



Online Marketing for Real Estate Professionals

How to find and impress potential clients in your target area using the internet, online marketing, and outsourcing

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Introduction

Below you will find an inbound marketing plan designed **specifically for Real Estate Agents and Brokers** that has been proven to work time and time again. It's not meant to work overnight. The search engines are smart and they work based on authority... Authority is built over time.

After you've been executing on this plan on a daily basis for a period of time, results will start to flow in and they will multiply. That's the nature of inbound marketing on the internet. Those with patience and persistence win, and they win big. They get clients and phone calls automatically because their systems are working for them day-in day-out.

In the pages below you will find a blueprint for each of the tasks that you should do as often as possible in order to achieve maximum success. This guide was specifically built so that you can pass it off to others to do the work, or you can do it yourself.

Why do I need to focus on online marketing as an agent?

In short, online marketing is the act of **getting your name in front of potential clients** on the internet. It's about becoming an authority in your zip code or city.

Clients prefer agents that have a proven track record. In order to get a proven track record you have to appear to be one of the top agents in your area. You have to be trustworthy and transparent. That means showing up at the top of search engines, review sites, and in general being seen. The more a potential client runs across your name as they are searching for homes or browsing the net, the more likely they'll be to eventually navigate to your site and fill out an interest form.

That's the simple process for how clients are created on the internet. In the pages that follow, I am going to take you through both paid and non-paid options for getting your name directly in front of the potential clients that are looking to either buy or sell their homes.

Creating leverage and outsourcing

Even though this guide is set up in a step-by-step manner so that you can easily complete all the work yourself, marketing on the internet does take work. It takes a lot of work...

My personal specialties over the years have been a mix of marketing and managing remote teams. As my first business was in full swing, I realized that there's just too much to do yourself online and still be effective at your core competency. So I started hiring several remote teams to do smaller marketing related tasks. This made the business take off more and more, and I started to see that the true power (and requirement) is in building systems and paying for others to execute against those systems.

A few years later I set out to build a business that would help others find, manage, and pay the best outsourced employees in the world at extremely low rates. But we didn't stop there, because we're fully aware that the employee in and of themselves cannot be relied on as the "answer". They need consistent management (which we built the software to do), and they also need to understand "what" to do.

The "What"

The "what" to do for Real Estate is defined in the step-by-step process below. It's in a short, direct format so you can easily give it to your outsourced team, or you can even do it yourself in the beginning.

There are several aspects to these tasks but they are pretty simple as long as you are willing to either devote some time to them, or hire someone to do them. The tasks include everything from reaching out to people directly on twitter to placing your ads on the locations where your potential clients are hanging out online. It's all in the guide below.

You're going to learn what is working online today, including:

- Web monitoring
- Social media
- Commenting on Blogs
- Retargeting ads
- Linkedin Groups
- Twitter @replies
- Content marketing and blogging
- Forum posting
- Search engine optimization
- Video marketing and distribution
- Document sharing
- Directories and citations
- Google places

The "Who"

The next question is "who" to hire and this is where the power of outsourcing comes in (because you really shouldn't be doing this yourself, your time is too valuable). The reality is that there are thousands of people trained on how to do all these tasks, but the problem is that there are several thousands of "scammers" out there as well. There are people that unfortunately exist to take advantage of others and no where is this more common than trying to hire an online worker that is in a different country.

Hubstaff solves this problem because we have already found, tested, and approved hundreds of

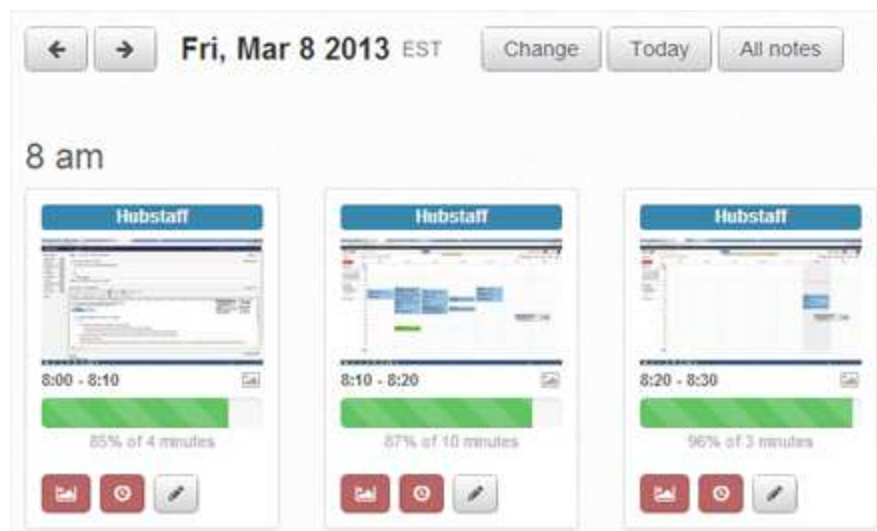
these workers that are exceptional at what they do. They are trained on all of the methods above. Typically the rates for this type of work come in between \$8 - \$12 USD per hour, and the locations of the workers are typically in the United States, Canada or the Philippines. The rates depend on the location and skill level.

The “How”

We’ve also developed systems and trained staff members on “How” to work efficiently and professionally. Our team all uses Hubstaff to track time which means a few things for you:

- You will only pay for the hours worked
- You will have proof of the team working on your projects (screenshots and activity levels)
- Payments to your team will be automatic and simple
- Staff will be trained on the tasks that they will be doing, so they can hit the ground running with minimal involvement on your part.

For every staff member you are going to see a dashboard as shown below, which will show you exactly what’s going on with your team in real time.



Bloggging and Content Creation

Why you need a Blog?

A blog is the preferred platform for a real estate agent because they are so customizable, and easy to maintain yourself. In reality a blog is just a content management platform (web based software that helps you organize your content).

Your blog will be where you are sending traffic to from all the tasks you’ll find below. It’s your lead generator (like a salesperson that doesn’t sleep).

The blog should include your contact information and links to all of your social media outlets. Other than that, it can be very plain. Minimalist is a good thing for a blog. In addition, I will include links to several real estate specific themes for wordpress and tumblr (the two platforms I recommend for your site below).

Think about how you can impress potential clients. How do you get them to trust you? What can you provide as extra incentive to get them to call you? That's what you want to post on your blog. Your best content should be in the form of a book or similar.

Here are the required components that you should put on your site:

- The posts that you create (you'll learn how below) will serve as your "homepage"
- Sidebar - this needs to have a lead generator ("click here for a free market analysis")
- Main Content - the main piece of authoritative content that you'll be driving people to
- About - all about you and what makes you different

The Blogging Platform

[Wordpress](#) - is the recommended platform because it's highly customizable, has a huge community of developers and designers, is easy to understand, and you can post to it yourself. It's also search engine friendly which is a huge part of what you'll be doing.

