


# Digital Marketing Services For



The logo features a blue circle with a white swoosh underneath it, resembling a stylized 'D' or a wave.

# 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 programs will help agents manage their digital assets and grow their business. I would venture to say most agents understand the value that digital marketing and social media offer them, but the fact is it takes a lot of time to create, write, and curate social media posts and digital content.

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

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# The Digital Marketing Shop

We all know this equation...  $\text{TIME} = \text{MONEY}$ . If you don't have the time, you have to spend the money for someone to do it for you.

Ah! But how much should you spend?

*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*

*How Much Do Real Estate Agents Spend On Marketing?*

On average, most **real estate** agents spend less than \$5,000 a year or between \$5,000 and \$10,000. However, there are the top 3% of real estate agents who spend more than \$80,000 on their marketing efforts, both online and offline. Over time, you can expand your marketing budget, but at first there are a number of benefits if you spend less on your marketing efforts. Jayden Thompson

*It's common for real estate agents to allocate approximately 10% of their gross commission income to marketing activities.* HomeSnap

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# SERVICES

## CRM Management

Manage database purge and  
standardize data

## Email Marketing

Campaign Management

## Website Management

Blogging, New pages

## Social Media Marketing

## Google Advertising

## SMS Marketing



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

# CRM MANAGEMENT

## Data Management

- Purge and clean data
- Dedupe
- Remove Unsubscribes
- Remove hard bounces
- Build contact lists



# EMAIL MARKETING

## THE WORKHORSE OF DIGITAL MARKETING

According to Litmus, **the return on investment (ROI) of email marketing is 3,600%**—meaning it brings in \$36 for every dollar spent.

Email converts 40% higher than social media platforms like Facebook and Twitter. The average email open rate in the real estate industry is 25%. Mar 1, 2022

Email marketing drives more conversions than social media.

