

# FRONETICS REAL ESTATE ANNOUNCES OFFICIAL LAUNCH

## FRONETICS REAL ESTATE OFFERS DIGITAL AND CONTENT MARKETING EXPERTISE TO COMMERCIAL AND RESIDENTIAL REAL ESTATE CLIENTS.

**AMESBURY, MA, September 12** – Fronetics, a digital and content marketing firm, announces the official launch of Fronetics Real Estate (FRE), its new brand serving residential and commercial real estate clients. Developers, management companies, and firms looking to modernize their real estate marketing can visit the [Fronetics Real Estate website](#) to learn more about FRE's services and approach.

Real estate has experienced a major shift in buyer behavior in the last two decades, with buyers now conducting the majority of research online. Content marketing offers a new approach — one that's putting real estate marketers in charge of the way prospective buyers or tenants perceive and interact with their properties.

Born out of Fronetics' [history of success with digital marketing for real estate](#), Fronetics Real Estate employs the strategic distribution of targeted content to help properties:

- build brand awareness
- generate prospects
- lower cost per lead
- increase occupancy
- drive sales

Fronetics Real Estate's marketing expertise includes luxury condominiums, for-rent apartments, planned communities, commercial properties, and mixed-use and retail space.

"We've found that many real estate companies understand that digital and content marketing should be part of their holistic property marketing programs, but they don't have the time, resources, or expertise to implement it on their own," says Jennifer Hart Yim, Fronetics' director of strategy. "Our clients rely on our data-driven methodology and record

of success in the industry to drive interest in their properties, to improve retention, and, most importantly, to convert leads into sales.”

Fronetics Real Estate offers a robust portfolio of [digital marketing services](#), including:

- **Content marketing:** strategy development, content creation, and execution
- **Social media:** strategy, management, distribution, advertising
- **Email marketing:** templates, marketing emails, workflows, and newsletters
- **Website development:** branding, design, maintenance, and content creation
- **Paid advertising:** pay-per-click and social media advertising
- **Sales enablement:** reporting and analysis, sales content optimization, automation

Direct inquiries about Fronetics Real Estate to Elizabeth Hines ([ehines@fronetics.com](mailto:ehines@fronetics.com)), or contact FRE through the [website](#).

## About Fronetics Real Estate

Fronetics Real Estate is not like other digital and content marketing firms. Our approach starts with data and ends with measurable results, so our clients see movement where it matters: increased brand awareness, lower cost per lead, increased occupancy, faster sales, and improved retention rates.