

GOOGLE TRAFFIC
BING NICHE
SEARCH ENGINE OPTIMIZATION
ADWORDS
CLICK THROUGH
FACEBOOK
DOMAIN
ADVERTISMENT
CONVERSION RATE
SOCIA MEDIA
DIRECT REFERRALS
IMPRESSION ANALYTICS
SALES
LANDING PAGES
KEYWORDS
INCOME
BLOGGING
YOUTUBE
EMAIL LIST
ADWORDS
MARKETING
DIGITAL

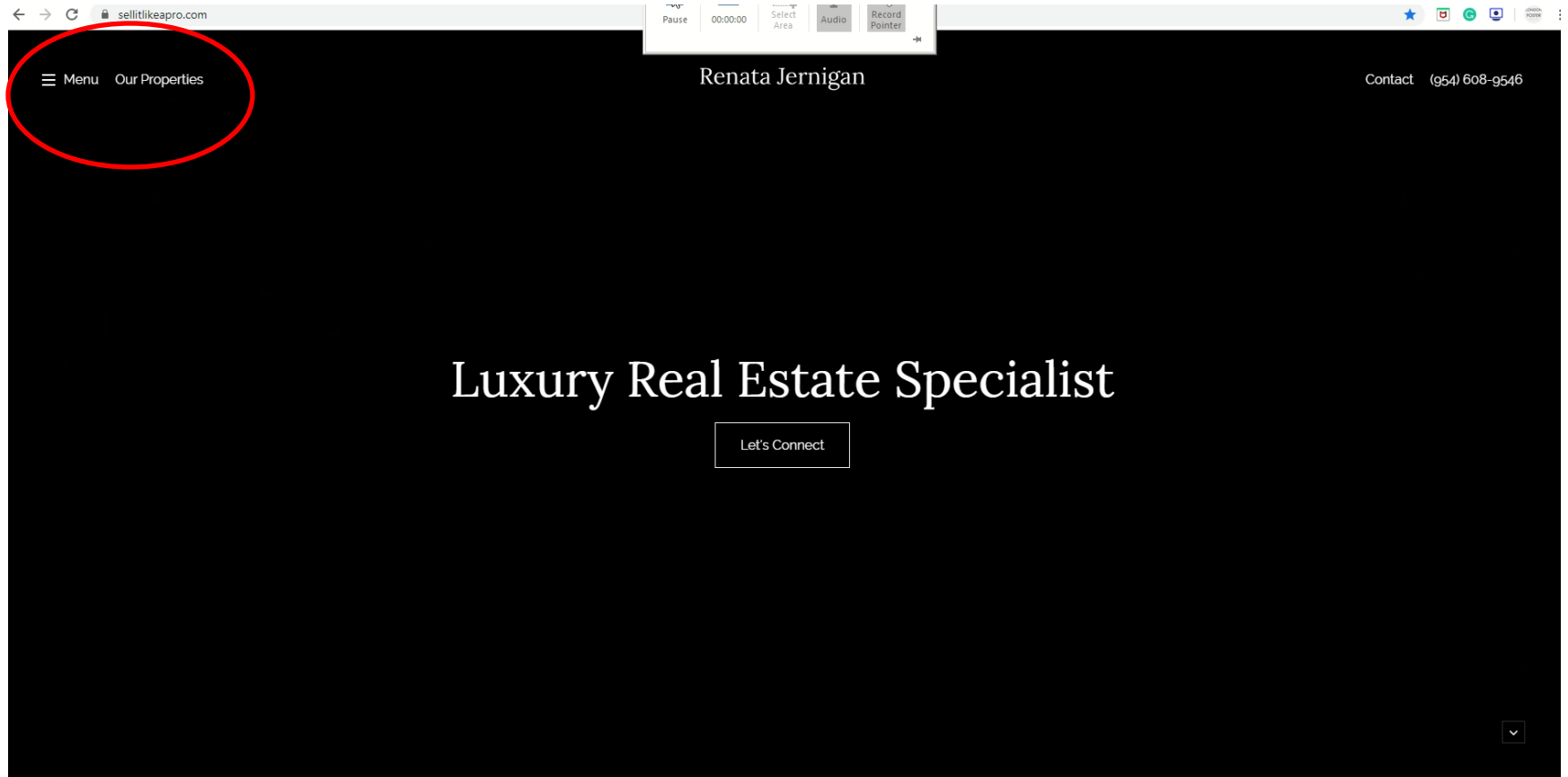


How to Market From Home & Build Your Funnel



What Results are we looking for ?

Top Producing Realtor Website



London Foster's Content

The background of the advertisement is a blurred action shot from an ice hockey game. Several players in red and white jerseys are visible on the ice. The rink's boards in the background feature advertisements for 'South Bay Trading Co.' and 'Gus Tavern'.

LONDON FOSTER

TRUE 100%

BROKERAGE

Visit www.JoinLondonFoster.com

This Training will cover

- Digital marketing as a realtor from Home. (From Anywhere)
- CRM
- Selling a Service vs. Product
- Building your funnel
- Preparing for the comeback.
(marketing recovery, pinned up demand and consumer confidence)



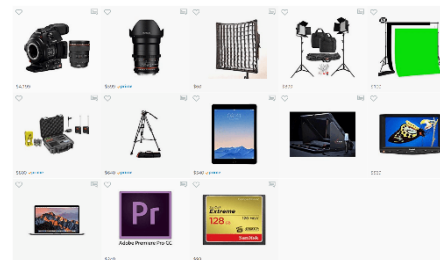
This Photo by Unknown Author is licensed under CC BY-SA-NC



This Photo by Unknown Author is licensed under CC BY-SA

Marketing as a Realtor from Home

- A couple of the basics!
- Selling yourself. You should not be afraid of pictures, video, speaking etc.
- Don't be shy
- Have a small place at Home to work with media so maybe a place to make videos pictures and content. Have Basic media equipment.



Realtors are in the business of selling

•



What exactly are we selling?

Selling Ourselves & Our Services

We sell Homes, the Dream. We are helping Buyers with the biggest purchase of their Lifetime. We are helping Sellers with parting from the Home they were Raised in.

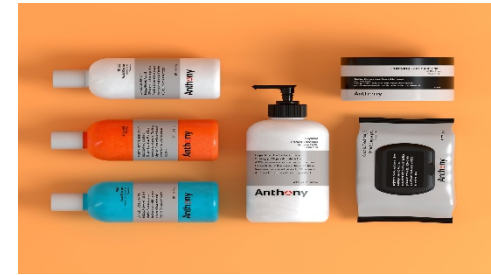


Selling a Service vs. Product



Service

- Intangible (value through intangible Skills, Expertise and **Time**).
- Personal relationships.
- Personalized Solutions that meet customers needs.
- Visuals of the Professional and happy customers/ testimonials.
- Service can be felt but not touched



Product

- Tangible (value through a physical product)
- Can see and touch a product.
- More mass made product to cover the majority.
- Variations usually for just colors and sizes.
- Visuals of the product
- Can be felt and touched

Similarities of Services vs. Products

- Both have a target market
- Uncovering competitive advantages of the product or service.
- Both rely on demand from the target market.
- Both rely on marketing to stimulate demand and motivate customers.
- Both have Specific purposes that need to be communicated to the client.



Regular Realtor ads. How are they performing?



