

Advanced Internet Lead Generation



Jon Varsano



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web retool

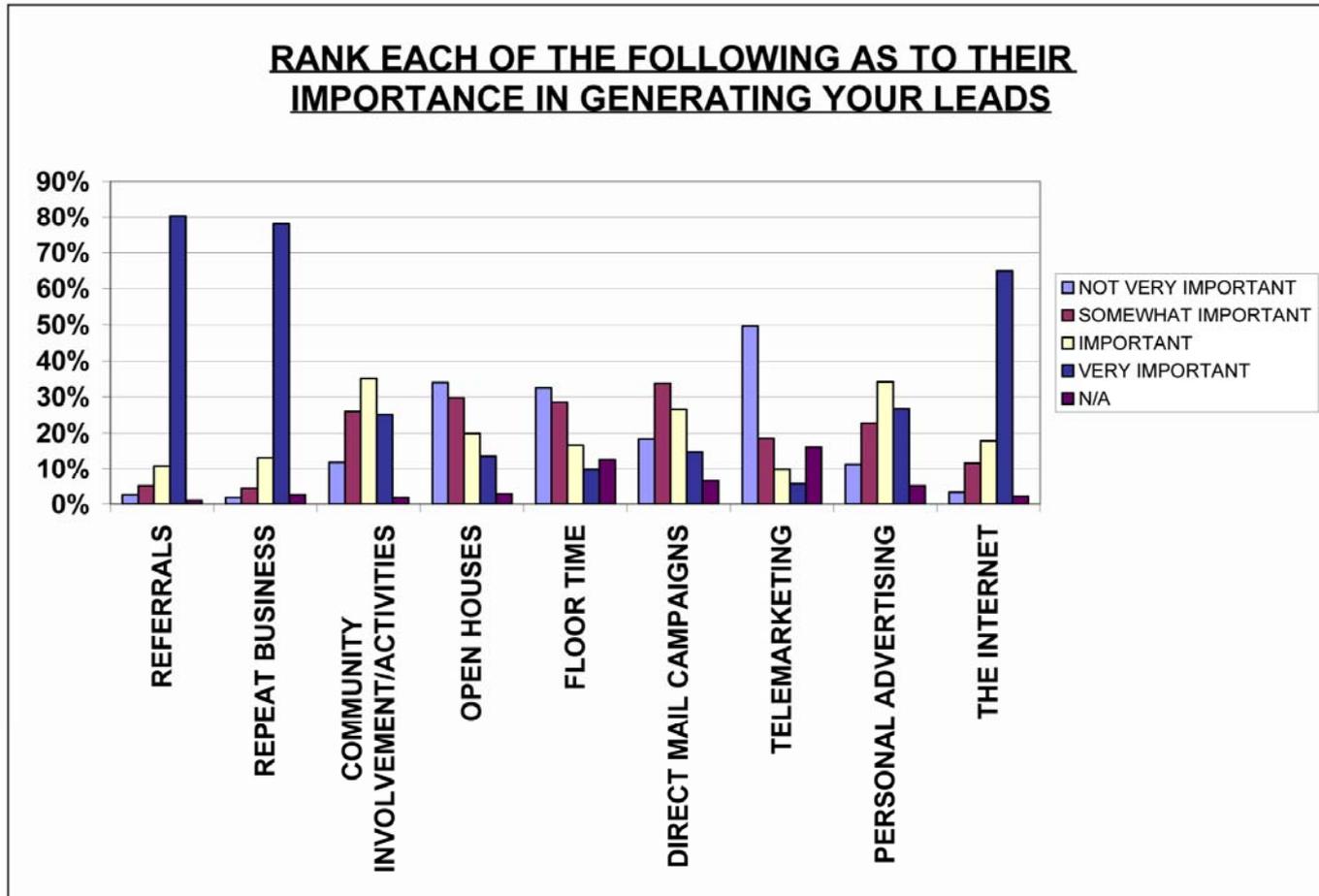
- Web Design & Online Marketing for the Real Estate Industry
- Core Services Group of Keller Williams Santa Monica
- Office: 2701 Ocean Park Bl, Suite 240 (upstairs)



JON VARSANO

- Designer & Developer of Websites since 1999
- Licensed Real Estate Broker (former Vice President at Grubb & Ellis)
- Real Estate Investor & Manager
- Los Angeles Area Native

II – Industry Trends



Source: 2007 REALTOR® TECHNOLOGY SURVEY - Center for REALTOR® Technology National Association of REALTORS®

“Online real estate advertising will outpace print newspaper advertising within the next five years. The steady fall will also affect local homes magazines”

