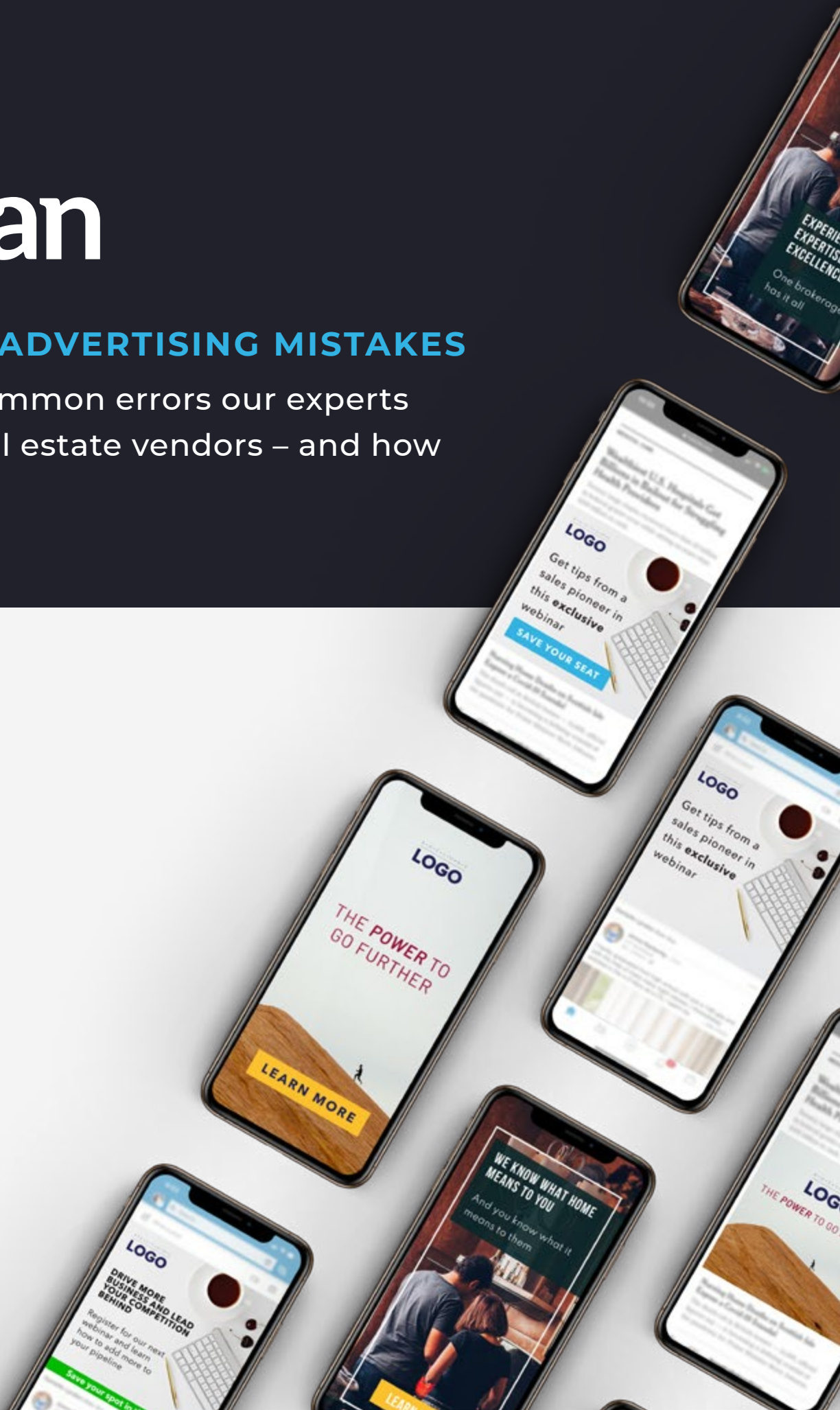




8 DIGITAL ADVERTISING MISTAKES

The most common errors our experts see from real estate vendors – and how to fix them





Every month, the digital advertising team at Inman runs over 400 campaigns on behalf of our advertisers. These advertisers want to reach the Inman audience of real estate professionals, including top-performing agents, high caliber teams, independent brokerage owners, investors, lenders and franchisees.

