



Maximum Marketing on a Zero Budget

Real Estate Marketing Ideas

Video, Textual, Audio

Most effective marketing techniques that allow a company to make a profit are those that are inexpensive or free. What a fantastic discovery for many of us in the real estate. This knowledge, combined with hard work and excellent customer service will enable your business to expand at a phenomenal rate. When developing your marketing plan be aware that frugal marketing techniques take more time and a great deal of personal creativity but they DO produce results! Let's review a few successful frugal marketing techniques today.

Real estate professionals are continually trying to figure out how to incorporate mobile into their marketing strategy successfully. However, mobile is not a one-size-fits-all feature. What works for some might not work for others and it is important that we understand that before we jump into the mobile arena. There's a lot of complexity and options in the **Internet** global system of interconnected computer networks space which serves billions of users daily worldwide. Those different levels and different elements mean a lot of different things to different people. Social media is clearly becoming the new norm.

Real estate professions need to think about how mobile and the internet will help not only drive user engagement, but drive consumers to their website, use and recommend their services over and over again. We need to be conscience about what the loyalty strategy is after they've used our services.

Market for Response!

Marketing is all about planning to implementation, competition, retention, and more. We have all heard the phrase "you have to spend money to make money". That is especially true when it comes to a real estate business to ensure funds are not miss-directed when considering marketing ideas.

This does not however mean that a huge investment is required to add some panache and marketability of your services successfully. In fact, many of your creative marketing ideas can easily be tested using trial and error first before committing to a full-fledged campaign. A small budget will generally do just fine and is money well spent in today's challenging market, especially in terms of real estate internet marketing.

Reviewing and refreshing your marketing plan is more important than ever. No matter how well the traditional ways of promoting and marketing your products and services, adding something brand new to your marketing mix can bring the fresh leads, ensure repeat customers and heighten your visibility.

Traditional marketing techniques are becoming obsolete as consumers today are more equipped to block advertising messages. With the advent of caller identification, do-not-call registries, email SPAM filters and digital video recording today's buyer can avoid marketing that he has not chosen to receive. Called outbound marketing the conventional methods of telling the consumer about your product have become less viable in this era. Marketing in this day and age is an evolving art and science. With changes in technology and consumer demands a small business has to adapt quickly and use innovative approaches aimed at targeting the right market.

Marketing should never be an afterthought. If you wait to focus on marketing until after you have organized all the possibilities, you're missing out on countless prelaunch opportunities. Research confirms it. It's all about being mobile today. With smartphones, always online and always available, you've got to be ready to serve 24/7 and that includes serving customers and clients on the run. That includes texting, sending photos, posting to social media sites and accessing information rate as the highest of activities. What this means to real estate professionals is that getting into the game of instant information and contact requires the right marketing systems, tools and services to meet the ever-growing expectations of real-time demands. The challenge is to figure out where you need to spend your marketing dollars without breaking your bank account. Every entrepreneur needs office tools to help them compete and win in the marketplace, but smart entrepreneurs get more for their money when they do a little research and invest in products that save money and time and produce high-quality results. Multi-tasking, high-results equipment is in.

It's critical that real estate professionals hit the ground running strong and see the possibilities as they head into 2012. You need to be the driver of your results and not the victim of the market and bad news. Most of us are looking for ways to save. And although time is money, a little time spent working on your marketing can stretch your budget even further. I'm not suggesting you attempt to create all your marketing yourself, but you can pick and choose a few ideas to supplement with some of your higher quality pieces.

Never forget that creativity, hard work and excellent customer service are the keys to growing a successful business while keeping your marketing costs in check.

Products of Homeownership

Real estate professionals today serve as a trusted advisor to buyers seeking to purchase a home and will empower buyers with information and resources to make the best decision for long term home ownership. Buyers today will examine, score and know the dynamics of their home selection whether buying a traditional sale, short sale, a bank owned property, a home in a mixed used community or a new constructed home.

The current home ownership marketplace requires much training, knowledge and wisdom. Nothing is consistent in the selling and buying process today. Policy, procedures and timeline performance requirements vary from seller to seller. Every purchase contract has many time sensitive requirements and the earnest money is always subject to forfeiture. In addition, we have tight credit conditions in obtaining a loan, appraisal challenges and title issues.

Homeownership Products

- | | |
|--------------------|--------------------|
| • Traditional sale | • REO/Foreclosure |
| • Divorce sale | • New construction |
| • Estate sale | • Relocation |
| • Short sale | |

Deliver WOW through Service

Are your 2012 marketing goals and plans ready to go? Or, are you working so hard to run your business, navigate consumer and marketplace changes, make payroll, and keep your business afloat that you're greeting the first quarter of 2012 without a blueprint for how you'll steer its future?

Ask Yourself These Questions

1. What do you have to offer
2. What do your potential clients need from you?
3. Does the way you communicate best reflect your personality...your passion...your profession?

By answering these 3 questions you can begin to pinpoint your expertise and focus on your marketing message.

The success about any business of the future is about **VALUE!** What value do you bring to the table? Here are a few marketing tips to get you in focus and on the right track.

Where Will You Spend Your Marketing \$ In 2012

Think you need a huge budget and a team of professionals to successfully **market** yourself and services? Think again! Let's review some FREE marketing techniques.

Public Speaking

Every service club, various industry associations and office meetings on the planet need speakers. In fact, most Lions, Rotary and Kiwanis clubs need 52 speakers a year. It's an audition for dozens of new customers and yet many clubs struggle to find a speaker each week.

Email Newsletters

If you aren't collecting email addresses and keeping in touch with your customers, you're leaving money on the table. No longer do you have to lick stamps to send out a newsletter. These online newsletters known as "ezines" cost nothing to send.

Recourse

- <http://ezinearticles.com>



Create a Blog

Blogging costs no money and gives you an opportunity to show your prospects and your current contact data base who you are and what you stand for. Blogging is like a personal phone call crossed with a newspaper article. They're the perfect tool for communicating and sharing your thoughts and suggestions.

Resources

- www.squidoo.com/blogstarter
- www.blogger.com/start
- www.typepad.com
- www.movabletype.org
- www.blogspot.com

Issue Regular Press Releases

They cost nothing and create awareness about your company, the services and products it provides.

