



BUILD THE MOMENTUM

September 17, 2018

CE CLASS SESSION

2:00 p.m. – 3:00 p.m.

(1 Credit Hour)

Micro Marketing Tactics for Real Estate

INSTRUCTOR:

Kristi Kennelly



realtor.com
RESULTS
SERIES
BREAK / THROUGH

The Top Marketing
Micro Strategies for Real Estate

Presented by Kristi Kennelly

Date goes here



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When practice and courage meet, what you feel is...
personal growth.

RESULTS
MARKETING

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Attack the Macro Trends

Be

- a video marketer
- a social media marketer
- hyperpersonal
- automated

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Be a
Video Marketer

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Proof is in the Pudding
 Know the Numbers

- By 2019, video will account for **85% of internet traffic** in the US¹
- Video gets **1200%** more shares than images and text combined²
- Companies that use video marketing grow their revenue **49%** faster than those that don't³
- NAR research shows us that **80%** of buyers & sellers say they would prefer to work with a Realtor who does video marketing



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How can video replace regular tasks?



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Replace One Phone Call Per Day
 The Selfie Video

Why


- 1-1 video can get you a **199%** lift in play rate (CTR)¹
- Viewers retain **95%** of a message when they watch it in a video compared to **10%** when reading it in text²

How

- Like leaving a voicemail, except the camera is on you
- Use your phone

Distribution

- Text, e-mail, Facebook Messenger



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REPLACE

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Replace One Newsletter Per Month

The One-Minute Video Market Update

Why

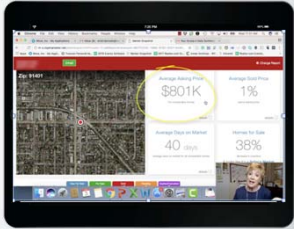
- "Meh" newsletter response? Increase CTR by **200-300%** by using video¹

How

- Discuss "neighborhood data"
- Camtasia
- UseLoom.com - free version
- SoapBox.wistia.com - free version
- Live on Facebook (free)

Distribution

- E-mail, Facebook, YouTube, blog



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Don't Want to Show Your Face?
No Problem! Use Lumen5.com for FREE

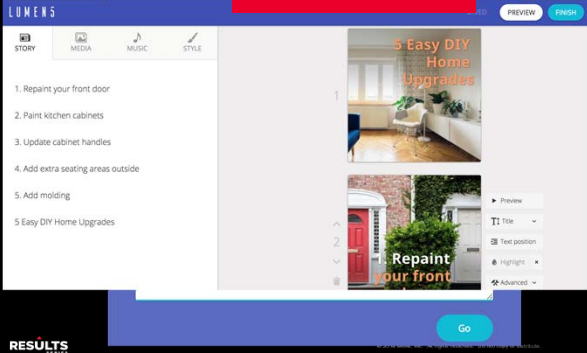
- Take a blog post, or any content such as:
 - your blog
 - hub.realtor.com®
- Paste your points into Lumen5
- Lumen5 will automatically place background image to create a video!
 - 80% of work is done in seconds
 - Creates "square video" which is trendy on Facebook



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Just 3 Basic Steps
Very intuitive tool

Highlight each bullet point.
Choose your images.



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Notice the square format! Great for FB & Instagram



realtor.com

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Lumen5.com



realtor.com

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5 Things I Learned in Musical Theatre



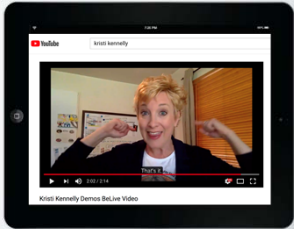
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Video Best Practices

The Latest

- Keep them short!
 - 1-2 min tops!
- Show movement
- Post original (native) files on Facebook
- Educate, entertain or inspire



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Be a
Social Media
Marketer

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Consumer Hat


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Facebook Privacy Checkup

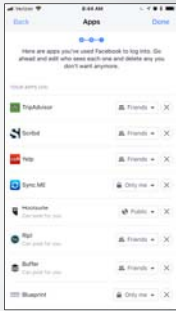
On your mobile device

- Click on "hamburger menu" in lower right
- Scroll down to Privacy Shortcuts and tap
- Tap on "Review a few important privacy settings" or tap "Privacy Settings"



