


# Digital Marketing Services For





# The Digital Marketing Shop

The Digital Marketing Shop was established in 2004 and has been working in the digital and social media space for 18 years.


I'm Rick Levy, President of The Digital Marketing Shop. Our program will help realtors manage their digital assets and grow their business. Most agents understand the value that digital marketing and social media offer them, but the nature of the business leaves little time to spend on marketing.

***Research from NAR shows that 77% of realtors use and benefit from digital marketing.***



# PUSH AND INBOUND MARKETING





# The Digital Marketing Shop

We work with agents to build their following, create personalized lead generation programs, and help them stay connected with their clients through maintenance programs and drip campaigns. Our services make it easy for busy realtors to use digital marketing and best practices to achieve their goals and objectives.

***Most agents suggest you spend about 10% of your commission income on marketing. But if you're just getting started, that might not amount to much. [Zipperagent.com](https://zipperagent.com)***

# SERVICES

## PRIME AGENT

Personalize website

Keep Homepage updated

Create landing pages for social media

Create blog page and write blogs

Set up CRM

Create broadcast emails

Personalize monthly newsletter

Set up campaigns

Manage database purge and  
standardize data

Mobile Marketing



**PrimeAgent**

***REALTY EXECUTIVES***





*In a recent study , 72.5 percent, nearly 3 out of every 4 agents polled have a CRM system in place..*



# PrimeAgent

***REALTY EXECUTIVES***

## MARKETING AUTOMATION

Prime Agent is a CRM

The best way to be TOP OF MIND to your clients is to communicate with them. The best way to communicate with them is with marketing automation.

Prime Agent is both a CRM and a Marketing Automation Platform.

Prime Agent:

- Keeps data organized and standardized
- Personalizes emails
- Creates Campaigns
- Mobile on Demand



# PrimeAgent

**REALTY EXECUTIVES**

## WEBSITE

Prime Agent gives you a website that can be branded and personalized for each agent, giving them a window on the web.

- ***By having a website, your business is virtually visible to a vast pool of potential clients who are using the internet for home searching. Having the best real estate website makes your real estate business readily available to anyone who conducts a quick web search.***
- ***According to the National Association of REALTORS® 2018 Profile of Home Buyers and Sellers, 50 percent of buyers found the home they purchased on the Internet. Agents without a website risk missing out on gaining new leads and growing their business.***