A collage of various real estate marketing advertisements and articles, including:

- Creative Real Estate Marketing Ideas** - placester.com
- How Much Does It Cost to Sell a House** - realtor.com
- Real Estate Facebook ads Examples** - leadsbridge.com
- How To Write Real Estate Ads That Sell** - retipster.com
- Sell Your House For Sale By Owner** - zillow.com
- Effective Real Estate F...** - wordstream.com
- For Sale by Owner vs R...** - lasvegasrealestate.org
- How Real Estate Commissions Work** - thebalance.com
- Premiere houses for you!** - Available
- Spring Selling Season is here** - TOWN HOUSES REAL ESTATE
- SEARCH SALT LAKE** - with Robert @ Salt Lake Realtors
- Related searches**
 - real estate advertising words
 - catchy real estate facebook ads
 - real estate advertising ideas
- Looking to Buy or Sell Your Home?** - Mike Jones, Your Real Estate Agent
- THINKING OF SELLING?** - THINKING OF SELLING?
- Examples of Real Estate Ads** - blog.hubspot.com
- How Do Real Estate Agents Get Paid?** - thebalance.com
- Sale Advertisement Ex...** - rockstarrealestate.com
- Selling Your Home - Ma...** - rockstarrealestate.com
- Effective Real Estate Facebook Ads** - wordstream.com
- 6 Genius Real Estate Agent Introduction** - postcardmania.com
- Thinking of Selling? He...** - dessellerealestate.com
- Tactics To Sell Your Property Listing** - forbes.com
- Sell Your House, Perfect...** - local.pinebarrentribune.c...
- 30+ Examples of Effective Billboard Ads** - fliphound.com
- Facebook Ads For Real Estate: 10 Killer** - 39celsius.com
- Selling Your Home Privately if You Have** - realtor.com
- Real Estate Agent Newspaper Ad...** - designcrowd.com
- Magnetic Real Estate Photograph** - amazon.com
- Real Estate Ads: Top 37 Examples of** - fitsmallbusiness.com
- Create FREE Real Estate Ads | PosterMyWall** - postermywall.com
- 65 Actionable Tasks A** - lightersideofrealestate.c...
- Generate 100 Real Estate Seller Le...** - jasonfox.me
- Real Estate Websites for Selling** - blog.hubspot.com
- Boost to their Marketing Strateg...** - adwrx.com
- How To Sell A House in Massachusetts** - isoldmyhouse.com
- 15 REAL ESTATE ADVERTISING IDEAS FOR AMBITIOUS AGENTS**
- WHAT CAN WE DO?** - craigslist UPDATES
- CREATIVE REAL ESTATE ADVERTISING IDEAS**
- How to build real estate facebook ads that really work for leads generation**
- 8 Things Realtors**
- CAROL ROYSE TEAM** - Selling Your Home In Arizona
- Related searches**
 - realtor facebook ads

digital-marketing-.png | Market from Home.jpg | London (2).mp4

Show all

Content



NOW THAT I'M SET UP & READY TO MARKET, WHAT DO I DO?

- PRIORITIZE
- &
- STAY MOTIVATED!

Start with your CRM!

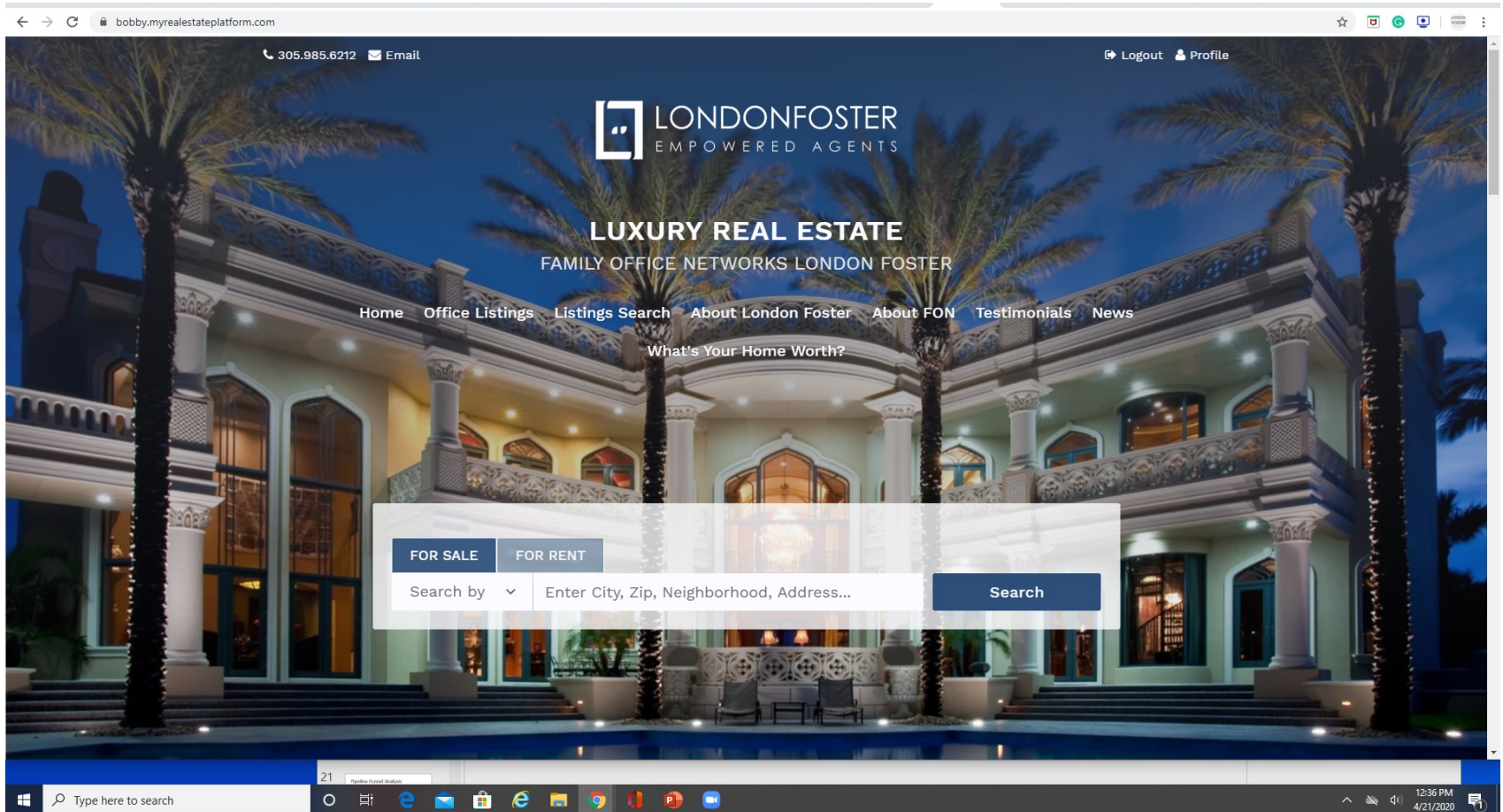


CRM

- CUSTOMER RELATIONSHIP MANAGER
- Manages customer information
- Organizes and tags all of your contacts
- Directly links to your forms & auto responders.
- Creates drip campaigns to always engage with your customers.
- Puts all your customer history & communication history in one place.
- Automates repetitive tasks.

Agents website –

aka landing page



LONDON FOSTER OFFERS THE PLACESTER WEBSITE & CRM IN ONE

SETTING UP YOUR CRM

Autoresponders

Drip Campaigns

Email Blasts

All Templates

Signature

Autoresponder

Plan Name *

Category

When a lead submits the form...

None selected

Select Form

STEP 1

Send an Email

Lead Capture Form

Preview Template

Cancel

Save

Help

An Autoresponder is an email that can be automatically sent to a lead that contacts you from your website.

Use a descriptive name so that you can easily distinguish between different Autoresponders.

To edit or create your own email templates, visit the All Templates section under the Plans app. Once you've edited or created a template, you can return to this section to add it to your Autoresponder.

Having trouble? [Check out this article about setting up autoresponders](#) or [submit a support request](#).

businesses.

How many subscribers do you have?

