Marketing Your Specialization: Reference Guide

Thanks for coming to our webinar on Marketing Your Specialization!
We know we covered a lot of information, so here's a quick reference guide to help you execute your marketing plan!

- Choosing your specialization

- Creating a marketing piece centered around your specialization

- Marketing on Craigslist & Social Media

- Creating a Quick Email to contacts

- Offline Marketing

- Creating Your Marketing Piece

- Develop your Farming Area

- Include link back to website to get further information

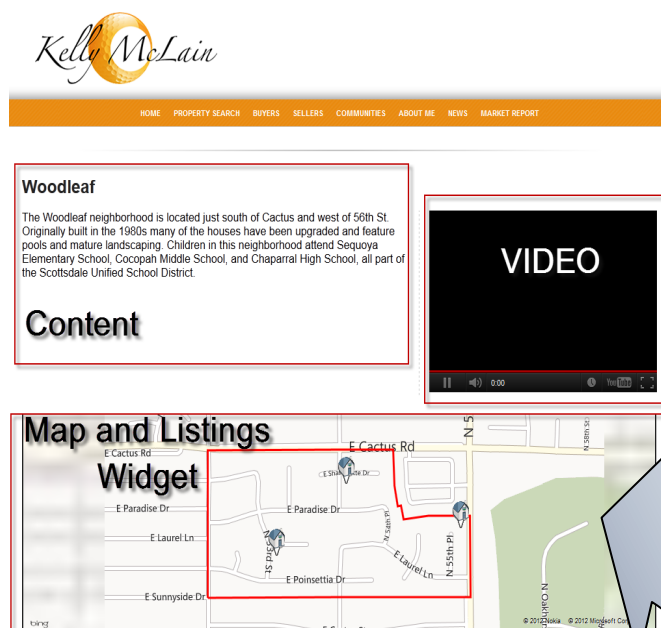*And three helpful tips to keep in mind the whole way through:*

1. Drive traffic back to your website—always include links/URLS!

2. Stick to your Branding—make a style guide if you have to!

3. Don't give away TOO much…but err to the side of generosity (you'll look better-informed and willing to share info)

Choose Your Specialization

When it comes to choosing your specialization, the most important factor to keep in mind is to have specific pages of your website dedicated to each of your specializations. On those pages you should explain what your specializations are, and how the reader can benefit from your services.

Example: "I specialize in listing homes and helping home buyers in the Woodleaf area"

- Your website should have a strategic landing page dedicated to the "Woodleaf area"

- Map and listings tool showcasing the current homes for sale

- Content should be timely/relevant in regards to the area
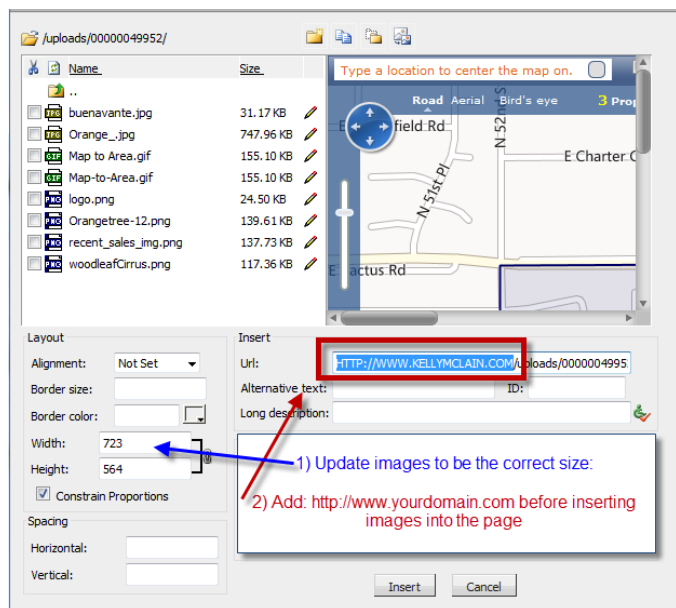
- Add images/videos of community or maps of the area

