

YOU ARE A REAL ESTATE MEDIA COMPANY

**HOW TO LEVERAGE DIGITAL MARKETING TOOLS TO DRIVE
TRAFFIC, GENERATE REVENUE AND INCREASE YOUR BOTTOM LINE**



GRESHAM HARKLESS - @PROGRESHION

- FOUNDER & MEDIA CONSULTANT
BLUE 16 MEDIA
- MASTERS FROM GEORGETOWN
UNIVERSITY
- BACHELORS FROM HOWARD
UNIVERSITY
- GRADUATE LEADERSHIP CENTER FOR
EXCELLENCE YOUNG PROFESSIONAL
PROGRAM
- BLOGGER IN CHIEF WITH
CEO BLOG NATION – CBNATION.CO
- HOST – CEO CHAT PODCAST



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FEAR...



THINGS ARE CHANGING FAST AND SO IS BUSINESS



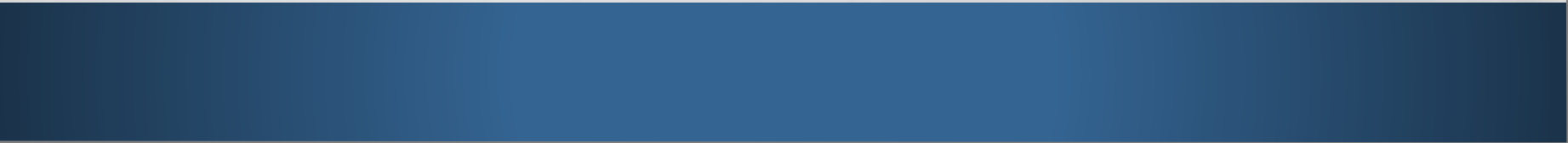
I SHOULD JUST CHANGE
MY VOICEMAIL GREETING
TO: "PLEASE HANG UP
AND TEXT ME."

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OVERWHELMED?



DIGITAL MARKETING



MEET DAVE THE REAL ESTATE AGENT

- 53 YEARS OLD + HOME OWNER + BACHELORS DEGREE
- LOOKING FOR BUYERS AND SELLERS SPECIFICALLY RESIDENTIAL
- HAS SPECIAL PROGRAMS FOR 1ST TIME HOME BUYERS
- LIKES TO FOCUS ON THE MILITARY NICHE
- DAVE NEW TO THE AREA
- LOVES TO TALK & SPEAK TO PEOPLE
- 10 YEARS OF EXPERIENCE IN NONPROFIT MANAGEMENT BACKGROUND + SALES AGENT + SERVED IN THE MILITARY
- HAS A WEBSITE, STARTED A BLOG (DOESN'T MAINTAIN IT) AND USES FACEBOOK AND LINKEDIN PROFESSIONALLY
- SOURCE: [NATIONAL ASSOCIATION OF REALTORS](#)

HOUSE
FOR
Sale



3 MAIN QUESTIONS



TARGET MARKET?

WHAT'S YOUR IDEAL CLIENT THAT YOU WOULD LIKE TO SEE COME THROUGH THE DOOR AGAIN, AND AGAIN, AND AGAIN?

RESOURCES?

HOW MUCH TIME DO YOU HAVE AVAILABLE? WHAT'S YOUR BUDGET?

UNIQUE?

WHAT MAKES YOU UNIQUE? WHAT DO YOU DO BETTER THAN ANYONE ELSE? WHAT'S YOUR STORY?

HERE ARE 3 THINGS I KNOW...

A person's hands are shown interacting with a tablet device. In the background, a laptop screen displays a webpage with text and images. The scene is set on a wooden desk. A semi-transparent blue banner is overlaid on the image, containing white text and a star icon.

**#1 - DAVE IS IN THE MEDIA
BUSINESS...
CREATING CONTENT FOR YOUR TARGET
MARKET**



A vibrant, long-exposure photograph of a waterfall cascading over large, moss-covered rocks in a dense forest. The water is blurred, creating a soft, ethereal effect. The moss is a rich green, and the surrounding foliage is lush and detailed.

**#2 - DAVE WANTS VARIOUS
WAYS TO GENERATE LEADS...**





#3 - IT'S A PROCESS...



