

The Billion-Dollar Blueprint

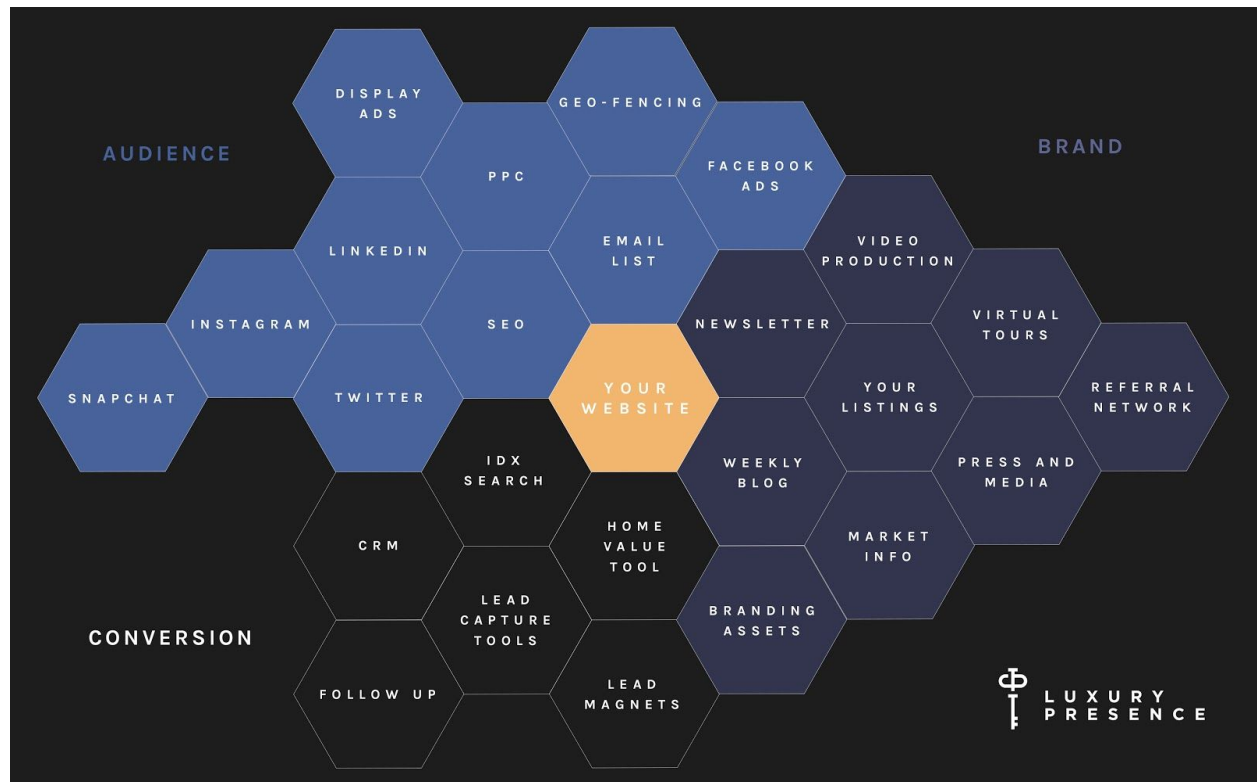
A detailed, personalized marketing plan based on our experience of working with celebrity agents, Billion-Dollar teams & top-producing brokers.

Over the last 2 years we have executed marketing campaigns for clients with over **\$30 Billion in combined sales**. Out of those clients 18 have made the WSJ Top 100 in the last two years.

This blueprint and our **ABC system** are based on countless experiments, world-class creative, and tireless innovation. The strategies contained in this blueprint are the exact strategies we use when working with our top-producing clients.

ABC stands for Audience, Brand, and Conversion. These three elements make up our marketing system, which we have developed **specifically for luxury real estate agents and teams**. However, it is also highly effective for non-luxury real estate marketing - after all almost every person looks for the trust communicated by a strong luxury brand.

Marketing is about focus and consistency. That's why this blueprint contains our **five real estate marketing types**, and a recommended marketing plan for each. Knowing your profile will guide your personalized marketing strategy. Your plan is proven suited to help you succeed.



Part I: Five Marketing Types

Use the criteria and your goals to find the type and plan that best fits you.

The first step to using this blueprint is to determine your marketing type, by looking at both the criteria and the goals and comparing it to your business and personal goals. You may not identify with one type completely, but it is possible to mix plans to create a fully individualized plan that fits your business and goals.

