

ACTIVATE 19

The Growth Marketing Conference

# Moving on Together: How Zillow Leverages Marketing to Build Trust in New Products

Laura Baugh

Senior Lifecycle Marketing Specialist, Zillow



Presented by:  *iterable*



ACTIVATE**19**

Presented by:  *iterable*



ACTIVATE **19**

Presented by:  *iterable*

# Authenticity Is More Important Than Ever

---



48%

Only 48% of the general US population trusts businesses

2018 Edelman Trust Barometer

20%

Consumers report that only 20% of brands have had a positive impact on their lives

Meaningful Brands Survey 2017, Havas



# Don't Panic!

---

Consumers have expectations- we just need to meet them.



76%

76% of consumers expect companies to understand their needs and expectations

State of the Connected Consumer Report, Salesforce

63%

63% of customers expect companies to provide new products/services more frequently than ever before.

State of the Connected Consumer Report, Salesforce



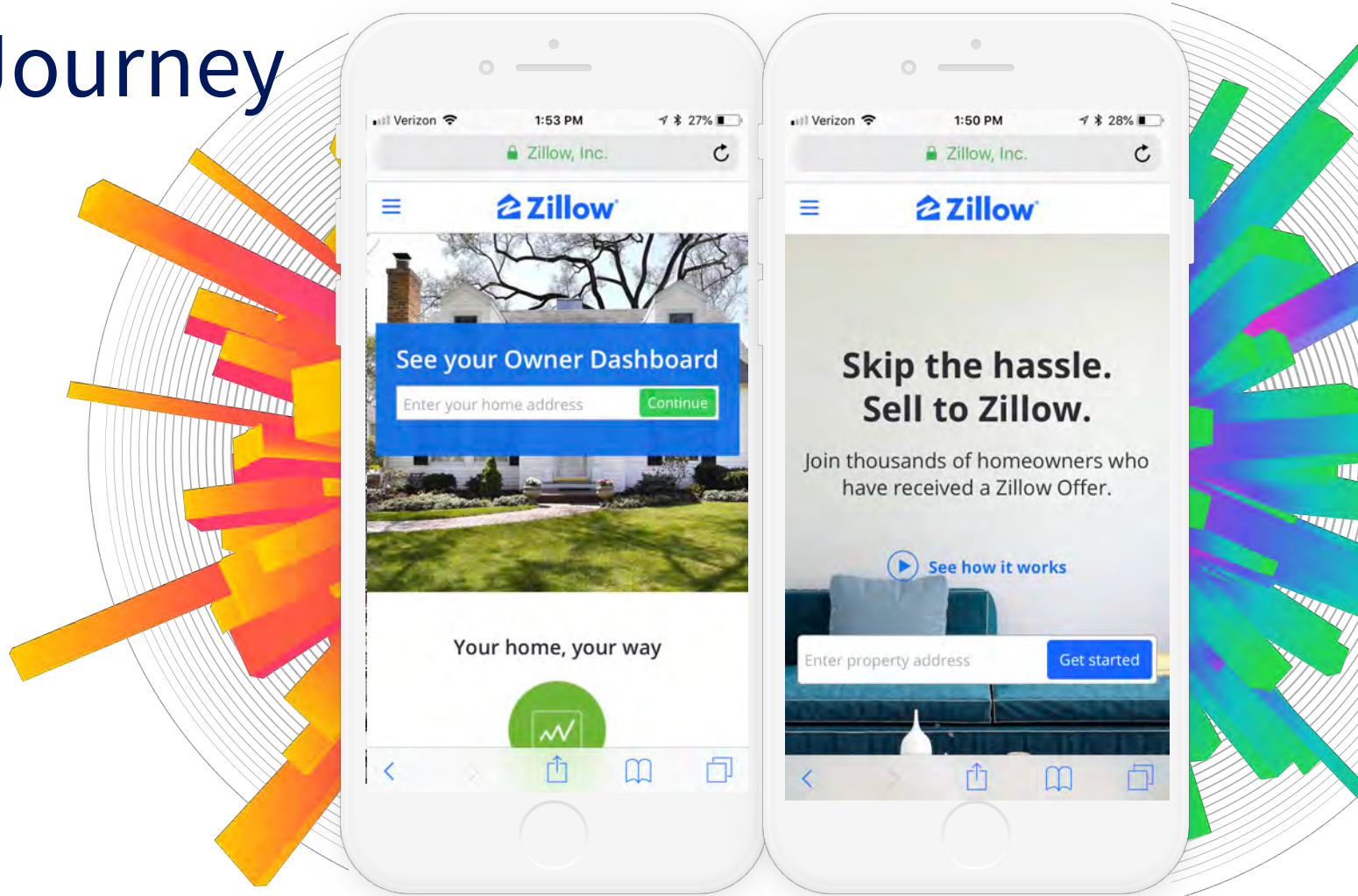
# A Homeowner's Journey



From tracking your home and browsing homes for sale...



