

Web-Based Marketing

The logo for WorldWideInterweb.com is displayed in a stylized, multi-colored font. The text is set against a teal background that features a faint grid pattern, resembling a globe or a digital interface. The letters are bold and have a slight 3D effect.

WorldWideInterweb.com

It's Basically the Internet and Stuff

1. Division of Real Estate Rule E-8
2. REALTOR Code of Ethics
3. Fair Housing Concerns
4. Branding Yourself
5. WEB-Site Development

Web-Based Marketing

Division of Real Estate Rule E-8

- ✓ One license, one brokerage
- ✓ All Advertising under brokerage firm
- ✓ No misleading the public regarding identity
- ✓ Trademark must be specific to brokerage firm
 - “Each _____ is independently owned and operated.”
- ✓ Professional Designations must be current/valid
- ✓ Awards, Membership, Achievements verifiable

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Division of Real Estate Rule E-8

- ✓ Teams: Must not mislead the public
- ✓ All Advertising must include Brokerage Name
- ✓ NO-NO's in Team Names:
 - ✓ Realty or Real Estate
 - ✓ REALTORS
 - ✓ Company
 - ✓ Corporation or Corp. or Inc.
 - ✓ LLC, LLP, or LP
- ✓ Brokerage Firm must provide names of licensed team members upon request.
- ✓ Team name limited to use inside Brokerage

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Division of Real Estate Rule E-8

- ✓ All advertising is accurate and complies with copyright laws
- ✓ All viewable web-pages must include:
 - ✓ Broker's Name or Team Name
 - ✓ Brokerage Firm's Name
 - ✓ Expired Listings removed within 3 days
- ✓ 3rd Parties must be notified in writing of expired listings to be removed within 3 days
- ✓ Initial Contact with Prospects via email, chat, instant messaging, newsgroups, discussion lists, bulletin boards, blogs, etc. must use brokerage name as identifier

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Division of Real Estate Rule E-8

- ✓ One Click Rule...
- ✓ Sales Data:
 - ✓ Sales recaps over a specific period of time or given geographical area must:
 - ✓ Cite the source of data in the ad
 - ✓ Include a disclaimer that all reported sales were not necessarily listed or sold by broker doing the advertising
 - ✓ Are intended to show trends in the area (or separately identify the broker's own sales activity).

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Division of Real Estate Rule E-8

- ✓ So what about email addresses?
- ✓ What about domain names?
- ✓ What about texting?

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REALTOR Code of Ethics Article 12

Standard of Practice 12-8: Present a true picture in advertising: When it becomes apparent that information on a REALTOR's website is no longer current or accurate, REALTORS shall take corrective action.

Standard of Practice 12-9: Realtor® firm websites shall disclose the firm's name and state(s) of licensure in a reasonable and readily apparent manner.

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REALTOR Code of Ethics Article 12

Standard of Practice 12-10: REALTORS are prohibited from

- 1) engaging in deceptive or unauthorized framing of real estate brokerage websites;
- 2) manipulating (e.g., presenting content developed by others) listing and other content in any way that produces a deceptive or misleading result;
- 3) deceptively using metatags, keywords or other devices/methods to direct, drive, or divert Internet traffic; or
- 4) presenting content developed by others without either attribution or without permission, or
- 5) to otherwise mislead consumers.

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REALTOR Code of Ethics Article 12

Standard of Practice 12-12: REALTORS are prohibited from

- 1) using URLs or domain names that present less than a true picture, or
- 2) register URLs or domain names which, if used, would present less than a true picture.

Web-Based Marketing

Fair Housing & The Logo

Race
Color
Religion
National Origin
Familial Status
Gender
Disability



Marital Status
Transgender Status
Sexual Orientation
Creed
Ancestry

Show neither preference nor prejudice...

**PERSONAL
BRANDING**

Exposing Yourself





What's the most
valuable brand
in the whole
world?



“Simply put, your brand is your promise to your customer.

It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors.

Your brand is derived from who you are, who you want to be, and who people perceive you to be.”

-Entrepreneur Magazine



Mē`dē-uh:

...the means of
communication that reach
or influence people
widely...



“Each one of you is a *media company* [comma] real estate broker” – Gary V.

“We are day-trading for people’s attention” – Gary V.



“The SmartPhone is the remote control for our lives” – Gary V.



Marketing Videos

SIMON SINEK:

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

Leadership Interview & Millennial Question:

https://youtu.be/_EEx_9Viwx4

GARY VAYNERCHUK:

<https://www.youtube.com/watch?v=JLh7OBI1lqg>

KATIE LANCE:

#GetSocialSmart (this is a book)

Marketing in the 21st Century

What is your “Why”?

