
Create Your Online Strategy



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Goals and Objectives

What are your specific goals and measurable objectives for your Online Marketing this year?

- Improve Number of Leads
- Improve the Quality of Online Leads
- Improve the Overall Online Experience
- Improve the Engagement Rate
- Move Prospects Through the Buying Process/Funnel
- Reduce Cost of Leads
- Increase Online Inquiries
- _____
- _____

Deliver Customer Service and Value to Your Target Market(s)
Delivering value to your site visitors and delivering effective customer service online can provide positive results offline.

Marketing Analysis

Your Marketing Analysis should briefly describe your target audience, target market trends, characteristics and social activities. You should make sure the right people are finding your business online.

- Who is your target market? Demographics?
- What problems can you solve for them?
- Activities and Behavior
- Social Networking communities
 - a. Where they interact
 - b. Where they share information



Creating a demographic profile. Your demographics of your prospect should provide you enough information about the “typical” client you serve. This helps you create a mental picture of the person.

What resources can you use to accomplish this?

Yes	No	
		<input type="checkbox"/> Google analytics
		<input type="checkbox"/> NAR materials
		<input type="checkbox"/> MSL stats
		<input type="checkbox"/> Your office numbers

Yes	No	Website Implementation Plan
		Decide on the center of your online marketing <ul style="list-style-type: none"> • What is your budget? • How tech savvy are you Options: <ul style="list-style-type: none"> <input type="checkbox"/> Static Web page <input type="checkbox"/> Blog <input type="checkbox"/> Facebook Business Page <input type="checkbox"/> Business Card Site

Yes	No	Optimizing your Website
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On Page SEO and Off Page SEO		
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		Google suggests that you design your website for visitors, and not 'for Google.' While you should keep this principle in mind, it is worthwhile to learn a bit more about SEO in order to better optimize your site.
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		On page SEO <ul style="list-style-type: none"> <input type="checkbox"/> Presentation of your content. 25% of your overall SEO Score <input type="checkbox"/> Test Your SEO With WebsiteGrader.com Off page SEO <ul style="list-style-type: none"> <input type="checkbox"/> What other websites are saying about you <input type="checkbox"/> Inbound links <input type="checkbox"/> What sites are they
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Yes	No	How to Convert Website Visitors to Leads
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There are three ways to use “off page SEO” to create potential clients and leads		
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		<ul style="list-style-type: none"> <input type="checkbox"/> Create a Call to Action <input type="checkbox"/> Blogging <input type="checkbox"/> Social Media sites
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Create a Call to Action		
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		Focus on conversion. Focus on converting more of your website visitors into sales leads. Here’s how: Decide on a compelling offer for your customers, build a call to action to promote your offer and create a landing page for visitors to submit information in response to the offer. Finally, test, measure and repeat the whole process. <ul style="list-style-type: none"> <input type="checkbox"/> Property Search
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		<ul style="list-style-type: none"> <input type="checkbox"/> Home Search <input type="checkbox"/> Statistics <input type="checkbox"/> Hyper local Information <input type="checkbox"/> Property Values <input type="checkbox"/> Specific landing page for a specific property or area <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <p>Decide on your offer, create a call to action, create a landing page</p> <p>_____</p> <p>_____</p> <p>Remember ABC – Always be Testing!</p>
		Blogging and Content Creation
		<p>To blog or not to blog?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Probably the most important thing to do when considering a blog is to consider your goals: <ul style="list-style-type: none"> ○ Is blogging something I see myself doing long term? ○ Do I like to write, take photos, and create videos? ○ What will the main purpose of my blog be?
		 <p>Action Step: Think about the 10 most common questions you get asked by prospective new customers. Take each one of those questions and write a short article explaining an answer. Do this once a week for 10 weeks and you have a nice start of content for your blog. Once those first 10 weeks are over, check out this list of additional ideas to keep your business blog packed with interesting content. Remember to let your expertise and passion shine through your blog content.</p>
		Promoting website with other sites
		<p>The Spokes</p> <ul style="list-style-type: none"> • Blogs • Social Networks • Listing Marketing (Syndication Sites) • Offline and Print Mediums • Email and newsletter • _____

		<p>Social Networks</p> <ul style="list-style-type: none"> <input type="checkbox"/> Facebook <input type="checkbox"/> LinkedIn <input type="checkbox"/> Twitter <input type="checkbox"/> Youtube <input type="checkbox"/> Flickr <input type="checkbox"/> Location Based – Foursquare <input type="checkbox"/> _____
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Social Media Implementation Plan

Social Media	Customer level of engagement	Competitor Using Strategy?	Rank	Implement?	Launch Dates
Twitter	Low	No	Low	Yes	6/2011
Twitter					
Linked In					
Facebook P					
Facebook B					
You Tube					
Flickr					
Active Rain					
Trulia					
Realtor.com					
Zillow					
Blog					

		<p>Listing Marketing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Single Listing Websites <input type="checkbox"/> Listing Syndication <input type="checkbox"/> Trulia, Zillow, Realtor.com <p>Offline and Print Mediums</p> <ul style="list-style-type: none"> <input type="checkbox"/> Email Signatures <input type="checkbox"/> Business Cards <input type="checkbox"/> Print Materials
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