...to selling your home directly





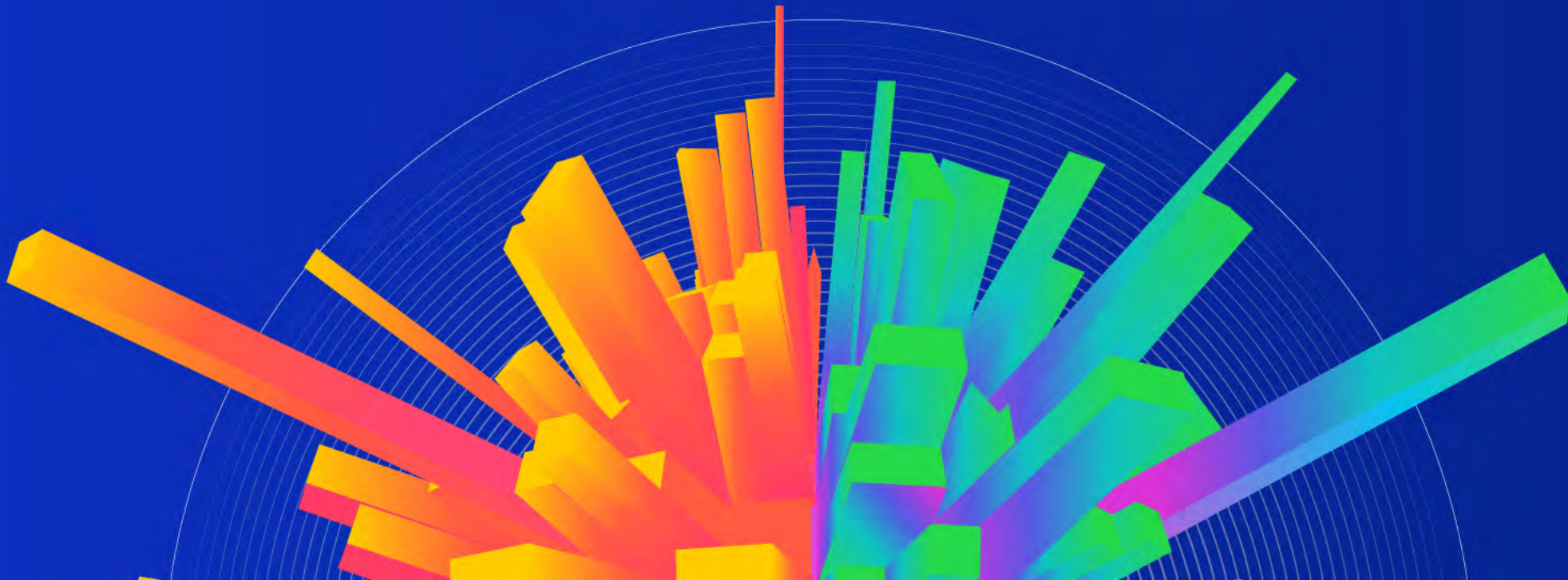
---

# Our Agenda

- 1. Build the foundation-** an authentic relationship with the customer
- 2. Reinforce the foundation-** strengthen trust through transparency
- 3. Move on together-** Tie new products back to your core mission

