



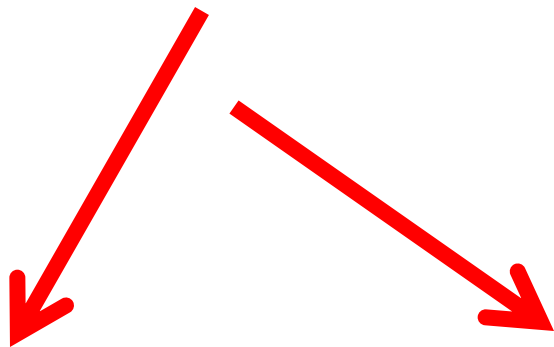
The \$99 Do-It-All Website.

99 Ways To Market Your Real Estate Website



99 Ways To Market Your Real Estate Website

- Website traffic generation ideas
- Fast-paced
- Grab a pen & paper
- Write the ideas
- Do more research





ARE YOU READY?

#1 - Google AdWords

About 4,690,000 results (0.52 seconds)

Chicago Real Estate Agent

Ad www.remaxcityviewivansantiago.com/ +1 773-358-1317
Professional Real Estate Agents. Years of Experience. Call Us Today.
map - coupons

Chicago Realtors/Agents - ConlonRealEstate.com

Ad www.conlonrealestate.com/
10+ Years Average Experience/Agent. Chicago's #1 Boutique Brokerage.
Find a Realtor/Agent - Search Homes by Map - Browse Featured Listings

Hire Your Own Buyer Agent - ChicagoBuyerAgents.com

Ad www.chicagobuyeragents.com/
20% Commission Rebate, Must Mention Ad When Calling

Chicago Real Estate Agents - Zillow

www.zillow.com > US > Illinois > Chicago > Zillow
View reviews, specialties, pictures, and more for Chicago REALTORS® and Real Estate Agents, and find someone you trust to be your real estate agent.

Chicago Real Estate Agents and Brokers - Chicago, IL ...

www.realtor.com/realestateagents/Chicago... National Association of Realtors
REALTORS(R) in Chicago, IL are on realtor.com(R). Find a real estate agent qualified to assist in your Chicago real estate dealings.

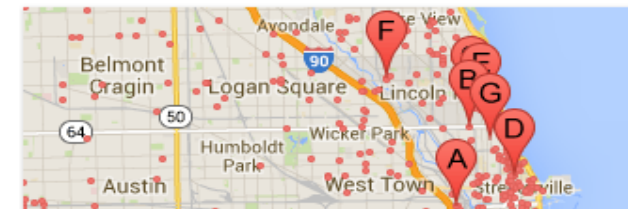
Chicago, IL Real Estate Agents | Realtor Reviews on Trulia

www.trulia.com/directory/Chicago-agent-9158/ Trulia
Results 1 - 20 of 10266 - Find and compare real estate agents in Chicago, IL using the Trulia Find an Agent directory. See ratings and reviews of top real estate ...

@properties

www.atproperties.com

A 618 W Fulton St
Chicago, IL, United States



Map for **chicago real estate agent**

Ads ⓘ

Find a Chicago Agent

www.dreamtown.com/
Choose from over 100 Chicago real estate experts. Contact us today!

Top Chicago Agents

www.topagentsranked.com/
Compare hand-picked Agents in Chicago. Free, no obligation.

Top Chicago Realtors®

www.topagentchoice.com/Chicago
All Realtors® are Not the Same.
Find & Compare Top Local Realtors®

Matt Walton Local Agent

www.currentpropertiesllc.com/
Search Chicago Real Estate For Sale
Live listings in all neighborhoods
📍 2457 W. Cortland, Chicago, IL
(773) 531-9806

#2 - Bing Ads

bing.
bing™

Affordability: \$\$\$\$

Effectiveness: ★★★★★

websitebox

#3 - Facebook Ads



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#4 - LinkedIn Ads



Affordability: \$\$\$\$

Effectiveness: ★★★★★

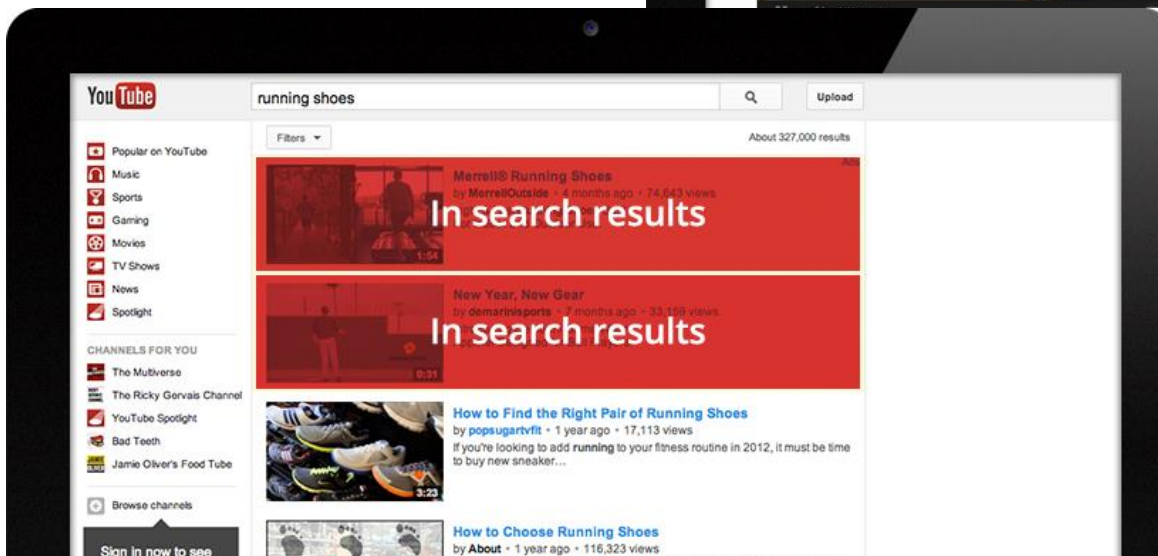
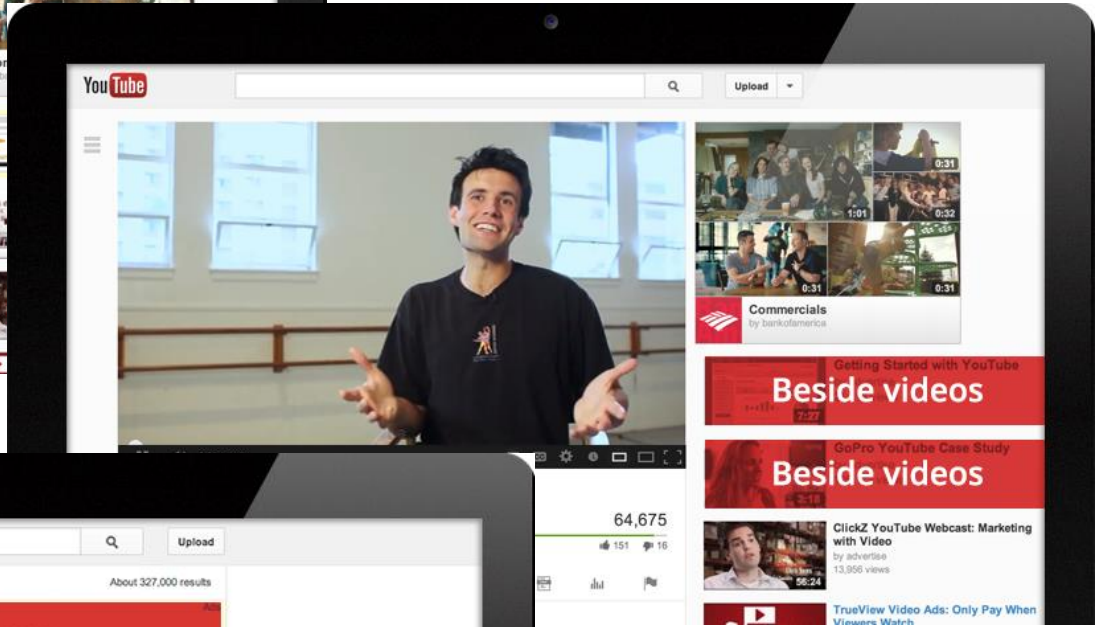
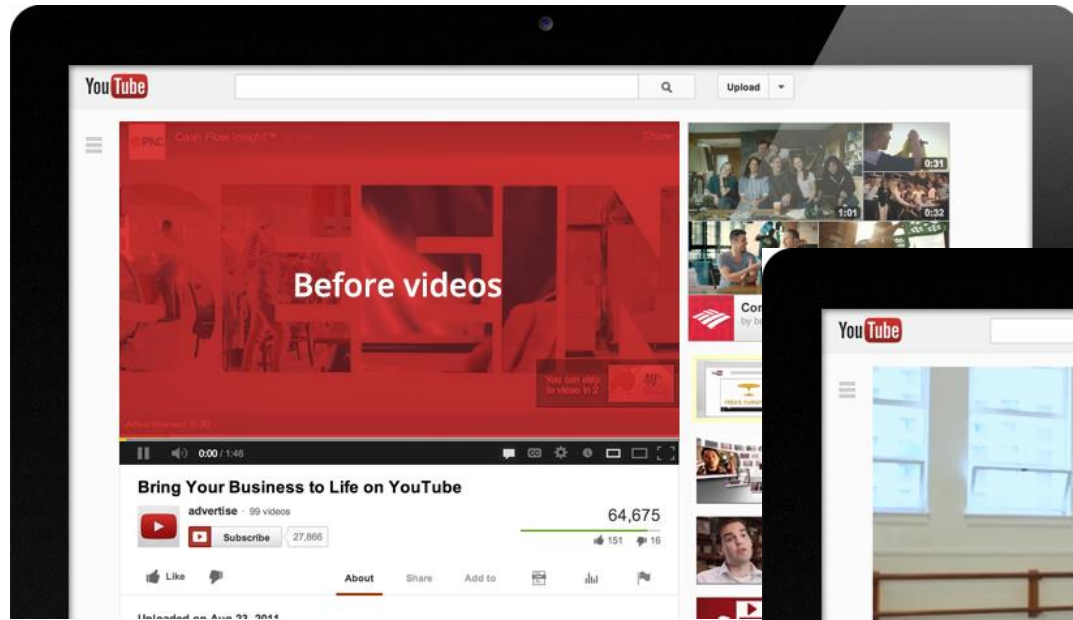
#5 - Twitter Ads