- Here's a [guide on how to setup Wordpress](#)
- If you don't want to set up wordpress Hubstaff has plenty of talented developers and designers that work on Wordpress exclusively. Shouldn't cost more than around 300\$ to get a fully functional site set up. You can hire them here - <https://hubstaff.com>
- Wordpress will require a hosting account which you should be able to get for around \$5 per month. I recommend going with a simple setup like [godaddy](#) hosting or [hostgator](#)
- Wordpress real estate themes (You'll love these, and you'll love the price)
 - <http://themes.agentevolution.com/>
 - <http://www.premiumwp.com/the-best-real-estate-wordpress-themes/>

[Tumblr](#) - this platform is cool if you want a really quick setup, cool designs, and less ability to customize. Tumblr has two really cool things going for it.

- First, it doesn't require hosting (tumblr hosts your site)
- Second, you can use your own domain (go to godaddy.com and purchase your name or a keyword based domain)
- [Tumblr Real Estate Themes](#)

One-Time Tasks

Set up web monitoring (Google Alerts)

The idea here is to sign up for [google alerts](#) that involve real estate in your local area. These alerts will keep you up to date with all the links that are going out on the internet, what competitors are doing, and how you can do the same. You or your marketing assistant will be using these updates later in one of the recurring tasks. You can set up alerts for any keywords you prefer, but some examples include:

- realtor {zip}
- real estate {zip}
- realtor {city}
- real estate {city}

Here's what the setup page looks like and the settings that I recommend:

Search query:

Result type:

How often:

How many:

Deliver to:

Get your social profiles set up

Social media is one of the main areas where you can find clients because it's where they are hanging out and spending their time. You can create a following on social media very similar to how you can create a following on your blog. With social media a lot of it comes down to activity and interaction. You have to consistently post content that is relevant to your market.

You'll need a social profile for each of the following platforms:

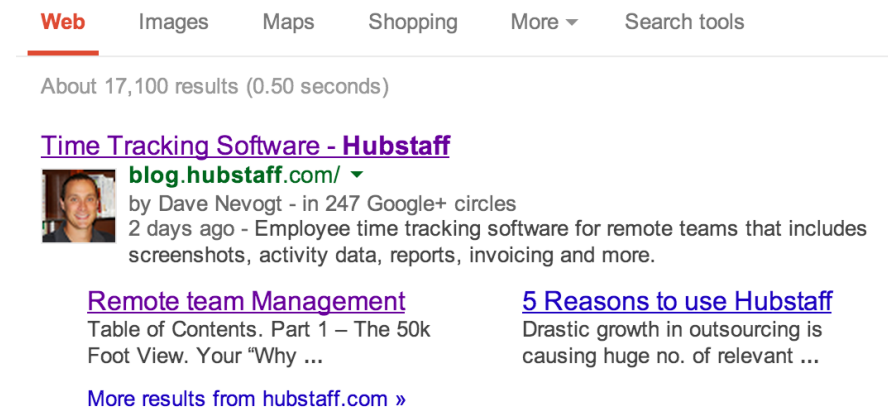
- Twitter
- Facebook
- LinkedIn
- Google plus

Make sure to include a cover photo regarding real estate that shows your specialty and shows people exactly what you do (they need to be able to recognize what you are about in a matter of

seconds). Link all your profiles back to your blog.

Set Up Google authorship

Google authorship is what makes your search results look like this:



The screenshot shows a Google search interface with the 'Web' tab selected. The search results for 'Time Tracking Software - Hubstaff' are displayed. The top result is from 'blog.hubstaff.com/' by Dave Nevogt, posted 2 days ago. It includes a profile picture of Dave Nevogt and a description of the software. Below the main result are two related links: 'Remote team Management' and '5 Reasons to use Hubstaff'. A link to 'More results from hubstaff.com' is also present.

- Here are [directions for setting up Google Authorship](#)

Google authorship helps you get higher clickthroughs to your site, but most importantly it helps your SEO. As I mentioned earlier in the guide, the search engines work based on authority. There are many aspects to authority, but one of the easiest aspects to understand is this - “Does Google understand who you are?”. If you are transparent to Google, and you are in a lot of circles (Google’s version of friends or followers), then they’ll see that as a positive vote for your authority. You’ve linked your social profile to your blog you are effectively “claiming” that blog, and “putting a face to the name”. You’re making the blog more transparent and claiming responsibility for the site. This is all positive for search results moving forward.

Setup Google Analytics

Analytics is a very easy system for helping you understand two basic concepts:

1. Where your traffic is coming from
2. What traffic is producing the best results

You can find instructions for setting up analytics [here](#). If you are using Wordpress getting going with Google Analytics is as simple as installing a plugin. You can install it directly from the Wordpress admin panel.

Analytics will allow you to see the stats of your website like this:



Setup Google Places and Maps

Google Places and Maps are arguably the most important item that you can do for your real estate business online. There are many benefits that your business will experience from increased credibility, the ability to be found on the search engines, higher rankings and many more.

You can go here to setup your google places profile - <https://www.google.com/business/placesforbusiness/>

Once you have your business set up on Google Places, you can collect reviews on google, your page will show up in the local search results, and your business will show up on Google maps.

The search results look like this:

Chicago Realtor
www.chicagorealtor.com
1 Google review

Baird & Warner
www.bairdwarner.com
Google+ page

National Association of Realtors
www.realtor.org
1 Google review · Google+ page

HSA Commercial
www.hsacommercial.com
Google+ page

Thornton Properties
www.thorntonproperties.net
Google+ page

Dean's Team - Keller Williams Fox Realty
www.dean-team.com
Google+ page

Coldwell Banker Residential Brokerage
www.coldwellbankeronline.com
1 Google review

See results for **chicago realtors** on a map »

A 200 S Michigan Ave # 400
Chicago
(312) 803-4900

B 737 N Michigan Ave #1800
Chicago
(312) 640-7010

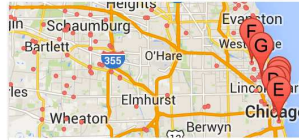
C 430 N Michigan Ave #4
Chicago
(800) 874-6500

