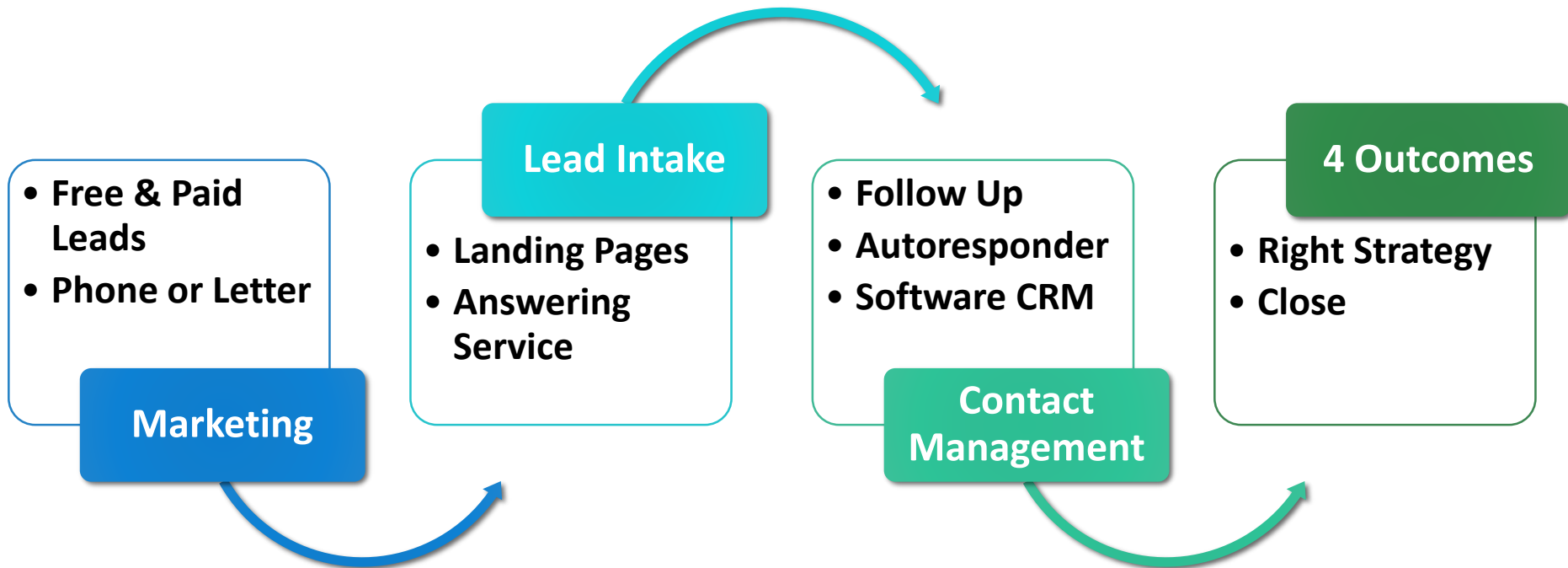


Marketing for Real Estate Investing



The “System”



Marketing Goals

- Reach New Leads
- Drive Repeat Business
- Nurture/Follow Up on Leads
- Qualify Prospects



Types of Campaign

Email → Share Information/Newsletter

Social Media → Network and Build Your Network

Lead Generation Sites → for Buyers & Sellers

Blog & Identity → Become an Expert

Direct Marketing → Letters & Postcards



Preliminary to Marketing

- Branding and Identity (Module 1)

Online & Social Media Presence

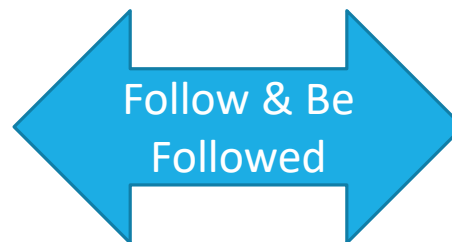
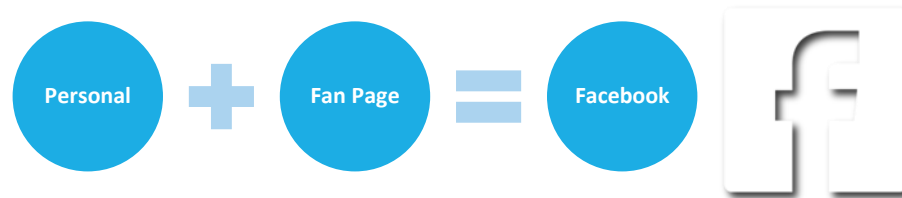


Which Social Media Channels matter for Real Estate?



Online Presence

• Social Media



Post
Properties

Branding

Bloggning



Branding

Blogging increases overall visibility & is a chance to give your business some personality