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#6 - YouTube Ads



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#7 -

Remarketing



#8 - Flyers



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#9 - Sign Rider



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#10 - Business Cards



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★☆☆☆

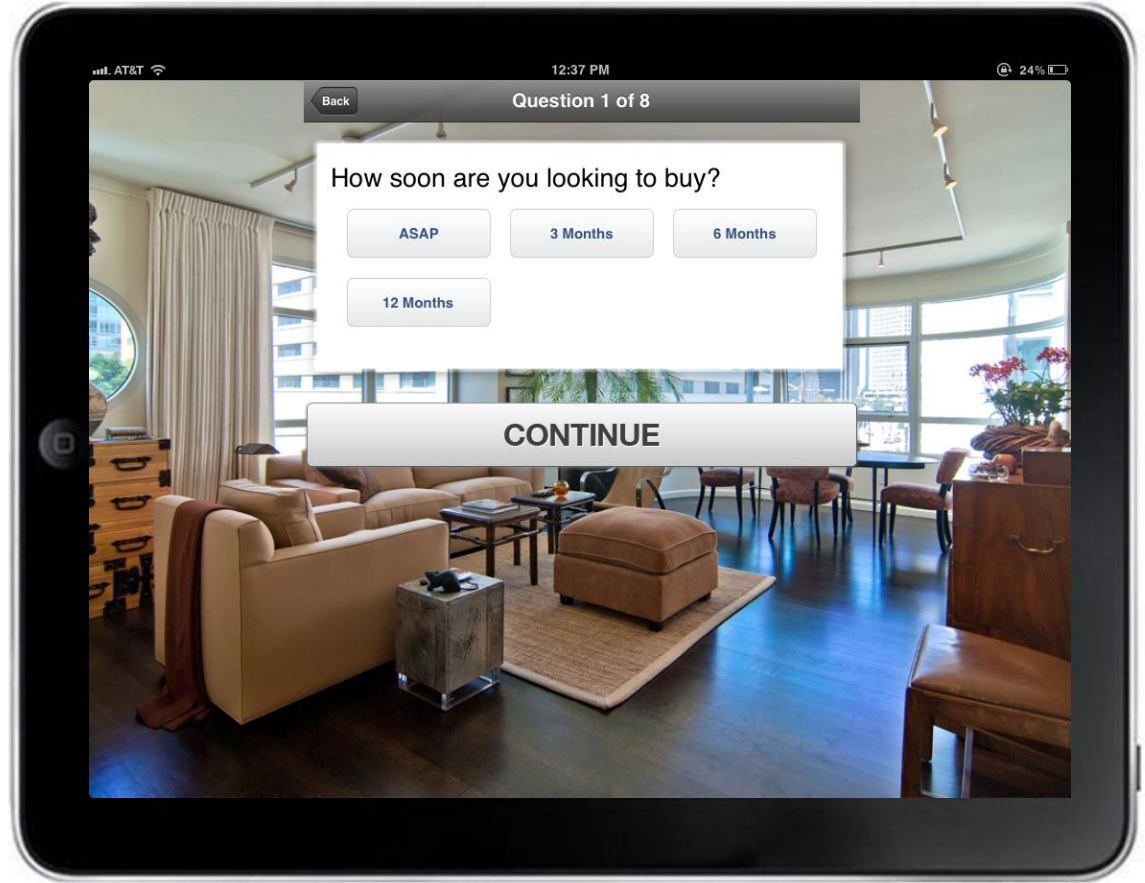
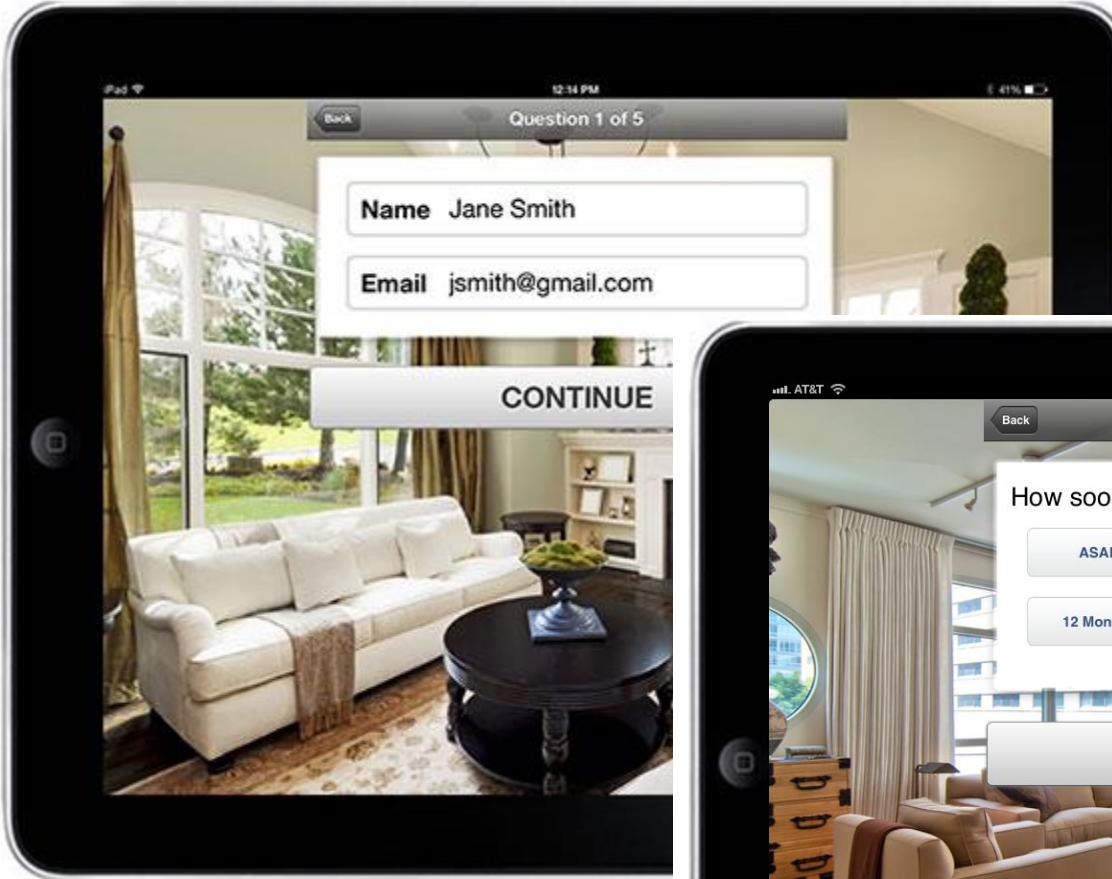
#11 - Bus Stop Advertising



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#12 - Open Houses



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★☆☆☆

websitebox

#13 - Direct Mail


Step 1: Enter Your Starting Location [?](#)

Select Delivery Type

Select Route Types

Business & Residential Residential Only

City Rural/Highway P.O. Boxes



A map of the United States and surrounding regions, including parts of Canada, Mexico, and the Caribbean Sea. The map shows major cities, state boundaries, and a network of red lines representing mail routes. A map key is visible in the top right corner, and a scale bar is in the bottom left corner.