D 233 S Wacker Dr #350
Chicago
(312) 332-3555

E 1550 S Indiana Ave
Chicago
(312) 880-0000

F 4601 N Western Ave
Chicago
(773) 290-8393

G 1457 W Belmont Ave
Chicago
(773) 935-4466



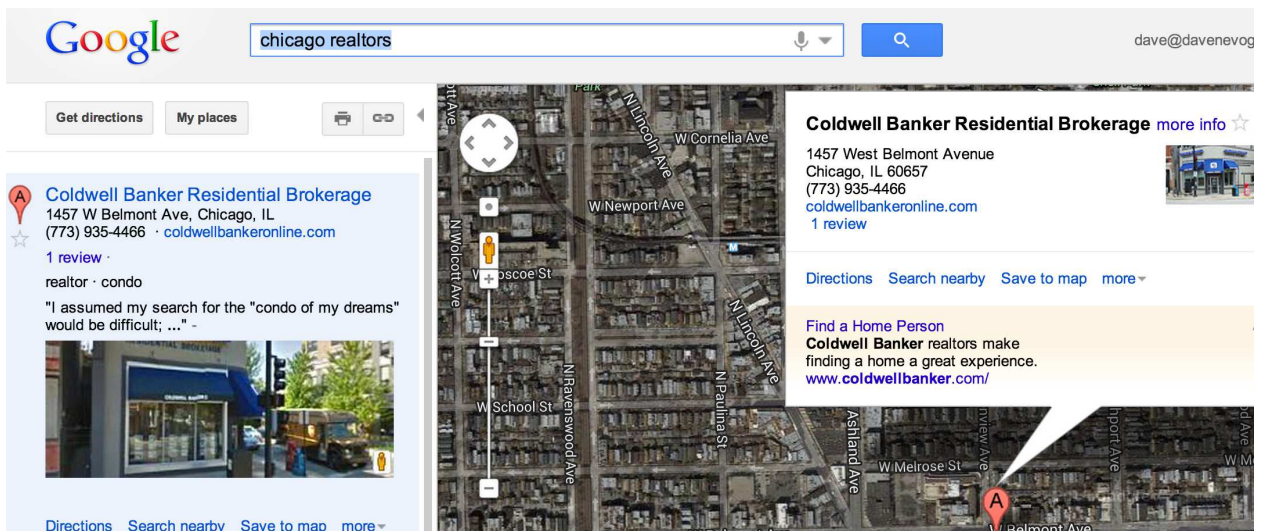
Map for **chicago realtors**

Illinois Realtor
www.illinoisrealtor.org/ ▾
Looking To Get Into **Real Estate**?
Start Your Pre-License Training Now

RE/MAX: real estate
www.illinoisproperty.com/ ▾
Search Online with Market Leaders
Active, Sold, & Foreclosure Data

See your ad here »

The above results are all the places listings when the keyword “Chicago realtors” is searched. After your listing is complete on Google places it will appear like this when a user clicks on it.



After you register your business with Google Places, your listing can show up in the search results and bring leads to your business. These listings also add authority to your business in the eyes of Google because they can identify you address and phone number (see details below).

Recurring Tasks:

Here's where the fun starts, and the work starts. Now that you have your setup complete, it's time to actually execute on the system that I've designed for you. This is going to involve daily work (2-8 hours) of getting your name out there. It's the online version of knocking on doors and meeting people (farming in real estate terms).

It's not “quite” as effective because you are not in person, but it's close... because unlike

farming, you are not interrupting the potential client. Instead you are simply showing up where they are already looking. That's a big difference. In addition, it's much more cost effective and you can scale it.

With that being said, let's get into the individual tasks and the methods that your team will be doing on a daily basis.

Recurring Task 1: Web Monitoring, Google Updates and Commenting

Bloggers, reporters, and publishers are producing content on a daily basis that pertains to your local market. These are the leaders in your space, and they are the people with the power in your market (eyeballs). By completing this task on a daily basis you'll be accomplishing two goals:

1. You'll get your brand in front of the potential clients that are visiting these sites.
2. In most cases, you'll be getting links back to your site. This increases the authority to your blog, which in turn allows Google to increase the rankings of your site.

Below you'll find example text, explanations and a step-by-step guide for getting in front of potential clients using web monitoring.

- Google will send emails according to the schedule that you select when you set up Google Alerts. These updates will be for new articles, videos and topics that hit the web. Your job is to navigate to each of these web locations (which will be exposed in the alerts) and get your brand's name in front of the people that are visiting these sites. This will, in most cases be a blog comment, but there are other instances as well.
- When you get an alert in most cases it will be a piece of relevant news or a blogger. The goal is to get your face on that page. **You do this by adding value to the community. You DO NOT want to appear to be a spammer.** Here are some examples of some text that could work for you to place on the site.
 - Great article and advice. I recently put together a market analysis for this area. You can see it here {link to your market analysis on your blog}. You can see where values are trending recently. Enjoy.
 - Hi I'm {your name} from {your site} and really liked your article. I have a free guide on preparing your home for listing. It's available here: {link to your guide}
- Depending on the type of article one of the above may work, but you don't want to use these if you feel that they are not a good fit. The BEST thing that we can do is to reference very specific parts of the article and talk about those as they tie into content that you have developed on your site, and more importantly something that you can offer as a value to the community. These comments can snowball into:
 - the site owner asking you to contribute a monthly market analysis for the site
 - interviews on your local community
- Remember the goal. **You want to become the authority in your niche. Add value!**

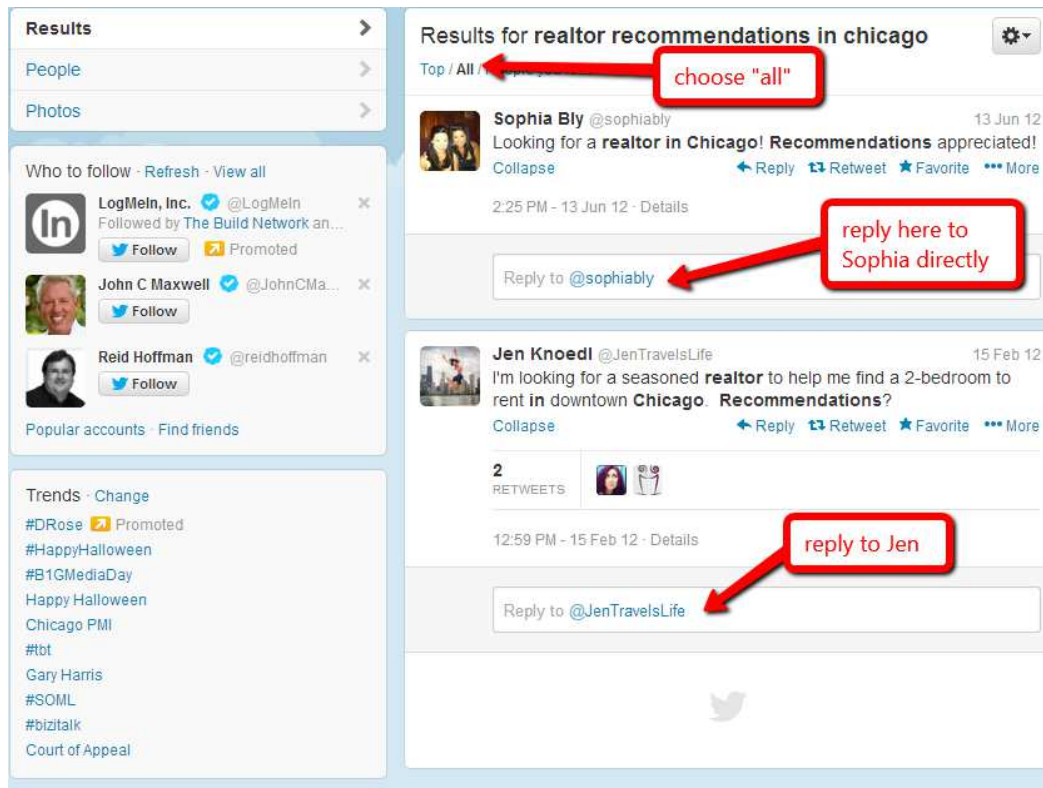
Recurring Task 2: Twitter monitoring and responding with @replies

This method is about getting your name in directly in front of your prospects using Twitter (if you are not familiar with these Twitter, don't worry, this strategy is really simple). What we'll be using specifically in this method is known as @replies.

