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8 Real Estate Marketing Trends and Tips for 2024

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By Intelligent Relations Team
December 13, 2023
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The real estate market is a rollercoaster of unpredictability. When the competition is high, only sellers with the best marketing strategies stand the test of time.

If you're new to the game, knowing how to build an effective online presence can be counterintuitive. [Book a Demo](#) [Log In](#)

And when it comes to reaching the right buyers and providing an optimal user experience, you may not know where to start.

Furthermore, you may need to build trust and credibility among potential buyers who are unfamiliar with your brand.

If you need fresh ideas to build your strategy from the ground up, look no further than these 8 current trends in real estate marketing.

These trends can help make your residential and commercial properties stand out. They can also help you build a loyal customer base that can refer you to other potential buyers.

We put all the new trends in real estate marketing in one place to make the learning curve as easy as possible. Below, you'll find the latest real estate marketing trends, examples, and pro tips.

Ready to upgrade your marketing mix with these real estate marketing trends?

Let us help! Book a free consultation with one of our PR and marketing experts. We'll take a



look at your current strategy to see where it

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Our Top Real Estate Marketing Trends 2024

Public Relations

Interactive Property Websites

Virtual and Augmented Reality Tours

Social Media Marketing

Sustainability and Eco-Friendly Features

AI and Automation in Customer Service

Content Marketing

Hyper-Localized Marketing

Data-Driven Marketing

1. Public Relations Can Tell a Story About Your Properties

Why is public relations (PR) one of the top real estate marketing trends?

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Real estate transcends mere property dealings. It embodies the lifestyles, dreams, and ambitions tied to each property.

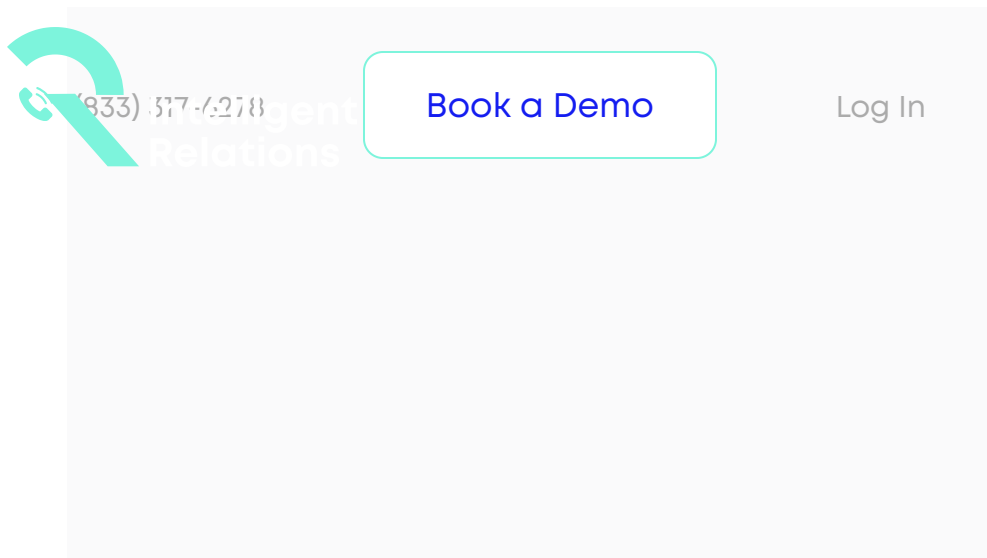
Using PR is an excellent way to create captivating stories about your properties.

It can help put your real estate organization or brand in a positive light. Plus, a compelling, relatable narrative can attract media interest and make your listings distinctive.

To maximize your PR efforts, forge ties with local media. Offer your insights on the real estate market and pitch intriguing stories. This type of engagement helps cement your standing as a local expert and opens doors for favorable media exposure.

Each property and transaction in real estate tells a unique story. Uncover these stories in your listings or client experiences to capture media interest. This could involve spotlighting an extraordinary property or celebrating a notable local sale.

Announcing an expansion to a new location is excellent PR for real estate companies. Here is an example from real estate giant [Keller Williams](#):



Pro Tip: Active community involvement can also significantly enhance your PR efforts. Organize or back local real estate events, workshops, or seminars. This helps improve your image as a community-focused and accessible expert.