Resources

- www.publicityinsider.com/release.asp, www.prlog.org
- <http://www.wikihow.com/Write-a-Press-Release>

Get Involved in the Community

Get your face known by volunteering. The satisfaction and pride that come from helping others are important reasons to volunteer. When you commit your time and effort to an organization or a cause you feel strongly about, the feeling of fulfillment can be endless.

Resources

- www.volunteermatch.org
- 800-volunteer.org

Become involved locally with a worthy charity by donating your time, products or services. Over time, as your business grows, you can and should add a few paid marketing techniques to your marketing plan. But you must continue to use the most rewarding of your free and inexpensive marketing techniques to maximize your profit.

Voice of the Customer – Stay in Touch

Evaluations, newsletters, weekly emails, quarterly phone calls - are all great methods. Did you know that 86% of consumers read online business reviews before making purchasing decisions” and that 90% of them say they trust these reviews. Customer feedback can help you uncover flaws in your business, whether there's a technical problem with your website or whether your customer service is too low. Customers want to be heard and respected and to have their guidance incorporated into your vision and strategic plan. The best-laid customer feedback programs and initiatives are intuitive, and are most effective when the entire company listens and responds to the voice of the customer.

Word of Mouth

Show care, competence and concern; anticipate and exceed expectations; provide great services; and send each customer away from your business with only good words to share with others.

Networking - Set up a Strategic Partnership with Likeminded Business Partners

Formal alliance between two enterprises, usually formalized by one or more business contracts but falls short of forming a legal partnership, agency, or corporate affiliate relationship. Two voices can sometimes be better than one and you can connect to a new source of potential customers.

Research your local chamber of commerce and start attending their networking events. Develop and rehearse an interesting "elevator speech" that summarizes your business and your talents in less than thirty seconds.

Introduce yourself to as many people as possible, give your elevator speech, hand out your business cards and collect the business cards of prospects. Take the business cards you collected, use the back of the card to write down what you discussed or other important information about the prospect, and FOLLOW UP! Write, e-mail or mail a quick note to say how nice it was to meet them and mention something memorable you discussed. Keep in touch with them on a regular basis.

Join on-line communities such as newsgroups, discussion boards, e-mail lists, etc. where your target market and peers congregate. Introduce yourself and your business if introductions are allowed by the community guidelines and encouraged by the list moderator. Establish your credibility and promote yourself by responding to questions in your field of expertise. Join an affordable, well-known and professional association of your peers on-line or locally. If it is permitted, announce your availability to anyone they may know that assistance in real estate. Do not "spam" these lists which will result in a loss of your credibility and professionalism.

Website

Your website ranks on your list of things to work on move it up to the top. It's that critical. Your website isn't "about" your company; it's an extension of your company. If it's unprofessional, you're unprofessional. If it's cluttered, you're cluttered. If it's hard to work with, you're hard to work with. By contrast, if it's well put together, smart, and easy to use, so is your company. At least that's what people will perceive.

Create a website that moves people to action. Your website is your online presence and more than likely the first contact a prospective customer will have with you today. A few items to consider when developing your web presence are whether the site is easy to navigate and whether it can be populated with useful information that prospects desire. Does the service provide automated responses to consumers? Items such as easy access to reports on listings views, where your listings are syndicated and how leads are routed to you are also important concerns in building and establishing an effective web presence.



Links and other Mini Site Ideas

Establish link exchanges and publishing articles online - Exchanging links and sharing articles with compatible sites builds visibility for your site and leads to increased traffic. Consider these steps:

- Locate sites that you think would interest your site visitors and whose visitors would also benefit from information on your website
- E-mail webmasters at each site for permission and how their information is beneficial to you

Senior Portraits

Give your senior client their own personal mini-site for the year. They can upload some pictures; create links to their Facebook, MySpace and Twitter pages. Once they tell all their friends, do you think maybe their friends might want their very own senior year website?

Maternity/Newborn

Provide your Mommy and Daddy to-be a personal website for their little one, like BabyJaneDoe.YourDomain.com which can be used to document the child's first year of life.

Youth Sports

Give each team its own website like LawrencevillePeeWeeSharks2012.YourDomain.com or CCHSLadybugs2012.YourDomain.com, etc.

Out of State Real Estate Companies

Give each company their very own website which has a few images as well as all their company service area like CharlestonSouthCarolinaHomes.YourDomain.com, etc. To drive more traffic to you website, print your website on your ads, brochures, business cards, real estate signs, flyers, email, and voice mail.

Add Complementally Review Sites

Many business owners make the mistake of letting their customers find their own way to a review site. Point them to the review site that will benefit your business the most such as a mortgage company for loan options or a site to learn more regarding down payment assistance and include a site to learn more about foreclosure prevention.

Resources

- www.makinghomeaffordable.gov/pages/default.aspx
- www.fdic.gov/consumers/loans/prevention/index.html
- www.freddiemac.com/avoidforeclosure/workshops.html

Link Exchanges Resources

- <http://www.linkmarket.net>
- <http://www.linkpartners.com>
- <http://www.linkexchangedepot.com>

Don't Forget to Return All Calls, Emails and Text Messages

Time is money. Every time you fail to respond you have missed an opportunity. It may be an opportunity to strengthen a business contact or to reinforce your marketing image or even to close a sale. Manage your time more efficiently and make the time to return calls, emails and text messages.

Social Networks - The Ultimate Communication Channel Embrace and Drive Change

The possibility is mind-boggling. To a business, social networks can mean the potential access to millions of people who are constantly sharing and looking for information or in more direct business terms, "far-reaching connections to consumers, customers and potential customers in the global marketplace, in virtually every

demographic, in near real-time." Fundamentally, becoming social also gives businesses and their contact centers an opportunity to build their brands as well as pipelines, customer relationships, and more favorable reputations for the products they sell and the services they provide. That makes social media the *ultimate* communication channel for most any business.