Affordability: \$\$\$\$

Effectiveness: ★★★★★

websitebox

#14 - Fridge Magnets



Affordability: \$\$\$\$

Effectiveness: ★★★★★

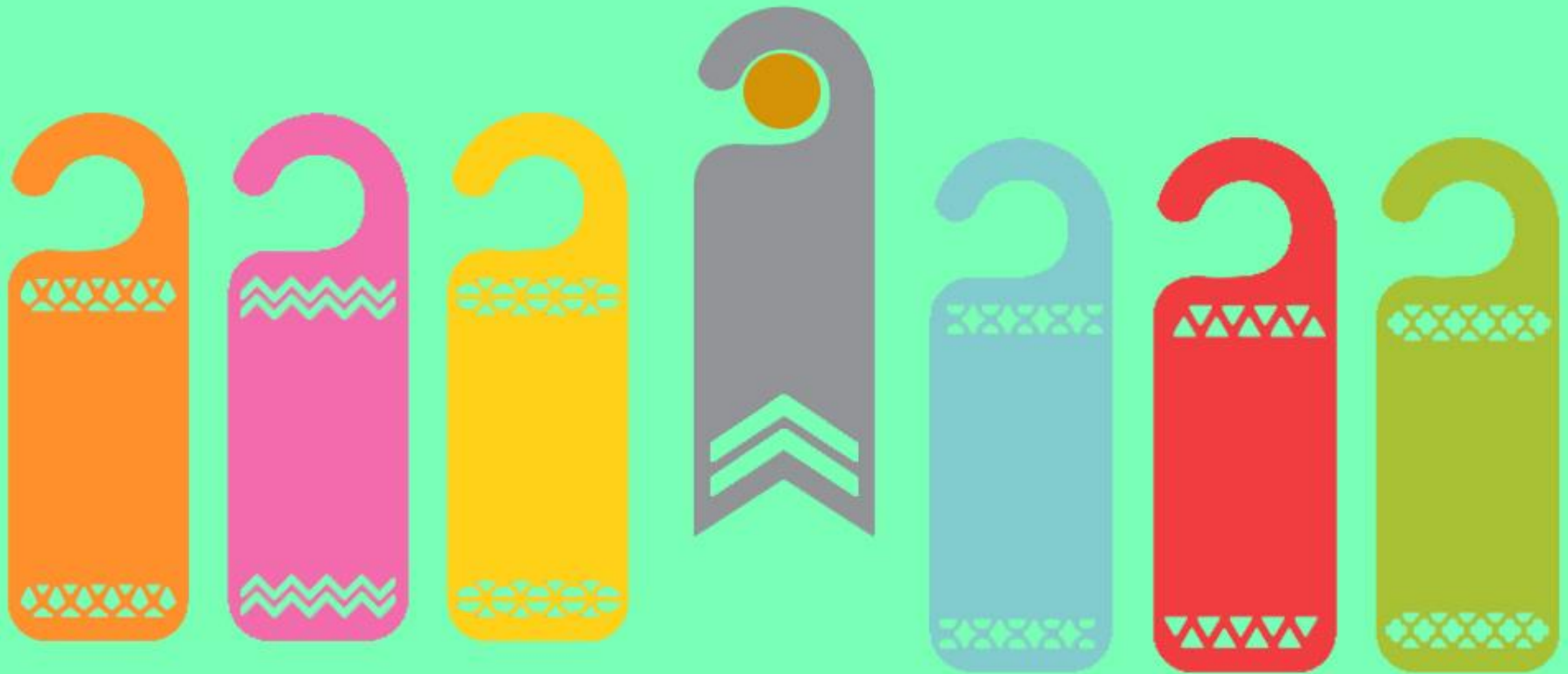
#15 - Facebook Fan Page



Affordability: \$\$\$\$\$

Effectiveness: ★★★★★

#16 - Door Hangers



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#17 - Event Marketing

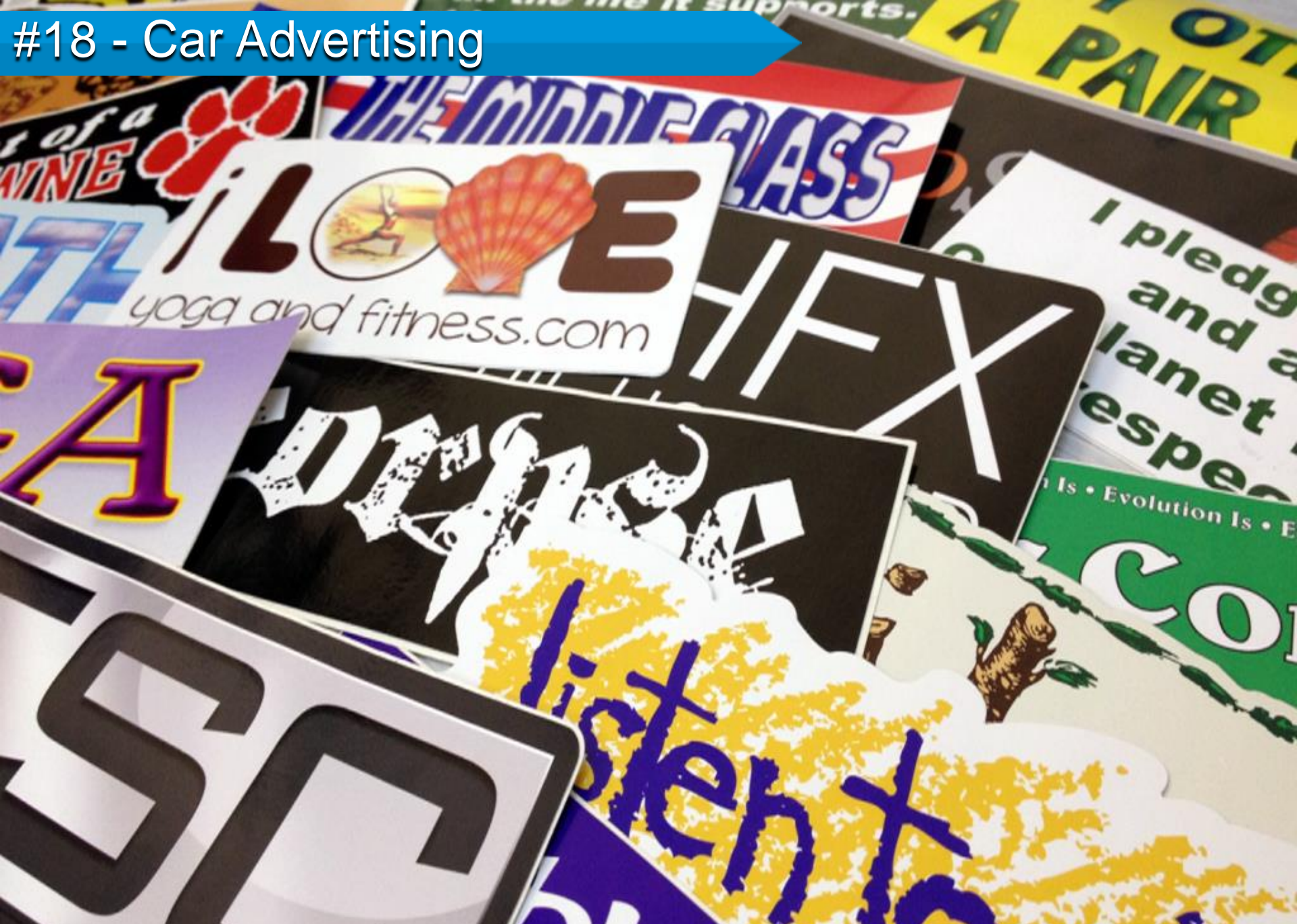


EVENT MARKETING

Affordability: \$\$\$\$

Effectiveness: ★★★★★

#18 - Car Advertising



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#19 - Sponsorships



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#20 - Social Media Groups



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

#21 - Google+



Affordability: \$\$\$\$\$

Effectiveness: ★★★★★

#22 - Pinterest



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

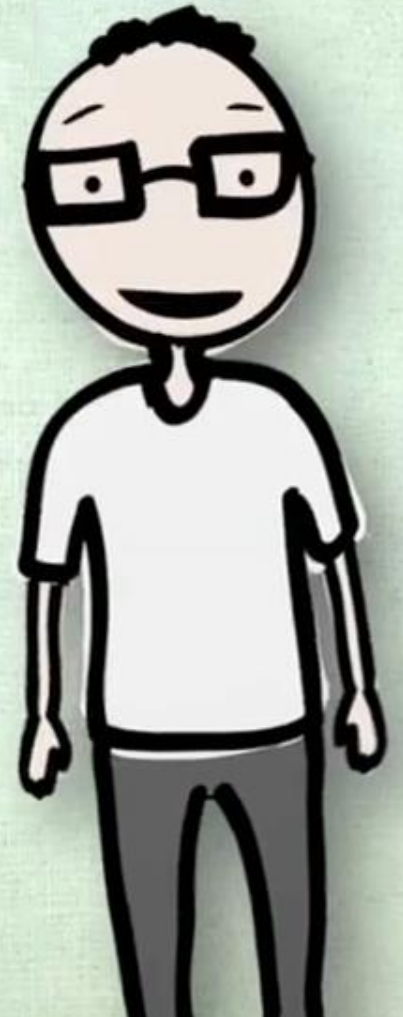
#23 - Instagram



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

Udemy



#25 - Email Signature

Doug Reynolds

Realtor[®] - DRE # 01734464

College Greens / Glenbrook Specialist

www.CollegeGlenRealEstate.com

916.494.8441



**Better
Homes
and Gardens.**
REAL ESTATE



Your College-Glen Real Estate Advisor



Living & Working in College-Glen

Affordability: \$\$\$\$

Effectiveness: ★★★★★

websitebox

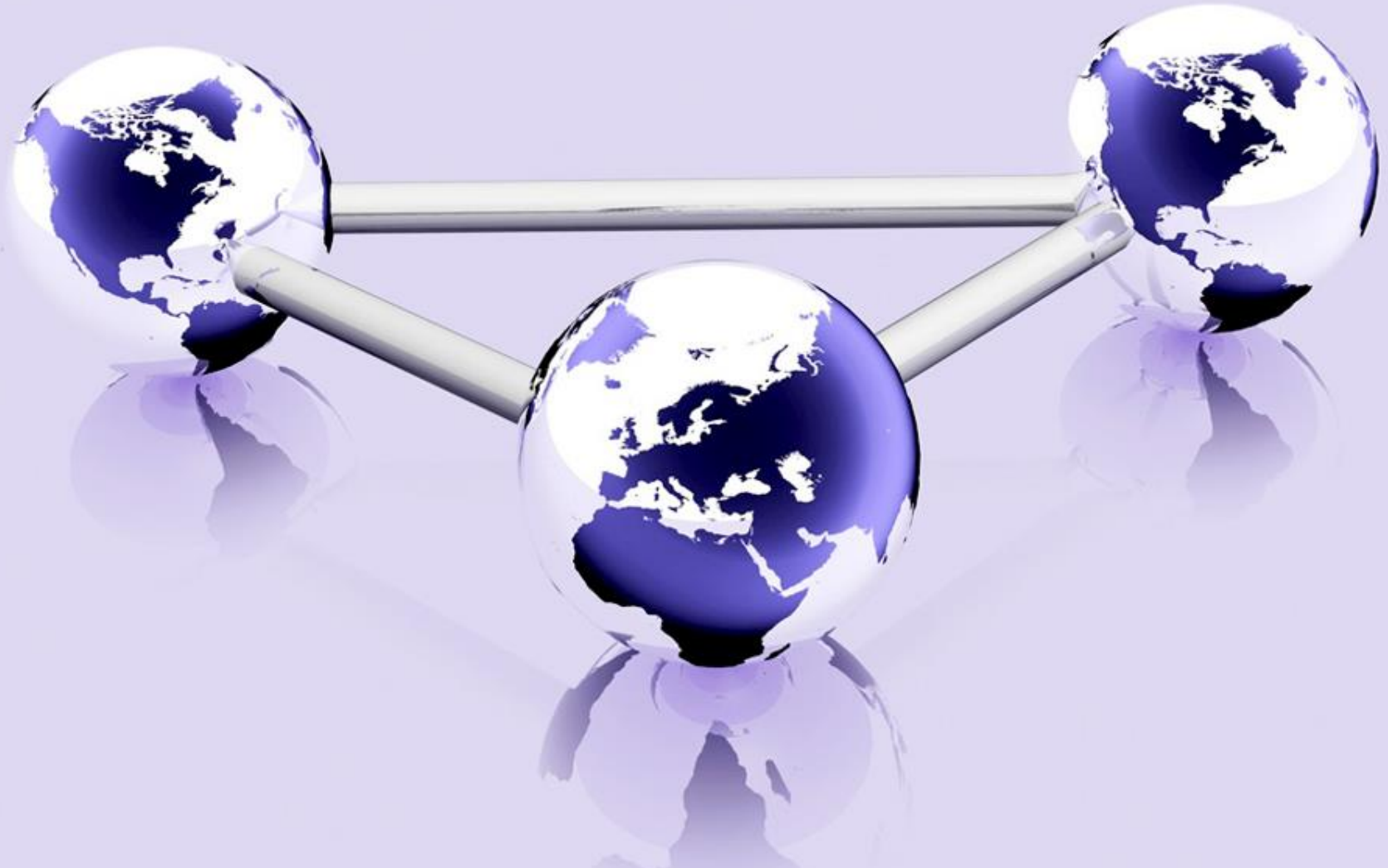
#26 - Word Of Mouth



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

#27 - Backlinks



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

...



LOCAL

PRESS

...

Real Estate Forum

Quora

A continually improving collection of questions and answers



Jeff Chalmers

Yesterday at 10:53am · 👤

Why do you help people without need for reciprocity? Because people will appreciate it and you.

New Client: "Jeff, I have a house that I am interested in purchasing with a list price of \$400K that needs \$125K to \$200K of renovations."

Me: "I will get back to you before 1 pm following meetings. Who can I say "Thank You" to for referring you?"

New Client: "I found you online from a response to a jumbo renovation loan question."



Business and Finance

5) Summary: Are your neighbors hurting your home sale?

Category: Business and Finance

Email: query-47pr@helpareporter.net

Media Outlet: Anonymous

Deadline: 11:00 AM CST - 15 September

Query:

I'm looking for **real estate** agents and individuals who've had difficulty selling their homes to talk about how your neighbors could affect your home sale.

For example, when I was a kid, my neighbors kept a lot of junk in the yard and had very aggressive dogs. Can't imagine this didn't affect my parents' ability to sell.

