



2020 MARKETING PLAN

For Real Estate

WHO ARE WE

*"25/8".... because 24/7
doesn't do it justice!!*

You have never met a team like us! Business partners, married couple and best friends, we have as much passion for your business success as you do!

We are Jason and Nikki Christiansen, the owners and founders of Internet Media Consultants. We are a husband and wife team that has been working side-by-side for the past 17 years. As a husband and wife team, we work together, focusing on our strengths, that insures that no stone goes un-turned when it comes to identifying what our clients need.

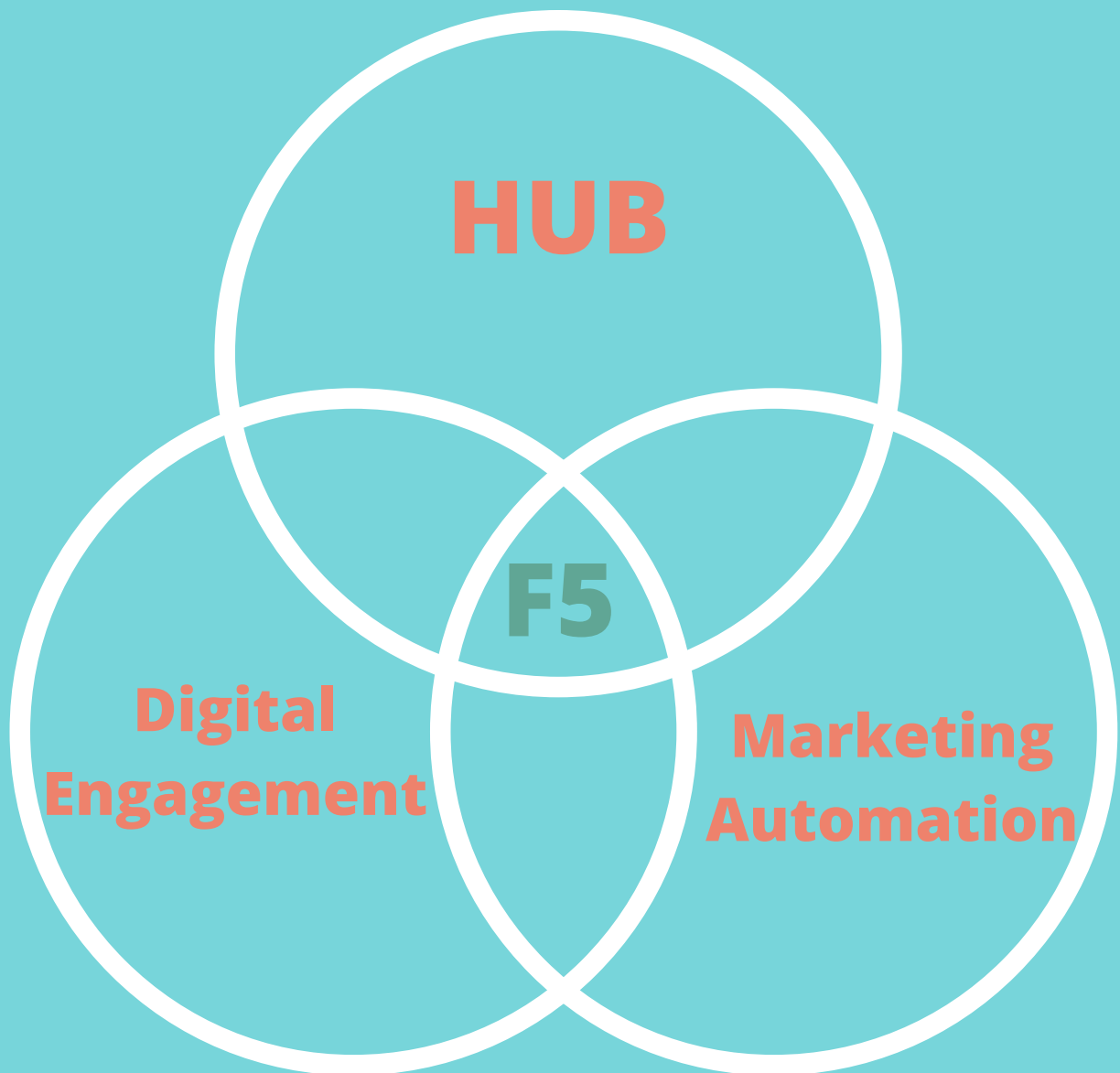
We are super-passionate about what we do—we live, breathe and eat online marketing every day to give you the very best advice and resources!

