

**Advanced Online
Marketing Strategies
for Real Estate Agents**

By Rob Minton

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The foundation of this special report is based upon one main premise, which is...

To study other successful businesses OUTSIDE of real estate and apply what they're doing INSIDE real estate.

Please take a minute and read this sentence again – it's critically important.

This is easier said than done because we have a tendency to look inside our industry and copy what we see. When you first get into real estate, you look for agents who appear to be successful and you copy them – right? I did it! Hell, every new agent has done it, too.

The problem with this approach is zero innovation happens in your business. To make more money, sell more homes and dominate your market, you need to be innovative. You need to stand out by doing something *different*.

A great example of finding something successful outside your industry and applying to your industry would be fractional jet ownership. This style of ownership wasn't invented by companies selling smaller jets. They simply copied it from the real estate timeshare industry and applied to it to jet sales.

Several years ago, I copied something I saw outside of real estate and used it in my real estate business, and it had a dramatic impact on my business. I was participating in several memberships and coaching programs designed to help me improve my business. Each month, I paid a membership fee for access to information. This fee was charged directly to my credit card.

It was obvious how powerful this recurring monthly income was to the businesses offering these memberships and coaching programs. My goal was to do something similar in my real estate sales business.

My plan was to create a club of real estate investors and charge members a fee to participate. Each month, we would provide

special expert interviews, a lengthy detailed newsletter with investing tips and strategies, special classes and more. I launched my membership in November of 2004 and had over 100 paying members by the end of 2005. When I sold my business in 2007, we had well over 400 members paying \$29.95 a month.

This membership provided over \$12,000 a month of recurring income and doubled our home sales annually.

Some people have called me a genius for what I did. But in reality, any agent could have done the same thing simply by copying what they saw *outside* of real estate.

I've included this little story to show you the power of what's possible when you look outside of the real estate industry instead of inside the real estate industry. The topic of this special report is Advanced Online Marketing strategies, and to be innovative with online marketing, we must look outside of the real estate industry.

So where do you go to find innovative online marketing strategies that you can apply to your business?

Internet Marketers

Internet marketers make their living online by selling information products. They live and die by their websites and follow-up marketing.

Internet marketers are constantly testing new strategies. More importantly, they're tracking their results. This tracking allows them to see what works and what doesn't work. It's very powerful.

By copying internet marketers, you leverage their testing, tracking and knowledge of online marketing. And when I say copy, **I don't mean to copy their copyrighted or trademarked material**. I mean to copy their process for selling. Their process for selling online can be very, very valuable to your business.

Here are just a few things Internet Marketers track in their online marketing:

1. Every advertisement they run and how well it drives traffic to their website.
2. The conversion percentage of every web page they have online. (The number of people visiting a web page vs. the number of people who fill in their contact information)
3. Which email subject lines work the best?
4. What time of day is best to send emails to get them opened?
5. How many people watch videos they post vs. how many take action after watching the videos.

Do you track these things in your online marketing?

Probably not.

The good news is you can leverage their testing and tracking by copying their online sales process in your business.

Let's start by studying a website used by an awesome internet marketer. I've included a screen shot of the site for you below. As you can see, the marketer was promoting a free matrix for mastering social media.

In order to get the free matrix offered, a prospect has to type their email address into the box on the top right-hand side. Take a look at the web page below:

YOURS FREE...

SOCIAL MEDIA MATRIX CHEAT SHEETS

"The Exact Same Guide I Used To
Attract 130,000 Rabid Social Media
Fans in 9 Just Months"



Email:

Get Free Instant Access

How Are YOU Going To Get Traffic?

That is the number one question I ask every new coaching client I get.

They usually just sit there with a blank look on their face or say "I dunno"
That's when I know they are *screwed*...

Face it, without an audience **YOU'RE SCREWED** and you will never
make a dime online. You have no audience, no list, no customers...

So what ARE you going to do about traffic? Well? Here is the answer...

There is only ONE way left to build a huge list of rabid fans and dominate
any niche FAST all for FREE! ** **Social Media** **



Here are a few things for you to pay attention to about this web page:

1. Does this web page offer multiple items or just one item?
2. Does this web page ask for the prospect's full contact information, including name, address, email and phone number?

3. Would a prospect have to scroll down to see the place to type their email address to get the free social media matrix?

How does this webpage from a great internet marketer compare to your website? Really think about this because it's a *very* important question.

This example website was designed to capture as many "targeted" email addresses as possible. "Targeted" meaning – prospects interested in using social media to help their businesses. In other words, this website was designed to convert as many prospects visiting the site into leads, which could be marketed to in the future.

Branding or image-building wasn't even considered.

Most real estate agents have websites that are the complete opposite. Instead of being focused on conversion, their websites are focused on offering free content or to build an image/brand. This is a very costly marketing mistake because you get fewer leads from your marketing efforts.

You don't get paid to give away free information.