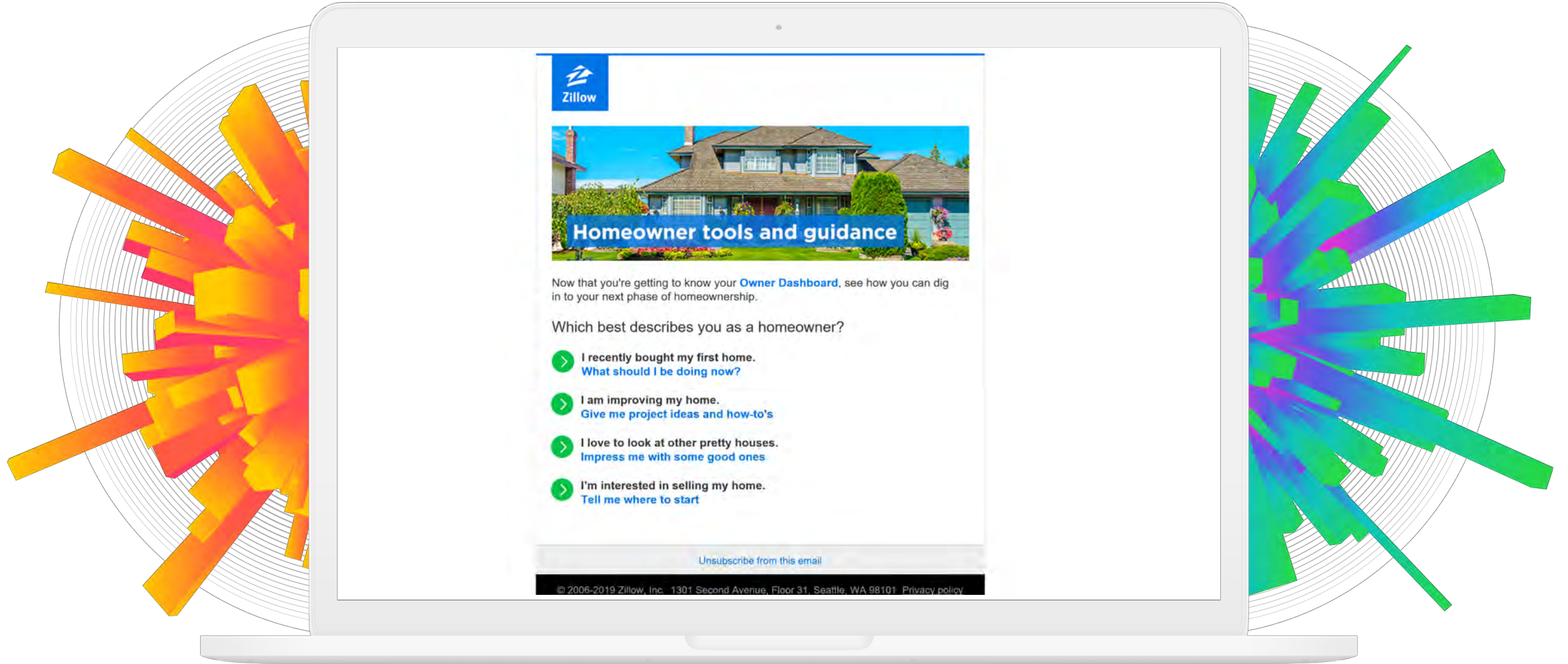


# Build the Foundation

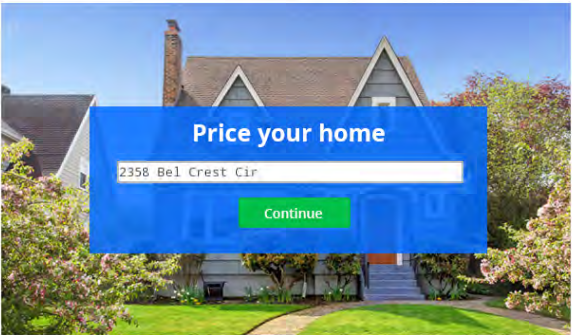




# What do Your Users Want? Ask Them!



# Set Them Up For Success



**Zillow**

**Price your home**

2358 Bel Crest Cir

Continue

Look at comparable homes — and pick those most like yours — to see how much **2358 Bel Crest Cir** might sell for.

Price your home

Searching for your new home? Find local listings, updated daily.


Homes for rent

Homes for sale

Zillow, Inc.  
1301 Second Avenue, Floor 31  
Seattle, WA 98102  
© 2006-2019

Privacy policy | Unsubscribe from this email | Update your preferences

ACTIVATE 19



**Zillow**

**Explore Your Personal Owner Dashboard**

Welcome to the Zillow neighborhood! By claiming your home on Zillow, you've unlocked your Owner Dashboard. Here you'll find useful information and tools that only you can see in the owner view.

Visit your Owner Dashboard

Here Are a Few Features of Your Owner Dashboard

- View your home's value**  
See your Zestimate® – Zillow's estimated market value of your home – and its forecast a year from now.  
[Find out how we calculate your Zestimate](#)
- Edit your home facts**  
Update the details about your house to get your most accurate Zestimate.
- See the best time to list**  
Find out when you can fetch the most money for your home.

Visit your Owner Dashboard

Zillow, Inc.  
1301 Second Avenue, Floor 31  
Seattle, WA 98102  
© 2006-2019

Privacy policy | Unsubscribe from this email | Update your preferences

iterable

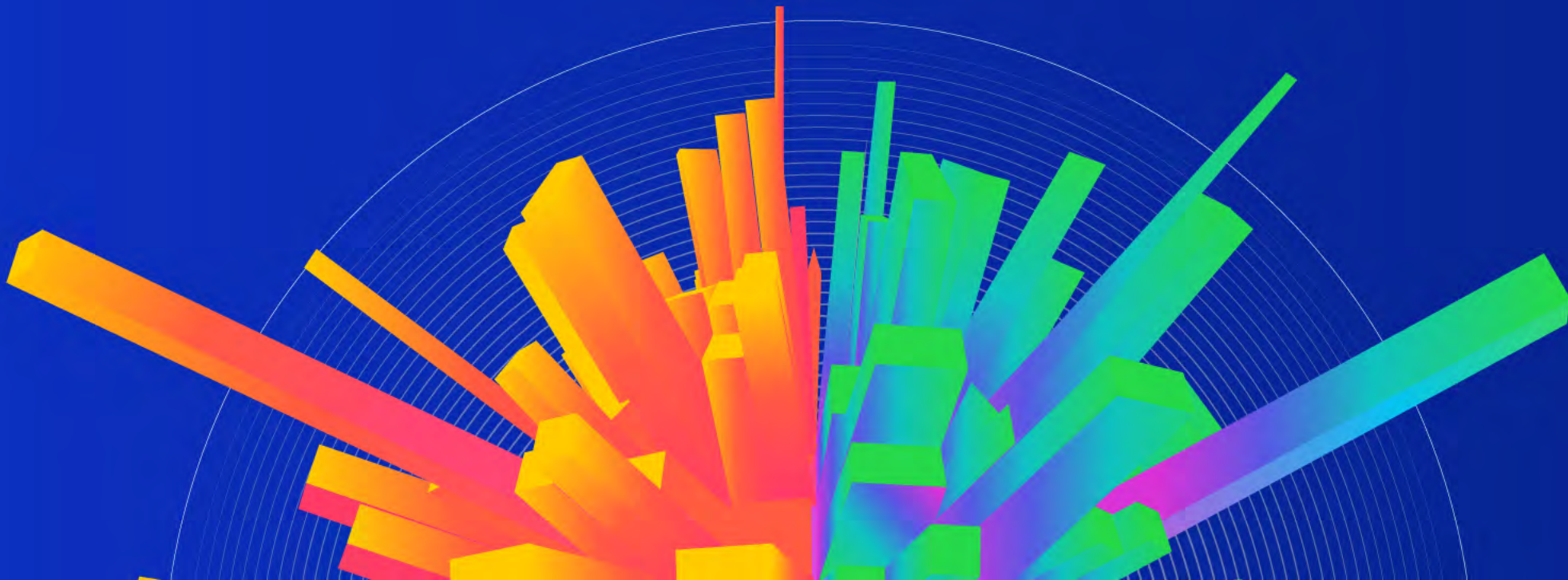
# KEY TAKEAWAYS: Build Your Relationship