Real estate agents: What are the current trends that could affect this? Obviously junk in the yard is a problem, but what other hidden things could affect it? For example, if your neighbors are serious about lawn care, could that make someone who's not about that choose not to buy? (Or vice versa...)

Is there anything you can do about it? To mitigate it? Any legal recourse?

If it's ever happened to you, what happened and what were you able to do about it (if anything)?

Individuals: Have you had trouble selling your home because of your neighbors? What was the issue and what happened?

Requirements:

#32 - Create Shareable Content



 **Add This**™

 **sharethis**

Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

websitebox

#33 - Craigslist & Classifieds

HOW
TO SELL ON
craigslist

Affordability: \$\$\$\$\$

Effectiveness: ★★★★★

#34 - Text Message Marketing



Affordability: \$\$\$\$

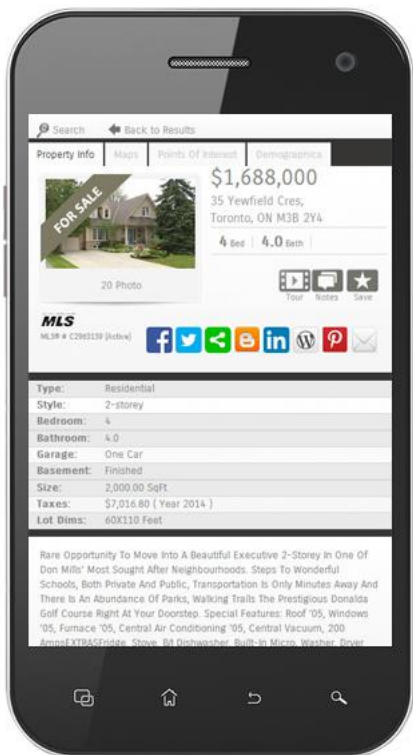
Effectiveness: ★★★★★

#35 - QR Codes

1 Easily put your QR code on any print material including business cards, listing flyers, outdoor signs and much more.



3 Once scanned the QR code will bring them to your website or listing page.



2 Homebuyers & sellers can scan the code using their smartphone.



#36 - Referral Network



Affordability: \$\$\$\$

Effectiveness: ★★★★★

PRESS RELEASE

#38 - Postcards

\$3,499,999
4 Bed 6 Bath 5500 sqft.



New Home For Sale
Over 1.3 Acres Ravine Lot, North 170E478W282 With Private Gardens, 2 Terraces And In Ground Pool With A Private Huge Garden. This Spacious 7 Bedroom Home Has Splendour With Views. Enjoy, Renovate Or Build New Archaeological Clearance Trca, Urban Forestry Approved, Building Permit In Process For 4900Sqft. Basement With 4Cg And Will Be Ready Before Closing. EXTRAS Building Permit, Refrigerator, Jennair Wall Oven, Gas Dishwashers, Maytag Washer Dyer As Shutters, Pool Related

382 Old Yonge St, Toronto, ON M2P 1R4

\$3,499,999
4 Bed 6 Bath 5500 sqft.



New Home For Sale
Over 1.3 Acres Ravine Lot, North 170E478W282 With Private Gardens, 2 Terraces And In Ground Pool With A Private Huge Garden. This Spacious 7 Bedroom Home Has Splendour With Views. Enjoy, Renovate Or Build New Archaeological Clearance Trca, Urban Forestry Approved, Building Permit In Process For 4900Sqft. Basement With 4Cg And Will Be Ready Before Closing. EXTRAS Building Permit, Refrigerator, Jennair Wall Oven, Gas Dishwashers, Maytag Washer Dyer As Shutters, Pool Related

382 Old Yonge St, Toronto, ON M2P 1R4

\$3,499,999
4 Bed 6 Bath 5500 sqft.