- Skeptics will now be recognized as laggards as they now officially stand in the way of progress. Social media isn't a fad. The Nelson report opens with a key finding that social networks and blogs dominate how Americans spend their time online, which accounts for nearly 25% of their total time spent on the Internet.
- Four out of five active internet users aka everyday people visit social networks
- Looking beyond the U.S., in 10 major global markets, social networks and blogs reach over 75% of active Internet users learned about a specific brand or retailer from a social networking site. And, 48% of these consumers responded to a retailer's offer posted on Facebook or Twitter.
- 70 percent of active online adult social networkers shop online
- 53 percent of active adult social networkers follow a brand

Whether you run a business employing one person or work for a corporation of 250,000, you'll need a social media strategy for 2012. As more people embrace Twitter, Facebook, Google+, and other networks, it's time to make social media an integral part of your marketing strategy.

Bypassing Old Media - Fast Forwarding to Social Media

I am sure you are familiar with the saying, "People do business with people they know, like and trust" in other words with people who is enchanting. This has not changed. What has changed, though, is the medium; everybody now has a voice and the nobodies are the new somebodies. When you are enchanting, you will stand head and shoulders above the competition. But it does take time to nurture real relationships through Facebook, Twitter, LinkedIn, blogs, emails, webinars and social functions. You might be saying:

- I don't have time to build relationships with people I don't know
- Social media seems like a full time job; I'm already maxed out doing what I do.
- I don't want to have to learn it all; just give me the basics.
- I want to protect my privacy and content from plagiarism
- I don't want to waste my marketing dollars experimenting; can social media ads really work for me
- I don't know which sources to trust

The good news is there are systems to help automate some parts of your social media marketing. There are tremendous success stories about marketing and advertising through social media.

Can I really make money using social media?

*In the end, the reality is that you get out of social media what you invest in it.
Brian Solis, Author of Engage*

Build Your Network and Become a Center of Influence

What exactly is a "center of influence"? A simple definition of the word influence is "the effect of one person or thing on other, or to persuade or cause someone to take specific action."

Maximum Marketing on a Zero Budget | Copyright 2011, 2012

To build a network and your influence factor simultaneously you must develop your online profiles with the right mix of your target market, buyers, sellers, business partners, etc. Concentrate on your audience’s needs by providing outstanding and relevant information. Be consistent with your material in building a “trusted resource” of quality content that your customers and clients look forward to reading. Be genuine, passionate and caring regarding home ownership in all your internet communications.

Social Networks

Social Network Definition - A social network is a collection of people bound together through a specific set of social relations. By “social relation” I mean a connection between people that permits the exchange of information. When I say “social network” I always mean the actual collection of people. Facebook is a social network. A report from SocialStrategy1 and Office Arrow, November 18, 2011 found that 88 percent of small business owners believe social media marketing has current or future impacts on their businesses. Meanwhile, the remaining 12 percent are ignoring the channel. In addition, 70 percent of marketers believe social marketing (across platforms) is changing the marketing industry.

Setting Social Success Metrics

We are becoming an “always on” society; we are connected to the entire world 24/7 through our various devices and social applications. Because of the speed of today’s communication technologies, it has become the norm that people expect a reply fairly quickly when they email you and the same is now true for texting, direct messages on Twitter and Facebook. We are all connected to this massive global network of communications that is taking place at warp speed – making it very easy to get caught up in that frenzied pace. Now we start feeling guilty if we don’t respond right away.

Social applications are the components of a social business implementation that connect participants within existing communities. Think MySpace, Twitter, Facebook, or Orkut – to which they belong. Social applications can be used to express the brand and/or deliver a brand-related value or direct a contribution to a selected cause without leaving the larger community in which the application is deployed. Expand your business to serve more customers.

What is Social Media Marketing?

Social media describes the online technologies and practices that people use to share opinions, insights, experiences, perspectives and media itself. Social media can take many different forms, including text, images, audio, and video. These sites typically use technologies such as blogs, message boards, podcasts (Downloadable audio or video files through the internet), wikis (Free encyclopedia), and vlogs (Video blogging) to allow users to interact. Be authentic. Don’t sell. Educate instead in a helpful way.

A social media marketing strategy takes a new approach in using the Internet to your advantage. Although a newcomer to social media will need to overcome a slight learning curve once you become familiar with these new marketing techniques you will actually find you have an easier job than before. A little clever wording and some great pictures may be all it takes to attract fans, friends, customers and clients. Social media outlets such as Facebook, Twitter and LinkedIn have taken the place of direct mail and television advertising to inform audiences about products and services.

What Can You Do with Social Media?

What's great about social media sites is they connect you with people who have given you permission to share information. Use social media platforms to do these things:

<ul style="list-style-type: none">• Education• Share links to news articles and interesting blog post• Comments on current news• Share product news• Office advice• Ask advice• Pass along a great story	<ul style="list-style-type: none">• Advertise what you do• Issue a challenge• Connect with colleagues• Monitor what people are saying about you• Provide a testimony• Respond to problems• Get in on a particular conversation• Market an event
--	--



Twitter - <http://twitter.com> - <http://mashable.com/guidebook/twitter>

Twitter is an online social networking and micro blogging service that enables its users to send and read text-based posts of up to 140 characters, informally known as "tweets". Twitter rapidly gained worldwide popularity, with 200 million users as of 2011, generating over 200 million tweets and handling over 1.6 billion search queries per day. In 2011, Twitter had over 2,400 advertising partners and over 55 million users log in from their phone. If used correctly, Twitter can be a powerful marketing tool. Start out by sending invites to all your friends, family, and existing clients, and regularly post items that are substantial and pertain to real estate. You can send out listings updates, open house information, local market trends, community event notifications, or commentary on real estate news. Building up your "tweet list" will drive traffic to your blog, website, or both if you keep relevant links to them interspersed in your tweets.

- Twittergrade.com – This tool measures how influential you are on Twitter and how you rank in relation to other Twitter users.
- Peeridex.com – Measures several factors of your online engagement and ranking.

Other Twitter Enhancements

- Twellow.com – Extend your Bio
- SocialOomph.com – Follow people who follow you
- ManageFlitter.com – Allows you to see at a glance your entire following/follower landscape



Facebook is the most popular social network utility of all ages that connects people with family members, friends, neighbors, voluntary groups and others who work, study and live around them.
www.facebook.com.

