads at www.africatopforum.com

In short internet is full of sponsor ads with different disguises and tricks that most online users may never know exist.

Online Presentation

Just like you can have your slide shows in your desktop, laptop, tablets etc the same way you can have your well design slide shows and presentation online.

Advantage online presentation has is that not only online search engines will index it and be sending buyers to play it, the slide show websites already have thousands of people visiting them every day.

Online presentation can showcase your properties in visual appearing manner to Nigerians online. To accomplish this, you use presentation/file sharing websites such as slideshare.net, slideboom.com, issuu.com etc. Yes, people are more attracted to visual contents than text. They say “seeing is believing” this enables Nigerian buyers to have a look at the company’s inventories.

With online presentation you market your real estate business to Nigerians online.

Invite Bloggers

Blog is an online journal, the owner/writer is called a blogger. People set up blogs to write on various issues or opinions important to them be it to inform, educate or protest on any given issue, there're thousands of blogs out there.

Blog is one of ways you can market your Real estate online, this involves inviting bloggers to write about your properties and publish the write ups in their various websites/blogs; this way they're helping you to market your Real estate business to their websites visitors and internet users.

It could be in form of review article or sale's article either way bloggers are influencers or opinion leaders that a lot of buyers already trust, specially their loyal readers, the blogs readers view it as an endorsement.

You search internet for bloggers that blog about real estate or properties related and invite them to write about your properties.

[With our digital marketing plans we do this for clients](#)

Spokesperson Video

Video marketing is one of great ways to market real estate service to Nigerians online. If you visit video sharing websites you can see a lot of sales and educative videos that are meant to attract buyers or convince potential clients about a given product/service or company.

You create a short video 1 to 2 minutes spokesperson video with outspoken personnel advertising your properties. It's always good to hire a professional or use a person who is good at facing camera to do the presentation because how your properties or real estate company is presented is one of determinants of what the buyers do next after watching the video.

The video after creation should be distributed online to video sharing websites such as Youtube, vimeo etc. Distribute the video to as many video sharing website as possible. [In Adhang.com as part of packages in our plans here](#) we distributes videos for client to over 40 video sharing website around internet. Many Real estate buyers will prefer listening and watching the video.

Online Article

Online article is one of great ways you promote your real estate to Nigerians on internet. Article about your real estate gives your company advantage over your competitors. How you write your article will determine how and where you will distribute and post them online for Nigerian potential real estate customers.

If you write a real estate sales article, there are many Nigerian forums that have free advert section of their forum. For example cokoye.com's sales article section is <http://www.cokoye.com/1-114/> (Please don't post sales content somewhere else in these forums or the article will be deleted by forum moderators).

You can write an informative and educative article about real estate in general, and put one or two links in the article pointing to your company website and distribute it to hundreds of article directories, thus you're establishing your expertise in properties business in Nigeria at the same time linking to you business website or real estate listed page. [As part of Adhang plans here we write and distribute article to over 300 article directories](#). Important issue here is spreading the company services and name to as much as possible.

Conclusion

Above are online real estate marketing solutions and ways you can market your Real estate Company or properties in Nigeria. You decide on whether to do it in house or employ a digital marketing agency it's up to the company to decide, important thing is to start an effective real estate digital marketing now, ways outlined in this ebook is a good start, interesting thing to know is whether you do something or not your competitors are doing something.

If you have no time, knowledge or know how to go about above solutions; no problem, hire us Adhang.com, Adhang.com is a Nigeria based world class digital marketing agency. You not only get above outlined marketing ways done professionally (with much more methods not listed above), you're assured of great ROI for your real estate online marketing.

Also Adhang.com send you detail of your online marketing activities report every month, this enables your company calculates the impact of your online marketing investment on your online real estate marketing.

About Us

Adhang.com is a Nigeria's based world class digital marketing agency with expertise in Content marketing, Search engine Marketing, Social Media Marketing, Mobile Marketing and Display Ads.

Adhang.com exceeds client expectations to achieve its digital marketing objectives, using our years of experience in digital marketing scene.

Adhang.com is based in Lagos, Nigeria.

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