Let's compare this Internet Marketer's website to a typical real estate agent's website and note the differences. To find a website for this report, I Googled "Florida Real Estate" and clicked on one of the Google Adwords advertisements. Here's one of the websites I found:

- Vero Beach Real Estate
- Vero Beach Florida Blog
- Vero Beach Listings
- Vero Beach MLS Search
- Vero Beach Rentals
- Vero Beach Map
- Vero Beach Real Estate Sales
- Vero Beach Golf Homes
- Vero Beach Short Sales
- Vero Beach Foreclosures
- Vero Beach Commercial
- Vero Beach Virtual Tours
- MLS Listings
- Communities
- About Vero Beach
- About Us
- News & Information
- Buyers & Sellers
- Calculators
- Client Login
- Vero Beach Wiki
- Vero Tube
- Help

Updates

Jan 2010						
S	M	T	W	T	F	S
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Upcoming Events

Friday, 29 January, 2010
 Downtown Vero Green Market -
 09:00 AM

[Home](#) : [Vero Beach Real Estate](#) | [Vero Beach Florida](#) | [Living in Vero](#)



Vero Beach Real Estate

- [* Vero Beach Virtual Tours](#)
- [* Watch Our Vero Beach Real Estate Video](#)
- [* Watch the CNBC Video on Vero Beach Real Estate](#)
- [* Vero Beach Real Estate Voted #2 in Hot Markets to Buy In](#)
- [* Vero Beach Photos](#)

Thank you for visiting Living in Vero, and welcome to my Vero Beach Real Estate website. I in Vero Beach, and I look forward to helping you with all of your Vero Beach Florida Real Estate needs. Find [Indian River County Homes](#), including [Vero Beach Real Estate](#), [Vero Beach Communities](#), and Vero Beach Homes For Sale. Get access to Vero Beach Real Estate Listings, including the MLS, new homes and foreclosures. Our free real estate services feature all of Indian River Counties cities and suburbs including [Vero Beach Homes](#), [Vero Beach Condos](#), [Sebastian Homes](#), [Sebastian Condos](#), [Orchid Island](#), [Indian River Shores Homes](#), [Indian River Shores Condos](#), [John's Island](#), [Grand Harbor](#) and [North Hutchinson Island Condos](#).

- [* Vero Beach Luxury Real Estate](#)
- [* Vero Beach Short Sales](#)
- [* Vero Beach Foreclosures](#)

Living in Vero Beach Florida will hopefully help you discover this beautiful beach town, which was recently rated

As you can see, this is a very nice website, and I'm sure the agent has invested a lot of time and money into its design. I'm also sure that prospects love it because they can get all kinds of great information about homes available in Vero Beach.

The BIG problem is this website is its not capturing any leads. The agent is paying to buy traffic from Google Adwords and not capturing the visitors' contact information. This is like buying a stock with no price, because you're investing money into advertising with zero return on investment.

I can also bet this agent isn't tracking any statistics on their website. This is evident because they're not trying to capture the person's contact information. You need to know how many people

come to your site, and more importantly, how many people fill in their contact information so you can market to them in the future.

If 100 people come to your website today, how many give you their contact information? 0, 5, 15, 30, 40, 60 or 70? On average, I would estimate that fewer than 15 people out of a hundred enter their contact information on your website.

What would happen in your business if you increased this to 40 out of 100?

Let's get back to this agent's website...

To dig further, I clicked on the "Vero Beach Virtual Tours" link, which is the first link offered in the center of the page. Here's where I was taken:

- Vero Beach Real Estate
- Vero Beach Florida Blog
- Vero Beach Listings
- Vero Beach MLS Search
- Vero Beach Rentals
- Vero Beach Map
- Vero Beach Real Estate Sales
- Vero Beach Golf Homes
- Vero Beach Short Sales
- Vero Beach Foreclosures
- Vero Beach Commercial
- Vero Beach Virtual Tours** ▶
- MLS Listings ▶
- Communities ▶
- About Vero Beach ▶
- About Us ▶
- News & Information ▶
- Buyers & Sellers ▶
- Calculators ▶
- Client Login ▶
- Vero Beach Wiki
- Vero Tube
- Help

[Home](#) : [Vero Beach Virtual Tours](#)

Vero Beach Virtual Tours



Vero Beach Homes For Sale

- [Vero Beach Homes Under 30 million](#)
- [Vero Beach Homes Under 5 million](#)
- [Vero Beach Homes Under 1 million](#)
- [Vero Beach Homes Under \\$750,000](#)
- [Vero Beach Homes Under \\$500,000](#)
- [Vero Beach Homes Under \\$250,000](#)

Vero Beach Condos For Sale

- [Vero Beach Condos Under 5 million](#)
- [Vero Beach Condos Under 1 million](#)
- [Vero Beach Condos Under \\$750,000](#)
- [Vero Beach Condos Under \\$500,000](#)
- [Vero Beach Condos Under \\$250,000](#)

Updates

<	Jan 2010						>
S	M	T	W	T	F	S	
03	04	05	06	07	08	09	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							

Upcoming Events

Friday, 29 January, 2010

[Downtown Vero Green Market](#) - 09:00 AM

This page doesn't capture the prospect's information either. This website might be great for clients already signed to exclusive

representation agreements, but it's horrible for marketing.

Also notice all of the different items offered throughout the website:

Vero Beach Map
Vero Beach Rentals
Vero Beach Golf Homes
Vero Beach Foreclosures
Vero Beach Commercial
Calculators
Vero Beach Wiki
Vero This and Vero That...