1,000

MONTHLY ANNUALLY USD EUR

Monthly cost

Free

Subscribers	Emails / month	Monthly cost
1 - 1,000	12,000	Free ?
1 - 1,000	Unlimited	\$ 10
1,001 - 2,500	Unlimited	\$ 15
2,501 - 5,000	Unlimited	\$ 30
5,001 - 10,000	Unlimited	\$ 50

See full pricing

Sign Up Free

Start now for free and get a 14-day trial to our premium features

Compare plans

A Real Estate Sales Funnel



Your Digital & Print Ads

Landing Page

Sales Page & Follow up

Leads & Contracts!

2 Parts to your Funnel

marketing funnel / Sales funnel

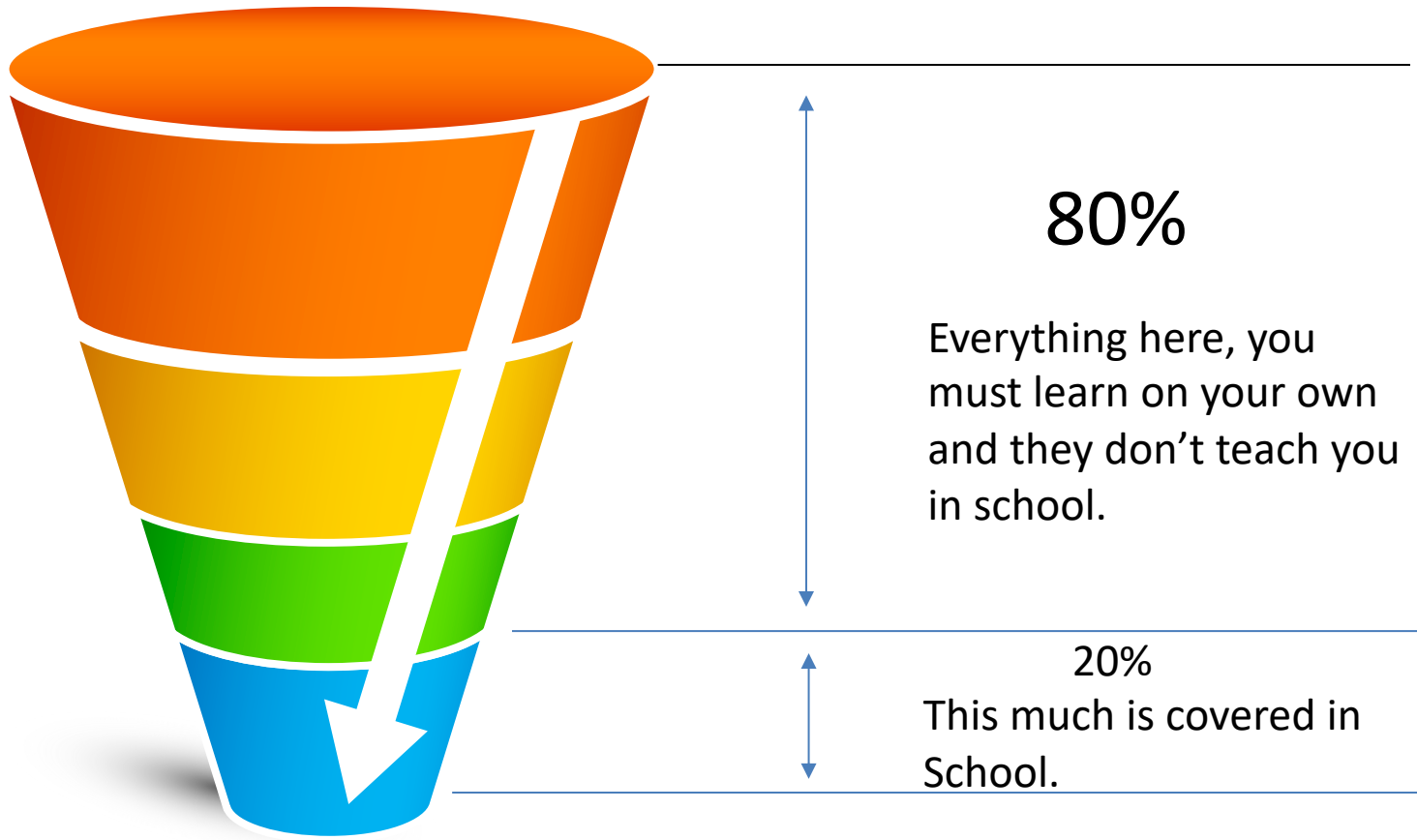
Content

- Ad copy
- Pictures
- Video
- Interview
- Case study
- Infographics
- E-books
- Podcast

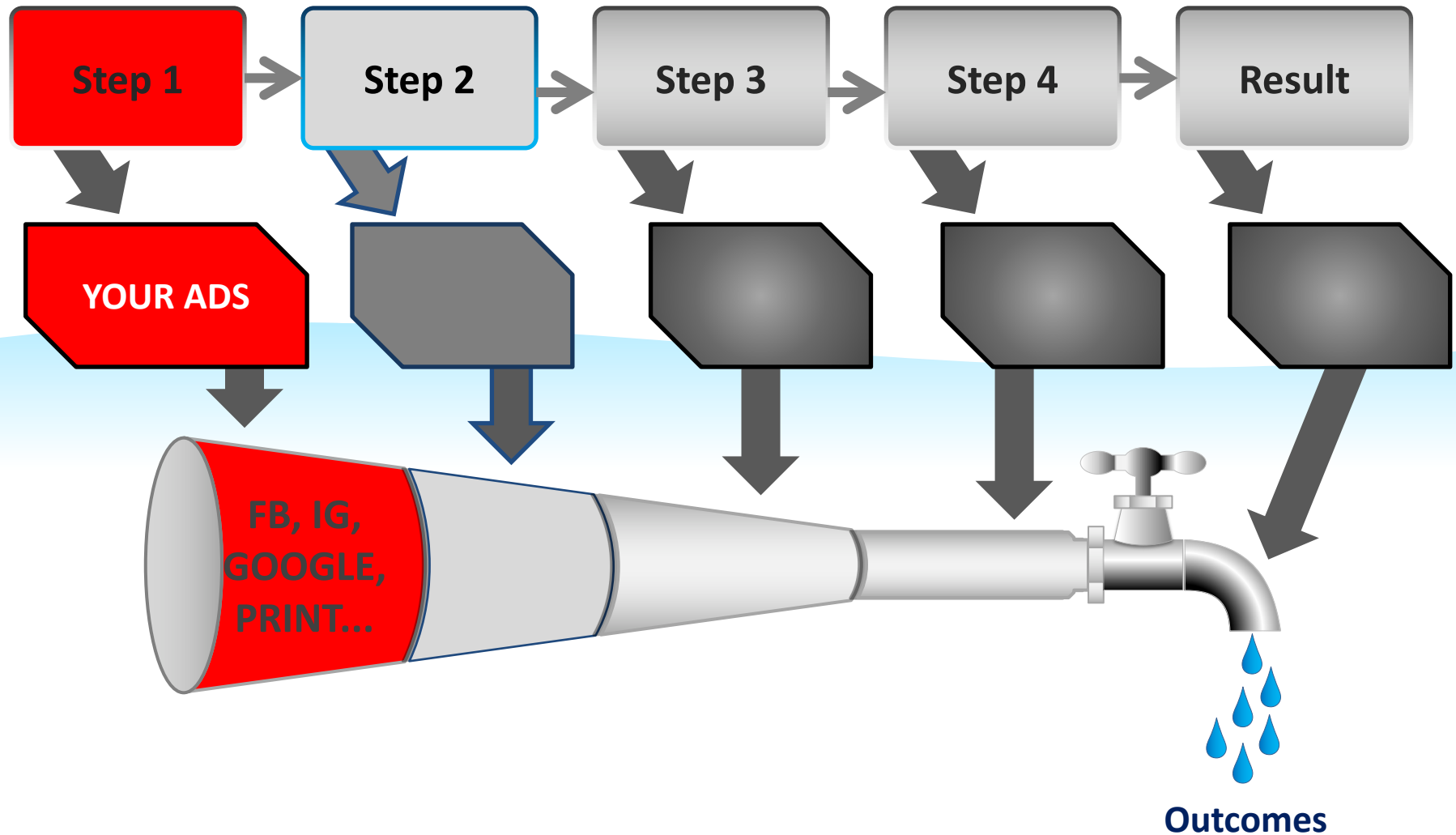
Funnel (your system)

- Your ads in different platforms. Timing, Demographics, placement
- Your CRM
- Your Website & Landing Pages
- Your Drip Campaigns
- Your Leads & Sales

Why is your marketing funnel important?



