

Digital VS Traditional Marketing

Digital Marketing

Digital or online marketing is the marketing mode of the global village. It is only obvious that the era of the internet will have its influence in every realm of life. Digital marketing includes platforms like: Social media like Facebook, Twitter, or Instagram, Business networking sites like LinkedIn, Promotional ads via emails, Paid pop ups, Blogs, Click bait links for viral content.

ADVANTAGES

1. You can target a local audience, but also an international one
2. Higher exposure
3. Your audience can choose how they want to receive your content
4. Digital marketing is cost-efficient
5. Data and results are easily recorded
6. Level playing field
7. Real time results
8. Brand Development
9. Viral

Traditional Marketing

Traditional marketing is the conventional modes of marketing that have been used since the beginning of marketing and advertisements. This includes: Television, Newspaper, Radio, Flyers and billboards by the roads and highways, Ads in related weekly magazines.

ADVANTAGES

1. You can easily reach your target local audience
2. The materials can be kept.
3. It's easy to understand.

DISADVANTAGES

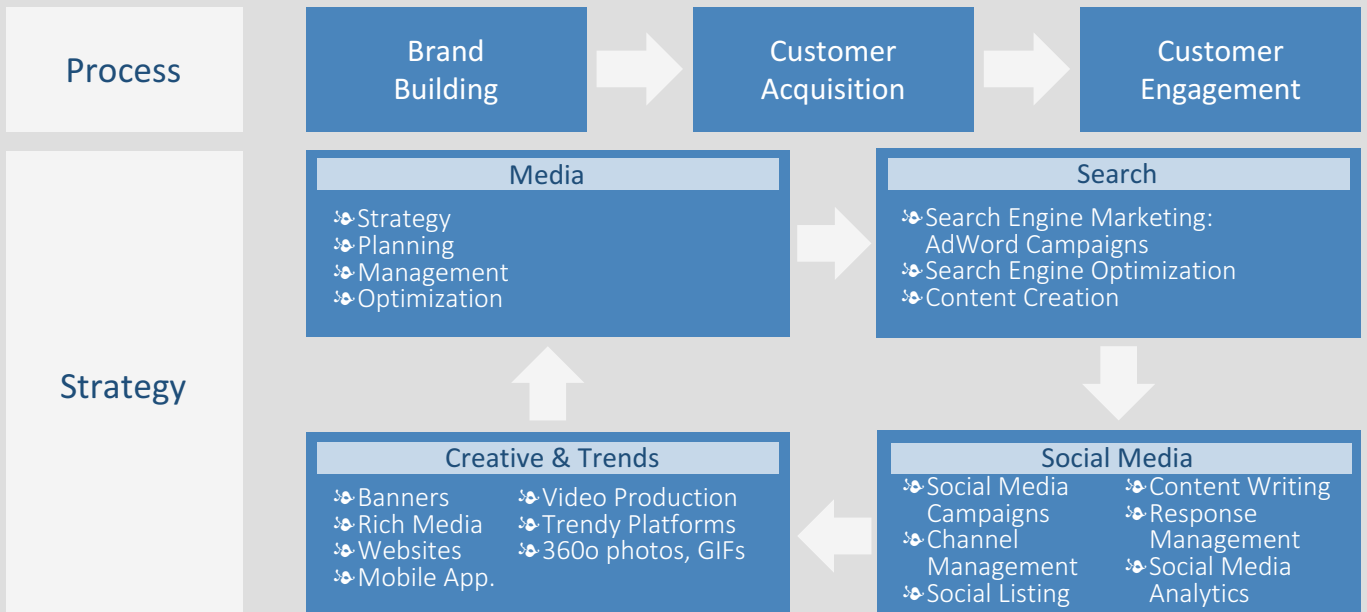
1. There is very little interaction between the medium used and the customers
2. Print or radio advertisements can be very costly
3. Results on this marketing strategy cannot easily be measured

Digital Marketing & Real Estate

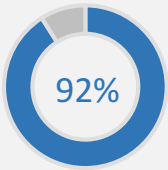
One of the most important elements that makes digital marketing wanted in the modern real estate industry is its easy reach at affordable prices. In real estate digital marketing is applied in order to boost the power of reaching the targeted users through numerous channels

There has been a impressive increase in the number of leads from marketing real estate online using digital marketing platform. Certainly, decision makers get interested with personal buying experience when it comes to high monetary value products, and using digital marketing real estate developers create a huge impact on theses decision makers

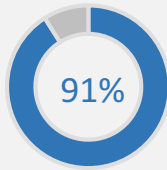
Digital Marketing Process & Strategy



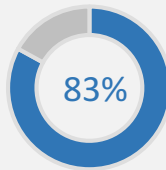
Real Estate Digital Marketing in Figures



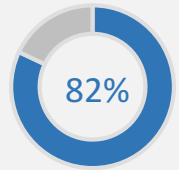
of home buyers have searched for homes the Internet



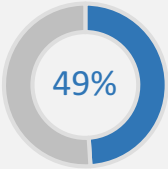
of brokers use social media



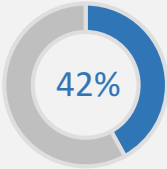
of home buyers see pictures of the property online



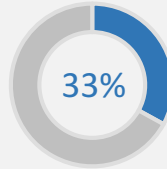
of home buyers trust online agents as good source of info



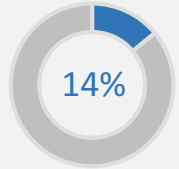
of the leads come via referrals



of home buyers have used the Internet as their first search medium



of the buyers buying for the 1st time are researching online



of home buyers search for tips on how to purchase homes

Digital Marketing Tactics & Techniques in Real Estate

Identify your goals and the digital marketing tools you will need

Online reputation management can make or break your brand

Impress visitors with an impressive and effective design

Divide your budget between awareness and lead generation

Engage your visitors with high quality content

Track your customer behavior on each channel and optimize on the best performing channels

Use a clear and strong Call - To - Action

Stay always on, even if the budget is limited

Coldwell Banker Commercial Advantage

CBCA is a full service commercial real estate company located in New Cairo, Egypt. The company specializes in commercial, industrial, retail, residential, land development, and real estate investment covering various services.

Our professional team enjoys significant investment, managerial, and real estate development experience acquired from global and regional powerhouses assisted by specialized in-house functional advisors, including, Engineering, Legal, HR, Finance, etc., in addition to the company's collaboration with top real estate experts/consultants who act as stakeholders on many tasks appointed by the company's esteemed clients. Such high level of experience and devotion will offer and result in the highest quality and perfect timing.



Acquisition & Disposition



Property Management



Development Management



Landlord Representation



Market Research & Analysis



Investment Analysis



Start-up & Small Businesses



Distressed Assets



Capital Services



Tenant Representation



Corporate Services

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