Start by searching Twitter to find people asking about certain keywords (usually recommendations) and answer them directly offering your services. You can search just by logging in and navigating to the search function or going directly to this link - <https://twitter.com/search-home>

- Here is a list of keywords you should search for:
 - realtor recommendations in {city}
 - real estate agent recommendations in {city}
 - {city} real estate
 - {city} realtors
 - realtors in {city}
 - real estate agents in {city}
 - house hunting {city}
 - rent {city}
 - other combinations that you can think of

Here's an example of what the results will look like is you search "realtor recommendations in chicago":



As you can see these are real leads. Real people looking for help right now. This is huge, and as you can see they are not getting any help... no one else is doing this for some reason!

Once you find someone that is asking the twitter universe about advice or recommendations for realtors, you can respond back to them with advice, an offer to help them, a link to one of your blog posts, or anything else that will help them.

- Here is some exact text that you can use:
 - Hi {firstname} - I'd be glad to help. Here's a post that I wrote recently on the market - {link}. My phone is {your phone}

Just do anything you can to reach out direct to these potential clients. It's important to think outside the box on the search terms.

Recurring Task 3: Direct messaging your followers on Twitter

After you've been posting quality content on Twitter for a while (something you can easily outsource), you'll start to gain followers. Followers are people who are interested in what you are saying on Twitter. When you gain a follower, you have unlocked the ability in twitter to direct message them. Direct messages on Twitter are similar to emails.

- You want to start reaching out directly to our twitter followers and getting to know them.

Ask them what they do. This is a great way of networking. You can check out their profile beforehand for extra research, but they may be lenders, brokers, or potential clients.

- You can also send them a link to your blog posts. Here's the exact text that you can use:
 - Hi {firstname} - Saw you on Twitter. Anything that I can do to help you out?
 - It can be something as simple as that, doesn't need to be complex. Just open the line of communication and results will flow back.
 - You can offer to be friends on Facebook or connect LinkedIn
- Keep track of the followers that you message so that you don't keep on messaging the same people (start with the oldest first since they will always be at the bottom of the list).

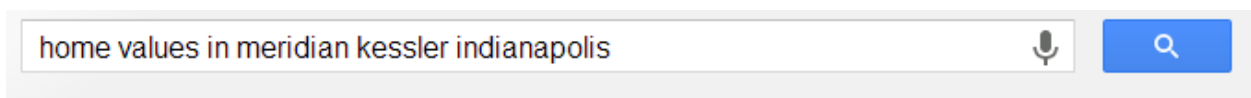
Here are some of the messages I have received from some of the people that I follow on Twitter:



Recurring Task 4: Building authority and traffic via Google search

This is very similar to web monitoring, but instead of relying on Google to feed you alerts you'll be doing searches on Google. Start by going to Google and doing a search for a keyword that your prospects would be entering in.

Here's an example:



[Meridian Kessler Area? \(Indianapolis, Lawrence, Fishers: real ...](#)

[www.city-data.com](#) > ... > [US Forums](#) > [Indiana](#) > [Indianapolis](#) ▼

Nov 13, 2008 - My family and I are supposed to move to **Indy** from Dayton/Beavercreek Ohio. At first we looked at Carmel/Fishers area but now are considering ...

Move to **Meridian-Kessler** from CA? Magnet schools? ([Indianapolis ...](#) Jan 27, 2013

[Fishers prices](#), [Carmel schools](#), [Meridian-Kessler charm...HELP ...](#) Dec 18, 2008

[Meridian-Kessler? What are the alternates?](#) (Carmel, Highland ... Apr 25, 2008

More results from [www.city-data.com](#)

[Meridian-Kessler, Indianapolis, Indiana real estate and housing ...](#)

[realestate.money.cnn.com/IN/Indianapolis,3062,Meridian-Kessler/](#) ▼

[Meridian-Kessler, Indianapolis, Indiana real estate listings and homes for sale](#) from [CNNMoney.com](#). Search all **homes for sale**, including open houses and ...

Now, as you can see these sites are both authoritative and they rank on the first page of Google results for the search term “home values in meridian kessler indianapolis” (Meridian Kessler is a specific neighborhood in Indianapolis).

You want to search for a wide variety of terms for this one. Examples could include:

- Home values {city}
- Listing agents {city}
- Low cost agents {city}
- Realtor {city}
- Real estate {city}

In most cases you will be finding blogs and news sites, but you could also be finding forums, directory sites, and more. The idea is to get your name on these sites for the traffic and for the authority.

- **You do this by adding value to the community. You DO NOT want to appear to be a spammer.** Here are some examples of some text that could work for you to place on the site.
 - Great article and advice. I recently put together a market analysis for this area. You can see it here {link to your market analysis on your blog}. You can see where values are trending recently. Enjoy.
 - Hi I'm {your name} from {your site} and really liked your article. I have a free guide on preparing your home for listing. It's available here: {link to your guide}
- Depending on the type of article one of the above may work, but you don't want to use these if you feel that they are not a good fit. The BEST thing that we can do is to reference very specific parts of the article and talk about those as they tie into content that you have developed on your site, and more importantly something that you can offer

as a value to the community. These comments can snowball into:

- the site owner asking you to contribute a monthly market analysis for the site
- interviews on your local community
- Remember the goal. **You want to become the authority in your niche. Add value!**

Recurring Task 5: Community and Group Posting

Forums are a type of site that allow users to communicate with each other, make posts and have discussions. Posts on forums are valuable for driving some traffic and you can really show your expertise to people by helping them out.

For the most part people spending time on forums are asking for help on a certain subject and then others will comment and provide that help. What you want to do is to help others in the answers that you provide, add value, and then have a link to your site in your signature.

You can see an example see below:

The screenshot shows a Zillow forum post. At the top, there are navigation links for 'Real Estate', 'Online Real Estate', 'Real Estate Agents', 'Zillow', and 'Edit'. The question is 'How reliable are Zillow's real estate value estimates?' with an 'Edit' link. Below the question are options to 'Add Question Details', 'Comment', 'Share (2)', 'Report', and 'Options'. There are '10 Answers' and an 'Ask to Answer' button. The first answer is by 'David Nevogt, web entrepreneur, dad, golfer' with a bio link and 'Make Anonymous' option. Below his name is a text input field with the placeholder 'Add your answer, or answer later.'. The second answer is by 'Dawn Ryder Gagnon, freelance writer, freelance photographer, blogger and interior decorator' with a bio link and 6 votes. The text of her answer discusses Zillow's estimates and suggests adding improvements to home descriptions. The third answer is by 'Brent Finley, Slacker' with a bio link and 4 votes. His answer mentions Trulia and Redfin as alternatives and compares their values to Zillow's. On the right side of the post, there are buttons for 'Follow Question' and 'Promote Question'. Below that are 'Related Questions' with titles like 'On Zillow, why does the estimated value fluctuate significantly...' and 'Why are Zillow estimates much lower than current selling prices?'. There are also 'Share Question' buttons for Twitter and Facebook. At the bottom right, there is a 'Question Stats' section showing 'Latest activity 7 Aug', 'This question has 1 monitor with 18187 topic followers', and '2,921 views on this question.' A red box highlights '2,921 views' with a red arrow pointing to the 'Question Stats' section. Below the stats is a grid of 44 small profile pictures of people following the question.