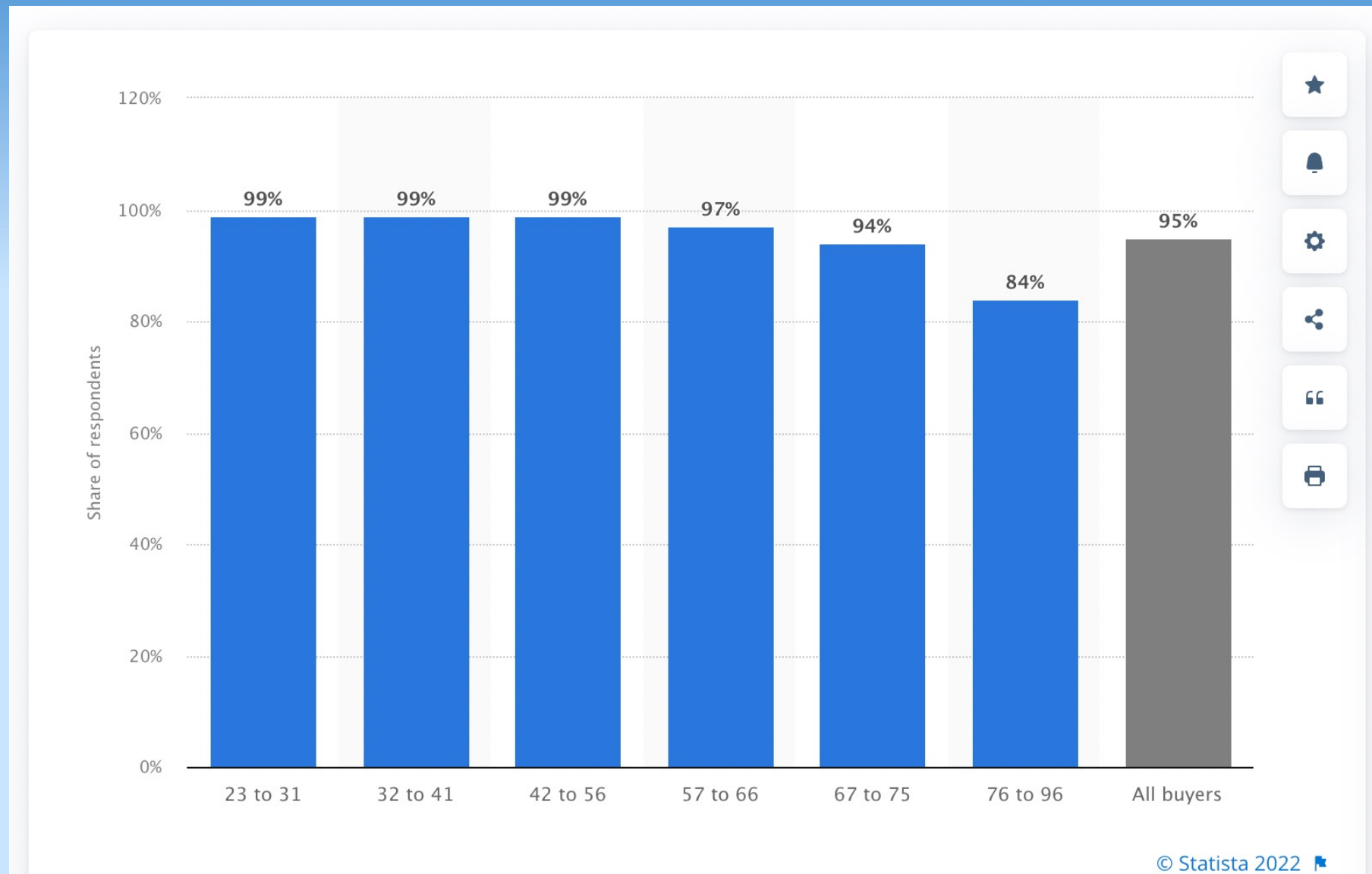
# YOUR WEBSITE

## 5 Benefits

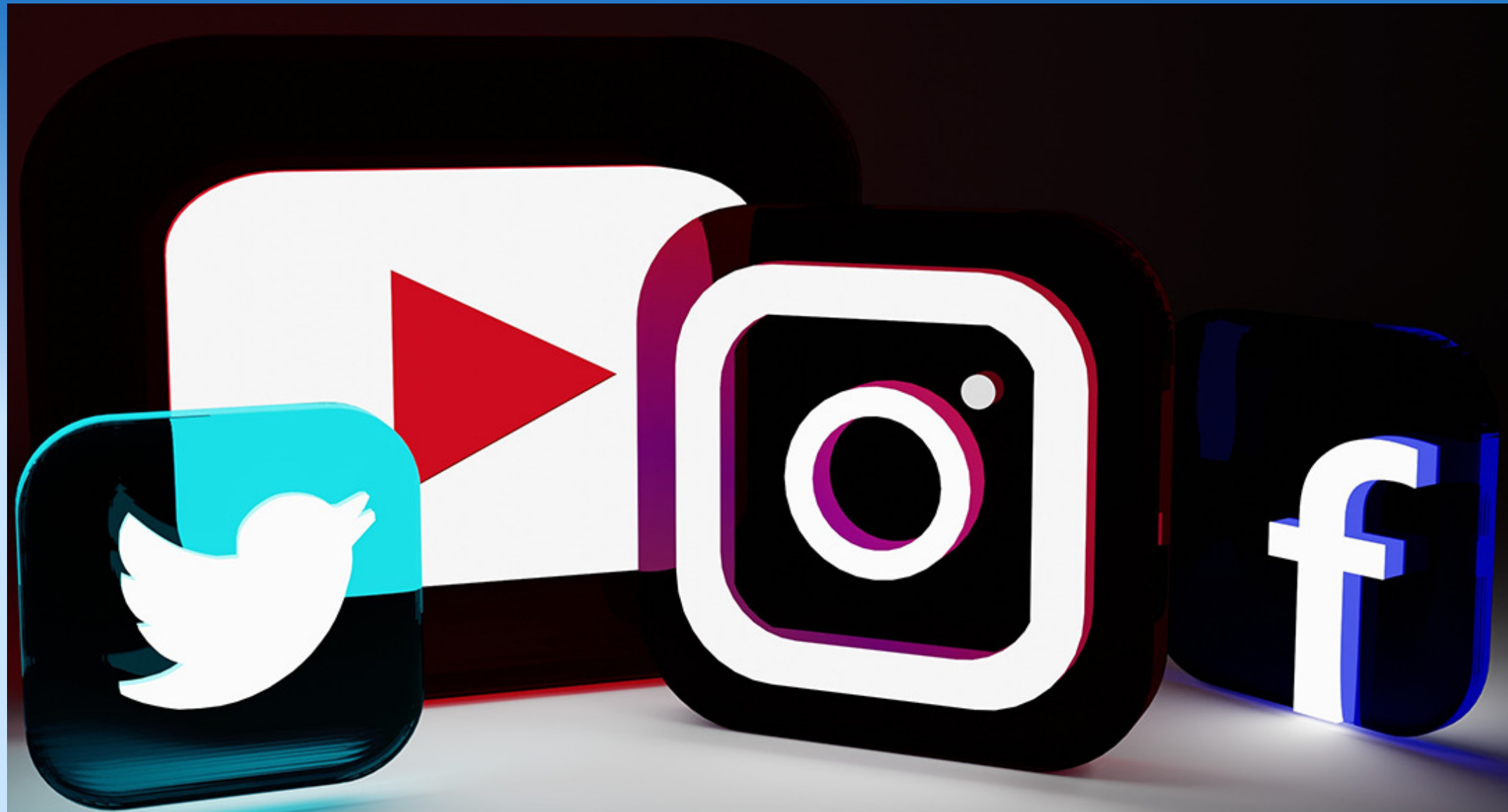
- **Brand yourself** – By having your own website, you are helping to create your brand online – a reflection of your authority and the services you offer.
- **Become a resource** – Your website should serve as a place where your current and prospective clients can learn more about you and your services. Educate your clients and prospects about you and about buying or selling real estate.
- **Stay Current** – Don't look like you are still living in the 90s with outdated content and designs. Staying current shows you are active and a viable choice!