Hamburger Menu

Third Party Apps



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Marketer Hat

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Facebook Organic Reach

It's all About Being Seen & Heard... Stay Top of Mind with Your Audience

- Facebook and Instagram have **1 in 5** mobile minutes¹
- Facebook organic reach for the average page has dropped from **16% to 6.5%**²
- We have to work smarter on Facebook for the eyeballs



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Ways to Increase Organic Reach

For FREE

- Ask questions
- Engage - truly
- Create "Groups"
 - Community, local
- Hashtags
- Polls! "Caption This"
 - Contests/Gamifying
- Create Lists of VIP clients/Prospects
- Be compelling
- Post video, especially "Live"



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I went live, asked questions & got kids involved!

Throw in a Market Update!

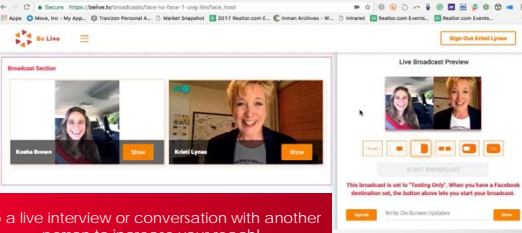


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Want More Views With Facebook Live?
Put other People in Your Live Video!

Use BeLive.tv



Do a live interview or conversation with another person to increase your reach!

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BeLive.TV is pretty cool!
Check out Kristen and Kendyl. Easy peasy!



Kristen Stavros

Kendyl Young

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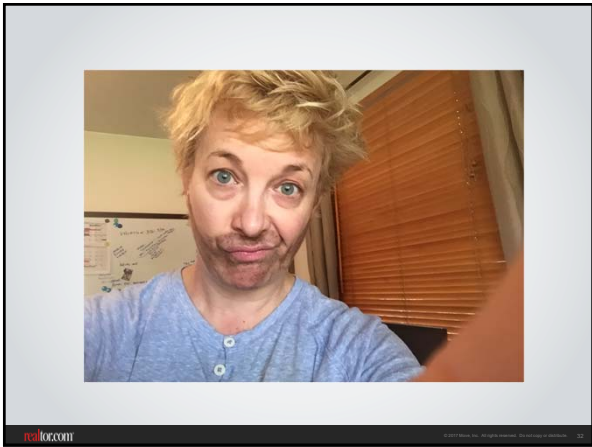


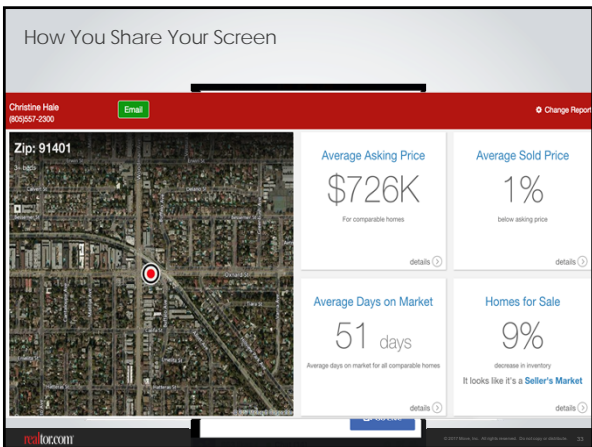
Kristen Stavros

Kendyl Young

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What is Quality Content? Neighborhood info!