Facebook has more than 800 million active users, 400 million login daily and is the most used social networking service by worldwide monthly active users, followed by MySpace. More than 53% post comments on other user sites, 56% update their site weekly and 82% send private messages. Over 300 million are App users. Facebook plays the role in 1 out of 5 divorces.

Create your personal or professional profile, and then set up a Facebook group page for your business entity. You can configure a list of links on this page, so please do so. Then send out invites to all your friends, family, and existing clients.

You will be able to have conversations on the group's Wall, post items like videos, news stories, and pictures, use the discussion board, and create events. Events can be particularly helpful in promoting your open houses, seminars, charity events, or other types of meet-and-greets.

Of the hundreds of millions of Facebook users, the average number of friends is about 130. People who have thousands of friends, up to the maximum of 5,000 are usually the ones using their profiles for professional purposes.



LinkedIn is the world's largest professional business-related social networking site where you can meet influential people, answer business questions, and take your career where you want to go. LinkedIn is a tool to manage your professional identity and find connections to recommended job opportunities. LinkedIn has 120 million+ members worldwide with 50 million in the USA that uses the site to exchange information, ideas, and opportunities. Build and engage with your professional network. LinkedIn adds a new member every second. You can access knowledge, insights and opportunities. www.linkedin.com

What is LinkedIn? YouTube - <http://www.youtube.com/watch?v=IzT3JVUGUzM>



Video Marketing

YouTube is a place to discover, watch, upload and share videos. – www.youtube.com

A fun site owned by Google. "Broadcast yourself" available in 52 languages. YouTube is a video-sharing website, created by three former PayPal employees in February 2005, on which users can upload, view and share videos. YouTube allows people to easily upload and share video clips across the Internet through websites, mobile devices, blogs, and email. You can watch them at no cost. Over 8 billion videos are viewed daily and over 1 trillion playbacks in 2011 throughout 25 countries. Most of the videos are amateurish, produced by nonprofessionals with simple webcams or consumer camcorders. Video category can be instructional, company commercials, educational, infomercials, product presentations and demonstrations, real estate walk-throughs, customer testimonials, speeches, newscast, call to action or just entertaining.

You can upload 15 minute videos to YouTube and each YouTube video is accompanied by a piece of HTML, which can be used to embed it on a page outside the YouTube website. The YouTube player is embedded across tens of millions of websites. Nearly 17 million people have connected their YouTube account to at least one social service (Facebook, Twitter, Orkut, Buzz, etc.). 100 million people take a social action on YouTube (likes, shares, comments, etc.) every week. An auto-shared tweet results in 6 new youtube.com sessions on average, and we see more than 500 tweets per minute containing a YouTube link.

YouTube Video - Twitter in Plain English - <http://www.youtube.com/watch?v=ddO9idmax0o>



MySpace is the leading social entertainment destination. myspace.com

Maximum Marketing on a Zero Budget | Copyright 2011, 2012

MySpace has 125 million uses and is a social networking service owned by Specific Media LLC and pop star Justin Timberlake. MySpace is the leading social entertainment destination for music, movies and other media powered by the passion fans. Over 625 sites use MySpace.

When using electronic communication (posting content online), use the following rules.

- Replace any text talk with proper words – don't assume everyone knows exactly what your acronym means. Example: b4 = before, b/c = because
- Keep your reading level at or below that of a high school student
- Steer clear of any phrases/messages that could easily be taken the wrong way
- Do the "ego test" – Don't spend too much time talking about yourself. Your message should be about your reader not you.
- Add value
- Before hitting the send button, read over your message, use check spell
- Don't say anything that you don't want plastered on a billboard with your face on it
- Don't respond to anything when you are emotional. Think about the potential exposure you may be giving a negative person. Example: You have 25,000 followers on Twitter and some someone else has 300 followers. The moment you engage that person publicly in your tweets you are potentially exposing them and the remarks to the internet at large. All tweets are public.

Think about what your relationship marketing goals are and how connected you want to be. To manage all your social media, consider the following assistance sites:

- www.TopRank.com – all-in-one platform that allows you to manage different accounts
- www.TweetDeck.com
- www.Nerdist.com – integrate your mobile device
- www.Hootsuite.com

Use the 70-20-10 Rule to Engage

Engaging does not mean broadcasting your latest sales throughout Twitter or blasting an email to your LinkedIn followers that touts your services... If in doubt, follow the 70-20-10 rule. Simply stated - 70% of the time you are engaging with others by conversing, re-tweeting, answering questions, or posting questions of your own. 20% of the time you are adding information and relevant content. 10% of the time you can share what it is you do, and information about your business.



Email

Email marketing will grow to \$1.3 billion by 2014. With over 300 billion emails are sent daily. 2011 had 3.1 billion users and it is expected to grow to 4 billion by 2015.

Do all of your follow up e-mails have a *"P.S. Let us help you locate and create your American Dream Home"* at the bottom of them? That's a missed opportunity to collect immediate feedback. Take it one step further and send your customers a survey, but don't make it too complex or they will not find the time to complete it. Simply ask, "Would you recommend us to your friends? Please explain your answer." It's that simple!

Personalize the Subject Line

Subject lines containing the first name of the subscriber always perform better than e-mails without. You can also include other subscriber details such as special offers, purchase history or products of interest. Include other names that recipients would recognize, like the name of your company or an editor's personal name. Personalized subject lines can help increase open rates up to 64 percent; don't miss out on an easy addition.

Email Campaigns – Auto-Responders

Take advantage of a short cut in your email campaign. Auto-responders are prewritten emails. Set up an auto-responder series that will send out your email message according to predetermined cycle that you only have to set up once. You can also set up multiple follow-up messages or another email message after receiving a reply.

Resources

- www.pinpointe.com/products/product-tour/auto-pilot-campaigns
- <http://go.icontact.com>
- <http://www.youtube.com/watch?v=A2gdipxmpRM>

Create a Feedback Loop

There are many types of feedback tools, so I've separated them in 2 categories: what are your visitors **saying** and what are they **doing** on your website.

Resource

- www.appnitro.com - Appnitro Mach Form - \$39
- <http://motigo.com> - Web Stats, Guest Books, Calendars, Forums, Short URLs
- www.onedesk.com
- www.ccmeto.com - With a simple click, send you can send yourself a note or piece of website. Include text, images or entire articles. Everything keeps its original format and styling.

