60+ Tools Commercial Real Estate Marketing Professionals Should Know

Introduction

As a commercial real estate marketer, you want to maximize your returns without overextending budget and time investment. That's why it's so important to have the right tools at your disposal when executing a campaign.

We've gathered a list of more than 60 tools that every CRE marketing professional should have to help prepare, execute or analyze a marketing campaign.

From email marketing to graphic design and social media, these tools will help you to approach each commercial real estate marketing campaign with the right resources in place.

And when those campaigns are done, you'll have the tools needed to analyze results and make smart decisions and changes.

Here's a breakdown of the 60+ tools you should have for your CRE marketing efforts.

WEBSITE DESIGN TOOLS

1   SharpLaunch

With SharpLaunch you can easily customize and launch beautiful commercial real estate websites specifically built to target and capture the interest of potential CRE brokers, investors and tenants.

2   Wix

Wix is a web publishing platform which enables users to design, publish, maintain and host free websites without having to learn to design or code.

3   GoDaddy

GoDaddy is the world's largest domain name registrar and a web publishing platform which enables users to design, publish, maintain and host websites without having to learn to design or code.

4   Weebly

Weebly is a web-hosting service featuring a drag-and-drop website builder enabling users to publish, maintain and host websites.

5   Websitebuilder

Websitebuilder offers custom domain names, a drag and drop editor enabling users to publish, maintain and host websites.

6   Squarespace

Squarespace offers a fully-hosted environment for creating and maintaining a website. Squarespace's do-it-yourself tools allow creative professionals, businesses, bloggers, and web developers to quickly and easily create and maintain professional, high-quality websites.

GRAPHIC DESIGN TOOLS

7   Adobe Suite

Adobe Suite is a software suite of graphic design, video editing, and web development applications. It consists of Photoshop, Acrobat, Premiere Pro or After Effects, InDesign, and Illustrator.

8   Canva

Canva features a drag-and-drop feature and professional layouts to design presentations, social media graphics and more.

9   Snappa

With Snappa you can create online graphics for social media, ads, blogs, and more without Photoshop or graphic designers.

10   Pablo by Buffer

Pablo is the image creating app created by Buffer. The simplest way to create beautiful images that fit every social network perfectly.

11   Infogram

Infogram is a simple online tool to create infographics, reports, charts, dashboards, maps and social media visuals.

12   Easelly

Easelly features a simple online tool to create infographics, with reporting, timeline, resume and process templates to choose from.

SEO (SEARCH ENGINE OPTIMIZATION)

13 Google Search Console

Google Search Console is a free service offered by Google that helps you monitor and maintain your site's presence in Google Search results. You don't have to sign up for Search Console for your site to be included in Google's search results, but doing so can help you understand how Google views your site and optimize its performance in search results.

14 Moz Keyword Explorer

Moz Keyword Explorer is an online tool that helps you discover and prioritize the best keywords to target. Also features SEO audits and crawl tools, backlink research and rank tracking.

15 SEM Rush

SEMrush is a powerful and versatile competitive intelligence suite for online marketing, from SEO and PPC to social media and video advertising research.

16 Ahrefs

Ahrefs is a toolset for SEO and marketing running on Big Data. It includes site explorer and backlink checker, SEO reports, mentions tracker, social metrics, batch analysis and domain comparison.

17 Google PageSpeed Insights

Google PageSpeed Insights measures the performance of a page for mobile and desktop devices. It fetches the url twice, once with a mobile user-agent, and once with a desktop user-agent.

SEO (SEARCH ENGINE OPTIMIZATION)

18   Google Keyword Planner

Google Keyword Planner is a keyword research tool that allows you to find the right keywords to target for display ads, search ads, video ads, and app.

19   QuickSprout Website Analyzer

QuickSprout Website Analyzer scans your website looking for search engine optimizations aimed at growing your web traffic.

20   SimilarWeb

SimilarWeb is an online competitive intelligence tool that provides traffic and marketing insights for any website.The tool provides users with a quick overview of a site's reach, ranking and user engagement.

21   SEO Site Checkup

SEO Site Checkup offers free on-page search engine optimization tools to instantly check your on-page SEO. They also provide tips on what you can do to improve the user experience.

22   Keyword Tool

Keyword Tool is a great alternative to Google Keyword Planner and other keyword research tools. It generates up to 750+ long-tail keyword suggestions for every search term.

SOCIAL MEDIA

23   Buffer

Buffer is mainly a social posting scheduler for Facebook , Twitter, LinkedIn, Google+, App.net and Pinterest. It gives you total control over your posting schedule without having to schedule every single post separately.

24   Hootsuite

Hootsuite is a social media management platform that allows users to schedule and post updates to any page or profile for Facebook, Twitter, LinkedIn, Google+, Instagram, WordPress and other platforms from one place.

25   SproutSocial

Sprout Social is a collaborative social media management software that provides engagement, publishing, analytics and team collaboration tools.

26   SocialOomph

SocialOomph has a range of more advanced features in addition to its core features to automate a range of social media management tasks across various platforms. SocialOomph can manage all Twitter, Facebook, LinkedIn, Plurk and App.net activity, as well as all your blogging activity.