Want to learn how to build a PR strategy that works? You'll want to start with a solid plan. Check out our guide: [*How to Write an Effective PR Plan \[Tips + Examples\]*](#)

2. Interactive Property Websites Provide a Broader View of Properties

Interactive websites often feature 360-degree views and interactive floor plans. What makes them one of the latest real estate marketing trends?

Realtors that use them [sell up to 31% faster](#) than those who don't.

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That's because these features significantly enhance user engagement by providing detailed and immersive property experiences. Plus, potential buyers can thoroughly explore properties remotely. This helps maintain their interest and increases the likelihood of further viewings.

Interactive features also facilitate better property visualization. This enables potential buyers to grasp the layout and feel the space. This depth of interaction often fosters a stronger emotional connection with the property, influencing the buying decision.

Such websites also offer convenience and accessibility. This is particularly beneficial for buyers who are out of town or have tight schedules. They can tour properties anytime without coordinating with agents, which makes the process more efficient.

To tap into interactive websites you'll want to:

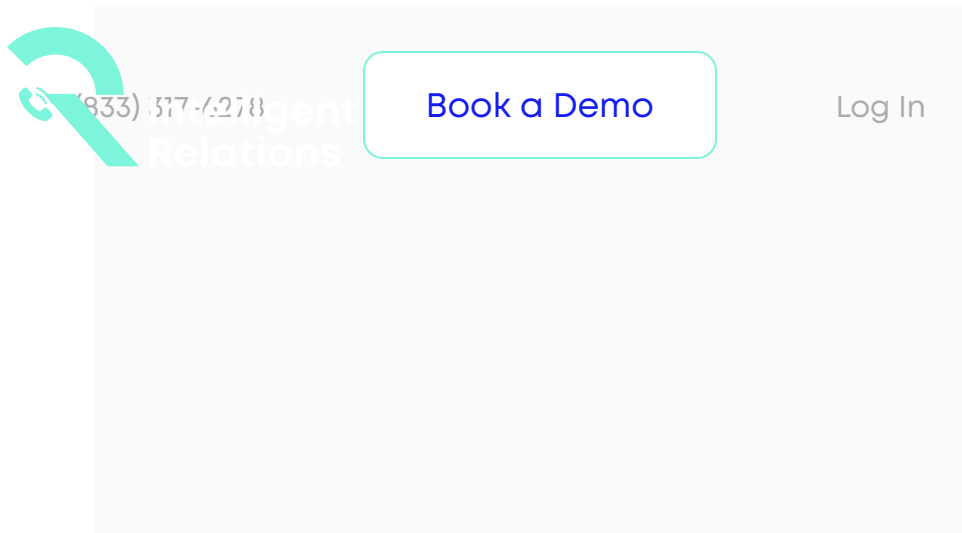
- Optimize your website's user experience with user-friendly interfaces.

- Ensure that your website is easy to navigate, quick to load, and mobile-friendly.

- Create clear calls to action and informative content.

- Incorporate high-resolution images for a realistic property representation.

Interactive property websites are among the top real estate digital marketing trends because of the visual convenience they offer. Here is an example of a [3D real estate tour](#):



Pro Tip: Add interactive floor plans and detailed local information. That should include interactive maps showcasing nearby amenities. This further enriches the user experience and makes your website a valuable tool for buyers and agents.

When you're marketing online, there are tons of trends to keep in mind. Check out the top digital marketing trends for 2024: [*15 Digital Marketing Trends Worth Your Attention in 2024*](#)

3. Virtual and Augmented Reality Tours Are the Go-To for Remote Property Viewings

Virtual reality (VR) and augmented reality (AR) are among the top real estate marketing trends for 2024, helping many realtors create [convenient property showings](#).

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As with the trend above, these technologies enable potential buyers to visualize properties remotely. They streamline the initial screening process and help save time for buyers and sellers.

VR and AR also offer a comprehensive view of properties. That includes those under construction or located far from the buyer. Unlike traditional photos or videos, VR tours provide a realistic sense of a property's space, layout, and design.

Additionally, they allow viewers to modify the decor, furniture, and room layout. This helps potential buyers envision the property as their future home.

The effectiveness of VR and AR tours depends on the quality of the visuals. Use high-resolution imagery that accurately represents the property you're selling.

Use interactive features that allow viewers to open doors, switch lights, or change decor. Just one example of a top VR and AR tool for real estate is [Magic Plan](#).

Need an example showing how AR and VR are among the top digital marketing trends in real estate? This video shows [how AR works in real estate](#):

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Pro Tip: Ensure that VR and AR tours are accessible on various devices. That should include smartphones and computers. Use an intuitive interface that is easy to navigate for all users, regardless of their tech expertise.