New Home For Sale
Over 1.3 Acres Ravine Lot, North 170E478W282 With Private Gardens, 2 Terraces And In Ground Pool With A Private Huge Garden. This Spacious 7 Bedroom Home Has Splendour With Views. Enjoy, Renovate Or Build New Archaeological Clearance Trca, Urban Forestry Approved, Building Permit In Process For 4900Sqft. Basement With 4Cg And Will Be Ready Before Closing. EXTRAS Building Permit, Sub Zero Refrigerator, Jennair Wall Oven, Gas Cook Top, 2 Dishwashers, Maytag Washer Dyer As Is, California Shutters, Pool Related

382 Old Yonge St, Toronto, ON M2P 1R4

\$3,499,999
4 Bed 6 Bath 5500 sqft.



New Home For Sale
Over 1.3 Acres Ravine Lot, North 170E478W282 With Private Gardens, 2 Terraces And In Ground Pool With A Private Huge Garden. This Spacious 7 Bedroom Home Has Splendour With Views. Enjoy, Renovate Or Build New Archaeological Clearance Trca, Urban Forestry Approved, Building Permit In Process For 4900Sqft. Basement With 4Cg And Will Be Ready Before Closing. EXTRAS Building Permit, Refrigerator, Jennair Wall Oven, Gas Dishwashers, Maytag Washer Dyer As Is, California Shutters, Pool Related

382 Old Yonge St, Toronto, ON M2P 1R4

JUST LISTED
382 Old Yonge St, Toronto, ON M2P 1R4

4 Bed 6 Bath 5500 sqft.



New Home For Sale
Over 1.3 Acres Ravine Lot, North 170E478W282 With Private Gardens, 2 Terraces And In Ground Pool With A Private Huge Garden. This Spacious 7 Bedroom Home Has Splendour With Views. Enjoy, Renovate Or Build New Archaeological Clearance Trca, Urban Forestry Approved, Building Permit In Process For 4900Sqft. Basement With 4Cg And Will Be Ready Before Closing. EXTRAS Building Permit, Sub Zero Refrigerator, Jennair Wall Oven, Gas Cook Top, 2 Dishwashers, Maytag Washer Dyer As Is, California Shutters, Pool Related

382 Old Yonge St, Toronto, ON M2P 1R4


\$3,499,999
4 Bed 6 Bath 5500 sqft.



New Home For Sale
Over 1.3 Acres Ravine Lot, North 170E478W282 With Private Gardens, 2 Terraces And In Ground Pool With A Private Huge Garden. This Spacious 7 Bedroom Home Has Splendour With Views. Enjoy, Renovate Or Build New Archaeological Clearance Trca, Urban Forestry Approved, Building Permit In Process For 4900Sqft. Basement With 4Cg And Will Be Ready Before Closing. EXTRAS Building Permit, Sub Zero Refrigerator, Jennair Wall Oven, Gas Cook Top, 2 Dishwashers, Maytag Washer Dyer As Is, California Shutters, Pool Related