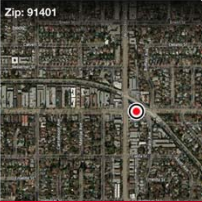
What I'd like to See on Any Platform (Just Keep Refreshing, Don't Reinvent)

Market Updates	*Who sold their house for what in 91401?*
Best Restaurant in Town	*Best Sushi in Sherman Oaks, hands down!*
Best Coffee Spots in Town	*Tired of your home office? Best Free Wifi hangouts in Studio City!*
What To Do On the Weekend?	*Best Brunches & Bottomless Mimosas in Santa Monica.*
Entertainment News	*Have you seen Boney Island in Studio City? Meet the creator!*
Teach Us Something	*Have you hiked Fryman Canyon? Survival list.*
Behind the Scenes	*Did you know we have a brewery in Van Nuys? Meet the owners!*
Dog Lovers	*The Best Dog Friendly Restaurants in the Valley.*
What's New in Town	*Get to know the Wagmor Pet Hotel. Spoiler: Melissa loves your dog almost as much as you do.*

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Be Compelling

Let Data Help You!



Zip: 91401

Market Snapshot® is great for Facebook and Instagram posts!

Post | DESKTOP PREVIEW | MOBILE PREVIEW

Kristi Kennelly, National Speaker - Sales, Marketing and Technology


October 8, 2017 at 10:16am

48% of homes are selling at or above asking price in 91401! Know what your neighbors are selling for... because the info is available. Go to <http://bit.ly/2y1oNMT> and I can get you an instant report. #ShermanOaksPropertyValues

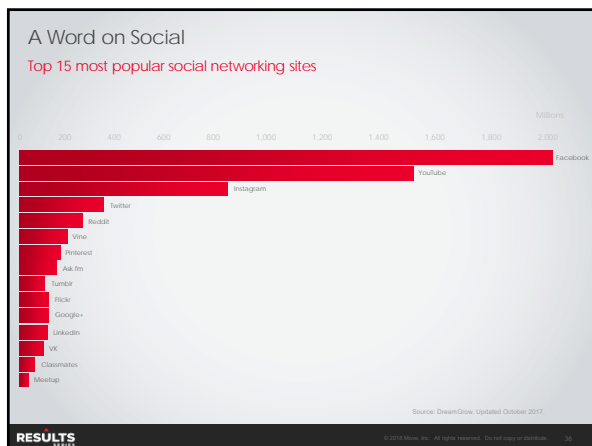
0 at asking price

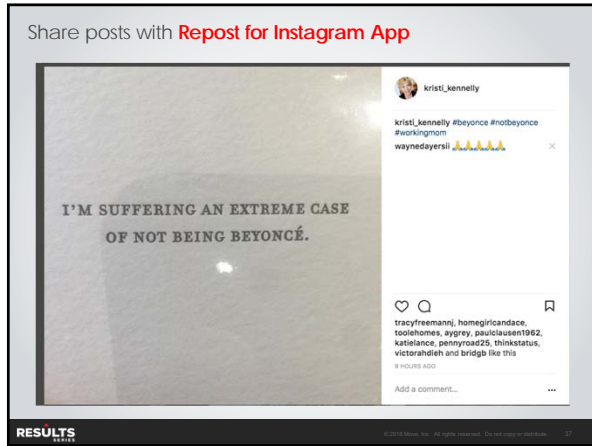
48% of homes are selling at or above asking price