4. Social Media Marketing Allows You To Connect with Vast Potential Buyers

Social media platforms stand as one of the top real estate marketing trends due to their vast user base. About [57% of realtors](#) use them each day.

These platforms enable real estate professionals to connect with a diverse audience across various age

groups and locations. That includes first-time buyers and experienced investors.

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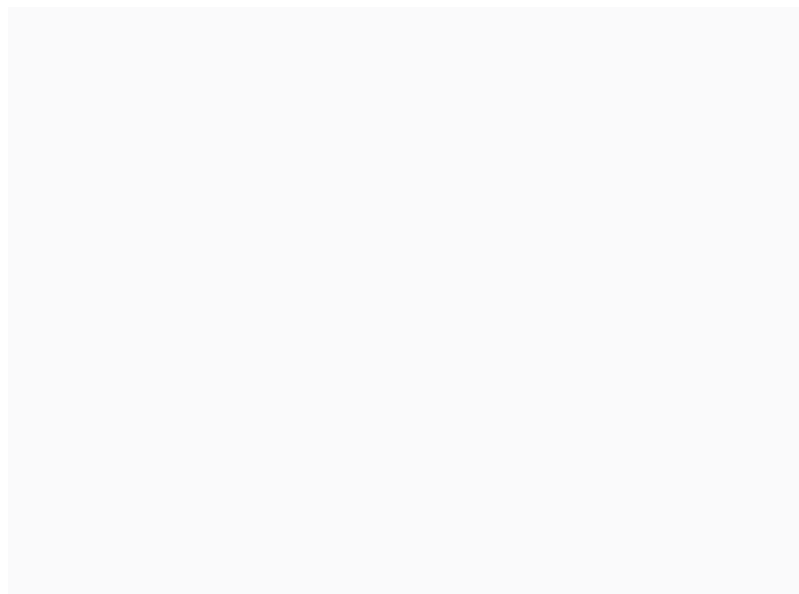
Plus, social media's targeting tools allow for customized advertising campaigns. This allows you to connect with potential buyers most interested in your listings.

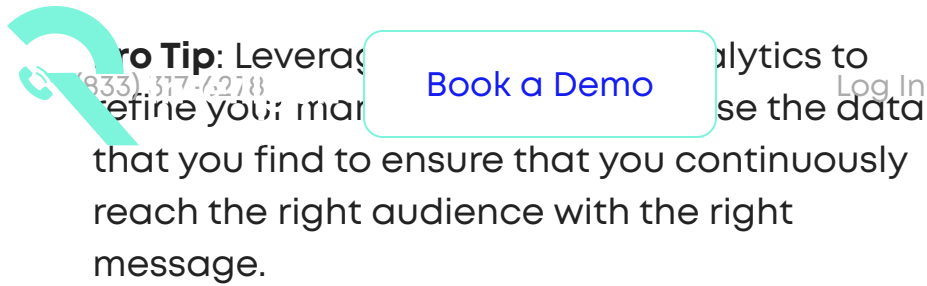
The visual nature of real estate works well in stories through images and videos. Platforms such as Instagram, Pinterest, and Facebook offer ideal venues for showcasing properties.

When listing properties or marketing your brand on social media, use high-quality images and videos. Add detailed descriptions of properties, including things like interior and exterior features, prices, and recent upgrades.

Social media isn't just about broadcasting; it's about interaction. Actively engage with your audience by promptly responding to comments, messages, and queries. Host live Q&A sessions, polls, and contests to enhance community engagement.

Below is an example of how to present real estate on social media from [House Properties for Sale](#):





Pro Tip: Leverage analytics to refine your marketing strategy that you find to ensure that you continuously reach the right audience with the right message.

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Need some more social media ideas and tips? Check out our article: [9 Top Social Media Marketing Trends Taking the World by Storm](#)

5. More Buyers Prefer Sustainability and Eco-Friendly Features

In 2024, sustainability is one of the key residential and commercial real estate marketing trends because it's driven by [environmental awareness](#).

Properties emphasizing eco-friendly and sustainable features attract buyers who prioritize environmental responsibility. This shift towards sustainability is fueled by heightened buyer awareness of environmental issues.

Buyers now seek energy-efficient homes and commercial properties. These properties have a smaller environmental footprint and utilize eco-friendly materials.

