

realtor.com[®]

RESULTS

SERIES

BREAK / THROUGH

The Top Marketing Micro Strategies for Real Estate

Presented by Kristi Kennelly

Date goes here



Attack the Macro Trends



- a video marketer
- a social media marketer
- hyperpersonal
- automated

Be a Video Marketer

Proof is in the Pudding

Know the Numbers



By 2019, video will account for **85% of internet traffic** in the US¹



Video gets **1200%** more shares than images and text combined²



Companies that use video marketing grow their revenue **49%** faster than those that don't³



NAR research shows us that **80%** of buyers & sellers say they would prefer to work with a Realtor who does video marketing



¹Cisco. ²Brightcove. ³Aberdeen Group.

How can video
replace regular tasks?

Replace One Phone Call Per Day

The Selfie Video

Why

- 1-1 video can get you a **199%** lift in play rate (CTR)¹
- Viewers retain **95%** of a message when they watch it in a video compared to **10%** when reading it in text²

How

- Like leaving a voicemail, except the camera is on you
- Use your phone

Distribution

- Text, e-mail, Facebook Messenger



¹BombBomb; ²Insivia

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¹BombBomb; ²Insivia

Replace One Newsletter Per Month

The One-Minute Video Market Update

Why

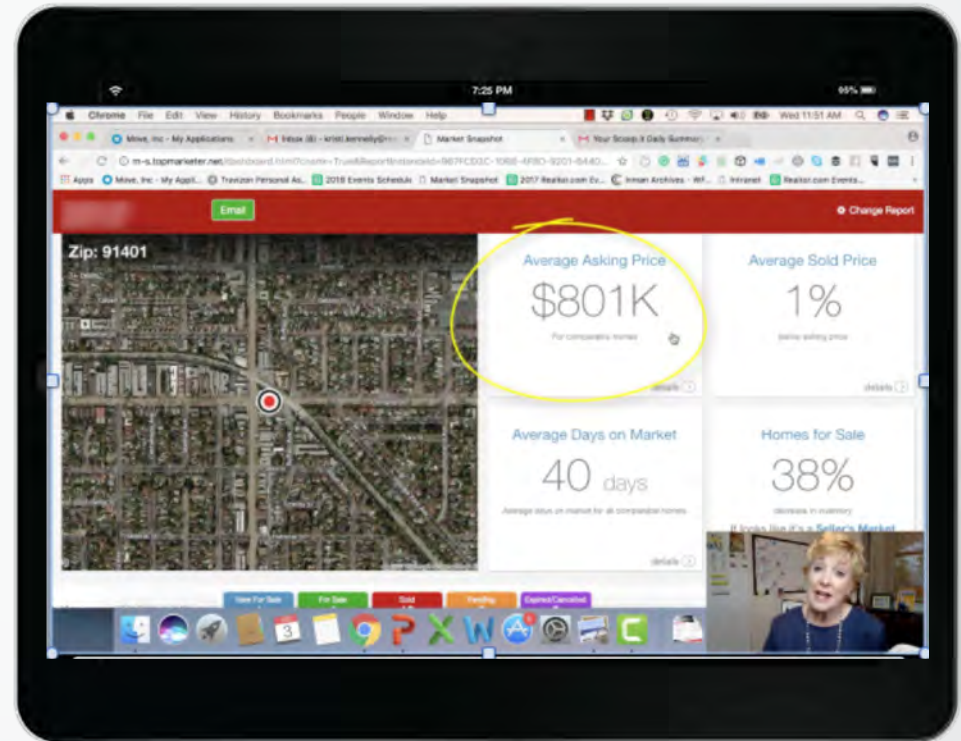
- “Meh” newsletter response?
Increase CTR by **200-300%** by using video¹

How

- Discuss “neighborhood data”
- Camtasia
- UseLoom.com - free version
- SoapBox.wistia.com – free version
- Live on Facebook (free)

Distribution

- E-mail, Facebook, YouTube, blog



¹Forrester.

1 Min Market
Updte for
91401

Don't Want to Show Your Face?

No Problem! Use [Lumen5.com](https://lumen5.com) for FREE

- Take a blog post, or any content such as:
 - your blog
 - hub.realtor.com[®]
- Paste your points into Lumen5
- Lumen5 will automatically place background image to create a video!
 - **80%** of work is done in seconds
 - Creates “square video” which is trendy on Facebook



Just 3 Basic Steps

Very intuitive tool

Highlight each bullet point.
Choose your images.

