



THE 5 STEP PLAN
To CREATING A
KILLER REAL ESTATE
TARGET MARKET

Your Presenters Today...



AVI GUPTA

.....
CEO, SmartZip
.....



LAURA MONROE

.....
Dir. of Industry Engagement, Inman News
.....



ITEMS TO DISCUSS – THE 5 STEPS

www.smartzip.com



1 MASS MARKETING vs. TARGET MARKETING

2 DEFINE YOUR BUYER/CUSTOMER PERSONA

3 RESEARCH!

4 TECHNOLOGY & SOCIAL MEDIA TRENDS

5 CREATE NEW MARKETING PLAYBOOK

We are recording today's webinar, and it will be available on Inman.com



MASS MARKETING VS. TARGET MARKETING

**Our target
market is males
and females aged
zero and up.**

The client





Marketing isn't a talent. It's a discipline. It's a practice.

Marketing hones talent. It directs talent. Ultimately, it perfects talent enabling the broadcaster to tune their talent and output so it hits the right frequency - and increases the marketers efforts to connect with their audience.

Marc Davison, 1000Watt Consulting

💡 #1 RESEARCH- DEFINING THE PERFECT CLIENT!

1. CREATE YOUR BUYER PERSONA

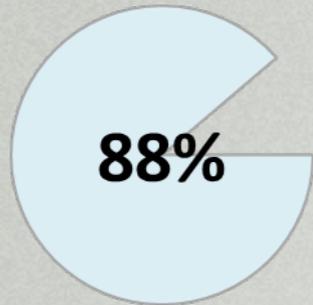
- Trends in lifestyle
- Trends in buying preferences
- Life milestones - when?
- Demographics
- Property types
- Income level
- Where do they hang out online?
Offline?



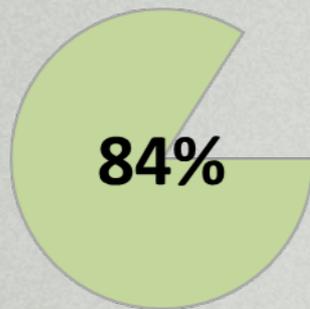
"MyClient is...?"



MAXIMIZE BUSINESS FROM YOUR SOI

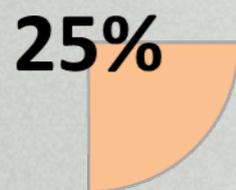


88% of buyers would use their agent again or recommend to others



84% of sellers would use their agent again or recommend to others

YET...



Less than **25%** used the agent they worked with previously (buy/sell)

TELL THEM WHAT THEY DIDN'T KNOW THEY SHOULD KNOW

info@lakemartinvoice.com

LAKE MARTIN VOICE REALTY



Home Search



What's My Home Worth



Market Reports



Best Buy Lists



Home Property Search About Lake Martin Voice Contact Us

Warning: Catherine's Market Has Ice Cream Cart

July 29th, 2014 by John Coley
Categories: [Dining](#), [Entertainment](#), [Lake Martin](#)
Comments Off

Attention all parents and all people who like ice cream – [Catherine's Market](#) has a new temptation for you. If you're a fan of [Russell Crossroads](#) and [Catherine's Market](#), like I am, then please be advised of this devious plot they have unleashed upon us. They have an ice cream cart sitting outside on the corner, w/in eyesight of the outdoor dining area.