- **Generate Leads** – Your website has an IDX/MLS connection, allowing visitors to search for leads. You can provide everything a buyer or seller is looking for in one place. Provide landing pages for social media. Track your leads as they journey through your website.
- **Organic Awareness** – The use of keywords in the content of your website and blog will optimize search and organic SEO. Using meta tags



# Frequency of internet use for home search by age group



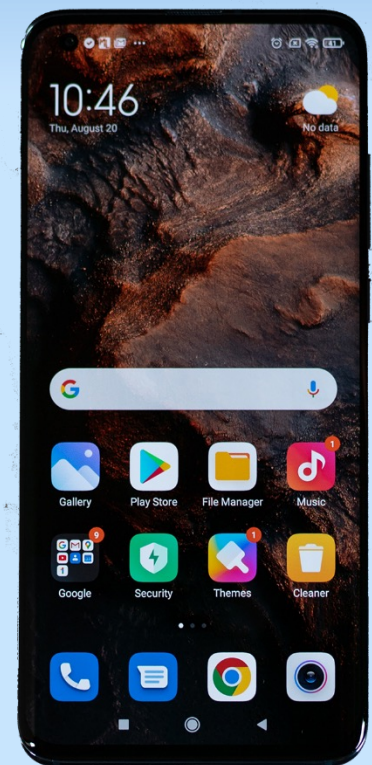
In 2022, Over 90% of homebuyers used the internet in their home search. *NAR*



