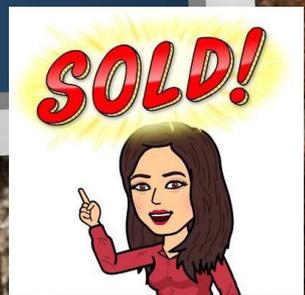


# YOU ARE A REAL ESTATE MEDIA COMPANY

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

**PRESENTED BY GRESHAM HARKLESS**



# WHAT WE WILL COVER

- **HOW TO GET STARTED**
- **6 STEP PROCESS TO MARKETING**
- **WAYS TO MARKET: WEBSITE, SOCIAL MEDIA, SEO W/ EXAMPLES**
- **HOW TO NOT OVEREXTEND YOURSELF**
- **HOW TO PUT IT ALL TOGETHER**

**WHAT WOULD  
BRING YOU  
VALUE?**

# 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 & I AM CEO PODCAST

**FOLLOW ME -  
@PROGRESHION**



**FEAR...**



# THINGS ARE CHANGING FAST AND SO IS BUSINESS



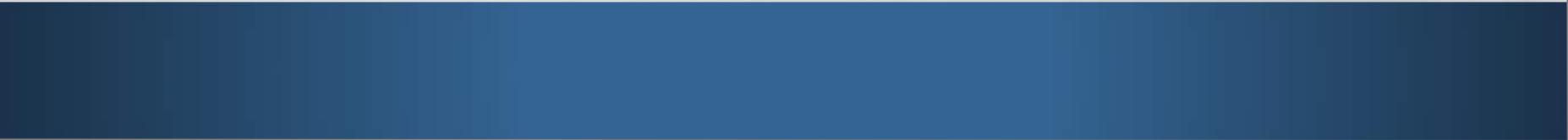
I SHOULD JUST CHANGE  
MY VOICEMAIL GREETING  
TO: "PLEASE HANG UP  
AND TEXT ME."

more awesome pictures at [THEMETAPICTURE.COM](http://THEMETAPICTURE.COM)

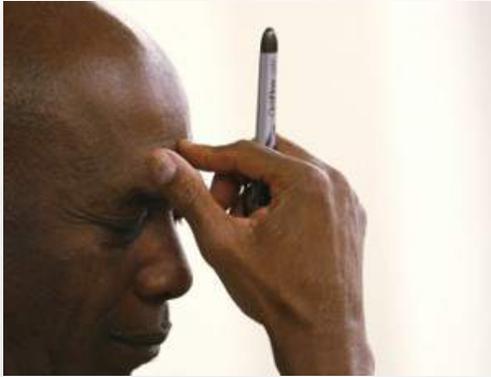


Find us on:  
**facebook**

**twitter**



# OVERWHELMED?



# DIGITAL MARKETING



# MEET DANA THE REAL ESTATE AGENT

- 42 YEARS OLD + HOME OWNER + BACHELORS DEGREE – MARRIED
- HAS 2.5 KIDS AND A DOG
- LOOKING FOR BUYERS AND SELLERS SPECIFICALLY RESIDENTIAL
- HAS SPECIAL PROGRAMS FOR 1ST TIME HOME BUYERS
- LIKES TO FOCUS ON THE MILITARY NICHE
- 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](#)



# 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 computer. 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 - DANA 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 - DANA 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**

**“To generate more home buyer and sellers in Northern Virginia and revenue and position myself as the go-to”**

**SOLD!**



# WHO ARE YOU TARGETING?



**“Generation X but starting to shift into first time-home buyers”**

**SOLD!**



# 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**

**Has a website that is focused specifically on finding buyers and sellers and providing resources**



# #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**





# SOCIAL MEDIA MARKETING STATS FOR 2017

## DEMOGRAPHIC STATISTICS



**75%** Of male internet users are on Facebook as well as 83% of female internet users.



**32%**

32% of teenagers consider Instagram



**38% vs 26%**

Female internet users are more likely to use Instagram than men, at 38% vs 26%



**18 - 19**

Most Instagram users are between 18-29 years old



**75%**

81% of millennials check Twitter at least once per day



**22%**

22% of the world's total population uses Facebook



**18 - 34**

YouTube reaches more 18 - 34 and 18 - 49 year - olds than any cable network in the US

## USAGE STATISTICS



**80%**

Almost 80% of time spent on social media platforms happens on mobile



**10**

Just 10,000 YouTube videos have generated more than 1 Billion view



**400**

Over 400 million snaps are shared on snapchat per day



**93%**

93% of Pinterest users use the platform to plan or make purchases



**17** The average LinkedIn user spends 17 minutes on the site per month



**39%**

39% of LinkedIn users pay for monthly premium accounts.

