

ENGAGE YOUR AUDIENCE WITH EVENTS



Event Ideas for Your Real Estate Business

How do you sustain a relationship with your buyers and sellers? Once a purchase is over or the impulse to find something new has passed, it can be difficult to reach your audience and continue building those relationships. Events — virtual and in-person — can help bridge that gap and keep your audience engaged.

Get inspired with these ideas for real estate events!

- DIY home repair workshop
- Decluttering drive
- Top home trends showcase
- Client appreciation event
- Home staging how-to
- Realtor speed dating
- Buying/selling seminar
- Realtor and Inspector "Ask Me Anything"
- Open house showings
- Real estate investment webinar

Looking for fun add-on ideas to generate excitement and exclusivity? Consider giving attendees the opportunity to add a purchase onto their event registration, like:

- 1 Branded toolbox with home repair tools**
- 2 Home organizing supplies**
- 3 Sales prep workbooks**

! Event's over? **Don't stop now!**

Make the most out of your event by building on the excitement and engagement after it's over!

- Send attendees a text and/or email thanking them for attending and soliciting feedback
- Send RSVPs who did not attend a "we missed you!" event recap
- Post photos and recaps to social media
- Retweet/repost attendee content about the event
- Include photos and info from the event in upcoming newsletters
- Evaluate metrics to measure success
 - Event attendance
 - Email, social and text engagement
 - Product sales
 - Donations
 - Email list signups
- Take note of successes and feedback for future events



Learn more about how **Constant Contact** can be part of your event marketing strategy

constantcontact.com/features/event-management