IT'S A 6 STEP PROCESS

1

**RECIPE – YOUR
MARKETING PLAN
– WHAT WILL YOU
PUT IN IT**

2

**THE CRUST – YOUR
FOUNDATION – E.G.
WEBSITE/BLOG**

3

**INGREDIENTS –
DIGITAL
MARKETING TOOLS**

4

**Pick & Prepare it
– following your
plan**

5

**Put it in the oven
– but check it
execution**

6

**Keep working to
perfect it but
remember to
Enjoy! 😊**

CONTENT/ADVERTISING FUNNEL



#1 - RECIPE - MARKETING PLAN



WHAT'S YOUR GOAL



- **SALES**
- **CUSTOMER CONTACT INFORMATION**
- **INFORM**
- **PROMOTE EBOOK**
- **BRAND**

WHO ARE YOU TARGETING?



EVERYONE IS LISTENING TO STATION WIIFM – WHAT’S IN IT FOR ME





**#2 - THE CRUST...YOUR
WEBSITE**



WEBSITE STATISTICS & TIPS

- **DID YOU KNOW THAT OVER 44% OF SMALL BUSINESSES IN THE UNITED STATES DON'T HAVE A WEBSITE?**
- **DID YOU KNOW THAT 9 OUT OF 10 COMPANIES ARE UNHAPPY WITH THEIR WEBSITE?**
- **DID YOU KNOW THAT 85% OF PEOPLE USE THE WEB TO FIND LOCAL BUSINESSES, ACCORDING TO A SURVEY BY LOCAL CONSUMER REVIEW?**
- **MAKE SURE THAT YOU PURCHASE YOUR DOMAIN – WWW.BLUE16MEDIA.COM**
- **MAKE SURE YOUR WEBSITE IS MOBILE FRIENDLY – DUDA MOBILE & RESPONSIVE**
- **USE INEXPENSIVE ALTERNATIVES IF YOU HAVE BUDGET CONSTRAINTS – WEEBLY, WORDPRESS, GODADDY, SQUARE SPACE & WIX**
- **INSTALL ANALYTICS TO YOUR SITE TO TRACK – GOOGLE ANALYTICS**

#3 - GATHERING YOUR INGREDIENTS – DIGITAL MARKETING TOOLS

- **SOCIAL MEDIA**
- **SEO/SEM**
 - **BLOGGING**
 - **SEM/PPC**
- **EMAIL MARKETING**



“

**TRADITIONAL MARKETING AND
ADVERTISING IS FOR PEOPLE
WITH MONEY AND NO BRAINS.
SOCIAL MEDIA MARKETING IS
FOR PEOPLE WITH BRAINS AND
NO MONEY.**

”

SOCIAL MEDIA – LISTEN & ENGAGE

- **DEFINITION - SOCIAL MEDIA IS THE FUTURE OF COMMUNICATION, A COUNTLESS ARRAY OF INTERNET BASED TOOLS AND PLATFORMS THAT INCREASE AND ENHANCE THE SHARING OF INFORMATION.**
- **TIPS**
 - **YOU DON'T HAVE TO BE ON EVERY SOCIAL MEDIA SITE**
 - **USE PICTURES BUT MIX IT UP**
 - **JAB, JAB, JAB, RIGHT HOOK (GIVE, GIVE, GIVE, ASK)**
 - **DON'T JUST BLAST YOUR INFORMATION – ENTERTAIN, EDUCATE OR IMPROVE LIVES**
 - **KEEP YOUR MESSAGING AND POSTS RELEVANT TO THE PLATFORM**



The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

facebook

twitter 

FACEBOOK & TWITTER

FACEBOOK TIPS

- **CREATE A FACEBOOK PAGE, A FACEBOOK GROUP & PROFILE**
- **ORGANIC REACH HAS DRAMATICALLY DECREASED GETTING CLOSE TO 0%**
- **LARGEST SOCIAL MEDIA SITE**

TWITTER TIPS

- **LIKE A COCKTAIL EVENT**
- **USE HASHTAGS**
#CEOBLOGNATION
- **USE THE SEARCH TOOL**
- **CHECK OUT THE TRENDING TWEETS**

LINKEDIN & PINTEREST



LINKEDIN TIPS

- **PROFESSIONAL NETWORKING – MORE MALE DOMINATED**
- **USE CONNECTIONS TO MAKE CONNECTIONS**
- **MAKE YOUR PROFILE “STICKY” – COMPLETE IT**

