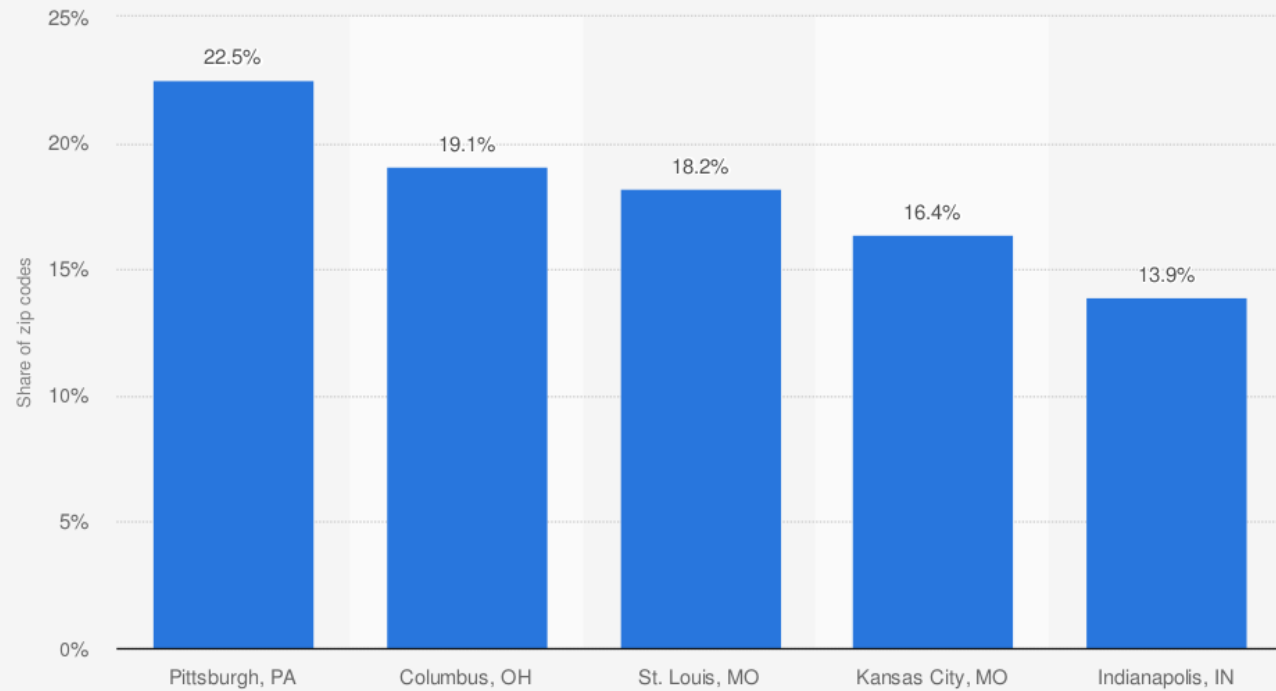


JORDANA ZOBER CUTITTA

Keller Williams Realty – Pittsburgh
Digital Marketing Strategy

Share of zip codes where all homes were affordable in selected markets in the United States in 2019