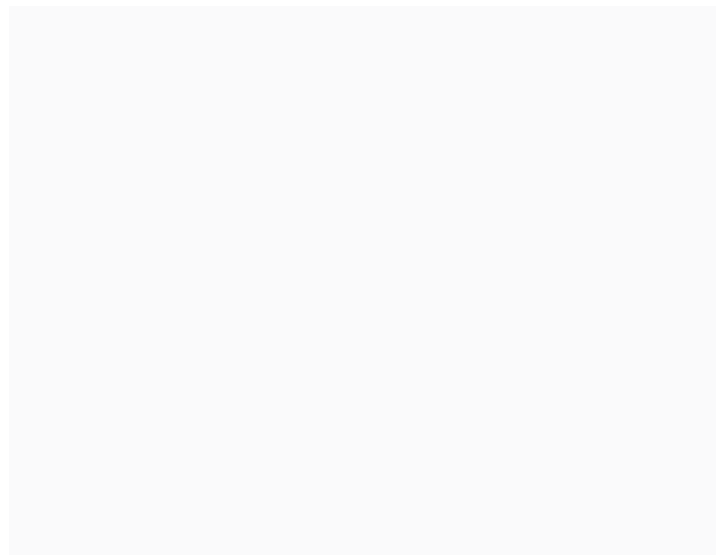
Marketing sustainable homes offers a dual appeal: cost savings and a healthier living environment. They include features such as solar panels, energy-efficient appliances, and superior insulation. These features help reduce environmental impact and lower energy bills.

If a property includes sustainable materials, be sure to highlight these in your marketing materials. Include details on your website, social media posts, and profiles.

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Also, be sure to highlight a property's sustainable certifications. This can include LEED, ENERGY STAR, or BREEAM. These certifications are powerful indicators of a property's environmental performance.

[GreenHomesforSale.com](https://www.greenhomesforsale.com) is one real estate organization that promotes sustainability:



Pro Tip: Use educational materials to inform potential buyers about the benefits of sustainable living. This can include infographics, educational videos, e-books, blog posts and other informative marketing materials.

6. AI and Automation Can Be Used for Customer Service

Artificial intelligence (AI) and automation have revolutionized real estate marketing, one of the most innovative commercial marketing trends of 2024.

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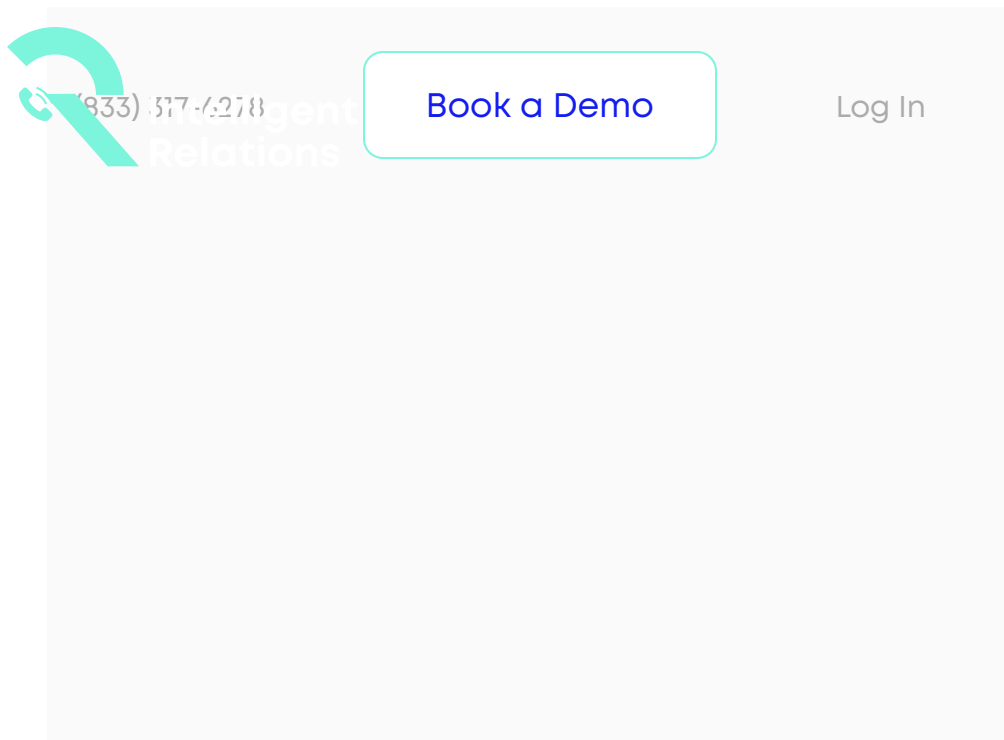
That's because AI customer service chatbots provide immediate responses and assistance online. They offer around-the-clock service and boost customer satisfaction by eliminating wait times outside business hours.