THE C3 METHOD

THESE CORE 3 ELEMENTS ARE EVERYTHING YOU NEED TO LAUNCH YOUR SPOT-ON REAL ESTATE LEAD GENERATION MACHINE!

C3 stands for “core three.”

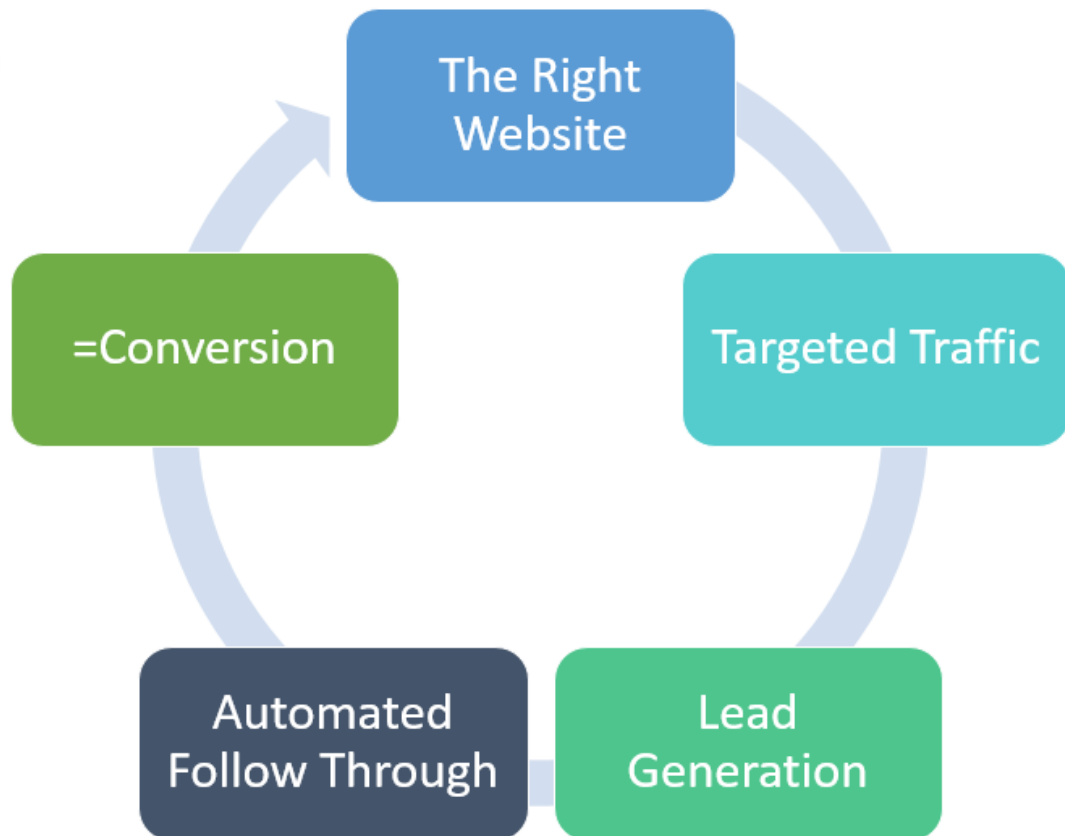
The core three are the effective building blocks for online of success and it comes down to these three elements: Hub, Automation and Engagement.



THE PLAN

5 STEPS TO MAKING THIS YEAR AMAZING - BE PREPARED TO SCALE AND GROW

F5



THE 5 STEPS TO SUCCESS

STEP #1

THE RIGHT WEBSITE - YOUR HUB

The right real estate website is your Best SALESPERSON.