The second step is to review the different strategies contained in your recommended marketing plan. Part II of this blueprint includes a detailed description and how-to's for each marketing strategy.

The last step is to develop an action plan for implementing your new marketing plan. Most importantly, you need to realistically assess which of the strategies in your plan can be done yourself, which can be done by your team in-house, and which you'll need to outsource.

We've included a difficulty rating, in case you plan to handle a strategy yourself or in-house. In the case you decide to outsource any of the strategies, we have included a list of recommended vendors.

Full disclosure: Some of our partners are recommended vendors. Our list of partners has evolved over time and only includes vendors who meet our client's high standards for reliability, functionality, and customer service.

Here's how to use this marketing blueprint:

- 1) Select one of the five marketing profiles below
- 2) Read our guide for each of the recommended marketing strategies in your plan
- 3) Develop an action plan to implement the strategies (in-house or outsourced)

Type 1: The Top Producer

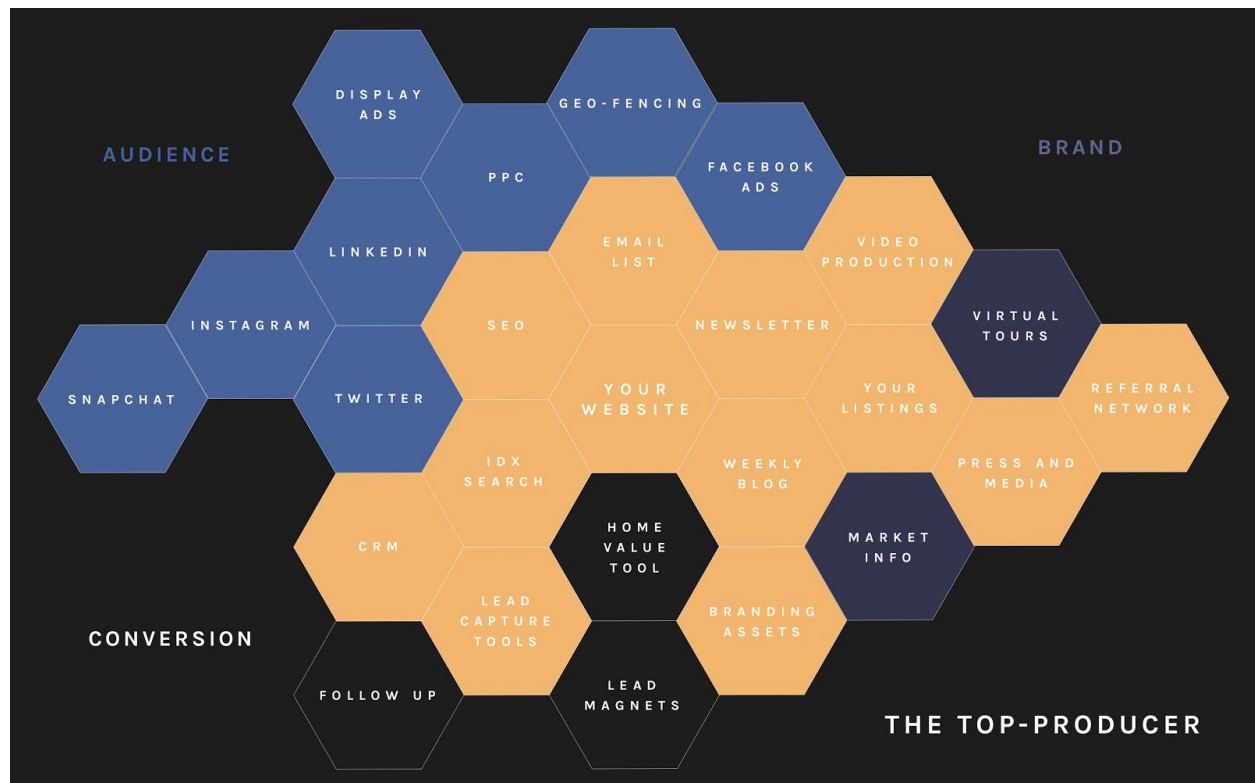
The Top-Producer is well established and is selling 10+ multi-million dollar homes every year. She generates her business mostly through repeat clients and referrals. The goal for her marketing plan is to establish a strong online presence by combining content marketing, SEO and great conversion tools to maximize listing exposure and generate high-end leads.