Most customers only complain when they are having a truly horrible experience. There are many more that don't speak up, despite their experience with your business being merely "meh." Those are the ones you need to encourage to provide feedback. By doing so, you'll also likely hear from all those customers that think you are simply great.

Resources

- www2.ratepoint.com/landing/lunarpages – Free for 60 days.
- <http://getsatisfaction.com>
- <http://uservoice.com>
- <http://www.google.com/moderator>

Web Based Communication



Virtual Event - Webinars – Webcasting - Auto Conferencing

Virtual events are some of the hottest developments in the online business world. Offering a number of advantages over traditional marketing methods, such events can benefit your business in many different ways. Virtual event is a gathering of people sharing a common virtual environment (computer and internet) on the web, rather than meeting in a physical location.

When you consider your minimized travel, location expenses and food for presenters and participants, your event costs can actually be reduced by utilizing a virtual event to broadcast your message.

All you need is your PC, a webcam and access to the internet to connect face to face with your audience. Webinars, webcasting and auto conferencing can take you to your customers and clients with the greatest comfort and convenience making participants unaware of other participants in the same meeting. Not only is it possible to use the internet for the sole sake of presenting central information to a wider audience, but multiple web based communication options can be conducted on the same platform, enabling conference events from several distant localities. Possibilities for live streaming not only on personal computers and laptops, but on cell phones and mobile devices, opens up your potential to a wide array of possibilities.

It's no secret that running a business these days is challenging. Costs are rising, lower margins are becoming a fact of life, and the public doesn't seem to be buying as much as they once did. In any environment, companies need to reach out to their customers, train their workforce and communicate their message, and many would argue that in these difficult times, getting your message heard is more important than ever.

The term **webinar** is short for web-based seminar, a presentation, lecture, workshop or seminar that is transmitted over the Web from the speaker to the audience with limited audience interaction. It can be pre-recorded or live event and incorporate a PowerPoint presentation as well. Webinars are best when you have lots of information to communicate.

In the same way that video technology has proven itself to be an effective way to distribute training and corporate communications messages, webcasting has proven to be an equally efficient way to take your event, and deliver it online to your desired audience.

Today's video production techniques combined with online video streaming provides a practical and affordable solution to what used to be an expensive and cumbersome process. Combine that with an audience that is increasingly comfortable viewing media on their desktops, and it is easy to see why online video is becoming very prominent, and webcasting your message is the perfect vehicle.

Webcast Messaging is an application that incorporates e-mail, HTML, video, and professional broadcasters to deliver a more compelling message to your database. It was designed to aid sales people in promoting their services and products, but priced to allow them to use it every day in their sales efforts.

A webcast is a video production that can be streamed or archived on the World Wide Web. It may be prerecorded or streamed to viewers on a global scale. Unlike a webinar, a webcast is a one-way means of communication, and therefore is often less targeted to specific users, but meant for a wide range of potential viewers. Although there are some costs associated with webcasting, such as bandwidth usage, webcasting can actually provide a revenue stream and return on investment by using easily integrated features, like pay-per-view and page sponsorship. Creating an "on-demand" version of your event further reduces scheduling conflicts and the viewer can watch at their convenience.

Webcasting or Webinar - Is There A Difference?

Webinars and webcasts have truly come into their own as effective marketing and communications tools. Both have become essential components of the online business experience, although there are still many people who are unaware of their differences. In fact, the two terms are often used interchangeably, although there are significant differences between them.

"Web conferencing" is often used as a sort of catchall term that refers to all web-based platforms for collaboration between two or more people. This definition may cover webcasts and even webinars, depending on the context.

However, the term "web conferencing" is more appropriately used in reference to the interactive teamwork between people in the same work groups, as in the case of online brainstorming sessions between coworkers who are planning a business strategy or new product design. Most web conferences generally have only a small number of participants, with 15 being about the maximum. Web conferences also usually allow—and even require—everyone to ideas and/or information.

Now here is where the lines are drawn. In a "webcast", information is shared to a large audience via the Internet. In some cases, this may consist of nothing more than an audio stream, or it may include visual content such as PowerPoint slides, video and even live software demonstrations.

Tele Conferencing

Hold your conference call at any time without making a reservation. Simply due to costs, teleconferences are frequently limited to audio links (telephone or computer-based). There are many audio conferencing services out on the market today. Prices also vary widely, and since all audio conferencing companies charge per minute per participant making the wrong choice could cost your company thousands of dollars each year. Some companies use traditional telephone bridges while others use VOIP telephony technology. Quality and reliability should be considered just as much as pricing when making your audio conferencing decision.

Resources

- <http://webcastmessaging.com>
- <http://www.citrix.com/English/ps2/products/product.asp?contentID=13976>
- <http://www.gotomeeting.com/fec/webinar>
- http://www.gotoassist.com/remote_support
- <http://www.adobe.com/products/adobeconnect.html>
- <http://www.conferenceplus.com/conferencing/audio>
- <http://www.accuconference.com>

Ways Virtual Events Can Be Beneficial To You

- They enable you to reach a wider audience quickly and easy
- They are generally inexpensive
- They do not require you to travel. Since they can be accessed from anywhere, you can attend a virtual event from your own home or office.
- Virtual events can be recorded and archived to use them for whatever purposes you see fit at a future date

- They can help you generate leads. These events enable you to collect information from your attendees for follow up.
- They provide you with instant feedback. With the use of tools such as polls and surveys, you will gain valuable information with regard to what the participants think about the event.
- They enable you to share documents and other materials more easily
- Virtual events are better on the environment since they use fewer resources
- They help increase your revenue, by giving you more opportunities to sell your products and services
- Virtual events enhance productivity by allowing your staff to spend more time in the office instead of planning and traveling



Voice Mail Messages

A proper voicemail greeting can make a positive impression on your callers or it can alienate them before you even speak to them. Limit your message to 30 seconds and direct them to your website or email address for additional assistance. Change your message frequently.