## Where Buyers Found the Home They Purchased

2018

51% Internet

30% Real estate agent

7% Yard sign/open house sign

6% Friend, relative or neighbor

5% Home builder or their agent

2% Directly from seller or knew seller

In 2020, 97% of homebuyers used the internet in their home search. *NAR*

# SERVICES

## SOCIAL MEDIA

Creating or auditing social media strategy

Instagram Strategy Audit

Expanding Social Media Channels

Posting agent material

Boosting posts

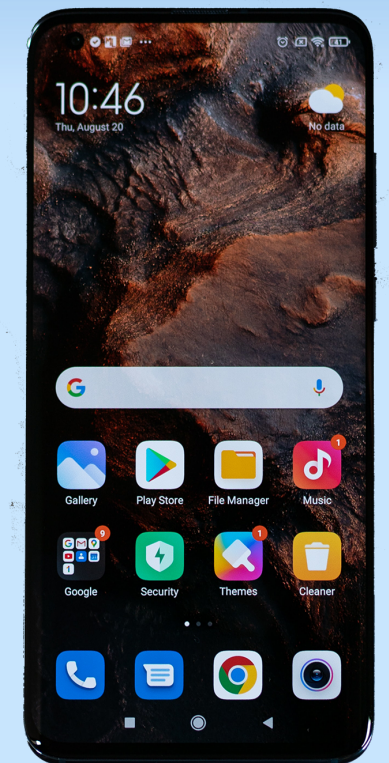
Creating content for posts

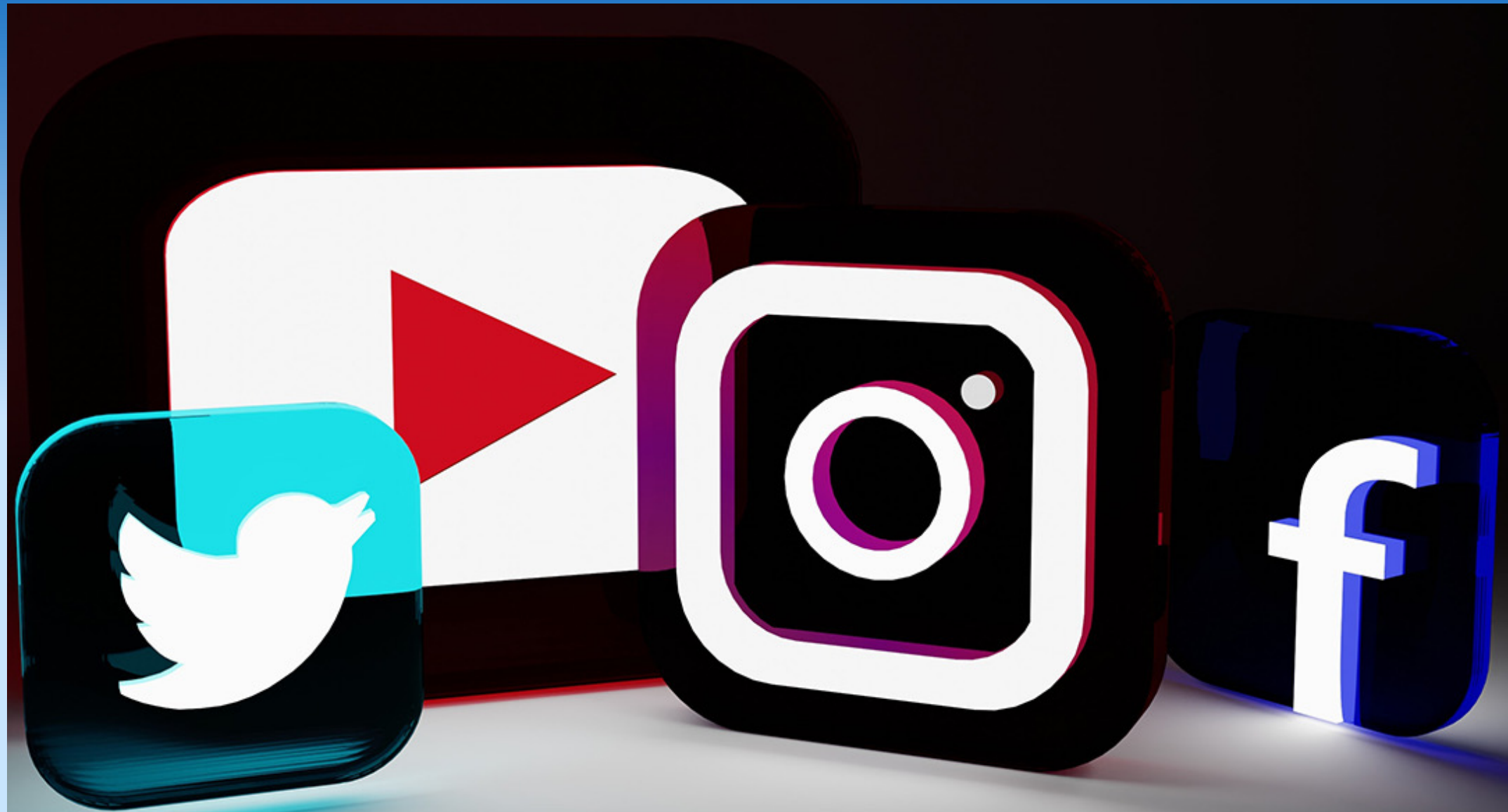
Digital Advertising

Facebook and Instagram Ads

## MOBILE MARKETING

SMS Send and receive campaigns





***77% of realtors actively use social media for real estate marketing. sprout social***



# ANALYTICS

Total clicks

223

Total impressions

17.6K

Average CTR

1.3%

Average position

25.2

Posting on social media is a good marketing strategy, but how do you know if your posts are effective and bring you business?