It's always on, 24/7, it never calls in sick, it never takes a day off!

- Prepare your website for lead generation and content marketing
- Have multiple Call-to-Actions buttons
- Use lead forms to capture names and emails to build a list
- Blog consistently with content and video
- Integrate IDX for Property Searches and VIP Property Notification
- Should be easy for you to manage and edit

MUST HAVES

For a Successful Real Estate Website



WEBSITE

Your website is your HUB of your business. If it is out of date, hard to read, or not mobile responsive, you will lose money by losing visitors. You should redesign your website every 3 years to keep up with technology.



SOCIAL

Not only should you be utilizing social media like Facebook and Twitter to market with, but showing social proof through Reviews that you can actually help your clients to buy or sell their house is worth it's weight in GOLD!



LEAD GEN

Your website should be filled with Call To Actions, driving your website visitors to take action. This generates leads, and increases your conversion to sales!



IDX

The right IDX solution will not fill your website with property information that your visitors want to see, and bring them back to your website for the newest listings and contact you for showings.



ANALYTICS

KNOW YOUR DATA! Understanding what converts, what makes your visitors take action will give you great insight into how to best serve your clients.

www.morealestateleads.com

THE 5 STEPS TO SUCCESS

STEP #2

TARGETED TRAFFIC IS YOUR KEY TO SUCCESS

Effectively identify who your target market is, craft the right message just for them, and deliver your marketing to the right people.

- Social Media posting on Facebook and Instagram
- Focus on them and what they want
- They don't want to know about YOU or be sold anything
- Create an editorial calendar and pre-plan your posts
- Schedule them to go out daily or every few days
- Boost some posts on paid ads for higher exposure



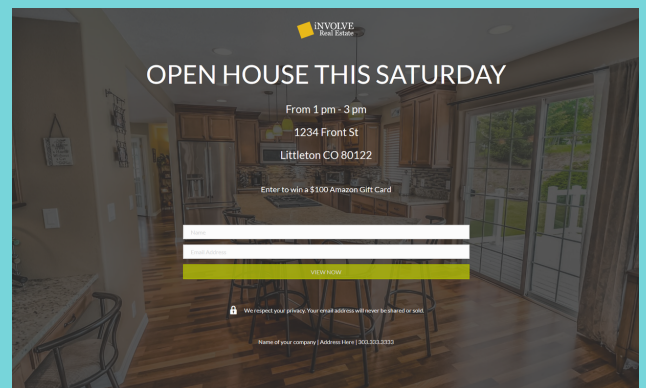
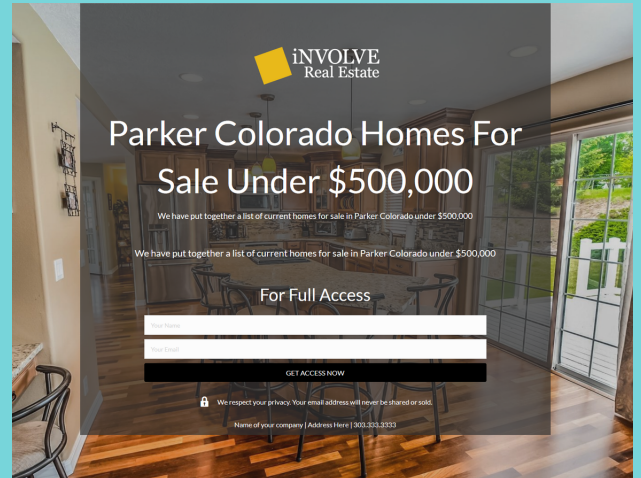
THE 5 STEPS TO SUCCESS

STEP #3

INCREASE YOUR LEAD GENERATION

Don't send your leads to the homepage of your website! Landing pages are a MUST when building your list by providing good valuable information to your community in exchange for a name and email.