You can see that 2,921 people have seen this post. If you provide the best answer, then guess

what??? You got the chance to impress 2,921 people!

So the formula is basically to go around to various forum sites, and answer questions, and help people out.

- Search for the terms on the forums to find relevant posts
 - realtor recommendations in {city}
 - real estate agent recommendations in {city}
 - {city} real estate
 - {city} realtors
 - realtors in {city}
 - real estate agents in {city}
 - house hunting {city}
 - rent {city}
 - other combinations that you can think of

Now, forums can be very touchy about self promotion. You want to provide value to the other person, not to yourself. For this reason, it's always a good idea to send people to free stuff that they will see as valuable or authoritative.

Here are some exact sites that you can check out:

- [Quora.com](https://www.quora.com)
- [trulia.com/voices](https://www.trulia.com/voices)
- [Realtown.com](https://www.realtown.com)
- [Facebook.com/RealEstateReferralGroup](https://www.facebook.com/RealEstateReferralGroup)

Recurring Task 6: Content Production and Posting

The idea here is that we need to create content and post it to the blog continually so that the ranks rise, and you get more and more long-tail keywords out on your site.

The general rule of thumb with a website is that the higher the quality of content you develop, and the more frequently you post that content the better your site will perform.

You want to put forth the best content for your exact niche. If you focus on short sales you'll want to get your information out regarding how to find and purchase short sales, and then also how to profit from them. If you focus on high end luxury homes, you need to write a report on how to prep the home for sale, market reports, and show potential clients how you sell a home.

- Here's an example of a piece that I wrote on virtual management (my niche within management) - <http://blog.hubstaff.com/remote-team-management/>
- What you are reading right now is an example on how to find real estate clients online (my specialty in online marketing)

Again, if you don't want to write this content, Hubstaff has awesome writers ready to write it for

you (it can be done)... these writers are good... You can hire them [here](#).

Over time, your blog will become your resume of sorts. A place where you can be proud to send your clients. A place where you will attract potential clients with your killer content. A place where you will prove you are an expert and show the world.

Here are some types of content that work well:

- Lists - 7 things you need to do before listing your house
- Checklists - The new home buyer's checklist
- Guides - The Official Guide to Los Angeles Real Estate
- Articles - When writing articles make sure that they are focused and data driven
- Opinion - Your opinion of where the real estate market is going, etc...

Recurring Task 7: Social media management

Social media is where you come face to face with your potential clients. It can be used as a lead generator, it can be used to build authority, and it can be used to build relationships. Because the platforms are so different I think that it's important to break them out and explain the best ways to take advantage of each system in it's own way.

Since you already have set up your profiles on each network (cover photo, profile picture, etc..) this section will focus on lead generation and maintenance of each network.

NOTE: Much of the below will seem similar (because it is very similar), but there are slight differences that need to be taken into account.

Google Plus

Google+ is a growing network. It doesn't have the user base of Facebook or Twitter yet, but it's powerful and you can view this as an opportunity to be first to market. Possibly the most important aspect of Google+ is its ability to increase your rankings and authority.

You can post the same content to multiple networks. So the idea here is to have a complete calendar of interesting and helpful content and then share it out to all of the networks.

- **Posting content** - Posting content on Google+ is simple. No limits on content length and you can post images, video, links and more. The idea here is to post valuable content on the network, which in turn, will help people see that you are an expert in the field. Posting this content will help you show up in the search results, keep you on top of the minds of your followers, and inspire new prospects to circle you (increasing your authority on the network).
 - Suggested Frequency - 1 post daily
- **Adding people to circles** - This is where you can select the people that you want to get updates from. Every time they post content it will show up in your activity feed. Adding

people to circles is good because a certain percent of them will circle you back, thus increasing your authority on the network. They'll also be notified when you circle them. A use case scenario on how to use this is that if you find a user that is searching for a home, then you can circle them, they'll see your profile and potentially get on their radar as their agent.

- Suggested Frequency - Circle 3 people per day
- **Commenting** - Commenting on other's content is where you have the ability to further your relationship with them (network). You can build relationships with as many people as you have time for (or as much time as your VA has). Commenting on posts gives you the opportunity to get in front of them. You can comment on potential client's posts and also influencer's posts. Users will be notified when you comment.
 - Suggested Frequency - Make 2-3 comments weekly
- **Mentions** - Mentions are a way to draw in influencers and potential clients. For example you can identify bloggers in your area and mention them like this: "{blogger}, would love your thoughts on this new article I have written on the Austin commercial RE market". They'll be notified and you'll get your content in front of them.
 - Suggested Frequency - Mention 3 people per week
- **Hashtags** - You can use hashtags to get your content to show in the search results more frequently - ex. #austinrealtor
 - Suggested Frequency - Use a hashtag in every post
- **Short URLs** - There isn't a limit on the length of a post on Google+, but I still recommend using bit.ly for the tracking.

Twitter

Twitter is huge for direct communication with your prospective clients. It's a great place to find influencers, and become an influencer.

- **Posting content** - Posting content to Twitter is called Tweeting, and it's quite different than the other networks because you only have 140 characters to work with. This means that you need to keep your updates very short and direct. You can post images, and video but they will show up as links. The idea is the same... post valuable content on the network, which in turn, will help people see that you are an expert in the field. Posting this content will help you show up in the search results, keep you on top of the minds of your followers, and inspire new prospects to follow you (increasing your authority on the network).
 - Suggested Frequency - 3 -4 tweets daily
- **Following people** - This is where you can select the people that you want to get updates from. Every time they post content it will show up in your activity feed. Following people is good because a certain percent of them will follow you back, thus increasing your authority on the network. They'll also be notified when you follow them. A use case scenario on how to use this is that if you find a user that is searching for a home, then you can follow them, they'll see your profile and potentially get on their radar as their agent.

- Suggested Frequency - Follow 3 people per day
- **Replying** - Replying is Twitter's version of commenting. It's a bit different because here again you only have 140 characters to work with. Replying to other's tweets is where you have the ability to further your relationship with them (network). You can build relationships with as many people as you have time for (or as much time as your VA has). Replying on posts gives you the opportunity to get in front of them. You can reply to potential client's posts and also influencer's posts. Users will be notified when you reply to their tweets.
 - Suggested Frequency - Make 2-3 replies weekly
- **Mentions** - Mentions are a way to draw in influencers and potential clients. For example you can identify bloggers in your area and mention them like this: "{@blogger}, would love your thoughts on this new article I have written on the Austin commercial RE market". They'll be notified and you'll get your content in front of them.
 - Suggested Frequency - Mention 3 people per week
- **Hashtags** - You can use hashtags to get your content to show in the search results more frequently - ex. #austinrealtor
 - Suggested Frequency - Use a hashtag in every post
- **Short URLs** - I recommend using bit.ly - the advantage is that you can save room (you only have 140 characters on Twitter) and bit.ly also includes tracking so you can see how many people are clicking on your links, etc...

