

# Module 4D

## Branding & Marketing



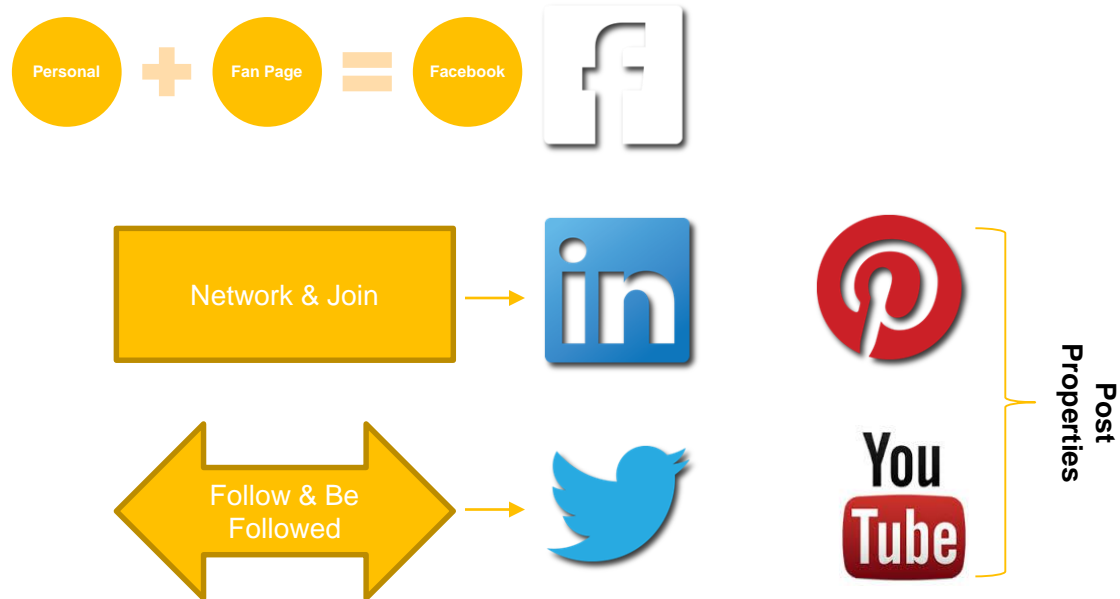
# Preliminary to Marketing

- Branding and Identity

## Online & Social Media Presence



# Online Presence



# Branding

## Blogging



# 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.

# Types of Campaigns

**Email** -> Share Information/Newsletter

**Social Media** -> Network and Build Your Network

**Lead Generation Sites** -> for Buyers & Sellers

**Direct Marketing** -> Letters & Postcards

**Advertising** -> Classifieds - Online & Offline



# Landing Page

## Leads of Buyers & Sellers

The image shows a landing page for Cape Coral real estate. The page features a headline "Cape Coral Real Estate Up To 60% Off Market Value!" and a sub-headline "JOIN OUR VIP WHOLESALE BUYERS LIST". The main content includes a description of the offer, a list of benefits, and a form to request instant access. A red arrow points from the form to a table of lead statistics.

Title	Views	Entries	Conversion
Buyer Information Form	0	0	0%
Cash Buyer List	65	26	47.3%
Contact Us	0	0	0%
Free Report Request Form	0	0	0%
Investor Application Form	0	0	0%
Seller Information Form	0	0	0%

