

Direct Response Marketing, and Internet Squeeze Pages



Direct Response Marketing is the most effective way of connecting with potential **Real Estate Sellers**. What do Sellers want from the Internet? How do good Real Estate Agents create marketing pieces that not only inform but also lead to a **Seller's Action**? What are the Ingredients of a Good Internet Marketing Direct Response Campaign? What are examples of marketing pieces, once integrated, generate inquiries for appointments with the best agents? And finally we will learn to Role of **Squeeze Pages** and Lead Capture.?

► Handouts

- Please make sure you are in **possession** of today's Handout. They are available the morning of the Live Session;
- There are **blanks** that you will need to fill out – the text that appears on the screen "**Red and Bold**" is what you are supposed to write;
- Please **be engaged, interact, ask questions** – and trust yourself and your ability to learn. The Notes you take during the class are more important than the Handout I give you;
- Try your best to **apply** what you learn as quickly as possible; and use the **How-To Videos** to reinforce your learning

► Big Picture – Reflect on this thought:

- _____ – I think I can, I think I can; 50% of your success threshold can be overcome by _____
– PS: Thinking 'you Can't' stops you from growing and flourishing!



► Business Reality

- Each one of you is in Business for Yourself – Remember: " _____
_____!"
- Those of you who carry a _____ have better control over your income; have higher Real Estate Activity; and more than anything tend to get listings by the sheer fact that you have them;
- Your Goal is to seek to carry between 8 to 15 Listings at all times – this will translate into a meaningful _____.

► Business Reality



- Ground yourself with a Clear _____;
- Surround your Strategy with _____;
- Implement your Strategy with the Right _____;
- Connect with the right _____, customers, and colleagues;
- Enhance your Strategy and continue on!

► Consider this thought

- “Top Producing Agents let other agents in their MLS _____ their Listings!”**

► **Time for Reflection** - *Take a few minutes and write down all the thoughts that come to your mind...*

- What **Activities** or **Tasks** in Your Real Estate Business **Stress you Out**?
- Why** do you think these occurrences **Stress** you out?
- What is your **Definition** of **Real Estate Success**? Do you **feel** that u are **on track** to achieving it?

► Image Marketing

Most of us are familiar with **Image Marketing**; it goes by the name of _____ and is used effectively by companies like Apple, Coca Cola, Budweiser, Google, and relies heavily on repetition and high volume placement in multiple channels like TV, Radio, Print, Web, etc...

► Real Estate Branding

What is one of the best Local image branding for a Real Estate Brokerage?

Listings create the highest brand following in local markets;

A distant 2nd are _____.

► What is Direct Response Marketing

Direct Response Marketing, is Marketing designed to _____ and _____ prospects to take some _____, such as picking up the phone and calling for more information, placing an order or being directed to a web page.

► Examples of DRM - You are familiar with most of them...

Direct Mail to a targeted group of people;

_____;

Door Hangers; **Regular** _____;

Special Offers on your website, etc...

► Let's Try this Definition of Direct Response Marketing

Direct Response Marketing in Real Estate is the process of creating _____, postcards, newsletters, door hangers, and flyers with a _____ that _____ and compels prospects to _____ such as going to a specific web page within your website

_____ and you end up with a lead, and they end up with important information, giveaway, or solution.

► **The Main elements of a Successful Direct Response Marketing Campaign:**

1. _____: Your mailers need to go out regularly and consistently without fail – as well as look the same;
2. _____: You must specialize;
3. _____: Compelling Message that reads easily;
4. _____: Third Party testimonials especially with pictures are very compelling

► **1. Consistency**

- Your Mailers, Postcards, Newsletters, and local advertising must have a _____;
- Avoid over experimentation with design and try to use the same photo and logos across all your platforms – in essence once you come up with a specific look stick with it. **Consistency of Style, Color, Photo, and Header.**
- The _____ of your mailers and ads need to also be consistent – don't jump around neighborhoods; select your farm areas and consistently mail them...

