

9 Digital Marketing Hacks to Win New Landlords

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Introduction

Digital marketing might sound fancy and complex, yet a report by AdAge reveals online ad spending will rise by 60%. Furthermore, Agent Extra found that spending £5 a day on Facebook ads brings in 72 leads on average – of which one-fifth convert.

Perhaps you have tried old-school methods like flyering, dressing up agency windows, and networking events – but still haven't reached your goal for new instructions. The time has come for a new wave of marketing.

Embarking on a marketing adventure without understanding your landlord's brain first is futile. The persona is fundamental to the content you create and your brand awareness. Building a symbiotic relationship with prospective landlords is pivotal; it starts with attraction.

This eBook will guide you on how to win new landlords by devising a digital content strategy. We speak with industry experts who offer tips to revolutionise your marketing. It is simpler than it sounds.



Attracting Landlords



Attracting Landlords

Letting Agent Consultant and Ghostwriter, Christopher Watkin, believes attracting landlords is central to building long-term relationships.

“If you want to attract landlords to you, you have to be attractive. Not attractive in looks, but get landlords to be attracted to you... The best way to get someone interested in you is to be interested in them first.”

Treat gaining instructions like dating: the initial attraction and months of courtship are strategic. Show landlords around a property or provide friendly advice on how to increase their profit margins – altruism increases reciprocity.

Understanding Landlords' Brains

Before embarking on a digital marketing campaign, you must know your landlords inside out. It's about understanding and empathising: where can you step in to save them?

Christopher Watkin explains that brand awareness is the least of your problems; the relationship takes precedence, not self-serving rhetoric.

“If you haven't got [landlords'] attention to build up a relationship, you're not going to win. You need to understand their frustrations, their hopes, their dreams, what interests them, what turns them on, what turns them off, what keeps them up at night. You never talk about yourself or your services.”

Therefore, the content must be landlord driven; it should be interesting and valuable to them (even if it bores you). Share surveys or questionnaires with landlords to get their honest feedback and insight. Scout forums and Facebook pages to see how landlords speak, act, and behave. Get inside their heads. This forms the first part of your marketing strategy.

What Do Landlords Look For?

The PRS accounts for 17% of all households across the UK. So, what are landlords really looking for in an agency? They come prepared with pre-set questions across all areas of management. It's in your prerogative to know what they want and why.

Landlords want to know the type of tenants you rent properties out to and ensure properties are treated with respect. They'll have questions like: how long does it take you to find a tenant? What is the average tenancy period? How much is spent on maintenance? Conduct a data audit to get these metrics. A property management tool can help you get this information quickly.

The average time to find a tenant is 30 days and the typical tenancy is 20 months. Tenants will rarely want to stay beyond 5 years. This is where you can educate landlords on a good yield, which is generally between 6-8% depending on location.

What Do Landlords Look For?

Managing Director at CF24 Property Services, Ahmed Mustafa, believes value for money is what attracts landlords.

“At the end of the day, people are looking at how much money they're making. Especially in the time we're in – every penny counts. So we try to keep our management costs at the low-end side...We encourage new landlords by offering a one-year incentive of only 6%.”



Establishing your USPs

Only 13% of landlords use a letting agent for full property management; some use multiple agencies. A further 31% don't use a letting agent at all. Typically, landlords are apathetic towards agencies.

Chris Watkin explains: “the vast majority of landlords don't love their listing agent... Landlords just can't be bothered to swap agencies; just like most people can't be bothered to swap banks.”

When building the relationship, establish your USPs to understand how your agency solves that landlord's problem, or what services appeal to them over another agency.

Establishing your USPs

Consider these 9 prompts:

1. How do you adhere to legislative regulations and stay compliant?
2. Do you have up-to-date software across maintenance to finance?
3. What is your knowledge of the local area – how would this appeal to tenants or landlords?
4. Can you give a full list of services you provide?
5. What redress schemes are you members of?
6. Do you regularly communicate with tenants and landlords?
7. What are your average void periods/tenancy lengths?
8. How often do you perform safety checks and inspections?
9. What insurance do you offer?

For instance, there are over 145 rules and regulations. Get insight from your landlord on if they are aware of the risks and penalties to see where you can step in. This mentality is more attractive than aimless sales talk.



9 Marketing Ideas

9 Marketing Ideas



We've discussed your why for creating content: appeal to landlord interests. To attract, you need to be liked – never lead with the sale.

Outdated techniques like cold-calling and flyering will likely result in expletives and the cold shoulder. You need a more savvy strategy to win landlords – one that is subtle and reflects the digital age. Here are 9 marketing ideas that attract landlords like mice to cheese.

Social Media

77% of letting agents use social media – particularly Facebook and Instagram (a goldmine for the target demographic). Indeed, 4 in 10 agents agree that social media brought in the highest quality leads.

With over 39 million active social media accounts in the UK, running ads and boosting posts is a no-brainer. Try sharing photos of properties, testimonials and answers to popular questions. No designer? No problem – use Canva to create.

Short-form videos on TikTok or Instagram reels are popular to build brand awareness by sharing industry tips and property walk-throughs. MCB Real Estate accumulated 446.3K views on one video alone.

Personal branding is key: consider using your private account like Rick Gannon who has over 200,000 followers. Always have a simple sign-off with your agency name, contact details and your logo for landlords to contact you.

Online Reviews

According to Bright Local, “91% of 18-34-year-olds trust online reviews as much as personal recommendations”. A further 93% make buying decisions based on these reviews. Reviews also account for 71% of B2B buyers’ deliberation.