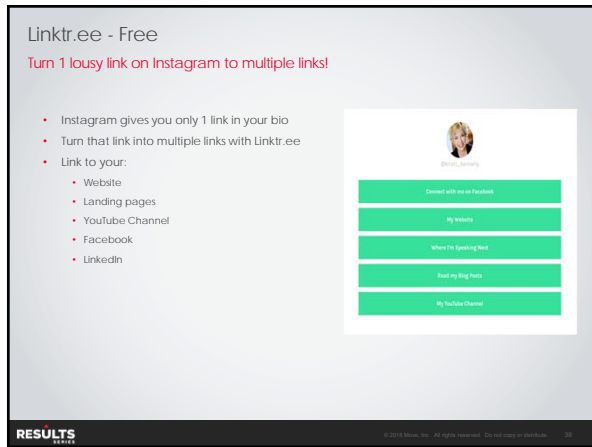
COMPARABLE PRICES

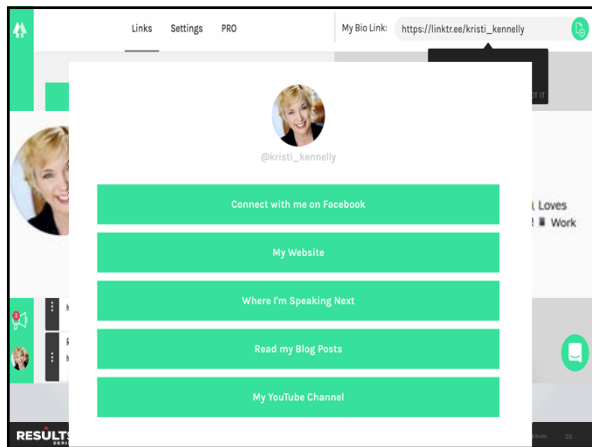


Boost Post | Edit









Be Hyperpersonal

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McKinsey

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Hyper-Personal Communication

A Small Step Farther

QUALITY

QUANTITY
QUANTITY
QUANTITY
QUANTITY

- No more 2005 thinking of “spray and pray”
- Quality or quantity
- Thinking differently about:
 - E-mail
 - Video

RESULTS
McKinsey

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E-mail is Not Dead

#1 Digital Marketing Tool You Have

- Email is **40x** more effective at acquiring new customers than Facebook or Twitter¹
- A message is **5x** more likely to be seen in email than via Facebook²

1 McKinsey; 2 RadCate

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McKinsey

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E-mail the 2018 Way!
 Personal & Relevant

PERSONALIZATION

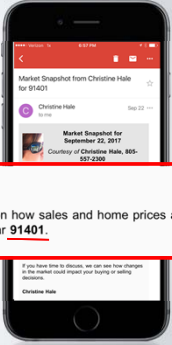
- Convert 10% more
- Top Producer CRM personalizes
- Market Snapshot is personalized

MARKET SNAPSHOT RELEVANCY

- Average open rate is **34%+¹** (Industry standard is 20.8%?)
- Average click rate is **12.9%+¹** (Industry standard is 1.94%?)

Hi **Kristi**,

Here is an update on how sales and home prices are trending on and near **91401**.



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Next Level Email Marketing
 Personalized Video with ViewedIt.com

- Get basic supplies!
- Make your video

How

- Your phone
- ViewedIt.com (free)
- UseLoom.com (free)
- BombBomb

Watch your CTR go up!



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Be Automated



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Automate If You Haven't

It's Time



- Don't waste your time
- Invest in marketing automation software & a company to set it up for you
- A CRM is the heart of your business
- **Top Producer®** available today

"To tell yourself you can manually contact all of your leads 24 times per year, consistently, will simply drive you insane." - Me



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Recent Inman Survey
Number One

"Which real estate CRM would you recommend to a new agent?"

Top Producer®

22% of audience vote, Inman Survey 2017



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Every Tool Mentioned So Far

Cherry Pick - What's Right for You?

Video

- Using your phone - free
- Lumen5 - free
- Camtasia - \$150
- Fiverr - freelancers
- iMovie - free
- Adobe Spark Video - free
- Rev.com - \$1 per min

Hyperpersonal


- ViewedIt.com - free
- Bombbomb.com - free trial
- Market Snapshot - monthly

Microtargeting Tools

- Revaluate.com - Free email scrub
- Facebook Live - free
- BeLive.tv - free
- Jing screen capture - free
- Facebook Boosting & Sponsored ads

Automation

- Top Producer® - monthly fee
- Fivetreet - free with zip




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Realtor.com® leads in time on site

Compared to Top Consumer Brands

Average minutes per visit

YouTube	20.1
Facebook	8.1
Amazon	7.3
realtor.com®	6.8
Zillow	4.6
Trulia	4.5
Google	4.2
MSN	3.2
Twitter	2.9
LinkedIn	2.6



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Growth in Mobile

Mobile UU's at New All-Time High

Mobile has the potential to reach everyone in the world. By 2020, at least **80% of all adults worldwide** will have a smartphone