2007 Annual Spending Estimates

- Newspaper Advertising Revenue = \$4.8 billion
- Online Advertising Revenue = \$2.6 billion

2012 Annual Spending Forecast

- Newspaper Advertising Revenue = \$3.3 billion
- Online Advertising Revenue = \$3.5 billion

Source: Borrell Associates "Real Estate Outlook 2007-2012"

III - Websites

- Template Websites

- PRO: Cheap
- PRO: Fast
- CON: Generic look
- CON: Your competition may have the same site

- Custom Websites

- PRO: Branding - unique look that matches business theme
- PRO: Professional designer creates your website
- PRO: Expandability for future business
- PRO: Transferability to another host
- PRO: More Search Engine Friendly
- CON: More expensive

- Hybrids

- Customized Templates
- Custom Home Page, Template Secondary Pages

Website Purpose

- Educate & Inform Visitors
 - Most Sellers want to find the value of their home
 - Most Buyers want to search listings
- Agent Credentials & Testimonials
- Capture Leads for Agent

Website Lead Capture

- Submission Forms
 - Home Value (Market Snapshot, CMA)
 - MLS Search Advanced Features (saved searches, favorites, etc.)
 - Find My Dream Home
 - Help Me Relocate
 - Contact Us
 - Small & Simple Form
 - Custom Forms – What other info can you provide?
- Response, Follow Up, & Contact Management

MLS Search Standards



Point2 NLS UltraStats on Use of Registration Forms – Jan. 2004 to March 2007.

- Old Standard
 - Bait & Switch
 - providing only basic information and then requiring users to register to search the MLS
- New Standard
 - Basic for Free, Register for Advanced
 - Free MLS Search is common today. If you don't provide it, they will find someone else who will.

Website Listings & IDX

- Website Listing Types
 - IDX
 - Wolfnet
 - Local MLS
 - Custom Listings
 - Manual Input
 - Dynamic Input (custom database)

Listing Syndication

- **Local MLS** (Combined L.A./Westside)
 - Realtor.com
 - LAtimes.com
- **KWLS**
 - Homescape
 - Yahoo
 - Wise Agent
 - Zillow
 - Google
 - Insider Networks
 - Vast.com
 - Trulia,
 - Cyberhomes
 - Frontdoor
- **Agent Website**
- **Office/Company Website**
- **Alternative Methods**
 - Craigslist.org
 - Youtube
 - Social Networking Sites
- **Postlets**
- **What have you tried?
Results?**

Important Website Features

Value of Web Site Features

(Percentage Distribution)

Everyone in the industry should be aware of published research like the 2006 Profile of Home Buyers and Sellers, put out by the NAR. The data tells us that 95 percent of visitors to real estate websites are looking for listings, and that the most valuable content to them is photos and property descriptions. Here are the detailed findings:

	Very Useful
Photos	84%
Detailed property information	83%
Interactive maps	59%
Neighbourhood and community information	36%
Real estate agent contact	29%

NAR 2006 Profile of Home Buyers and Sellers.

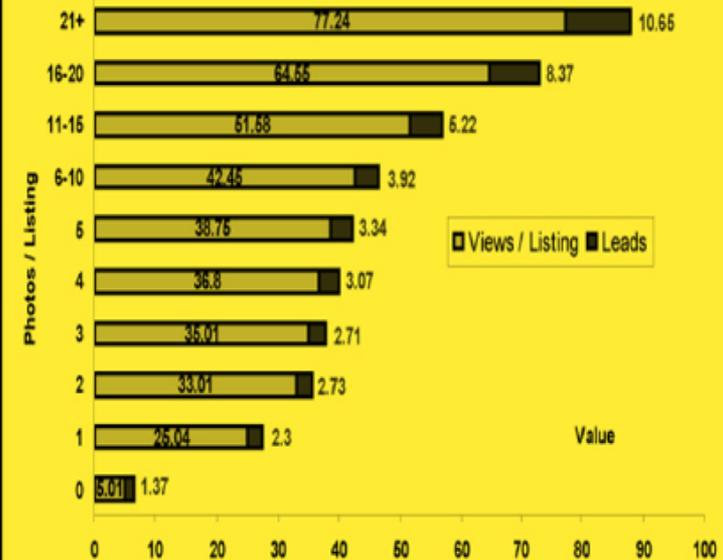
Consumers love to browse, provide them with lots of photos and relevant info. The longer they stay on your website, the better your chances of capturing the lead.

Beware of clutter and confusing navigation.

