

# Taradel's 2024 Real Estate Marketing Survey Reveals 'Optimistic' Outlook, Marketing Trends

*Taradel's 2024 Real Estate Marketing Survey offers valuable insights into the industry's marketing trends, challenges, goals, preferences, and more.*

RICHMOND, VIRGINIA, USA, November 21, 2023 /EINPresswire.com/ -- Taradel, a leading provider of direct mail and digital advertising services, today released a groundbreaking report detailing the latest trends, marketing strategies, and preferences among real estate agents located throughout the U.S.



The 2024 Real Estate Marketing Survey, conducted in October 2023, polled 40 seasoned real estate professionals to capture a snapshot of the industry's pulse.

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The real estate industry is rapidly evolving. From the housing market to technological change, our survey uncovers data about the challenges, tactics, and sentiments of realtors across the U.S.”

*Jim Fitzgerald, Founder & CEO,  
Taradel*

## Key Findings:

**Optimistic Outlook:** 72% of respondents believe the real estate industry will either improve or remain steady over the next few years, with economic factors expected to be a significant influence.

**Marketing Challenges:** Lead generation and budgeting surfaced as the top challenges, with realtors emphasizing the need for efficient and innovative marketing strategies to stand out.

**Multichannel Marketing:** 85% of realtors use at least two marketing channels, with direct mail (84.6%) and email marketing (76.9%) leading the pack for planned use in the coming year.

**Direct Mail:** An overwhelming 88% of companies surveyed intend to boost or maintain their

direct mail efforts over the next year. Additionally, direct mail was ranked as the number one most profitable marketing channel for return on investment.

Digital Marketing: Social media continues to be a critical platform for real estate professionals, with Facebook being the top choice for brand awareness and lead generation.

Self-Service Platforms: A significant 65% of respondents prefer using self-service platforms to create and manage campaigns, reflecting a shift towards more control and hands-on approaches in marketing strategies.

The full report offers in-depth analysis and a wealth of data visualizations that shed light on the preferences and strategies shaping the real estate industry's future. It serves as a vital tool for real estate professionals seeking to refine their marketing efforts and achieve better outcomes in a dynamic market.

Download your free copy of Taradel's [2024 Real Estate Marketing Survey Report](#).

#### About Taradel

Founded in 2003, Taradel is a marketing platform that makes it easy, affordable, and effective for businesses to manage multichannel marketing campaigns. With over a billion pieces of direct mail and hundreds of millions of digital ad impressions delivered, Taradel is a driving force behind successful marketing strategies for more than 18,000 real estate industry users across the country. To learn more visit <https://www.taradel.com/>

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