

REAL ESTATE

Douglas Elliman furthers content creation with digital

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Douglas Elliman's online blog

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Real estate brokerage Douglas Elliman is investing further in establishing itself as a content creator with a new blog to add to its repertoire.

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The real estate firm is hoping to arm consumers with a wide range of information from experts to make informed decisions. Elliman Insider will be a digital complement to its printed magazine, which was recently revamped.

"Douglas Elliman understands its consumers want expert and relevant content to inform their property selling or buying decisions," said Dana DeVito, senior vice president of marketing at Douglas Elliman. "Consumers are savvier than ever and so are agents, so we look beyond traditional advertising to a more in-depth, holistic approach to reaching our buyers and sellers.

"It is imperative we tell stories relating to neighborhood trends, market insights and design inspiration to prove we are market and industry leaders," she said. "Elliman Insider is the result of a collaborative advertising, experiential and digital marketing team meeting the needs of consumers in the markets we serve to assist in the buying and selling of real estate."

Digital and print

Douglas Elliman recently revamped its branded magazine with help from a Cond Nast affiliate.

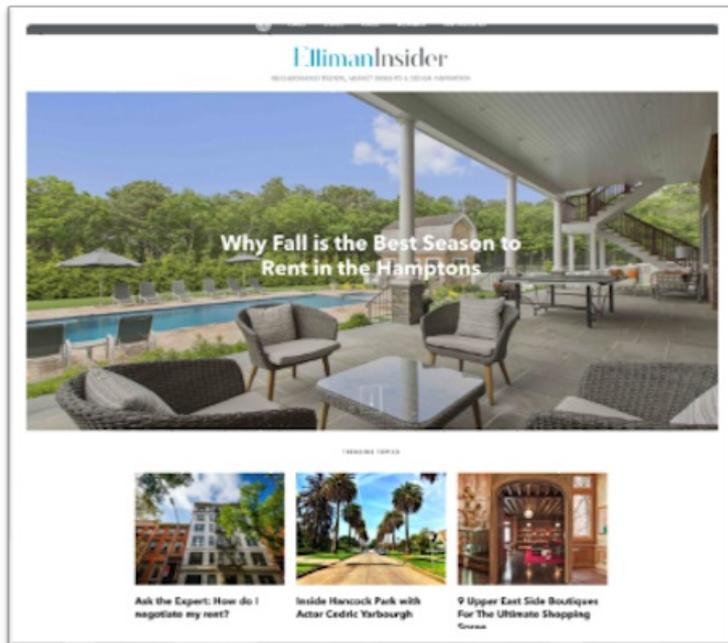
The fall 2017 issue of Elliman magazine marked the first issue prepared under the firm's newly established exclusive partnership with Advance Local's content agency Headline Studio. Magazines provide marketers with an extended platform to build a brand, enabling them to reach consumers on a deeper level ([see more](#)).



Douglas Elliman's Fall 2017 magazine issue. Image credit: Douglas Elliman

Douglas Elliman's new blog will focus on sharing inspiration from various experts related to real estate and housing such as designers, hoteliers, chefs, architects and real estate professionals.

An in-house writing team will also support the blog as experts in real estate.



Douglas Elliman's Elliman Insider blog; Image credit: Douglas Elliman

The branded blog will feature content such as marketing insights, neighborhood trends, on the market, ask the expert, interior design & real estate, architecture and Elliman news. For its launch, Elliman Insider has published articles such as "Ask the Expert: How do I negotiate my rent?," "Hotel inspired dcor recreating the looks in your own home" and "4 scenic L.A.-area hikes you might not know, but should."

Mobile importance

Elliman's blog was designed for both mobile and desktop, so consumers can read wherever they like. A toolbar will allow readers to filter content based on location, video, Instagram content as well as a property search feature.

The real estate firm also recently put more control in the hands of its realtors as well as customers with a heightened mobile presence.

A third mobile application has been released for Android and iPhone that allows Douglas Elliman realtors their own branding. Interested consumers will be able to browse a variety listings on the app while associates will be able to customize their own apps for customers to use as well ([see more](#)).

"As the number one and leading brokerage in most of the markets we serve, Elliman Insider brings a unique voice to the consumer," Ms. DeVito said. "Our proprietary intelligence and market expertise is brought to the forefront of our storytelling via the agents who make buying and selling a success for their clients.

"In addition, our partnership with Advance Local, parent company to Conde Nast, allows us to bring brilliant writers to our consumers via Insider and Elliman Magazine alike," she said. "The combination of agent experience and top quality writing through our partnership as well as in-house writing team make Elliman Insider a must-read when it comes to all things influencing real estate."

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