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

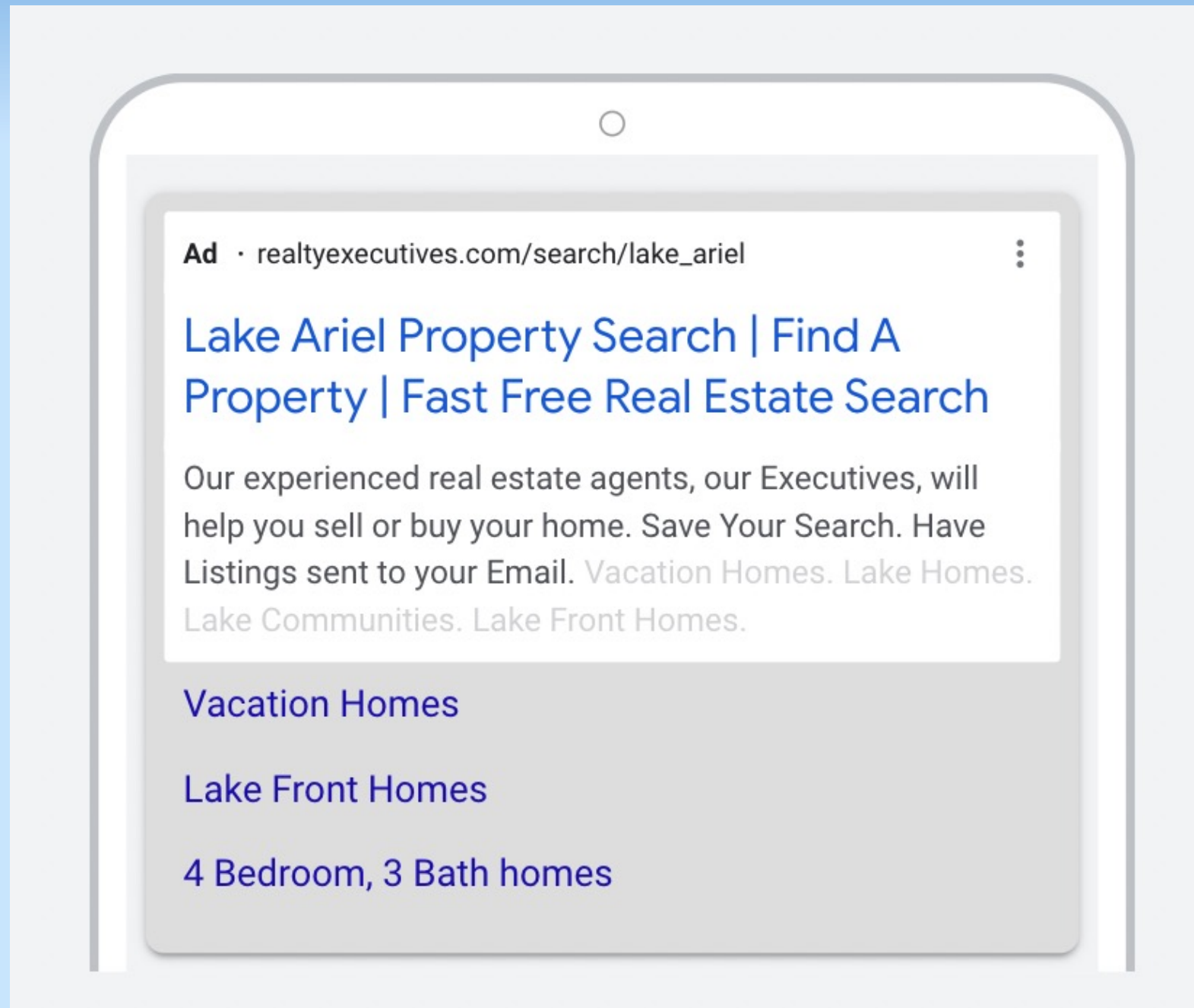
# SOCIAL MEDIA

- Creating a realistic social media strategy
- Creating Content for Social Media
  - ◆ Posts
  - ◆ Reels
  - ◆ Stories
- Expanding Social Media Channels
- Posting agent material



# GOOGLE ADS

## Google Search Ads





# GOOGLE ADS

## **Google Search Ads Benefits:**

1. Keyword Targeting.
2. Targeted Ads.
3. Google Conversion Tracking.
4. Exploit Search Intent.
5. Marketing Reach

# GOOGLE ADS

## Google Display Ads

AD

SEARCH SUBSCRIBE SIGN IN

ARCHITECTURE + DESIGN REAL ESTATE AD IT YOURSELF CLEVER CELEBRITY STYLE LIFESTYLE AD PRO AD REVIEWS VIDEO

Sotheby's INTERNATIONAL REALTY

Don't just look for a place. Discover a home.

