



Hub & Spoke or Home Base Marketing Strategy

Website & Blog (Home Base or Hub) Google Analytics ([google.com/analytics](https://www.google.com/analytics))

Reasons you need a website

4 Tenets of a Great User Experience

Focus on the user

Stickiness & current design trends

Create a great property shopping experience

Make sure it's legally compliant (display requirement, IDX disclosure & ADA compliance)

ADA Test ace.accessible.com, site plugin tools at [accessible](http://accessible.com) or [userway](http://userway.com) & legal disclaimer:

"We are making every effort to ensure our site is ADA compliant. If you have any problems using our site, please contact us and we will be happy to assist you and look into any challenges you may encounter."

How to Pick a Great Real Estate Website Vendor

Will you have the Ability to....

- Customize the MLS YOURSELF
- Edit the Website Yourself (Content Management System)

Assess the Sites for....

- Good Search & Tools
- Good Lead Capture & Follow Up Tools
- Good content

Determining Factors....

- CRM
- Mobile

Mobile Sites

1. Standard HTML = Pinch & Zoom
 2. App = Not in app stores, link to download
 3. Mobile Version = Stripped down version of site, but Automatically works on Mobile Devices
 4. Responsive Design = Full version of site on mobile, automatically reformatted to work on any device
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How to Market Like a Rock Star in 22 & Beyond Note Packet

Generating Traffic

Search Engine Optimization - Overall SEO Advice & the Theory of the Longtail

On-Site SEO

Off-Site SEO (inbound links, re-registration, citations, social media, video, reviews, etc.)

Other SEO Tools

google.com/webmasters/	search.google.com/structured-data/testing-tool/	developers.google.com/speed/
opensiteexplorer.org		ahrefs.com

Search Engine Pay Per Click (PPC) (google.com/adwords) & Landing Pages

Banner/Display (brand) & **Retargeting Ads** (converting website traffic)

Real Estate Portal Site Upgrades (Realtor.com, Zillow.com, Trulia.com, etc) (lead generation)

Email Marketing (MailChimp.com, HappyGrasshopper.com, & BombBomb.com)

Direct Mail (SmartZip.com or ListingGrabber.com)

Mobile (TextToAd, Gltyr, Digital Chalk)



The Social Media Evolution & Revolution

Your Blueprint to Getting Started in Social Media

Understanding the Social Graph - Why of Social Media

Coming Up with Your Game Plan - How of Social Media (Getting started, your strategy, etc.)

Social Contract - set of rules you are going to follow and topics you will avoid to ensure you don't damage your reputation or lose business due to your social media activity

Social Capital - by providing valuable information, resources, & interacting with others you build up capital that increases the chances others will interact with you.

Social Object - Identify the main thing you want to focus on and that will make it easier for you to come up with content posting ideas & give you focus.

Managing the Time Suck of Social Media

ThriveHive.com, HubSpot.com or RETI.us (social media posting calendars and resources)

FlipBoard.com or Google Alerts (news aggregating app, share or provides ideas for content)

Giphy.com or ImgFlip.com (sites to discover or create memes)

Pixabay.com (copyright safe imagery) & Canva.com (design your own social media posts)

HootSuite.com or Buffer.com (social media dashboards to manage posts, listening & schedule)



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The Sites & Blogging

#1 Facebook 2.5 Billion Users, the typical user is over 35-years old

#2 Instagram 1.5 Billion Users, the typical user is under 35-years old

Both have Personal & Business accounts as well as several other ways of engaging including Stories, TV, Marketplace, Messenger, Groups, & more

How to Set Up a Facebook Business Page

If you do have a personal profile or existing business page, while logged in go to www.facebook.com/page/ or click on  icon at the top of the page and there is a link to it in that menu) and do the following steps:

1. Choose either Business/Brand or Community/Public Figure
2. Choose your desired layout
3. Fill in the blanks in the proceeding steps/pages.