This page is what we are going to link our marketing materials to because this is the page specifically referencing what our marketing materials are promoting.
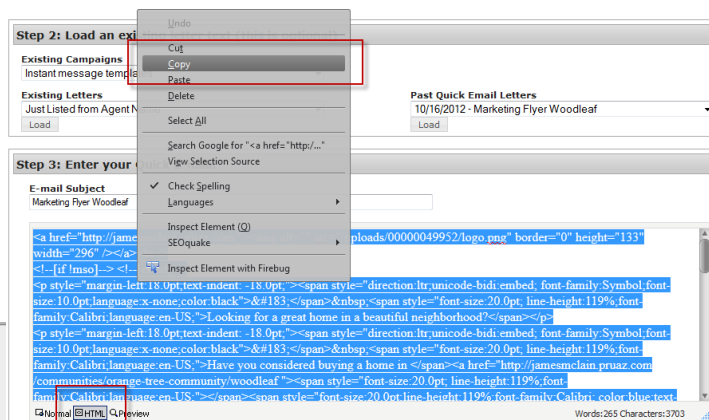
Using BOSS to Create Online Marketing Flyer

You can use your "Quick Emails" section to create a marketing flyer that you can post on craigslist

- Start by selecting "Compose Email" under the Messaging tab

- Skip to the bottom of the page
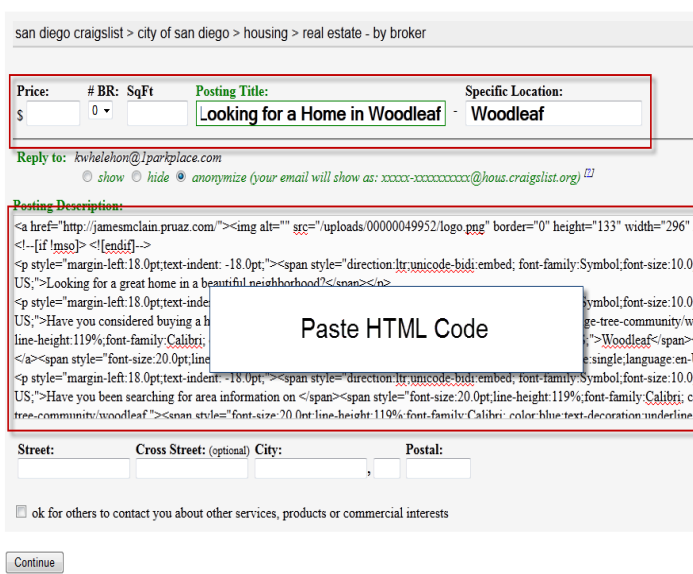
- Use editor tools to format your flyer

When uploading photos, be sure to add your domain name to the URL and update any size issues

- Once you are satisfied with the overall look, switch to HTML view

- Copy the entire HTML code from BOSS and paste it into a new craigslist posting

- Publish your information

Information to Include:

- Brief Synopsis

- Links back to the website

- Images/Maps of area

Example of Online Marketing Flyer

san diego craigslist > city of san diego > housing > real estate - by broker

Stating a discriminatory preference in a housing post is illegal - please flag discriminatory posts as prohibited

