

2025 Marketing Resources

Congrats on taking the first step to planning your 2025 RE Marketing! I created this guide to help you simplify your process and have all resources readily available. If you are looking for extra support, consider checking out the ROGC Marketing Packages or booking a meeting with me.

[Marketing Packages](#)

[Book a Meeting](#)

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Content Planning

[2025 Content Calendar Template](#)

Start planning your 2025 social media and marketing content with this easy to use Google Sheets document. Simply make a copy and get started.

[2025 Content Ideas](#)

[2025 Hashtags](#)

2025 Captions: I recommend utilizing [ChatGPT](#) or [ClaudeAI](#) or [Google Gemini](#)

[ChatGPT Prompts](#)

ONE Hub Content Center: [Agent Content Center](#)

Access ROGC-specific templates, listing/buying presentations, and marketing trainings.

[ROGC Social Media Templates](#)

Trending Sounds and Audio

[Access Trending sounds here \(2025 Coming Soon!\)](#)

Use audios that will help get reach on your social media videos. These are great to use for listings, as background music for real estate educational videos, and for comedy purposes. The sounds will be updated monthly with ones that I include in the social media newsletter.

Apps

Below is a list of real estate apps that I recommend for marketing purposes.

CapCut

A free video editor that has thousands of available templates, has AI integration, teleprompter features, and more!

DOWNLOAD HERE:

[iPhone](#)

[Android](#)

Canva

Thousands of available templates, sizes, and possibilities for real estate graphics and videos. I HIGHLY recommend premium! It's 100% worth it.

DOWNLOAD HERE:

[iPhone](#)

[Android](#)

Captions

Add creative and animated captions to your reels or vertical videos.

DOWNLOAD HERE:

[Captions AI](#)

SCRL

Create a seamless slideshow with photos of your listing or recent things you've been up to.

DOWNLOAD HERE:

[SCRL](#)

ONE Design Creative Studio

Realty ONE Group's version of "Canva" with hundreds of editable templates. My favorite thing: the platform will populate company listing content! Game-changer!

DOWNLOAD HERE:

[iPhone](#)

[Android](#)

Websites

Below is a list of real estate marketing websites that I recommend.

Unsplash

Complementary and royalty-free stock images that you can readily use across your marketing.

VISIT HERE:

[Unsplash.com](https://unsplash.com)

Pexels

Another complementary and royalty-free stock image site that you can use across your marketing.

VISIT HERE:

pexels.com

Canva

Thousands of available templates, sizes, and possibilities for real estate graphics and videos. I HIGHLY recommend premium! It's 100% worth it.

VISIT HERE:

canva.com

ONE Design Creative Studio

The desktop version is a bit more user-friendly! Realty ONE Group's version of "Canva" with hundreds of editable templates. My favorite thing: the platform will populate company listing content! Game-changer!

VISIT HERE:

onedesign.realtyonegroup.com

Meta Business Suite

If you solely focus on Instagram and Facebook, I highly recommend using the FREE Meta Business Suite within your Facebook. You can schedule posts, create ads, and measure analytics.

VISIT HERE:

business.facebook.com

Hootsuite

Paid social media scheduler that allows you to plan multiple posts across Instagram, Facebook, TikTok, LinkedIn, Pinterest, and more.

VISIT HERE:

hootsuite.com

Markful

Our recommended vendor for all print marketing materials is Markful. Get business cards, badges, signs, calendars, and other marketing essentials in a high-quality way. We even have an ROGC-branded storefront.

VISIT HERE:

[Markful](https://markful.com)

ReminderMedia

Great paid resource for all things real estate farming and direct mail.

VISIT HERE:

[ReminderMedia](https://remindermedia.com)

Email Marketing Platforms

ONE Suite

\$: provided by ROGC

Organize your database, website, email marketing, and more in this beginner CRM.

VISIT HERE:

onesuite.myrealtyonegroup.com

Moxi

\$: provided by ROGC

Organize your database, website, email marketing, and more in this beginner CRM.