AI systems excel in handling initial inquiries, qualifying leads, and collecting crucial information. This efficiency allows you to concentrate on the most promising leads. This enhances productivity and potentially increases sales.

Deploy AI-driven chatbots on your real estate website. Ensure these chatbots are programmed with a variety of FAQs relevant to your listings and services. Regularly update them based on user interactions.

Also, consider using AI and automation tools for streamlining administrative tasks. This can include appointment scheduling, follow-up emails, and updating listing information.

[Botmaker](#) is a popular chatbot used by many real estate organizations and realtors. Here is an example of how it works:



Pro Tip: Leverage AI algorithms to analyze client data and interactions. This analysis can inform personalized communication strategies. This includes tailored email campaigns or targeted property suggestions.

If you need help with generating media pitches, tracking PR results, and more, we've got the right AI tool. [Book a free consultation](#) to learn more about AI PR with Preston.

Interested in how to use AI to enhance your marketing in other ways? Then check out our article on AI marketing: [8 AI Marketing Trends for 2024 and Beyond \(+ Tips & Ideas\)](#)

7. Content Marketing Boosts Trust and SEO

In 2024, high-quality content creation is one of the top real estate marketing trends. It involves using blogs,

videos, and infographics to provide news and authoritative information. Content should include buying and selling tips, as well as market insights.

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This approach can position your real estate business as a trusted source. This helps you gain the trust of clients seeking dependable advice for their property transactions.

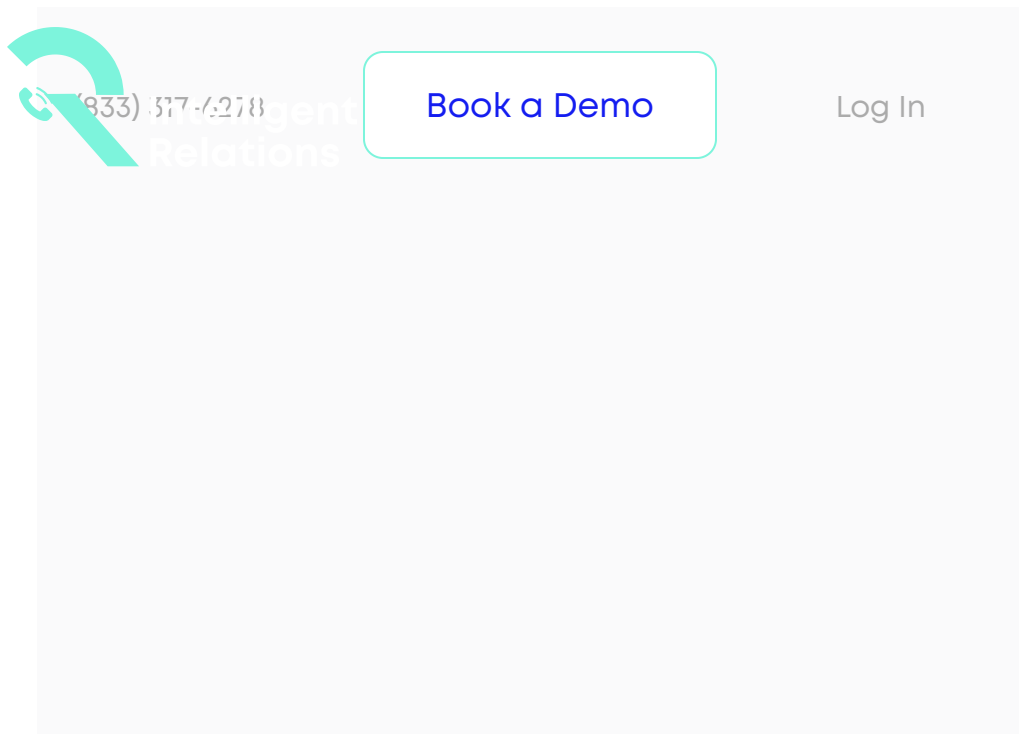
Plus, publishing content regularly boosts your website's SEO. Relevant content aligns with your audience's search queries, which improves search engine rankings and draws more visitors.