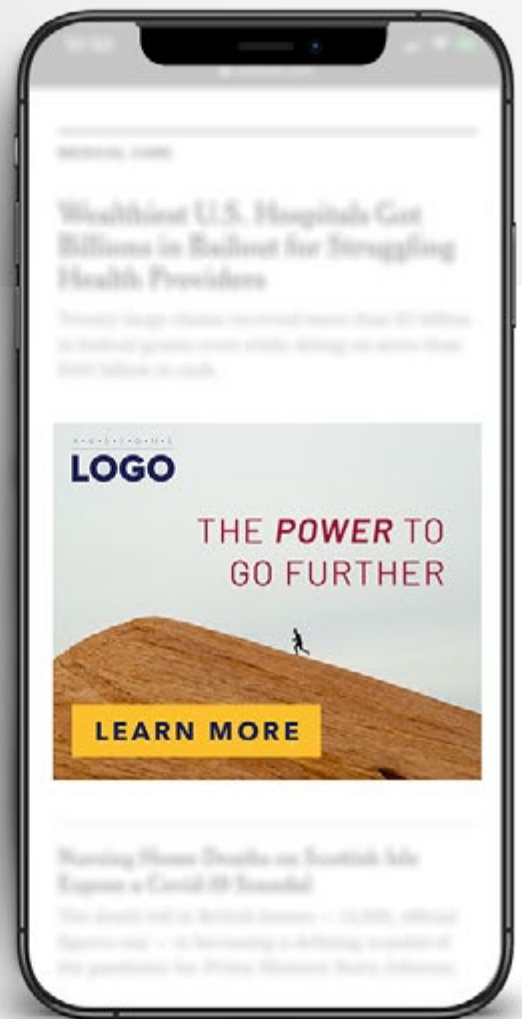
Our digital team has seen it all and strives to provide specific feedback to help our advertisers be successful in achieving their goals: generating demand, engaging meaningfully, and building awareness with their target audience. That's why we decided to share the missteps, mistakes, and missed opportunities we've seen over the years with a helpful guide to your next campaign, whether they be a campaign with Inman or elsewhere.

MISTAKE 1:

The ads are too generic

The power of digital advertising lies in being able to target a specific audience. For example, advertisers on Inman should know exactly who they want to reach through their campaign: the top agents and brokers that invest in their business by reading the news on Inman. They can refer to our media kit for exact demographics.

As with any campaign, your ads should speak directly to your audience. Knowing your audience is the first step to identifying a message that speaks directly to them. Tap into their pain points. Show an image that will resonate with them, reflecting either who they are or who they want to be. Make who your product or service is meant for and what problem you solve very obvious.



What is this ad for? What is the product? Who is it aimed at? The image is beautiful but it's not effective.

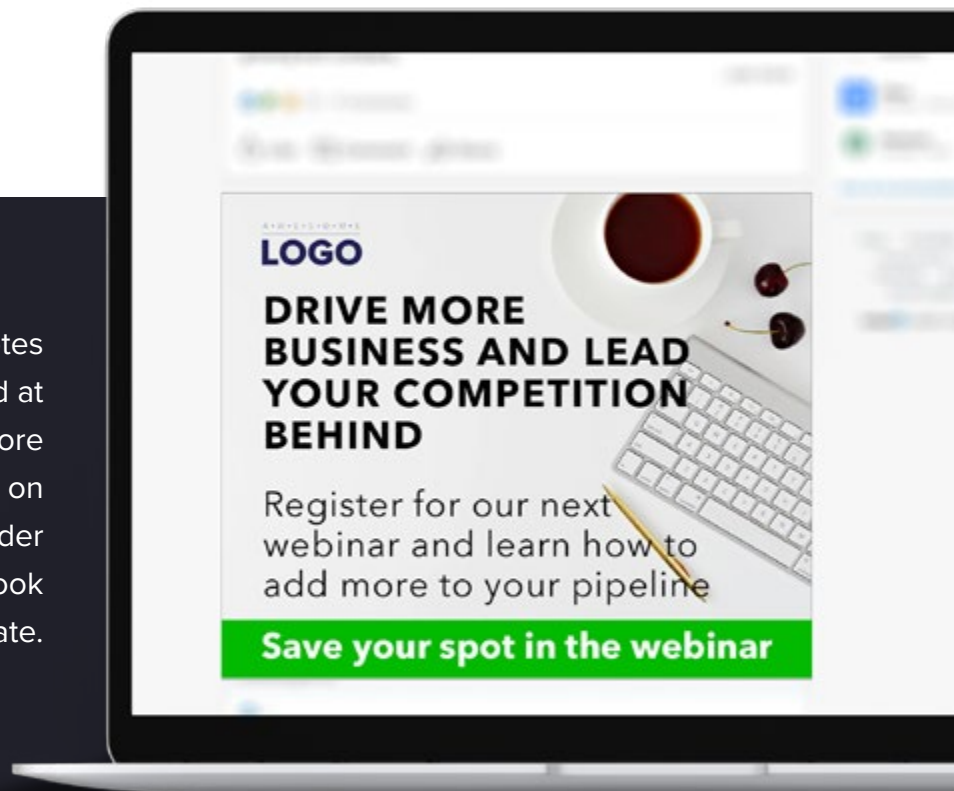
MISTAKE 2:

The ads have too much copy

It's an understandable temptation to use your digital ad to over-communicate. You know your product well and want to share everything that's great about it. But ads aren't meant to be an entire conversation, just the beginning of one—a tease that elicits a response to learn more.