Captured Leads =
Quality Images + Useful Info + Smart Design

Online Listing Activity Generated

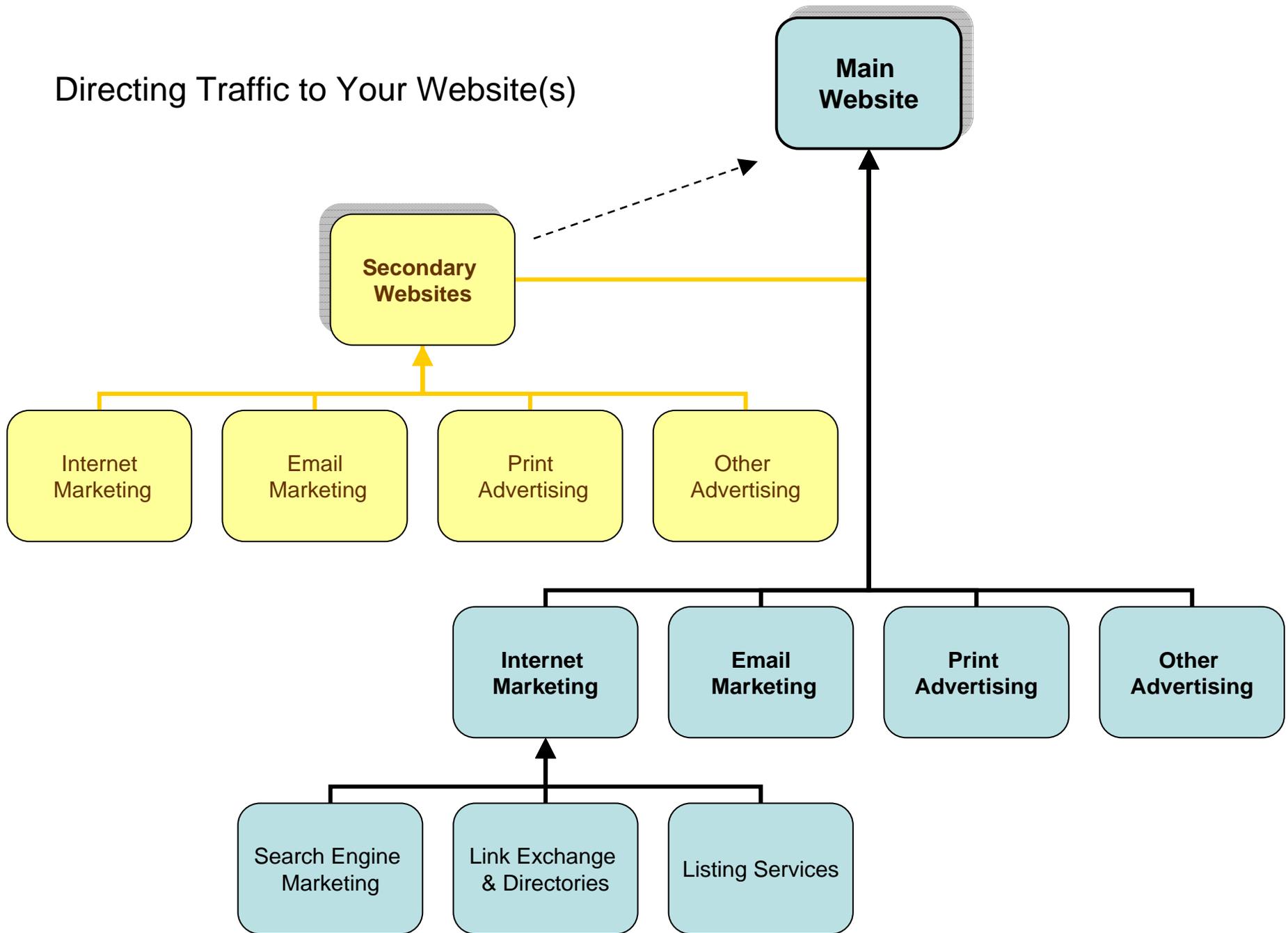
Measuring views & leads generated against photos per listing



Advanced Website Features

- Video
- Animation
- Virtual Tours
- Blogs
- Podcasts
- Secondary Websites
 - Niche Sites
 - » Stealth Sites
 - » Branded Landing Pages
 - Mobile Websites (designed for mobile phones)
- What other features have you seen? Did they capture you?