Sotheby's INTERNATIONAL REALTY

Don't just look for a place. Discover a home.

1

NEED TO KNOW

Lagoons, Luxury Bunkers, and More Real Estate Trends for 2023

Here are the hot markets, amenities, and buying patterns pros need to know

Saddle River, New Jersey

Sotheby's INTERNATIONAL REALTY

TOUR WITH US

# GOOGLE ADS

## **Google Display Ads Benefits**

1. Reach people in multiple places:
2. Build campaigns around your goals:
3. Designed for ease of use
4. Optimized targeting
5. Smart bidding

# GOOGLE LOCAL SERVICE ADS

Results for **Lake Ariel, PA** · Choose area

Ads · Real Estate Agents | Lake Ariel



**Coldwell Banker  
Town & Country...**  
✓ GOOGLE SCREENED  
4.9 ★★★★★ (15)

25 years in business  
Open now until 5 PM



**The Meagher  
Team Realtors a...**  
✓ GOOGLE SCREENED  
5.0 ★★★★★ (40)

36 years in business  
Open 24/7



**Lewith & Freeman  
Real Estate, Inc**  
✓ GOOGLE SCREENED  
4.2 ★★★★★ (22)

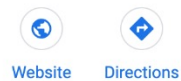
102 years in business  
Open now until 5 PM

## Real Estate Agencies

Rating Hours

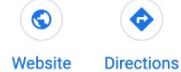
### Friedberg Properties & Associates

4.8 ★★★★★ (17) · Real estate agency  
10+ years in business · 105 Union Ave · (201) 871-0...  
Open now



### Mike & Noah Personette Real Estate

5.0 ★★★★★ (33) · Real estate agent  
7+ years in business · Tenafly, NJ · (201) 848-2068  
Open · Closes 9PM  
"One of the best agents I have worked with."



### Bobby Johnson Real Estate Sales & Inv...

5.0 ★★★★★ (69) · Real estate agent  
15+ years in business · Tenafly, NJ · In Keller Willia...  
Open · Closes 5PM  
Onsite services · Online appointments



→ More businesses



## Real estate agency

Real estate ag Cresskill, NJ

Rating Hours Sort by

Website Call

### McSpirit & Beckett Real Estate

4.8 ★★★★★ (25) · Real estate agency  
10+ years in business · Tenafly, NJ  
Open 24 hours  
Onsite services