This is all too distracting for the person visiting the website. The website you use for your marketing should keep the prospect focused on what you want them to do – give you their name and email address.

Numerous tests have shown that when you give a buyer too many choices, they don't buy. These tests were performed at grocery stores by featuring a special table near the check out line. One test included 20 different product choices. The testers measured the number of products sold and then compared it to a test with only 3 product choices. The table with only 3 product choices had a significantly higher number of sales because the choices were limited.

You've probably experienced this working with buyers. The more homes you show, the harder it is for them to make a decision. Only show 4 to 6 homes during a showing! Never, ever do a marathon showing of dozens of properties, because you won't sell a home. The same holds for your website.

The less you offer on your website, the higher your conversion will be. The more you offer on your website, the lower your conversion will be.

You can't expect a visitor to browse through everything on your site. It won't happen. Distracted visitors will leave your website very quickly. You'll be able to see this if you track statistics on your site.

The best websites for **marketing** follow these guidelines:

1. Only one page with no scrolling. Don't expect a visitor to scroll down.
2. No border on the left or right hand side offering links to other pages.
3. Something free is offered in exchange for the person's contact information.
4. Only the name and email address are requested in this stage of the marketing process.
5. The box for the person to type in their name and email address is typically on the upper right-hand side and is very easy to find.
6. Every website includes a compelling headline offering a specific benefit to the targeted prospect.
7. Engaging photos or video are used to capture the prospect's attention.

If your site is similar to the agent's in this report, you might be a little unhappy right now because you've spent a lot of time and money on your website. Most companies selling websites to real estate agents sell websites that real estate agents want, not websites engineered for conversion. This should be very evident when you try to track lead conversion on your site. When I had a one-stop website like the agents' included in this report, I couldn't track my numbers. Tracking is very easy to add to your site and it's not included because the typical websites sold to agents don't convert very well. They look pretty, but they're horrible for lead-capture and lead-conversion.

As I began to study Internet Marketers more, I realized I needed a different solution to increase my lead flow and improve my online conversions. I found a little program that I've been using for several years, one which allows me to do everything above in minutes. After successfully testing this software with several different websites created in minutes, I quickly canceled my \$200-a-month traditional real estate website!

Here's a sample website I created using this software:

FREE SPECIAL REPORT: "How to Sell Your Home in 48 Hours in a Down Real Estate Market"

A new report has just been released which will show home sellers a unique way to sell their homes in just 48 hours. In this report, you'll learn:

- How to save months of time on the market waiting for an offer that never comes
- Side-step the pitfalls and mistakes other home sellers make selling their homes in a down market.
- How to attract dozens of motivated home buyers to your home

[LEARN MORE](#)



This FREE Report is courtesy of YOUR NAME & COMPANY.

We respect your privacy and we will not sell or distribute your e-mail address

To receive the special report titled "How to Sell Your Home in 48 Hours in a Down Real Estate Market", add your first name & email address below and click the "Send My Report" button

Your First Name Here

Your Primary Email Here

[Send My Report!](#)

Note the photo used on this website. I'll show you where to find attention-getting, pre-tested photos later on this report!

I created this website using <http://www.UnlimitedSqueezePages.com>

This little one-page website includes a compelling headline and a free offer to get the visitor to submit their name and email address. The website is designed so the visitor doesn't have to scroll down. I've only asked the person's name and email address and not their full contact information with phone number.

More importantly, I'm only offering one thing on this page. There are no links to calculators, buyer's information, maps, area info or anything else. All distractions for the visitor have been completely eliminated.

Do you think my conversion will be higher with this website when compared to the traditional agent's website? Here's another website I created using UnlimitedSqueezePages.com:

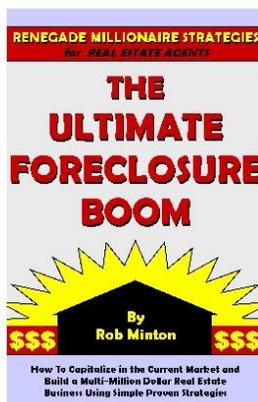
FREE BOOK

Use These Renegade Millionaire Strategies to Dominate the Buyer Side of the Foreclosure Market

Rob Minton's book, which sells for \$19.95 is available for FREE. You can download Rob's book right now. In his book, you'll learn...

- How to TRIPLE your income, yet work less, with a lot less stress
- How to ADD \$50,000 to \$80,000 of extra passive income each year!
- Create EXPERT status in your marketplace!
- How to DOMINATE the buyer side of the Foreclosure Market!
- How to PROFIT from your monthly newsletter!

[LEARN MORE](#)



To download the Renegade Millionaire Strategies for Dominating the Buyer Side of the Foreclosure Market now, enter your name and email below:

Your First Name Here

Your Primary Email Here

[Download the Book!](#)

We respect your privacy and we will not sell or distribute your e-mail address

This website follows the exact same setup as the one above. I'm offering my book for free on one page *without* any distractions.

Here's a snapshot from my UnlimitedSqueezePages.com control panel for this website:

FREE Renegade Foreclosure eBook	7195	4525	63%
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You can see that 7,195 people have visited this page. Of those visiting, 4,525 people have entered their name and email address. *This means that 63% of those visiting the page have submitted their contact information.* How many more homes would you sell throughout the year, if 63 visitors out of 100 gave you their name and email address? This is a very high conversion rate and has been included to show you what's possible when you look outside the real estate industry.

