



**HOW TO**  
**GENERATE**  
**BIG MARKETING**  
**IDEAS**  
**IN**  
**REAL**  
**ESTATE**



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# **DEDICATION**

This guide is dedicated to every single person that is hustling hard to make a legit living for themselves. You deserve all the good things that come with your hard work and sacrifices.

I will also like to acknowledge my team, my friends, my students and my mentees. I love you all!

**PART ONE:**  
**THE BIG**  
**IDEA**  
**MARKETING**

# **INTRODUCTION**

You see, the internet and other marketing media is now saturated with different real estate marketing campaigns, different promises and different offers.

The implication of this is that real estate buyers are choked-up because all these agents and agencies sound alike. They say the same thing in the same way.

Your potential clients are used to hearing these things that they just scroll away anytime they see any real estate advert. The level of real estate awareness has reached level 5, and you will have to do more than post pictures to close a deal.

That is why you have to come into the game with a different strategy.

The best way to sell in a saturated market is to say something different from what others are saying. Communicate with your audience in a way that they are not used to, and watch them give you all their attention.

In this publication, I will show you how we come up with big ideas and monopolize this marketing game.

## THE BIG IDEA

Without a clear, impactful and differentiated concept, there is substantially less chance a campaign will pierce through the noise and generate the desired attention from the target audience.

The creative element of any campaign is by far one of the most enjoyable.

However, the process of coming up with a big idea can also be a little daunting, especially with so much at stake.

So, I'm going to explain some of the key steps in the development of a big idea to help provide some structured thinking around the process.

But first, **what is a 'Big Idea'?**

Any new campaign will need a **hook** or **theme** that you'll want people to recall, share and act upon.

A campaign's big idea is the overarching message that underpins all elements of a campaign in order to resonate with the target audience.

In simple terms, A big Idea is the theme of your campaign.

I could easily drop series of marketing content for you to copy and paste, but I want you to understand the logic behind them.

While the regular realtor is telling people to come and buy a luxury home, a realtor that understands the big Idea principle will be telling them to come and enjoy a lifestyle that most people only dream to have.

The aim is to differentiate yourself from others.

Look at the following examples:

### **ADVERT A**

#### **3 BEDROOM APARTMENT FOR RENT!!!**

**Location: Ikoyi, Lagos**

**Price: 13M, per annum**

#### **Features**

**\*All rooms ensuite \*Fully fitted kitchen \*CCTV Camera**

**\*24 Hours Security \*Fitted Ac \*24 Hours electricity**

**\*Pop Ceiling \*Stamp Concrete floor \*Water Heater**

**\*Gym House \*Swimming Pool**

**Tel: 081\*\*\*\*\*4**

**Email: info@\*\*\*\*\*realty.com**

### **ADVERT B**

**Searching for the perfect Luxury home in a perfect location?**

**Consider this 3-bedroom Condo strategically positioned in a serene environment in Ikoyi, Lagos.**

**Fully fitted with the most exclusive interior designs, Italian stamp concrete floors and solid pop ceilings.**

**All rooms are ensuite with new technology air conditioning systems. The spacious kitchen is fully fitted with cutting-edge designs, stainless-steel utensils and marble finishes.**

Your safety is 100% guaranteed with our 24-hours all round private security. And you will never have to worry about electricity, as you will enjoy a constant 24-hours electricity supply throughout the year.

Do you like to stay fit? Don't worry, the flat has a gym with sophisticated fitness equipment. So, you can stay motivated and exercise with ease.

Also, you can always chill or host your friends in the 6x3 sqm swimming pool.

With a yearly rent of 13M Naira only, this is the perfect 21<sup>st</sup> century luxury home, and you need to come and see it with your own eyes.

Call Tomi on 081\*\*\*\*\*4 for more information OR to schedule an immediate inspection of this flat.

Or send an email to info@\*\*\*\*\*.com

Can you spot the difference between both Adverts?

**Advert A** is just a vague/generic description that doesn't have any emotional connection. That is the same way drop-shippers sell bags and shoes on the internet.

If you want an individual to drop 13 million naira for a flat, you need to do more than just listing features and pictures. You must state the benefit of the features.

Looking at **Advert B**, you will agree that it is 10x better than **advert A**. The sales message has been personalised and the ideal client will feel like we are talking to them directly.

And not only that, we painted a picture of the lifestyle that they will get by living in that house.

You don't just throw features at people; you have to use the right words to put them inside the building and make them feel like they own the house already.

Your potential clients are people with money and you have to speak their language.

Did you will also notice the sentence-spacing in **Advert B**?

This is done in order to make reading easy for your clients. When a client becomes interested in your pitch, you have to hold down their attention and ensure that they read the advert till the end.

If all your sentences are jammed up together, they might get tired and scroll away.

So, in all cases, we always try to make reading easy for our clients. No matter how long the pitch is, if the reading is easy and interesting, they will read till the end.

It's not about flashy pictures or a well-crafted logo, it's all about the language you speak.

Now, I have to mention that 90% of realtors write their adverts like it was written in **Advert A**. and that is why they find it difficult to sell 1 property in 3 months.

