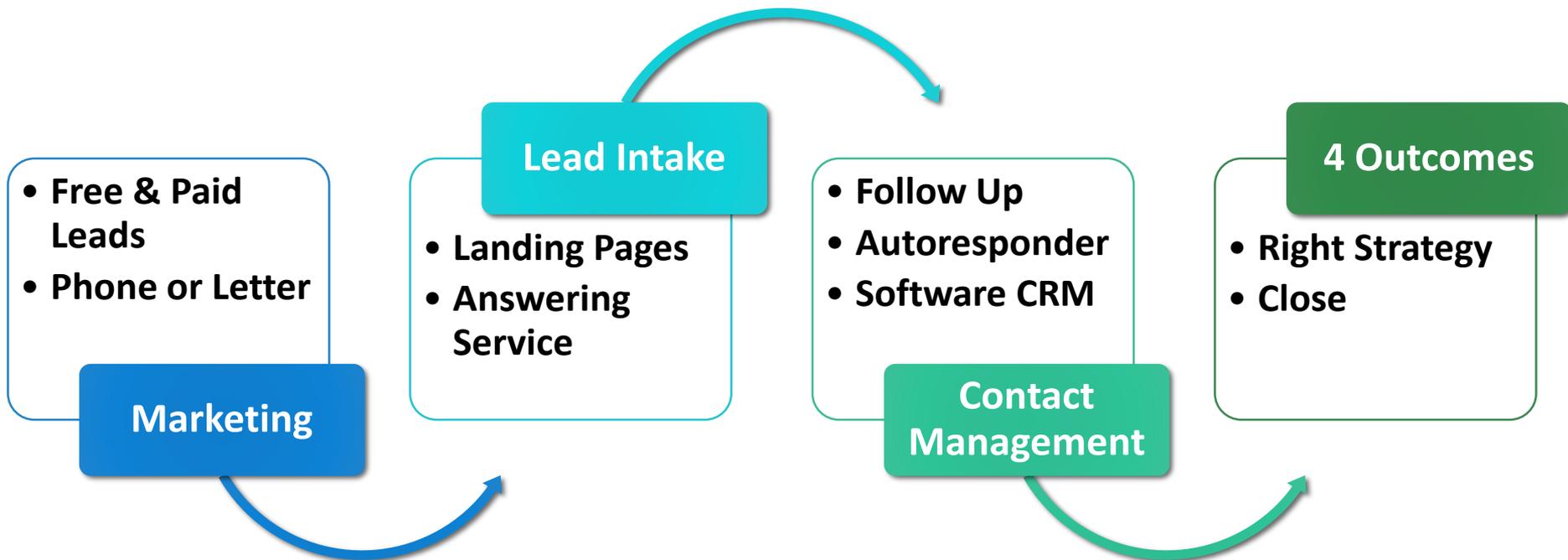


Marketing for Real Estate Investing



The "System"



Marketing Goals

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



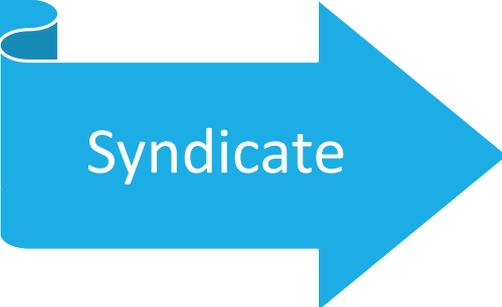
Preliminary to Marketing

- Branding and Identity (Module 1)

Online & Social Media Presence

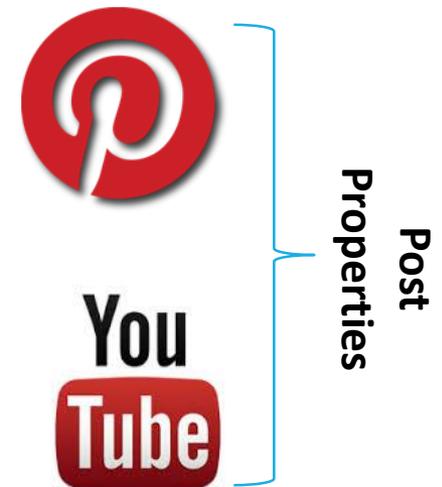
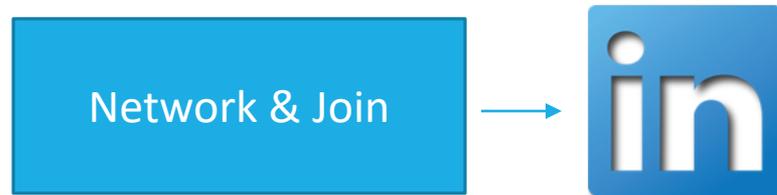
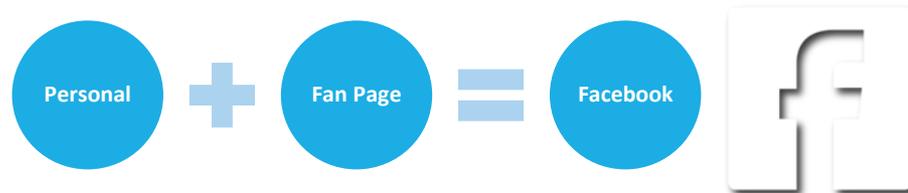


Which Social Media Channels matter for Real Estate?



