# The beginner’s guide to launching a digital real estate marketing plan

Whether you’re new to the industry or just haven’t quite mastered technology, now is the time to create a plan for digital marketing. With 51 percent of homebuyers finding their home online, you want clients to be able to find you and your listings easily. Below is a step-by-step guide on how you can successfully start an effective internet marketing plan for your business. Follow these digital marketing strategies, and you'll boost your company’s customer engagement in no time. Develop a personal brand and a business vision Real estate agents must distinguish themselves and their respective firms from competitors. This is an essential step if you want to make sure that you have an effective internet marketing plan for your business. If you are stumped on how to develop your own marketing plan, check out this article, and look for examples on the internet and from your peers. By developing a personal brand, you choose how your business is perceived by any prospective cl...

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