What is the most effective way
you currently reach your people?

Where are your people most easily
found?

Marketing in the 21st Century







We are
bombed
with thousands
of messages
every day from
a multitude of
sources...





SQUELCH

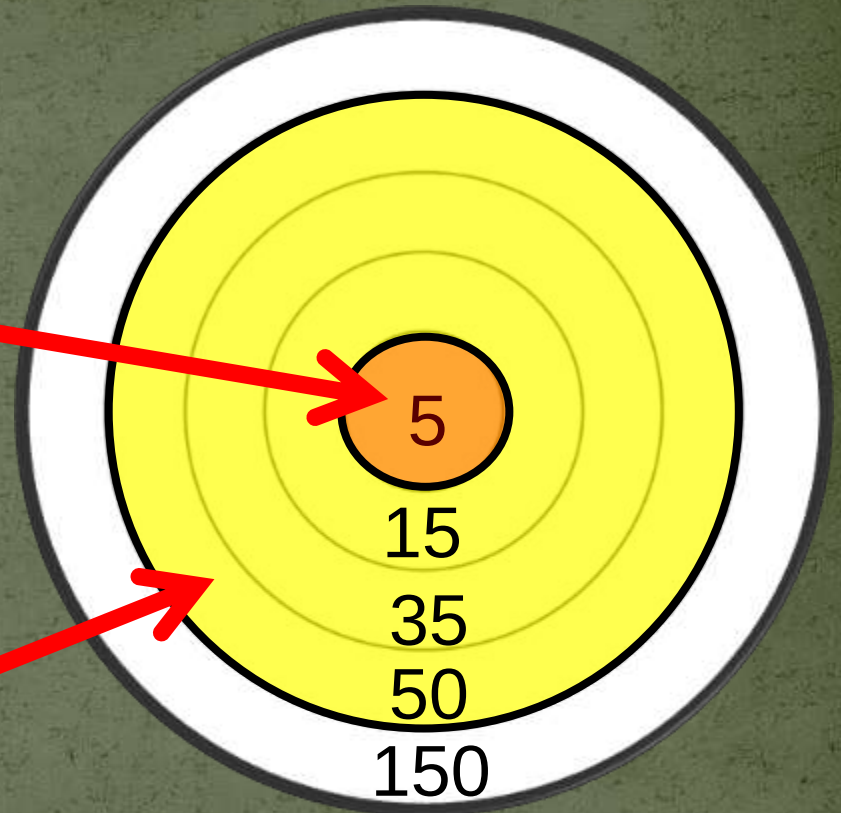


NORMAL
PEOPLE
SCARE ME

“Social Capital”

40% of “Social Capital” goes to our 5 Closest Friends

60% of “Social Capital” goes to our 50 Closest Friends



Your brand is derived from who
you are, who you want to be, and
who people perceive you to be.



Your brand
is your
promise to
your
customer.



"Once you have your personal brand conceptualized, take a hard look at your online and offline footprint: LinkedIn profile, Facebook Business Page, Pinterest Boards, Twitter Feed, or even a Postcard campaign... Does each marketing outlet echo your brand and help tell the story of your business? Are you making a memorable impression and are you engaging other people to help promote your brand? Tailor your marketing until you can answer these questions with a resounding YES!"



Social Media Strategies





01908

(2000
average:
18 kJ (45 kcal)
1.7 g
1.5 g
1.1 g
C 25 mg
(by requirements)