LUMENS

PREVIEW

FINISH

STORY

MEDIA

MUSIC

STYLE

1. Repaint your front door
 2. Paint kitchen cabinets
 3. Update cabinet handles
 4. Add extra seating areas outside
 5. Add molding
- 5 Easy DIY Home Upgrades



▶ Preview

T↑ Title ▾

≡ Text position

Highlight ×

⚙ Advanced ▾

Go

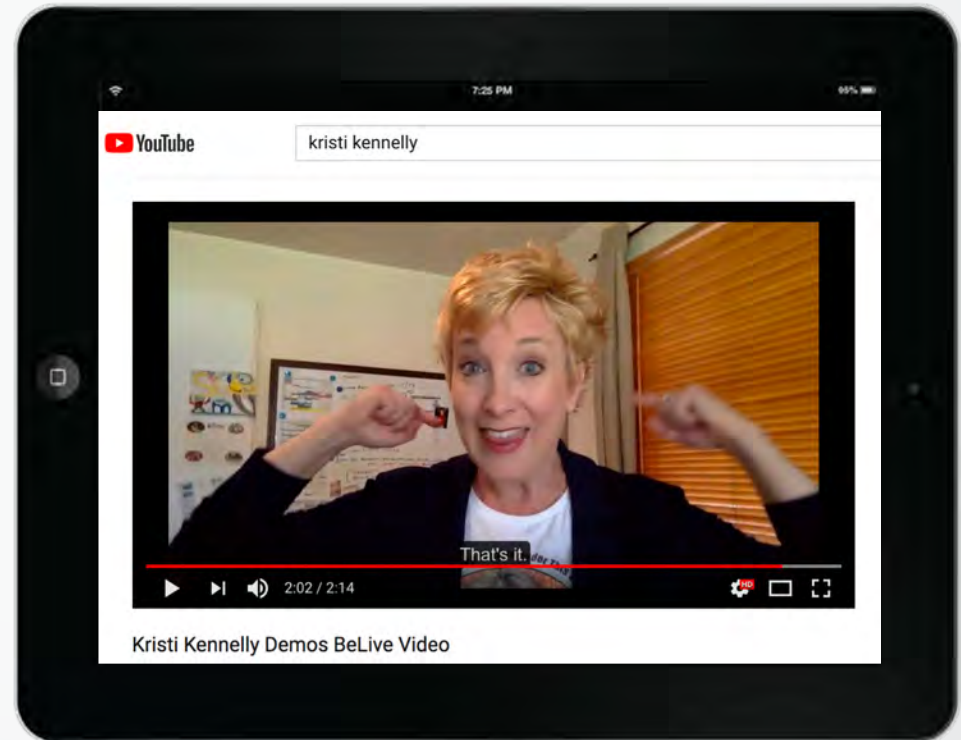
**Notice the
square format!
Great for FB &
Instagram**



Video Best Practices

The Latest

- Keep them short!
 - 1-2 min tops!
- Show movement
- Post original (native) files on Facebook
- Educate, entertain or inspire