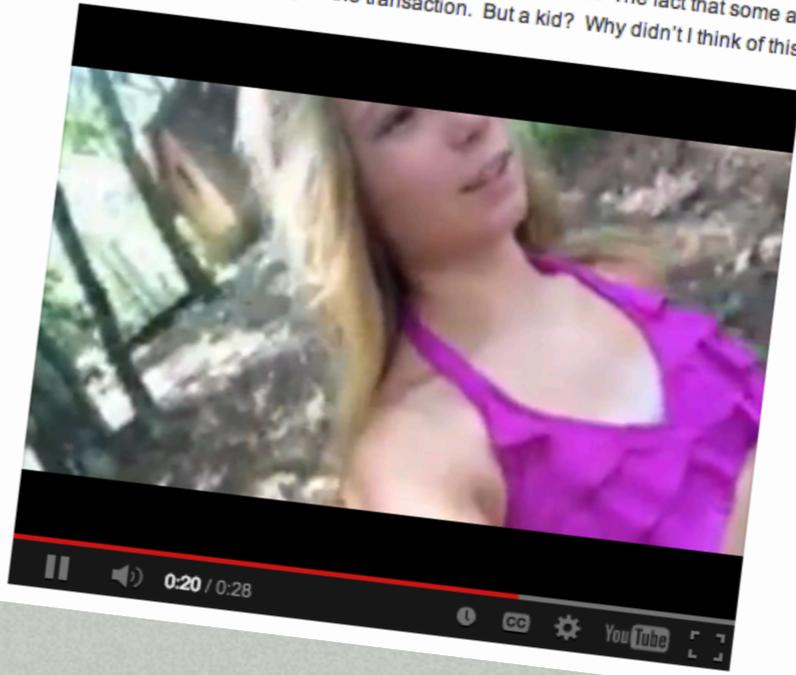


What Your Kids Think about the New Lake House

August 19th, 2014 by John Coley
Categories: [Buying Tips](#), [Lake Martin](#), [Video Tours](#)
Comments Off

Kids like Lake Martin. They like waterfront homes on Lake Martin. And they are naturals at giving their testimonials on video – no coaching necessary.

This video below was sent to me by my buyers, the new owners of a lake house in [Parker Creek](#). Their daughter volunteered to give their family's testimonial for me, and I think she does a great job. Most adults cringe when asked to be in front of a camera, even if it is just my iPhone. The fact that some agree to do it, I hope, is proof that they valued my help in the transaction. But a kid? Why didn't I think of this before?



0:20 / 0:28 YouTube

RESEARCH TOOLS AND TIPS

Start with your SOI and do some research

Your database

Friends & followers on social media

Keyword searches

Competitor sites and links

Local blogs and newspapers

Reviews and ratings of OTHER agents

Lifestyle businesses in your community

Set-up Google alerts

What's important to them?

**TO DO: TAKE 5 -10 MIN PER DAY AND JOURNAL
WHAT YOU LEARNED & NEW PEOPLE YOU MEET**



TRENDING NICHEs



Millennials

« *Just text me. Is it on YouTube?* 😊 »



Renters

« *I hate moving. I want to settle down.* »



Empty-nesters

« *Seriously, we only need 3 bedrooms now, and a home office.* »



TECHNOLOGY & SMART DATA

TECHNOLOGY TRENDS DEFINE THE PLATFORM FOR THE BEST MARKETING STRATEGIES

Are they mobile? YES!
Are they tech-savvy? Probably.
It's not just know how - it's know WHEN

“ My agent took ages to respond to me. I felt like trying to force my mother to text me back. I should have known when I saw her Nokia”.

Smart Data and online advertising:

Predictive analytics
Targeted online advertising (cookie matching)
Geo based advertising
Retargeting

Empty Nester Data

1. Nearly 90 percent of Empty Nesters are on Facebook.
2. Roughly 60 percent share posts through Twitter.
3. Fully 72 percent use their smartphone to visit social media sites.
4. 90 percent consider themselves texters; 36 percent prefer it over talking on the phone.
5. Nine in 10 research an item online before making a spend.
6. Nearly 80 percent are more likely to purchase a product if it receives a high star rating in a retail e-commerce review.
7. 75 percent are more likely to purchase a product that receives a positive first-person review.
8. Fully 45 percent are more likely to purchase a product if it is recommended by a blogger they follow.
9. 12 percent say they're more likely to purchase a product when used in a compelling commercial ad.
10. More than 65 percent say they are skeptical of traditional advertising.
11. Over 80 percent spend more time browsing for products online than in the store.
12. 65 percent use their smartphone to seek out product information.
13. 64 percent make purchases from online retailers from their tablets.