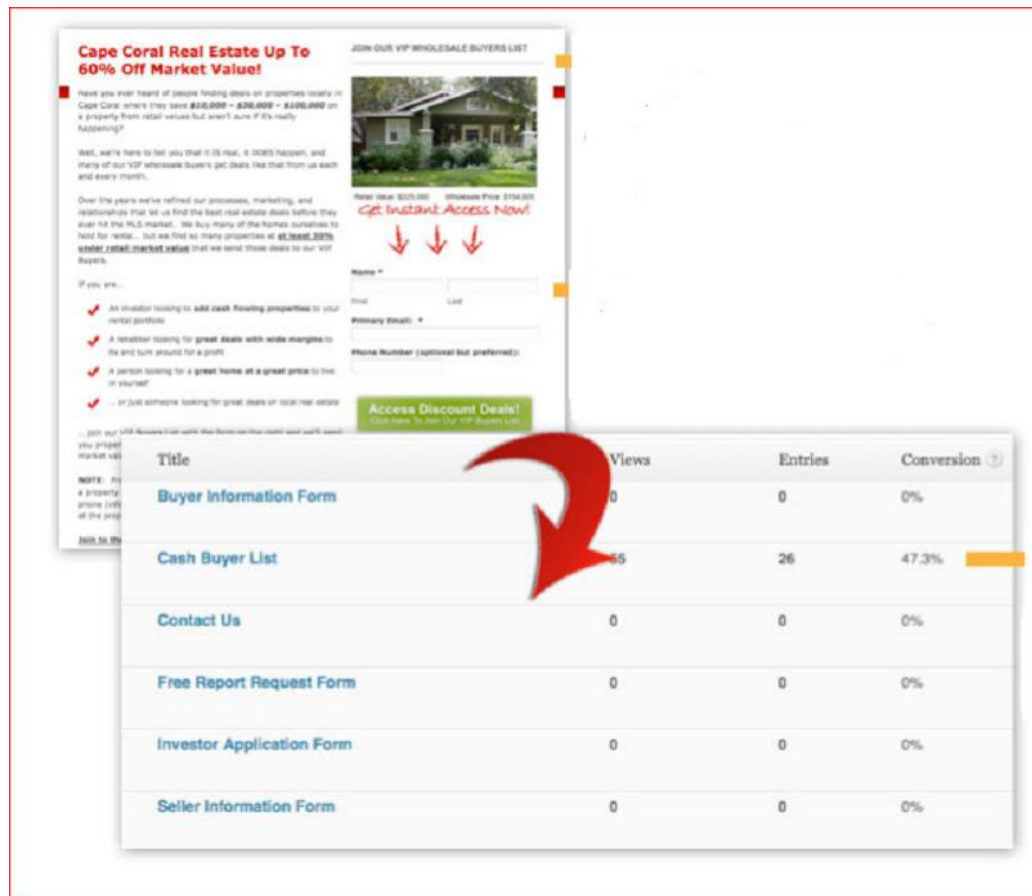
- **Blogs should be located on your website.** This is because each blog 'post' is typically counted as one page on a website and improves the visibility of the website.
- **Use a content management system for blogging** such as WordPress to keep things organized and easy. This not only saves time, but WordPress is designed for blogging and fast updates.

Online Organic Propagation

- **WordPress Site (Blog)**
 - Posts for content & building brand
 - Every property a post
- **Video (YouTube) for every property**
- **Keywords**
 - SEO Optimization/Organic Traffic

Landing Page

Leads of Buyers and Sellers



Advertising

Online & Offline

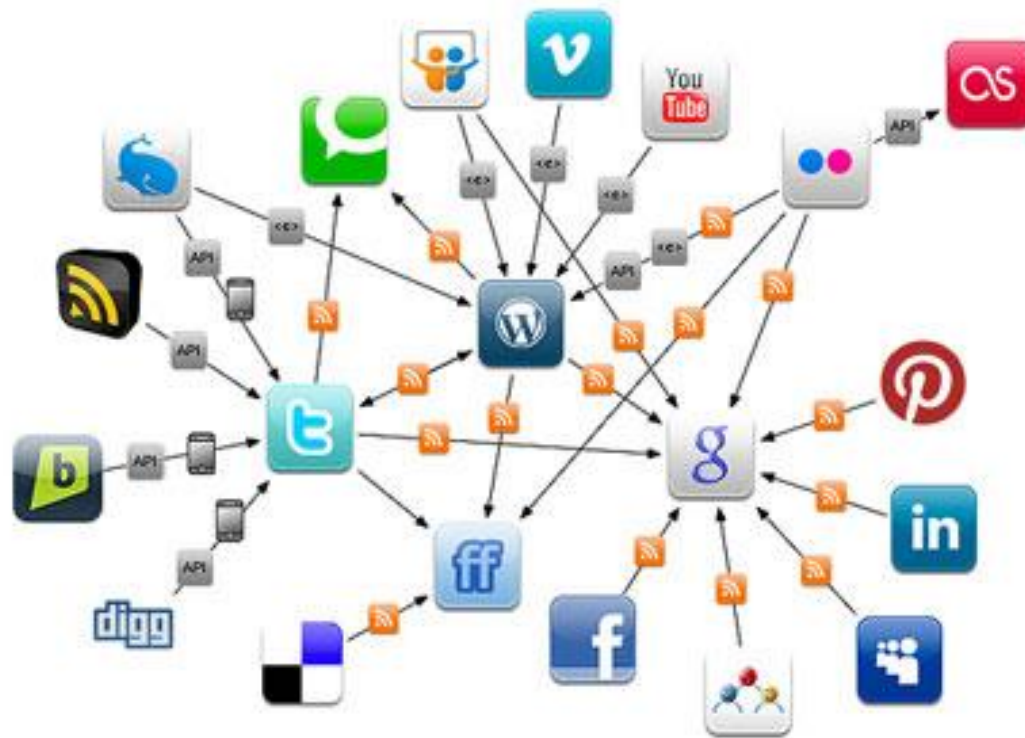
Internet Advertising



Offline Advertising



Internet Syndication



Internet Syndication



**monitor
+
schedule**



Direct Marketing

- Look Professional
- Use Letter with Envelope or Oversized Postcard
- Highlight Benefits to Them (It is not about you)
- Be Yourself and True
- Offer Something of Value (Money, Assistance)
- Make Them Open the Envelope (“Trigger” Line)



Measure Results

- Marketing is about measurable RESPONSE
- Results are measurements of actions



call



click or
download