The answer is to use the analytics built into each social channel. Now you can measure your posts and see how they measure up to your social media strategy.

# SERVICES

## **GOOGLE SEARCH**

Google my business  
Googled Screened

## **LEAD GENERATION**

Multichannel Campaigns for awareness  
and engagement

Email

Print

Digital Advertising

Reporting and analysis

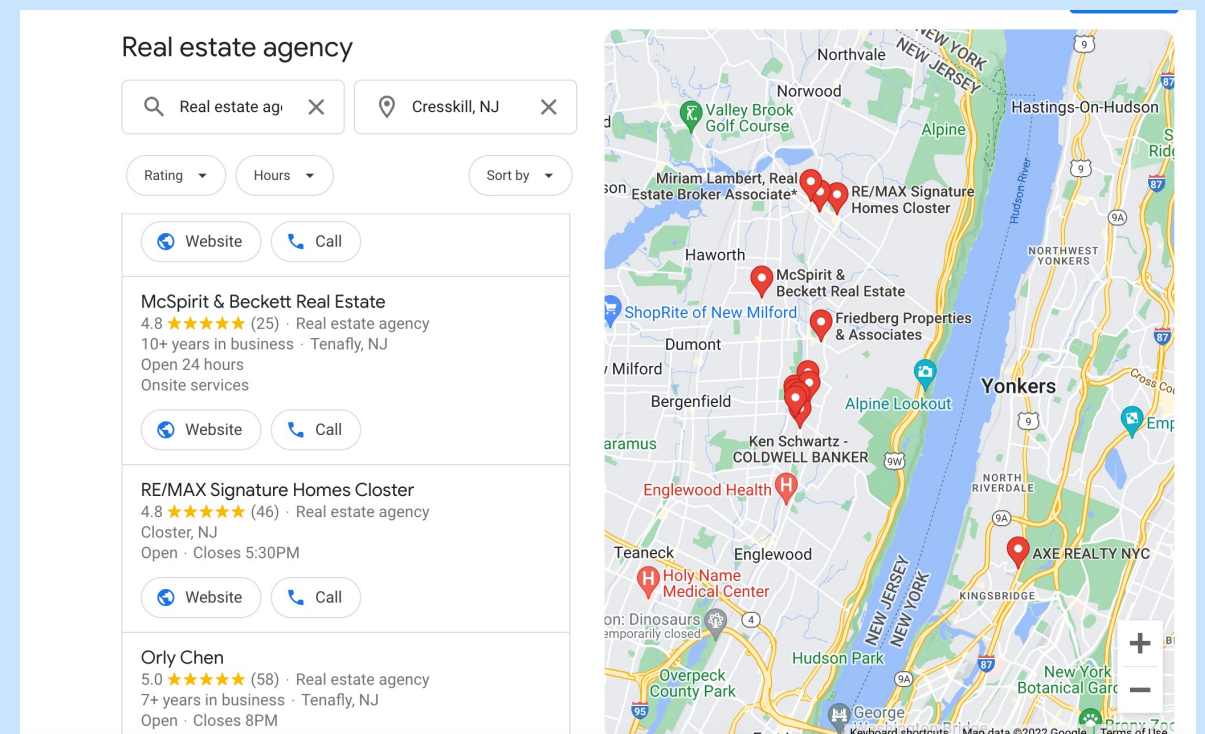
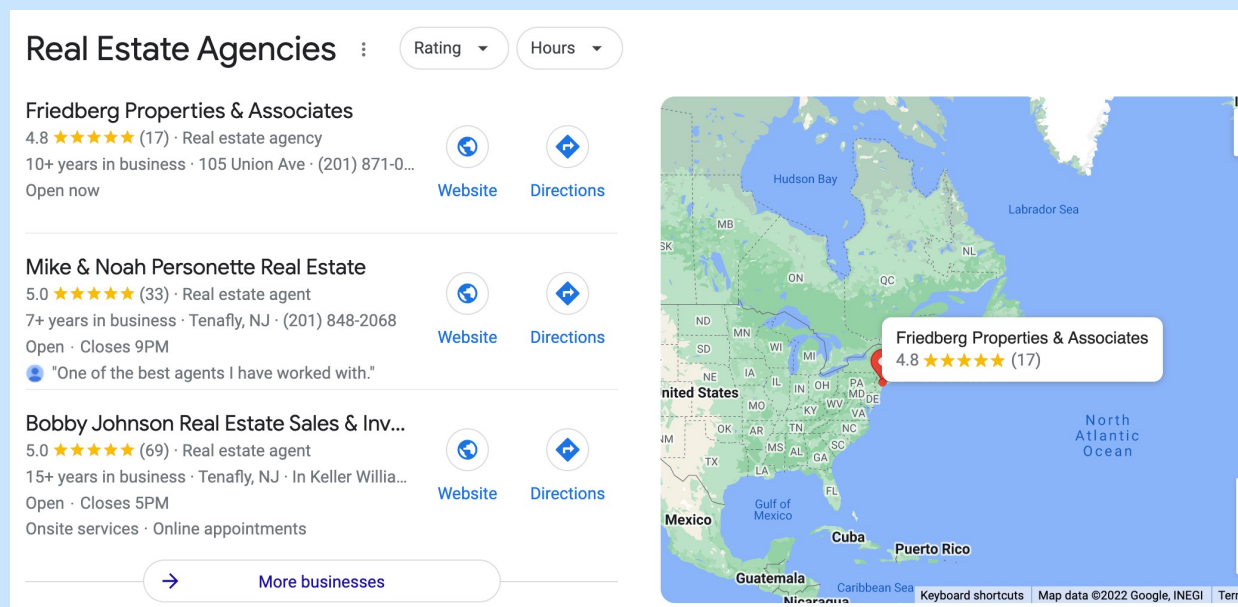
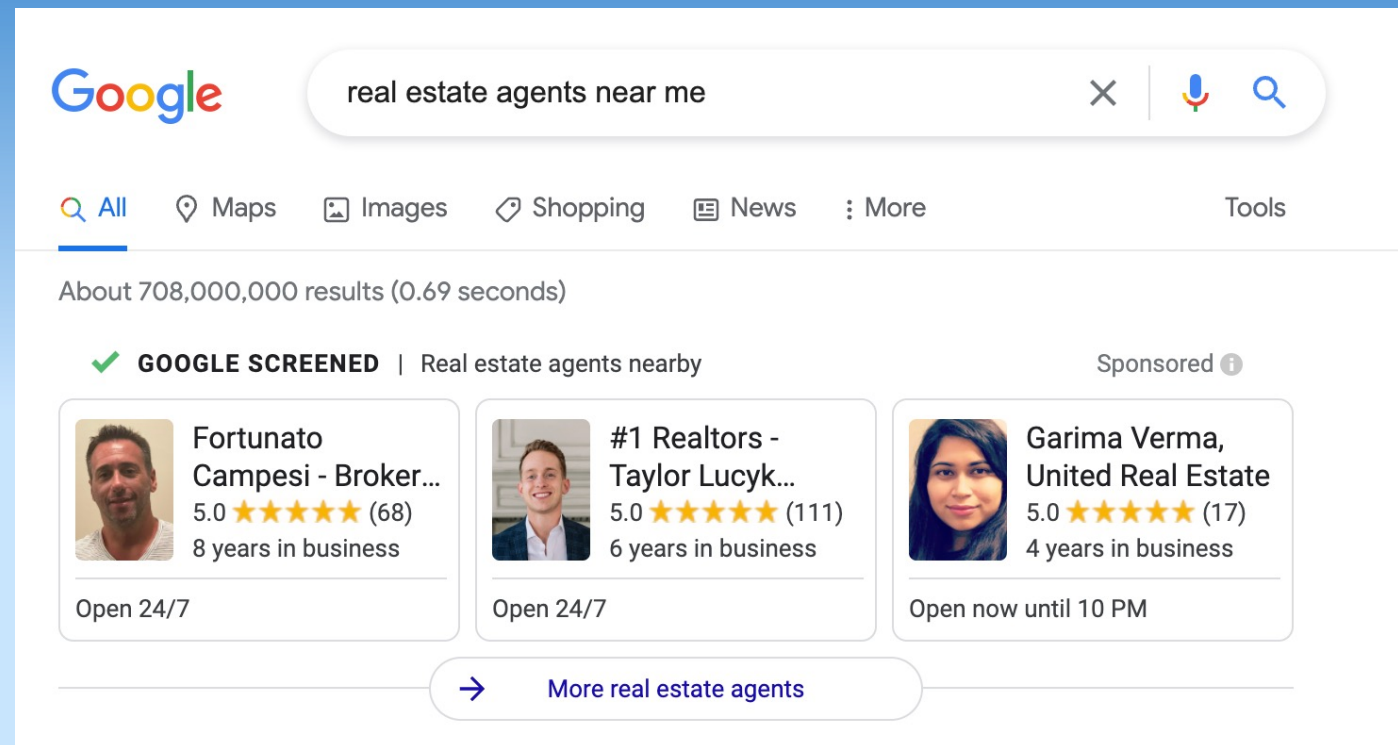
## **CREATIVE SERVICES**