source: AGBeat.com

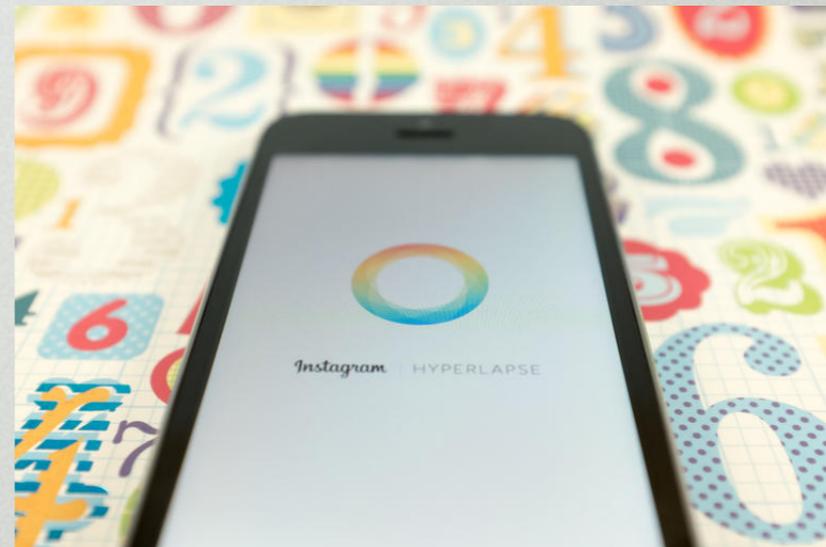
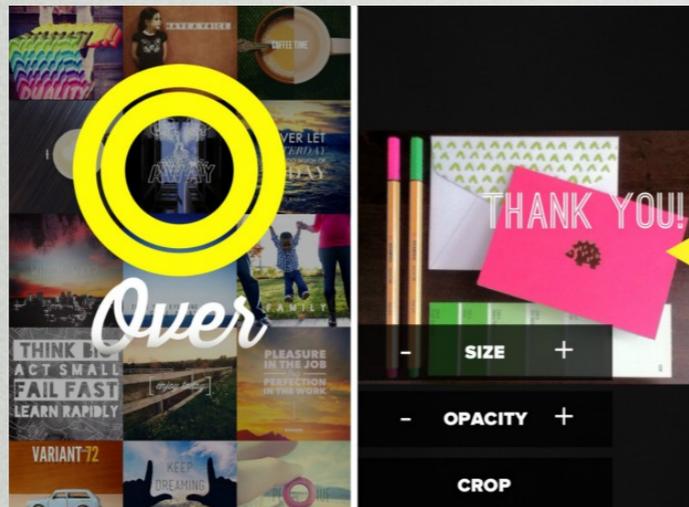


SOCIAL MEDIA

THE USE OF SOCIAL MEDIA JUST WAYS TO BROADEN YOUR REACH AND DEEPEN YOUR RELATIONSHIPS WITH YOUR AUDIENCE

- Engagement through content
- Building an online community
- Create co-experiences they will share
- Get Visual
- Use Video

“The goal of marketing through social media is to turn strangers into friends, friends into customers, and customers into raving fans.”



TARGETED BOOSTING

Boost Post

Inman Next
Sponsored · 

Your sphere of influence is bigger than you think - how does a new agent get started? Here are some tips! (maybe some new ones for you seasoned agents too.)



Your sphere of influence is bigger than you think |
Inman News

What is your sphere of influence when you are a new agent? Even as a rookie...

INMAN.COM

Like · Comment · Share ·  30  5  35

 **Boost your post to reach more people.** [Learn more.](#) 

Audience People who like your Page and their friends [?]
 People you choose through targeting [?]

