



Henry Jones Managing Broker  
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# Online Marketing Plan

For Selling Your Home

Property Marketing and Buyer Lead Generation for Your Home!

Every Tool Shows Your Home Beautifully, is Mobile Responsive  
and Generates Buyer Leads!

 Just Listed Marketing	 Facebook Campaigns	 Interactive Voice Response
 Single Property Websites	 eFlyer Campaigns	 Text Messaging
 Virtual Tours	 Print Flyers	 Craigslist
 Auto YouTube Videos	 Blog Posts	 Listing Landing Pages
 Open House Marketing	 Listing Presentation	 Just Sold Marketing



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# Online Marketing to Generate Buyers for Your Home!

The standard way of marketing your home online is to market your home on a bunch of websites create a virtual tour and single property website and hope to get a buyer to show the home to!

A much better way is to create a buyer lead generation platform around your listing to literally drive hundreds of interested buyers for your home to me.

The MORE buyer leads we generate for your home, the more buyers I talk to and show your property to!



→ How Do The Internet Marketing Channels Compare?

Channel	Consumer Traffic	
	Property Views	Click-Throughs (Visits)
Zillow Network	1,522	2
L2L Network	1,449	586
REALTOR.com ★	956	Not Applicable
HotPads	31	0
HomeFinder.com	26	1
Trulia	Not Provided	9
TweetLister	Not Provided	0

06/01/2011



Your Listing Asset Management Company



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# Your Home and the Market

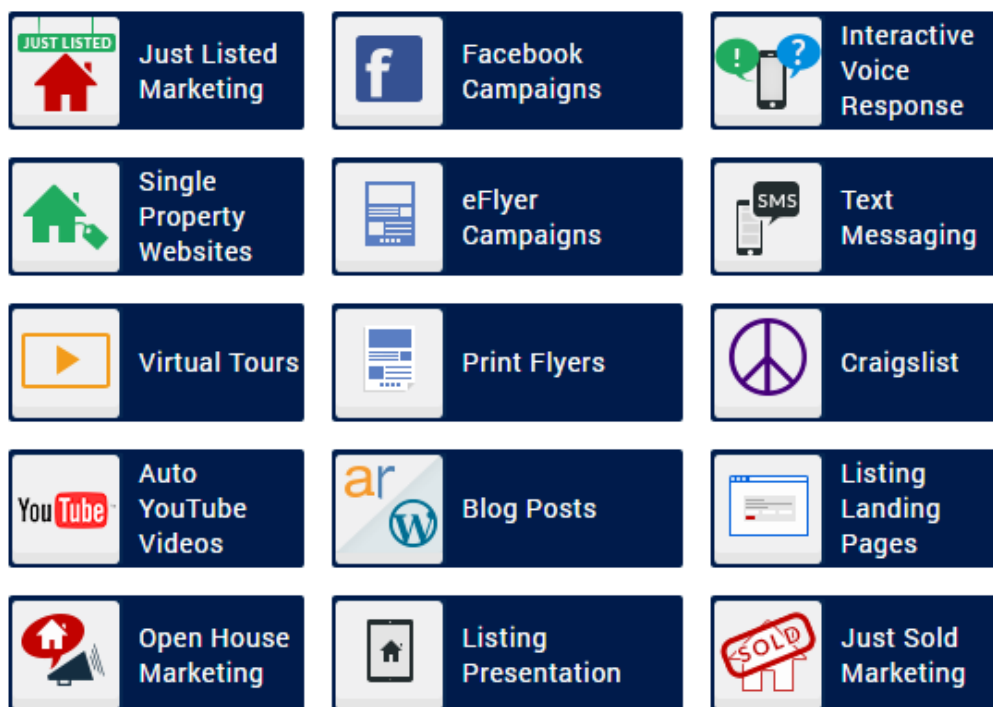
## Your Home will be ALL over the Internet!

**Problem :** Individual home listings generate very few buyer leads!

**Solution :** I offer proven specific call-to-actions with your home's marketing to generate more buyer leads.

**Benefit :** I pre-qualify these buyers and then schedule showings for your home!

*This means more opportunities to get qualified buyers into your home!*

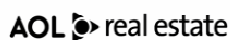




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## On the Internet:

These national sites and the sites that they power total more than 500 real estate search Web sites!