---

- **Ask your users what they need** instead of assuming what they need
- Surface all tools that **set your users up for success**
- **Be clear and direct** when explaining how you're here to help



# Reinforce the Foundation



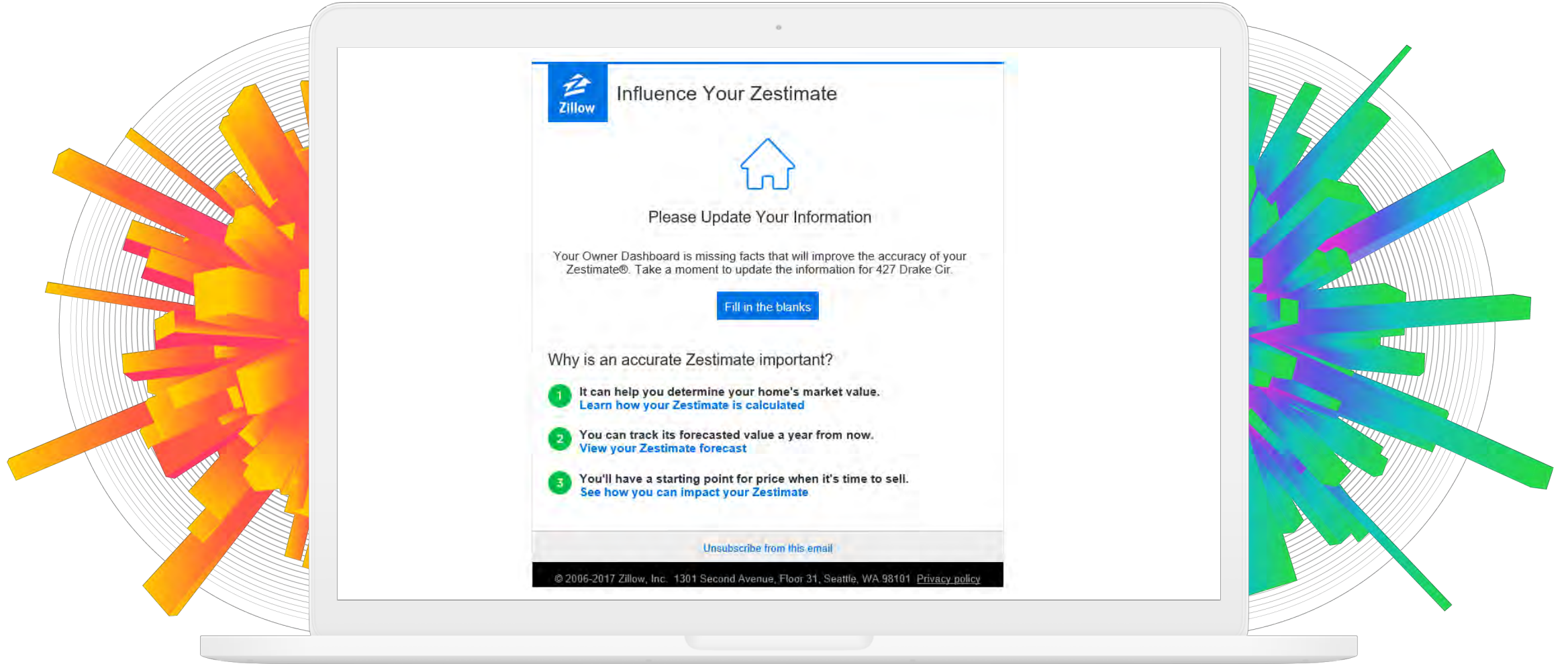