Detail Funnel Analysis



Your Ads



1. Facebook



2. Instagram



3. Google Ads



4. Print ads, directing people to your Landing page



5. Other advanced strategies, backlinks, hashtags, content, youtube, blogs etc.

facebook.com/LondonFosterRealty/

London Foster Realty

Page **Ad Center** Inbox 42 Events Manage Jobs Notifications 56 More Edit Page Info Settings Help

London Foster Realty
@LondonFosterRealty

Home
Services
Featured Listings
Reviews
Photos
Posts
Events
Videos
Shop
Community
Jobs
Offers

Improve Discovery With Playlists and Series
Help your audience discover more of your content by adding thematic videos into playlists or series.
Get Started

Send Email

Create Live Event Offer Job

Create Post
Write a post...

Suggested Groups

- MIAMI REAL ESTATE
7.2K members • 60 posts a day
Join
- Miami Housing, Rooms,...
18K members • 70 posts a day

INSTANT GAMES
MORE

GAMES YOUR FRIENDS PLAY
MORE

YOUR PAGES

- London Foster Realty

CONTACTS

- Ted Finkleman
- Alisom Castillo
- Czarina Mahallati
- Valerie Navarrete
- Milko Alessandro Dan...
- Alexis Agbi
- Tiffani Margaret Henrich
- Tessa Neva
- Neal Oates Jr.
- Kevin Toliver-Lyons
- Ivan Caballero

Go To "Ad Center"

Facebook

facebook.com/LondonFosterRealty/ad_center/?refSource=pages_manager_bar

London Foster Realty

Page **Ad Center** Inbox 20+ Events Manage Jobs More

Create Ad

Overview

All Ads

Audiences

Advertising Summary

Bobby Mahallati Last 60 days

Performance ⓘ
Bobby Mahallati spent \$184.17 on 16 ads in the last 60 days.

Reach	Post Engagements	Link Clicks
11,118	5,369	42

Recent Ads

Ads activity is reported in the timezone of your account.

❌ Rejected View Results ...

Website Visitors
If you're a Closer and want 100% Commission plus some ...

Create Ad

Tools

- Audiences
Manage your saved audiences.
- Payment settings
Manage your payment method and view receipts.

Tips

Reach More People With This Post
You could reach up to 520 people daily by boosting your post. "Today at 12:00 Free ..." for \$5.

Boost Post

INSTANT GAMES MORE

GAMES YOUR FRIENDS PLAY MORE

YOUR PAGES

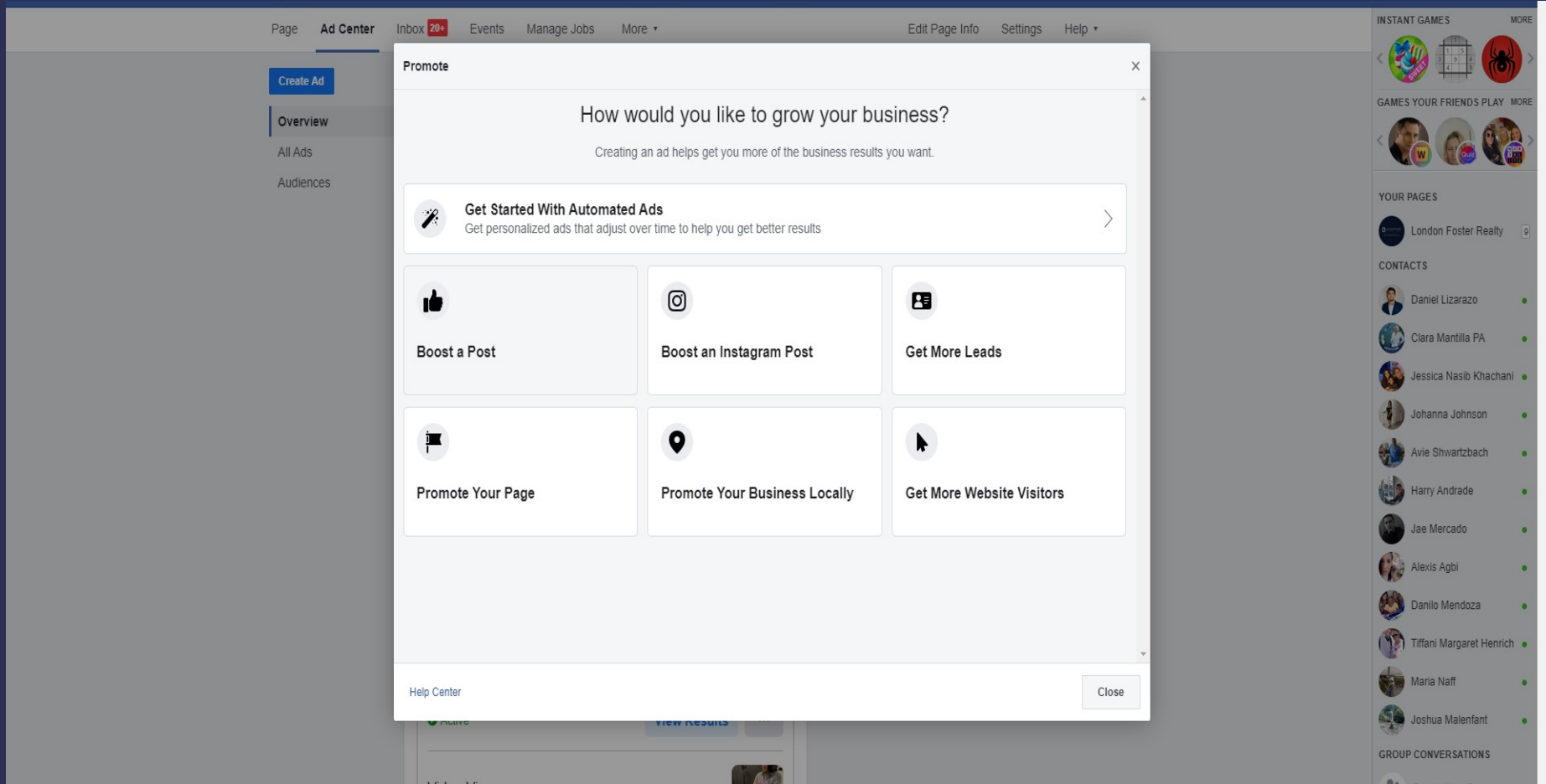
- London Foster Realty

CONTACTS

- Daniel Lizarazo
- Ted Finkleman
- Damian Grass
- Alisom Castillo
- Lonnie Mills
- Wendy Delgado
- Jae Mercado
- Jesus Castro
- Tiffani Margaret Henrich
- Ana Rivas

Go To "Create Ad"