Facebook

Like Twitter, Facebook is also a great place to communicate directly with your audience, but Facebook is much more personal. Facebook comments are huge, but it's mostly based on your network alone. In order to "friend" someone you should already have at least a slight relationship with them, whereas Twitter, that relationship is not needed.

- **Posting content** - No limits on content length and you can post images, video, links and more. The idea here is to post valuable content on the network, which in turn, will help people see that you are an expert in the field. Posting this content will help you show up in the search results, keep you on top of the minds of your followers, and inspire new prospects to circle you (increasing your authority on the network).
 - Suggested Frequency - 1 post daily
- **Friending /Following people** - This is where you can select the people that you want to get updates from. Facebook has "friending" (you see their updates and they see your updates) and "following" (you see their updates, but they don't see yours). Regardless of what you choose, when they post content it will show up in your activity feed. On Facebook you can friend people and a certain percentage of them will accept your friend request. They'll also be notified when you send them the request. A use case scenario on how to use this is that if you find a user that is searching for a home, then you can friend them, they'll see your profile and potentially get on their radar as their agent.
 - Suggested Frequency - Friend / Follow 3 people per day
- **Commenting** - Commenting on other's content is where you have the ability to further

your relationship with them (network). You can build relationships with as many people as you have time for (or as much time as your VA has). Commenting on posts gives you the opportunity to get in front of them. You can comment on potential client's posts and also influencer's posts. Users will be notified when you comment.

- Suggested Frequency - Make 2-3 comments weekly
- **Tags** - Tags are the Facebook version of mentions. Tags are a way to draw in influencers and potential clients (tags can only be used if you are friends with the person). For example you can identify bloggers in your area and mention them like this: "{blogger}, would love your thoughts on this new article I have written on the Austin commercial RE market". They'll be notified and you'll get your content in front of them.
- **Hashtags** - You can use hashtags to get your content to show in the search results more frequently - ex. #austinrealtor
 - Suggested Frequency - Sparingly (they are not as accepted on Facebook)
- **Short URLs** - There isn't a limit on the length of a post on Facebook, but I still recommend using bit.ly for the tracking.

Linkedin

Linkedin is different because it's a professional network. Your Linkedin profile operates as a resume of sorts. Interaction is done almost exclusively on a one to one basis.

- **Posting content** - Linkedin refers to content posting as updates. You can share relevant news, links, articles, videos and more. The idea here is to post valuable content on the network, which in turn, will help people see that you are an expert in the field. Posting this content will help you show up in the search results, keep you on top of the minds of your followers, and inspire new prospects to connect with you (increasing your authority on the network).
 - Suggested Frequency - 2 updates weekly
- **Following people** - This is where you can select the people that you want to get updates from. Every time they post content it will show up in your activity feed. Following people is good because a certain percent of them will follow you back, thus increasing your authority on the network. A use case scenario on how to use this is that if you find a user that is searching for a home, then you can circle them, they'll see your profile and potentially get on their radar as their agent.
 - Suggested Frequency - As many as possible
 - [Here's a post on how to get a ton of connections on Linkedin quickly](#)
- **Commenting** - Commenting on other's content is where you have the ability to further your relationship with them (network). You can build relationships with as many people as you have time for (or as much time as your VA has). Commenting on posts gives you the opportunity to get in front of them. You can comment on potential client's posts and also influencer's posts. Users will be notified when you comment.
 - Suggested Frequency - Make 2-3 comments weekly
- **Hashtags** - Not used
- **Short URLs** - There isn't a limit on the length of a post on Linkedin, but I still recommend

using bit.ly for the tracking.

Recurring Task 8: Video Creation and Distribution

Video is a great way to market your business, because it's extremely personal and transparent. In addition, some people just prefer to watch video instead of read text. Videos also show up high in the search engines like this:

[Fort Wayne Real Estate - Fort Wayne, IN Homes for Sale - realtor ...](#)

www.realtor.com > > [Homes For Sale](#) ▼

Find the **Fort Wayne, IN** home for sale you are looking for. ... 8,357 Sq Ft 2.1 Acres; Single Family **Home** Brokered by: #1 Advantage, Realtors; Save Listing **Tour**.

[Williams Woodland Park Neighborhood - Home](#)

www.williamswoodlandpark.com/ ▼

Celebrated as **Fort Wayne**, Indiana's first planned neighborhood, ... Click here to read more about the history of many of our **homes**. ... Holiday **Home Tour**.

[Guided Home Tour by Granite Ridge Builders in Foxwood - Fort ...](#)



www.youtube.com/watch?v=rALNHK114Wg ▼

Jan 28, 2013 - Uploaded by GraniteRidgeBuilders

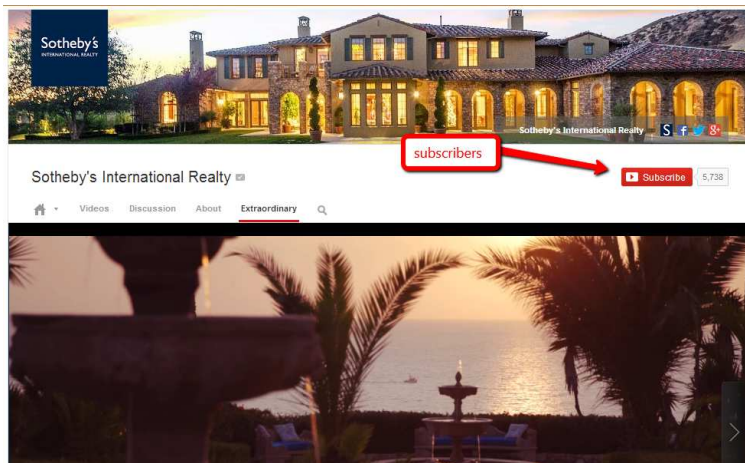
Guided **Home Tour** by Granite Ridge Builders in Foxwood - **Fort Wayne**, Indiana. GraniteRidgeBuilders 48 videos.

SubscribeSubscribed ...

As you can see these videos are eye catching and encourage people to click on the link because there's a big video icon directly in the Google results.

Youtube is the most popular video site on the internet by a long shot. The goal is to build up as many videos on your channel as possible. Again, this will increase your authority on the site and the internet as a whole. Nothing bad can come from creating videos.

Here is an example of a great Youtube channel for a realtor:



Notice that there are 5,758 subscribers. That means that for every video they create, 5700+ potential buyers are notified. Powerful!