Online Presence

• Social Media



Branding

Blogging



Branding

Bloggging 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

Cape Coral Real Estate Up To 60% Off Market Value!

Have you ever heard of people finding deals on properties locally in Cape Coral where they save \$10,000 - \$20,000 - \$100,000 on a property from retail values but aren't sure if it's really happening?

Well, we're here to tell you that it IS real, it DOES happen, and many of our VIP wholesale buyers get deals like that from us each and every month!

Over the years we've refined our processes, marketing, and relationships that let us find the best real estate deals before they ever hit the MLS market. We buy many of the homes ourselves to hold for resale... but we find so many properties at **\$1,000-\$2,000 UNDER RETAIL MARKET VALUE** that we send those deals to our VIP buyers.

If you are...

- An investor looking to add cash flowing properties to your rental portfolio
- A reseller looking for great deals with wide margins to flip and turn around for a profit
- A person looking for a great home at a great price to live in yourself!
- ...or just someone looking for great deals on local real estate

... join our VIP Buyers list with this form so that you can see our best deals!

JOIN OUR VIP WHOLESALE BUYERS LIST

Real Deal: \$275,000 Wholesale Price: \$174,000
Get Instant Access Now!

↓ ↓ ↓

Name *

First Last

Primary Email *

Phone Number (optional but preferred)

Access Discount Deals!
Don't miss it, join our VIP Buyers List!

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

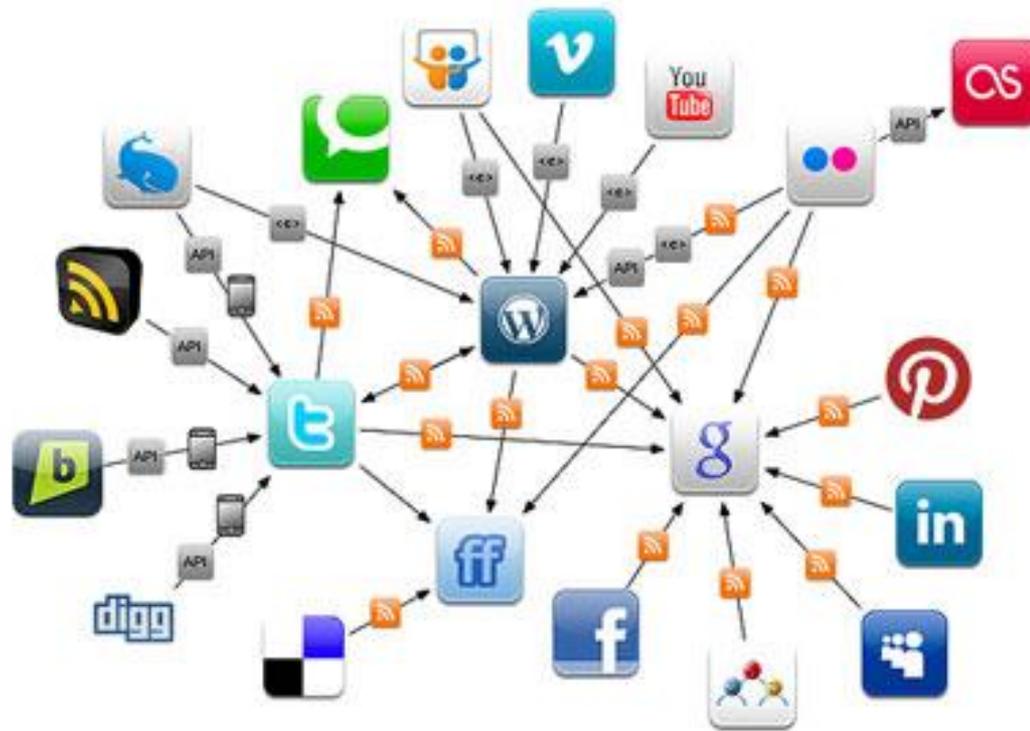
Internet Advertising



Offline Advertising



Internet Syndication



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