Avoid scams and fraud by dealing locally! Beware any arrangement involving Western Union, Moneygram, wire transfer, or a landlord/owne
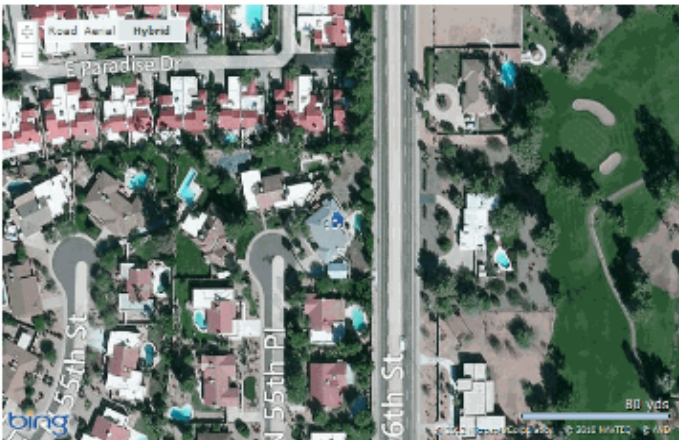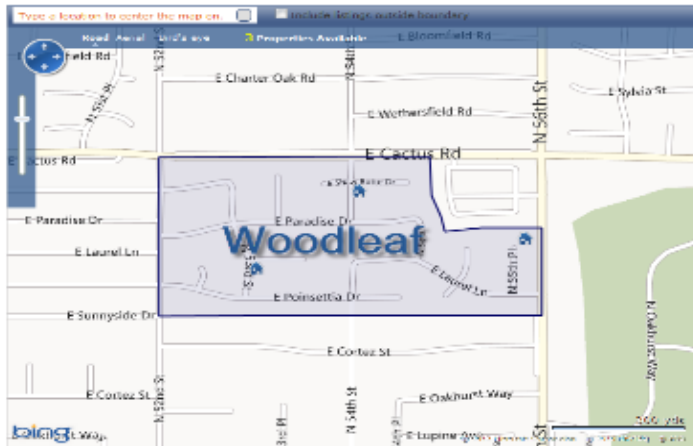
Looking for Homes in Woodleaf? (Woodleaf)

Date: 2012-10-16, 12:30PM PDT

Reply to this post   vgdmm-3343453064@hous.craigslist.org   [Errors when replying to ads?]

← **Linked with website**

· Looking for a great home in a beautiful neighborhood?

· Have you considered buying a home in Woodleaf?

· Have you been searching for area information on Woodleaf?

Look no further!

Click the link below to start FINDING all the information you are searching for about Woodleaf.

http://jamesmclain.pruaz.com/communities/orange-tree-community/woodleaf   ← **Linked with website**

T 858/673.6022
F 858/673.6014

Posting Flyer to Craigslist

- Open Craigslist account : https://accounts.craigslist.org/

- Open Post New

- Give post a title + specific area

- Add HTML code created in BOSS to post description

- Continue on

- Add map + additional images if desired
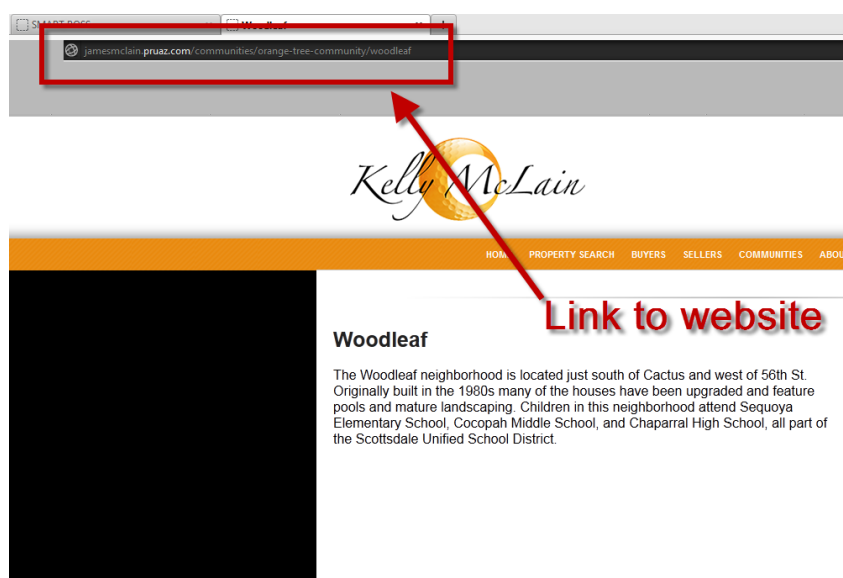
- Preview

  (click on the links to see if they work)