Be a Social Media Marketer

Consumer Hat

Facebook Privacy Checkup

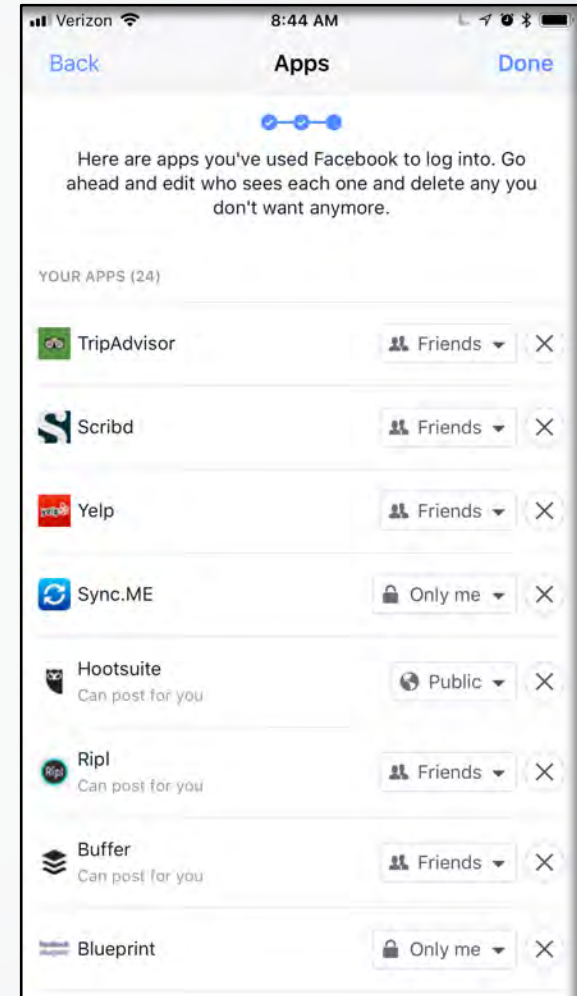
On your mobile device

- Click on “hamburger menu” in lower right
- Scroll down to Privacy Shortcuts and tap
- Tap on “Review a few important privacy settings” or tap “Privacy Settings”



Hamburger Menu

Third Party Apps



Marketer Hat

Facebook Organic Reach

It's all About Being Seen & Heard... Stay Top of Mind with Your Audience

- Facebook and Instagram have **1 in 5** mobile minutes¹
- Facebook organic reach for the average page has dropped from **16% to 6.5%**²
- We have to work smarter on Facebook for the eyeballs



¹Facebook; ²Edgerank Checker

Ways to Increase Organic Reach

For FREE

- Ask questions
- Engage - truly
- **Create “Groups”**
 - Community, local
- Hashtags
- Polls! “Caption This”
 - Contests/Gamifying
- Create Lists of VIP clients/Prospects
- Be compelling
- **Post video, especially “Live”**



Want More Views With Facebook Live?

Put other People in Your Live Video!

Use BeLive.tv

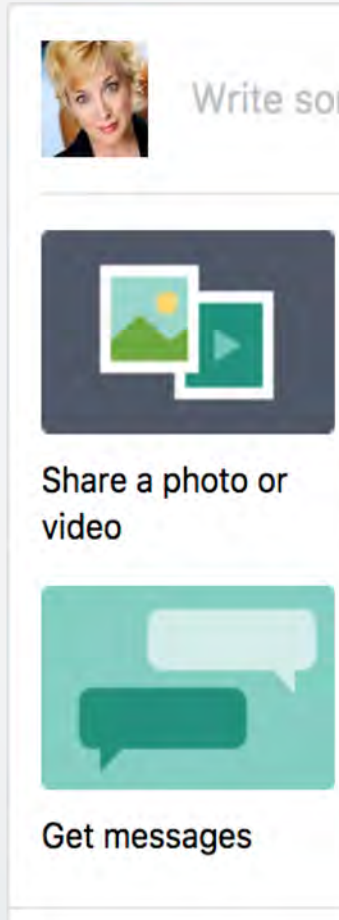
The screenshot displays the BeLive.tv web interface. At the top, there's a navigation bar with the BeLive logo and a 'Sign Out Kristi Lynes' button. Below this is the 'Broadcast Section' which features two video thumbnails. The first thumbnail shows a woman named Kosha Brown with a 'Show' button below her name. The second thumbnail shows a woman named Kristi Lynes, also with a 'Show' button. To the right of the broadcast section is a 'Live Broadcast Preview' area. It contains a smaller version of the two video thumbnails, a row of control icons (Guest, Mute, Video, Audio, Camera, You), and a 'START BROADCAST' button. Below the preview, there's a note: 'This broadcast is set to "Testing Only". When you have a Facebook destination set, the button above lets you start your broadcast.' At the bottom of the preview area, there are 'Agenda' and 'Write On-Screen Updates' sections, each with a 'Show' button.

Do a live interview or conversation with another person to increase your reach!

“I don't feel like showing my face all the time.”




How You Share Your Screen




Create a Live Broadcast

Choose where to post your live broadcast:

Share on a Page You Manage ▾

 Kristi Kennelly, National S... ▾

 Say something about this live video...