Facebook



Choose what is your goal of the add

Facebook

1.Boost a Post

2.Promte Your Page

3.Boost an IG Post

4.Promte Your Business Locally

5.Get More Leads

6.Get More Website Visitors

facebook.com/LondonFosterRealty/ad_center/?refSource=pages_manager_bar

London Foster Realty

Page Ad Center

Create Ad

Overview

All Ads

Audiences

Get Contacts

AUDIENCE

☒ People you choose through targeting [Edit](#)

Location - Living In United States: Miami (+25 mi), Miami Beach Florida

Age 21 - 50

People Who Match Interests: business owner, Doctor of Medicine, Pharmacist, Registered nurse, Nurse practitioner or Physician, Behaviors: Small business owners, Employers: Car dealership, Job title: Owner and CEO or General Sales Manager, Industry: Architecture and Engineering

[Less](#)

☐ People in your local area

☐ Your Custom Audiences

☐ Realtors in Florida

☐ South Florida

[See All \(16\)](#) [Create New Audience](#)

DURATION AND BUDGET

Duration ⓘ

Days 7

End date Apr 27, 2020

Free Home Evaluation ✓

Sign Up

Like Comment

Rank %

By clicking Promote, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel Promote

INSTANT GAMES

GAMES YOUR FRIENDS PLAY

YOUR PAGES

London Foster Realty

CONTACTS

Guillermo Valverde

Clara Mantilla PA

GS Spalding

Alison Castillo

William A Palmer

Ysel Hernandez

Jesse Revilla

Jesus Castro

Katherine Vásquez

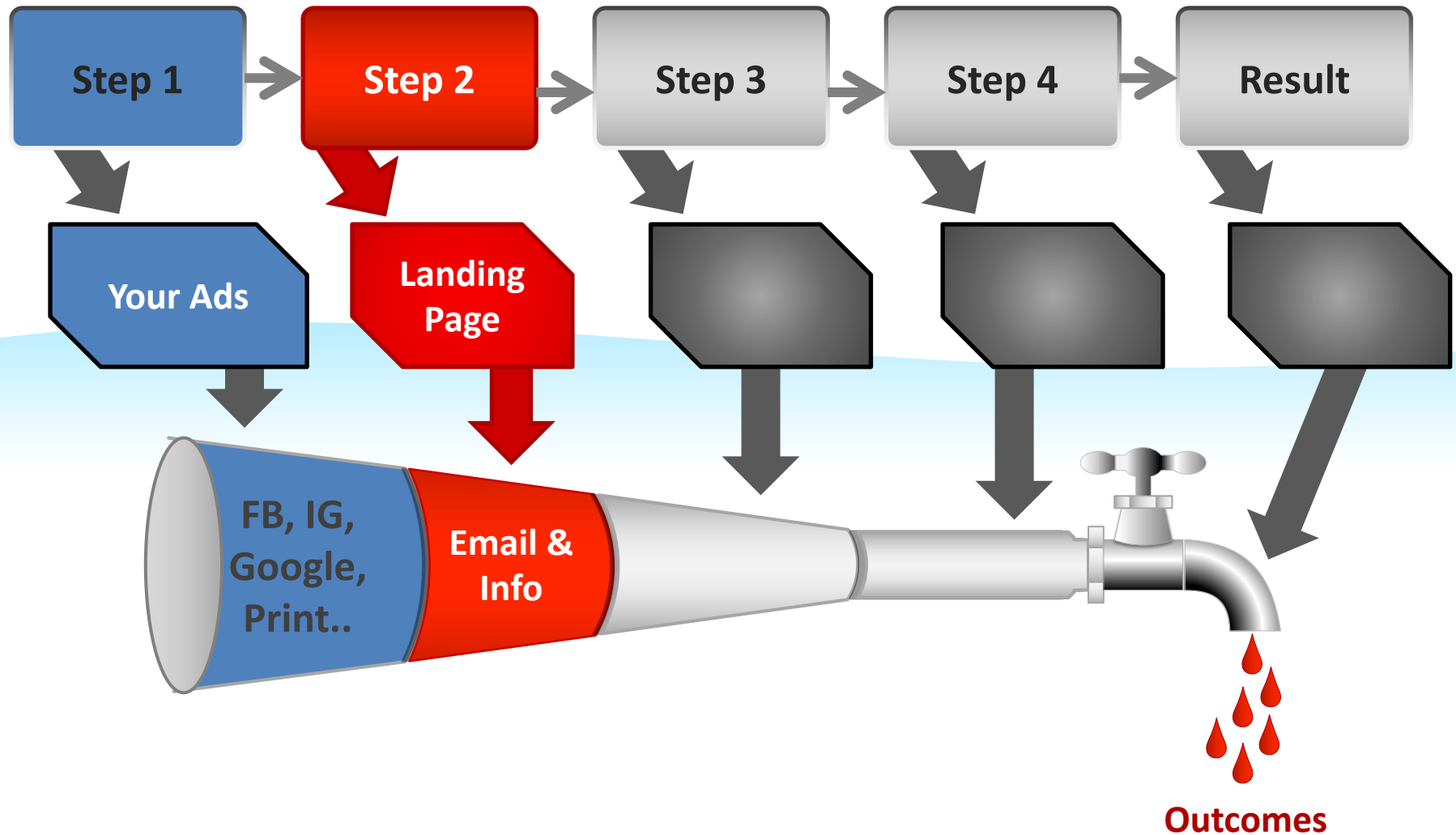
Jorge Sotolongo

Fill out Heading, description and Choose Your Target Audience Here.

Facebook

Click Promote and your ad is in Review!

Detail Funnel Analysis



Landing Page

The screenshot shows a web browser window displaying the landing page for London Foster Real Estate. The page has a dark blue header with the company logo and navigation links. A central white box contains a lead capture form titled "WHAT'S YOUR HOME WORTH?". The form includes a text input field for the address and a blue "NEXT" button. A red oval highlights the entire form, and an orange arrow points from the text on the left towards it. The browser's address bar shows the URL "bobby.myrealestateplatform.com/home-worth/". The Windows taskbar is visible at the bottom.

← → ↻ bobby.myrealestateplatform.com/home-worth/ ☆ 📄 🌐 📱

📞 305.985.6212 ✉ Email Logout 👤 Profile

LONDONFOSTER
EMPOWERED AGENTS

LUXURY REAL ESTATE
FAMILY OFFICE NETWORKS LONDON FOSTER

Home Office Listings Listings Search About London Foster About FON Testimonials News

What's Your Home Worth?