Minimum Criteria

- Strong sales record as one of the top-producing agents in your market
- Email list of 1000+ qualified contacts
- High-end listings with high-quality photography available
- Frequent press and media features

Your Goals

- Generate high-quality leads of luxury buyers and sellers
- Communicate your brand and experience online in a compelling way
- Activate your existing network to solicit more referrals
- Build a network of global referral partners



Important: The golden tiles make up your personal marketing plan.

Type 2: The Influencer

The Influencer is comfortable sharing his life on social media, interacting with followers on a daily basis and has an entertaining personality. He thrives interacting with followers on a daily basis. His clients include entrepreneurs, young families and everything in between. He has seen his business increase recently and wants to build momentum. The goal for his marketing plan is to grow a large audience on social media and leverage website conversion tools to turn that audience into clients.

Minimum Criteria

- Energetic, entertaining with an extroverted personality
- Comfortable using Instagram, Facebook and Snapchat
- Ideally already has a few listings that photograph and film well
- Willingness to spend time creating content and engaging with followers

Your Goals

- Become a lifestyle influencer and/or celebrity
- Win more listings by having a strong following as a key differentiator
- Generate leads on social media and drive traffic to your website
- Reach new audiences through viral content



Important: The golden tiles make up your personal marketing plan.

Type 3: The Powerhouse

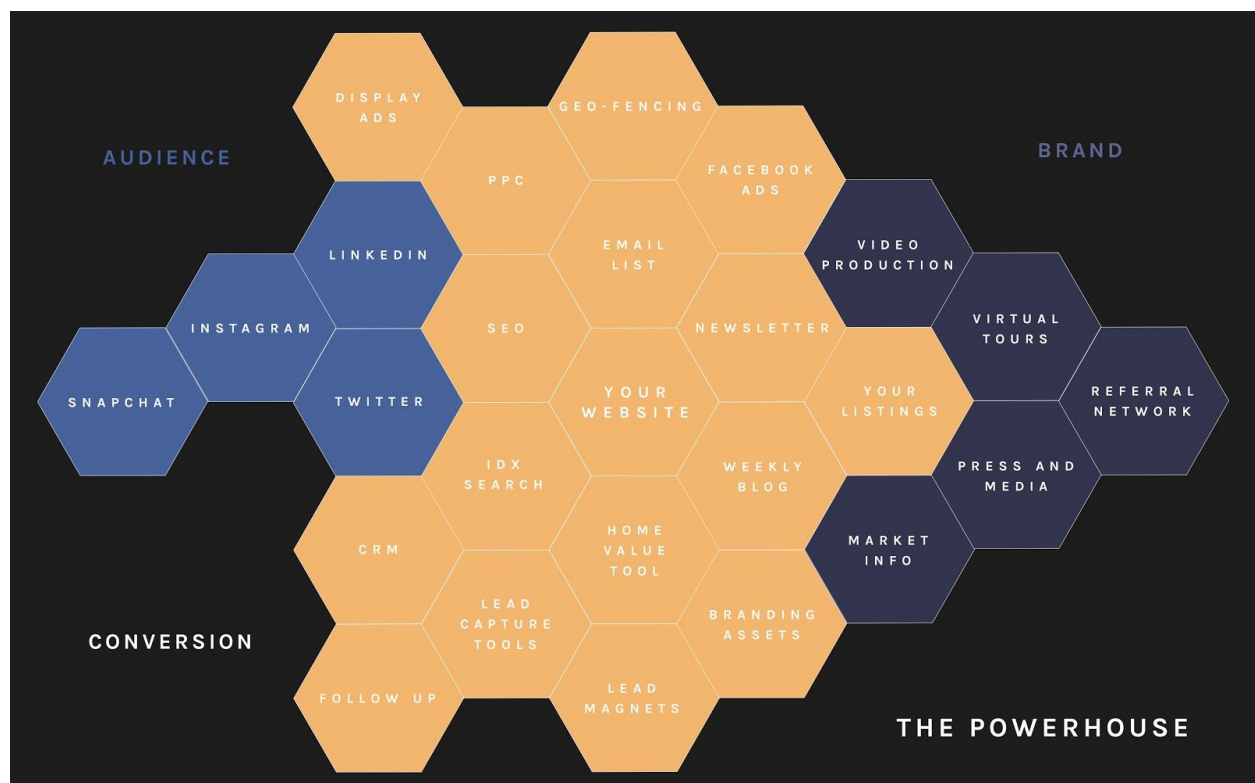
The Powerhouse sells dozens of listings every year. He has a small team of 2-10 agents and is always looking to improve efficiency while increasing the inflow of online leads. The goal for this marketing plan is to generate more leads, using Facebook Ads and SEO while also improving the quality of leads through strong brand building.