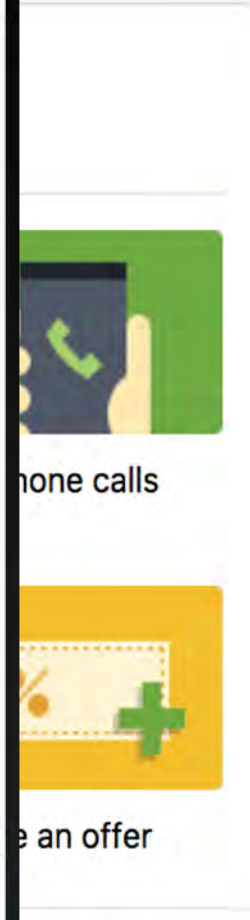
😊 📍 📍 Public

📺 FaceTime HD Camera ⇅

🖥️ **Share Screen**

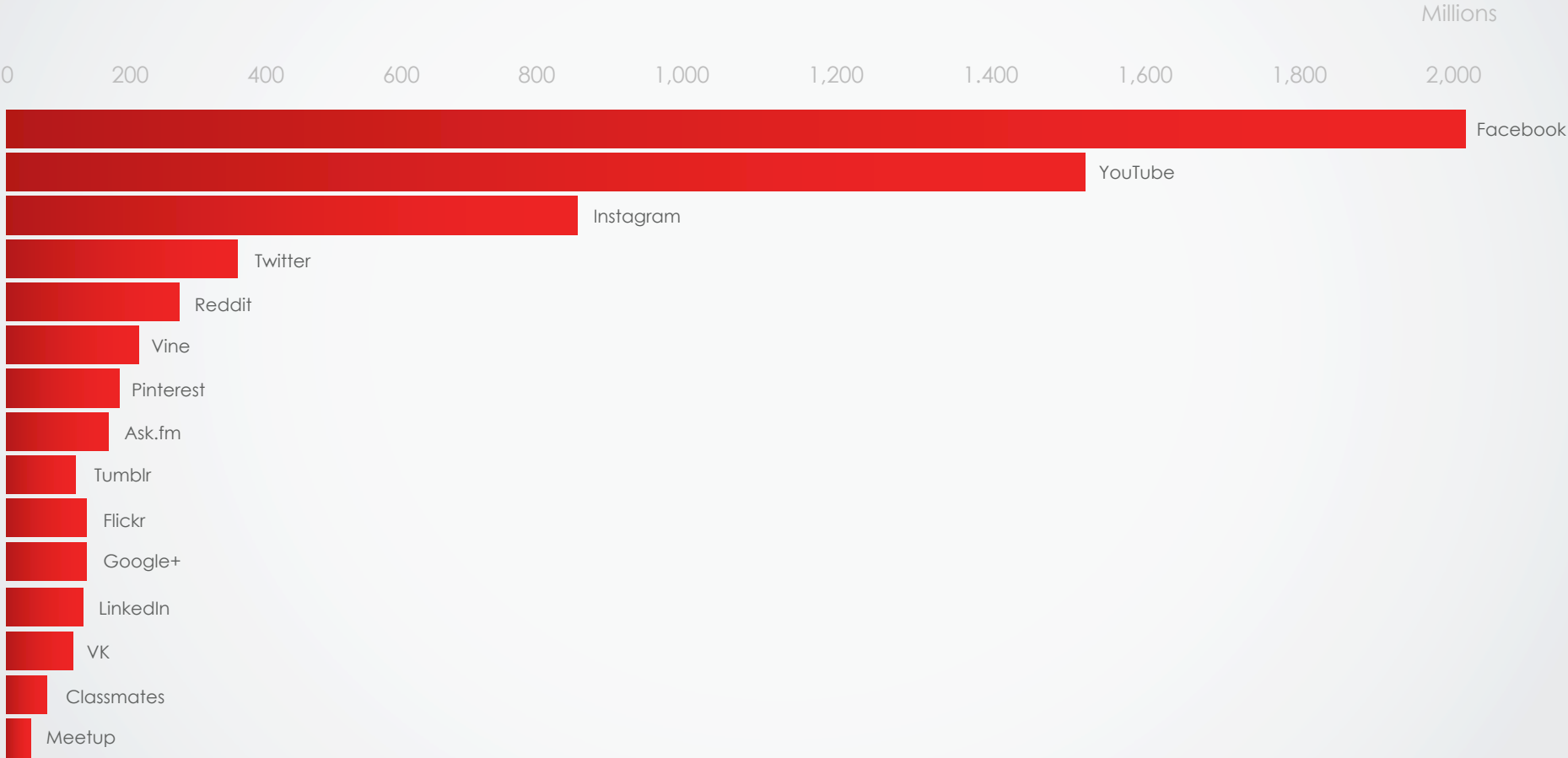
🎤 Default ⇅