WHAT'S YOUR HOME WORTH?
Get your home valuation today

Address

NEXT

🏠 EQUAL HOUSING OPPORTUNITY 🏠 NATIONAL ASSOCIATION of REALTORS®

🔍 Type here to search

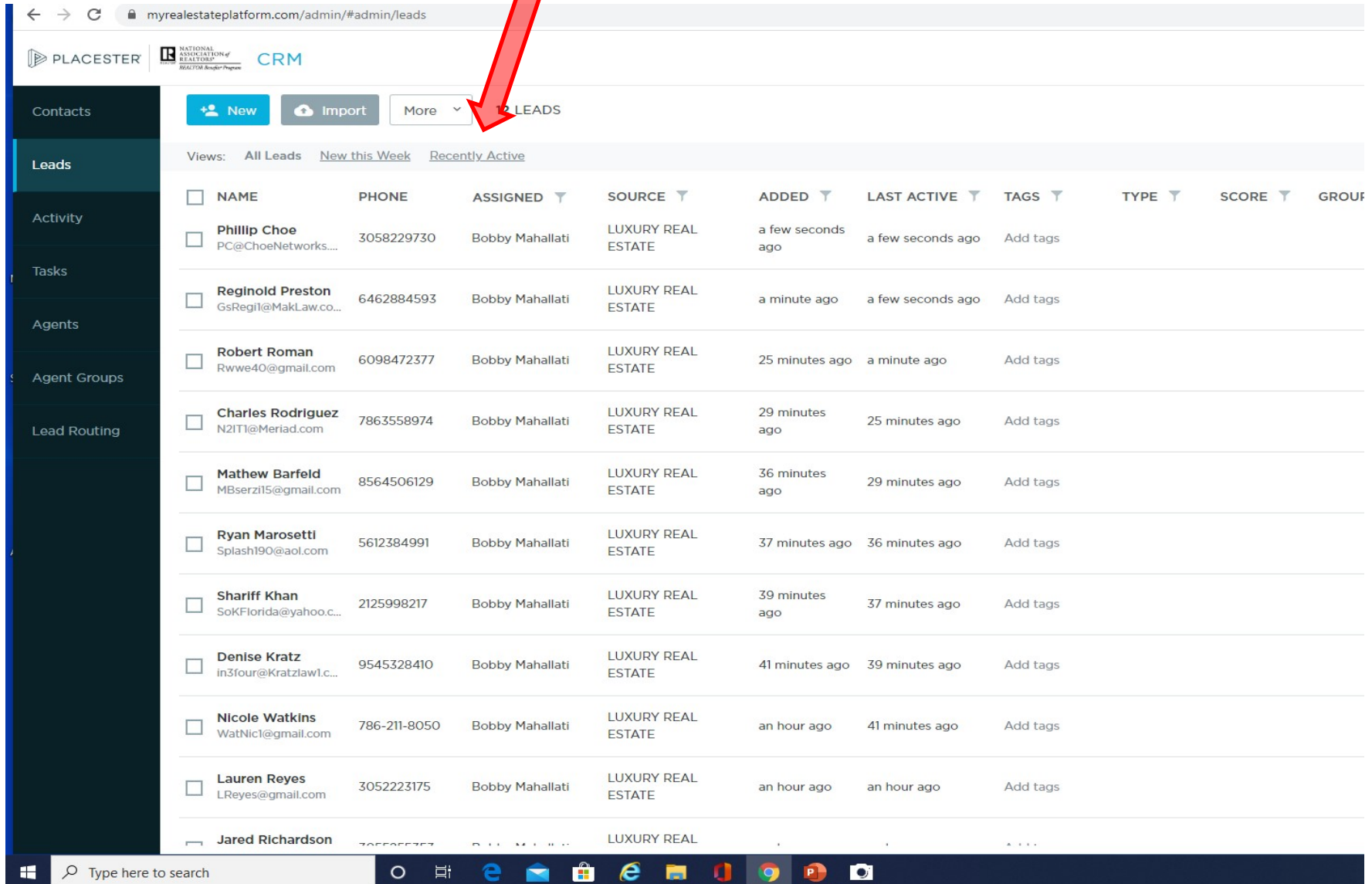
12:43 PM 4/21/2020

- >Lead Capture
- >Auto Responder
- >Form Field, Etc.

This connects directly to your CRM

Lead Capture Fields like this should be all over your website and Landing pages.

Your Leads go Directly here when someone fills your form on you Site or Landing Page



The screenshot shows the 'Leads' section of the myrealestateplatform.com admin interface. The top navigation bar includes a 'More' dropdown menu, which is highlighted by a red arrow. Below the navigation bar, the 'Leads' section is active, showing a list of leads. The list is organized into columns: NAME, PHONE, ASSIGNED, SOURCE, ADDED, LAST ACTIVE, TAGS, TYPE, SCORE, and GROUP. The leads are listed in descending order of activity, with the most recent lead at the top.

NAME	PHONE	ASSIGNED	SOURCE	ADDED	LAST ACTIVE	TAGS	TYPE	SCORE	GROUP
Phillip Choe PC@ChoeNetworks...	3058229730	Bobby Mahallati	LUXURY REAL ESTATE	a few seconds ago	a few seconds ago	Add tags			
Reginold Preston GsRegil@MakLaw.co...	6462884593	Bobby Mahallati	LUXURY REAL ESTATE	a minute ago	a few seconds ago	Add tags			
Robert Roman Rwwe40@gmail.com	6098472377	Bobby Mahallati	LUXURY REAL ESTATE	25 minutes ago	a minute ago	Add tags			
Charles Rodriguez N2IT1@Meriad.com	7863558974	Bobby Mahallati	LUXURY REAL ESTATE	29 minutes ago	25 minutes ago	Add tags			
Mathew Barfeld MBserzi15@gmail.com	8564506129	Bobby Mahallati	LUXURY REAL ESTATE	36 minutes ago	29 minutes ago	Add tags			
Ryan Marosetti Splash190@aol.com	5612384991	Bobby Mahallati	LUXURY REAL ESTATE	37 minutes ago	36 minutes ago	Add tags			
Shariff Khan SokFlorida@yahoo.c...	2125998217	Bobby Mahallati	LUXURY REAL ESTATE	39 minutes ago	37 minutes ago	Add tags			
Denise Kratz in3four@Kratzlawl.c...	9545328410	Bobby Mahallati	LUXURY REAL ESTATE	41 minutes ago	39 minutes ago	Add tags			
Nicole Watkins WatNic1@gmail.com	786-211-8050	Bobby Mahallati	LUXURY REAL ESTATE	an hour ago	41 minutes ago	Add tags			
Lauren Reyes LReyes@gmail.com	3052223175	Bobby Mahallati	LUXURY REAL ESTATE	an hour ago	an hour ago	Add tags			
Jared Richardson			LUXURY REAL						

You can offer more Value with your Landing Page.

← → ↻ 🔒 bobby.myrealestateplatform.com/home-worth/

☆ 📄 🌐 📱 📧

📞 305.985.6212 ✉ Email

🔑 Logout 👤 Profile



LUXURY REAL ESTATE

FAMILY OFFICE NETWORKS LONDON FOSTER

[Home](#) [Office Listings](#) [Listings Search](#) [About London Foster](#) [About FON](#) [Testimonials](#) [News](#)

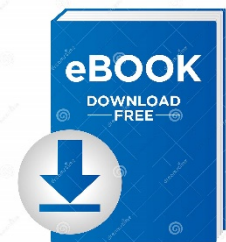
What's Your Home Worth?



Free \$10.
Gift Card

WHAT'S YOUR HOME WORTH?
Get your home valuation today

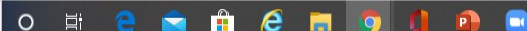
[NEXT](#)



Free e-book on How
to accurately Value
Your Home.