More than 50% of realtor.com® traffic now comes from mobile


Mobile page views up
143% y/y



Source: comScore, April 2018. Source: comScore & Survey International. Traffic: 100%

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New Ad Campaign
The Home of Home Search™



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New Ad Campaign
The Home of Home Search™



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It all begins with
feeding leads to your database
& automating response

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Connection™ for Buyers
Now on Mobile!

realTOR.COM BUY RENT MORTGAGE FOR REALTORS LOCAL NEWS & ADVICE Login

1529 Fairway Lane
New Town, CA 95062 \$475,000

Tell Me More About This Property
Full Name
Your Email
Phone
I would like more information regarding this property at 1529 Fairway Lane, Any Town, CA 95062
I want to get pre-approved by a lender
Request More Details

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Lead details
Information about the consumer

New consumer data

- All leads will include
 - Consumer name
 - Email address
 - Phone number – **mandatory field**
- Email address and telephone numbers are verified through a third party and noted
 - Email address is deliverable
 - Telephone number is a listed number
- Days searching, # times viewed listing and if the property

Leads with non-verified phone and email are still routed to customers

realTOR.COM
New lead from realtor.com!

Aug 7, 2018 8:54 am
I would like more information regarding this property at 1529 Fairway Lane in Any Town, CA

Every minute counts, make contact as soon as possible
(555) 555-7505

Name: John Smith
Verified phone: Verified email
Home | Messaging | My Account

Property Details
MLS ID: #100000000
1529 Fairway Lane, Any Town, US 95062
\$475,000
3 bed 3 Bath 2

Results Active
Days on Market: 47 days
Listing Agent: Kelly Wilson
Broker: Quest Realty

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Solution Details
New Information About the Consumer

Lead Notification

New descriptions of the three most recent searches and other recently viewed listings (if available)

- Link to results of each search
- MLS ID links to view property

Recent Search Activity

Location	Price	Beds	Baths	Property Type
West Any Town	\$275,000-\$480,000	Any	Any	Multiple
North Any Town	\$388,000-\$475,000	Any	Any	Multiple
East Any Town	\$350,000-\$450,000	Any	Any	Multiple

Other Recently Viewed Listings


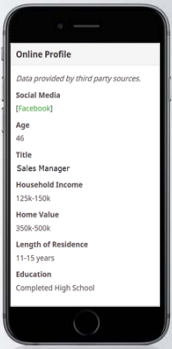
MLS ID: #100000000 845 Peppy Ave, Any Town, US 3 bed 3 Bath 2	Last Viewed 08/04/2018
MLS ID: #100000000 4718 Jay Street, Any Town, US \$400,000 3 bed 3 Bath 2	Last Viewed 08/04/2018
MLS ID: #100000000 777 Lark Lane, Any Town, US \$428,000 3 bed 3 Bath 2	Last Viewed 08/04/2018

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Get Five Street FREE
With Purchase of Any ZIP CODE

Lead Notification
Consumer profile information, where available, **powered by Five Street.**

- Social media source - Facebook, Twitter or LinkedIn, links to profile
- Age, job title, household income, years at current residence, and education

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POWER CONVERSION, IMPROVE EFFICIENCY & FUEL GROWTH

EXCLUSIVE OFFER

Success Suite with FiveStreet
FiveStreet + Top Producer® CRM + Market Snapshot® Reports



SAVE 30%*
NOW ONLY \$89.95/MO*
(that's a savings of \$39.95/month)


See Realtor.com Table for Best Pricing

*The Top Producer® Success Suite Bundle price of \$89.95/month is a savings of \$39.95/month when compared to subscribing to FiveStreet, Top Producer® CRM system and Market Snapshot® reports separately. Offer available exclusively to subscribers of Active Rain. Offer ends March 31, 2016. Subject to availability. Terms and conditions apply.

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“
Courage is like
a muscle; it
is strengthened
by use.
”

Ruth Gordon
#WISEWORDS



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RESULTS
SERIES
BREAK / THROUGH

Thank you
- Kristi Kennelly



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