

Market from the Inside Out

Priority #1: Your Website

There's no point in spending money to drive people to a model home that hasn't been punched out in 18 months. Use the same approach online, and consider your website your model home. Start by making your website as effective as possible before you spend money driving traffic there. If that traffic will not convert because your website is poor, it's a wasted investment.

Priority #2: Active Searchers

Reach people who are actively searching for new homes first. Exhaust all reasonable opportunities to get in front of these active searchers (Search Engine Optimization, Google AdWords, Listing Directories) before considering any non-targeted ad placements or outreach efforts.

Priority #3: Outreach & Exposure

Only with the other circles significantly covered, does this circle warrant investment. This includes social media and to some extent, general online ad placements (homepage of the local newspaper website). These activities reach people who may or may not be in the market for a home.

Target:
Lead Ignition
 You can't sell a home online. Your goal is to spark a model home visit, phone call, or email.



	Lead Curation	Lead Direction	Lead Ignition
definition	Creating an environment that is conducive to turning connections into leads.	To direct traffic your way when someone is looking for you or your product.	Igniting the website visitor into a phone call, an email request, or a site visit.
goals	Building connections and brand awareness. Word of mouth and referral amplification.	To be considered. To encourage the searcher to visit your website after finding you in a search, or call directly from a directory listing.	To avoid elimination. Providing a positive user experience and encouraging the website visitor to start a conversation with a representative.
category tools (non-exhaustive list)	Most Social Media: - Facebook - Twitter - MySpace - Foursquare	- Search Engine Optimization - Paid Search: Google AdWords - Targeted Display Advertising (banner ads) Directories - Move, Zillow, Trulia, etc.	Your Website: - Easy to Navigate - Pleasing and "Current" look - Lots of visual info: video photos, etc. - Readily available contact options - Mobile-friendly site version
	Direction of Buyers' path ▶		
	◀ Order of Marketing Priority		