The rule of thumb for you to follow would be to create a simple, one-page website following the rules above for every offer you use to generate leads for your business. If you offer a free list of luxury homes, set up a one-page website for this offer. Or, if you offer free information on commercial properties in your area, create a separate one-page website for this, too. **This way, prospects interested in your specific offer do not get distracted, and you'll see a dramatic increase in the number of leads you generate.**

This might sound like a lot of work, but it's not too hard with UnlimitedSqueezePages.com. Here's a screen shot of the admin panel inside the program so you can see how easy it is:

1 STEP 1: SET UP

Graphics

- Done [Select Your Template](#)
- Done [Select a Header](#)
- Done [Select a Photo](#)

Marketing Copy

- Done [Add/Edit Headlines](#)
- Done [Features and Benefits](#)
- Done [Description of Offer](#)
- To-Do [Welcome E-Mail](#)
- Done [Company Name](#)
- Done [Additional Text Fields](#)
- To-Do [Audio or Video Sales-Pitch](#)
- To-Do [Other Opt-in Features](#)

[Preview your template](#)

Final Touches

- Done [Exit-Survey](#)
- Done [Search Engine Optimization](#)
- Done [Advanced HTML \(Optional\)](#)
- Done [Change Project Name and Status](#)
- To-Do [Give us a Testimonial?](#)

After Opt-In Processing

- Done [Thank-You Page & Autoresponder Options](#)
- To-Do [Edit Built-In-Autoresponder E-Mails](#)
- To-Do [Notification Email \(New\)](#)

2 STEP 2: LIVE OPERATIONS

-  [Publish Your Page](#)
-  [Track/Manage Audio/Video Sales-Pitches](#)
-  [Track/Manage Headlines](#)
-  [Exit-Survey Results](#)
-  [Send to A Friend](#)
-  [Manage E-mail Sequence](#)
-  [Send E-mail To Your List](#)
-  [Unsubscribe Prospects From Your List](#)
-  [Export Your E-Mail Database](#)

Simply go down the list selecting their various templates, and you'll have a website created before you know it. Click on the "Publish Your Page" link and you'll have links to your simple, one-page

website!

Once your first website is set up, you can simply copy (or clone) this website and use it as the start for your second website. We could improve the online marketing results for the agent above by creating simple, one-page websites for each offer on their website. This would include separate one-page sites for the following:

- Free Vero Beach MLS Search
- Free List of Vero Beach Rentals
- Free List of Vero Beach Golf Homes
- Free List of Vero Beach Short Sales
- Free List of Vero Beach Foreclosures
- Free Vero Beach Virtual Tours
- Free List of Vero Beach Commercial Properties

The first website could be cloned 6 times in minutes for these additional free offers. The agent would immediately begin receiving a significant number of new leads without spending another penny on marketing.

Once these little websites are set up, they run on auto-pilot. You can even have the leads captured automatically imported into your database management system. I've recorded a video highlighting exactly how you can automatically import leads and you can watch this video on a special page on my blog:

<http://www.RenegadeMillionaireBlog.com/import.html>

SIDE NOTE: UnlimitedSqueezePages.com is \$39 a month and includes a special \$1.00 trial offer. You can test this program for a month and see how easy it is to use.

Online Lead Conversion

Now that we've increased the number of leads generated from our online marketing, let's start working on lead conversion. Remember, we cannot copy other real estate agents' online lead conversion, because it's not happening. To make large strides in our businesses, we must look outside of the real estate industry.

And to do this, we need to go back to the marketing process Internet Marketers use for their lead conversion.

One of the best tools available for online lead conversion is your "Thank You Page."

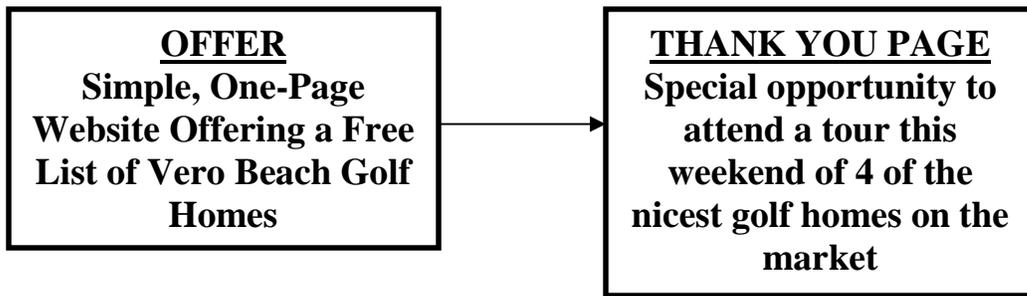
When someone goes to your website and submits their name and email address, you control what they see next. The page you direct visitors to after submitting their information is your "Thank You Page."

You can use your "Thank You Page" to offer something the prospect might want, which will lead them closer to becoming one of your clients. This special offer is considered an up-sell offer, and it works very well.