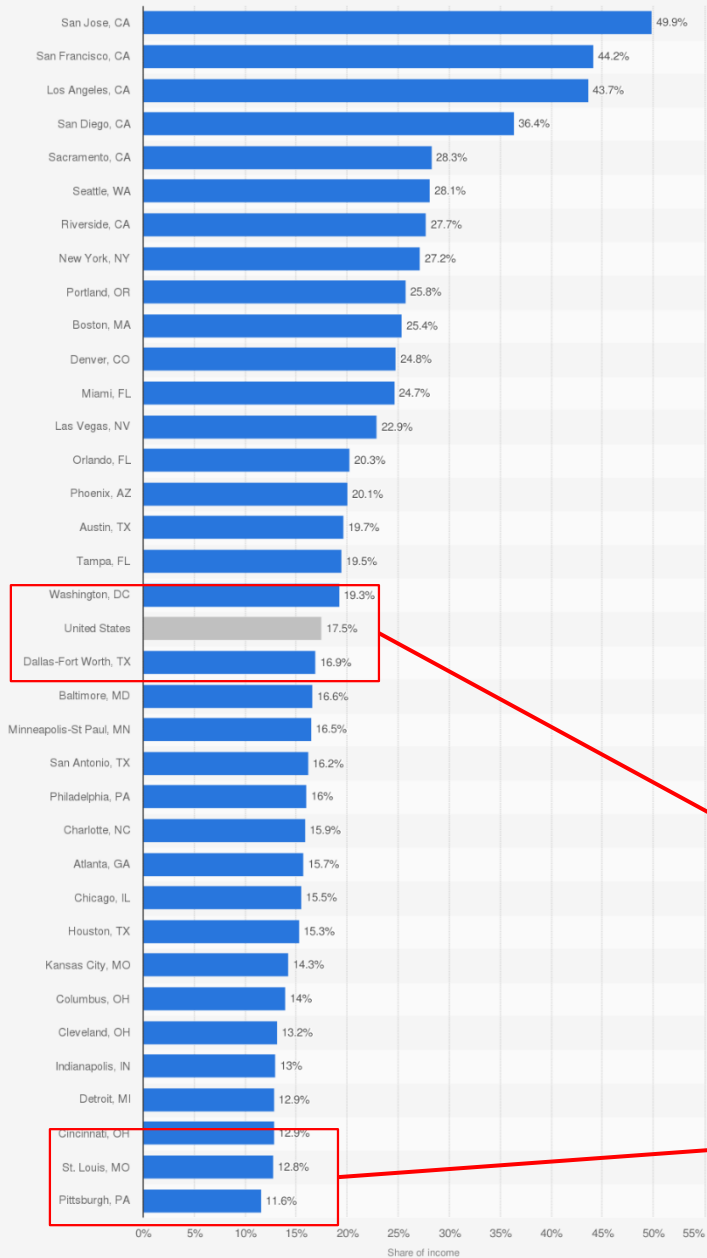
Source
Trulia
© Statista 2020

Additional Information:
United States; Trulia; 2019

DEFINING THE MARKET

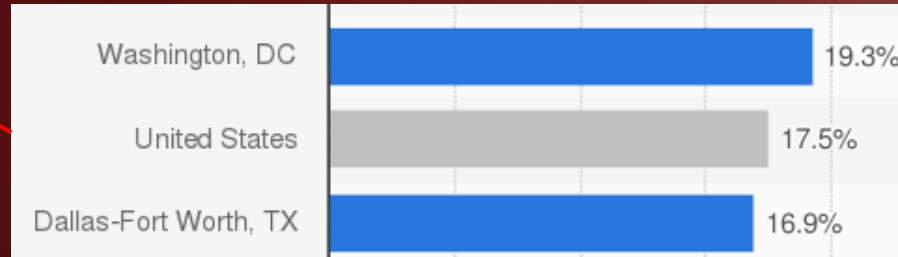
In 2019 Pittsburgh was the city with the largest share of Zip Codes where homes were affordable

Share of income spent on mortgage payments in selected metro areas in the United States in 2018

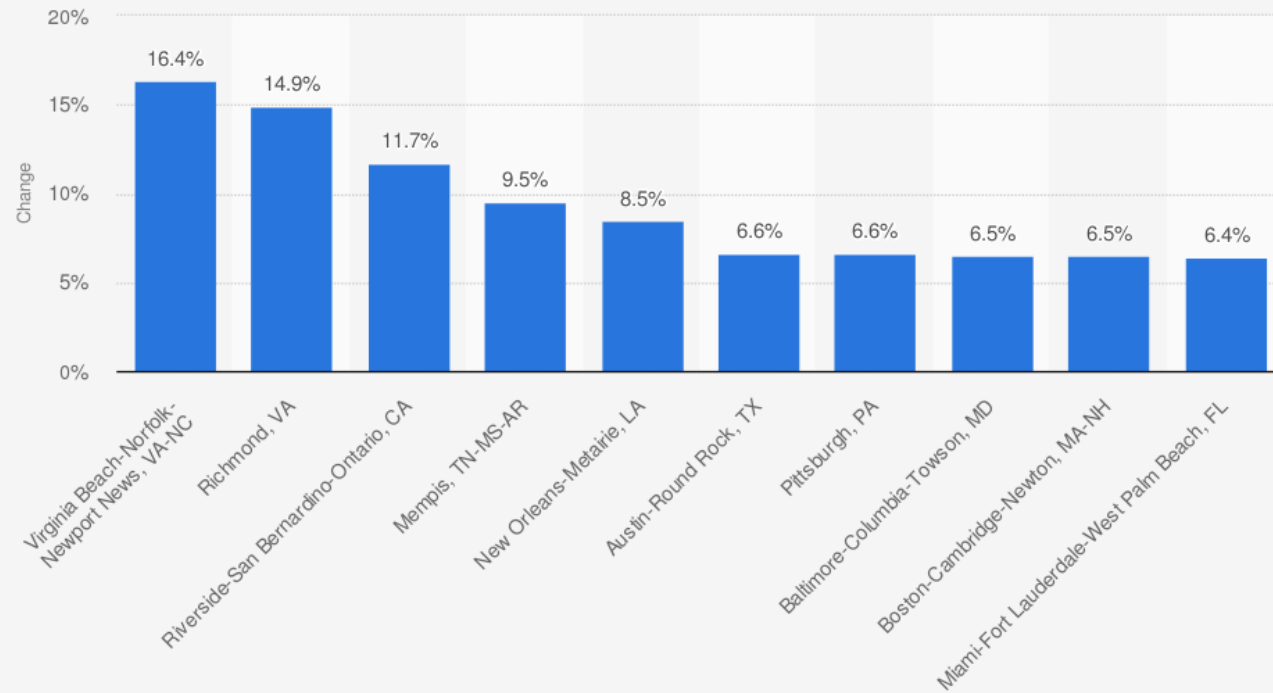


DEFINING THE MARKET

In 2018 Pittsburgh had the lowest share of income spent on mortgage payments in the US from a selected list.