► **2. Become a Specialist**

- You want to become the _____ in your Farm Areas and your visibility will start with your mailers;
- This Specialization will then become enhanced as you start gathering momentum and getting listings – because _____ will then sell you better than just your mailers;
- The best way to show that you are a Specialist in a Specific Neighborhood is by having the _____; ...

► Sample Cards



► 2. Become a Specialist


- Becoming the local Real Estate Specialist needs to be reflected in all your Direct Mail, Postcards, Open Houses, Just Listed, Just Sold, Newsletters by integrating a **header** with the _____, Farm, Area, or Niche Market;
- Generic Real Estate Marketing will _____ your effectiveness.

► 3. Messaging

- You must enhance your Mailers with compelling reasons for the consumer to _____;
- You must recognize that Sellers and Buyers are shying away from picking up the phone to talk to Salespeople;
- Start Thinking in terms of _____ in your Website that offer real solutions –
Note: I will cover how to create Squeeze Pages just a bit later.


► Sample Cards

My Realty Office
123 Main Street
City, State 91234



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Susan Smith
Realtor
910.555.1212
Susan@SusanSmith.com
www.SusanSmith.com



SAMPLE

My Realty Office
123 Main Street
City, State 91234

"Learn The 7 Truths Home Appraisers don't tell you about your Home in Charleston SC!"



FREE, No Obligation Report
at <http://goo.gl/3Da0Q>
or scan QR Code.

Note: URL is Case Sensitive!



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Susan@SusanSmith.com
www.SusanSmith.com



SAMPLE

My Realty Office
123 Main Street
City, State 91234

"Learn the 10 Important Features Home Buyers are looking for in Hendersonville NC!"



FREE, No Obligation Report
at <http://goo.gl/3Da0Q>
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Note: URL is Case Sensitive!



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SAMPLE

My Realty Office
123 Main Street
City, State 91234

"6 Local Real Estate Trends Home Sellers Must know before listing in Happy Hollow!"



FREE, No Obligation Video
at <http://goo.gl/3Da0Q>
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SAMPLE

My Realty Office
123 Main Street
City, State 91234

"12 Minor Home Repairs the Pros Recommend Before Listing your Home in Plano TX!"



FREE, No Obligation Report
at <http://goo.gl/3Da0Q>
or scan QR Code.

Note: URL is Case Sensitive!



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SAMPLE


My Realty Office
123 Main Street
City, State 91234

21 important Questions you Must ask a Realtor before listing your Home in Franklin TN




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SAMPLE

► 4. Testimonials

☐ Consumers _____; it gives them the peace of mind that they are not being experimented on by a new agent; or worse a bad agent;

- You **must collect testimonials** – video Testimonials are best; written testimonials are good... _____ with embedded or shared testimonials create the best validation;
- Find a way to integrate all of your Direct Response Marketing Mailers & Newsletters with Testimonials.

► Sample Cards



► Remember these 4 ingredients

- Make sure you always integrate these 4 main ingredients in all your Direct Response Marketing Mailers, Ads, Flyers, Postcards, Door Hangers, etc...:**

1. _____: Your mailers need to go out regularly and consistently without fail – as well as look the same;
2. _____: You must specialize;
3. _____: Compelling Message easily read
4. _____: Third Party testimonials especially with pictures are very compelling

► What are Squeeze Pages?

- A Squeeze Page is a Web Page made up of _____ that visitors will **fill out** to get something in return;
- You see them deployed all over the internet and most of you have them in your website already.
- Example: <http://www.tonylasswell.com/free-market-analysis/>

► **Main idea**

You must have _____ in order for your Sellers to give you their information

So what do Sellers want?

They don't always want the plain truth; they want to hear that their property has a higher value than it really does;

Your job is to seek an appointment and discuss pricing _____ –
_____!

► **Specific - The more specific your Squeeze pages the higher the return**

If you are farming an area that is called Rosman NC, create a Squeeze Page that says _____;

Targeted marketing means that you have something in _____ with your customers and that you know the area well...