Minimum Criteria

- Single agent or small team with the capabilities to do a high volume of transactions
- Ability to handle follow-up efficiently (designated person)
- Advertising budget in place

Your Goals

- Generate a high volume of leads while increasing lead quality
- Build a reliable and scalable pipeline of leads
- Develop robust mechanisms for follow-up and conversion
- Solid reporting and analytics to understand and improve ROI



Important: The golden tiles make up your personal marketing plan.

Type 4: The Newcomer

The Newcomer is going through her first 2-3 years in the real estate business. She has closed a few transactions and is looking to build a consistent pipeline of clients while also establishing a personal brand that will give her credibility at listing appointments.

Minimum Criteria

- Willingness to create content and engage with leads
- Ideally a few sold listings
- Good market knowledge and willingness to start as a “buyer’s agent”

Your Goals

- Generate a steady inflow of leads online
- Stay within a reasonable budget
- Build an online presence to establish credibility with potential clients



Important: The golden tiles make up your personal marketing plan.

Type 5: The Specialist

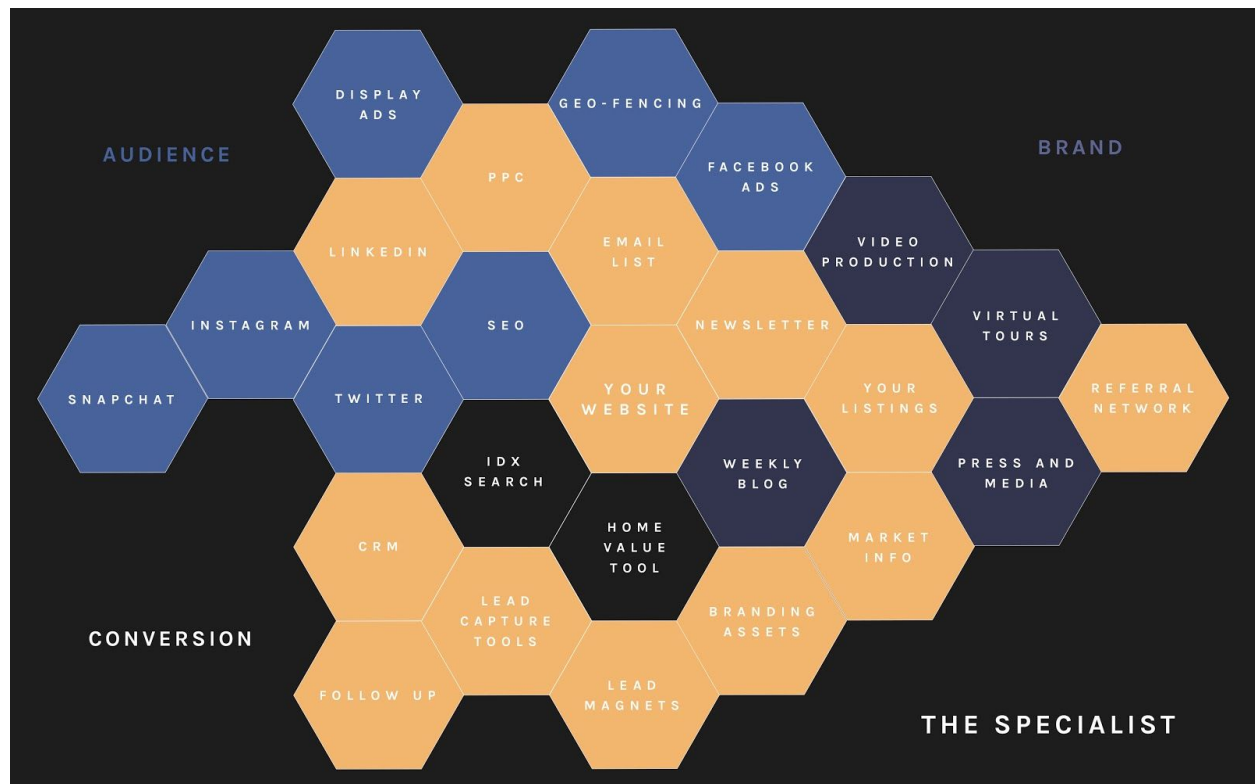
The Specialist is a seasoned professional, often with a past career in law or business. The Specialist focuses on a particular sector, for example, development projects or high-end spec homes. The goal for his marketing plan is to expand his trusted personal brand, activate his existing network, and create a strong referral network.