- A good landing page will have:
- No links that will direct their attention away
- A great headline
- A lead form that captures name and email
- Drive leads into your follow up funnels



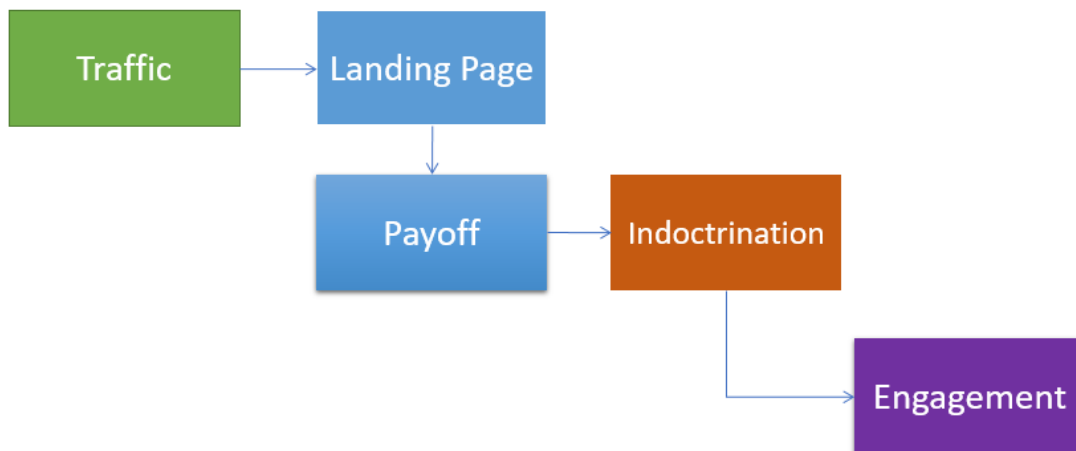
THE 5 STEPS TO SUCCESS

STEP #4

AUTOMATED FOLLOW UP FUNNELS THAT LIGHTEN THE LOAD

With a few clicks of the right Marketing Automation emails and settings, your system will be carrying the responsibility of consistent communication.

- Automate short email sequences to immediately connect with your new contact
- Automate Everything You Do More Than Once
- Keep Your Customers and Leads
- ENGAGED to Stay Top of Mind!
- Send out Campaigns to bring your tribe back to your website for blog posts, videos, podcasts, and updates on Property Listings



THE 5 STEPS TO SUCCESS

STEP #5

HAPPY CLIENTS MAKE FOR HIGHER CONVERSION

When you have delivered a consistent and appropriate message from visitor to lead to closed client, you will position yourself as a professional, trusted expert authority in real estate.

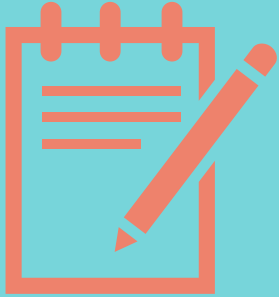
- Send personalized messages that align perfectly with their interests
- Track how well your marketing is performing
- Make adjustments to your automation funnels, your email content, segment your lists based on behavior
- Leads and clients will be impressed with your responsiveness and communication skills



BONUSES

CREATE A CONTENT PLAN

Produce content to put out each month based upon these areas:



HOT HOMES LISTS

From talking to clients you probably have a good grasp of the things buyers are looking for in a home. Take some of these and create best of lists in your community or from your portfolio.

- 10 new Kansas City homes that pop from the street
 - Best Dallas porches for a mojito
 - Top 7 destination bathrooms in San Diego
 - 14 Phoenix kitchens that are perfect for chips and guac
- You get the idea. Include photos and run with it.



PROVIDE ANSWERS TO CLIENT QUESTIONS

Do you get repeat questions from clients? It's probably a sign that the information they seek is not readily available. Answer some of these questions on your blog and you will start attracting visitors asking the same thing.



INTERVIEWS AND NEIGHBORHOOD INSIGHT

Interview a local café owner about why she chose your community for your business or a longtime resident about why he's never left. No one knows your market and neighborhoods like you.

- Where should a family with young children live?
 - Where should a young professional with an interest in craft beer live?
 - Where should a couple that wants quick access to hiking live?
- Answer some of these questions in blog posts.