The remaining 10% understand the marketing psychology. So, they write their adverts like **Advert B**. and it is this 10% that make 90% of the money.

This is where the **MONOPOLY MARKETING** comes into play.

When you are writing a real estate advert, have these at the back of your mind:

- Your clients are not stupid.
- Your clients are people that have money, and you must speak their language.
- Make sure you are not sounding like the regular real estate agent.
- Capture their attention with headlines that will resonate with them.
- Write detailed and interesting property descriptions.
- Write your ads like you are speaking to one person.
- Write your pitch in a conversational tone.
- Support your property descriptions with corresponding pictures.



Let me also mention that **Advert A** was gotten from one of those real estate companies that advertise their offers on the internet. And **Advert B** was re-written by me.

And you can see how I perfectly transformed an advert that was initially dead on arrival. It didn't even take me up to 5 minutes.

To do this, you can also list out the features of the properties you want to sell, then you match it with the benefits and turn it into a sentence-based advert.

You can use my templates as inspiration or use the samples from my swipe file.

PART TWO:

MONOPOLY  
MARKETING

## WHAT IS MONOPOLY?

Monopoly simply means that a person or enterprise is dominating the market.

So, how do you apply this in real estate?

You can achieve this when you find a way to make most of the money, while others battle for the crumbs you leave behind.

It is a way to become part of the 10% that are making 90% of the money.

Monopoly marketing is a strategy that will keep working from now till Jesus comes. You don't have to spend a million-dollar budget, you only need to do what needs to be done.

So, how do you achieve this?

Here's the thing; there is a long list of real estate entrepreneurs that don't know about the TARGETED LEAD GENERATION PRINCIPLE. They just shoot into the dark and hope to catch a big game.

But business does not work that way. Hope is not a strategy. So, you have to be intentional about any move you make.

Our golden principle has different parts:

- It involves knowing how to choose your audience.
- Knowing how to speak to your audience.
- Knowing how to make them take action.
- Knowing the process involved in making them take action.
- Knowing how to close the deal.

You see, if you don't know all these parts, you can't say you are part of the monopoly clan.

If any part of the principle is missing, it means you are only using your imagination and hoping that you are right, which is simply a TRIAL & ERROR method.

Monopoly marketing means you hit your target every time you shoot. And the only way you can do this is if you understand every part of the lead generation principle.

Depending on how much money you intend to make, you can sell one Luxury home in a month and rest for the next month.

If a commission of 7 million naira is okay for you, you can decide to sell just 1 property per month.

But if you don't understand this principle that we are talking about, you might keep trying to sell one property for 3 months. And when you finally get a buyer, it would have been sold by another agent that understands the game.

So, you have to put on your thinking cap and stay wicked.

In case you don't know, when a property is published for sale. You are not the only agent that is trying to sell it. There are other agents that also want to get that mullah.

This means you have to be 10 steps ahead of everyone. And you can do this by personalising your marketing game. There is a 99% probability that your competitors are saying the same to their prospective clients.

Or they are just shooting their shots aimlessly, hoping to land a big client.

But you are different because you understand the game. So, you put out your offer in a way that most marketers don't know about.

While everyone else is trying to sell from point A, you can decide to sell from point P, Q, S & T. That is how you set yourself apart from the crowd.

You set yourself apart by understanding **MARKETING ANGLES**.

## MARKETING ANGLES

This simply refers to your reference point in a marketing campaign. If I'm selling a house, I can decide to sell from the angle of "Affordability", and you can decide to sell the same house from the angle of "Good Location".

Whatever angle we decide to sell from, we are still going to get the job done. But an important thing to note is that different angles work for different sets of people.

For example, when we are trying to sell a piece of land to an investor, we sell from an "angle of profits". If anyone is going to invest in something, they definitely want a return on their investments after sometime.

And that is what we are going to capitalize on throughout our sales message.

If we are to sell to someone that is planning to start a building project, we sell from an angle of "owning your land in a premium location" or from an angle of "affordability".

We use different strokes for different folks.

Now, take a look at the following headlines:

### Headline A

"These are the 4 most Profitable and Trouble-Free Areas to Buy Land in LAGOS Right Now.... Early Investors Could Pocket up to N20-Million in 18-months Or Less... "

### Headline B

"This is the perfect time to own a piece of land in the most sought-after areas in Lagos. Get a plot of land for as low as 2 million naira in these sophisticated areas..."

From the content of the two headlines, it is obvious that the advert is talking to two different people. Understand this logic and use it in your marketing campaign.

If you master this principle, you will always outsmart your competitors no matter how saturated the market is.

## CONCLUSION

This is how far I can go with you because I don't want to complicate things for you. Trust me, you don't need to be a marketing genius before you make money in real estate.

You only need to understand what works and follow the rules. But I don't want you to follow blindly, and that is why I have taken my time to explain the psychology behind our real estate adverts.

If you understand this, you will be able to play around it and even write your ads yourself without the aid of a swipe file.

As far as I am concerned, I have given you all you need. You just need to follow the rules and implement them ruthlessly.

Should you have any question, send me an email via >> [fajothecure@gmail.com](mailto:fajothecure@gmail.com)