Jigsaw - Jigsaw is a prospecting tool used by sales professionals and provides business directory, contacts and company information. jigsaw.com

- **Flickr** - Flickr is almost certainly the best online photo management and sharing website. - flickr.com
- **Viadeo** - 40 million people, 2,700,000 companies, manage your business network - viadeo.com

craigslist www.craigslist.org

With Craigslist it's very quick and easy to post your listings, so make sure to do so as soon as they are available. Craigslist users can easily search for the types of properties they are interested in, so make sure to use interesting, detailed descriptions, catchy images, and enticing marketing copy in the subject line of the ad you run. You can also post events like any open houses, seminars, charity events, or other types of meet-and-greets you do. Craigslist has expanded to more than 700 local sites in 70 countries, with more than 20 billion page views per month, 60 million US users and about 50 million new classified ads are placed each month. Languages include English, French, German, Italian, Portuguese and Spanish.



iContact – www.icontact.com

For about \$10/month, iContact currently lets you send up to 5 blasts to up to 500 email contacts. Imagine the increases in brand recognition, visits to your website (and other online entities that you mention in your messages, and dialogue with existing and potential clients that could occur if you use this platform wisely. The program makes it easy to manage every aspect of your email marketing campaign, from template creation to timing each blast for high deliverability.



Google Knol - A Unit of Knowledge – Share what your know! knol.google.com – <http://annotum.org>

Unlike Wikipedia, which seems to have a very harsh editorial review process that can make adding even non-commercial content nearly impossible, Google Knol is a great place to demonstrate your authority as a real estate professional in your local market. Simply think up some common questions your clients have about your particular market, and then see what is in Google Knol. If it's not there, then add it in the most descriptive and eloquent way possible.

Any link you include to relevant resources on your website will be nullified for SEO purposes, but you still could get valuable traffic to the website that way if your post is effective.

Anyvite - <http://anyvite.com>

Anyvite is an online invitation system which is much simpler to use when promoting and tracking anticipated participation in your open houses, speaking engagements, and other types of meet-and-greets. It literally takes minutes to set up your first event, and the interface makes it easy to manage your email contacts into groups.

Digg - <http://digg.com>

Here's your open invitation to go read as many interesting real estate and lifestyle related blogs and websites as possible, and assemble a collection of them that you would like to organize and share with your existing and potential clients. Digg, one of the most popular social bookmarking sites, is built around the idea that what one person finds interesting another person might also really dig... so find 50 or so sites, articles, videos, and blog posts you enjoy and find relevant to your market's real estate or lifestyle and then organize them accordingly for your Digg followers.

Google Analytics - <http://www.google.com/analytics>

Enterprise-class web analytics made smarter, friendlier and free. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.



QR Code – Quick Response Code – What's a QR Code?

A QR Code (it stands for "Quick Response") is a cell phone readable bar code that can store website URL's, plain text, phone numbers, email addresses and pretty much any other alphanumeric data. Market your property with a **QR Code**. Storing up to 4296 characters they are internationally standardized under ISO 18004, so a QR code is a QR code all over the world - they've been big in Japan forever, broke into Europe and the UK a few years back, and are now getting real traction in USA. You can use QR codes that link to a web page, text, phone numbers, or SMS.

Creating a mobile barcode is easy. Select what kind of barcode you want to create (QR Code or Data Matrix), then type in the web address (URL) or text you want to encode, and watch the mobile barcode being created, instantly. When you're finished, give it a title, and then scan, print or save it for personal, non-commercial use.

Applications for QR Codes

- **Sharing** – There’s no limit to how, or even how much, you can share with QR codes. While a video or landing page is easily shared, you could go further and share an entire eBook and even multiple pieces of content that share a common link.
- **Community** – Sharing is how you build community, and one of the favorite arenas for doing this is Facebook. You can use <http://www.likify.net> Likify to create a QR code that links your mobile device to a fully functioning LIKE button for your Facebook page. This greatly simplifies the process of merging your other communities with your Facebook page – and it is all accomplished in one click. Additionally, the accompanying signature “thumbs-up” clearly suggests the purpose of the code.
- **Calls to Action** – After building a community, the next logical step is to mobilize them to take action. What are you trying to accomplish? You can alternate special offers by simply linking your QR codes to new landing pages, and you can combine them with email opt-ins to build your list.

Resources

- qrcode.kaywa.com, a site created by Datamatrix, which is another pioneer of 2D codes
- <http://keremerkar.net/qr-code-and-2d-code-generator> has even greater capabilities, including customizing the color and format of your codes

QR code Readers

- The QR code reader app that works well on an iPhone is www.i-nigma.com, which claims to be the most widely used reader in the world. It accommodates virtually any type of camera phone.
- For the android, try Barcode Scanner.
<https://market.android.com/details?id=com.google.zxing.client.android&hl=en>
- If you already own the popular price-checking app <http://redlaser.com> Red Laser, they’ve recently adapted their technology to accommodate QR code reading.



Mobile App

App stands for application and is used to describe internet applications that run on smartphones and other mobile devices. Apps enhance visibility help users by connecting them to internet services for instant information. Apps work much like user-installed software on a computer and allow the phone to perform specific tasks that the user wants or needs. Users sometimes pay a small fee for the use of an app, which is downloaded directly to the phone.

According to the study, created by Chetan Sharma Consulting, mobile app downloads should jump from 7 billion in 2009 to almost 50 billion in 2012. By this time, the market will be worth 17.5 billion dollars, the study predicts, despite the expected lower price of mobile apps, which should drop from the current average of 2 dollars pre app to 1.5 dollars in 2012.

A study from the Pew Internet Project illustrates just how rapidly consumers are embracing applications on their mobile devices. Of the 82% of U.S. adults who are now active cellphone users, 43% now have apps on their phones, and more than two-thirds of them use those apps regularly. In other words, 24% of the U.S. adult population actively uses apps, the study estimates.

12-27-11 According to new data from Benedict Evans for Enders Analysis, the number of monthly active users of Facebook's mobile apps recently passed the 300 million mark.

This is primarily due to heavy use of the iOS and Android apps, but it also takes into account apps that run on BlackBerry, Symbian, Windows Phone, iPad and feature phones. That number equates to roughly 40% of Facebook's currently disclosed 800 million active users.

