

# Kyle Lorber: Why Digital Marketing Still Works for Real Estate

*According to Kyle Lorber, the real estate industry can maximize the benefits of digital marketing*

NY, USA, November 26, 2021 /EINPresswire.com/ -- Consumers are now tech-savvy. In this age of search engines, it has become easy for anyone to get info with a few clicks. [Kyle Lorber says that](#) using the internet to look for property prices, investments, and rentals is now the lifestyle. Realtors must take advantage of search engines to solve people's problems.

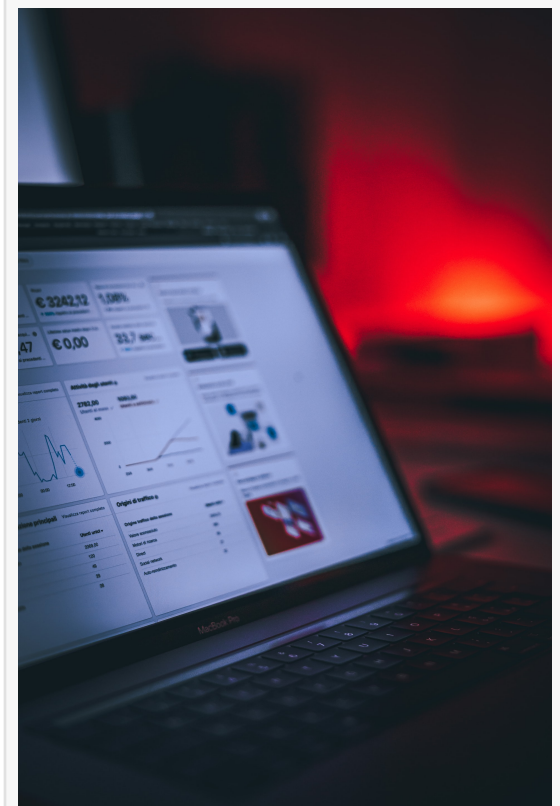
Today's buyers or investors are tech-savvy. As a result, most of them make a buying decision after reading a blog, testimonials, reviews, or comparing prices. A real estate agent should provide solutions that improve consumers' lives.

Measuring performance to improve results: Data-driven decisions are the way to go if you want to see progress in your real estate industry. The net can provide you with analytics and relevant metrics to gauge your performance. You can tell if your campaigns are working. With the data, you can tweak your marketing tactics to improve your bottom line.

Customized messages: You can craft personalized messages if your website is linked to a CRM. When a person visits your website, you can reach out to them with a specific and individualized message or offer.

Also, you can keep your customer profile updated if more people book your property. [Kyle Lorber explains that](#) you can make your marketing better.

Maintain constant communication with clients. In the past, people would flood real estate agents with calls to get some info or advice. Well, that has gone down due to internet search



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recommendations. People can ask for advice from Facebook groups (now Meta), Twitter, and more.

Realtors can use live chats or online community groups to chat with their customers. They can create interest in new customers by responding to their queries.

Promotes creativity: Digital marketing offers you plenty of tools to be creative to encourage feedback from your customers. Gaming is one way of motivating your followers to participate in discussions. You can also use lead generation tools for prospecting.

[According to Kyle Lorber](#), various social media sites have multiple ways of helping you engage with your target audience. Twitter offers Twitter Spaces, and Meta lets you create groups to interact with your customers.

Make your business findable online: When people search for issues related to real estate, they must find you. It's through SEO that your business can improve its ranking. Because of this, it makes sense to treat digital marketing as a top priority for your real estate.

Kyle Lorber is a social media and digital marketing consultant. As an expert in real estate, Kyle Lorber was responsible for implementing digital marketing strategies for a top New York real estate firm. Kyle Lorber is a graduate with a B.F.A. in Arts Management from Long Island University in Jamaica.

Caroline Hunter  
Web Presence, LLC  
[email us here](#)

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