Go Live



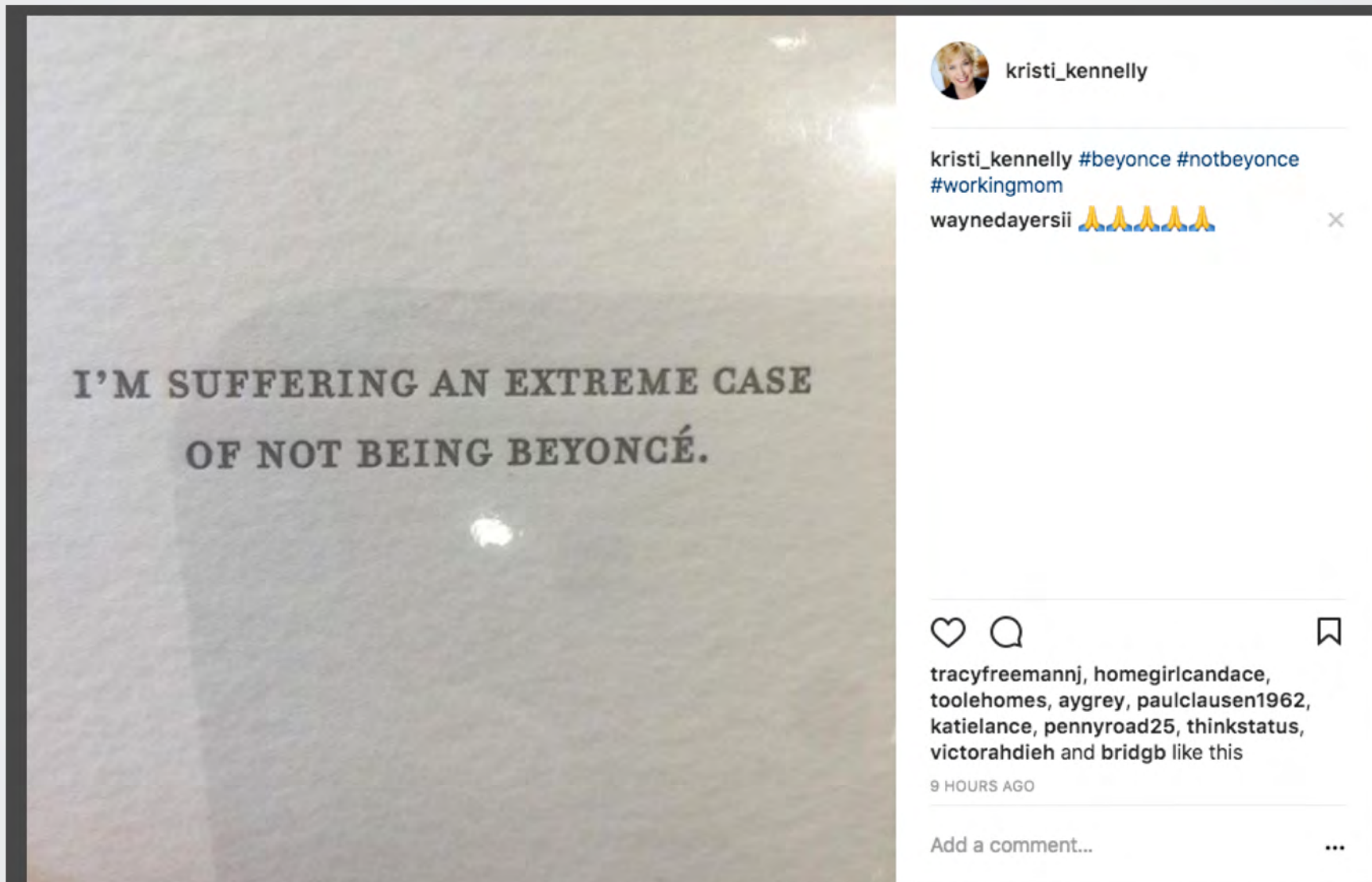
A Word on Social

Top 15 most popular social networking sites



Source: DreamGrow, Updated October 2017.