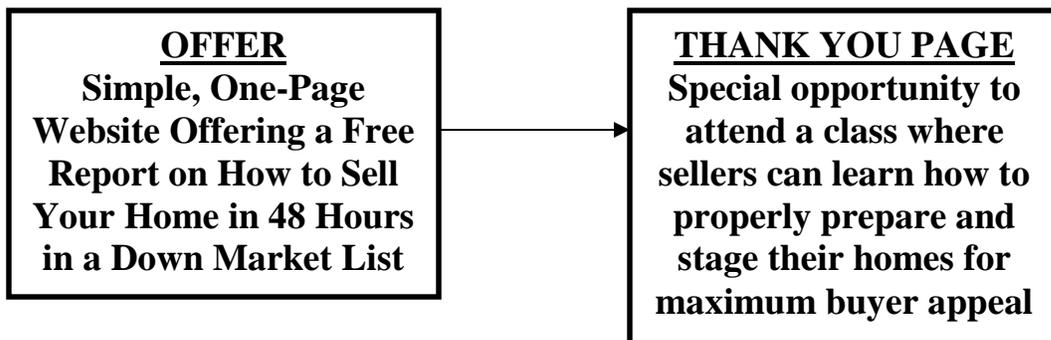
An example of an up-sell offer outside of real estate might be the fast food industry. Go to McDonalds and order a Quarter Pounder. Pay attention to see if the person at the register offers you the "value meal," including fries and a soft drink. This is an up-sell, and you'd be surprised at the percentage of people who say "yes" to the up-sell offer.

Internet Marketers figured out how to do this online using "Thank You Pages." The good news is you can do the same thing in your online marketing, and you'll start the automatic lead-conversion process!

Consider the following process as an example:



Notice the up-sell offer presented on the "Thank You Page" is something the prospect would more than likely be interested in attending. Here's another example for sellers:



The reason your "Thank You Page" is so valuable is because you have the prospect's attention at that particular point in time. Once the prospect leaves your website and is off doing something else, it becomes significantly more difficult to capture their attention again.

- * *Your emails get caught in their spam filter*
- * *They're too busy to open and read your emails*
- * *You can't reach them via phone because they're not answering*

In marketing, you have to strike while the iron is hot, and the iron is the hottest right after they've given you their contact information in response to one of your free offers.

I used to think the "Thank You Page" was to be used to deliver the

free item requested. If a buyer requested a free list of golf course homes, I would give them their free list of golf homes on the "Thank You Page." This was a very costly mistake, and I've left hundreds of thousands of dollars on the table.

The good news is most real estate agents do not "see" this massive thank you page opportunity. In fact, I obviously use thank you page up-sells in my marketing, and I'll usually get negative comments from real estate agents saying that I'm trying to sell something to them when they request something free.

They completely miss the marketing lesson.

We are in business to sell, not give away free information. It's important that you have the right mind-set. I'm willing to give you something for free, but I'm going to get a little commercial delivered in the process. You should do the same with your marketing.

These online marketing strategies work very well with new prospects and should help you generate and convert more leads online, but what can you do with your existing leads to sell more homes?

Good question!

You can use free giveaways to convert existing prospects into clients!

Let's assume you have a database of 500 people. How can use the online marketing strategies detailed in this report to your advantage?

Simply offer something for free to your existing database and use your thank you page to present a special up-sell offer.

I recently used this free giveaway strategy in my marketing. I set up a simple, one-page website offering a free book on goal-setting. Here's the website I created:

FREE Goal Book "How to Get What You Want in the Shortest Period of Time!"

Are you tired of setting goals and making resolutions and never actually achieving them? If so, download Rob Minton's powerful book on goal setting and achievement. In this book, you'll learn....

- How to quickly achieve your goals by using multiple resources to your advantage!
- How streamline your action steps and eliminate distractions!
- Includes sample worksheets you can use for your planning!

[LEARN MORE](#)

A Simple System Real Estate Agents Can Use To...

Achieve Your Goals

by Rob Minton

(Includes detailed worksheets!)

To download Rob's book on goal setting & achievement for FREE, add your first name and email address below and click the "Achieve My Goals" button!

Your First Name Here

Your Primary Email Here

[Achieve My Goals](#)

Does this page look familiar? It should, because I simply copied my Free Renegade Book website in my UnlimitedSqueezePages.com account.

I offered the book for free via email. To get the free goal book, you had to enter your name and email address. Instead of using a "Thank You Page" with a download of the book, I took people to an up-sell "Thank You Page" offering 4 of my products for just \$1.00 if they tried my Renegade Reports membership for 30 days. The download link for the actual book and worksheets was emailed to the email address they used on the website.

Here's a partial screen shot of the thank you page I used in this marketing campaign:

Telling visitor to check their email for the free item requested

Check your email for information you requested!

Thank you! And as a way of saying "Thanks", here's a special bonus just for you...

UNADVERTISED BONUS!

Here's How You Can Get 4 of My Most Popular Training Programs Valued at \$707 for Just \$1...

You're about to get all of this for just one measly little buck...