► **There are 4 important Elements to an Effective Squeeze Page**

_____; Your main message will make or break your form

_____ of benefits; 3 or 4 – or Video;

_____; localized;

_____; Keep them short and few.

► **The Headline is where you will gain or lose your Web Visitors;**

It must grab their attention and either engender _____, and or the promise of _____ higher value or Service;

It cannot be general – must be specific to the area you do business; either at the neighborhood level or the City Level – rarely larger than that.

► Sample Headlines

- 11 Things you MUST know before listing your Home In Hendersonville NC;
- 12 Must-Do Repairs that could add Thousands \$ to your property Value in Asheville NC;
- 14 Things you MUST know about the listing Process in Beaufort SC that only the Pros know;
- 9 Truths Home Appraisers don't tell you about your Home in Charleston SC;
- 12 Important Features Home Buyers are looking for in Hendersonville NC;
- 7 Local Real Estate Trends Home Sellers Must know before listing their home in Columbia;

► These Buzz Words need to find a place in your Bullet Points.

- _____: This word is very important in Direct Response Marketing and creates Reciprocity;
- _____: We are in the business of appointments;
- _____: These types of Buzzword are very important and you must abide by them.

► The Order

- The form needs to start with a clear signal that they wish to receive the information with _____ (Yes);
- Ask for their information like name, email, and phone number **towards the _____ of the form – not first;**
- PS: _____ ever ask for such things as Social Security Number; Date of Birth; Age; etc...
Way too personal and will scare your visitor.

► Squeeze Pages Video

- This is a How-To Video that will show you step by step how to **build a Squeeze Page using the iHouse Platform;**
- Here is the URL: <http://bit.ly/Squeeze-Web-Pages>

It is also in the “**Members Videos**” Section;

This video does require a Password; you have to be a **full Member** of the site and ask your broker for the password; it is the same for **downloading iF101 Handouts**.

► Your Value

The Value of a Real Estate Professional is centered around their Knowledge and Expertise – _____ Knowledge!

You are in essence an educator, a teacher, a source of knowledge about the Local Real Estate Market and its Trends – and you **MUST** _____ it!

► Newsletter

Greg sends a customized Newsletter every **6 weeks** that he puts together with his admin; he then sends it to his printer to print about 2,000 **B/W** on Color Paper;

He has Niche Markets in a couple of Zip Codes and uses the post office _____ which cuts his postage in half;

Let’s look at his **Newsletter** and discuss it...

► Newsletter Notes

Integration of _____ – very important;

Integration of _____;

Integration of _____;

Integration of _____ and _____;

_____ of mailing to the same area and changing the content of his newsletter;

People always comment that think they **saw him on TV!**

Just Listed

6457 Tahoe Ave.
WILLINGTON

Beautiful 2-story home nestled in a quiet neighborhood has wonderful mountain/woods view! Extensive remodelled. 5 bedrooms and 3 bath. There is a bedroom downstairs and 4 bedrooms up stairs. Living room w/ fireplace. Formal dining room. Huge family room with high vaulted ceiling, fireplace & recessed lighting and hardwood floors.

\$369,000

Must-See Listing!
Just wait until you see more amazing photos of the inside...

SEE MORE PHOTOS ON YOUR PHONE!

Happy Hollow Neighborhood

Just Listed

6457 Tahoe Ave.
WILLINGTON

Beautiful 2-story home nestled in a quiet neighborhood has wonderful mountain/woods view! Extensive remodelled. 5 bedrooms and 3 bath. There is a bedroom downstairs and 4 bedrooms up stairs. Living room w/ fireplace. Formal dining room. Huge family room with high vaulted ceiling, fireplace & recessed lighting and hardwood floors.

\$369,000

Must-See Listing!
Just wait until you see more amazing photos of the inside...

SEE MORE PHOTOS ON YOUR PHONE!

Instead of just a generic looking Just Listed Card; we brand our Neighborhood Expertise!

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123 Main Street
City, State 91234

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SAMPLE

21 important Questions you Must ask a Realtor before listing your Property in Happy Hollow TX

FREE, No Obligation Report
at <http://goo.gl/3Da0Q>
or scan QR Code.
Note: URL is Case Sensitive!