382 Old Yonge St, Toronto, ON M2P 1R4

#39 - Guest Blogging



*Guest
Blogging*

Affordability: \$\$\$\$

Effectiveness: ★★★★★

websitebox

#40 - Podcasts

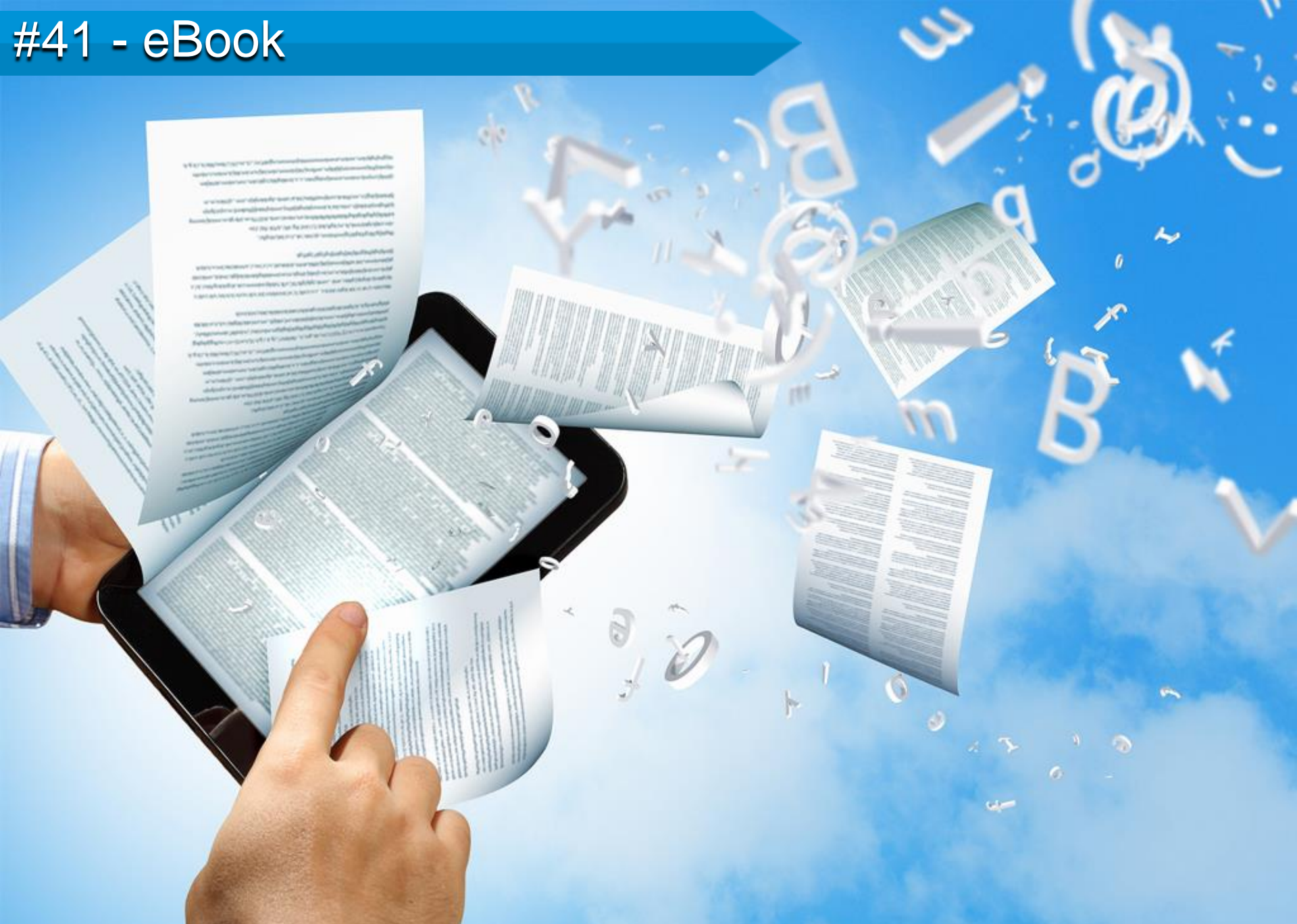


Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

websitebox

#41 - eBook



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

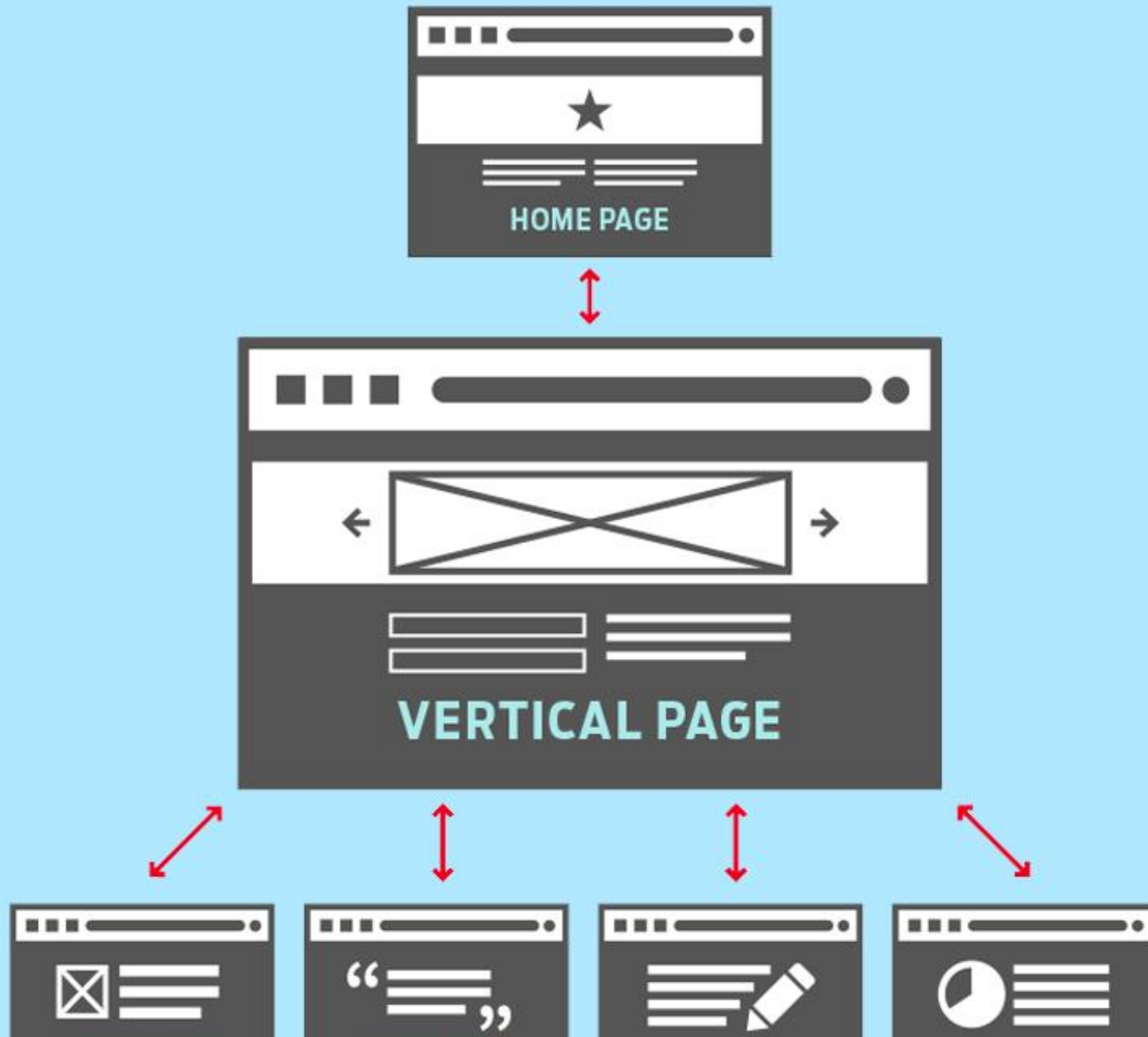
#42 - Search Engine Optimization



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#43 - Internal Links



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

#44 - Listing Syndication



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

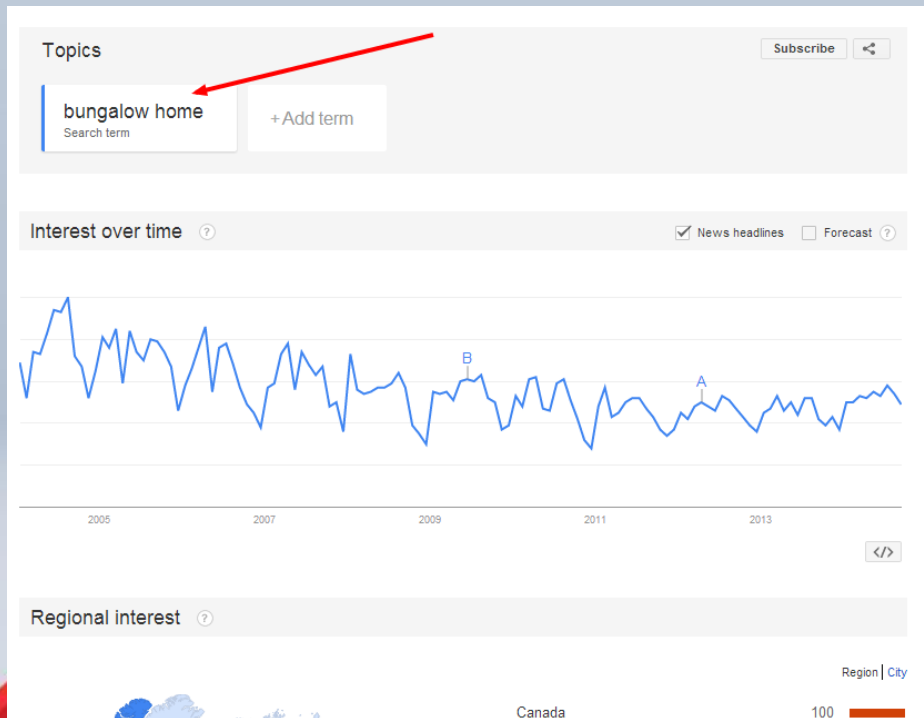
#45 - Email Marketing



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#46 - Google Trends



Affordability: \$\$\$\$\$

Effectiveness: ★★★★★



#47 - Blog



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

#48 - Social Media Monitoring



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

#49 - Curate Content



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★☆☆☆

#50 - Tagging



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★☆☆☆

#51 - Post Properties Online



Affordability: \$\$\$\$\$

Effectiveness: ★★★★★

#52 - Get a Good Domain Name



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#53 - Billboards & Outdoor Signage



Affordability: \$\$\$\$

Effectiveness: ★★★★★

AdbladeTM)))

Angie's list.
Reviews you can trust.

#56 - Voicemail

Voicemail

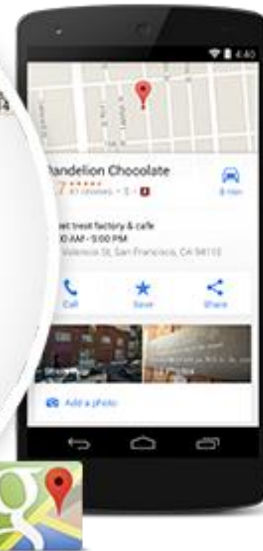
00:04



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#57 - Google Business



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★

websitebox

#58 - Digg



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★☆☆☆

#59 - Reddit



REDDIT

Affordability: \$\$\$\$\$

Effectiveness: ★★★★★

#60 - Comment on Blog

Posts



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★☆☆☆

tumblr.

#62 - Yellow Pages



Affordability: \$\$\$\$

Effectiveness: ★★★★★



StumbleUpon

A large, faint watermark of the SlideShare logo is centered in the background. It consists of a rounded square frame containing a stylized figure of a person with arms raised, holding a presentation board.

slideshare

#65 - Google Display

Network

Google Ads | Display Network



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#66 - Upload Virtual Tours



Affordability: \$\$\$\$

Effectiveness: ★★★★★

eHow™

Exposure

Credibility

Traffic



Ezine

articles[®]



#69 - Webinars



WEBINAR

Affordability: \$\$\$\$\$

Effectiveness: ★★★★★

websitebox

foursquare™

EXPLORE THE WORLD
AROUND YOU



Address, Neighborhood, or ZIP

\$300K - \$750K

0+ Beds

Listing website

Save

Report Listing



Close

Only showing 500

Real Estate

640,572 results. 25,271 unmapped.

Featured Newest Cheapest more



● House For Sale
\$709,900
4 bd, 2.5 ba, 2,261 sqft
56 Sillero, Rancho Santa Marga...



1 Photo

● Condo For Sale
\$300,000
2 bd, 2 ba, 1,376 sqft
380 Horse Creek Dr APT 207, N...



● House For Sale
\$345,900
4 bd, 3 ba, 2,254 sqft
7166 NW 78th Pl, Parkland, FL



1 Photo

● House For Sale
\$599,000
2 bd, 2 ba, 1,337 sqft
2001 SE 26th Ave, Fort Laurde...



● Condo For Sale
\$390,000
1 bd, 1.5 ba, 1,013 sqft
575 Crandon Blvd APT 411, Ke...



View larger



1087 Keeler Ave, Berkeley, CA 94708

2 beds, 1.5 baths, 1,132 sqft

● For Sale
\$749,000

Est. Mortgage:
\$2,932/mo

Get Pre-Approved on Zillow

A wonderful opportunity to make a Mid-Century home modern. This 2 bedroom/1.5 bathroom home represents an era whose style has proven

Get more information

 Katy Anderson
★★★★★ (7)
Recent sales
Coldwell Banker
Residential Brokerage -
Oakland-Piedmont
(510) 637-8118

Your Name

Phone

Email

I am interested in 1087 Keeler Ave, Berkeley, CA 94708.