Busy ads are hard to look at and can have the reverse effect: they repel your prospect and leave a negative impression of your brand.

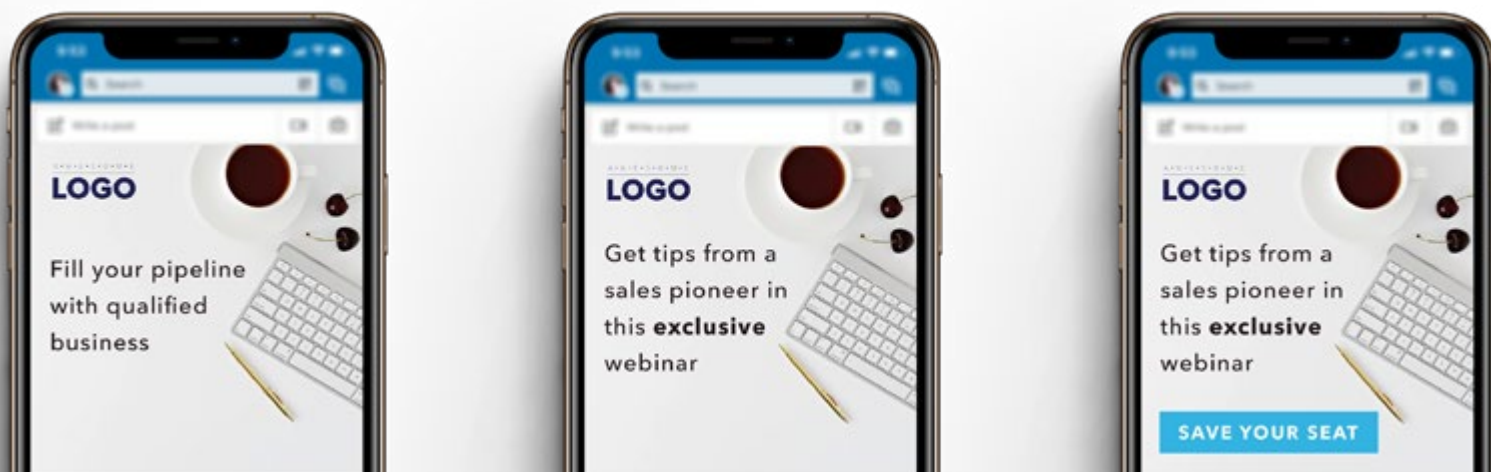
This ad clearly promotes a webinar and is aimed at people who want to close more business. But it is an assault on the senses. It repels the reader and makes the brand look desperate.



MISTAKE 3:

Not using animation or video

Static ads are everywhere you look. So if you want your ads to break out from the crowd and get noticed, try an animated gif or even a video. All ad inventory on Inman.com can be used for animation, and there are simple [gif maker apps](#) available. Inman also has a powerful pre-roll product for your video ads, letting your brand engage with the audience in an exciting way.

