



Online Marketing Checklist

Preparation

- Complete your [MARKETING PLAN](#)
- [CREATE GOOGLE ALERTS](#) – Inspiration for content and for [REPUTATION MANAGEMENT](#)
- Regularly Search Google for your own name, staff etc.

Objectives of all your online efforts

- Always drive traffic to YOUR website. You want the leads.
- Never direct any traffic to the real estate portals.
- Build your community. Connect with those that may use your services or refer you to their friends.
- Meet and engage with new potential clients and to allow people to get to know you.
- Build your business brand – it's your twenty-four-hour salesperson.
- Build your personal brand and your authority.
- Aim to be on page one of Google for your keywords.

How do you monitor the effectiveness of your Online Marketing?

KPI'S Online

What you need to monitor holistically – How many people contact you/you find, to appraise their property, buy through you or lease through you as a result of your marketing online: via social media, Google Ads, SEO strategies, and so on. Monitor the following -

- How many visitors visit your website? Monitor this through your Google Analytics program.
- How many people opt-in to your newsletter/buyer alert report?
- How many friends/followers/likes and connections are on your social media pages?
- What interaction is happening on your pages – how many shares, what's your reach?
- How many listings, sales and referrals you are securing.

ALWAYS ATTRACT and DIVERT traffic FROM the following places TO YOUR WEBSITE.

- Real estate portals.
- Online newsletters.
- Blogs.
- Facebook pages.
- Facebook ads.
- Direct mail outs.
- YouTube.
- LinkedIn.
- Twitter.
- Snapchat.
- TikTok.
- Instagram.
- Pinterest.
- Google business page.
- Google AdWords.
- Email signatures diverting to your website.
- Office emails from your database.
- Podcasts.
- All marketing material online or offline.

Repurpose all of your content on the above platforms.

Basic Search Engine Optimisation Tips

- Make sure you are using the right **KEYWORDS** everywhere.
- MONITOR** your Keywords.
- MAKE SURE THAT YOU USE HYPERLINKS ON YOUR KEYWORDS TO SEND TO RELEVANT WEBSITES.**
- Make sure you are using hyperlinks to divert people to other pages on your website. (Like I am doing on this page)

ALWAYS WORK ON YOUR WEBSITE BEING ON PAGE ONE OF GOOGLE

If your website is not showing organically on page one –

- Google AdWords. Always monitor your results! Depending on what area you are in and how many agents use Google AdWords, you may only need to spend a few dollars a day.
- Ensure you set a small daily budget and test.
- When you are on page one of Google, this becomes a listing tool for you to help secure more listings. You are able to show and impress sellers that you are on page one. Show them how buyers will find you on page one of Google when they search 'real estate agents (your suburb)'.
- Use review sites like Rate My Agent or Google Reviews.

BECOME THE EXPERT (and whilst you are becoming the absolute 'go to agent') ALSO become the reporter.

- Achieve massive results and
- Obtain content and or interview industry experts to provide relevant information to your clients. Position yourself with them and connect to their networks.

The following people may be talking to your next listing now! (these people are involved in real estate somehow) Here is a few sample videos I did a long time ago – [CLICK HERE](#)

Your industry experts –

- Finance Broker.
- Building Inspector.
- Storage Company.
- Feng Shui Master.
- Property Stylist.
- Property Journalist.
- Local Businesses.
- Property Photographer.
- Buyer's Agent.
- Property Manager.
- Local Celebrities.
- Anyone famous you know.

As always... Repurpose any material.

Build a referral arrangement with your industry experts.

- Arrange for your industry experts to meet in your office.
- Ask your local experts to supply you with written articles / videos / content.
- Devise a marketing plan to actively market you and your local experts.
- Develop a plan to market local businesses.
- Help each other and collaborate. You each may have one anothers potential next lead. Just do it!
- Post links to your blog/newsletter on your social media pages and tag the other businesses and contacts into it.
- Give your industry experts videos and transcripts to put on their websites.

Your experts have local area knowledge AND they have local area networks. Your aim is to find people to form alliances with, whereby you can cross-promote each other's businesses.

Social Media Marketing

- MASTER FACEBOOK – BUILD A FOLLOWING** – Focus on one platform. At this point in time, Facebook is the most effective for real estate.
- Have a presence on many social media sites. Market you and your business wide and then niche down into your target markets.
- Develop a massive online history – if you are new to real estate – **AIM TO HAVE QUALITY CONTENT AND LOADS OF IT**. Rather than make it obvious that you are new, make it look like you have been in business forever.
- MONITOR EFFECTIVE USE OF TIME ON SOCIAL MEDIA** – Don't waste time.

Personally (in your own name) have a presence on:

- Facebook.
- LinkedIn.
- Twitter.
- YouTube.
- Instagram.
- Google Business page.

Office Principal – Business Social Media Sites – Create pages for the business on:

- Facebook (business page) – in the company name.
- Facebook (you may choose to do a community page).
- Twitter – in the company name.
- YouTube Channel – in the company name.
- LinkedIn Business page (LinkedIn company page).
- Instagram

Facebook Business Page – Listings and office focused. Office Admin to run.

- Promote all of your listings on Facebook (and Instagram).
- Advise buyers to follow you on Facebook – you post new properties for sale THERE FIRST.
- Post your sold properties.
- Post your [specific target prospecting](#) posts.
- Post a photo of your sellers with a bottle of champagne on exchange. (ask permission)
- Post a photo of your buyers putting a sold sticker on the property. (ask permission)
- Post a video of you inviting people to your open house.
- Post walk through videos at your open houses.
- Post photos of the number of shoes out the front of the house at the open.
- Post any community events.
- Post shout outs to local businesses.
- Post your industry experts – Marketing Networks.
- Network with and form alliances with local industry businesses – promote them
- Office birthdays.
- Beautiful local photos.
- History of the area.
- Boost your most popular post at least once a week.
- Share one post from someone else's page every day.
- Re-post your best articles and photos. Go back through your blog posts and status updates and reuse!
- Tag relevant people into your posts.
- Print out your most common keywords and make sure you use them (Google will crawl your Facebook business page).