Location **Countries** ▾
United States 

Age 13 ▾ - -- ▾

Gender **All** Men Women

Interests [?] Add 4-10 interests...

Maximum Budget **\$40.00** ▾

Est. People Reached **11,000 - 28,000** of 110,000,000

Your targeting is very broad. Narrow your targeted audience if you want your

INFOGRAPHICS

NORTH COUNTY HAPPENINGS



REAL ESTATE TRENDS IN YOUR NEIGHBORHOOD

MEDIAN PRICE
\$612,000
 North County San Diego
 Single-Family Detached

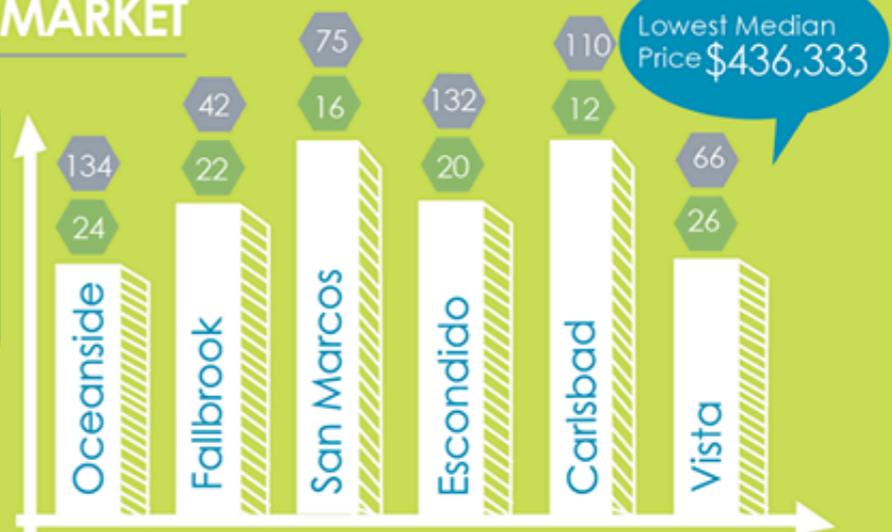
18
 DAYS ON THE MARKET



929
 # OF HOUSES SOLD
 North County San Diego Single-Family

MEDIAN PRICE

Oceanside	-\$469,250
Fallbrook	-\$455,025
San Marcos	-\$560,500
Escondido	-\$476,625
Carlsbad	-\$788,00
Vista	-\$436,333



WHAT OUR CUSTOMERS ARE SAYING

“I could not imagine finding a more professional agent with the knowledge, expertise and energy!” - Patti M.

“She had great ideas about how to get our house sold at top dollar, and it paid off.” - Jeff E.