Video creation, Animation, direction,  
and editing

Podcast recording



# GOOGLE MY BUSINESS





# PACKAGES

## PRIME AGENT

### **Basic Package:**

Standardize, segment, and purge data  
Manage CRM  
Personalize website for agent and locale  
Website monthly updates  
Edit, personalize and send monthly newsletter

\$75/month 6-month price: \$50/month or \$300.00

### **Upgrade Package:**

All of the basic package plus:  
Create content for additional web pages  
Create Broadcast and drip emails  
Set up and run campaigns

\$125.00/month 6-month price:  
\$100/month or \$600.00

# PACKAGES

## Social Media

### Basic package:

Posting on 1 channel 3 times per week  
Creating content for posts  
Creating links and call to actions  
3- months \$144.00/month  
6-month price: \$134/month or \$804.00  
Analytics \$50.00

### Deluxe package:

Posting on 2 channels 3 times a week  
Creating content  
Creating links and call to actions  
Boosting Posts (+ channel's fee)  
3-months \$288.00/month  
6-month price: \$278/month or \$1728.00  
Analytics \$75.00

Cost to post is **\$12.00** per post

### Upgrade Package:

Posting on 3 channels 3 times a week  
Creating content  
Creating links and calls to action  
Boosting posts (+ channel's fee)  
3-months \$432.00/month  
6-month price: \$422/month or \$2532.00  
Analytics \$100.00

Addition costs: sourcing images for posts: \$20 per/post + cost of image if not a free stock image

# PACKAGES

## Digital Advertising on Facebook, Instagram

### Basic Package:

Create 2 ads, optimize them for Facebook and Instagram and run for 2 weeks

Analytics

\$195.00 + ad budget

### Deluxe Package:

Create 4 ads, optimize them for Facebook and Instagram and run for 1 month

Analytics

\$290.00 + ad budget

### Upgrade Package:

Create 6 ads, optimize them for Facebook and Instagram and run for 1 month

Analytics

\$385.00 + ad Budget

# PACKAGES

## **Blog posts and posting**

500 Words with pictures and key factors \$125.00

1000 Words with pictures and key factors \$150.00

## **Social Media Strategy**

Starting at \$300.00

## **Landing Pages**

Starting at \$150

## **Google Keyword Search**

Inquire

## **Marketing Plans**

Inquire

## **Video Creation**

Starting at \$350.00 for a 30 sec edited video

Starting at \$500.00 for 60 sec edited video

Video Stories, Animation video, Gifs starting at \$350.00



# VIDEO'S IMPACT ON SOCIAL MEDIA



Social video generates 1200% more shares than text and image content combined.

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

64% of consumers make a purchase after watching branded social videos.

<https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>

# PACKAGES

## **Mobile Marketing/SMS campaigns**

Starting at \$150.00 + Text message  
fees

## **Lead Generation Campaigns**

Multichannel Campaigns for awareness  
and engagement  
Starting at \$500.00

## **Podcasting**

Pricing based on location, setup and  
length.  
Starting at \$500.00

# THANK YOU

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