The desktop will not die or become irrelevant for the average computer user. The average user will not want to trade down to smaller screens, crappy sound and lack of tech support. Having lots of apps are nice, but many cannot afford the device to run them on. As time continues on, they will become cheaper and if there was ONE handy device or just TWO as the case may be, i.e., a Table and a phone, both of which could fit in a small travelling bag, why not. Together it will be a time saver, convenient and eventually it will be cost effective.

Resources

- www.apple.com/iphone/features
- <http://itunes.apple.com/us/app/realtor.com-real-estate-search/id336698281?mt=8h>

Find more homes for sale on your iPad, iPhone or iPod Touch with REALTOR.com® – the #1 real estate site. REALTOR.com® has more listings and updates them more often (every 15 minutes) than any other site. Features include: map search, saved searches and listings synchronized with the website, private ratings and notes and the ability to share listings with your friends, agent and social network.

Create your own iPhone, iPod and iPad compatible apps for free.

- <http://www.createfreeiphoneapps.com>



Text Messing – Easy Mobile Marketing - <http://qittle.com>

Text messaging, or texting, refers to the exchange of brief written text messages between fixed-line phone or mobile phone and fixed or portable devices over a network. While the original term was derived from referring to messages sent using the **Short Message Service (SMS)**.

With recent mobile technology studies showing that over 95% of text messages sent through cell phones are read within minutes of receipt and more than 200 million people utilizing this platform of communication. Text messaging offers businesses a completely new and effective way to communicate with a broad range of prospective clients on a massive level. According to the ABI Research, consumers in 2011 sent a total of 7 trillion SMS messages.

The List of Chat Acronyms and Text Message Shorthand - <http://www.netlingo.com/acronyms.php>

With more than 82 million people texting regularly, it's no wonder you've seen this cryptic looking code! Commonly used wherever people get online -- including IMing, SMSing, cell phones, Blackberries, PDAs, Web sites, games, newsgroup postings, in chat rooms, on blogs -- these abbreviations are used by people to communicate with each other. The actual definition of an acronym and text shorthand is here.

Responding quickly to the potential buyer's phone call is more important than ever. Realtor.com conducted a study of 20,000 agents where they monitored their phone calls to see what consumers did in various situations. The results paralleled a study conducted by MIT on Web response time and lead conversions. According to the MIT study, Web marketers who responded to leads within five minutes had a 79 percent lead conversion ratio. The lead conversion ratio dropped to 34 percent if the response took 30 minutes.



Google Voice - <http://www.google.com/googlevoice/about.html> - Never miss a call again!

When buyers and sellers call, they want an answer now. So what is the answer, especially if you're in a situation where you can't respond immediately? One solution is Google Voice. Google Voice uses a single number that rings you no matter where you are. Free US long distance. You can choose a new phone number or use your existing.

You can tell the system to ring you on your cell phone, at home, or just about anywhere else for that matter. The system also transcribes your messages and delivers them to your inbox. You can also opt to receive the messages as an e-mail. Some companies have call centers that field the calls. If the listing agent is unavailable, they can route it to another agent who is available and can answer the caller's questions.



Yard Signs

Industry studies have found that yard signs with a real estate hotline or listing information phone number deliver **three times more calls** than standard yard signs.

- www.ihouseweb.com/Products/ConnecTel
- <http://grasshopper.com/toll-free-numbers-for-real-estate>



Turn Your Incoming Calls into Leads



Maximize your inbound telephone calls from your marketing campaigns by capturing each and every lead. Create a direct response program with "Call In" sign rider information phone numbers with designated extensions. Record and deliver real time property details to the consumer. Each extension will notified you with instant caller information so you can quickly follow up.

Resources

- www.callcapturehotline.com
- <http://877infoonline.com>



- www.vobre.com/index.html, 800-345-6228

- Transaction Management
- Digital Faxes
- 800 Call Capture
- Professional Website
- Virtual Tours



Click-To-Call – Talk to your web visitors.

Add a “click-to-call” interactive button to your website. **Click-to-call**, also known as **click-to-talk**, **click-to-chat** and **click-to-text**, is a form of Web-based communication in which a person clicks an object (e.g., button, image or text) to request an immediate connection with another person in real-time either by phone call, Voice-over-Internet-Protocol (**VoIP**), or text. Click to talk requests are most commonly made on websites but can also be initiated by hyperlinks placed in email, blogs, wikis, flash animations or video.

Resources

- www.zifftalk.com/signup.htm
- www.callonclick.com - \$9.99
- www.clicktocall.eu/about.php



RSS (Really Simple Syndication) Feeds

Have systems in place for the public to obtain up-to-date easy accessible information daily - RSS stands for ‘Really Simple Syndication’ and is a technology that is being used by millions of web users around the world to keep track of their favorite providers of news and industry information. If your favorite sites make their content available as "RSS feeds" and thousands of sites do. You can publish an RSS feed or republish other sites' feeds on your website. Provide fast and convenient information at your website as a central source for real estate -related information. The quickest way to stay updated with local and national news is to incorporate RSS feeds at your website. Visit: FHA.gov, Realtor.org, Fanniemae.com, Freddiemac.com

Look for these icons at your favorite sites:



MLS

Maintain your MLS and all listing sites with up-to-date accurate pictures, pricing, driving instructions, etc. Subscribe to industry publications and magazines, become active at your local real estate board, and join the National Association of Realtors. www.realtor.org



Free Wi Fi

You'll find all the free Wi-Fi you need. It also supplies addresses, so you can map the locations ahead of time with a service like Google Maps.

- www.wififreespot.com
- <http://v4.jiwire.com/search-hotspot-locations.htm>
- www.connectify.me, (415) 874-8035
- www.connectify.net/network_channels.html

Before you set off, pay a visit to JiWire's Wi-Fi Finder. It lists more than 680,000 hot spots worldwide. That makes it a great site for international travelers, too. You can find free and paid Wi-Fi hot spots in the database. Of course, free spots are always your first choice. But you'll want to look at the paid hot spots, too, and find out who offers the cheapest choices. It's good to know for when you find yourself in an area without free options.



Turn your Windows laptop into a mobile hot spot

Windows 7 made quite a few improvements on the networking front. It is easier to join networks and share content. Plus, it has better support for wireless networks. Microsoft also added a feature called Wireless Hosted Networks. This lets you turn your laptop's wireless adapter into a virtual wireless router. In other words, any Windows 7 laptop with Wi-Fi can become a wireless hot spot!