 Everything

 News

 Images

 Blogs

 Books

 Videos

 Maps

 Shopping

 Updates

 Discussions

 Juice

GO

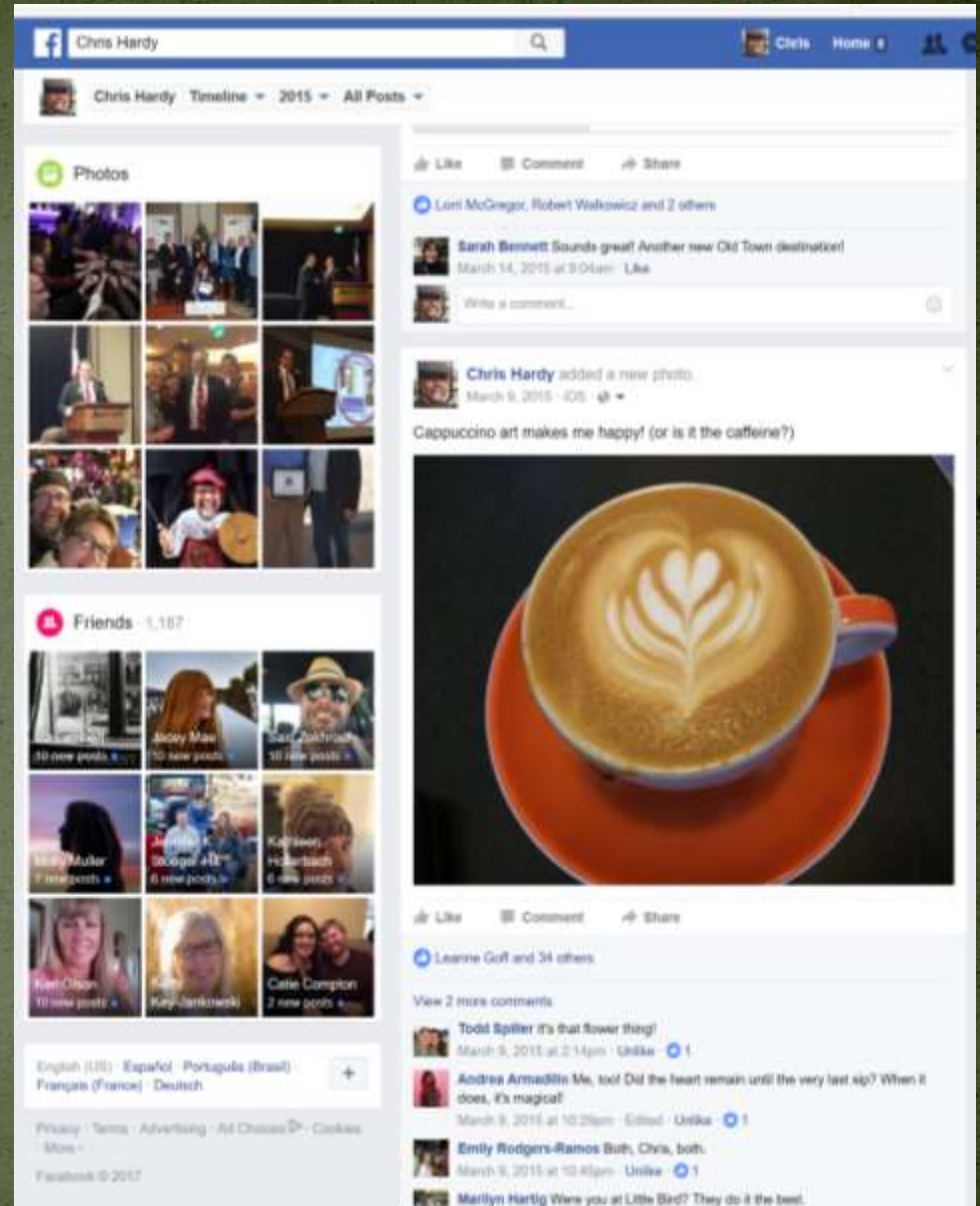


Posts at Facebook that aren't designed to either promote someone else, compliment someone else, create a discussion, elicit an answer, or generally engage YOUR public – *should remain off the site.*



Components of your strategy:

Everything you do
Online should be
designed to
connect with
people *Offline*!



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Post stuff that people relate to.

Stuff that people can't help but like or comment on.

Your goal is to be in *relationship* with as many people as possible – not brag about what you do every two minutes.



Relationship Status:
it's complicated

Quick Strategies!

- Mini Contests (pick a business, landmark, etc)
- Promote someone else (colleague, friend, etc)
- Make 5 comments for every 1 personal post
- Promote a listing you've just toured (careful)
- Ask your seller to post about their listing
- Create InfoGraphics (PiktoChart.com)

Primary Vehicles for Delivering Content



Well, Do You or Don't You?

Do I Really Need
a Website?



Building a Website

IF YOU BUILD IT,
THEY WILL COME.



Building a Website

A photograph of a baseball team standing in a cornfield. The team consists of nine players in white uniforms and caps, and a catcher in a brown and orange uniform. They are standing in a line, facing the camera. The cornfield is tall and dense, and the sky is a pale, hazy blue. The image is overlaid with text.

If you build it, they won't
necessarily come



- Why do you need a website? Why do you want a website?
- Why would people want to visit it?
- What would happen if the website isn't built?
- Would business change either way? How?
- Has business been affected by not having a website? How?

What other questions do you need to ask to determine what kind of website you need?