PINTEREST TIPS

- **GREAT FOR E-COMMERCE SITES**
- **GREAT IF YOU HAVE AN ART OR CRAFT**
- **GOOD FOR POSTING RECIPES OR FOOD**



GOOGLE PLUS & INSTAGRAM



GOOGLE PLUS TIPS

- **GET A GOOGLE PLUS BUSINESS PAGE – “MY BUSINESS” (FREE) – LOCAL SECTION**
- **COMPLETE YOUR PROFILE**
- **CONNECT WITH OTHER GOOGLE PRODUCTS (YOUTUBE & HANGOUTS)**
- **IT CHANGES...A LOT**

INSTAGRAM (OWNED BY FACEBOOK)

- **GREAT BRANDING TOOL**
- **USE AS MANY HASHTAGS AS POSSIBLE**
- **CREATE SHORT VIDEOS**

OTHER

- **SNAPCHAT**
- **TUMBLR**
- **ANCHOR**
- **SOUNDCLOUD**
- **YOUTUBE**
- **OTHERS**



EMAIL MARKETING

- **OPTIONS – MAILCHIMP, CONSTANT CONTACT, ICONTACT**
- **E-MAIL IS STILL A HUGE PART OF THE MARKETING MIX**
- **WHILE GOOGLE+ (AND EVEN FACEBOOK) ARE STARTING TO UNDERSTAND THE POWER OF E-MAIL, IT IS ALSO IMPORTANT THAT ENTREPRENEURS AND BUSINESS OWNERS DO TOO. E-MAIL IS LARGER THAN GOOGLE+ AND EVEN FACEBOOK.**
- **59% OF B2B MARKETERS SAY EMAIL IS THE MOST EFFECTIVE CHANNEL FOR GENERATING REVENUE. (SOURCE: [BTOB MAGAZINE](#))**



Google





energy audit, ithaca, ny

Search

About 8,870 results (0.28 seconds)

Advanced search

Everything

Images

Videos

News

Shopping

Places

More

Brunswick, ME

Change location

All results

Timeline

More search tools

New York Energy Audit

Reduce **Energy** Costs & Comply with new Local Law 84. Call Ecological
ecologicalgroup.com/Green-NYC

New York Energy Audit - Make your business more efficient.

National Grid can help- Learn How!
www.powerofaction.com

NY Energy Audit - Get an Energy Audit For Your Home.

Free Auditor Listings. Search Now!
www.servicemagic.com

Our Services: Energy audits, insulation, and whole-house retrofits

Our services at Snug Planet include complete home **energy audits**, insulation, and air
sealing, all by certified professionals.
www.snugplanet.com/services - Cached - Similar

Places for energy audit, near Ithaca, NY

A Snug Planet LLC - Place page
www.snugplanet.com - 416 North Titus Ave, Ithaca - (607) 277-7684

B Tom Farrell Home Inspections - Place page
www.farrellhomeinspections.com - 151 Enfield Falls Road, Ithaca - (607) 351-9607

Rate places to improve your recommendations >

Paid Search

Organic Search

Places Pages



SEO/SEM

- SEARCH ENGINE OPTIMIZATION OR SEO SIMPLY IS THE ART OF OPTIMIZING OR IMPROVING YOUR SITE OR OTHER PAGE TO BE FOUND ON THE MAJOR SEARCH ENGINES.
- SEO STANDS FOR “SEARCH ENGINE OPTIMIZATION.” IT IS THE PROCESS OF GETTING TRAFFIC FROM THE “FREE,” “ORGANIC,” “EDITORIAL” OR “NATURAL” LISTINGS ON SEARCH ENGINES. ALL MAJOR SEARCH ENGINES SUCH AS GOOGLE, YAHOO AND BING HAVE SUCH RESULTS, WHERE WEB PAGES AND OTHER CONTENT SUCH AS VIDEOS OR LOCAL LISTINGS ARE SHOWN AND RANKED BASED ON WHAT THE SEARCH ENGINE CONSIDERS MOST RELEVANT TO USERS. PAYMENT ISN’T INVOLVED, AS IT IS WITH PAID SEARCH ADS.

SEO - SHOWING UP ON THE FIRST PAGE

- 93% OF ALL BUYING DECISIONS START WITH AN ONLINE SEARCH (VIA JEFF BULLAS)
- A SAMPLE OF OVER 8 MILLION SHOWS THAT OVER 94% CLICKED ON A FIRST PAGE RESULT AND LESS THAN 6% ACTUALLY CLICKING TO THE SECOND PAGE AND SELECTING A RESULT DISPLAYED THERE.