CREATE A NEW MARKETING PLAYBOOK

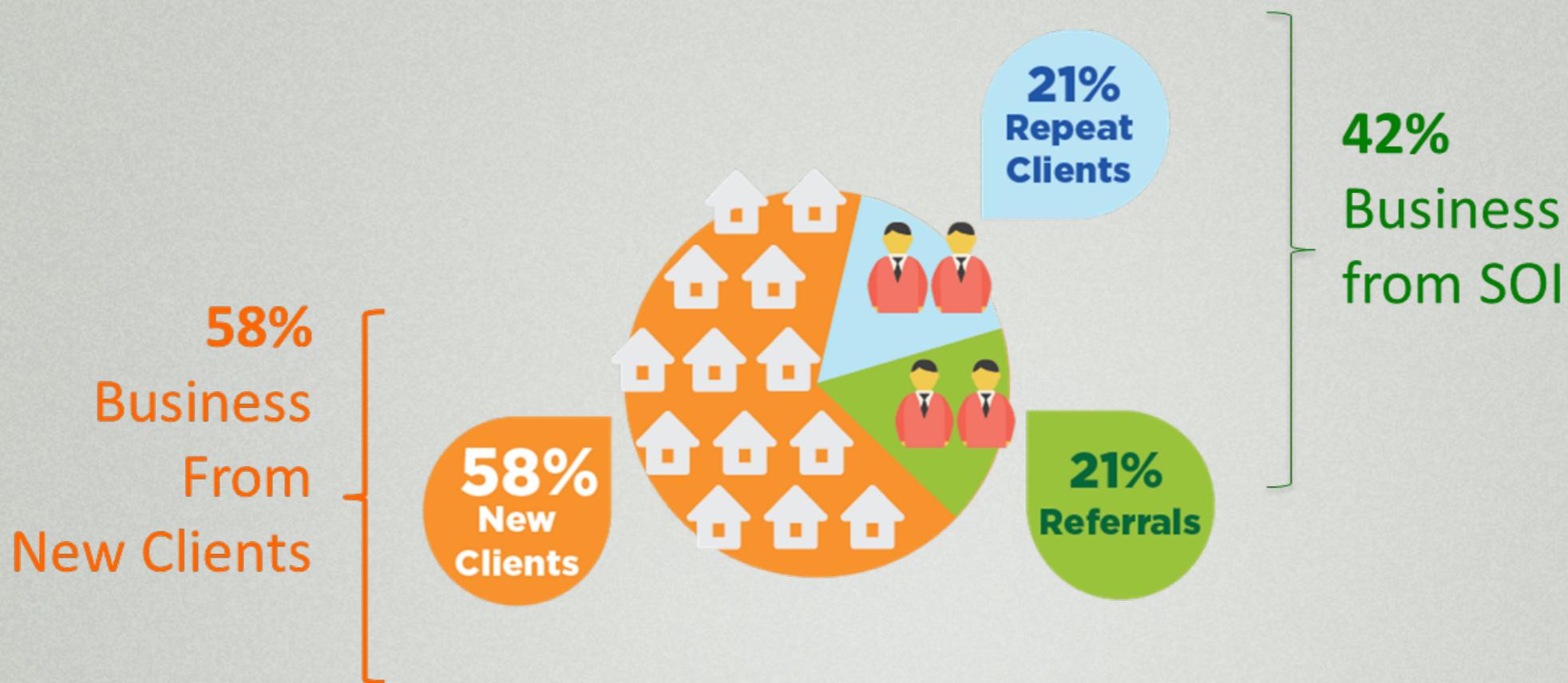
Very Hot Ideas to boost Your Business



- Targeted online advertising (cookie matching)
- Geo based advertising
- Facebook advertising
- Targeted social media content
- Targeted email messages
- Retargeting
- Sphere Targeting
- Lifestyle blog
- Visual and Video



WHERE AGENTS FIND BUSINESS



SmartTargeting
Win more listings

SphereTargeting
Unlock your Sphere



Big Data and Predictive Analytics: **Why it matters to real estate**



TARGETED MARKETING ADVANTAGE



Current Farm
2,000 Homes
5% turnover



SmartFarm (Top 20%)
400 Homes
10% turnover

DECIDING WHO TO TARGET

Delinquent

Absentee Owner

herd effect

MIGRATION PATTERNS

LTV Ratio

Type of Loan

Length of Residency

AGE OF HOMEOWNER

Number of Kids

life interests

predictive analytics



Predictive Analytics IDENTIFIES SELLER TRIGGERS



TARGETED ADVERTISING

Facebook interface showing a user profile for Jonathan McGowan, a news feed with posts from Patrick Faulkner and Tahahlita Kinyo, and a suggested sponsored post from Shannon Real Estate. The suggested post features a woman wearing a striped hat and sunglasses, with the text: "Buyers are looking for homes in your neighborhood. What's up? See if it's your home price. Your neighborhood specialist, Shannon Henderson, Realtor®, ABC Real Estate. HTTP://PARTNER.SMARTHOMEPRISE.COM".



