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INBOUND MARKETING GENERATES UNOPPOSED LISTING OPPORUNITIES

Australia's largest independent network introduced an inbound marketing strategy in 2017 with the aim of attracting more customers to its members. In partnership with Hubspot, the network's ongoing campaign successfully delivered its agents the names and contact details of nearly 4,000 Australians considering selling their homes last year.

'The outcome is that inbound marketing represents a quantum leap over traditional lead generation initiatives. First National Real Estate created unopposed listing opportunities worth \$34.5 million in selling fees for our members in 2017' said First National Real Estate's chief executive, Ray Ellis.

'By focusing on what is important to consumers at different stages of life's real estate journey, First National creates content that address those challenges. This is effective in attracting customers, building trust in our brand, and then ultimately guiding those consumers through a process that converts them to customers.'

The network's inbound marketing strategy employs content marketing as well as social media marketing and paid search strategies to attract consumers to the network's landing pages, then deploys email nurturing and remarketing campaigns to convert homeowners and landlords to appraisal requests over time.

'As a result of our inbound marketing activities, our national website has experienced a 260 per cent increase in page views, subscribers have lifted, and engagement with our social media content has been massively amplified' said Mr Ellis.

'By being more helpful and sharing our expertise before asking people to do business, we're establishing new levels of trust in the First National brand and reinforcing a pipeline of future business for our members.

'Also of particular relevance is the fact that the network successfully disrupted agent finder services that would otherwise have sought \$6.9 million in referral fees from First National's members, had they reached those potential customers first'.

First National Real Estate has approximately 400 offices throughout Australia, New Zealand and the South Pacific, and is the country's most successful cooperative.

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