Facebook & Instagram Advertising

Twitter - microblogging site, users trend older, hard for the average user to build a business on

LinkedIn - business professional network with the top demographics of users and the only site with a paid account option

NextDoor - neighborhood-specific site that allows you to farm the exact area you want to target

Pinterest

Snapchat

TikTok



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Site	<35 years old	> 35 years old	Female	Male	Business	Local Farm
Facebook		x	x	x	x	x
Instagram	x		x	x		
Twitter		x	x	x		
LinkedIn	x	x	x	x	x	
YouTube	x	x	x	x		
NextDoor		x	x	x		x
Pinterest	x	x	x			
Snapchat	x		x	x		
TikTok	x		x	x		

Posting Service Vendors	Open House Ads	Real Estate Posting	Ad Management	ISA Call Center
Spac.io	x			
ylopo.com	x	x	x	
outboundengine.com	x	x	x	
backatyoumedia.com	x	x	x	
justlisted.social	x	x	x	
verse.io	x	x	x	x
callaction.com	x	x	x	x
boldleads.com	x	x	x	x

What are YOUR Major Takeaways from Today's Class:

1. _____
2. _____

What Do YOU Plan on Doing First When You Get Home:

My Social Object, Niche, or Strategy will be:



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✓	Sites I Am Going to Use	Username	Password
	Facebook		
	Instagram		
	LinkedIn		
	Nextdoor		
	Pinterest		
	Snapchat		
	TikTok		
	Twitter		
	Other		

Tools I am Going to Use:

SOCIAL MEDIA & BLOGGING - DAILY POSTING SCHEDULE		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SITE 1	12-1 AM							
	1-2 AM							
	Times/Week							
	2-3 AM							
	3-4 AM							
SITE 2	4-5 AM							
	5-6 AM							
	6-7 AM							
	Times/Week							
	7-8 AM							
SITE 3	8-9 AM							
	9-10 AM							
	10-11 AM							
	11-12 PM							
	Times/Week							
	12-1 PM							
	1-2 PM							
	2-3 PM							



Video

State of Video & YouTube

Video & Remote/Virtual Real Estate

LiveStreaming Video to Social Media (Facebook, YouTube, etc.) & the Facebook Live Producer

Camera Options for Creating Video (mobile device, camcorder, DSLR, Drone, Matterport, Ricoh Z1)

Video Accessories (stabilization tripod, monopod or gimbal, microphone, lighting, & greenscreen)

Video Production Software Tools - (iMovie, Animoto.com, WeVideo.com, Magisto or Videolicious App)



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Tips on Shooting/Producing Video

What Kinds of Real Estate Videos Can/Should You Make

Testimonials	Instructional/Educational	Tutorial	Commercial
Property Tours	Live Streaming	Community	Funny

YouTube - (free place to host, promote/share & edit/YouTube Studio video)

YouTube Video Optimization

- 15% Content (title, description, keywords, hashtags)
- 75% Recommendation engine
 - Recommendation Engine
 - Click Rate % (thumbnails/titles)
 - Percentage Watch (to the end)
 - Watch Rate (lifetime value of each user)
- 10% Inbound (embed on your website, share to social media, etc.)



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Marketing Legally & Tools to Do It

Can-Spam Act

Copyright

Copyright Safe Imagery & Music

Powerpoint & Keynote have built-in YouTube search for videos, Google Slides has a built-in search for copyright safe images & YouTube for videos, plus you can use Haiku Deck & Insert Icons Add-Ons

CreativeCommons.org	The largest source of copyright safe material
Pixabay.com	Copyright safe material (best from creativecommons.org)
Unsplash.com	Great source for photos by professional photographers
OpenClipArt.org & Material.io	Source for copyright safe clip art & icons
Fotolia.com , PhotoDune.com , VideoBlocks.com	low-cost sources for imagery, video, animations, etc.

Copyright Safe Music/Audio

Jamendo.com	FreeMusicArchive.org
AudioJungle.com	Pond5.com
YouTube Audio Library	AudioBlocks.com
SoundCloud.com	EpedemicSound.com

Pixlr.com/x/	A free program for image editing & design
Pixlr.com/e/	Template-driven quick design editor
Pixlr.com/remove-background/	Free image background remover

Canva.com

WeVideo.com

Outsourcing Options (Fiverr.com, UpWork.com, 99Designs.com)