VISIT HERE:

Realtyonegroup.onelogin.com (select Moxi Works upon login)

Flodesk

\$35/month (billed annually)

No matter the amount of contacts or email you desire, Flodesk has a flat fee and is a clean email marketing builder. They also have landing pages that you can use for events and lead magnets.

VISIT HERE:

flodesk.com

MailChimp

\$20/month (for 500 contacts and 6,000 email sends)

Another great email marketing service by Intuit. A downside is that you have to pay per amount of contacts and emails sent.

VISIT HERE:

mailchimp.com

News and Market Data

Info Sparks

MLS Tool

VISIT HERE (LOCATED UNDER TOOLS):

[NorthstarMLS](#)

RPR (Realtors Property Resource)

MLS Tool with AI features

VISIT HERE (LOCATED UNDER TOOLS):

[NorthstarMLS](#)

Real Estate News

VISIT HERE:

[realestatenews.com](#)

Inman

Subscription-based real estate news

VISIT HERE:

[inman.com](#)

Keeping Current Matters

Subscription-based real estate news

VISIT HERE:

[keepingcurrentmatters.com/blog](#)

AI Tools

ChatGPT

AI chatbot

VISIT HERE:

[chat.openai.com](#)

Claude

AI chatbot

VISIT HERE:

claude.ai

Notion

Task Management

VISIT HERE:

Notion.so

Bing AI Image Generator

Images

VISIT HERE:

bing.com/create (accessible via Microsoft Edge browser)

Scribe

Directions

VISIT HERE:

scribehow.com

Luxury Presence Copilot

AI Communication App

VISIT HERE:

luxurypresence.com/copilot

Types of Posts & Platforms

Our recommendations for Realtor® Social Media platforms (in order of preference):

1. Instagram

2. Facebook
3. TikTok
4. LinkedIn
5. YouTube

TYPES OF POSTS ON FB AND INSTA

FEED POST

- Lives on your page, feed, and grid
- Permanent
- Can be a photo, graphic, or reel

REEL

- Up to 90 seconds
- Can be posted as a feed post
- Add audio or moving visual elements

STORY

- Only lasts for 24 hours on the stories section
- Can archive to highlights section on Insta profile

Social Newsletters and Blogs

1. [Angie Gensler](#)
2. [Broke Agent Media](#)
3. [Luxury Presence](#)
4. [The Close](#)
5. [Geek Out](#)
6. [The Weekly Forekast](#)
7. [Sprout Social](#)
8. **ROGC Social Media Newsletter:** sent to all agents at the brokerage on the 1st of each month. I include free templates, trending sounds, and tips!

Articles - More Articles Coming Soon

- <https://www.marketleader.com/blog/real-estate-marketing-plan/>
- <https://www.xara.com/digital-marketing-trends-in-real-estate/>
- <https://www.stambol.com/2023/09/30/top-10-real-estate-marketing-trends-for-2024/>
- <https://theclose.com/real-estate-apps/#Real-Estate-Lead-Generation-Apps>
- <https://theclose.com/real-estate-social-networks/>
- <https://www.constantcontact.com/blog/real-estate-marketing-plan/>
- <https://www.luxurypresence.com/blogs/ai-tools-for-real-estate-agents/>
- <https://www.luxurypresence.com/blogs/real-estate-hashtags-for-instagram/>
- <https://blog.hubspot.com/sales/real-estate-marketing>
- <https://nowbam.com/content-audit-for-real-estate-agents/>
- <https://nowbam.com/7-tips-for-real-estate-agents-to-master-instagram-engagement/>
- https://blog.hootsuite.com/ai-powered-content-creation/#10_best_AI_content_creation_tools_for_2023
- <https://theclose.com/real-estate-memes/>
- <https://theclose.com/real-estate-social-media-post-ideas/>
- <https://therealestatemarketingmasters.com/stay-ahead-of-the-curve-upcoming-real-estate-marketing-trends-for-2024/>

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