  (If images don't show up, go back and add your DOMAIN to the URL)
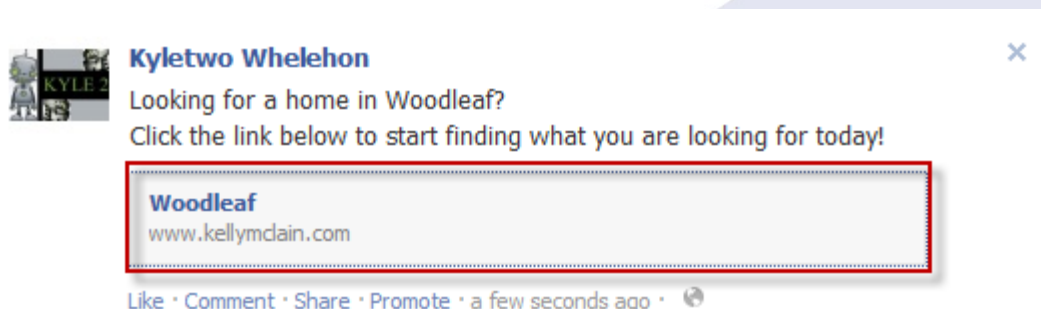
- Make any edits, or PUBLISH

Social Media

Posting links from your website's specialization to your social media accounts is a great way to help drive traffic back to your website. Proper linking is essential to ensure your traffic ends up on YOUR website and not someone else's.

- Go to the specialization page of your website that you want to promote to your audience, review the page to ensure all critical information is provided

- Copy the page URL

- Go to your social media account, paste the link into the comment box with a keyword rich title and POST

***If you are using Twitter and the link to your page is really long, shortening the URL of your page with a "short link" first can provide additional room for adding a keyword rich title since you're limited to 140 characters. ***

Sending BOSS Quick Emails using Quick Email Flyer

Once you have posted the online marketing flyer you created using the BOSS quick email system, you can then also send out that flyer as a quick email.

- Go to the "compose email" link under the Messaging tab in BOSS

- Choose who you want to send to

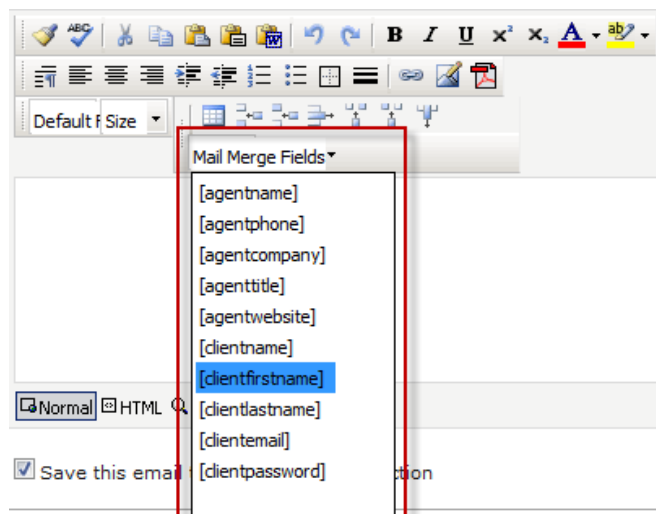- Load the "Past Quick Email" you saved to create the flyer

Step 2: Load an existing letter text (this is optional)

Existing Campaigns
Instant message templates

Existing Letters
Just Listed from Agent Name
Load

Past Quick Email Letters
10/16/2012 - Marketing Flyer Woodleaf - Version 3
10/16/2012 - Marketing Flyer Woodleaf - Version 3

Mail Merge Fields ▾
[agentname]
[agentphone]
[agentcompany]
[agenttitle]
[agentwebsite]
[clientname]
[clientfirstname]
[clientlastname]
[clientemail]
[clientpassword]

Normal HTML

Save this email

Use the mail merge fields to add personalization to your emails!

Example of Direct Marketing Pieces

All direct marketing pieces need to have a link back to your specialization page for that piece. Rental property materials should send traffic to a rentals page

Thanks again. We hope to see you at more webinars and training events in the near future!