Website Call

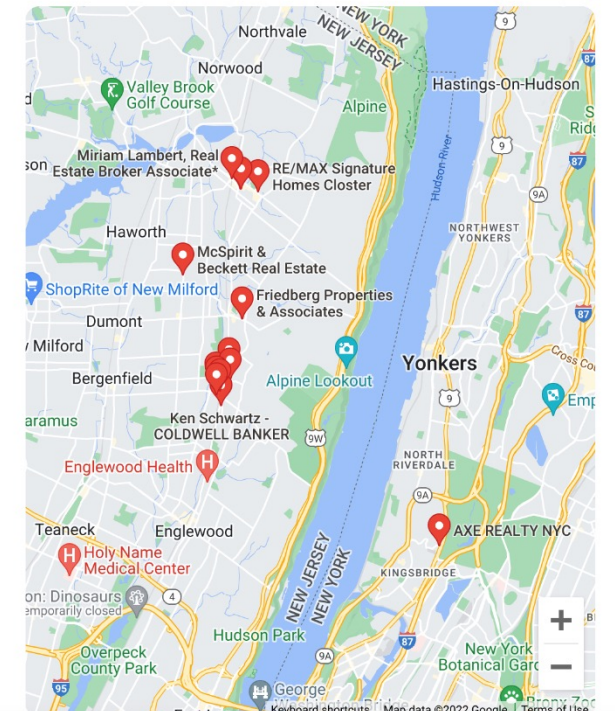
### RE/MAX Signature Homes Cluster

4.8 ★★★★★ (46) · Real estate agency  
Cluster, NJ  
Open · Closes 5:30PM

Website Call

### Orly Chen

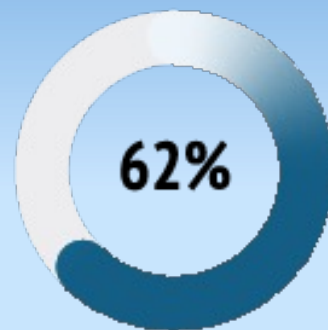
5.0 ★★★★★ (58) · Real estate agency  
7+ years in business · Tenafly, NJ  
Open · Closes 8PM





# SMS AND MMS TEXTING

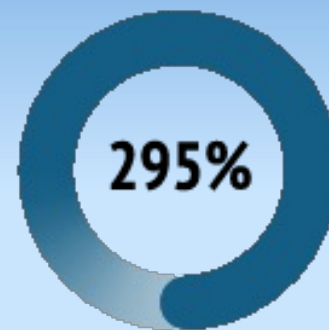
## REAL ESTATE TEXT MARKETING STATISTICS



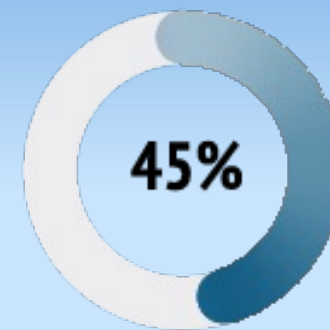
Clients that prefer properties sent through text message



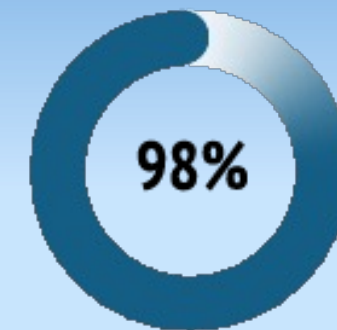
Text messages read within three minutes of receipt



SMS response rate compared to call response rate



Average SMS response rate



Text message open rate

SOURCES: National Association of Realtors (NAR)  
Techjury.net  
Franchisehelp.com  
99firms  
Smscomparison.com

 **Fit Small Business**

What is text marketing? Think of it as email marketing on Steroids. You get the same type of personalization that email offers but with a much better open rate (98%) and average response rate (45%). SMS messages appear on your phone and not in your inbox.

# PACKAGES

## PRIME AGENT

### **Basic Package:**

- Standardize, segment, and purge data
- Manage CRM
- Personalize website for agent and locale
- Edit, personalize and send monthly newsletter
- Create content for additional web pages
- Create Broadcast and drip emails
- Set up and run campaigns

6-month price: \$600.00

# PACKAGES

## Social Media

### **Basic Package:**

Posting on 2 channels 3 times a week

Creating content

Creating links and call to actions

Boosting Posts (+ channel's fee)

6-month price: \$1728.00

### **Upgrade Package:**

Posting on 2 channels 3 times a week

Creating content

Creating Video and Reels

Creating links and calls to action

Boosting posts (+ channel's fee)

6-month price: \$2532.00

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

# 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

## Google Ads

### Google Search Ads

Research keywords, create ad/ad sets, revise strategy from conversion data and connect to IDX feed.

Run monthly for 6 months.

\$1500.00 + ad Budget

### Google Display Ad:

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

Analytics

\$385.00 + ad Budget

### Google Screened Local Business

Set up the process, and qualify your services for being screened

\$200.00

# PACKAGES

## **Mobile Marketing/SMS campaigns**

1 time \$15 Vetting fee, \$400 per month for 2000 text messaging units, minimum three months commitment.

1 message unit = 160 characters

MMS message = 3 message units

1 campaign per month

# THANK YOU

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