Here are some ideas on how you can easily create videos for your brand:

- Create a quick tour video of your new listings
 - Example - <http://www.youtube.com/watch?v=BSnaIJskTiQ>
- Create a video when you preview a home for out of town clients
 - Example - <http://www.youtube.com/watch?v=ekEgQ1TyWGY>
- Do a screencast of yourself talking through a monthly market analysis (viewers will see your screen and hear your voice).
 - Example Screencast - http://www.youtube.com/watch?v=RbCKfQF_Tss#t=24
 - [Example I did for Hubstaff using Camtasia](#)
 - [Camtasia](#) for Windows
 - [Screenflow](#) for Mac

Before I go any further, let's talk about professionalism. Many people are afraid to get started with video because they think that the videos are going to be seen as unprofessional. Please do not think like that. Video is powerful and Youtube is the home for homemade videos. Professionalism is not required. People watch these videos for knowledge. You can become a star in your own market. Let your personality and knowledge show! You can use the video camera on your phone... it doesn't matter, just start producing.

After you create a video, you want to distribute it. Here are the top sites that you'll want to upload your video to:

- [youtube](#)
- [metacafe](#)
- [yahoo screen](#)
- [dailymotion](#)

- [vimeo](#)
- [veoh](#)
- [ustream](#)
- [vevo](#)

All of the sites will ask you to describe the video. Here are some quick points on how to write your descriptions:

- Longer is better for the search engines
- Use keywords like “realtor in {city}”
- Always link to your blog (for traffic and for authority)

Recurring Task 9: Document Creation and Sharing

Document sharing sites are good options for another way to get your content in front of potential clients.

As an example here is a market report on slideshare. You can see that this is just another channel that you can use to find viewers and build authority.

Example - <http://www.slideshare.net/Brell/bella-vista-sept>

You can create documents (PDF, Word, Powerpoint, etc...) out of all your flyers, and other marketing materials and upload them to document sharing sites. Here are some ideas that can get you started:

- Create docs of your listing flyers
- Create docs of any market analysis you do
- Create a quick powerpoint file about your performance of last year
- Create a powerpoint about the trends of a specific neighborhood

Once you get your first document created, here's where you can distribute it:

- [scribd.com](#)
- [docstoc.com](#)
- [slideshare.net](#)
- [docshare.com](#)
- [powershow.com](#)
- [slidesix.com](#)

Recurring Task 10: Get Citations and Local Directory Listings

After getting your Google Places and Maps profiles set up, the next step is add citations and directory listings. Places and Maps can be seen as the engine, and directory listings and citations can be seen as the fuel.

Online directories are the Yellow pages for the 21st century, and in fact, you can get listed on the online version of Yellow pages as well as 50 other similar sites (see list below).

Citations give your Maps and Places profiles legitimacy and trust. They are geography based (local). The way it works is that Google looks for instances of your address, phone number, and name together on a listing and sees this as a “vote” for your business. The more “votes” your business has, the more authority your places page gets.

Below are some of the most powerful directories you can get your business listed on:

- smallbusiness.yahoo.com
- businessdirectory.bizjournals.com
- listings.mapquest.com
- bbb.org
- biz.yelp.com
- community.intuit.com
- foursquare.com
- yellowpages.com
- crunchbase.com
- superpages.com
- yellowbook.com
- marketing.hibu.com
- merchantcircle.com
- manta.com
- whitepages.com
- yellowwikis.wikia.com
- wikimapia.org
- local.ksl.com
- insiderpages.com
- mojopages.com
- pro.homeadvisor.com
- account.dexknows.com
- dexknows.com
- yellowpages.whowhere.com
- register.kudzu.com
- business.com
- local.com
- local.botw.org
- yellowbot.com
- zoominfo.com
- hotfrog.com
- judysbook.com
- naymz.com

- ibegin.com
- adsolutions.yip.com
- neustarlocaleze.biz
- jigsaw.com
- discoverourtown.com
- macraesbluebook.com
- brownbook.net
- webapp.localeze.com
- supermedia.com
- magicyellow.com
- tupalo.com
- localfirstaz.com
- getlisted.org
- getfave.com
- touchlocal.com
- ziplocal.com
- 2findlocal.com
- cityvoter.com
- citysquares.com
- showmelocal.com
- tjoos.com
- company.com
- localpages.com
- smartguy.com
- ezlocal.com
- tyloon.com
- myaccount.citygrid.com
- myhuckleberry.com
- ubl.org
- cityslick.net
- matchpoint.com
- yellowee.com
- biz.yellowee.com
- wegoplaces.com
- localdatabase.com
- openlist.com
- shopcity.com
- gomylocal.com
- yellowpages-uae.com
- copub.com
- us.enrollbusiness.com
- metrobot.com
- zipleaf.com

- bingplaces.com

In addition to the main directory sites, you'll want to get listed on as many real estate specific directories that you can find.

Here are some to start with:

- us-realestatedirectory.com
- zillow.com
- trulia.com
- estateround.com
- allconstructiondirectory.com
- realtylinkdirectory.com
- estateaward.com
- resvine.com
- toprealestateagents.org

Recurring Task 11: Recommendations and Reviews

Reviews and recommendations obviously help you for credibility. These reviews will show up as positive votes on each of the sites that you are listed on, and they can also be published on your Google places page.

The best way to get reviews is to ask your clients for them immediately after a transaction is made, whether they are the buyer or seller.

You can then post these reviews on your social media outlets, (your users will have to publish the review on Google themselves).

After a transaction is made, you can simply send out an email like this:

“Hi {client}, I enjoyed working with you and I hope that you are very happy with your new home. If it's not too much trouble I'd love to have an honest assessment of your experience with me. This would help me improve my services and also help me find more clients.

Here's how you can review on Google - {link to Google local page}

Here's how you can review on Yelp - {link to Google local page}

Here's how you can review on Trulia - {link to Google local page}


Here's how you can review on Zillow - {link to Google local page}

Also, if you'd rather do a quick video review, that would be great as well.

Thanks for your help on this, and again, I really enjoyed working with you. Thanks,
{your name}

Here is what the reviews look like on Google.

All reviews Most helpful


 [Phillip Wainwright](#)
★★★★★ reviewed 8 months ago
Our Urbanspace associate Benoit found us a marvelous space!

It has a more than accommodating square footage, has rooms that are perfect for our needs, AND is in a great location in the South Austin/Downtown area!

We are already set up and running in our new office and loving it!
I would definitely recommend using Benoit and Urbanspace for their residential expertise.

Thank you so much!

-The Team at Jellified

 [Josh Lewis](#)
★★★★★ reviewed a year ago
Thanks Urbanspace for finding my office!

The more reviews that you have, the better it will be for your page and your reputation. Reviews will also help your listing stand out in the search results.

You can also get reviews from your social media followers, and email subscribers. You could be reviewed by someone that benefits from your content just as much as someone that you go through the entire transaction process with.

