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Atria Real Estate



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HEADLINE: The Atria Difference: Creating Stand Out Property Advertising Campaigns

In the fast-paced world of real estate, helping properties stand out from the competition is not just a goal; it's a necessity. At Atria Real Estate, we understand that every property is unique and deserves an advertising campaign that highlights its distinctive qualities. This allows sellers to showcase their property, gain interest from the right buyers, and help sellers score a great sale price.

In this blog post, we take you through our approach to creating standout property advertising campaigns that not only attract potential buyers but also lead to successful sales.

Key elements that make Atria's property advertising campaigns deliver results

1. Comprehensive understanding of your property

Our journey begins with a deep dive into understanding the property we represent. We firmly believe that every property has its own story to tell, and it's our responsibility to tell it authentically. Our [team](#) conducts meticulous research to uncover the property's distinctive features, history, and consider the different lifestyles that owners could have living in the property and neighbourhood.

2. Advertising strategy: resonating with potential buyers

In real estate, one size doesn't fit all. This is why we take the time to identify the preferences, needs, and aspirations of your target buyers. Whether your property is an ideal fit for first-time [homebuyers](#), growing families, or savvy [investors](#), we customise our advertising campaigns to resonate with the right audience, utilising language and visuals that directly address their desires.

3. Creation of professional video and photos: visuals that will help your property stand out!

Visuals are essential to forge an emotional connection with potential buyers when creating your property listing. That's why our team uses only highly skilled photographers and videographers who are trained to capture the property's finest features and angles. We use high-resolution images and videos to:

1. Grab buyers' attention
2. Present your property in its best light.

3. Crafting captivating property stories (aka listings)

After that we create listings that tell engaging stories to prospective buyers. With over 20 years' experience writing real estate listings, profiles and advertising, we are expert real estate copywriters. We craft narratives that emphasise properties' unique features and the lifestyle it offers, and prompt buyers to imagine themselves living in the property. This matched with great visuals creates strong listings that engage buyers.

4. Creating a strategic online presence

In today's digital era, a robust online presence is imperative. This is why we design dedicated property landing pages on our website that include top-quality visuals, and even virtual tours.

We market properties on websites like [realestate.com](#) and [domain.com.au](#) to ensure maximum exposure. We also invest in holistic campaigns, including telemarketing, and social media, and have a solid database of buyers to email with new listings.

For example, at Atria Real Estate, we have e-brochures that digitally [reach](#) thousands of buyers on [realestate.com](#) within the first two hours of your listing being published. This enables our sellers to reach thousands of buyers within minutes!.

At Atria Real Estate, we take immense pride in our ability to create standout property advertising campaigns that make a significant impact. We have helped many clients achieve success already, and we can help you too!. Call us on 03 8680 9421 or email us today to find out how we can help you with your real estate goals.

SOCIAL POST

A great property sales campaign starts with effective advertising. Our latest blog talks about how we create "stand-out" property advertising campaigns.