

Yopie.ca Launches A Digital Marketing Campaign For Realtors and Business

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Digital marketing needs to be a top priority this year, especially in real estate, as one-third of home buyers are expected to be millennials, Yopie reports Toronto, ON - March 15, 2017 /MarketersMedia/ -- Almost half of all realtors state technology is the biggest challenge they'll face in the coming years, as digital marketing continues to increase in importance. Experts predict 3-D listings and virtual reality tours will become more popular in the coming year, and more people are turning to social media to find their new home. Furthermore, content must be targeted, as opposed to generic, if a firm is to see the best results. Realtors struggling in this area may find they need outside assistance in achieving their goals and an internet marketing agency that specializes in real estate may be the solution they are searching for. [Click Here](#) to learn more about digital marketing in this industry.

"Potential buyers find they can view homes on the internet without leaving their current residence. This allows the buyer to narrow down the potential homes to only those they truly want to see, eliminating any that don't meet their needs. Millennials are expected to make up a third of all buyers in 2017, and they love technology, thus marketing efforts need to ensure they aren't overlooked," Michael Pidgon, spokesperson for Yopie.ca, reports.

The real estate market is unpredictable. A change in interest rates can lead to a decline in sales, while a new company moving into an area can lead to more demand for homes. Real estate agents need to ensure their marketing strategy can keep up with these adjustments.

"We plan for the long term and understand that a company may need to scale back slightly during down periods, but will want to come on strong when the market is good. Our goal is to help clients increase their rankings over the long run, and everything we do is focused on that goal," Pidgon explains.

Individuals turn to the internet when they wish to find a realtor. In fact, Google Real Estate reports searches for real estate agents have grown 220 percent year over year. The vast majority of these individuals never move past the first page of the search engine, thus any company that doesn't make it onto this page is losing business. For this reason, internet marketing needs to address multiple areas, including search engine optimization, social media, content creation and more, and Yopie can be of assistance with this.

"[Click Here](#) to learn more about internet marketing for realtors. This is one area where no firm can afford to fall behind. The real estate market is very time sensitive, and a realtor needs to ensure their listings are seen promptly. The internet is a great way to achieve this goal, thus it's time for every real estate firm to begin using digital marketing extensively. We can be of help with this for realtors or any business. [Click Here](#) to contact us and begin the process of boosting your visibility," Pidgon states.

About Yopie.ca:

Yopie provides the most comprehensive approach to real estate marketing in the Toronto and the GTA and works with all businesses to increase brand visibility. Businesses need to fortify their web presence to dominate in the search engines, as time is running out to achieve this goal. Yopie can be of help with this.

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