[Realty Austin - Downtown](#)
www.realtyaustin.com
4.9 ★★★★★ 102 Google reviews

[Urbanspace Real Estate + Interiors](#)
www.urbanspacerealtors.com
3 Google reviews · [Google+ page](#)

[Texas Association of Realtors](#)
texasrealtors.com
[Google+ page](#)

[Eric Bramlett, REALTOR / Broker](#)
ericbramlett.com
5.0 ★★★★★ 66 Google reviews · [Google+ page](#)

[Uptown Realty LLC](#)
www.uptownrealtyaustin.com
4.2 ★★★★★ 48 Google reviews · [Google+ page](#)

[West Campus Living](#)
www.westcampusliving.com
4.9 ★★★★★ 24 Google reviews

[See results for austin realtors on a map »](#)

B 1209 W 5th St #300
Austin
(512) 241-1300

C 801 W 5th St #100
Austin
(512) 457-8884

D 1115 San Jacinto Blvd
Austin
(512) 480-8200

E Austin
(512) 942-7770

F 2309 Rio Grande St
Austin
(512) 651-0505

G 504 W 24th St
Austin
(512) 588-2969

Reviews

Recurring Task 12: Cold Calling / Appointment Setting

Cold calling is not dead despite what many may think. Calling prospects can still be effective, but it's certainly a task that many do not enjoy and it can be hard to make an ROI if your script is not tailored.

In general your prospects are going to want value. Here are a few strategies that we have seen work well with other agents and will help you make the most of the process of prospecting on the phone.

- **Have a reason for calling** - cold calling works best when you are following up on something and have a reason for calling. For example, if you recently dropped a flyer in their mailbox, or sent an email to them you can "follow up" on the phone to see if they received the original correspondence.
- **Offer something for free** - this is very similar to what I've been describing throughout this guide, but you should be focused on providing value to your prospect. An example would be calling to find out if they would like a free staging consultation, or market analysis. This is going to be much more effective than calling to find out if they are randomly looking for a realtor.

Hubstaff has international teams that can perform this task for you day-in and day-out.

Recurring Task 13: Posting ads on Craigslist

This is a task that many are familiar with, but its worth mentioning and can definitely prove to be

valuable. There are a few techniques that can be used.

- **Post your services (give value)** - You can post on the services section of Craigslist. This gives you a place to simply show a picture of yourself and any free services you are willing to provide. Consultations, market analysis, etc...
- **Responding back to others looking for Realtors** - there is going to be a lot of competition here, but if you have someone doing this on a daily basis leads will come
- **Communicate with “For Sale by Owner” Prospects** - many of the listings on Craigslist will be people trying to sell their homes by owner to avoid the fee of realtors. Think outside the box and find a way to provide them with some value. If they are unsuccessful at finding a buyer for their home they may turn to you. You could do a guide called “How to sell your home by owner” or similar that could prove your knowledge. Knowing the prospect is leaning towards trying to save on real estate fees, maybe you could provide a low commission or flat fee deal that would pique their interest.

Reporting and Results

Reporting is one of the most important and overlooked aspects of online marketing. For every task there needs to be an execution aspect and a reporting aspect. The reporting function needs to be systematized exactly like the execution side.

The good news is that this is extremely simple. It requires a little bit of time, but will be worth it because it enables you to track progress of your campaigns and truly understand the quality of work being done.

The reporting structure that I recommend looks like this:

Date	Task #	Link	Focus Keyword / Search	Notes
9/23/2013	1	http://www.northbaybusinessjournal.com/2013/09/23/los-angeles-realtor-ceo-leaves-for-beverly-hills/	los angeles realtor	article is targeted and comments allowed

Here’s a [template of the above in spreadsheet form that is public](#) that you can take and use for your own purposes. As your marketing team progresses you’ll get a very good understanding of where the time is being spent and what’s producing results. Make sure that your team is entering the data in real time as they work, instead of at the end of the day.

How to get started

I know that the above items seem like a **lot** of work, but the great news is that Hubstaff is here to help. We have a complete team of professionals available that understand real estate digital marketing.

They are trained and waiting to work on your brand. There's **no contracts, no commitment and you only pay for the work that you receive.** Getting started is easy! Here are some of the options you can easily select.

[*Click here to get started with a marketing assistant on the above tasks*](#)

[*Click here to get a blog setup and designed*](#)

Need something more specific? No problem at all...

[*Click here to describe what you need and one of our project managers will get back with you right away with advice on the best way to accomplish your goals*](#)

About the Author

Dave Nevogt is a co-founder and CMO of [Hubstaff](#), a time tracking software for remote teams. Hubstaff allows managers to see time spent on projects, screenshots, activity levels, in-depth reports, and timesheets. Dave has been founding online companies since 2004 with his first success coming at 23, 2 years after graduating from Indiana University. He's been honored in the Indianapolis 40 under 40 and Arizona's 35 under 35.



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Book on Remote Management : <http://blog.hubstaff.com/remote-team-management/>

Facebook : <https://www.facebook.com/dnevogt>

Twitter : [@dnevogt](https://twitter.com/dnevogt)

Linkedin : <http://www.linkedin.com/in/davenevogt> (send invite to dave@hubstaff.com)

Google Plus : <https://plus.google.com/+DaveNevogt>

Recommended Resources and Reading

[Hubstaff.com](#) - Integrates with Basecamp, Pivotal Tracker, Asana.com and more to help you get more details on the exact tasks your contractors are working on and the time these tasks are taking. You can track time, see screenshots, and everything ties out to the exact tasks your people are working on no matter which project management suite you choose. Hubstaff offers a [100% Free Account](#) and also offers pre-approved teams of developers, designers, writers, and marketers to bring you success in the online world.

[Real Estate Virtual Assistants](#) - This is where you can hire real estate virtual assistants, designers, developers and more.

[Pivotaltracker.com](#) - Pivotal is a collaboration software that is mostly used for software development teams. It has many of the same features as Basecamp but was designed while thinking of software developers.

[Skype](#) - I record calls here and chat with people across the world with ease.

[Google Apps](#) - Google Apps allows your team to easily upload documents, files and work on wikis. They have a totally free version and an option to upgrade if you have a need for more space and other professional features.

[Jing](#) - Jing lets you take screen captures (images and video) of your screen. It's an extremely effective way to communicate to your team and document processes.

[Reporting Template](#) – You can use this format to record the daily actions of your inbound activities.

[Aweber](#) – I've built a list of over 1MM through Aweber and they have handled it just fine. I've used them for over 10 years now. Have never ran into huge deliverability issues, and they have always treated me in a professional manner from the beginning. So I have to give them some props. The ONLY service I have used for my entire career online.

[Mailchimp](#) – Mailchimp is cool because it's free to start. They also have a great design, and maybe a slightly easier product to use. Some big downfalls as well though in my opinion (harder to embed forms)

[Linkvana](#) - This software helps you send your content to over 20+ sites automatically.

[The 80 / 20 Principle](#) – Richard Koch – One of the most important books you can read in order to understand how you should be spending your day. Constant reminder with some great examples. The theme is that you 20% of your clients / habits / time etc... lead to 80% of your success. This book teaches you to focus in on that 20% and throw out the rest (tough but possible).

[7 Habits of Highly Effective People](#) – Stephen Covey – One of the greatest teaches of this era in my opinion, and a great book for generally living your life in a way that will produce happiness. It's about book about balance.