Your content should offer genuine value and cater to your audience's specific interests. For example, you might create a guide for first-time homebuyers that walks them through the purchasing process with financial advice and key term explanations.

You should also diversify your content through various formats.

This can include blogs, videos, infographics, podcasts, and social media posts. This helps you cater to diverse audience preferences.

Here is an example of real estate content from the [news section of Realtor.com](#):



Pro Tip: Optimize your content for search engines using relevant keywords, writing meta descriptions, and paying attention to titles. They should mirror potential clients' search terms. Focus on local SEO, as many clients initiate property searches with location-based queries.

Want to see how to build out a powerful content marketing plan for 2024? Check out these trends: [7 Top Content Marketing Trends 2024 \[+ Tips and Tricks\]](#)

8. Hyper-Localized Marketing is the Go-To for Local Real Estate

As mentioned, most real estate inquiries are location-based. That's why hyper-localized strategies are among the leading real estate marketing trends.

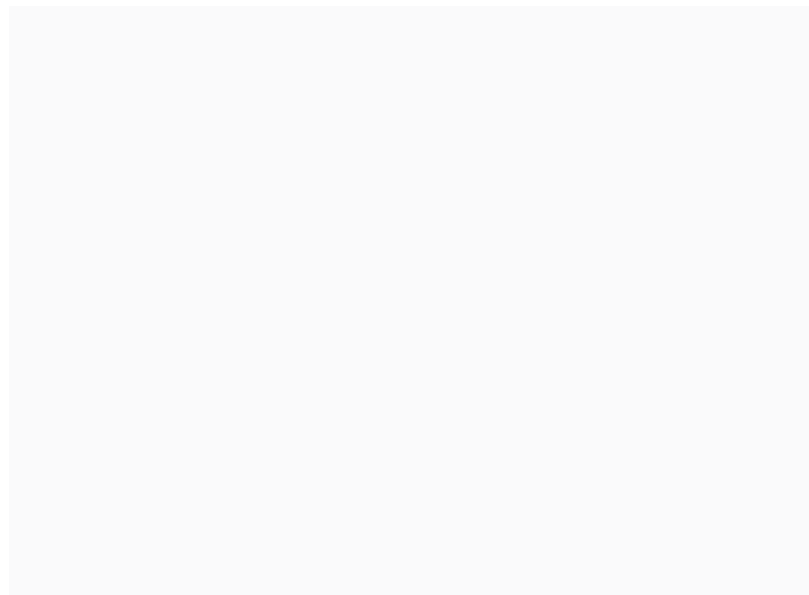
You can use local marketing, SEO, and PR tactics to enhance your audience and establish a strong local presence. And effective real estate marketing hinges on understanding and leveraging local market data.

For example, in areas popular with young families, marketing materials typically emphasize nearby schools and family-friendly community events.

To optimize your local presence, you should use location-specific keywords in website content, blog posts, and online listings. Also, ensure that you have accurate business listings in local directories and on Google My Business.

Building a local network is also important. You can achieve this by participating in community events, sponsoring local teams, or partnering with local businesses. Social media platforms offer an excellent avenue for finding and engaging with local groups.

Many real estate websites have localized features. For example, Re/Max uses an [interactive map](#) to help potential buyers become familiar with the local area:





Pro Tip: Personalize your marketing materials to reflect the local community by designing flyers, brochures, and mailers that showcase local attractions and align with community values.

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Interested in what SEO can do for your marketing and PR strategies? Check out the latest trends: [9 Essential Search Engine Marketing Trends for 2024 \(+ Tips and Examples\)](#)

Key Takeaways on the Latest Real Estate Marketing Trends

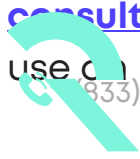
The real estate market may seem topsy-turvy. You may face moments of uncertainty and high competition. That's where the power of marketing strategies comes in.

But simply putting yourself out there isn't enough. To stand out in the real estate market, you need to build trust and credibility. You also need to create convenient and innovative customer experiences.

Overall, your foundation should include a mix of online marketing, technology, and data collection. If you're new to real estate, these 2024 real estate marketing trends can serve. If you're a seasoned real estate marketer, consider using them to upgrade your strategy.

Want help integrating these real estate marketing trends into your mix? Let us help! Simply [book a free](#)

consultation and we'll take a look to see where you could use a **can upgrade.**



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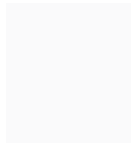
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