Susan Smith, Realtor
910.555.1212
Susan@SusanSmith.com
www.SusanSmith.com

"Susan sold our house and took care of us; very professional! Thank you!"

SAMPLE

Which one has a better chance of resonating?

► URL Shorteners

The cheapest and easiest Way to Integrate with DRM is using _____

They give you a **QR Code** automatically, you can even customize the URL.

Of course you can use bit.ly – but they do not give you a QR code.

➔➔➔ Tweet Assignment

Post a Tweet that includes **your Hashtag** and **#LiveTrainingRE** saying something positive and encouraging about a colleague, or your Broker, or your Administrator, etc...

Come from a place of **Gratitude** NOT Need;

also make sure you add their **twitter handle** (example @zenkey is mine) if they happen to have a twitter account, and to follow them.

→→→ Easy Assignment

Gather all of your current Marketing pieces such as: Mailers, Postcards, Magazine Ads, Flyers, Door Hangers, Business Cards, Signs, Directionals, and any printed Real Estate Marketing pieces;

Study them; and **Share** with a colleague: “How can I enhance them within my Prospecting Commitment?” and “Where do I want to become the local Listing Expert?”

Do Involve your Broker in the process - they have great insights to share with you!

▶ Big Picture – Reflect on your Planning

A **Plan of Action** that resides in your mind is simply a _____ or a _____;

_____ your Plan of Action to Paper; _____ it with your Broker/Manager; Get yourself a _____; then **Methodically and** _____ **implement your Plan;** finally revise and tweak as you go along...

FRSRT STD
ECRWSS
U S POSTAGE
PAID
EDDM RETAIL

LOCAL POSTAL CUSTOMER

POSTAL CUSTOMER

Beaufort's Real Estate Advisor



7 Pennyroyal
Shadow Moss

"Greg found great renters
for our home almost two
months before we moved
out. Thanks Greg for mak-
ing our move so easy!"
Rene Radisill



9 Needlerush
Ladys Island

Rented
Same Day
Listed!!



18 Brickyard
Hills

Ladys Island
"Greg found us a
new tenant in
3 days! Great Job
Greg!!"
Troy Porter



Rented
Same Day
As Owner
Moved Out!!

18 Cedar Creek Circle
Shadow Moss



Ladys Island

"11 years of renting our home,
and only 29 days vacant!!
Extraordinary results!!"
The Liberman Family



"We had our home
with another man-
agement company
for over 2 months
with no success. We
switched to Greg
and he had it rented
in 2 days!"
Mesach Barkley

63 Shadow Moss Dr.

**Upside down in your home? Unable to sell? Have you considered
renting your home?**

Let someone else pay your mortgage until the market recovers!



Call
Greg Ist
843-812-0623



Beaufort's Real Estate Advisor



"Fabulous Service!"

"Greg sold our home in 49 days for 98.6% of the asking price! Great job, Greg! Thanks so much!"
The Lowe Family

HOMEOWNERS

FREE
Over-the-Net
Market Evaluation
of Your Home
Just Visit Our Website

BeaufortRealtyConsultants.com



16 Tips to Sell Your Home Faster and For More Money

1. Spruce up your home and property

Increase your "curb appeal" with a little window dressing and by making those repairs you've been putting off.

2. Clean your room!

In this case, clean ALL your rooms. You wouldn't believe the number of sales that have been lost due to dirty rooms, clutter, stains, and strange odors.

3. Make your home accessible

The more accessible your home is, the more it will be shown and that gives you better odds of finding a buyer willing to pay top dollar.

4. Ask your realtor for tips on how to show your home

Knowing exactly what to say and do when you show your home is crucial. Little details can make a big difference-ask! There are "do's" that may help clinch a deal and "don'ts" that might sink it.

5. Remember-this is business

This is a dollars and cents transaction. Don't allow your emotional ties to your home cloud your judgement.



For a free copy of the "16 Tips to Sell Your Homes Faster and for More Money" report, visit:
goo.gl/ewlGqf

View the accompanying video of how to sell your home faster and for more money!

**For Professional Real Estate Services
and Property Management
Call Greg Bennett at (843) 521-2022**