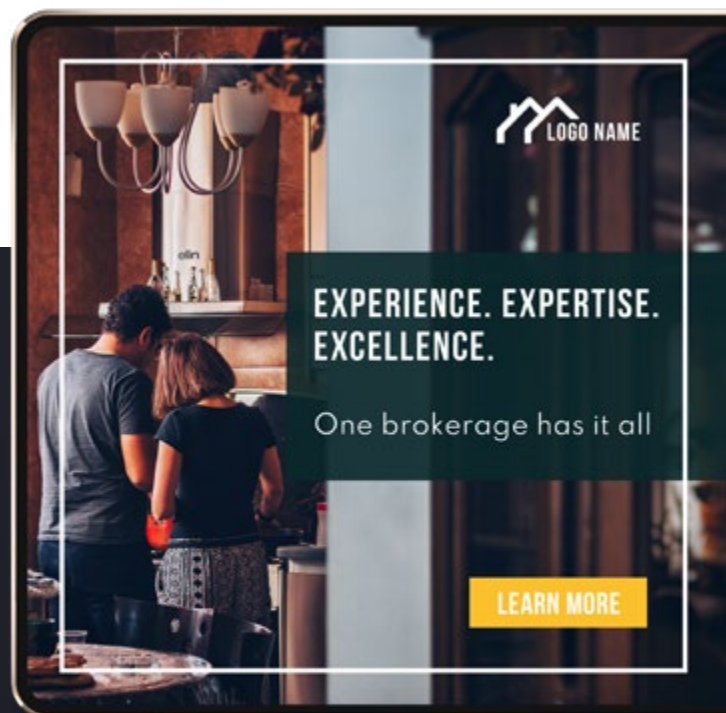
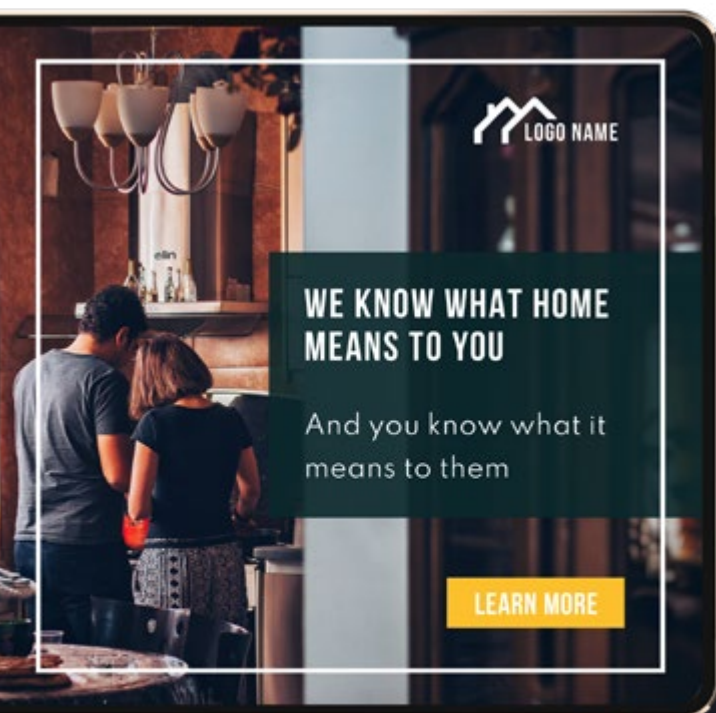


This is a stronger version of the webinar ad, designed so the reader can get more of the story. But many advertisers don't use animation as an advantage.

MISTAKE 4:

Not testing ads

When you run a digital campaign on Inman, you can do more than drive demand. You can learn more about your own branding and advertising efforts -- find out what messages really work or which call to action performs better. Even test static ads versus animated ads. The Inman digital team will help you optimize the campaign based on what performs best so your top creative is always getting air time.



Which headline will resonate best with the audience? Testing the two can inform more than just this campaign.



MISTAKE 5:

Not having a purposeful landing page



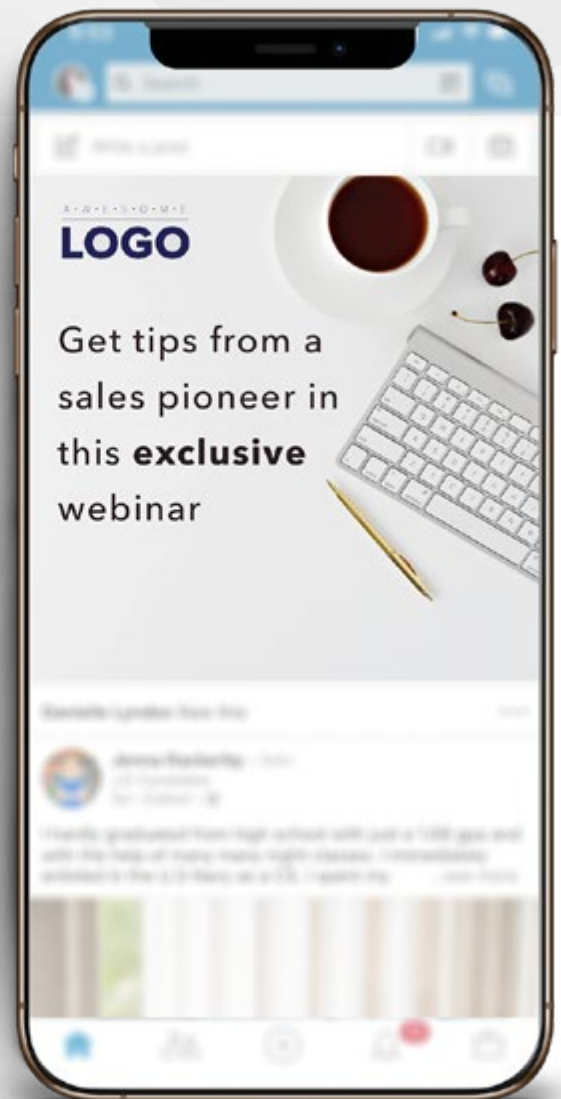
As we said before, digital ads are the start of a conversation. Your ad should engage on an emotional level with a promise. And if you send your visitor to a generic home page once they click on that ad, you aren't holding up your part of the conversation.