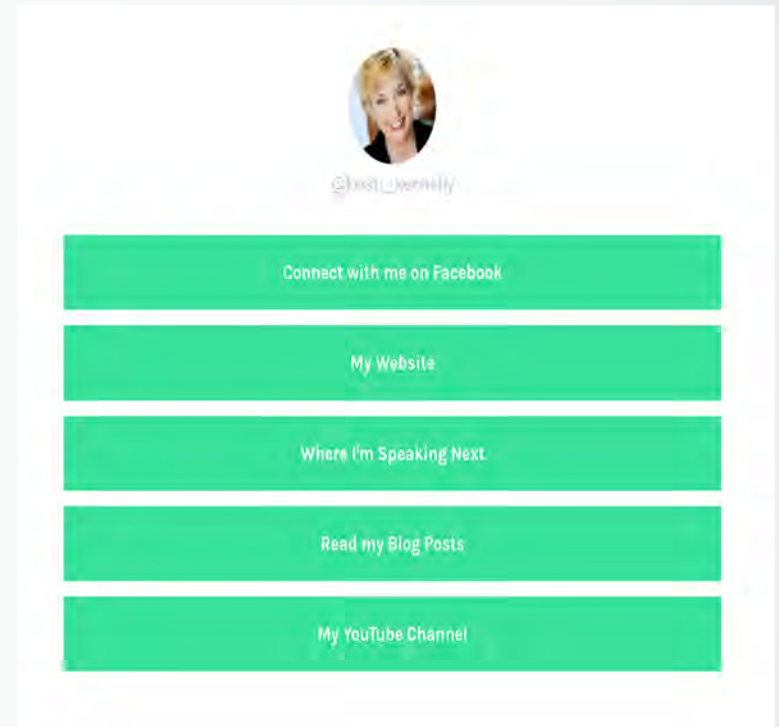
Share posts with **Repost for Instagram App**



Linktr.ee - Free

Turn 1 lousy link on Instagram to multiple links!

- Instagram gives you only 1 link in your bio
- Turn that link into multiple links with Linktr.ee
- Link to your:
 - Website
 - Landing pages
 - YouTube Channel
 - Facebook
 - LinkedIn





@kristi_kennelly

Connect with me on Facebook

My Website

Where I'm Speaking Next

Read my Blog Posts

My YouTube Channel

Loves

Work



Be Hyperpersonal

E-mail is Not Dead

#1 Digital Marketing Tool You Have

- Email is **40x** more effective at acquiring new customers than Facebook or Twitter¹
- A message is **5x** more likely to be seen in email than via Facebook²