Community group sponsored by your real estate office – Office admin to run – Community-focused. I would only consider starting this once I was established listing and selling and I have a PA. Your PA/admin can run the page.

Purpose – To inform people of what's going on in the area. **(Warning – if these pages take off, they are a lot of work and can be very distracting – in saying that they can also be a great way to get to know locals!)**

The other thing to know is that when you call a page a community group – the community will claim the page. They won't see it as YOUR page. If you don't start and continue to post videos of you, or add content they will resent it later. You need to be proactive in the group giving value.

How –

- Promote your community group on your website.
- Have a pic of your Business page / Community group on your personal Facebook cover pic.
- Promote your community page when you doorknock or any type of prospecting (an excuse to doorknock)
- Buy, swap and sell.
- Have people contribute about any Neighbourhood Watch issues (this is much better in a closed group where people have privacy – on entry into the group they have to confirm that they are locals) .
- Lost pets.
- Missing people.
- Stolen cars.
- Lost personal effects.
- Anything that has the potential to affect the community.
- Local news.
- Information about local schools – what's happening?
- Market updates – Quick 1-2 min video. Please no longer than that.

TARGET MARKET

Identify your niche – Niche to areas, properties and types of buyers? egs.

- Local suburbs and areas
- Types of properties
 - for example: (your suburb) apartments.
 - Types of buyers
 - Investors (in your suburbs).
 - First home buyers (in your suburbs).
 - Downsizers

Think about your marketing funnel

- Attract potential customers via multiple sources
- Collect their details
- Give them information they want to know
- Make sure that you follow up – keep in contact with any leads.

'Opt-Ins' – a.k.a. Lead Generators

- Buyer alert – Every real estate website MUST have this.. Buyers register for what type of property they are looking for; price, features etc Every week they are automatically sent an email with all of your new listings. List builder/database creator.
- Buyer alert doubles as your newsletter – send out your newsletter to this same database.
- Prepare an ebook 10 things you must know before selling or buying a property in (your suburb)
- When buyers sign up to your buyer alert, include your free ebook.
- Market your buyer alert and the offer of your ebook.
- Have new listings, sales and price adjustments as content for your buyer alert every week.
- Have special offers from local businesses on your newsletter/buyer alert.
- Create links to your join your buyer alerts/ebook on your email signatures.
- Promote your buyer alert/ ebook both online and offline via paper newsletters, letters and brochures.

Sample Content for Blogs or Videos

Talk about topics that may assist with SEO using your keywords. For example –

- Suburbs in your area.
- Properties for sale in your area, for example (your suburb) houses for sale.
- A niche, such as waterfronts or apartments (your suburb).
- Local businesses in your area.
- Title – (Your suburb) real estate agents. Talk about your office.
- Title – (Your suburb) property management. Talk about your property management department.
- Title – (Your suburb) rentals. Talk about something your landlords will find interesting.
- Ask local businesses if YOU can write articles or do videos for their websites. If you give other businesses content, you can also repurpose your content on your site by including the article or transcript in your newsletter or blog.
- Always think about how you can repurpose any of your content. Use all of your marketing as a listing tool. Show potential vendors your marketing plan.
- Give valuable information to your customers.
- In your blogs put hyperlinks to relevant pages on the internet, cross referencing any of your other articles.
- In your articles hyperlink your name to Facebook, LinkedIn, Twitter and any other social media sites you have.
- Make sure your articles are RELEVANT and interesting.
- Write topical stories that relate to current issues which are already of interest in the media
- Reference and hyperlink those articles in your article as well.
- Register on Sourcebottle.
- Comment on other blogs, social media pages etc

Don't 'keyword stuff'.

Podcasts

- Create your own podcast show – this will assist to position you as the expert.
- Write the script of your podcast - this becomes your transcript.
- Film a video and create your podcast from that – take the MP3 for your podcast.
- Load your podcast to
 - itunes,
 - stitcher
 - overcast.
- Display your podcast station on your website.
- Distribute your podcasts to all of your social media channels.
- Upload the video to your channel on YouTube.
- Upload your video to Facebook.
 - Post the link.
 - Upload the video.
- Repurpose all material.
- Use the transcript for blog content and include the embed code of the video and podcast in your blog. (blog and video two separate posts)

Video Marketing

Adopt Real Estate Video Domination Principles – examples -

- Always obtain video testimonials from past buyers and sellers.
- Make it a goal to contact one person a day to ask for a video testimonial about your services.
- Film videos of yourself giving information about past sales.
- Film a professional company video.
- Film videos highlighting local suburb profiles.
- Do articles and videos on what it's like to live in YOUR area. Tell potential buyers what it's like to live where you are.
- Tell buyers why they will want to live in your area. What's good about it?
- Do quick videos or articles letting people know about interesting things that are happening in your community.
- Use only professional-quality video clips on your Home Page.
- Place other videos throughout social media, your blogs etc.
- Use video as your USP.

Other uses

- Drones.
- 360 degree videos and virtual reality videos.
- Live videos on social media.

Chatbots etc

- Investigate software eg <https://www.intercom.com/>

Tip

- When a real estate office closes in your area, ask the business owner if they would like to sell their phone number. If an office has already closed – look at ways to obtain their phone number.