

The Fundamentals of Inbound and Internet Marketing in Real Estate



Traditional Marketing and **Internet Marketing** are not the same! It is the distinction between Outbound Marketing and internet based **Inbound Marketing**. The Job of a Real Estate Agent is to understand the Psychology of what Buyers and Sellers are doing online, as well as the role Search Engines. We will learn: What is the Behavior of consumers when they interact with Real Estate **Websites, Search Engines**, and what is the best information we must give them in order for them to do business with you.

► Handouts – Please do not let your phone distract you from the class

- Some of You will **benefit** by printing the **Handout** that is attached to this Training class and follow along.
- There are **blanks** that you will need to fill in – the text that appears on the screen **“Red and Bold”** is what you are supposed to transcribe;
- Please **be engaged** and **try your best to ignore any distractions** – Trust yourself and your ability to learn. The Notes you take are more important than the Handout I give you;

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► Motivation

- What has motivated you to become a Real Estate Professional?** Take this question seriously – you are the only one who is going to guarantee **your success** or let yourself down! Not your Broker, Nor anyone else!
- I believe in _____ **Training and Action Coaching** – *What does it mean?*
You Pick the _____;
You _____ what you Want to Accomplish;
You _____ yourself to do the Work;
and **I Supply** the Tools and Catalysts of Success!

► Your Why

- My fundamental Job is **Not** to focus on just motivating you to succeed – I am your **Internet Strategist**;

- You must supply your own _____ and your own _____... after all, you are in Business, first and foremost, for yourself...
- Surround yourself with **positive people**, but also with professionals who will challenge you;
- Get to know ' _____ ' you have chosen Real Estate!

▶ **Ponder**

- “Effective Leaders** have the ability to consistently move themselves and others to _____ because they have **Clarity of Purpose!**”

▶ **Action**

- Decision** followed by **Action** produces results and helps you reap the rewards;
- Don't let Knowledge seduce you into the dereliction of Knowing and keep you from making _____ and taking _____ –**
Real Estate is an ' _____ ' – Not a pure academic pursuit!

▶ **Tools versus Being-ness**

- There is a distinction between the **Tools / Resources** of running your business and the **Being-ness / Resourcefulness** of who you are:

Tools / Resources:

Time
Technology/Web Tools
Money
Experience
Knowledge
Location

Being-ness / Resourcefulness:

▶ **Success Partner**

- Consider getting a _____. It is a Colleague who you support and who supports you back in your journey towards your **Success** in Real Estate;

View the attached **38' Video** that will not only help you select such a partner, but also focus you on an important weekly endeavor called the

_____;

► Time for Reflection

Let's take a few minutes, and write down all the thoughts that come to your mind... I am not looking for the right answers, rather focusing in stirring your thinking...

- What is **Marketing?** What is **Real Estate Marketing?**
- What is the **Role of Websites** in Marketing? What is the **Role of Social Media** in Marketing?
- What would you like the internet **to do for you?**

► What is my Job In this Session?

- To get you into the "**mind**" and Thinking of **Google and Search!!!**
- You need to get to "Search" before your **Internet Customers** _____!!!
- Search Marketing is about **People** _____ – versus – People we know!!!
- Social Networks like Facebook and Twitter are about staying in touch with **people** _____.

► **Let Laugh a bit** - A short clip to illustrate why the Internet and Search are part of the fabric of Marketing...

► Who are my SEO Geeks?

- This is how you know if you are an SEO Geek: You start drooling when you hear, CSS, LSI, PHP, META Tags, robots.txt, Spiders, XHTML, 301-redirect, FTP, Backlink, Widgets, Javascript, SQL, TCP/IP, etc...
- This is NOT about that – in fact those who know too much about SEO have sometimes the worst results – they know enough on the periphery to be dangerous but NOT enough to produce results!!!***
- If you got to Page 1 of Google under the keyword “Real Estate” how much is that worth to your Business?***
- Q: Give me a good definition for ‘Keyword!’ - Answer: _____!

► Mastering Internet Marketing

- You will not master Internet Marketing, SEO, and Web Services, until you profoundly understanding what _____ is!**

► What is Marketing?

- Traditional: TV, Radio, Newspapers, Emails, Direct Calls, Direct Mail, etc...
- You pay to reach all of these people...
- You decide when to contact them...
- In other words _____ **Marketing!**
- Challenges: You are being blocked in various ways: DVR, Spam, Call Blocking, Garbage...
- The consumer has learned new ways to avoid your Outbound Marketing Strategy...
- This is known as _____ **Marketing or** _____ **Marketing!**

► Direct Mail

- Over 44%** of Direct Mail Marketing in the form of letters or postcards is never opened or interacted with.

_____% of Online Advertising Banners are never clicked - this is off course on the internet;

Buyers have acquired the new habit of doing _____ of their research online, and with friends on Social Media, before reaching out to Vendors.

► **New Marketing Platforms**

Internet Based: Search, Pay-per-Click, Blogs, Social Media, Bookmarking,

You pay to be available... Consumers decide when to contact you...

In other words _____ **Marketing!**

Challenges: You have to write compelling content and reach Page 1 of Google... as well a Scalable Website...

Even if you pay you still have to keep up with changes and habits of consumers...

This is known as _____ **Marketing or** _____ **Marketing!**

► **Visualize Inbound Marketing**

Web Visitors decide to use the Internet for a _____, Desire, or Wish;

Your Website Captures them as a _____ at the appropriate junction;

You Take over and convert them into a _____, & then into Sale; and therefore gain a customer!

► **Thought #1**

“Your effectiveness as an Inbound Marketer relies on the _____ of your _____!”

► **Thought #2**

“Real Estate on the Internet is about _____ and Informing your Web Visitors!”

► **Thought #3**

“On the Internet you are first and foremost a _____, Solutions, Tools, and a _____!”

► **Thought #4**

An Effective and useful definition for the concept Keyword is “_____.”

► **Outbound Marketing**

‘Outbound Marketing’ is also known as _____ Marketing or _____ Marketing.

► **Inbound Marketing**

‘Inbound Marketing’ is also known as _____ Marketing or _____ Marketing.

► **Research**

Research shows:

“_____ is especially effective for Small Businesses that deal with high dollar values, long research cycles and knowledge-based products. In these areas prospects are more likely to get informed and hire someone who demonstrates _____.”

► **Visualize your Prospects - Don't Call me "The Customer"... (Video)**

► **Questions**

What type of Marketing is it when you Send Emails to all the your Past clients about your recent Blogs, or new listings?

What type of Marketing is it when you place a post about your listings say in Craigslist?

What of Marketing when you run an ad campaign in Google Adwords or Bing Search Marketing?

▶ Earning your Visibility

Inbound Marketing does require Time, Effort, and taking responsibility for your content;

A way of thinking about Inbound Marketing is: “ _____, _____, _____, _____!”

Reasons why Agents fail at Inbound Marketing:

1. They are _____;
2. They are _____;
3. They focus on _____;
4. They over-focus on design – _____;
5. They fail to remember that ‘Inbound Marketing’ is _____ and in the control of Customers.

▶ Big Picture

Reflect on this quote by John Romero:

“In **Marketing** I’ve seen only one strategy that can’t miss — and that is _____ to your **best customers** first, your **best prospects** second, and the rest of the world last.”