ACTIVATE **19**

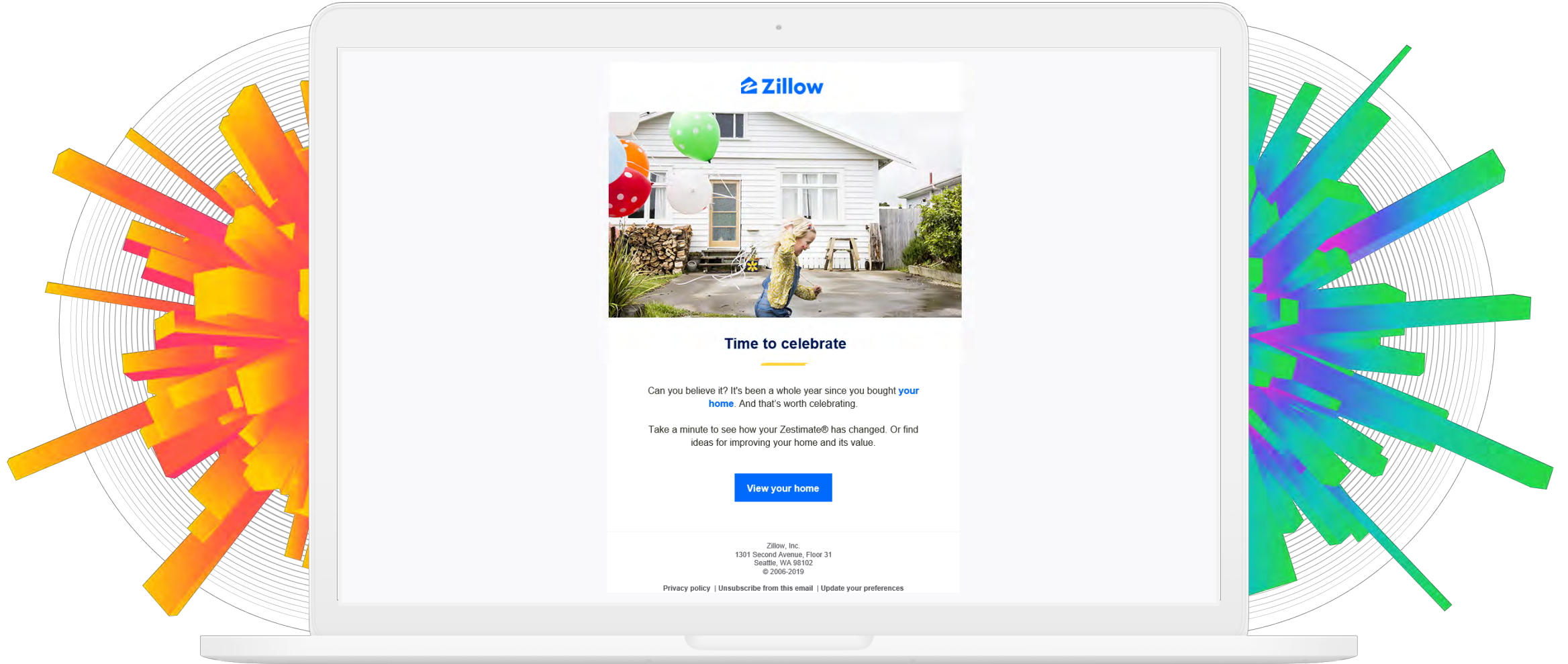
Presented by:  *iterable*



# Put Your User in Control



# Tap Into Your User's Emotions



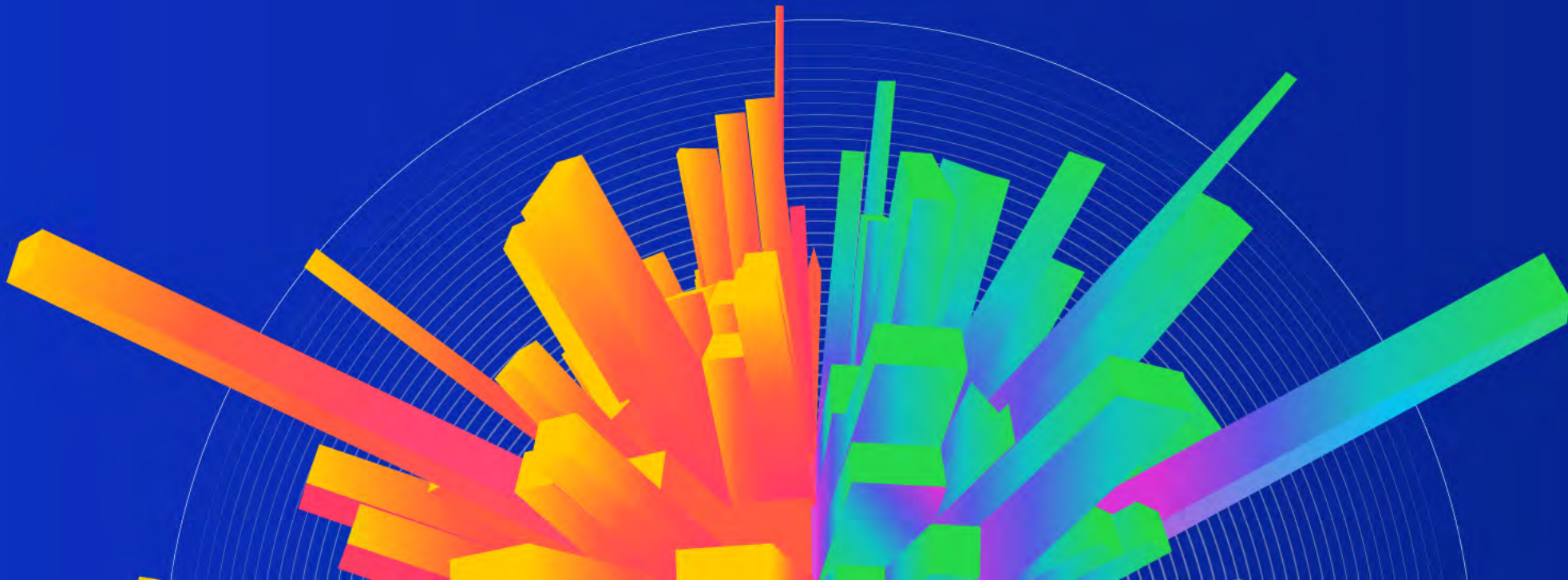
# TAKEAWAYS: Reinforce Your Relationship

