

Real Estate Web Marketing Pike River

Real Estate Web Marketing Strategy for Hunting Land, Minnesota

This land sale is touted the largest private sale of its kind in Minnesota. The Pike River Parcel is quite close to Giant's Ridge, a world class Skiing & Golf resort. The area surrounding the land tract continues to experience saturation in vacation home real estate markets.

With so many vacation rentals and small second homes available, we designed our marketing strategy with two very different target groups in mind.

Although a most uncommon match, www.PikeRiverWilderness.com targets both Hunters and conservation groups. Hunters control the over population of certain species. Conservation Groups pool info on endangered species with the help of local hunting organizations.

The website focuses on the natural beauty and wildlife that call Pike River home. Google earth overlays put the property in perspective. Brokers Protected link let realtors know they have shot at the listing.

Since the web marketing campaign's launch, the owners have taken serious prospects by helicopter for tours of the tract. Two written offers have been submitted. A mining company continues to survey land in and around the Wilderness tract as it may contain mineral value.

All leads generated through this campaign occurred as a result of the strategy Land Merchants' developed. Our Real Estate Network Partners have proven a great source of exposure for this tract in particular.

To discuss web strategy development for a large land tract or timberland contact us.