1 McKinsey; 2 Radicate

Next Level Email Marketing

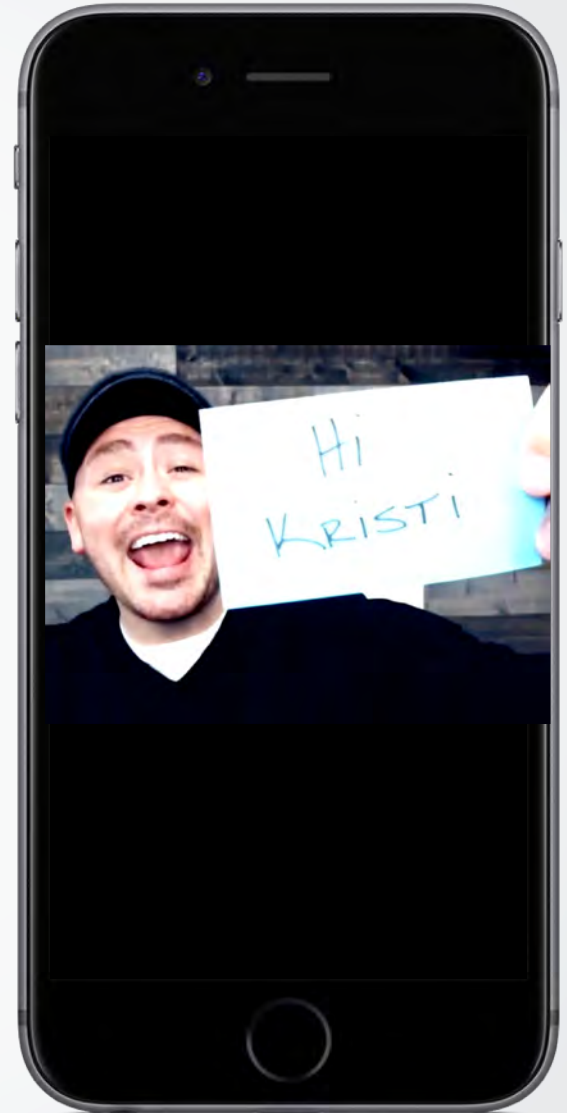
Personalized Video with ViewedIt.com

- Get basic supplies!
- Make your video

How

- Your phone
- ViewedIt.com (free)
- UseLoom.com (free)
- BombBomb

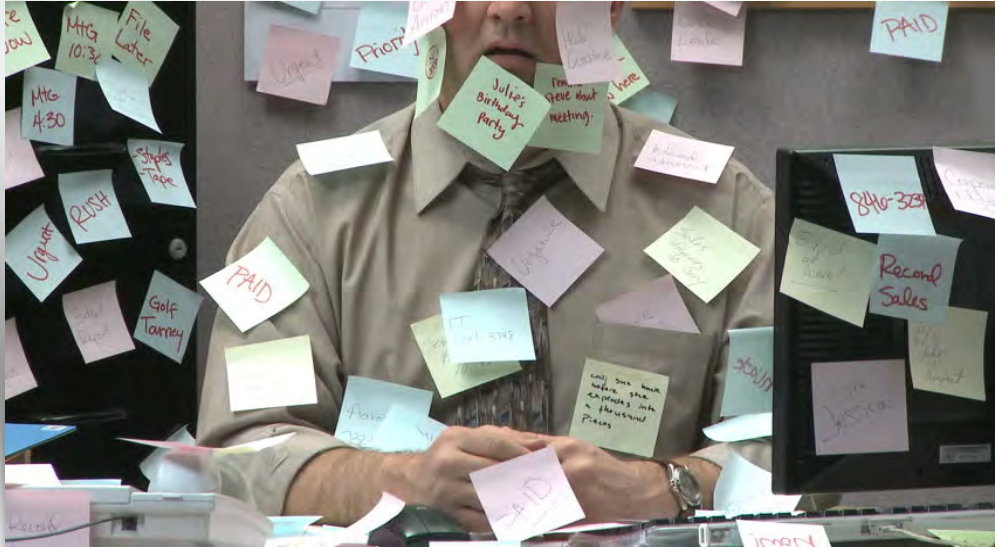
Watch your CTR go up!



Be Automated

Automate If You Haven't

It's Time



- Don't waste your time
- Invest in marketing automation software & a company to set it up for you
- A CRM is the heart of your business
- **Top Producer**® available today

“To tell yourself you can manually contact all of your leads 24 times per year, consistently, will simply drive you insane.” - Me

Recent Inman Survey Number One

“Which real estate CRM would you recommend to a new agent?”

Top Producer[®]