EXCLUSIVE SERVICES THAT SHOW YOUR EXPERTISE

Do you have a special designation or area of expertise that you can share your exclusive and expert knowledge about that your target market wants to know about? Perhaps you are a Seniors Real Estate Specialist (SRES®) and you can share information about helping that market with major financial and lifestyle changes.

DEVISE AN EDITORIAL CALENDAR



JANUARY

Article 1: Client Question
Article 2: Hot Homes List
Video: Interview
Article 4: Service

APRIL

Article 1: Interview
Article 2: Hot Homes List
Video: Client Question
Article 4: Service

FEBRUARY

Video: Client Question
Article 1: Hot Homes List
Video: Local Neighborhood Biz
Article 2: Service

MAY

Video: Local Neighborhood Biz
Article 1: Hot Homes List
Video: Client Question
Article 2: Service

MARCH

Article 1: Client Question
Article 2: Service
Video: Interview
Article 4: Hot Homes List

JUNE

Article 1: Client Question
Article 2: Hot Homes List
Video: Interview
Article 4: Service

CONTENT PROMOTION WORKFLOW

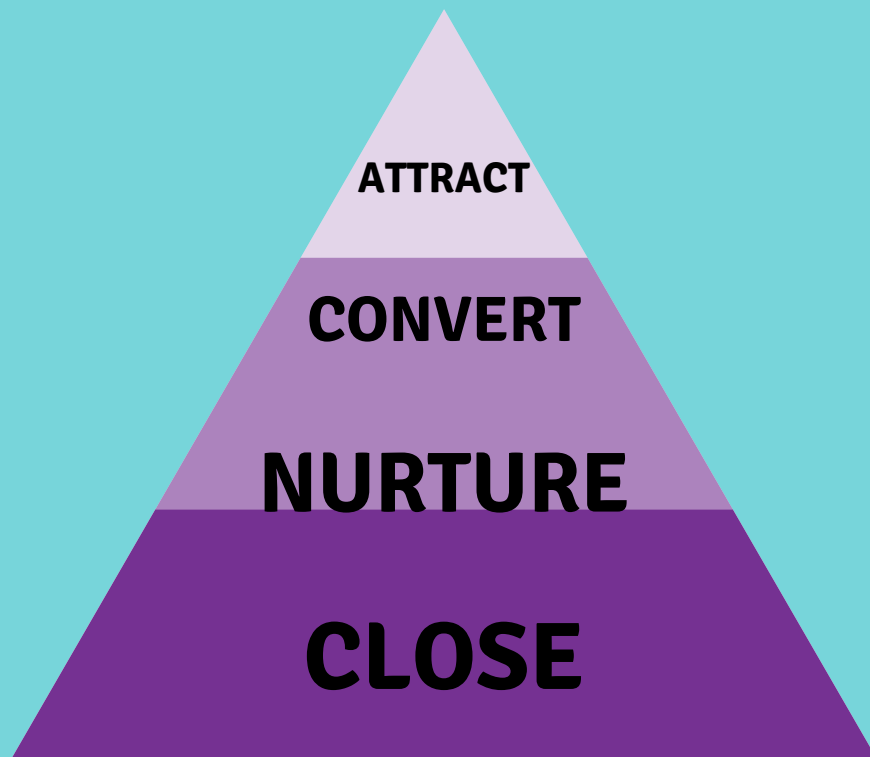
FOR EVERY NEW PIECE OF CONTENT:

- Post to relevant social media accounts
- Notify your email list
- Reach out to friends or colleagues who'll love the article or video
- Share with influencers who might be interested



B E A N A C T I O N B O S S

**ARE YOU GOING TO TAKE CONTROL
OF YOUR BRAND ONLINE, OR ARE
YOU GOING TO LET YOURSELF BE
SQUEEZED OUT BY YOUR
COMPETITORS?**



WWW. MORE REALESTATELEADS.COM

B E A N A C T I O N B O S S

DO YOU WANT MORE INFORMATION?

If any of what you have read sparks a fire in you and you can see how this system will revolutionize your real estate business, then take ACTION today.

We will discuss with you what your goals are, how you see any or all of this system working for you, and get you started.

SCHEDULE A CALL

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