Minimum Criteria

- Existing trusted personal brand
- Email list with 1000+ contacts
- Strong market knowledge and relationships relating to a particular sector

Your Goals

- Expand your business within your sector
- Maximize potential of existing network by generating leads
- Build an online presence that clearly communicates your experience



Important: The golden tiles make up your personal marketing plan.

Part II: Marketing Strategies

Following is our guide for each of the marketing strategies listed in the blueprint.

Your Website

No matter what marketing type you are or what strategies you choose, at the core of any good marketing plan is your website. Your website is integral to all elements of your marketing plan. For example for any SEO strategy it is important that your website is fully optimized - and for your Facebook ads you need landing pages or content on your website to send your traffic.

Objectives

- Highlight your experience, knowledge, and differentiation
- Establish a credible and trusted brand
- Showcase your current and sold listings
- Capture leads
- Provide neighborhood information
- Show interesting content and relevant articles on your blog
- Highlight achievements through press & media or testimonial pages
- Showcase property videos and virtual tours

Essential Features

- Video background opening
- Clear CTAs (Call To Action)
- Lead capture tools such as a newsletter signup, home valuation tool, and account signup
- High-quality IDX search with map search and listing notifications
- Fully responsive and mobile friendly design
- High-resolution photo sliders for property pages
- Video and virtual tour embedding on property pages
- Admin panel to update listings
- Email notifications for leads and inquiries
- Neighborhood and other support pages
- SEO optimization tools

Difficulty Rating: 9/10

Recommended: Luxury Presence → [Click Here](#) to view our design portfolio

Audience

SEO

Search Engine Optimization (SEO), has become the buzzword in real estate marketing. Yet, most realtors do not have an understanding of this strategy and often end up disappointed with the results SEO firms provide them. The most important thing any realtor needs to understand about SEO is that it is an **all-or-nothing, long-term strategy**.

What does that mean? Unless your website shows up on the first page (or second page for large keywords), your SEO work is a wasted effort since virtually no visitors click past the first or second page. It is a long-term strategy because building trust with Google takes a long time (6-12 months) and climbing the rankings does not happen overnight. Maintaining your rankings is just as important as your initial climb.

Therefore, we recommend SEO only if either:

- 1) Your website is not showing up for branded terms like your name or business name.
- 2) You want to make a long-term investment to dominate the organic search rankings.

Objectives

- Rank your website for branded keywords (search terms) such as your name
- Rank your website for non-branded keywords such as your market ("Beverly Hills real estate agent")
- Drive high-quality traffic from organic rankings for years to come

Essential Features

Google takes into account hundreds of factors when ranking a website. Some of the most important ones are the following:

- Number and authority of other websites linking to your website
- Website quality (content quality, speed, responsiveness)
- On-page optimization (meta titles, schema markup, image descriptions)
- Local optimization (map embedding, geo-optimization, Google+ optimization)
- Social media optimization (social signals, fully optimized social profiles)
- User behavior (bounce rate, average time on site, CTR)
- And many, many more

We do not recommend doing SEO on your own, unless you have researched the subject thoroughly and have the ability to continuously stay on top of algorithm changes.

Difficulty Rating: 9/10

Recommended: Luxury Presence → [Click Here](#) to request SEO case studies

PPC

PPC stands for “Pay Per Click” and typically refers to advertising on Google using Adwords. This strategy allows you to display ads for specific keywords, for example anytime someone searches “New York real estate agent.”

Objectives

- Drive targeted traffic to your website
- Generate buyer leads

Essential Features

- Extensive keyword research and A/B testing
- Continuous optimization to shift ad spending to the highest performing ads
- IDX home search tool on your website since much of the traffic will be from buyers looking for homes

Difficulty Rating: 5/10

Recommended: Google Adwords / In-House

Display Ads / Retargeting

Display ads show up in many places while browsing the internet, for example in the sidebar of CNN or ESPN. Every wondered why after you visit Nike.com, ads with the specific pair of shoes you looked at follow you around on other websites? These ads are display ads and the strategy Nike uses is called retargeting. It means showing ads to people who have engaged with your brand, for example by visiting your website.