22% of audience vote, Inman Survey 2017

Realtor.com® leads in time on site

Compared to Top Consumer Brands

Average minutes per visit



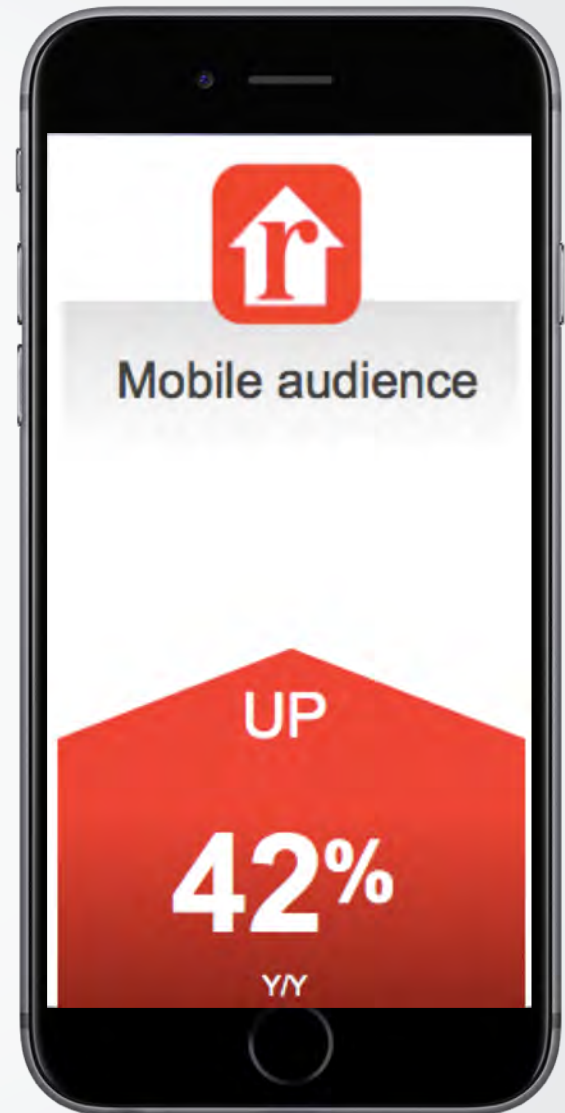
Growth in Mobile

Mobile UU's at New All-Time High

Mobile has the potential to reach everyone in the world. By 2020, at least **80% of all adults worldwide** will have a smartphone

More than 50% of realtor.com® traffic now comes from mobile

**Mobile page views up
143% y/y**



Source: comScore, April 2016; Kleiner Caufield & Byers Internet Trends 2015

It all begins with
feeding leads to your database
& automating response

ConnectionSM for Buyers

Now on Mobile!

realtor.com[®] BUY RENT MORTGAGE Find REALTORS[®] LOCAL NEWS & ADVICE Log In

◀ Back to search | viewing: home > homes for sale > any town state > any town county > any town city > 1529 Fairway Lane ▶ ◀ Previous Property | Next Property ▶

Home For Sale **NEW** **Get Prequalified**
1529 Fairway Lane
Any Town, CA 00000 **\$475,000**
Estimate Payment | View Rates

Save Share Print

Tell Me More About This Property

Full Name

Your Email

Phone

I would like more information regarding this property at 1525 Fairway Lane, Any Town, US 00000.

I want to get pre-approved by a lender.

Request More Details

By sending a request you agree to our [Privacy Policy](#)

3 beds 2 baths 2,573 sqft
1 of 25 15 days on realtor.com

Presented by Kelly Smith Brokered by Quest Realty

View Your 3 Credit Bureau Scores for FREE

Lead details

Information about the consumer

New consumer data

- All leads will include
 - Consumer name
 - Email address
 - **Phone number – mandatory field**
- Email address and telephone numbers are verified through a third party and noted
 - Email address is deliverable
 - Telephone number is a listed number
- Days searching, # times viewed listing and if the property

realtor.com
New lead from realtor.com®

Aug 7, 2015 6:54 am

"I would like more information regarding the property at 2243 Sunny Lane in Any Town, US."

Name **John Smith**
✓Verified phone* ✓Verified email*


Every minute counts, make contact as soon as possible

(555) 555-7555

imrealestaterenegade@hotmail.com

52 days Searching
13 times Viewed listing
★ In favorites

Property Details



MLS ID #15000000
2243 Sunny Lane, Any Town, US 00000
\$450,000
Beds 3 Baths 2

Status **Active**
Days on market **47 days**
Listing Agent **Kelly Agent**
Broker **Quest Realty**

Leads with non-verified phone and email are still routed to customers

Solution Details

New Information About the Consumer

Lead Notification

New descriptions of the three most recent searches and other recently viewed listings (if available)

- Link to results of each search
- MLS ID links to view property

Recent Search Activity

Location	Price	Beds	Bath	Property Type	
West Any Town	\$375,000-\$480,000	Any	Any	Multiple	View
North Any Town	\$389,000-\$475,000	Any	Any	Multiple	View
East Any Town	\$355,000-\$450,000	Any	Any	Multiple	View

Other Recently Viewed Listings



MLS ID [#14000000](#)
845 Holly Ave, Any Town, US
\$479,000
Beds 3 Baths 2

Last Viewed 08/04/2015



MLS ID [#17000000](#)
4118 Jay Street, Any Town, US
\$565,000
Beds 4 Baths 2

Last Viewed 08/04/2015



MLS ID [#19000000](#)
777 Lucky Lane, Any Town, US
\$439,000
Beds 3 Baths 2

Last Viewed 08/04/2015

“
Courage is like
a muscle; it
is strengthened
by use.
”

Ruth Gordon
#WISEWORDS



Thanks!



@SpeakerKristi



@kristi_kennelly



@Kristi_Kennelly