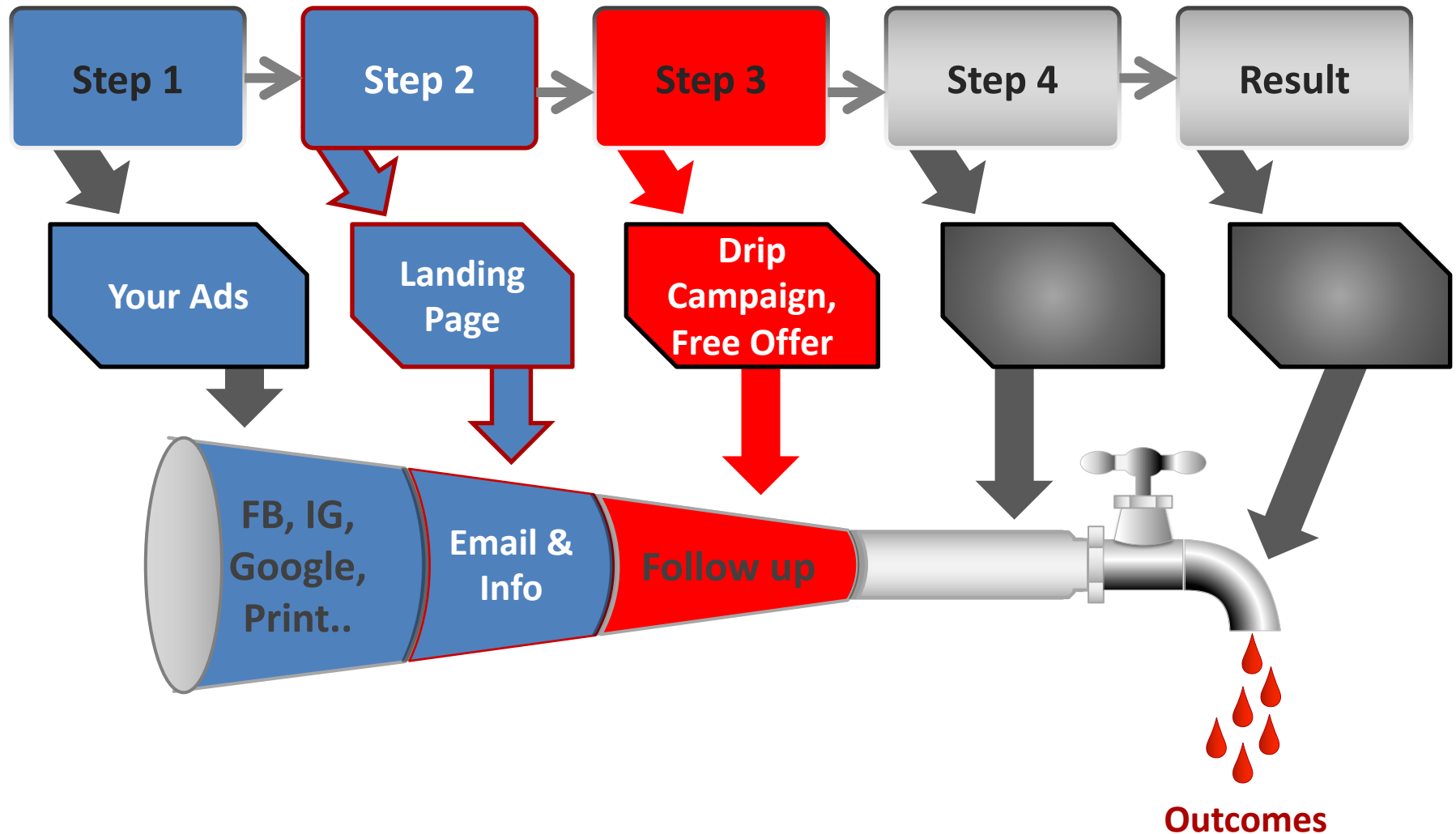


🪟 🔍 Type here to search

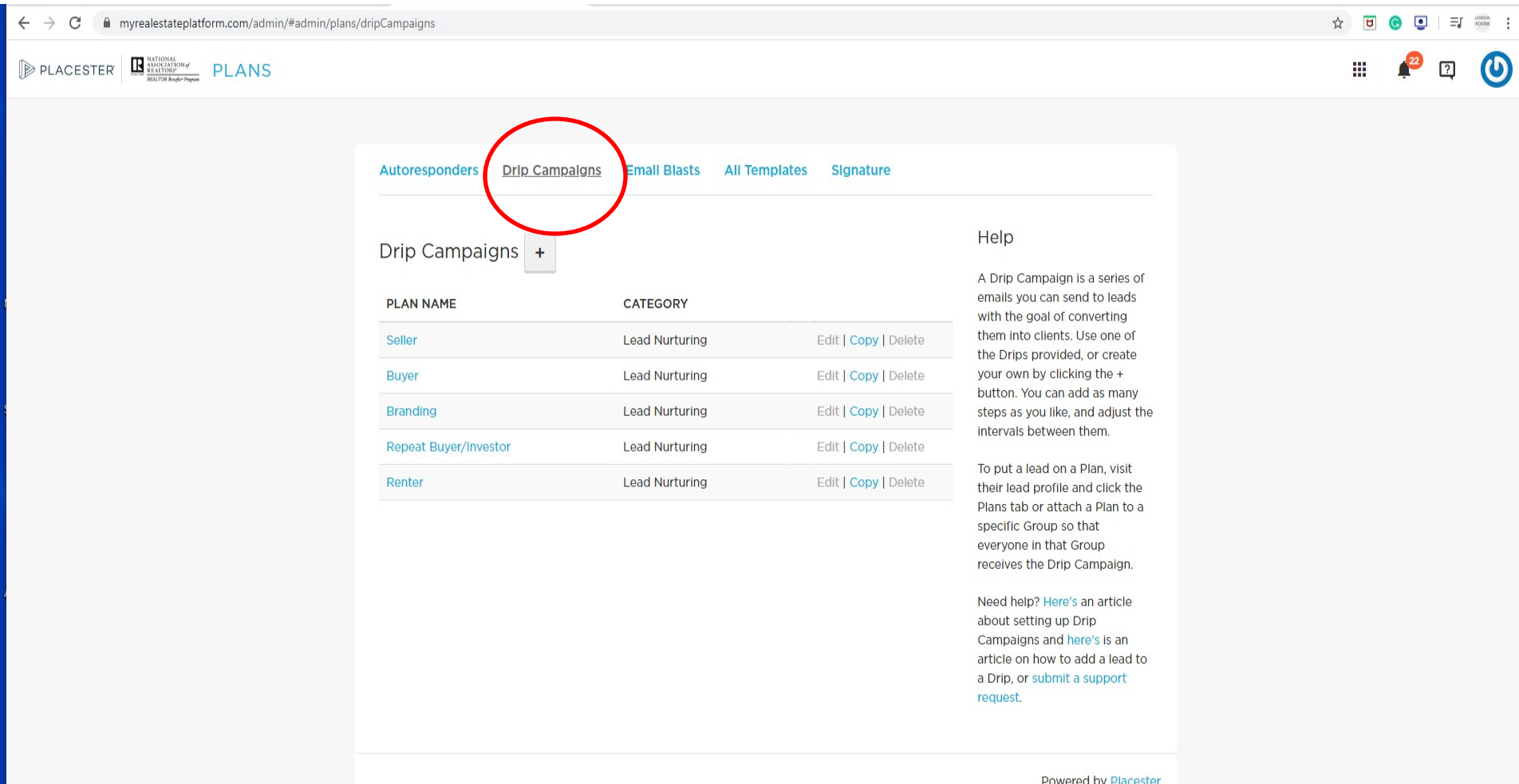


12:43 PM
4/21/2020

Detail Funnel Analysis



Your Follow up - Drip Campaign



myrealestateplatform.com/admin/#admin/plans/dripCampaigns

PLACESTER | NATIONAL ASSOCIATION of REALTORS® | PLANS

Autoresponders **Drip Campaigns** Email Blasts All Templates Signature

Drip Campaigns +

PLAN NAME	CATEGORY	
Seller	Lead Nurturing	Edit Copy Delete
Buyer	Lead Nurturing	Edit Copy Delete
Branding	Lead Nurturing	Edit Copy Delete
Repeat Buyer/Investor	Lead Nurturing	Edit Copy Delete
Renter	Lead Nurturing	Edit Copy Delete

Help

A Drip Campaign is a series of emails you can send to leads with the goal of converting them into clients. Use one of the Drips provided, or create your own by clicking the + button. You can add as many steps as you like, and adjust the intervals between them.

To put a lead on a Plan, visit their lead profile and click the Plans tab or attach a Plan to a specific Group so that everyone in that Group receives the Drip Campaign.