Objectives

- Re-engage people who have shown an interest in your brand
- Convert traffic that traffic into leads

Essential Features

- Other extensive ad campaigns (on Facebook or Google) to combine this strategy with
- Keyword research and continuous optimization to maximize ROI

Difficulty Rating: 7/10

Recommended: Advertising agency

Facebook Ads

Facebook ads are slowly but surely becoming the most important and effective advertising channel for real estate agents. In contrast to PPC ads, Facebook ads allow you to target people by income, behavior, location (geofencing), and many other factors that indicate their propensity to buy or sell a home. For example Facebook allows you to target people who recently moved, had a child within the last year, or recently got divorced.

Objectives

- Drive highly targeted, low-cost traffic to your website
- Generate leads within Facebook to feed directly into your CRM and newsletter

Essential Features

- Extensive A/B testing
- Great creative and copywriting
- CRM system for lead follow-up and nurturing
- Website with IDX search, home valuation tool, lead magnets, and lead capture

Difficulty Rating: 5/10

Recommended: [AdEspresso](#) (self service platform) or [Luxury Presence](#) (done for you)

Email List

Your email list is the most important piece of your audience because email still provides the highest response rates when compared to other marketing channels. Your email list should be synced with an appropriate CRM and newsletter tool and segmented according to the needs of your audience (for example: past clients, buyers, sellers, leads, service providers).

Objectives

- Build an engaged audience at your disposal to use for newsletters and for your advertising campaigns (you can target people on an email list with Facebook ads or create “lookalike audiences to target people similar to those on your email list)

Essential Features

- Reliable and secure CRM system
- Ability to segment lists and send personal emails or newsletters

Difficulty Rating: 2/10

Recommended: [Mailchimp](#) and/or [Contactually](#)

Instagram Growth

With over 800 Million active monthly users, Instagram is the most important social media platform besides Facebook. In contrast to Facebook (which is now exclusively “pay for play” meaning in order to reach an audience you need to advertise), Instagram still allows for tremendous organic growth which means you can build a large and engaged following.

Objectives

- Build an large and engaged following
- Convert the following into leads (via Direct Message or by driving traffic to your website)

Essential Features

- Curated and highly aesthetic viral and personal content posted daily
- “Super likes” to allow your photos to go viral (show up on the “Explore” page)
- “Shoutouts” (features) on large accounts (100K+ followers) to drive massive traffic
- Ideally frequent use of Instagram stories to show interesting content (e.g. home tours)

Difficulty Rating: 7/10

Recommended: [Luxury Presence](http://www.luxurypresence.com) or any proven Instagram marketing agency

Twitter

Twitter has lost relevance in recent years and is not as powerful for real estate agents because it is a text-based rather than visual medium. However, it can be a great tool for those who are creative and willing to engage on Twitter on a daily basis.

Objectives

- Build a large following of targeted followers
- Engage followers daily to create an expert reputation

Essential Features

- Daily posting of funny, valuable or unique content
- Continuous engagement with followers (commenting on others’ posts)

Difficulty Rating: 3/10

Recommended: The best way to market on Twitter is by doing it yourself or in-house

LinkedIn

LinkedIn is a great platform to connect with business professionals and thus has a lot of value for real estate agents looking to broaden their network. The goal of a LinkedIn strategy is to build valuable connections through direct outreach and posting high value content.

Objectives

- Build a network of your target audience
- Connect with potential clients by offering value through articles and content
- Drive traffic to your website

Essential Features

- High value content (blog posts), hosted on your website **and** on LinkedIn → One effective strategy is to post the first part of a post on LinkedIn and below it link to the second part on your website
- Understanding of LinkedIn Sales Navigator to build lists of people in specific industries
- System for converting leads into followers and ultimately email list subscribers

Difficulty Rating: 8/10

Recommended: In-House Marketer

Snapchat

Snapchat is only relevant for reaching Millennials and Gen Z. It is not nearly as effective as Instagram, and we only recommend Snapchat for specific goals such as reaching young tech entrepreneurs in Los Angeles and for using creative approaches such as geofilters.

Objectives

- Build a following and engage the following with daily stories
- Showcase high-end homes in stories to an engaged audience
- Create young, fresh, high-tech perception and brand

Essential Features

- Short format content such as luxury lifestyle clips or high-end home showings
- Integrated social media channels and website to build Snapchat following

Difficulty Rating: 3/10

Recommended: In-House Marketer

Brand

Branding Materials

Branding assets allow you to communicate your brand consistently across a variety of mediums. They include your logo, corporate stationery, business cards, and style guide.