Contact Agent



New York, NY

0 SAVED

1 My Homes 1 My Searches Sign In

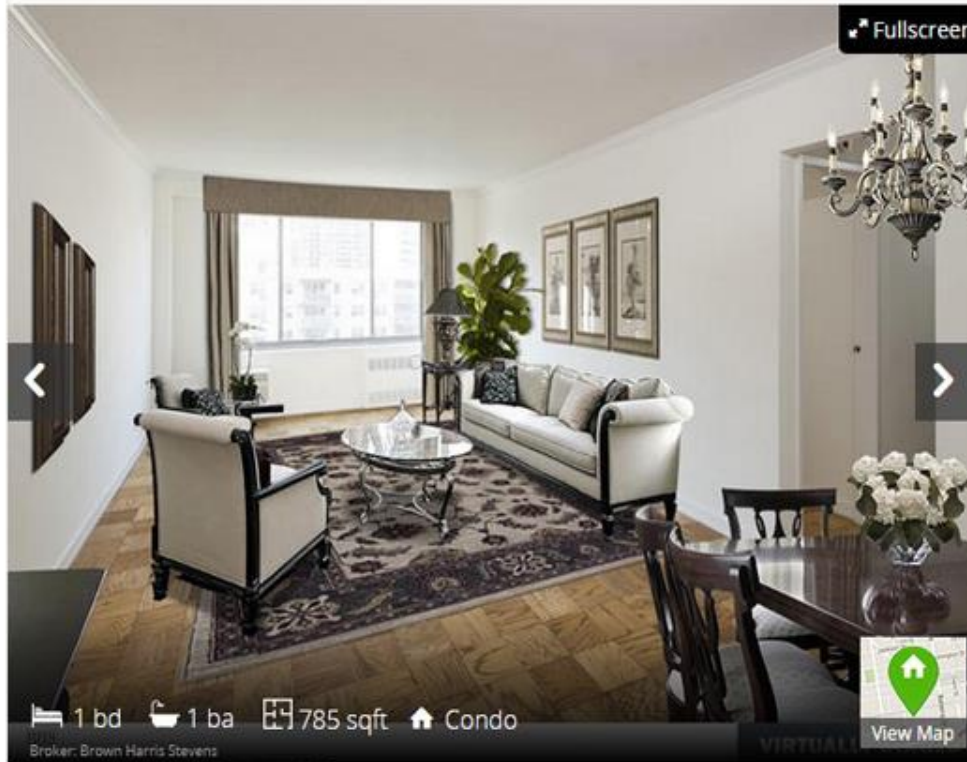
[Back to search](#)

382 Central Park W #15V

\$875,000 \$4,407 / mo (Mortgage)

Save Share

New York, NY 10025 (Upper West Side)



Learn more about this property

David Perry
(917) 383-0875
★★★★★ (6) **PRO**

Your Name

Your Email

Phone number

Hi, I found your listing on Trulia. Please send me more information about 382 Central Park W #15V, New York, NY 10025. Thank you.

Request Info

By sending, you agree to Trulia's [Terms of Use](#) & [Privacy Policy](#).

[Home Details](#) | [Neighborhood Info](#) | [Affordability](#) | [Price History & Trends](#) | [More](#)

Home Details for 382 Central Park W #15V

Affordability: \$\$\$\$

Effectiveness: ★★★★★

websitebox

For Sale > New York > Forest Hills > 108-48 70 Rd #14f

\$475,000 For Sale
\$2,455 Est. Payment

1 br, 1 ba, 1,105 sq.ft.
Price per sq.ft. \$430

Save Email Share

Request Information

Name:

Email:

Phone:

I'd like more information about the listing that I found at Homes.com at 108-48 70 Rd #14f (MLS: 2662726)

Get pre-approved from a local lender!

Send



Jodi Kapner-machardy, Real...
Century 21 Benjamin
855-335-8405



Map View **Street View** **Video Tour**

Features & Amenities of 108-48 70 Rd #14f

Affordability: \$\$\$\$

Effectiveness: ★★★★★

214 Lakeshore Dr

Durham, NC 27713

Listing Refreshed:
3 Weeks Ago



Photo 1 of 25

[Larger Photos](#)

\$374,000 ↓

Estimate My Monthly Payment

Status	Active
Beds	4 Bed
Baths	2 Full, 2 Half Bath
House Size	2,798 Sq Ft
Lot Size	6,970 Sq Ft Lot
Year Built	1987

Share on:



Send Print Save Listing

Open Houses



Sorting by Open House Date

[Request a private showing](#)

Overview

Photos (25)

Schools & Neighborhood

Property History

Payment Options

Property Details

Stunning waterfront home loaded w/ upgrades! Open floorplan features hardwood floors, immaculate chef's kitchen, wall of windows & pristine lake views. Granite, high end appliances, custom cabinetry. Lg. master w/ huge bthrm, 2 WICs. Lg. 3rd fl bonus room. Gorgeous deck. Beautifully landscaped, fenced yard. Right on scenic lake trail. Desirable end lot next to HOA green space!

General Information

Beds	4 Bed	Baths	2 Full, 2 Half Bath
House Size	2,798 Sq Ft - Compare to Neighbors	Lot Size	6,970 Sq Ft Lot
Price	\$374,000	Price/sqft	\$134

Tell me more about this property

Message (optional)

I would like more information regarding this property at 214 Lakeshore Dr in Durham.

First Name

Last Name

Email

Phone Number

I want to get pre-approved by a lender.

[Request more details](#)

[Privacy Policy](#)

Nearby Homes for Sale



5514 Tahoe Dr, Durham, NC 27713

\$269,000

4 Bd | 2 Full, 1 Half Ba | 2,119 Sq Ft



#75 - Email Newsletter



Affordability: \$\$\$\$

Effectiveness: ★★★★★



CLIENT TESTIMONIALS





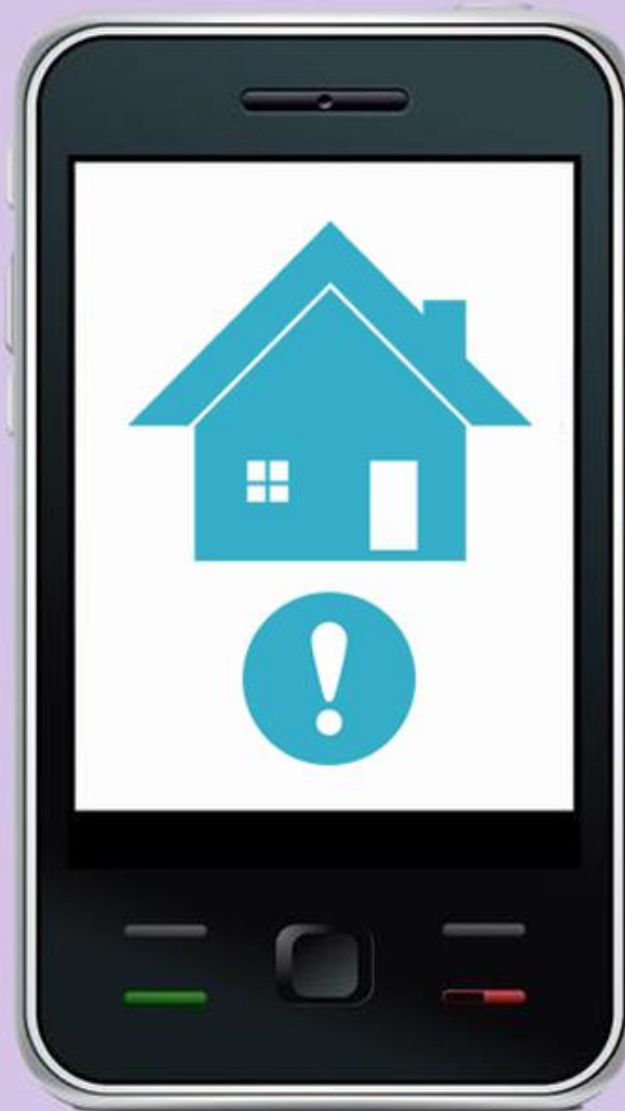
#79 - Drip Email Campaigns



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#80 - Listing Alerts



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★



A search engine for classified ads of real estate, jobs, cars and vacation rentals



Homes



Cars



Jobs



Rentals

For classified ads in Canada, visit [Trovit Canada](#)

