

CLIENT Unspecified
ITEM Blog post
SUBJECT Artificial Intelligence in Real Estate

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Artificial Intelligence: the key to making your listing stand out

It can be hard to make sure your real estate listing gets seen by enough of the right eyes. In the fast-moving world of marketing technology, things that worked yesterday are not cutting through in the same way today. New technologies are constantly emerging, so staying on the cutting edge is a sure-fire way to make your potential buyers stop and notice you.

So how can you make your business stand out? What's the next step to get your listing noticed?

In 2019, Artificial Intelligence (AI) is fast becoming a staple of leading marketing campaigns, and its application to real estate could be the key to taking your listing to the next level.

AI encompasses a wide variety of marketing techniques and technologies, some brand new and others an improvement on tried and tested marketing methods. This article will look at the four areas of AI that are set to have the biggest implications on the real estate market; visual search, customer profiling, programmatic advertising and AI bots.

Visual search is an emerging AI field that will have a huge impact on the way buyers search for a property. Buyers will have the ability to snap or search for an image of their dream house and run a search for similar looking properties. This technology is already being adopted, with Google Lens search rolled out to Google app for iOS in December 2018, so agents and their marketing teams need to act now to make sure they are not left behind. Some relatively easy additions can be made to your existing SEO strategy to make sure your listings are number 1 in a visual search: optimise your images for mobile, create an image sitemap and make sure your images alt text is full of targeted keywords.

Customer profiling has long been used by smart marketers to tailor the message to the customer. Advances in AI are making this happen at a granular level, allowing personalised marketing campaigns to be delivered to individuals, based not just on their current behaviour, but also on their predicted future behaviour. In real estate this means delivering timely, relevant listings to potential buyers, which increases the chance of a sale. Clever, well executed, personalisation has been shown to improve email click through rates by up to 14%*, which equals a lot more eyes on your listing.

Programmatic advertising goes hand in hand with customer profiling. Using machine learning and customer data, programmatic advertising allows digital display ads to 'follow' a customer around the internet, increasing the customer's exposure to the ad and therefore increasing the ads effectiveness. Multiple SaaS solutions are becoming affordable and user friendly, meaning programmatic advertising, once the domain of large digital agencies, is becoming accessible to in-house marketers, without blowing the budget. Platforms such as Amazon (AAP), DoubleClick or Adobe allow you to manage your own programmatic advertising campaigns with comprehensive reporting capabilities for full transparency. The platforms use AI technologies to 'learn' about your customers, meaning your campaigns become smarter and more targeted as the platform gets to know your customers.

Artificial Intelligence 'bots' are increasingly common in customer service and have been used with mixed success. Savvy consumers now know that they are talking to a bot, so the key is giving them a seamless experience and no cause for complaint. Bots can be used in real-estate to answer common questions about a property at any time of the day or night. Advanced features can also allow customers to book viewings through the bot or request information on similar properties. As the technology continues to advance, the bots will be able to take over the bulk of the customer service

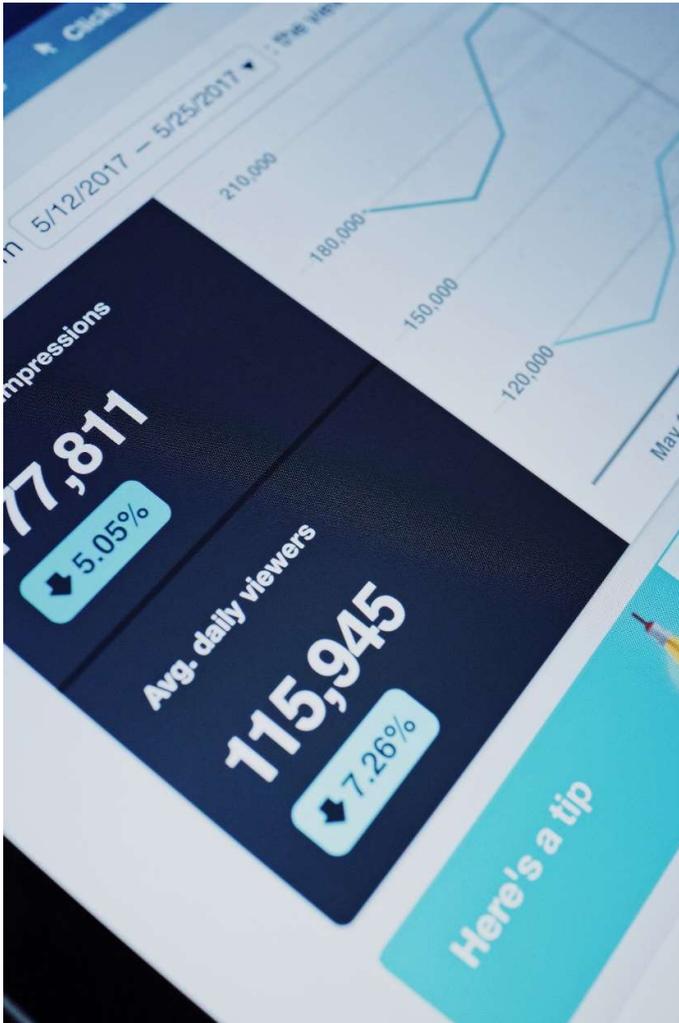
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function, meaning you won't lose buyers who don't have time to make a phone call. With more and more millennial buyers coming in to the market place, this instant communication tool will set you apart from the 'traditional' walk in agencies.

Of course, this is the tip of the iceberg. AI is becoming an integrated part of many elements of marketing and those that don't hop on board will get left at the station. In a marketplace flooded with options, agents need to keep evolving to make sure their listing is the most appealing one out there, and AI might just be the key to achieving it.

*<https://medium.com/@MandyModGirl/8-ways-to-increase-your-email-open-rates-a13b539b1c3f>

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