Objectives

- Create a visual representation of what your brand stands for
- Achieve visual consistency across all marketing channels

Essentials

- High-quality logo and stationary with luxury look and feel
- Clear brand guide including color palette, brand voice, and style guide

Difficulty Rating: 7/10

Recommended: [The Branding People](#)

Monthly Newsletter

A monthly newsletter allows you to engage your email list and nurture new leads until they are ready to convert. The goal of your newsletter should be to entertain and inform, not to sell. Aggregate interesting content, exclusive listings, and personal recommendations in order to create a newsletter that is worth reading and won't be perceived as spam.

Objectives

- Engage your existing email list to build trust and position yourself as a local expert
- Stay at the top of your clients' minds to generate more referrals
- Drive traffic to your website and listings

Essentials

- Clean design template in line with your website design
- Engaging, valuable and interesting copywriting and image selection
- Clear CTAs to direct traffic to blog posts or listings on your website

Difficulty Rating: 4/10

Recommended: Mailchimp / In-House

Weekly Blog

Your blog should be hosted on your website and feature timely and valuable content for your visitors. Your blog serves as a destination for web traffic from ads and newsletter, as well as an integral part of your SEO strategy (more on that later).

Objectives

- Establish trust in your brand and market knowledge
- Engage and provide value to your website visitors and ad traffic
- Convert traffic into leads by having high-value “lead magnets” on your blog

Essential Features

- Clean design and readability
- Ability to post blog posts including text, photos, and videos using an admin panel

Difficulty Rating: 3/10

Recommended: Local Copywriter or [Luxury Presence](#)

Your Listings

We could write a book on this topic, and chances are so could you. How you present your listings is critical to your success and allows you to sell listings faster and for a higher price while using the listing to boost your own brand. Some of the most important elements (from an online marketing perspective) are: high-resolution photos, high-quality video production, Facebook live video, Instagram stories, and a well-written description for your website and newsletter.

Objectives

- Make the listing look good, stand out and receive attention from potential buyers
- Keep your sellers happy by promoting their listing beautifully
- Generate buyers leads
- Use the listing to build credibility with future clients (in specific market or price range)

Essential Features

- High quality listing description, high-res photography and video production
- Facebook live video and Instagram stories
- Virtual tour (only for standout listings)
- Website with full-screen slider and beautiful listing pages

Difficulty Rating: 3/10

Recommended: Local Copywriter and Photographer

Video Production

Video allows you to show off your personality, brand, market, lifestyle and properties. It is the most engaging medium and extremely beneficial for use on social media, your website, and your ads.

Objectives

- Brand video: highlight your personality, expertise, and what you stand for
- Lifestyle video: often used for background opening of your website, highlights your market and/or standout properties
- Property videos: highlight a particular property with aerial and interior video clips

Essential Features

- High quality production and editing team

Difficulty Rating: 8/10

Recommended: [Lemonlight Media](#)

Virtual Tours

Virtual tours are the future of the home buying experience. While headsets have not yet reached enough scale to be a relevant medium, offering virtual tours can please home sellers and provide a marketing advantage when integrated correctly.

Objectives

- Showcase a home in 3D with the ability to use a VR headset to view a listing remotely
- Make virtual tours available on your website's property pages

Essential Features

- Website with the ability to embed virtual tours seamlessly
- Photographer with the ability to shoot 360 photography and create VR tours

Difficulty Rating: 7/10

Recommended: [Matterport](#)

Market Info

Market information can be used to provide value to home buyers and sellers by offering market insights and lifestyle recommendations. It is most commonly presented in neighborhood pages on your website, oftentimes by pulling in the latest MLS listings for the neighborhood. Creative ways of sharing marketing information include neighborhood lifestyle videos or Instagram stories to highlight the latest open houses every week.

Objectives

- Highlight your market knowledge and local expertise
- Provide valuable information about your market to your website visitors
- Use neighborhood pages to boost your SEO and rank for keywords in multiple neighborhoods

Essentials

- SEO optimized neighborhood pages with well-written copy and imagery on your website

Difficulty Rating: 2/10

Recommended: In-House or local copy writer

Press & Media

For many of our most accomplished clients PR provides an opportunity to reach a large audience, boost SEO, and build a global brand. The links from articles on online media such as Forbes or WSJ provides an excellent foundation for our SEO work and allows agents to rank much quicker.

Objectives

- Get media coverage for you and your properties across print, online, and TV
- Provide valuable information about your market to your website visitors
- Use neighborhood pages to boost your SEO and rank for keywords in multiple neighborhoods

Essentials

- Newsworthy pitch, such as a celebrity listing, big sale, or unique story
- Great PR partner with establish industry relationships

Difficulty Rating: 2/10

Recommended: [Influence & Co](#)

Referral Network

Building a global referral network is among the most effective marketing strategies for high-end luxury real estate professionals. Top agents understand the value of being able to earn 25% or more in fees while referring their clients to trusted referral partners in luxury markets around the globe.