Directing Traffic to Your Website(s)



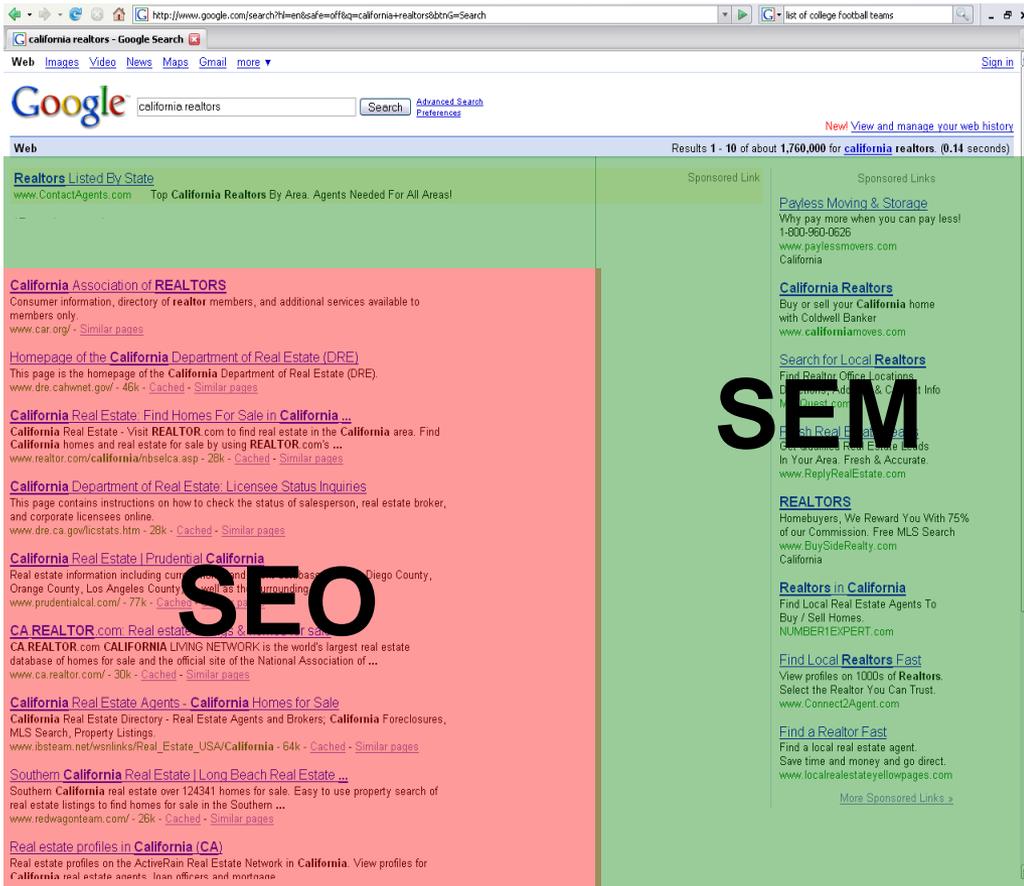
IV - Internet Marketing

- 60% of Realtors with sites don't market them!
- 85% of people who go online use search engines to find what they are looking for.
- 62% of people use Google and 22% use Yahoo
- Most people never look beyond the first page of Google and Yahoo search results.
- Ranking Number 1 receives 42.1 percent of click throughs
- Where real estate professionals will spend \$1.8B advertising in 2007

(Source: MarketingVox.com; "Local Online Ad Growth Robust, Search to Double")



SEM vs. SEO



The most strategic campaigns include *both* SEO and SEM programs to lower costs on the high-frequency keywords, while driving traffic from hundreds of Long Tail keywords.

Keyword Phrases

- Combination of
 - Geographic Area
 - Zip Codes
 - Property Type
 - Specialty
 - Real Estate Function
- Competitors
 - Who are they?
 - What are their keywords?

V - Email Marketing

- Basic Email Marketing

- Custom Email Signature – Only \$99



- Simple email advertising from Outlook, Gmail, Yahoo Mail, KW Mail, Etc.

- Pros: Easy and Fast

- Cons: No reporting or traceable results

HTML Emails



- Opens in Email Client, not an attachment
- Attractive Look - Photos, Branding, Custom Fonts
- Links to Website, MLS, Virtual Tour, etc.
- Ability to Track Results

Email Campaign Ideas

- New Listings
- Price Changes
- Open Houses
- Just Sold
- Newsletters
- Holiday & Birthday Cards
- Thank You Notes
- Events
 - Community
 - Charity
 - Office/Industry Party

Results, Analysis, & Strategy

- **Campaign Reports**

- Open & Non-Open Rate
- Links Clicked (optimize your content in the next campaign)
- Who opened, when, and how many times
- Bounce Rate
- Unsubscribed
- Email Forward Rate
- SPAM Reports
- Download report attachments, so you can forward them to clients or co-workers.

Action Plan

- Hire a professional to customize your website
- Increase website traffic through marketing
- Capture, cultivate, & convert Leads
- Secure more clients by utilizing your internet tools
- Measure your website(s) success