We are psychologically wired to trust peer reviews and recommendations which then influence buying decisions. Engaging with online reviews (even negative ones) is just as important, showing you’re a do-gooder business, not a scam artist.

Set up a free Google Business profile to get reviews from tenants and landlords to increase your rating. Sign up with Trustpilot and include the rating on your website’s homepage. A tool like Eyerate can help you source reviews from comments on social posts for you to repurpose on your website or in ads.

Blogs

The best way to show your credibility as an agency is by writing articles or blogs. 1 in 5 marketers use blogs to reach their audience organically online because they are inexpensive.

Perform a simple google search or keyword search to see what's trending. Generate titles based on keywords such as:

- How to screen for the best tenants
- 8 ways to minimise maintenance expenses
- Is it worth investing in buy-to-let properties in 2023?

Landlords crave information about the happenings in the market. Aim to write around 500 to 1000 words ensuring the topic is educational and intriguing. Become their eyes and ears so they are more likely to turn directly to you for advice.

Webinars

Another affordable tactic which allows you to demonstrate your expertise is webinars. You can host a panel with industry experts and a live Q&A. The best part? It's all remote. It's now far easier to organise events and network without travelling across the country.

Make webinar entry exclusive by encouraging visitors to “book a space” to capture lead information. This allows you to make gentle touch points via email and nurture subscribers to create a relationship. Consider topics like: “Updates in New Legislation” or “How to Make Your Property Energy Efficient by 2025”.

Videos

Videos are easy and digestible content, especially in an age where our attention spans only last 20 seconds. Research by Hubspot reveals that 6 in 10 people are more likely to invest in a product or service once watching a video about it.

Short-form videos allow you to communicate ideas that both entertain and educate, and have the potential to reach thousands on a mass scale. From a marketing perspective, 76% found that video hit their goals more than other media types. Typically, videos up to 60 seconds long generate 5x more views than 1-2 minute videos and 3-5 minute videos.

Megan Eighteen (Business Development Manager at Haslams) uses TikTok to get the message out. She's posted around 200 videos, which generate between 2,000 to 40,000 views a pop.

"I've received a portfolio of 4 landlords and some from other towns – not bad for a couple of minutes' work." She says. Even if landlords are based in other cities, she can direct them to another branch.

eBooks

This is evergreen content which you can also repurpose into short-form content like blogs and videos. Instead of investing hundreds into paid media, (which may not always pay off) eBooks provide more longevity.

eBooks help you grow one-time visitors from an ad into raving fans by growing your email list or subscribers. Consider creating an inventory checklist for new landlords or a summary of new legislation in the renting sector.

Infographics

Infographics are highly underrated and are shared 3x more than other forms of content. They are versatile to use in eBooks, social media posts and more. If you can visually demonstrate trends in rental prices across the UK, or the average cost of maintenance per year, you'll be flying.

When it comes to reader psychology, statistics and metrics are paramount. Research shows that consumers scan for numbers and spend longer fixating on them. Numbers represent facts, ergo, credibility. Statistics are more memorable because they stand out both from a reading perspective – especially when scanning text online – and resonates with factual proof.

Email Marketing

Direct mail was a smash hit in the 70s, but the novelty is declining. Flyers, magazines and coupons are sent directly to a mailing address. Today, this type of mail goes straight to the recycling bin. Hence why email marketing was invented.

A report by Litmus found that, on average, for every \$1 spent on email, \$36 is returned. To go further, single opt-in (when a user only needs to subscribe once) has an 80% ROI over double opt-in (when the user has to activate their account via another email.)

Remember, no one likes to be sold to – least of all landlords. To ensure your emails don't land straight in their junk box, avoid leading with a sale. Words and phrases like “free quote”, “exclusive deal” and “click here” may trigger spam filters.

Top tip: tailor your email sequences. Segment your email list into age, location, and portfolio size – get granular. The content you send should be personalised and make the reader feel part of a community; a weekly newsletter, eBooks and blogs are ideal to send.

Referral Scheme

Your agency's reputation is technically the most important aspect of your marketing. Speaking with Ahmed Mustafa from CF24 Property Services, he prides their success in organic growth from traditional word of mouth.

“By maintaining a specific level of service you get referrals. Those landlords write feedback about you on Google, Facebook... When people are looking proactively for letting agents themselves, they'll look for the best-reviewed ones. You can market yourself and send out flyers... but if you don't have the reviews to back it up, you're going to struggle.”



Referral Scheme

Think of ways you can digitise your referral scheme and incentivise landlords to share feedback. For example:

- Social media giveaway: get landlords in your network to follow your page, tag a friend and share it on their socials to win a discount on their property management.
- Loyalty discounts: when your landlord refers another landlord for successful onboarding, offer them a percentage of the profits for the first 3 months.
- Online reviews: encourage landlords (and tenants) to share a good review in return for a £20 voucher to their favourite store.

This helps to build a relationship, shows you care about your landlords and gets the word out.



Conclusion

The trick to winning landlords is by being likeable. To do that, your efforts should be concentrated on what appeals to landlords to then build a strong relationship. Therefore, your content must be grounded in their interests. To stand out from the noise, your marketing needs to be innovative. This includes taking it digital, from social media to online reviews.

Sharing free tips and advice may seem counter-intuitive, but it demonstrates your credibility and builds trust. Dripping helpful content keeps you at the forefront of landlords' minds. Next time they need 1-1 support, you'll be on speed dial.

For more information on how to win landlords and optimise your property management techniques, check out our free resources on Arthur.



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