Meaningful Content

Traits consumers want in a real estate website:

- Fast loading, Clean Design, Easy to Read and Navigate
- Easy access to information (#don'tmakemesearch)
- Demonstrate Your Expertise
- All information and services at one location
- A totally managed transaction
- Facts, not opinions
- Authentic Reviews



Stickiness...

Stickiness is the concept of creating reasons for visitors to continue visiting a website, ultimately making it their “go to” realty website.

What features could you include in a site, blog or other web portal to create stickiness?



What to use?



WORDPRESS

Why?

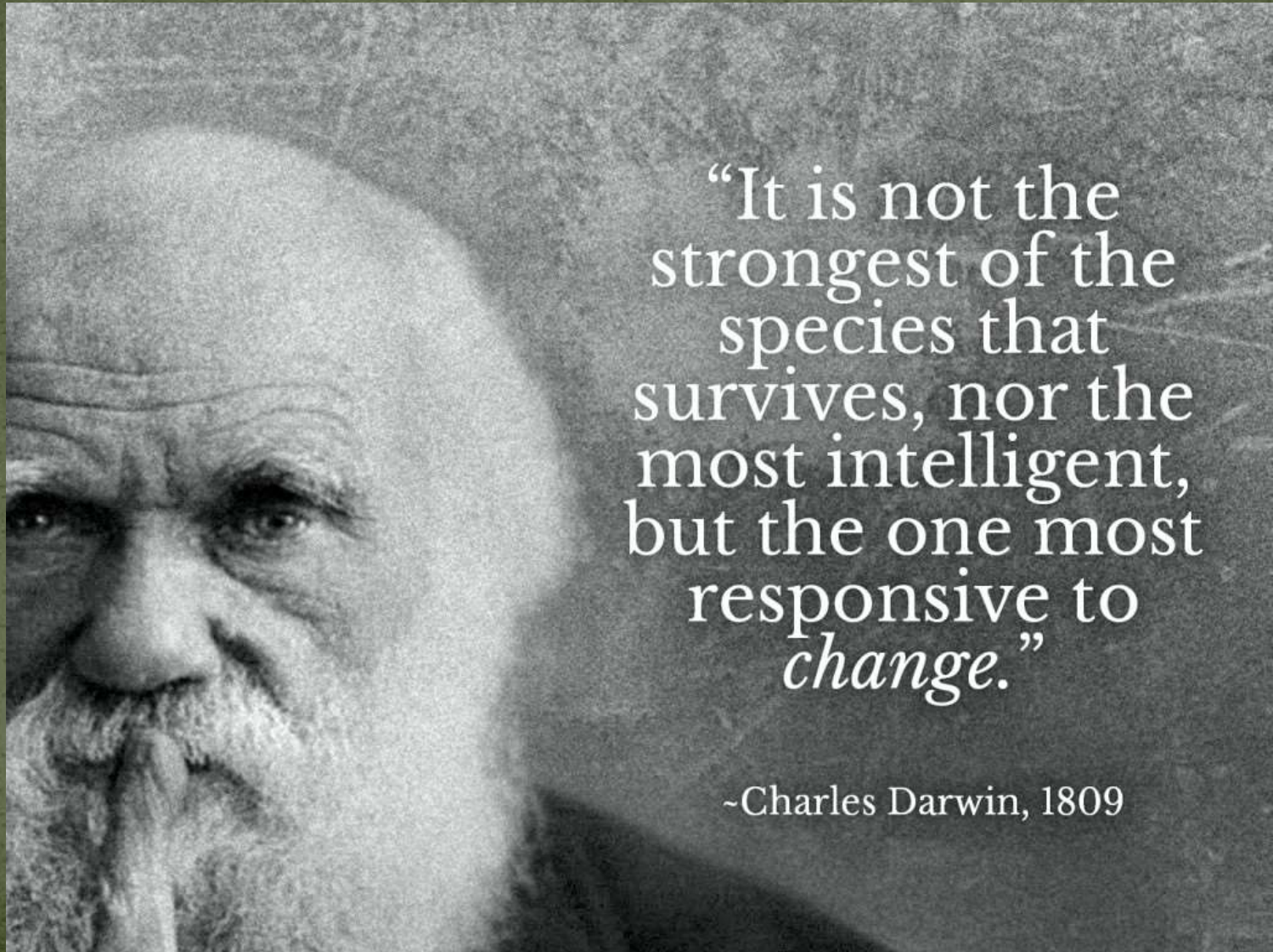
Agile Content



ity



Are You Fit to Survive?



“It is not the
strongest of the
species that
survives, nor the
most intelligent,
but the one most
responsive to
change.”

~Charles Darwin, 1809