

Marketing Websites and Suggestions to Get Started

- **Canva.com:** Easy to use platform to create and edit graphics. All of our marketing material is made through Canva and can be easily shared for your own editing. You can also schedule out social media through this.
- **Zillow.com:** Set up your REALTOR® page, and be sure you keep up on claiming any previous sales and listings. Ask your past clients for reviews on this page after closing. Make sure you link your contact information and website, and keep these current. Many buyers start their internet search here, so you want to be sure this is kept up and also directs them to your lead capture site.
- **Instagram.com:** Set up a separate business account. Make sure you set up the account as a business and not a personal page so that you can add your website and be able to run analytics. You will also be able to link this to post from Canva or your Company Marketing Program website.
- **Facebook.com:** Create a Facebook Business Page with your branding. You can also ask people to leave a review here! Join our Virginia Capital Real Estate Group on Facebook. All of our agents communicate this way with each other! This will also be able to be linked to post from Canva or your Company Marketing Program website.
- **YouTube.com:** Setting up a YouTube is a good idea if you'd like to create video content or home tours and slideshows to share. The Company Marketing Program also has integrations that are used with YouTube. If you have a Gmail account for your email, you already have a profile you can complete for this purpose.
- **LinkedIn.com:** Create or update your LinkedIn profile and be sure to add your REALTOR® designation and Virginia Capital Realty as your workplace. This is a great place to connect with other industry professionals, and also for potential clients to find you and confirm your affiliation.
- **GoDaddy.com:** We recommend this site for the purchase of your domain. This can be redirected to your profile page on the company website, or directed or used as the domain for your agent website if you are in the Company Marketing Program. *Consider establishing an email address, either through GoDaddy or your typical email provider, which coordinates with the domain you purchase.
- **Google.com:** Go to business.google.com/create to create your Real Estate Google page, a place that people can find you via Google Search. This is especially important if you intend to do any Google marketing. You should ask your contacts and clients to leave you reviews once this is established to establish your rating and credibility for future viewers. You will also want to add photos and your logo and branding once you have these. Please leave us a review on The Virginia Capital Real Estate Google page, and we will do the same for you!
- **NationalToday.com:** This is a great resource to find National "Days Of" that you can use to create posts and emails to share, or tags for pop-bys to put together to hand out as memorable items with your contact info.