→	Referrals on Steroids	Retail \$447 INCLUDED
→	Renegade Millionaire Strategies Program w/ Dan Kennedy	Retail \$398 INCLUDED
→	Create Passive Income from Your Database	Retail \$447 INCLUDED
→	20 Email Subject Lines Secrets	Retail \$45 INCLUDED

	Total Value	\$707
	ALL Four Trainings (INSTANT ACCESS!)	Just \$1 (YOU SAVE 99.8% \$706)

[CLICK HERE TO GET THESE FOUR TRAINING COURSES FOR JUST \\$1...](#)

From The Desk Of
Rob Minton

00 0010

This continued with a short letter highlighting each program offered

You can see how this entire process works live by playing prospect and going to <http://www.FreeGoalBook.com>. As you do, pay attention to the marketing process used. You'll be able to see...

The goal is to drive as many people as possible to your "Thank You Page" up-sell offer!

You can and should use this marketing strategy in your business, too.

Print out a few reports about your local real estate market from your MLS. In our MLS, we can generate reports about home sales, days on market, price changes from year to year and more. I could simply offer this "Market Insight" report for free to my database and then use an up-sell offer on my thank you page. The up-sell offer should be something leading to some face-to-face contact. Ideas might be:

1. Free class or workshop
2. Free tour of homes
3. Free home staging analysis
4. Free home value analysis

If you offered something free using this approach and 10% of the people requesting it signed up for the up-sell offered on your thank you page, you could systematically convert more of your leads into clients.

100 people requesting the free item would = 10 sign-ups
200 people requesting the free item would = 20 sign-ups
300 people requesting the free item would = 30 sign-ups

Think about how powerful this could be for you throughout the year. If you offered something for free to your database once a month and promoted a free home evaluation on your thank you page, you could easily generate 120 to 360 listing appointments throughout the year.

While you're at it, you might have your lender, insurance agent and other professionals you work with send an email offering your free item to their databases, too! When their clients request your free item, they would be taken to the same thank you page up-sell offer. Free lead generation and conversion – all at the same time. Could it get any better?

It's all about leveraging what works!

All you have to do is look for great things to give away for free. This shouldn't be too hard because as real estate agents we have a tendency to give everything away for free anyhow! Why not include a little commercial on your "thank you page" in the process?

And for those of you, who might think this "thank-you page" up-sell idea isn't professional, take a second to observe other businesses that give away free content. Go to a few news websites and see if they market to you while giving you their free content. As an example, I recently wrote an article on my blog highlighting a great video from the Today Show with financial expert Ron Insana, and I suggested using this video in your marketing because he specifically said now was the best time to buy a home. To view this video on the Today Show's website, you have to watch a short commercial first. This is the same thing with your thank you page. Your thank you page is a little commercial the prospect has to watch to get the free item you offered.

For your up-sell offer on your "thank you page" I recommend something that requires some form of physical contact because we are now focused on lead conversion. In the ideas above, you'll notice that each idea required the prospect to meet you in some fashion. A few of the ideas require a one-on-one appointment like the free home evaluation. While others give the prospect the opportunity to meet you in a group format, which is less pressure.

You'll have to test a few different offers on your thank you pages to see what gives you the best response. The free class or the free home tour ideas may lead to higher sign-ups when compared to a free home evaluation.

Don't make the mistake of offering more free information on your thank you page. Free information is offered to capture the prospect's contact information and to move them to your up-sell offer. It's imperative for you to start moving prospects closer to becoming your client at this stage of your marketing by offering something requiring a meeting with you of some fashion.

In my Ultimate Foreclosure Boom program (UltimateForeclosureBoom.com), I have included this approach with several different one-page websites. In addition, I've also included

several different up-sell thank you page templates. These up-sell thank you pages include:

1. A sales letter designed to get the prospect apply to become one of your clients.
2. A special offer to attend an upcoming Foreclosure Home Tour.
3. An opportunity to register for an upcoming Free Foreclosure Home Buying Secrets class.

Each item offered on the thank you page requires a meeting with the agent. This is very powerful, and you're missing the boat if you're not following this approach in your business.

And yes this was a little commercial for my program! I definitely practice what I preach.

Increase Online Conversions with Pre-Tested Marketing

Since this report's topic is "*Advanced Online Marketing Strategies*," I'll have to show you a great way to increase your online conversions even further. You're going to love what I'm going to teach you! You can use what I'm about to show you in two ways:

1. In your email marketing to get more people in your database to open your emails! Let's face it; you'll never sell a home to someone unless they're paying attention to you. Getting them to open your emails is an important part of this process.
2. Increase your simple, one-page website conversions by using powerful, attention-getting photos.

The key to this strategy is actually using "pre-tested" marketing, and one of the best places to find a lot of pre-tested content is Digg.com. Digg.com is a great website for marketers because people rank articles and blog posts they like the best. You can use Digg.com as a massive research tool to see what people like.