27   Buzzsumo

Buzzsumo is powerful online tool that allows any user to discover outreach opportunities and engaging content on any website.

28   Followerwonk

Followerwonk is a Twitter analytics tool by Moz that allows users to gather and analyze information on Twitter users, determine trends in the mentioned social networking tool, and expand their reach to widen their audience, increase their follower base, and forward their business goals.

SOCIAL MEDIA

29 AgoraPulse

AgoraPulse is an social community and moderation tool that helps business manage all their social network profiles. The platform is built to enable businesses implement total management of their accounts in top social networking sites: Facebook, Twitter, Instagram, LinkedIn, and Google Plus.

30 Mention

Mention is a social media and web monitoring tool that provides real-time alerts for a company's keyword and allows users to monitor millions of sources in real time and in 42 languages.

31 Google Alerts

Google Alerts is a Google service for content change detection and a notification service to keep track of trends, interesting topics, or anything really new that appears on the web

EMAIL MARKETING

32 SharpLaunch Email Marketing Tool

SharpLaunch Email Marketing Tool allows users to create beautiful and mobile-friendly HTML email campaigns to market their commercial properties to unlimited contacts from any device.

33 MailChimp

MailChimp is a marketing automation platform that allows users to create, send, and analyze email and ad campaigns.

34 Constant Contact

Constant Contact's Email Marketing tool makes it easy to create professional email campaigns with no technical skills required.

35 Campaign Monitor

Campaign Monitor makes it easy to attract new subscribers, send them beautiful email newsletters and see stunning reports on the results.

36 SendGrid

SendGrid is an email marketing platform delivering transactional and marketing emails through the world's largest cloud-based email delivery platform.

37 Getresponse

Getresponse is an email marketing tool with features including marketing automation, landing pages, image editor, responsive design, forms, webinars.

OUTREACH

38 Yesware

Yesware provides email tracking in real-time feedback on when prospects open their emails, customizable templates and CRM integration to Gmail and Outlook users.

39 Autopilot

Autopilot is a visual marketing software for automating the customer journey. Autopilot also offers capabilities such as viewing user activities in real-time and monitoring campaign return on investment (ROI) with reporting features.

40 ToutApp

ToutApp helps salespeople close more deals and increase productivity with the power of tracking, templates and analytics.

41 SalesLoft

SalesLoft is a sales engagement software that helps users set and execute on a cadence of phone, email, and social communications to convert more target accounts into customer accounts.

42 Reply

Reply automates one-to-many communication, enabling scaling your outreach capability, while keeping it 100% personal.

43 Anymail finder

Anymail finder searches billions of web pages and performs direct server validation to find an email based on a name search.

ANALYTICS

44 Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. It's the most widely used web analytics service.

45 Simply Measured

Simply Measured provides social media analytics and measurements for data-driven agencies and brands.

46 Bitly

Bitly works as a layer on top of Google Analytics. It provides an understanding of the traffic and conversions that drive your business.

47 Clicky

Clicky is a complete web analytics tool that lets you see just about everything you could ever want about your website traffic. It combines historic reporting with real-time website monitoring in a way that is both easy and elegant.

48 SimilarWeb

SimilarWeb is an online competitive intelligence tool that provides traffic and marketing insights for any website. Users can search for data by entering a specific website URL or by running a category search by industry or country, where the top 50 websites are displayed.

TEAM COLLABORATION

49 Slack

Slack is a cloud-based set of team collaboration tools and services, including instant messaging and file sharing.

50 Basecamp

Basecamp is one of the most popular online project management and collaboration tools.

51 Trello

Trello is an online project management application for any kind of project organized in a visual card overview.

52 Redbooth

Redbooth is easy-to-use online project management software for high-performing teams.

53 Asana

Asana is a cloud based project management and productivity tool.

PHOTO STOCK

54 Adobe Stock

Adobe Stock is a photo stock service built into Adobe desktop apps, such as Photoshop CC, Illustrator CC, and InDesign CC, that enables users to search, browse, and add images to their Creative Cloud Libraries, and get instant access to your assets across desktop and mobile devices

55 iStock

iStock by Getty Images is one of the world's leading stock content marketplaces, offering millions of hand-picked premium images.

56 Shutterstock

Shutterstock is a leading global provider of high-quality licensed images, videos, and music.

57 Pexels

Pexels is a database of license free high quality stock photos.

BONUS TOOLS

58   Awesome Screenshot

Awesome Screenshot is a Chrome extension that allows you to screencast, record screen as video and capture screen for full page, annotate, blur sensitive info, and share with one-click uploads.

59   Colorzilla

Colorzilla is a Chrome extension that assists marketers, web developers and graphic designers with color reading from any point in the browser.

60   PicMonkey

PicMonkey is an online photo editing and design service. It can be accessed from a web browser, or through the PicMonkey mobile app. PicMonkey's mission is to empower everyday creatives to communicate visually.

61   Font Combinations

Font Combinations is a font matching tool by Canva where you can select a number of popular web typefaces and you'll get a custom list of possible matches.

SHARPLAUNCH

Need to step up your CRE marketing game?

Learn more about SharpLaunch's powerful CRE marketing platform and get a free demo today.

GET DEMO