

Marketing Tune Up



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Marketing Tune Up

- Rule # 1
- Who Moved My Cheese?
- Analyzing Intent Leads
- Reconsidering List Targeting
- Expanding into Advertising



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Rule # 1


- The deals are there
- Deals are there because...
 - of Human nature
 - Real estate ages




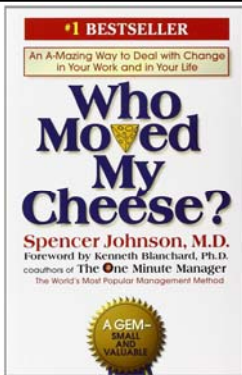
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Blame Marketing

- When you need leads, blame your marketing
 - Techniques you employ
 - Concentration
 - Consistency
 - Location Demographics
 - Time Horizon
 - Execution




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Intent Lead Math

- Cost per Lead has increased Dramatically
 - \$65 to \$500+ in some areas
- Leads per Closed Deal remains the same
 - 1 out of 5-10
- Profit per Closed Deal has increased
 - \$15,000 to \$30,000



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Intent Sources Review

- HouseBuyerNetwork – Shutting Down?
- NeedtoSellHouseFast – Low lead flow. Can pay \$175+ per lead for him to run Google AdWords
- FastHomeOffer? – Up to \$105 minimum, not always Intent Traffic leads
- Google AdWords?
- BingAds?



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Google Adwords Quality Score

- The Higher Your Quality Score, the Lower Your Cost per Click
- Negative Keywording
- Pausing Poor Performing KeyWords
- Always Testing New Ad Creatives
- Separate keywords into more AdGroups



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Other Google AdWords Tweaks

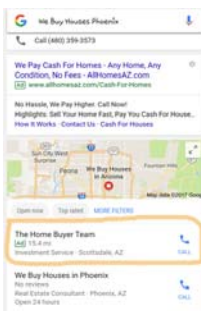
- Adjust Location Targets
- Bid Adjust based on Devices (Settings)
- New Text Extension
- NEW Landing Page (*coming very soon*)



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Bonus of Being # 1

- ✔ New Bonus of Being # 1
- ✔ Connect AdWords account to your Google My Business Listing



BingAds

- ✔ Get Google AdWords dialed in first.
- ✔ Import your entire Google AdWords campaign into BingAds.
- ✔ Update location targeting to a radius
- ✔ Update the Extensions



Price per Lead

- ✔ Since Price per Intent Lead has Gone Up, It Opens Up Other Techniques



Reconsider List Targeting

- zBuyer and ExpertHomeOffers
- Direct Mail: Price of Printing and Postage is the same no matter where you are.
- Either massive volume or individualized persistence of direct mail
- Motivation lists are still the best



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Expanding into Advertising



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