Need help? [Here's](#) an article about setting up Drip Campaigns and [here's](#) is an article on how to add a lead to a Drip, or [submit a support request](#).

Powered by [Placester](#)

Automated Emails

From: **Bobby Mahallati** <Bobby@londonfoster.com>
Date: Tue, Apr 21, 2020, 9:19 PM
Subject: We've Received Your Home Valuation Request
To: <Brock2500@gmail.com>

Hi Josalyn,

Thank you for your inquiry. We have received your Home Valuation request and will be in touch.

If you have any questions, please don't hesitate to contact me at Bobby@LondonFoster.com or by phone at 3059856212.

Best,
Bobby Mahallati

If you no longer wish to receive these emails, click here to [unsubscribe](#).

Powered by Placester.

 Reply

 Forward

ADD VALUE & BE RESOURCEFUL!

- This is where it differs from selling a product, Your interaction and follow up is key in your marketing funnel for a service.
- You can offer something for Free, like a \$10. gift card for scheduling a meeting, a Free CRM, Free things always help.



COMMIT

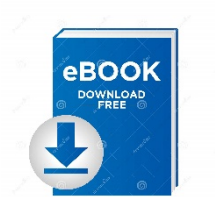
Add more Value in your Emails

From: **Bobby Mahallati** <Bobby@londonfoster.com>

Date: Tue, Apr 21, 2020, 9:19 PM

Subject: We've Received Your Home Valuation Request

To: <Brock2500@gmail.com>



Free ebook on selling your Home, click here..

Hi Josalyn,

Thank you for your inquiry. We have received your Home Valuation request and will be in touch.

If you have any questions, please don't hesitate to contact me at Bobby@LondonFoster.com or by phone at 3059856212.

Best,
Bobby Mahallati



Free \$10. Gift Card when..

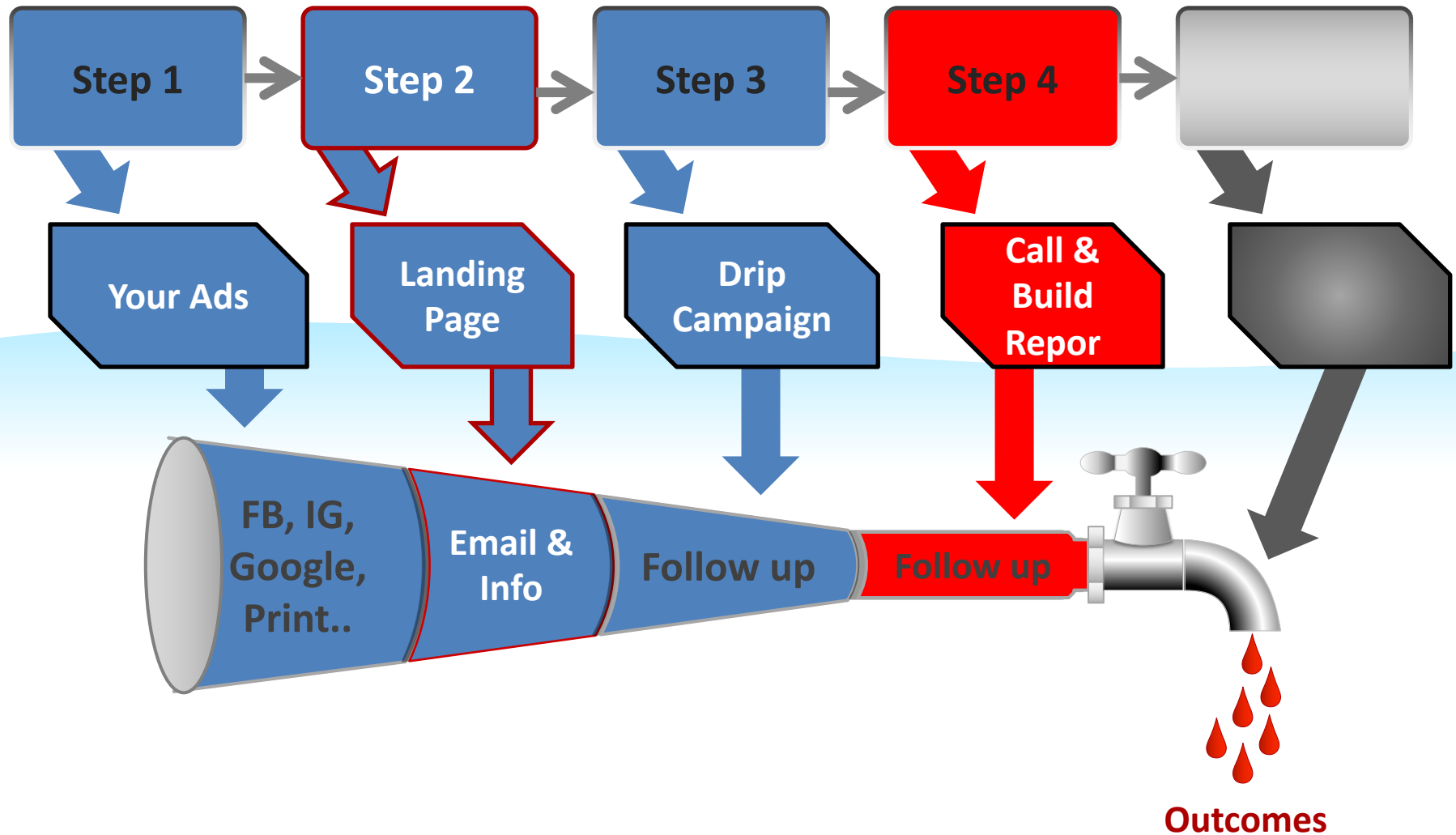
If you no longer wish to receive these emails, click here to [unsubscribe](#).

Powered by Placester.

↩ Reply

➡ Forward

Detail Funnel Analysis





Call your Customers, set appointments.

These are hot leads that will be
Loyal to you because of the
Value you already bring them!

Segment leads into different groups

The screenshot displays a CRM interface with a sidebar on the left containing navigation links: Activity Stream, Chat and Calls, Tasks, Workgroups, Calendar, Bitrix24.Drive, Webmail, CRM (7), Company, Time and Reports, Applications, Zadarma, Sites (beta), MailChimp mailer, DocDesigner, CRM Marketing (beta), More..., CONFIGURE MENU, and INVITE USERS (+). The main header includes tabs for Start, Campaigns, Ads, Segments (active), My Templates, Black List, Settings, and More -. Below the header, the 'Segments' section features a search bar with the placeholder 'Filter and search' and a '+ CREATE SEGMENT' button. A table lists segments with columns for NAME, USE COUNT, and RECIPIENTS. The segments are: 'All clients and leads' (email 4), 'Clients with lost deals', 'Clients with won deals' (email 1), 'Clients with active deals in progress' (email 1, phone 1), 'All clients' (email 4), 'Leads in progress', 'Converted leads', and 'All leads'. At the bottom of the table, it shows 'CHECKED: 0 / 8' and 'TOTAL: 8', along with a 'DELETE' button. On the right side, there is a notification bell icon, a search icon, and a status message '- No contacts -'.

<input type="checkbox"/>	NAME	USE COUNT	RECIPIENTS
<input type="checkbox"/>	All clients and leads		email 4
<input type="checkbox"/>	Clients with lost deals		
<input type="checkbox"/>	Clients with won deals		email 1
<input type="checkbox"/>	Clients with active deals in progress		email 1, phone 1
<input type="checkbox"/>	All clients		email 4
<input type="checkbox"/>	Leads in progress		
<input type="checkbox"/>	Converted leads		
<input type="checkbox"/>	All leads		

CHECKED: 0 / 8 TOTAL: 8

✕ DELETE

Detail Funnel Analysis