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# Craigslist

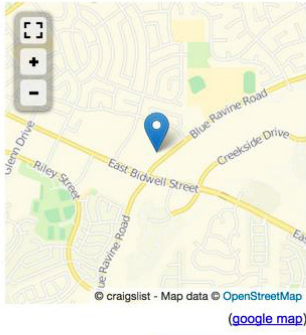
My Craigslist ad displaying your home for Craigslist with proven call-to-actions that generate more buyers.

[CL](#) [northern MI](#) > [housing](#) > [real estate - by broker](#) [\[ account \]](#) [post](#)

[reply](#) [prohibited](#) Posted: about a month ago [print](#)

**★ \$800000 / 4br - 4000ft<sup>2</sup> - 4705 Gold River Lane (Granite Bay)**





Sit by the cozy fireplace of this 4000-SF home only an easy drive to downtown. Offers 4 bedrooms, 3 bathrooms, dining room, dramatic living room with built-in bookcases, surround sound, wood floors, master suite with linen closet, whirlpool tub for relaxing nights, separate shower, his-and-her baths, dual sinks, custom storage for large wardrobes, sunny kitchen with work island and much more!

**Text 10001 to 25678 for more information and photos.**

**4BR / 4Ba** **4000ft<sup>2</sup>** **available now**

[house](#)  
[laundry on site](#)  
[attached garage](#)

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# Virtual Tours

Virtual Tours are favorites for buyers! My Virtual Tour captures more buyers for your home!



### Quiet Beautiful Mid-Century Home





### Quiet Beautiful Mid-Century Home

\$800,000 | 4 BEDROOMS | 4 (3 full, 1 half ) BATHROOMS | 4,000 SQUARE FEET

Top Agent | Our RE Company

[VIEW MORE](#)

123-456-7890

[EMAIL ME NOW](#)

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# Single Property Websites

Showing all the photos of your home with everything a buyer could want: **WalkScore, Google Maps, Yelp, Schools, Virtual Tour.**

With proven calls-to-action to attract buyers!

Quiet Beautiful Mid-Century Home  
Anytown, USA

[DESCRIPTION](#) [TOWN HOME VALUES](#) [PHOTOS](#) [MAPS & LOCAL](#) [SCHOOLS](#) [KAUAI \(VIDEO\)](#)

**FOLLOW THIS HOME!**

[SCHEDULE A SHOWING/REQUEST INFO](#)

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[NEARBY SOLD HOMES IN TOWN](#)


[SEARCH ALL HOMES FOR SALE](#)

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**TOP AGENT**  
OUR RE COMPANY  
123-456-7890  
MLS#: 123456789  
LICENSED IN: TOWN  
LICENSE #: 123456789

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☒ QUESTIONS? SCHEDULE A SHOWING!



4 Bed, 4 Bath  
1 of 5 Photos.

[See All Photos](#)

**\$800,000 | 4 BEDROOMS | 4 (3 full, 1 half ) BATHROOMS | 4,000 SQUARE FEET**

Sit by the cozy fireplace of this 4000-SF home only an easy drive to downtown. Offers 4 bedrooms, 3 bathrooms, dining room, dramatic living room with built-in bookcases, surround sound, wood floors, master suite with linen closet, whirlpool tub for relaxing nights, separate shower, his-and-her baths, dual sinks, custom storage for large wardrobes, sunny kitchen with work island, breakfast area, walk-in pantry, guest quarters, luxury baths, sun room, TV room, extra kitchen, study, home office, den, wine cellar, home theater for the movie buff, custom blinds, custom drapes, detailed woodwork, sliding glass doors, professional decor, new carpet, hardwood floors, built-in bookcases, stone fireplace, solid wood doors. Fresh paint, custom kitchen, new paint.




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# Listing eFlyers


My eFlyer beautifully displaying your home with multiple ways to contact me, schedule showings and proven call-to-actions that generate more buyers.

**Welcome to 123 Street, Any Town, USA**  
Beautiful 4 Bedroom in Any Town







**JUST LISTED**

Bedrooms : 4  
Bathrooms : 3 full, 1 half  
Living Area : 5,000  
Price : \$Contact for Price  
Year Built : 2011  
Mls # : 123456  
City : Any Town



**Text 10001 to 123456**  
to receive all the photos,  
details, school information  
and more via text 24/ 7!

**Top Agent**  
Our RE Company  
123-456-7890  
name@domain.com  
License #: 123456789  
For more information and pictures visit:  
<http://www.example.com>







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# Open House ePostcards

Advertise Open Houses through the MLS, email, Facebook, blogs, Craigslist and more!