Custom landing pages are important to the sales funnels, and they continue the conversation started by the ad. They should be simple, clean, and to the point. The conversion element, perhaps a signup form of some kind, should be easy to find and not buried at the bottom.

MISTAKE 6:

Not including a call to action (CTA)

Sure, most people understand that digital ads are designed to be clicked. But that doesn't change the fact that we, as consumers, don't like uncertainty—and we don't like having to think too hard about ads. Our lives are busy. So your call to action is just that: a direction to your prospect about the exact thing they need to do if your message resonates. It's psychological. Even though the whole ad is clickable, people will aim right for a 'button' graphic almost every time.

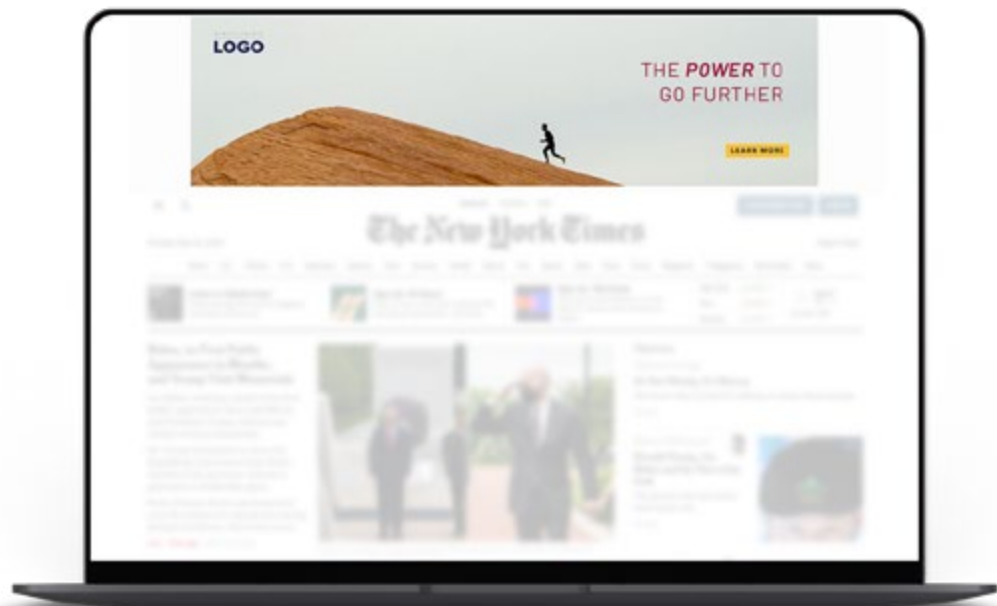


MISTAKE 7:

Not being aware of ad sizes

The most common ad size is 300X250. But advertisers like Inman offer multiple placements, from small spots (300 x 50) to massive billboards. Though it's tempting to make your designer's life easier, the same creative shouldn't be used in both places. Small ads should be carefully thought out. Should it just be your logo? And large ads can handle more copy that is well placed.

This ad has a great message. But no one can read it at this size, wasting precious ad dollars.



This enormous ad catches the eye. But it can handle a meatier headline that works a bit harder to entice your prospect.

MISTAKE 8:

Not using UTMs

Marketing is about measurement. The hard truth is that your company is wasting ad dollars if you don't track your campaign performance and optimize it for even better performance. And to do that, you must provide more than just the URL of your landing page. You should provide Inman (or any advertising provider) with UTMs.

UTM stands for "Urchin Traffic Monitor". This name comes from Urchin Tracker, a web analytics software that served as the base for Google Analytics. UTMs are the tags you can add to the end of the URL for your ad. The tags may look like a jumble of letters and numbers, but they reveal valuable data, including the source and path of traffic, and help you understand your ROI. Inman can provide performance stats on all our campaigns, but UTM parameters give you a better understanding of your customer journey. To get started with UTMs, try [Google campaign URL builder](#).

LEARN MORE ABOUT WORKING WITH INMAN

Your success is our benchmark. Inman will help you create awareness and momentum with the audience you want to reach in the real estate industry. Talk to the partnership team to learn more about digital and event opportunities to engage with our audience of top agents, brokers, teams, executives, and decision-makers. [Start here.](#)