

Module 5B

Branding & Marketing



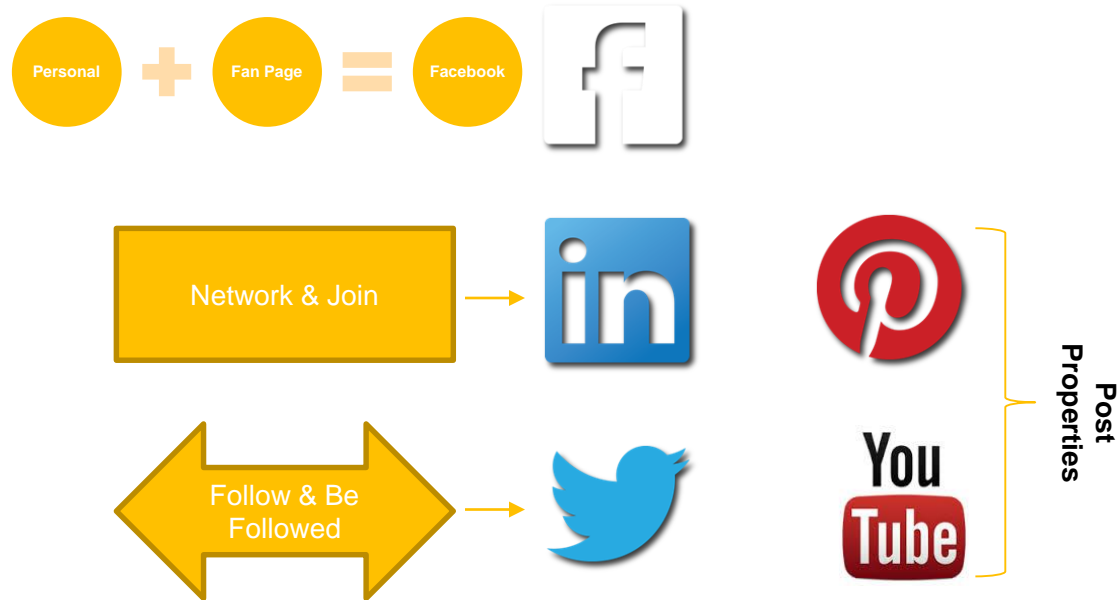
Preliminary to Marketing

- 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 large red arrow points from the form area to a table below.

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

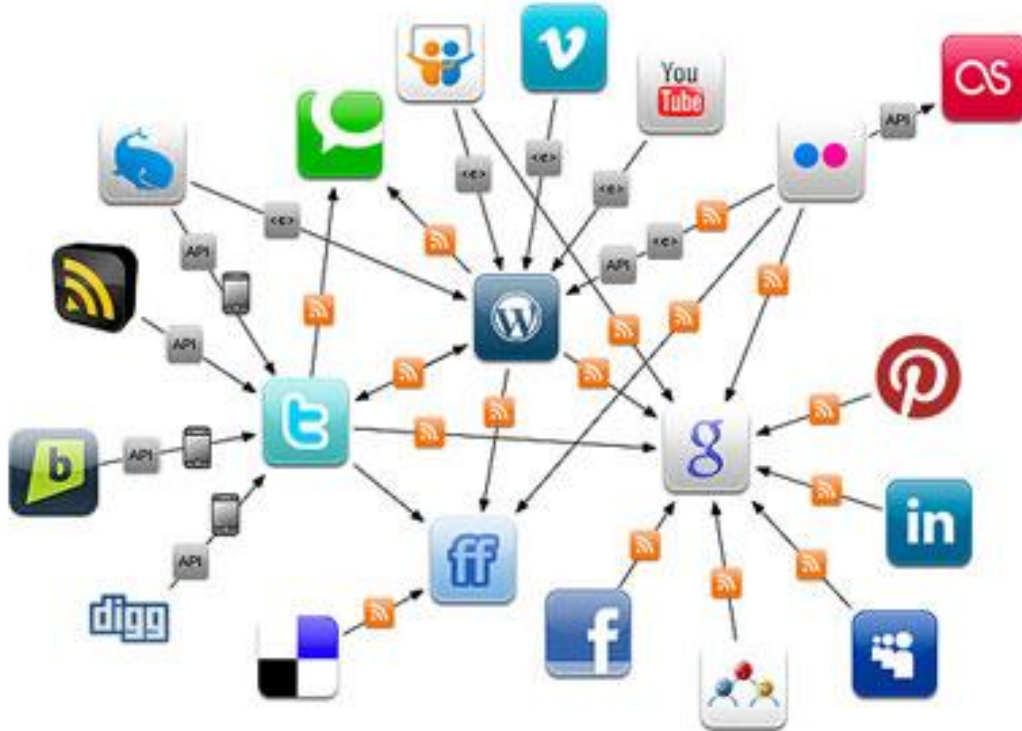
Internet Advertising



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

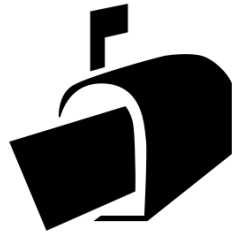


- High Equity
- Code Violations
- Bankruptcy
- Demographic Targets

Every 6 Months



- Tax Delinquent
- Tax Liens
- Tax Sales



Marketing Goals

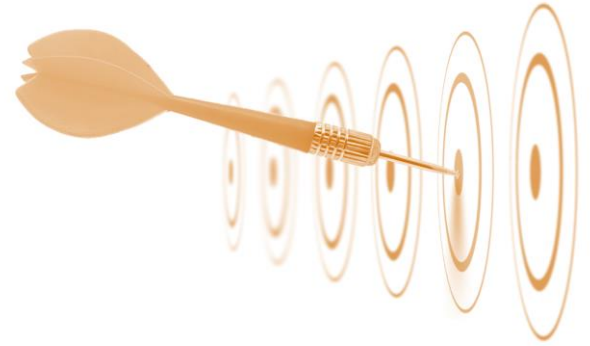
Test Your Conversion Rates than
work your way backwards

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**