Change in Millennial incoming population in selected cities in the United States between 2010 to 2015



Sources
Time; RCLCO
© Statista 2020

Additional Information:
United States; RCLCO; 2010 to 2015; 50 metro areas were analyzed

DEFINING THE MARKET

Pittsburgh is in the top 10 growing markets for Millennial Populations.

Due to the affordability of home ownership, many of these new residents are purchasing homes rather than renting.



THE DEMAND EXISTS

How to drive customers to select
Jordana Zober Cutitta Realty

VALUE STATEMENT

Helping people create the home of their dreams.

Narrative: We are about service – whether finding the best home, the best loan, or helping people get the most out of selling their house. Whatever it takes to help our customers tackle their home ownership dreams.

Tangible Customer Benefit: Each customer is treated uniquely, with a focus on their individual needs rather than an aggregate. Dreams are unlimited, we just want to help each person decide what their dreams are and help them achieve them.

Clear Monetary Benefit: For each customer, reaching their dream will involve some sort of cost – whether picking a house that might be toward the top of their budget, or refinancing to ensure they can afford the remodel they want.

VALUE STATEMENT

Helping people create the home of their dreams.

Emotional Needs Addressed: There is nothing more personal than the place a person chooses to call “home”

- Certainty/Comfort – Feeling secure that their home will remain theirs.
- Variety – For customers who are risking everything to find that new perfect house.
- Significance – Home ownership is intrinsically tied to the feeling of success in life.
- Connection/Love – Creating a home connects you to the surrounding neighborhood.
- Growth – For customers moving from a starter home or apartment into something larger.

DIGITAL MARKETING CHANNELS

- Website/SEO – optimize website to appear higher in search results. This include creating a blog and generating weekly content which is keyworded for SEO.
- Facebook – create a regular content posting schedule to appeal to current home buyers/sellers as well as owners and those not currently in the market but that may soon be. Include regular live video chats/webinars on topics that may interest customers.
- Instagram – focus on visual content that will help drive interest in home ownership related topics, driving traffic to the [jordanasellspgh](http://jordanasellspgh.com) website and blog.
- Email – Newsletter and invitations to upcoming webinar topics. Personalized listing recommendations for those indicating they are in the market for a new home.

AIDA MODEL & OUR DIGITAL CHANNELS

Stage	Channel	Focus
Attention	SEO, Facebook, Instagram	Create Brand Awareness through Facebook ads and high-quality sharable content
Interest	Blog, Website, Facebook, Instagram	Increase interest with informative blog posts, capturing interest with website well placed through SEO, keeping interest from attention campaigns through high quality content on social media.

AIDA MODEL & OUR DIGITAL CHANNELS

Stage	Channel	Focus
Desire	Facebook, Blog, Email	
Action	Facebook, Blog, Email	Use content to drive interested clients to web form to create a solid, contactable lead, email list to continue encouraging action for leads that otherwise have not been contacted

ONGOING IMPLEMENTATION

Social Media

Scheduling via Later or Buffer to decrease the amount of focus spent weekly

Content calendar on next slide

Live videos focused on tips and tricks in webinar format

Website/Blog

Monthly Blog posts with keyword focused content

Website content streamlined for SEO and lead generation

CONTENT FOCUSED POSTS TO INCREASE INTERACTIONS

- Share posts that relate to the concerns of past, current & potential clients - not specific to home buying
 - E.G. Lawncare, quick and easy at home meals, interior decorating, exterior decorating, home organization
- Short, simple posts with relevant emoji and relevant hashtags
 - The use of more than 2 hashtags on Facebook has been shown to reduce interactions by half for every hashtag used
- Utilize video and Facebook Live

SMALL IMPROVEMENTS FOR BIG RESULTS

Jordana Zober Cutitta, Pittsburgh Realtor, Keller Williams
1h · 🌐

Check out these easy projects to get your yard looking great! →

[#diy](#) [#hometips](#) [#jordanasellspgh](#) [#kellerwilliamsrealty](#)

REALTOR.COM

Video: Improve Your Yard With These 5 Easy DIY Projects
Not only is yard work therapeutic, it will make your home look grea...

Like Comment Share

Use keywords to boost organic search rating, Emoji to increase casual feel over selling feel, and personalized wording to connect to audience - keywords are underlined in the example below

"I love these tips to take your home's yard from 🙄 to 100 - yardwork doesn't have to be impossible. Check this out to have the best curbside in Pittsburgh!"

FACEBOOK (F) / INSTAGRAM (I) CONTENT SCHEDULE

- (F) New Week New Owners - Monday tips for folks just moving in - from packing tips to meals they can make without having their plates unpacked
- (F/I) A+ Appeal - Tuesday and Thursday tips - Tuesdays on Exteriors, Thursday on Interiors
- (F/I) Walkabout Wednesday - Virtual Tour videos and clips to showcase a highly sellable listing
- (F/I) Unforgettable Friday - A showcase of a sold or under contract great listing to illustrate great selling features
- (F) General Community Questions on Saturdays and Sundays - "What do you wish you had known?"

SOURCES

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