## Open House

December 27, Sunday 1:00 PM - 4:00 PM


**Address**  
1234 Anytown, USA  
[Click for Directions!](#)





VIEW PROPERTY WEBSITE FOR MORE INFORMATION, PICTURES, CURRENT PRICE, MAPS, SCHOOLS AND MORE!

**\$500,000 | 4 BEDROOMS | 3 (2 full, 1 half) BATHROOMS | 5,450 SQUARE FEET**

You can keep all of your mementos in the storage room of this 4-bedroom/2.5-bath 5,450-SF home in Sierra Vista Heights. Offers a bold dining room with built-in hutch, great chandelier, butler's pantry, master suite with dressing room, two-person shower, custom storage, his-and-her baths, linen closet, privacy room, his-and-her closets, makeup table, sitting room, walk-in closet to quickly find your clothes, separate shower, dual sinks, vanity, whirlpool tub, sauna, captivating living room with built-in bookcases, wood floors, entertainment center, fireplace for cold days, surround sound, wet bar, sunny kitchen with dishwasher, bookshelves, breakfast bar, appliances included, double ovens, built-in hutch, built-in bench, breakfast area, custom cabinets, bancos.



This is the legal description.



**FOLLOW THIS HOME!**

ANYTOWN HOMES FOR SALE






ANYTOWN HOME VALUATIONS

SEARCH ALL HOMES FOR SALE

HOMES CLOSE TO WHERE YOU WORK

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LICENSE #: 1234567



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# Google Page 1!

My listings get found more on Google page 1 via my marketing generating more buyer leads for us.

Google 4704 Gold Lane, Granite Bay, CA

All Maps Shopping News Images More Search tools

About 10,900 results (1.06 seconds)

4704 Gold Dr, Loomis, CA 95650, USA

4704 Gold Lane, Granite Bay, CA 95746 - presented by ...  
www.searchallproperties.com/listings/.../4704-Gold-Lane-Granite-Bay-C...  
Up-to-date photos, maps, schools, neighborhood info. & details for 4704 Gold Lane, Granite Bay, CA direct from Scott Pierce.

4704 Gold River Lane, Granite Bay, CA - Open House  
activerain.com > Listings-to-Leads Training, Tips and Information  
Apr 22, 2015 - OPEN HOUSE, December 27, Sunday 1:00 PM - 4:00 PM 4704 Gold River Lane, Granite Bay, CA Get Directions Click...

4704 Gold River Lane, Granite Bay, CA - Open House ...  
https://www.realtown.com/.../4704-gold-river-lane-granite-bay-ca-open-...  
Mar 28, 2015 - OPEN HOUSE, December 25, Friday 1:00 PM - 4:00 PM. 4704 Gold River Lane, Granite Bay, CA. Get Directions Click Here ...

4704 Gold River Lane, Granite Bay, CA - Open House ...  
https://www.realtown.com/.../4704-gold-river-lane-granite-bay-ca-open-...  
Send this Blog Entry to a Friend. To send 4704 Gold River Lane, Granite Bay, CA - Open House! to a friend, please fill out this form.

4704 Rolling Oaks Dr, Granite Bay, CA 95746 | MLS ...  
https://www.redfin.com/CA/Granite-Bay/4704...Oaks.../19516146  
... at 4704 Rolling Oaks Dr, Granite Bay, CA 95746 sold for \$510000 on Jun 11, ...  
RE/MAX Gold El Dorado Hills ..... 9435 Richford Ln Granite Bay, CA 95746. 4.

Serenity Creek Homes - Facebook  
https://www.facebook.com/Serenity-Creek-Homes-1492103124375033/  
Up-to-date photos, maps, schools, neighborhood info. & details for 4704 Gold River Lane, Granite Bay, CA direct from Scott Pierce. searchallproperties.com.

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### Quiet Beautiful Mid-Century Home

Date: Dec. 10, 2015  
Tags: None

### Quiet Beautiful Mid-Century Home

[GET DIRECTIONS CLICK HERE](#)



PROPERTY VIDEO DESCRIPTION PHOTOS MAPS & LOCAL SCHOOLS TOWN MARKET

[\\$ CLICK FOR CURRENT PRICE](#)  
4 BEDROOMS | 4 (3 FULL, 1 HALF ) BATHROOMS | 5,000 SQUARE FEET

\*\$2,000 offer only available to purchasers not under contract with a real estate agent. Offer available for the purchase of this home only and valid if shown and bought through the listing agent.