Search for people, places and things



Home

Find Friends

Jonathan



Jonathan McGowan
Edit Profile

FAVORITES

News Feed

Messages 1

Events 1

Photos

Browse

Find Friends 1

APPS

Games 1

Social Connections

Links

Games Feed 20+

Gifts

PAGES

McGowan Real Estate Group

SmartZip Coaching

Pages Feed 9

Like Pages 15

Create Ad

FRIENDS

Close Friends

INTERESTS

Pages and Public Figures

Add Interests...



Write a comment...



Patrick Faulkner

Awesomeness in half moon bay!!



Mavericks Invited
www.mavericksinvited.com
The Mavericks Invited
the planet.

Like · Comment · Share

2 people like this

Patrick Faulkner so I shared
4 hours ago



Write a comment...

1 upcoming birthday

Sponsored

Create Ad

Price Your Home Right
smarthomeprice.com

Suggested Post



Shannon Real Estate

Sponsored · Global

Like Page

Buyers are looking for homes in your neighborhood.



What's up? See if it's your home price.

Your neighborhood specialist, Shannon Henderson, Realtor®, ABC Real Estate.

HTTP://PARTNER.SMARTHOMEPRISE.COM

Like · Comment · Share



Tahahlita Kinyo
Smart Money Sm

Tahahlita Kinyo shared Dave Ramsey's video: Smart Money Smart Kids — Book Trailer.



RESEARCH & INSIGHTS

William Kiemle
38375 Birch St, Newark, CA 94560

[Remove from Targets](#) [Download Home Report](#)

PERSONAL INFO

Home Owner 1 William Kiemle [Edit](#)

Home Owner 2 Sally Kiemle

Email wkiemple@gmail.com

Home Phone N/A

Social [f](#) [t](#) [in](#) [v](#) [g+](#) [Get more with Spokeo](#)

MAILING INFO

Mailing Address 38375 Birch St

City/State/Zip Newark, CA 94560

Mailing Preference Default

HOME DETAILS

Modified Home Value \$489,700 (Range: \$482K - \$497K)

SmartZip Home Value \$445,200 (Range: \$438K - \$451K)

Property Type Single Family Home

Home Size 1,919 Sq. Ft.

Owner Occupied Yes

Beds 4

Baths 2.0

NOTES

met with William and he is interested in moving in the next few months. [Save](#)

LOANS AND TRANSACTIONS

ACTIVITY ★★☆☆☆

Accessed Landing Page Feb 19, 2013 02:23 PM

Edited Property Feb 19, 2013 02:21 PM

Accessed Landing Page Feb 19, 2013 02:18 PM

LinkedIn Account Type: Basic | Upgrade 1

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [Companies](#) [News](#) [More](#)

1 result Sort by: Relevance

William Kiemle (2nd)

Software Architect, Big Data and Analytics
San Francisco Bay Area · Computer Software

[Connect](#)

2 shared connections · [Similar](#)

PROPERTY SUMMARY

Insights

Segment Insights ?

Established with Equity
Move Up

Demographic Insights

Sources of this data vary and include residential surveys, which have a lower confidence than other datasets used for our analytics. Therefore, always use your best judgment when applying these insights to your prospecting.

Household

Estimated Household Income: \$75,000 - \$99,999
Number of Occupants: 4
Number of Kids: 2

Financial

Investor in House hold: Yes
Estimated Number of Investment Properties: 1
Estimated Net Worth: \$250,000 - \$499,999

Occupant 1 **Occupant 2** ?