Objectives

- Develop a strong network of referral partners in each luxury market globally
- Generate inbound referrals of international buyers
- Generate referral fees by referring clients to agents in other markets
- Share listings and promote each other to create a personal brand with a global image
- Share best practices and opportunities

Essentials

- Travel budget to establish personal relationships
- Warm introductions to the top agents in each market
- Ability to connect your website to share your listings with other top agents
- Marketing materials to communicate your global reach to your clients

Difficulty Rating: 9/10

Recommended: [Luxury Presence](#) → [Luxury Realtors](#) launching soon

Conversion

IDX Home Search

Your IDX home search tool is critical to generating buyer leads on your website by providing a beautiful and user friendly search experience. Your IDX tool needs to be able to capture leads by allowing for account signup in order to save listings and search parameters.

Objectives

- Allow buyers to search the MLS using your website
- Capture lead information by prompting visitors to create an account to save listings

Essentials

- High-quality and user friendly IDX search tool with frequent updates (30-60 minutes)
- Map search, split screen, and boundary search ability
- Ability to create account (including one-click Facebook login) to save listings
- MLS listing notifications system (instant, weekly or monthly email reports)

Difficulty Rating: 9/10

Recommended: Luxury Presence → [Click here](#) to view one of our custom IDX tools

Home Valuation Tool

A home valuation tool allows you to capture the address and contact information of seller leads. The key is a multi-step tool that looks appealing and provides a predictive address field before notifying you so you can follow up with the lead to schedule a in-person viewing of the home.

Objectives

- Allow sellers to request a home valuation on your website
- Generate seller leads by driving traffic to your home valuation page

Essentials

- Beautiful multi-step home valuation tool
- Predictive home address field
- Instant lead notification for improved follow-up

Difficulty Rating: 6/10

Recommended: Luxury Presence → [Click here](#) to view one of our home valuation tools

Lead Magnets

A lead magnet is content that is so valuable that people are willing to give their contact information in order to receive access. For example, this marketing blueprint is a lead magnet since you were willing to input your email address to receive access to it. Lead magnets allow us to build an email list by providing a lot of value. The key to effective lead magnets is to actually provide high-value content and to communicate the value clearly in the headline or the description of the ad. On your website one way to implement lead magnets is by writing high quality blog posts and asking people to create an account (using one-click Facebook login) in order to access the page on your website.

Objectives

- Build an email list of people interested in the content you are offering

Essentials

- High value piece of content (e-book, blog post, list of brand new properties, etc.)
- Website to host the content and ability to require email input to access the content

Difficulty Rating: 7/10

Recommended: Luxury Presence

Lead Capture

Lead capture tools can be used in countless ways. For most real estate agents and teams the following are the most important ways for capturing leads: IDX home search account signup, multi-step home valuation, newsletter signup, lead magnet capture, and contact inquiry form.

Objectives

- Capture the contact information of as many website visitors as possible
- Generate leads in a non-intrusive way
- Maximize conversion rates at each stage of the sales funnel

Essentials

- Modern website optimized for conversions
- Clear CTAs on the website
- Multiple credibility builders such as testimonials or press mentions
- Lead capture tools including IDX, home valuation, lead magnet, and newsletter signup

Difficulty Rating: 7/10

Recommended: Luxury Presence

CRM

Once your audience is growing and your website is fully optimized for converting traffic into leads, you will need to develop a system for following up with and nurturing leads over time. Timely follow up (within 3 minutes of receiving a lead) drastically increases your chances of turning the lead into a customer. Many leads do not immediately convert, so for those leads a lead nurturing system is critical. The two most common ways for nurturing leads are 1) automated, individual email sequences or 2) monthly newsletters.

A CRM allows you to manage the lifecycle of your contacts and leads from when they first become a lead all the way until they become your customer.

Objectives

- Organize contacts and leads into segments that can be individually addressed
- Automate lead follow-up with personalized emails

Essentials

- Full-service CRM with email integration
- Great customer support and training
- Full website integration to push your website leads into the CRM
- Full integration with other lead sources such as Zillow and Homes.com
- Personalized email sequences and email blasts to various contact segments
- Email templates and reminders to simplify your follow-up

Difficulty Rating: 5/10

Recommended: [Contactually](#)