#### FOLLOW THIS HOME!

- ANYTOWN HOMES FOR SALE
- ANYTOWN HOME VALUES
- NEARBY SOLD HOMES IN ANYTOWN
- SEARCH ALL HOMES FOR SALE
- HOMES CLOSE TO WHERE YOU WORK

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[f](#) [t](#) [You Tube](#) [g+](#)

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[Quiet Beautiful Mid-Century Home](#)

Categories

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# Blogs: ActiveRain

209,442 Real Estate Professionals, over 1.7 million pages, huge SEO.

active rain

BlogsQ&AResourcesJoin

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Like: Like 0 G+ 0

## Quiet Beautiful Mid-Century Home

BY TOP AGENT  
Real Estate Sales Representative with Listings-to-Leads  
August 07, 2015 04:28 PM

Share: EMAIL SHORT URL

[GET DIRECTIONS CLICK HERE](#)



PROPERTY VIDEO DESCRIPTION PHOTOS MAPS & LOCAL SCHOOLS TOWN MARKET

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 RAINMAKER  
141,757

**Top Agent**  
Real Estate Agent

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O: (123) 456-7890

Property Inbound Marketing  
& Lead Generation

Full Name


Email Address

Phone Number

Message


Submit

Recent Posts



- Business Generation Tips from L2L Realty to Grow Your Business!
- Let's Go!
- Granite Bay Home Values

Popular Posts



- Just Sold eFlyer (BombBomb) to Seller
- Just Sold eFlyer (BombBomb) to Farm /

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328,025 Bloggers, Largest Blog Platform in the world, favored by Google.

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RECENT POSTS

Worth A Thousand Words

ARCHIVES


October

September

June

## Quiet Beautiful Home

GET DIRECTIONS CLICK HERE



PROPERTY VIDEODESCRIPTIONPHOTOSMAPS & LOCALSCHOOLS

**\$ CLICK FOR CURRENT PRICE**  
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SCHEDULE A SHOWING/REQUEST INFO

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# Mobile Marketing

Nearly two-thirds of Americans are now Smartphone owners, and for many these devices are a key entry point to the online world,

— Pew Research Center 2015

All Virtual Tours and Property Websites are mobile optimized.

800# & Text Information and Call Capture.

QR Code scans to Custom Mobile Single Property Website.




<http://grf.me/x1R0>

Scan with your Smartphone  
& take me with you.