---

- **Give your users a sense of control** by sharing insights about your product
- Invite your **users to influence** your existing products and features when you can
- **Connect emotionally** with your users by **celebrating wins** along their journey
- **Surface data/insights in a fun way-** not just at the end of the year



# Moving on Together With New Products





ACTIVATE **19**

Presented by:  *iterable*

# Apply What We Know

---



Ask your users  
what they need



Surface the tools  
for success



Give your users a  
sense of control



Connect with your  
users emotionally

# Ask Your Customers What They Need; Surface the Tools for Success

**Zillow**

### Smart tricks for buying while selling

With a little pre-planning and good timing, you can succeed as both a buyer and seller.

[Follow these strategies](#)

**Don't make these updates**  
These renovations may improve your home, but probably not your resale value.

[Get our list](#)

**Reasons your home may not sell**  
Getting a pre-inspection will reveal crucial fixes before you list your home.

**Selling and buying simultaneously?**  
When you sell with Zillow Offers™, you can pick a closing date that lines up with your move-in date.

[Find out more](#)

**Zillow**

### Get ready for your next stage of homeownership

Wherever you're at on your journey, we can help guide your way.

**Buying a new home, but not selling my current home.**

**I want to sell my home as quickly as possible. Show me the fastest route**

I'd like to sell in the next few months, but I'm not quite ready yet.  
[Tell me how to prepare](#)

Selling is something I'm considering within the next year.  
[Help me explore my options](#)

I love my home — and looking at other pretty houses.  
[Impress me with some good ones](#)

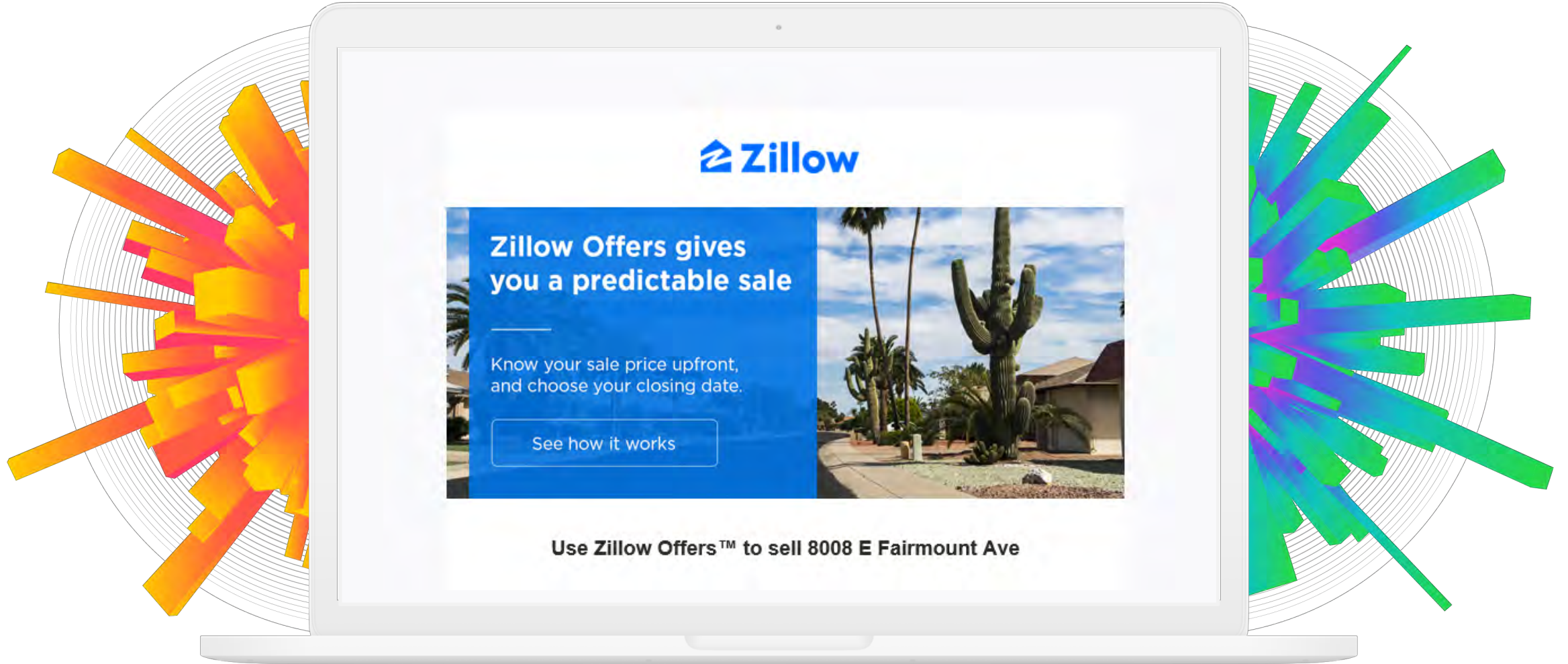
Zillow, Inc.  
1301 Second Avenue, Floor 31  
Seattle, WA 98102  
© 2006-2019