# Advertising

## Online & Offline

### Internet Advertising

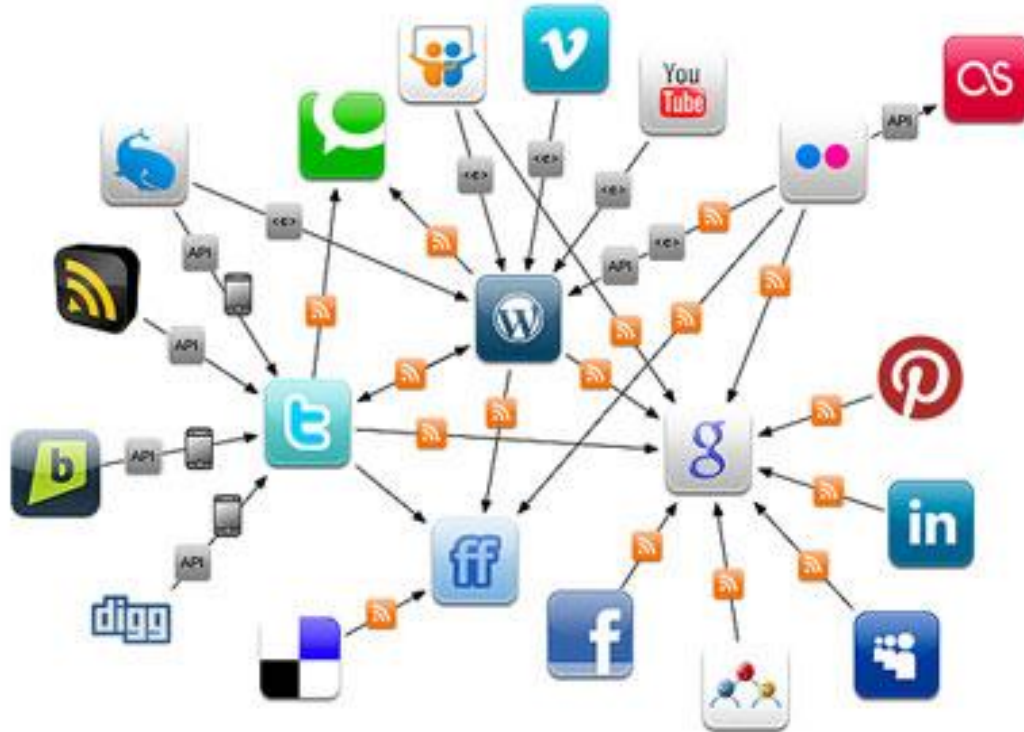


### Offline Advertising





# Internet Syndication



# 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)



# Direct Marketing

- Pay Attention to Response Rates
- Mailing Frequency & Sequence
- Alternate Mailing Piece:
  - Professional Letter
  - Postcard
  - Yellow Letter or Handwritten Note



# Marketing Lists Schedule

Every 3-4 Weeks



- Driving for Dollars
- Pre-Foreclosures
- Absentee Owners
- MLS Strategy

Every 6-8 Weeks

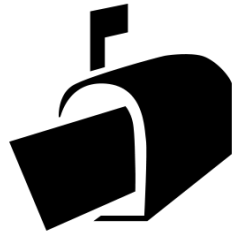


- High Equity
- Code Violations
- Bankruptcy
- Demographic Targets

Every 6 Months



- Tax Delinquent
- Tax Liens
- Tax Sales



# Marketing Goals

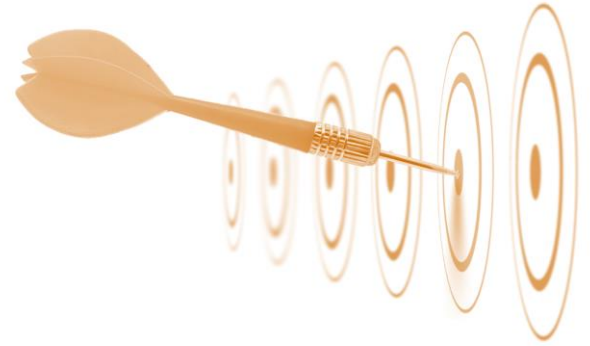
Test Your Conversion Rates than  
work your way backwards

*Example:*

*Goal \$120,000/year → \$10,000 per deal*

*1 deal every 20 “quality” calls*

*20 calls every 1,000 letters (at about 2% response rate)*



# Measure Results

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