Below I've included a snapshot of the highest-rated articles I found in a previous Digg.com search. Please note that when you search Digg.com, you'll probably have different findings because the site changes constantly! I actually searched for the most popular articles for the last 30 days, and I performed this specific search many months ago:

- 24411** diggs **Michael Jackson Dies**
 tmz.com — RIP
 2860 Comments Share Bury  absolutelytrue made popular **27 days ago**
- 17886** diggs **The Story of Prisoner F95488**
 sports.espn.go.com — One's a rising soccer star. The other's a self-described jealous boyfriend. On evidence linking him to a rape. The other had matched DNA and teeth marks. One's black. The other convicted. The other was never a suspect.
 2199 Comments Share Bury  bluejays47 made popular **14 days ago**
- 8662** diggs **'Infomercial King' Billy Mays Dead at 50**
 foxnews.com — Television pitchman Billy Mays — who built his fame by appearing on commercial household products and gadgets — died Sunday, MyFOXTampa.com reports.
 959 Comments Share Bury  CB810 made popular **24 days ago**
- 8433** diggs **If a guy says GO MAKE ME A SANDWICH what's a good comeback?**
 imgur.com —
 583 Comments Share Bury  daxxer made popular **9 days ago**
- 7759** diggs **A Famous Person Has Died... (COMIC)**
 picturesforsadchildren.com — Typical Mainstream media reaction...watch the news t Justsayin'...
 364 Comments Share Bury  MrBabyMan made popular **27 days ago**
- 7177** diggs **How Twilight should have ended [PIC]**
 imgur.com — ...
 498 Comments Share Bury  LtGenPanda made popular **1 day 1 hr ago**
- 6734** diggs **She told me we couldn't afford beer anymore... [Pic]**
 imgur.com —
 391 Comments Share Bury  AverageDigger made popular **7 days ago**

On the left-hand side, notice how many “diggs” each article received. The higher-rated articles are subjects and topics that people are interested in reading about. The reason these articles have so many “diggs” is because the headline or photo captured attention.

You can use the titles of these popular articles as your email subject line to dramatically increase your email open rates.

In Digg.com, you can search the most popular by day, week, month or year. You'll have to be creative in turning these headlines into opportunities for your business, but they are proven winners.

It is much better to start a marketing piece with a proven headline/subject line because you're stacking the odds of success in your favor. One of my best-pulling emails included the subject line:

Home for sale includes wife

I found this email subject line in Digg.com. The actual title of the article in Digg.com was "Home for sale includes hot wife." I simply removed the word "hot".

Below, I've included a snapshot of my Digg search where I found this email subject line. I searched the key words "real estate" and selected "Most Dugg."

Best Match

Most Dugg

Newest First

2421
diggs

[Subway Superman gets reward](#)

today.reuters.com — A New Yorker dubbed "Subway Superma also given a year's worth of free rides on New York's subwa

 digg

 168Comments  Share  Bury  rodtrent made popula

2367
diggs

[Make the Most of Your Dual Monitors](#)

lifehacker.com — Now that you've added another monitor to yc putting all that space to good use? Whether you want to str windows into place every time, there are a few utilities that i

 digg

 202Comments  Share  Bury  mklopez made popula

2066
diggs

[EXCLUSIVE: Pelosi paid husband with PAC funds](#)

washtimes.com — House Speaker Nancy Pelosi has directed estate and investment firm over the past decade, a practice

 digg

 355Comments  Share  Bury  URnotheonly1 made p

1823
diggs

[Wal-Mart Avoids Taxes by Paying Rent to Itself](#)

jsonline.com — To reduce its taxes and costs, it sets up one : subsidiary pays rent to the real estate subsidiary and takes own pocket.

 digg

 345Comments  Share  Bury  zappo1776 made pop

1637
diggs



[VIDEO: Hilarious News Story Report](#)

youtube.com — This is unbelievable, an actua

 digg

 205Comments  Share  Bury  RU

1523
diggs

[Home for sale includes a hot wife.](#)

abcactionnews.com — A struggling single parent and real esta both her home and herself in a package deal on eBay and C

 digg

 540Comments  Share  Bury  inactive made popula

Here it is! Note the high number of comments. This is a sign that this article was read by a large number of people.

Here's how you can turn this pre-tested winner into a powerful email for your business:

Subject: Home for sale includes wife...

Dear Firstname,

A recent ABC News story highlighted real estate agent Deven Traboscias's effort to auction off her Florida home and herself. The auction was marketed on eBay and Craigslist and attracted a great deal of attention. In fact, her story has traveled throughout the Internet and has received a great deal of publicity.

This story represents a great opportunity for home buyers and investors. "Why?" you might ask.

This story shows how motivated some home sellers are to sell their homes. Today's tough real estate market has brought many incredible deals on beautiful homes.

Unfortunately, this special auction has ended, but there are many great deals available for you right now. You can learn about these deals by attending a special foreclosure home tour. During this tour, you can walk through 4 of the best foreclosure deals on the market.

This foreclosure tour will be held on _____ at _____. You can register to attend right now at

INSERT LINK TO YOUR SIMPLE, ONE-PAGE WEBSITE

After registering to attend this special foreclosure tour, you'll receive details about each home, our schedule and the starting point for our tour!

Sincerely,

YOUR NAME

YOUR COMPANY NAME

P.S. To register to attend this special foreclosure home tour, go to: INSERT LINK TO YOUR SIMPLE, ONE-PAGE WEBSITE

Did you see how I used a popular headline from Digg to create an email promoting a free foreclosure home tour? You could send this email to your database and have people register to attend your foreclosure home tour. Notice that the offer includes a face-to-face meeting, which means you would be moving the prospect closer to becoming your client!