[Privacy policy](#) | [Unsubscribe from this email](#) | [Update your preferences](#)

**VAT Marketing Conference**

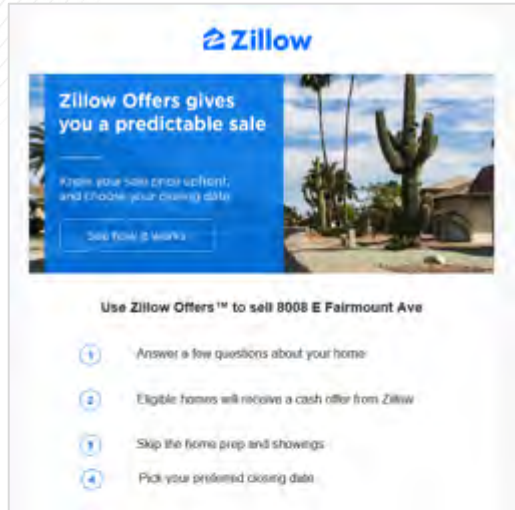
**Zillow Offers**

# Give Your Users a Sense of Control





# Connect With Your Users Emotionally



**Zillow**

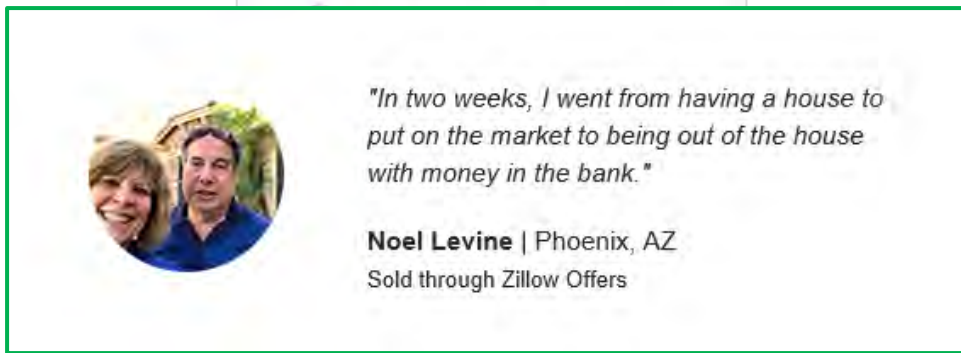
**Zillow Offers gives you a predictable sale**

Enter your sale price upfront, and choose your closing date.

Sell Your Home Works

**Use Zillow Offers™ to sell 8008 E Fairmount Ave**

- 1 Answer a few questions about your home
- 2 Eligible homes will receive a cash offer from Zillow
- 3 Skip the home prep and showings
- 4 Pick your preferred closing date

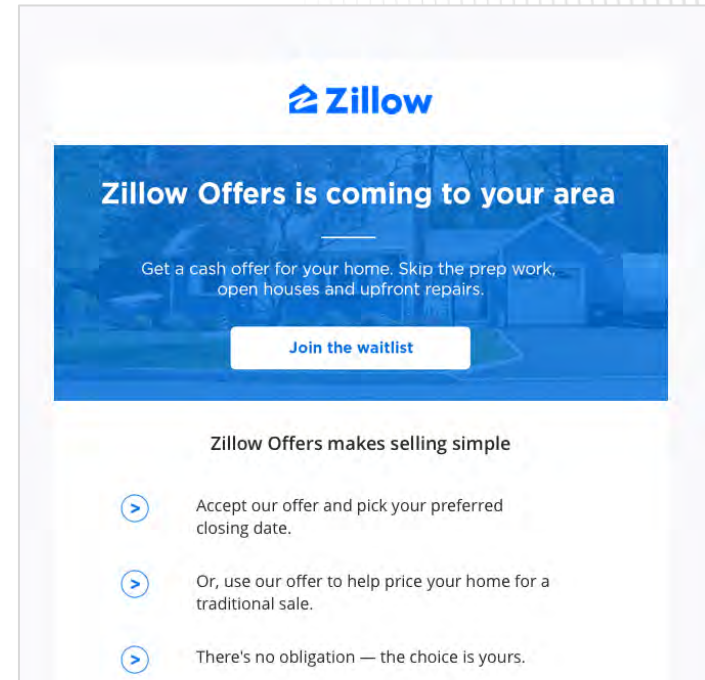




*"In two weeks, I went from having a house to put on the market to being out of the house with money in the bank."*