## 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**
- **DANA – CREATES A FIRST-TIME HOME BUYER FACEBOOK GROUP**

## TWITTER TIPS

- **LIKE A COCKTAIL EVENT**
- **USE HASHTAGS #CEOBLOGNATION**
- **USE THE SEARCH TOOL**
- **CHECK OUT THE TRENDING TWEETS**
- **DANA - DOES A LIVE TWITTER CHAT EVERY MONDAY USING THE HASHTAG #HOMESINDC**

**SOLD!**



# LINKEDIN & PINTEREST



## LINKEDIN TIPS

- **PROFESSIONAL NETWORKING – MORE MALE DOMINATED**
- **USE CONNECTIONS TO MAKE CONNECTIONS**
- **MAKE YOUR PROFILE “STICKY” – COMPLETE IT**
- **DANA – CREATES A REALESTATE PRO’S IN NOVA - PROFESSIONALS GROUP TO CONNECT WITH POTENTIAL REFERRAL PARTNERS**

## PINTEREST TIPS

- **GREAT FOR E-COMMERCE SITES**
- **GREAT IF YOU HAVE AN ART OR CRAFT**
- **GOOD FOR POSTING RECIPES OR FOOD**
- **DANA - EVERY SUNDAY SHE PROVIDES A NEW RECIPE FROM HER REAL ESTATE EBOOK SHE’S PLANNING TO LAUNCH AT THE END OF THE YEAR. EACH DISH IS IN A HOME SHE HAS FOR SALE ON THE MARKET**

**SOLD!**





# 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**
- **DANA - CREATED A GOOGLE MY BUSINESS ACCOUNT TO SHOW UP FOR LOCAL SEARCHES.**

## INSTAGRAM (OWNED BY FACEBOOK)

- **GREAT BRANDING TOOL**
- **USE AS MANY HASHTAGS AS POSSIBLE**
- **CREATE SHORT VIDEOS**
- **DANA RECORDS OPEN HOUSES AND GO'S LIVE AS A SNEAK PREVIEW TO INTRODUCE SOME OF HER REFERRAL PARTNERS**

**SOLD!**



# OTHER

- **SNAPCHAT – D: PREVIEWS INTERVIEWS**
- **TUMBLR – D: SCHOOL TIPS FOR TEENS**
- **ANCHOR – D: SNEAK PEAK OF PODCAST INTERVIEWS & POSTS PODCAST INTERVIEWS**
- **YOUTUBE – D: VIDEO INTERVIEWS AND REPURPOSES IN AUDIO**
- **OTHERS**



**SOLD!**



# 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](#))**
- **SHE HAS AN E-BOOK THAT IS FOR FREE ON HIS WEBSITE CALLED THE FIRST TIME HOME BUYERS GUIDE TO REAL ESTATE TO GENERATE LEADS**



Google™

YAHOO!®

bing™



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  
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**New York Energy Audit - Make your business more efficient.**

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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

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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.
- SHE FOCUSES ON FOCUSING ON HER SECRET SAUCE AND THOSE KEYWORDS SHE HAS A DOG SO SHE GOES WITH HER DOG TO AREAS AND POSTS THEM ON HER WEBSITE TRYING TO SHOW UP FOR THOSE NICHE SEARCHES AND CONNECTING WITH PEOPLE IN THE COMMUNITY

# 1ST

**SOLD!**



# 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**
- **SHE ALSO CREATES A YOUTUBE CHANNEL TO SHOW HER CONNECTION TO THE COMMUNITY AND BRANDED WITH HER DOG AND POSTS THEM ON HER SITE**

**SOLD!**





**#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! 😊**



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



**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.CO**
- **B16.CO**

## CONTACT INFO

- **GRESHAM HARKLESS**
- **[GRESHAM@B16M.COM](mailto:GRESHAM@B16M.COM)**
- **GOOGLE VOICE: 202-709-3348**
- **PROGRESSION.COM/SCHEDULE**

# QUICK 5 ADDITIONAL RESOURCES

1. [HTTPS://TEACH.CEOBLOGNATION.COM/2017/12/07/SOCIAL-MEDIA-CHEAT-SHEET-2017-INFOGRAPHIC/](https://teach.ceoblognation.com/2017/12/07/social-media-cheat-sheet-2017-infographic/)
2. [PROGRESHION.COM/SCHEDULE](http://PROGRESHION.COM/SCHEDULE)
3. [STARTABUSINESSBLOG.COM](http://STARTABUSINESSBLOG.COM)
4. [YOUAREAMEDIA.COMPANY](http://YOUAREAMEDIA.COMPANY)
5. MY BUSINESS BLOG: [HTTP://PROGRESHION.CEOBLOGNATION.COM](http://progreshion.ceoblognation.com)