To fully take advantage of this feature, you'll need some software. That's where Connectify comes in. It helps you set up a wireless network in a few clicks. This is great for occasions when you need wireless access without a hot spot. For example, you may be at a hotel that only has wired connections. This will let your Wi-Fi gadgets access the Internet. The free version of Connectify works well for creating a basic Wi-Fi network. It also works in a limited fashion on Windows XP and Vista systems.

There is also a paid version with more advanced features. For example, that version allows you to share Wi-Fi from a cellular network. It enables you to turn your laptop into a wireless repeater. You can even extend the range of your home wireless network in a snap. Just set the laptop in a room away from your wireless router.

Resource

- www.connectify.me - Windows 7; Limited Windows XP and Vista support



Communicate, Show and Share

- [Blogger](#) - Share your life online with a blog - it's quick, easy and free
- [Calendar](#) - Organize your schedule and share events with friends
- [Docs](#) - Create and share your online documents, presentations and spreadsheets
- [Fusion Tables](#)^{New!} - Visualize, combine, host, and share your data tables
- [Groups](#) - Create mailing lists and discussion groups
- [Knol](#) - Share what you know
- [Google Mail](#) - Fast, searchable email with less spam
- [Orkut](#) - Meet new people and stay in touch with friends
- [Panoramio](#)^{New!} - Explore and share photos of the world
- [Picasa](#) - Find, edit and share your photos
- [Reader](#) - Get all your blogs and news feeds fast
- [Sites](#) - Create websites and secure group wikis
- [SketchUp](#) - Build 3D models quickly and easily

- Talk - IM and call your friends through your computer
- Translate - Instantly translate text, web pages, and files between over 50 languages.
- Voice - One number for all your phones, online voicemail and cheap calling
- YouTube - Watch, upload and share videos
- Go mobile - Mobile

Get Google Products on Your Mobile Phone

- Maps for mobile - View maps, your location and get directions on your phone
- Search for mobile - Search Google wherever you are

Georgia Real Estate Commission

Social Media Reminders...

Social Media can be a great tool for Real Estate professionals. Its popularity is indicated by the many training courses currently being offered touting the marketing benefits of blogs, Facebook© and other social media-type sites, and the fact that it provides great exposure at little or no cost.

Any marketing must be done in compliance with the Georgia Real Estate Commission License Laws, Rules, and Regulations.

Ideally, your Sphere of Influence is all those people in your personal and professional life that you know on some level. Each person's sphere of influence list is unique and reflects one's life experiences.

Anyone using social media and other features of the Internet has no doubt expanded his/her sphere of influence dramatically. Newly licensed salespersons are often taught to identify that pool of contacts as potential clients and customers.

Therefore email broadcasts, personal web sites, and various social media tools have helped the new agent introduce themselves to the market. It is human nature to want to do business with people you know and trust.

Clearly, technology makes it easier to communicate and manage contacts and information. The key is that licensees must be aware that basically everything regarding real estate activities that he/she does or puts in writing must be in compliance with the License Laws, Rules, and Regulations. The Broker must develop and implement policies and procedures that will ensure compliance by the licensees affiliated with his/her firm.

The following lists a few reminders of **what NOT to do** when using social media either personally or in your professional real estate activities:

- Don't give advice concerning real estate matters to friends and contacts without establishing a client agency relationship first. You may inadvertently establish an agency relationship.
- Don't blog by giving your opinion about specific real estate situations, transactions, or properties.
- Don't advertise a listed property without meeting all advertising Rules and Regulations, such as failing to include the firm name and phone number as it is licensed with the Commission in the same or larger size print as your name. When telling your friends on Facebook© about a listed property you have for

sale, you must still include the firm name and phone number information as you would in any other advertisement or marketing piece.

- Don't criticize other real estate licenses or other real estate firms.

Marketing Audits

A marketing audit is a review approach that helps reveal the strength and weakness of your marketing programs, processes and practices. Decide how you are going to measure your progress and determine whether your campaign is working. Set up goals and measuring criteria. By identifying and reviewing key performance indicators, you can choose the marketing interventions required to ensure peak marketing performance. You can develop a high-impact loyalty program that delivers ongoing value to the public with repeat visitations.

There are many social network monitoring tools available, some free and others you have to pay for. Here are the best of them, five that you can use at no cost, and five which come with all the bells and whistles and are worth every penny you pay for them:

If you're looking for a free version, try:

- **www.Socialmention.com** - This site specializes in real-time search and analysis for social media. You can set up alerts with keywords or your company name and receive daily emails on how many people are looking you up or tracking you online. There's also a widget you can download to receive alerts in real time. The advantage of email alerts is that you have a history of your tracking records to perform comparative analysis from week to week or month to month.
- **www.Twazzup.com** - This site is simple to use and you don't have to download anything to your computer. All you need to do is type in keywords of interest and watch what people are saying about you online (websites and blogs) and on Twitter.
- **<http://addictomatic.com>** - One of the best free social network monitoring tools, this site generates results from Twitter, Friendfeed, Flickr, Tweetmeme, Yahoo Web Search, Bing, Google Blog Search, WordPress, Wikio, YouTube, Ask.Com News, Truveo Video Search and Blinkx Mainstream Vid News. The layout is neat and you can easily see which site generates the most mentions.
- **www.HowSociable.com** - With HowSociable, you can gather metrics from Facebook, YouTube, Google, LinkedIn, MySpace, Yahoo, Wikipedia, Digg, Ning, Xing, Vimeo Videos, Reddit, Bebo, FriendFeed and many other social networks. It provides a visibility score that you can use to grade performance and also allows you to keep track of your metrics through email alerts.
- **www.GoogleAlerts.com/alerts** - One of the earliest monitoring tools, Google Alert allows you to set search terms, how often you want to receive notifications, what kind of results you want to see (best match or random mentions), and what kind of sites you want to monitor.

Notes:

Thank You for Attending Today's Class!

Cathy McDaniel
Educator, Author
My CE Class, LLC
cathy@cathymcdaniel.com

404-550-0775 Cell www.CathyMcDaniel.com