

People Moving To DFW: A Marketing Blueprint to Reach Them



Get in Front of the Influx of People Moving to DFW with this Marketing Strategy

In 2024, we are going to continue to see people moving to DFW in record numbers. As a business owner, or real estate advisor, how will you reach these people? In addition to your regular marketing efforts of social media and networking, you will need to engage in some out of the box methods to reach these newcomers. Just keep in mind that the people moving to DFW don't know you or the services you offer, they are not familiar with our city, or what is has to offer. This is your big chance to reach them with your knowledge and your brand message!

Why DFW continues to be a magnet for industry.

The Lone Star State has always been a beacon for dreamers and doers, and now more than ever, people are flocking to Dallas-Fort Worth (DFW). Job growth and stability, a vibrant economy, the available and affordable housing market, are just a few of the features that is currently drawing 25K plus people to the metro area every month.

How to build a marketing plan to connect to the diverse pool of new homebuyers.

This influx of people moving to DFW, the industries, and companies, present an exciting opportunity for business owners and real estate agents to capitalize on the growing market. **In this blog post, I will delve into the details of how a savvy business owner/real estate advisor can formulate a compelling marketing strategy to connect with the diverse pool of potential homebuyers and customers in (and coming into) DFW.**

Understanding the Dynamics

Before diving into the strategy, it's crucial for you to comprehend the factors fueling the migration to DFW. Whether it's the robust job market, affordable housing, or the unique Texan lifestyle, understanding these dynamics is key to tailoring an effective marketing approach.

Key Attractors

- **Job Opportunities:** DFW has a thriving job market and was one of the nation's 12 largest metropolitan statistical areas in November 2023. The largest job gains occurred in Dallas-Fort Worth with an addition of 139,700 over the year in November, the U.S. Bureau of Labor Statistics reported.
- **Affordability:** Texas' typical home prices are 13% lower than the national average.* In Texas, the housing market offers a distinct advantage with typical home values sitting 13% below the national average. This affordability is particularly compelling given that the median income in Texas is 96% of the national median, as reported by The Motley Fool. This ratio means that the income-to-home value in Texas is just above average, making homeownership more attainable for residents than in many other states.
- **Cost of Living:** The cost of living in Texas is 8% lower than the national average.* The cost of living in Texas stands out as one of its most attractive features. This affordability is a significant factor for those considering relocation, as noted by Texas Real Estate Source. In fact, housing, utilities, and daily expenses are generally more economical in Texas than in other parts of the country.
- **Quality of Life:** In addition to the lower cost of living and affordability of housing in DFW, having no state income tax is another thing that appeals to people moving to DFW. Other appealing attributes about Dallas include access to several professional sports teams, and a rich nightlife full of bars, restaurants, live music, culture, and art. Dallas-Fort Worth - together, making up the fourth-largest metro area in the U.S. - also has North America's best airport to keep people connected.... And the people are friendly and helpful, ya'll!

Crafting a Targeted Marketing Strategy

To ensure success in a competitive market, real estate agents must go beyond traditional approaches. Here is how to get noticed by industries, companies, and the people moving to DFW:

1. Networking with Local Businesses: I put this #1 on my list because reaching people who are coming into the state requires a strategic approach. Who knows more about the people who are moving than the moving companies? The realtors who are moving them; and the Mortgage teams that are financing them? Join a local or national networking group, like BNI, where these

industries are networking and become a part of the group. Tap into your relocations departments at the larger real estate brokerages, and be visible at your local chamber of commerce meetings.

- **Reach out to the Moving Companies:** Compile a list of the top moving companies who are moving these large companies into DFW. Find out how you can network with these companies to learn more about the people and the firms they are moving.
- **Forge Partnerships:** Collaborate with local businesses, other larger real estate brokerages, moving companies, tech hubs, healthcare institutions, or financial firms, to cross-promote services and reach a broader audience.
- **Attend Industry Events:** Participate in industry-related events, job fairs, or networking meetups to connect directly with professionals who may be in the market for a new home.