Name: Sameer Halepete



MAXIMIZE BUSINESS FROM YOUR SOI

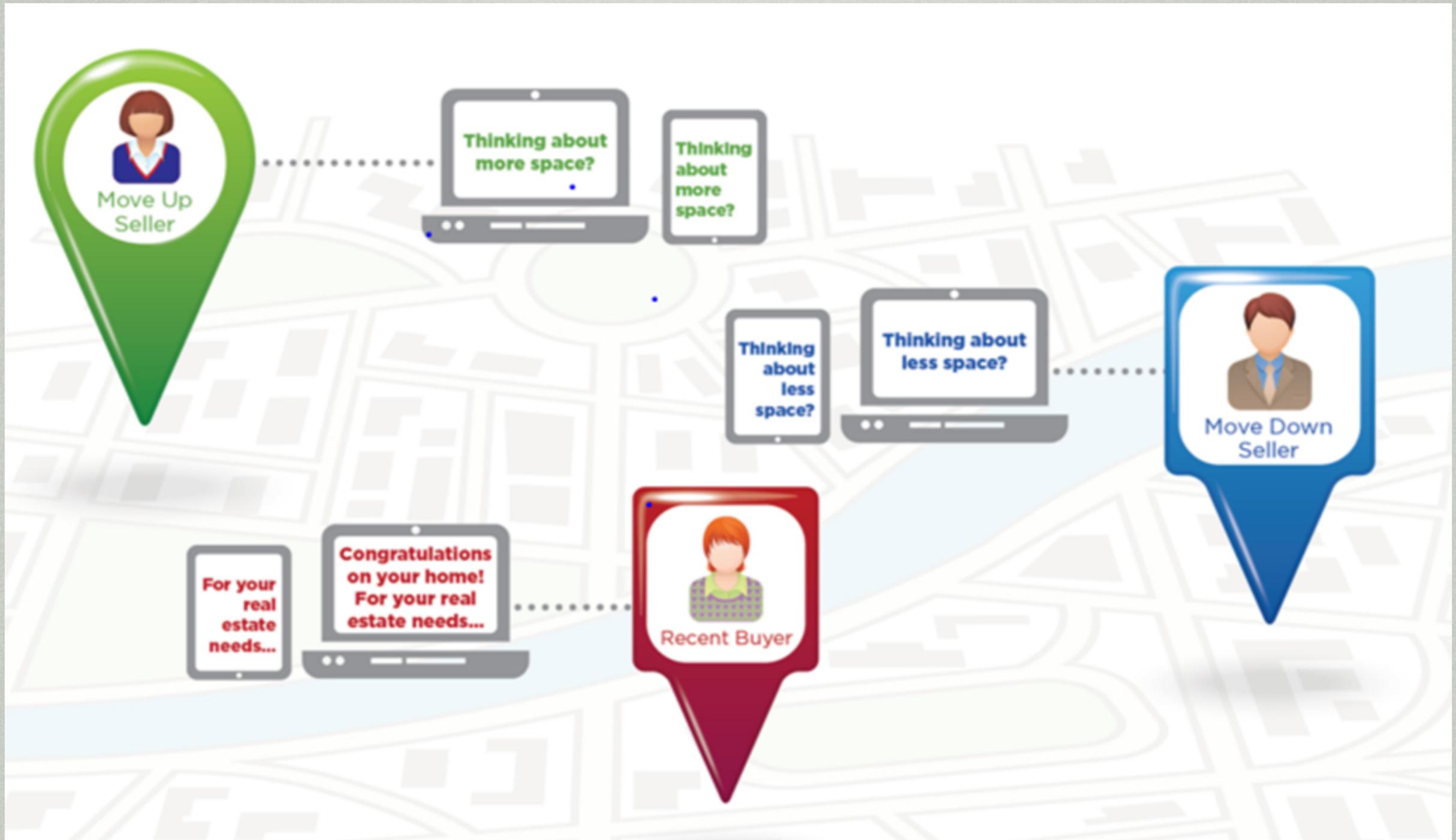
How do you...

- Keep up with changes in their life & home ownership?
- Easily and effortlessly stay connected?
- Send the right message at the right time?
- Stay relevant to their needs?
- **Stay top of mind?**





RIGHT MESSAGE, RIGHT TIME





(855) 661-1064

The leading seller focused marketing solution:

- **SmartTargeting** – Identifies and connects with homeowners most likely to sell
- **SphereTargeting** – Keeps agents top of mind with their SOI for more repeat & referral business

www.SMARTZIP.com