You could even use this subject line as a headline for a print advertisement, too. **It's all about leveraging what works best.**

Find a popular article title at Digg.com and turn it into a subject line for one of your email campaigns. In most cases, you'll have to twist the story a little bit like I did above to make it work. Be creative!

Now, let's move on to using Digg.com to find pre-tested photos in your marketing!

You can easily sort through photos to find ones that have been rated highly. Below is a screen shot from Digg.com on the search term "Real estate photo" to show you what I mean:

Select "Most Dugg" as your sort option

The screenshot shows the Digg.com search results for the term "Real estate photo". The page is sorted by "Most Dugg", which is highlighted in a dark button. The search results are displayed in a grid format. On the left side, there are filters for Age, Topics, Diggs, and Media. The main content area shows several search results, each with a title, a thumbnail image, and a "diggs" count. The result with 181 diggs is highlighted with a yellow background. An arrow points from the text box above to the "Most Dugg" button, and another arrow points from the text box below to the 181 diggs result.

Filter	Count
Age	
Last Day	1
Last 7 Days	2
Last 30 Days	18
Topics	
World & Business	152
Lifestyle	67
Technology	51
more	
Diggs	
500+	1
100+	3
50+	4
Media	
News	302
Images	25
Videos	11

Title	Diggs
Professional VT Platform	
Virtually Anywhere	
World's All-Time Most Expensive Homes (w/ Pics)	755
Philips' 9-Inch Digital-Picture PhotoFrame	367
How NOT to sell your house by yourself [PHOTO]	181
Worst Real Estate Photos of 2007	54

See this picture with 181 Diggs? The title is How NOT to sell your house by yourself [PHOTO]

Here is the picture from this Digg finding:

How NOT to sell a house yourself

Zac Bissonnette

Feb 5th 2009 at 3:00PM

Filed under: [Real Estate](#)

✉ 📄 🌐 📧 📧 📧 📧 📧 More

Text Size A | A | A



tweet

A friend in the real estate industry recently sent me a picture of this for-sale by owner sign. It reads "HOUSE FOR SALE BY OWNER BECAUSE MY NEIGHBOR'S AN A**HOLE!"

Good luck selling that house!



There's a lot for you to consider from just this one example. The first lesson is that you can find pre-tested photos by searching for pictures with higher ratings in Digg. These higher-rated photos could be used in your marketing. This one example could be used in multiple ways in your business. Here are a few ideas:

- 1 You could use it as a funny/entertaining story in your monthly hard-copy newsletter.
2. You could use it as an article on your blog, if you blog.
3. You could use the headline of the article and the picture in a marketing campaign to your database.

Here's an example of how you can use this headline and article as a marketing tool for your business. Let's assume that you want to generate new listings and your strategy to do this is to offer a free class on how to sell a home in a down real estate market to your database.

Here's an email that you might send:

Subject line: How NOT to Sell a House Yourself (funny picture)

First name,

WARNING: If you're easily offended, please don't bother reading this email. Simply delete this email and go on with your day. Otherwise, you might get a kick out of this funny "For Sale" sign:



The sign reads "House for Sale by Owner Because My Neighbor's an Ass\$@!!" My question is what buyer is going to buy this house after reading this sign?

As a real estate agent, I absolutely love this sign. You wouldn't believe all of the stories I've heard about why people want to sell. This one wins the prize!

Your neighbor's probably not as bad as this person, but maybe you've been thinking about selling your home. If so, you might be interested in attending a special class I'll be teaching on Thursday _____ at 6 p.m. titled "How to Sell Your Home in a Down Real Estate Market."

In this class, you'll learn how to...

- Stage your home so that it shows well
- Sell your home quickly by making it more appealing to a home buyer.
- Eliminate the competition from other sellers.
- And a lot more...

There is no charge to attend. You can register for this class by visiting:
INSERT SIMPLE, ONE-PAGE WEBSITE LINK

Best,
Your Name
Your Company Name

P.S. Seating is limited for this special class. Seat reservations will be given on a first-come, first served basis. To reserve your seat before it's too late, visit: WEBSITE FOR CLASS

Notice I used (funny picture) in the subject line! I know this is an edgy marketing campaign. Who cares? Have some fun with your business. The good news is you'll know in advance that this email will capture attention because it was rated highly on Digg.com.

Another way to use these highly rated photos from Digg.com would be to test them on your simple, one-page websites. You'd be surprised at how the number of people opting-in at your website changes when you use powerful photos. Simply by using pre-tested photos, you might increase your website's conversion to by 20% to 30%.

You can easily test and track different photos with UnlimitedSqueezePages.com.

In the one-page website example above for sellers, I used a picture of a for sale sign with several price reductions. I found this picture on Digg.com, and it's a proven winner!

Well, you now have access to some powerful advanced online marketing strategies for your business. The only question remaining is: Will you use what I've shared with you to generate more leads and sell more homes?

The strategies I've included for you in this report are simple and do not require a lot of money to implement. More importantly, they provide synergy for your business and help you automatically convert leads into clients.

I wish you the best in your business!

Rob Minton

P.S. Remember to constantly look outside of real estate for ideas you can use inside real estate.

P.S.S. This report contains affiliate links that may provide compensation to Minton Publishing, Inc. should you make a purchase.