Trovit in the rest of the world

UK - Deutschland - España - France - Italia - Nederland - Portugal

Polska - USA - Argentina - Brasil - Mexico - Chile - Ireland

Österreich - Schweiz - Australia - Canada - Colombia - India - Belgique

Peru - Venezuela - South Africa - Philippines - Россия - Türkiye - Ecuador

Hong Kong - Malaysia - Pakistan - Sverige - Singapore

Indonesia - Maroc - New Zealand - United Arab Emirates - Украина - Nigeria -

#82 - Google Alerts



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★ ★★ ★★ ★★ ★★

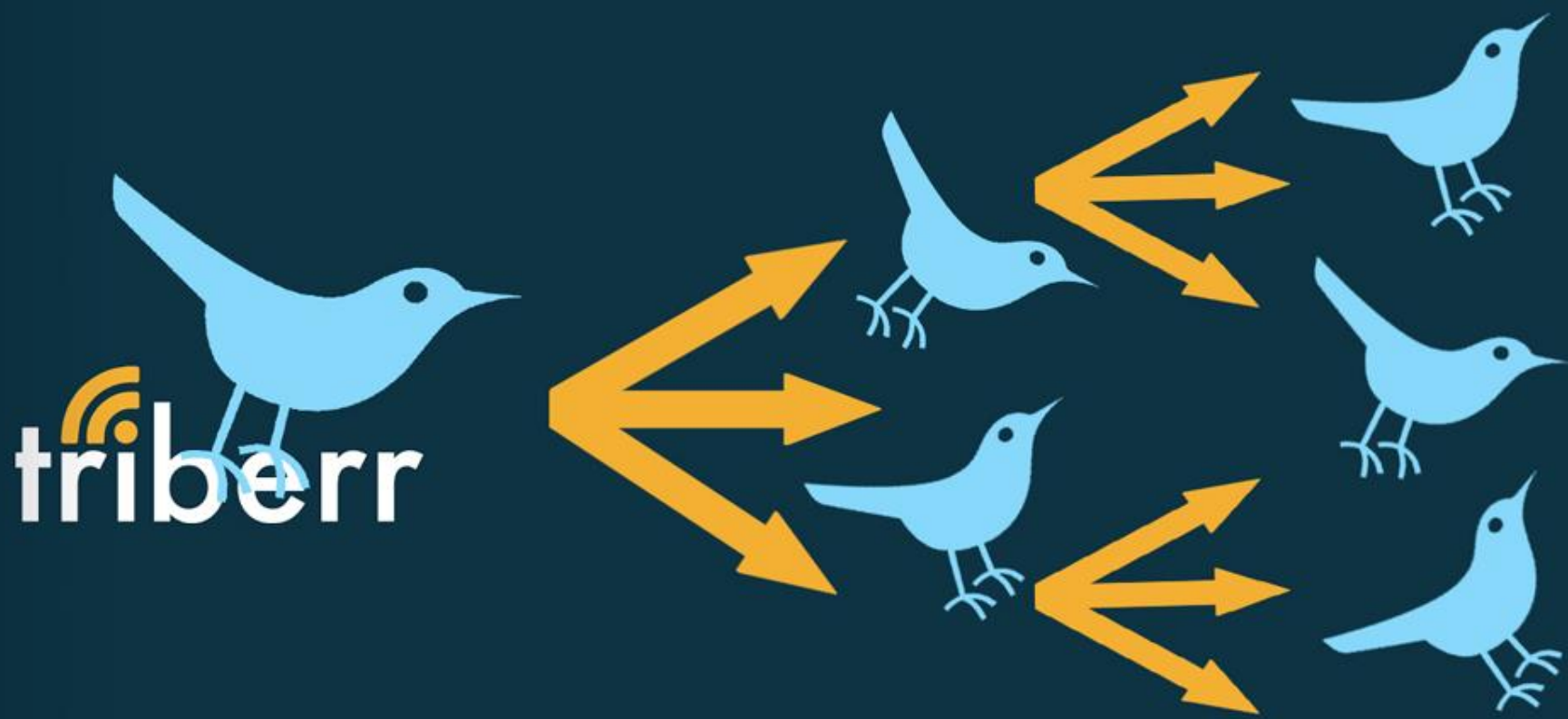
Reveal high-performing keywords in minutes.

Enter a keyword to start exploring your market

Start your research



#84 - Triberr



#85 - T-Shirts



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#86 - Flipboard



Flipboard



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#87 - AllTop

Alltop All the topics, all the time.

[watch a tutorial video](#)

Search topics

enter keyword, then press enter

Discover topics by category

Work Living Culture Interests Tech People Good News Geos Sports

Discover topics alphabetically

3 A B C **D** E F G H I J K L M N O P R S T U V W Y Z

RESULTS

Topics beginning with "D"

Dads	Dating	Deaf	Deals
Defense	Dentistry	Denver <small>NEW</small>	Design
Diabetes	Disability	DIY	Down Syndrome
Dubai			

Squidoo is millions of useful, fun pages built by real people. Like you.

Explore

Create a Page

Photo by James Cridland

Pages by people like you

All | Food | Hobbies | Pets | Books | Home | Travel | Arts | Music | Recreation | Parenting | Video Games | More



LENS OF THE DAY

Homemade Halloween Decorations | DIY Craft Tu...

Welcome to my Halloween decorations page, where there are ghoulish tutorials and spooktacular ideas a-plenty! I've listed loads of how-tos for turning your home into the perfect haunted den, plus instructi...

209 likes by Studentz



57 likes

Bluebird Feeder Plans: How to Make a Bluebird Feeder

by AnthonyAltorena



23 likes

Fall Photography Tips

by jennabee25

Google



Webmaster Tools

#90 - Referrals



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#91 - Pingomatic

PINGING
SEARCH ENGINES
so you don't have to!

What is this?

Ping-O-Matic is a service to update different search engines that your blog has updated.

▶ [Learn more...](#)

Blog Details

Blog Name:

Blog Home Page

RSS URL (optional):

Services to Ping

Common Services (Check All)

- | | | |
|---|---|---|
| <input type="checkbox"/> Weblogs.com | <input type="checkbox"/> Blo.gs | <input type="checkbox"/> Feed Burner |
| <input type="checkbox"/> NewsGator | <input type="checkbox"/> My Yahoo! | <input type="checkbox"/> PubSub.com |
| <input type="checkbox"/> Blogdigger | <input type="checkbox"/> Weblogalot | <input type="checkbox"/> News Is Free |
| <input type="checkbox"/> Topic Exchange | <input type="checkbox"/> Google Blog Search | <input type="checkbox"/> Spinn3r |
| <input type="checkbox"/> SkyGrid | <input type="checkbox"/> Collecta | <input type="checkbox"/> Superfeedr |

Specialized Services

- [Audio.Weblogs](#)
- [RubHub](#)
- [A2B GeoLocation](#)
- [BlogShares](#)

Send Pings »

#92 - AOL Advertising Network



Affordability: \$\$\$\$

Effectiveness: ★★★★★

#93 - ArticlesBase



Articlesbase

Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★☆☆☆

YAHOO!

Answers



hootsuite™

Social Media Dashboard





meetup

#98 - Anchor Text

5. Chris Brogan – @ChrisBrogan

“Content marketing is not branding.”

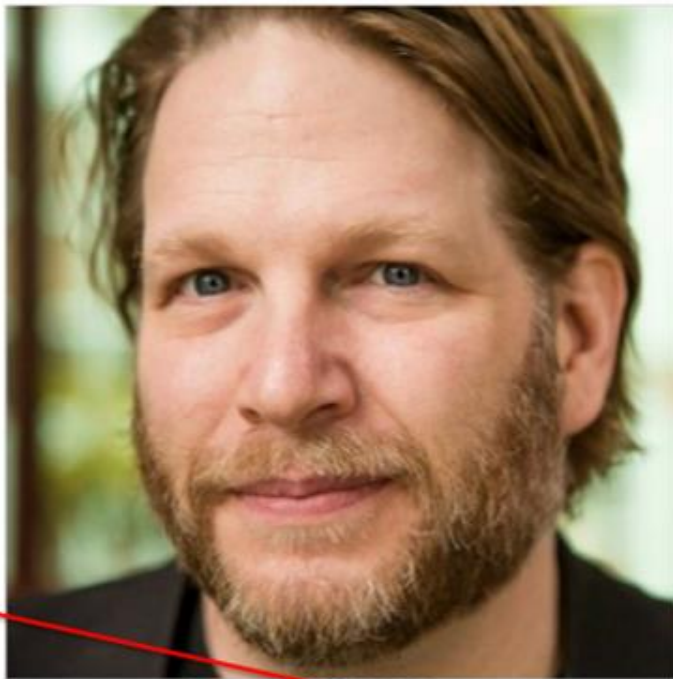


Image Credit: [Chris Brogan](#)

ANCHOR TEXT TO OTHER BLOG PAGES

Brogan's introduced a lot of brilliant ideas, but his recent assertion that [content marketing](#) shouldn't be used as a ploy to make your company appealing was among his best. Unless you've got a budget specifically for ~~brand awareness or rehabilitation~~, your dollars and creative marketing ideas should go to [connecting with potential customers](#). It's easy to lose sight of the end goal, but most companies can't afford the risk of [creating content](#) that's not ultimately sales-driven.

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★ 64 ■ 1
- How to Write a Case Study: Interview Questions and Tips
★ 13 ■ 0

90

SHARE

Tweet

27

Like

10

-1

28

Share

1

Pin It

10

Buffer

#99 - Technorati



Affordability: \$ \$ \$ \$ \$

Effectiveness: ★★★★★



99 Ways To Market Your Real Estate Website

- Test & Improve
- Track Everything
- Measure Your ROI
- Scale things that work

Channel	Budget	Impressions	Leads	Clients	CAC
Google Adwords	\$500	250	25	2	\$250
Direct Mail	\$300	100	10	1	\$300
Zillow Ads	\$1000	200	20	2	\$500

A coupon graphic with a dashed border and a scissors icon in the top right corner. It features a dark grey box on the left with "SAVE \$20" in white and orange text. The main orange area contains promotional text and a white box with the coupon code "Inman20".

SAVE
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Inman20

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