

Marketing Planning & Troubleshooting Problems



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Planning & Problems

- How to Develop Your Marketing Plan based on your location, marketing investment and time commitment.
- Troubleshooting Marketing Problems



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Marketing Plan

- 1. Location Target
 - Rural (Less than 50,000 population in the county)
 - Suburban (50,000 to 300,000 population in the county)
 - Urban (More than 300,000 population in the county)



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Marketing Plan


- 2. Time Commitment
 - Days per Week (or Month)
 - Hours in those Days
 - Other demands on your time



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Marketing Plan

- 3. Initial Marketing Investment
 - NOT a “budget”; this is a “marketing cost per closed deal”.
 - Total amount of money to put towards marketing to get to your first deal closing



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Rules of Thumb

- Everyone should set up free local listings
- Rural & Suburban Locations
 - Any/All the lead service providers
 - Google Adwords for a portion of the whole county up to the entire county
 - BingAds for the entire county
 - Once the above is maxed out, expand into Google Display, Facebook, YouTube

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Rules of Thumb

Rule # 1 - Everyone should set up free local listings!

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Rules of Thumb

Rural Locations

- All Lead service providers
- Google Adwords (with all keywords) for your county and surrounding counties
- BingAds (with all keywords) for your county and surrounding counties
- Outdoor Advertising (Quasi-Bandit Signs)
- Once the above is maxed out, expand into Google Display, Facebook, YouTube

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Rules of Thumb


Suburban Locations

- Some lead service providers
- Google Adwords (reduced keywords) for portion of the county and expanding as funds allow.
- BingAds (all keywords) for the entire county
- Once the above is maxed out, expand into Facebook first, then if you need even more traffic, go into Google Display or YouTube or both.

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Rules of Thumb

- Urban Locations
 - Google Adwords for specific zip codes
 - BingAds for 5-10 mile radius
 - Once Intent Traffic is maxed, move into:
 - Facebook for specific zip codes
 - Google Display for specific zip codes
 - YouTube once the above are maxed out

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Rules of Thumb

- Very Low Investment (but has time)
 - zBuyer
 - Hyper Local technique
 - Door Knock pre-foreclosures
 - Driving for Dollars technique
 - Bandit Signs??? (handwritten or printed)

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Rules of Thumb

- Terrible at Technology and has no interest in learning nor has anyone at home to do it.
 - Lead Service Providers
- No Time (but has the Investment)
 - Lead Service Providers

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The Best Investors

FACT: The Best Real Estate Investors in the market place are the Best Marketers.



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Which Spiral are You?



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The Upward Spiral

- Investment in the right marketing techniques creates leads
- Leads create deals
- Reinvest some profits into more marketing
- More marketing, more leads
- More leads, more deals
- More deals, more marketing



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The Downward Spiral

- ❑ Not closing your first deal after a period of time plants seeds of general doubt.
- ❑ General doubt develops into overall fear
- ❑ Overall fear reduces marketing
- ❑ Less marketing, less leads
- ❑ Less leads, less deals
- ❑ Marketing becomes non-existent



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Our Anchor

- ❑ Why this Business Always Has and Always Will, Work...
- ❑ (1) Human Nature
- ❑ (2) Real Estate Deteriorates
- ❑ (3) People will always need a place to live
- ❑ (4) Change is constant



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The *Real* Problem

- ❑ Real Estate is NOT the Problem
- ❑ Location is NOT the Problem
- ❑ Market Conditions is NOT the Problem
- ❑ The problem is either (or both):
 - ❑ (a) Your Marketing
 - ❑ (b) You



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Troubleshooting Your Marketing

- Study Your Lead Generation Log
- You're previous efforts are not a waste. They are an investment!



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Troubleshooting Your Marketing

- Most Likely Culprits
 - # 1 - Quantity of Leads
 - # 2 - Quality of Leads
 - # 3 - Discarding Leads



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Troubleshooting Your Marketing

- Quantity of Leads
 - Statistical Probability
 - Statistical Significance



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Troubleshooting Your Marketing

- Quality of Leads
 - Highest: Intent Traffic
 - Good: Advertising
 - Low: List Targeting
 - How did you find that?



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Troubleshooting Your Marketing


- Discarding Leads
 - Deciding lead potential on your own
 - Sabotaging yourself



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Self Sabotage

- Psychological Phenomenon
- Subconscious Level
- Unaware it exists
- Write down first emotion when I say...
 - Money
 - Business Person



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Rewiring Your Brain

- Positive Associations to:
 - Successful Business Leader
 - Making More Money



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Q&A



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