2. Leverage Social Media: Follow the basic rules of engagement on social media. Stay consistent. Craft your branded message and target people who are moving, or, who are from your geo-targeted area. This is where you set yourself up as the expert, show off your knowledge of the DFW area!

- **Platforms:** Identify and utilize the most popular social media platforms among your target audience, such as LinkedIn, Facebook, and Instagram and saturate them with your brand message.
- **Engaging Content:** Share visually appealing posts/videos/stories/reels showcasing available properties, local attractions, and success stories of happy homeowners. Show the beauty of the Dallas housing market, our neighborhoods, parks and recreation areas.
- **Targeted Ads:** Invest in targeted social media advertising to reach specific demographics, including professionals in key industries and recent transplants.

3. Optimize Email Campaigns:

- **Segmentation:** Segment your email list based on factors like industry, job title, and location to tailor content for different audiences.
- **Local Insights:** Share regular updates on the local real estate market, new listings, and community events to keep potential buyers engaged. Create an interest in the arts, the activities, shopping, worship areas, schools and neighborhoods with visual and detailed content.

4. Create Compelling Ad Copy:

- **Highlight Local DFW Advantages:** Craft ad copy that emphasizes the advantages of living in DFW, such as proximity to major companies, excellent schools, sports, and a diverse cultural scene.

- **Use Persuasive Language:** Employ language that evokes emotion and paints a picture of the ideal life that awaits buyers in their new DFW home. Get creative with videos and images that tell the stories of the diverse DFW lifestyles.

5. Engage in Content Marketing:

- **Educational Content:** Develop blog posts, videos, or webinars that educate potential buyers about the real estate market in DFW, offering tips and insights. Inform and educate on all things Dallas/Fort Worth!
- **Case Studies:** Share success stories of clients who successfully found their dream homes in DFW, showcasing the range of possibilities. Tell relocation stories that you have experienced.

6. Optimize Website for Local SEO:

- **Keyword Optimization:** Incorporate local keywords in your website content to improve visibility in local search engine results.
- **Local Listings:** Ensure your business is listed in local directories, and encourage satisfied clients to leave positive reviews.

7. Be Open to Old-School Methods:

- **Print Ads:** Not always something you have the budget for, but adding print ads to your marketing strategy to reach people moving to DFW is something worth thinking about. Local magazines, grocery cart ads, real estate section advertorials in the newspaper, any print vehicle that can be picked up by a newcomer is worth looking at. And be ready for a commitment, consistency with print advertising is always the key.
- **Billboards:** Think of the traffic in DFW. Be visible on a billboard on our highways and streets. People moving to DFW could notice you while sitting in traffic in their new city!
- **Speaking Gigs:** Get in front of the newbies by presenting your business at local chambers, churches, and industry events. Where are the new people going? Be there and represent your business and service so they can meet you can become aware of your brand and get acquainted with YOU!

Conclusion

The surge in people moving to DFW presents a golden opportunity for real estate agents willing to embrace innovative marketing strategies. By understanding the motivations behind the influx, leveraging the power of social media, optimizing email campaigns, creating compelling ad copy, engaging in content marketing, networking with local businesses, and optimizing their website



for local SEO, agents can position themselves effectively in front of the industries and individuals shaping DFW's growth.

Seize the moment and make DFW's booming real estate market work for you!

Sources: *Forbes.com

Happy marketing!

A handwritten signature in black ink, appearing to read "Sandy", with a stylized, looping flourish at the end.

P.S. I know that making the right decisions with your marketing budget is crucial to your brand's success. With my 25+ years of industry experience in marketing and creative design I can help you build, create content, and implement your business marketing plan for a fraction of the cost of hiring a full time Marketing Department.

[Sandy Hibbard Creative](http://SandyHibbardCreative.com) can help you build your strategy, run your campaigns, and create great content for your social media posts that will help build traction in your overall marketing. We help create your story! [Contact me](#) and let's talk to see how we can work together - **214.208.3987.**