## Your QR Code will go on:

1. Property Flyer
2. Just Listed Postcard
3. Sign Rider on Yard Sign
4. Online Marketing



**FOLLOW THIS HOME!**

Quiet Beautiful Home



**1234 Street, Anytown, USA**

\$800,000 | 4 BEDROOMS | 4 (3 full, 1 half ) BATHROOMS | 4,000 SQUARE FEET

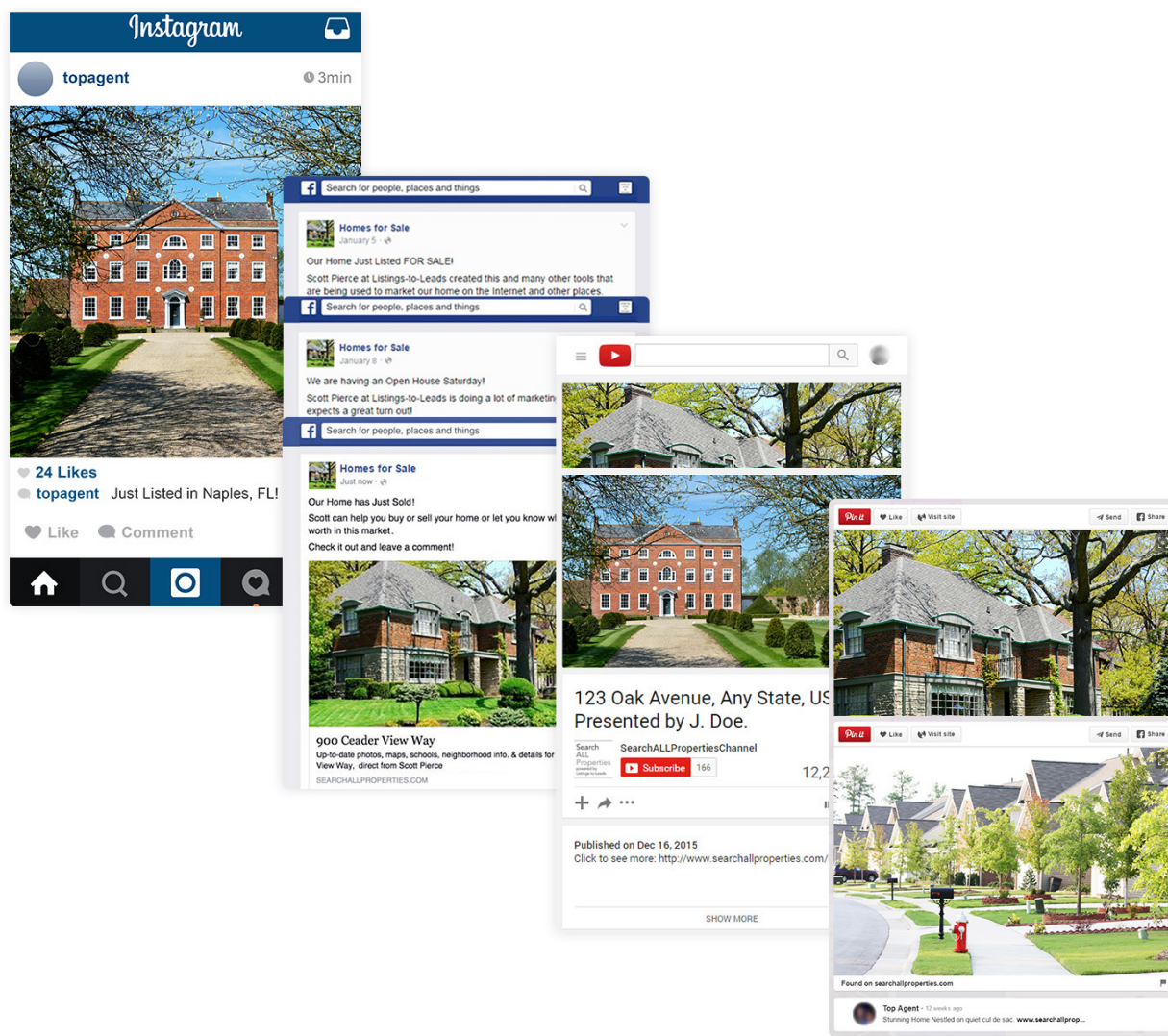
Sit by the cozy fireplace of this 4000-SF home only an easy drive to downtown. Offers 4 bedrooms, 3 bathrooms, dining room, dramatic living room with built-in bookcases, surround sound, wood floors, master suite with linen closet, whirlpool tub for relaxing nights, separate shower, his-and-her baths, dual sinks, custom storage for large wardrobes, sunny



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# Social Media

Continuous Engagement on the Top Social Media Platforms.



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# Listing Landing Page

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This page is specifically designed to market your home on Facebook, which will present your home beautifully and capture buyers in the process.

**JUST LISTED in Anytown, USA!**

Text 1000# to 25678 to receive all the photos, details, school information and more via text 24/7.

Not working with a real estate agent? Then call us to get a \$2,000 bonus if we show you and you buy this home. \*See terms below. Sit by the cozy fireplace of this 4000-SF home only an easy drive to downtown. Offers 4 bedrooms, 3 bathrooms,...

**Get the current price, photos, details, school information and more now!**

<input type="text" value="Name"/>	<input type="text" value="Email"/>	<input type="text" value="Phone"/>
-----------------------------------	------------------------------------	------------------------------------

**Get The Information!**



# SOLD!



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## Weekly Reports

### Timely Reporting of Results

Your property has been marketed on the following websites. Over the last two weeks, the following adviews and click throughs have been achieved, bringing your property more exposure and generating more leads for me to talk to, about your property.

#### Test Listing, Anytown, USA

	Last 7 Days		Last 30 Days	
	Adviews	Clickthroughs	Adviews	Clickthroughs
E-flyer	18	7	24	7
Single Property Website	50	23	72	29
QR Code	4	5	5	5
ActiveRain	14	5	14	5
Realtown	36	7	36	7
WordPress	16	8	16	8
Craigslist		5		5
Open House	2	0	2	0
Total	140	60	169	66

To see your property's e-flyer, [please click here](#).

To see your property's Single Property Website, [please click here](#).

To see your property's mobile single property website, [please click here](#).

Here is the QR Code for your mobile single property website:

[Post Your Property's Website to Facebook](#)



#### → How Do The Internet Marketing Channels Compare?

Channel	Consumer Traffic	
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Trulia	Not Provided	9
TweetLister	Not Provided	0