

Web Marketing Systems That Work!

By Tricia Fink Andreassen, Founder/CEO of Pro Step Marketing

You might be asking yourself, “Tricia, what exactly is a web marketing system?” To answer this, I went to the dictionary and looked up the meaning of the word “System” and found this:

1. An assemblage or combination of things or parts forming a complex or unitary whole; or 2. A group of interacting, interrelated, or interdependent elements forming a complex whole.

After seeing this description, I thought it was a perfect way to describe how a web marketing system is pulled together. Here, I will share with you the five components that I feel make up a web marketing system. Once you read through these components, I hope it will enable you to assess which part of your marketing plan you might want to improve on over the next 12 months.

1.) Plan (Roadmap) – This is the foundational component to the entire system. The planning part is the “analyze and strategize” step of building a marketing system. This is where you have to objectively look at where you are getting your existing business and also where you want to grow parts of your business more effectively. Journal your answers to questions like:

- What percentage of my business is working with buyers/sellers?
- What kind of buyers/sellers am I attracting? Luxury homes? First-time homebuyers?
- What trends are in my target market or what “niche” markets do I want to break into? For example, new homes, golf properties, etc?
- Do I want more of a share in that target market? If I do, how do I effectively build a section in my website to attract prospects looking for those homes?
- What tools do I feel are giving me the best ROI? Which ones am I not utilizing effectively?

In doing an analysis of your business, you will have a “Clarity of Vision” of how you want to be perceived in the market place, where you want to focus your energy to build your business, and how to accomplish those goals. After you have gone through this process, you will be able to see what your consumers’ needs might be and build a website that speaks to them. This Roadmap process is what leads to the other parts of the system.



2.) Branding – Your brand is really the “heartbeat” of your business. A logo is only a tiny part of what actually makes up the brand. When building a brand you want to carry it consistently into all your marketing channels including your website. By “Smashing Your Brand” you should bring the brand to life through visual elements and through the core message. This is where the Roadmap phase mentioned above helps you build a brand that connects with you and your audience.

3.) Website - Many agents in the business are constantly wondering how to make their website generate the best quality leads and also convert them effectively. In a nut shell, when you build a website it really needs to be highly focused on the needs of your target market. You can't just have generic things in your site such as “cookie-cutter” content and basic searches of the MLS. If done effectively, the Roadmap will uncover what content needs to be in your website to engage the consumer and build the relationship.

4.) Tool Integration – Throughout your career you have probably invested in many tools such as Top Producer, eNeighborhoods, Real Pro Systems, Number 1 Expert, and IDX. (The list can go on and on.) These tools should be evaluated so they can be incorporated into all channels of your marketing and maximized in your website.

5.) Search Engines – Once you have your Roadmap to work from, a consistent brand and a website that attracts, connects, and communicates to a specific audience, you can now “Wave the Flag” to drive traffic to your site. Remember, ranking for your name may not be as effective as ranking for “Marco Island Golf Properties.” But to go after that keyword string, you have to have a content page specific to golf properties. (Ex: <http://www.marcorealtysource.com> – See the golf properties section.) Obvious items such as technical codes (title, meta tags, link building, etc.) are key components in search engine optimization; however, the more focused you are on what you want to go after, the better. Search engines will rank your site on the target-rich, custom content that is in your website.

I hope this gives you an idea on how each component works together to make up a “Web Marketing System.” To learn more about how to put together a roadmap specific to your business, please come to the “Web Marketing Systems That Work” class on Friday, July 27th at 7:30AM. Register early at www.WebSystemsThatWork.com and have a chance to register for an iPod at the 2007 STAR POWER Conference filled with STAR POWER Club interviews!