**Noel Levine** | Phoenix, AZ  
Sold through Zillow Offers

IV  
h Mar  
A  
ting



**Zillow**

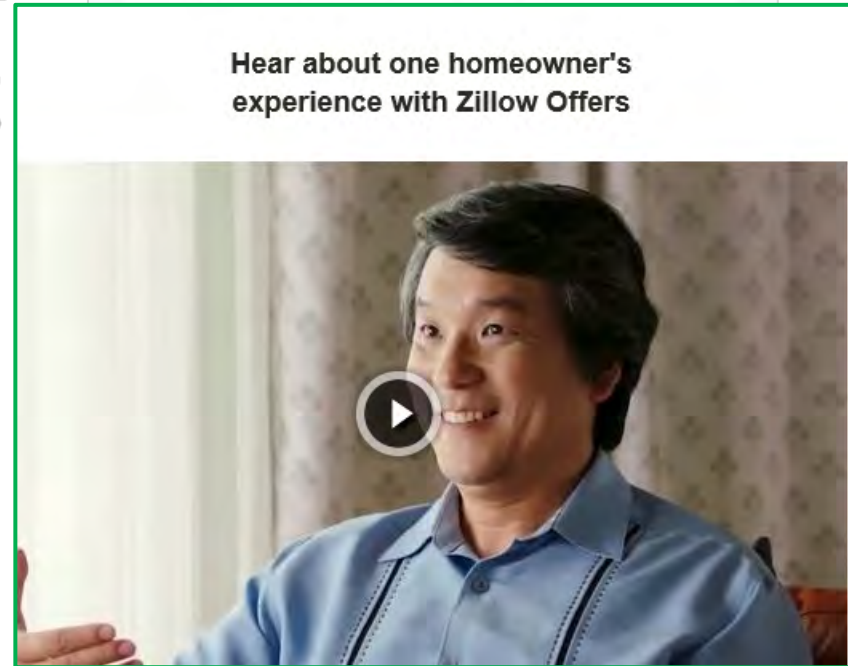
**Zillow Offers is coming to your area**

Get a cash offer for your home. Skip the prep work, open houses and upfront repairs.


[Join the waitlist](#)

**Zillow Offers makes selling simple**

- > Accept our offer and pick your preferred closing date.
- > Or, use our offer to help price your home for a traditional sale.
- > There's no obligation — the choice is yours.



**Hear about one homeowner's experience with Zillow Offers**



# Moving on Together

---

**Build**



**Reinforce**



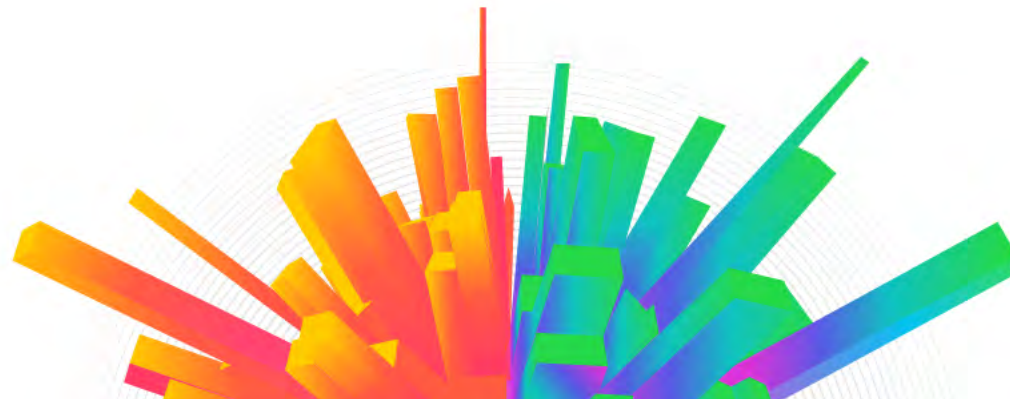
**Introduce**



“

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou  
Acclaimed Poet, Storyteller and Activist



# ACTIVATE 19

The Growth Marketing Conference

# Q&A





# ACTIVATE 19

The Growth Marketing Conference

Presented by:  *iterable*



# Appendix



# Sources

---

- Slide 4

- Image: <https://unsplash.com/photos/lguU6sOKwZA>
- Edelman Trust Barometer Stat: <https://www.forbes.com/sites/jaysondemers/2018/05/09/how-brands-should-be-working-to-fix-the-consumer-trust-crisis/#739dfc62554c>
- Havas Stat: <https://www.emotivebrand.com/if-you-want-a-meaningful-brand-make-a-meaningful-impact/>

- Slide 5

- Image: <https://giphy.com/gifs/aladdin-worried-panic-lHD4OHwcgb0dO>

- Slide 6

- 76% stat: <https://www.salesforce.com/research/customer-expectations/>
- 63% stat: <https://www.salesforce.com/research/business-innovation/?d=cta-body-promo-30>

- Slide 7

- Image: <https://giphy.com/gifs/aladdin-KAhlONCZjCVA4>

- Slide 27

- Quote: <https://blog.snappa.com/marketing-quotes/>

- Slide 28

- Image: <https://sublimezoo.com/aladdin-disney-genie-aladdin-apu-and-the-magic-carpet/>