1ST

SOME FACTORS HELPING YOUR RANKING HIGHER

ON PAGE

- **WEBSITE DESIGN – MOBILE FRIENDLY**
- **WEBSITE CODE – TITLE TAG, META DESCRIPTION**
- **CONTENT**
 - **BLOGGING – SIMILAR TO JOURNALING (E.G. WORDPRESS, TUMBLR, BLOGGER)**
- **DOMAIN**

OFF PAGE

- **BACKLINKS – LINKS GOING BACK TO YOUR SITE**
- **LOCAL LISTING**
- **CONTENT**
 - **SOCIAL MEDIA ACTIVITY**
- **REPUTATION**

WEBSITE CODE

```
<!-- Basic Page Needs
===== -->
<meta charset="utf-8" />
<title>Home Improvement in Northern Virginia | House Improvement in Northern Virginia | House Improvement in Virginia | Home Improvement Virginia</title>

<!--[if lt IE 9]>
    <script src="http://html5shim.googlecode.com/svn/trunk/html5.js"></script>
<![endif]-->

<!-- CSS
===== -->
<link rel="stylesheet" href="http://housebeautifulva.com/wp-content/themes/modernize/style.css" type="text/css" />

    <link rel="stylesheet" href="http://housebeautifulva.com/wp-content/themes/modernize/stylesheet/skeleton.css">
    <link rel="stylesheet" href="http://housebeautifulva.com/wp-content/themes/modernize/stylesheet/layout.css">

<!--[if lt IE 9]>
```

REMEMBER...

- **BE CAREFUL ON WHO YOU HIRE FOR SEO – ALL SEO IS NOT EQUAL. THERE'S GOOD (WHITE HAT) AND BAD (BLACK HAT) SEO**
- **YOU WANT TO SHOW UP FOR KEYWORDS THAT PEOPLE ARE SEARCHING FOR – PLUMBER, WOODBRIDGE VA**
- **IT'S A LONG TERM INVESTMENT. BE CAUTIOUS OF THOSE THAT SAY "GUARANTEED RESULTS"**
- **YOUTUBE IS THE SECOND LARGEST SEARCH ENGINE AHEAD OF BING AND YAHOO**



**#4 - PICK & PREPARE IT –
FOLLOWING YOUR PLAN**





**#5 PUT IT IN THE OVEN –
BUT CHECK IT - EXECUTION**





**#6 - KEEP WORKING TO PERFECT
IT BUT REMEMBER TO ENJOY! 😊**



DAVE HAS A MEDIA COMPANY

- HAS A WEBSITE THAT IS FOCUSED SPECIFICALLY ON FINDING BUYERS AND SELLERS
- THE WEBSITE HAS AS STRONG FOCUS ON CONTRACTORS AND OTHER SYNERGISTIC RELATIONSHIPS
- BECAUSE HE LOVES TO SPEAK HE'S STARTED A PODCAST CALLED "FROM MILITARY TO REAL ESTATE: NOVA'S GUIDE TO REAL ESTATE" AKA AUTHORITY POSITION
 - TELLS HIS STORY
 - TALKS ABOUT INDUSTRY TRENDS
 - HAS HIS BUYERS AND SELLERS TALK ABOUT THE PROCESS
 - INTERVIEWS REFERRAL PARTNERS (E.G. CONTRACTORS)
- ALL EPISODES GO TO HIS BLOG & ARE SHARED OUT ON FACEBOOK PAGE , FACEBOOK GROUP (MILITARY TO REAL ESTATE) & LINKEDIN
- HE HAS AN E-BOOK THAT IS FOR FREE ON HIS WEBSITE CALLED THE FIRST TIME HOME BUYERS GUIDE TO REAL ESTATE TO GENERATE LEADS

HOUSE
FOR
Sale



THANK YOU! HOPE THAT WE CAN HELP

BLUE 16 MEDIA

WWW.BLUE16MEDIA.COM

CEO BLOG NATION - CBNATION.CO

WWW.CEOBLOGNATION.COM



MY CONTACT INFO

SITES

- **BLUE16MEDIA.COM**
- **CBNATION.COM**
- **B16.CO BETA**
- **PROGRESHION.COM/SCHEDULE**
- **STARTABUSINESSBLOG.COM**
- **YOUAREAMEDIA.COMPANY - COMING SOON**

CONTACT INFO

- **GRESHAM HARKLESS**
- **GRESHAM@B16M.COM**
- **202-709-3348**
- **PROGRESHION.COM/SCHEDULE**