

Tailored Digital Marketing Solutions

BUYER LEADS FOCUSED STRATEGY

PREPARED FOR
BURNETT REAL ESTATE TEAM

Presented To:

Cody Burnett
Principal Broker
Burnett Real Estate Team

Presented By:

Name
Founder
Hiraia Scaling Solutions

1 March 2023



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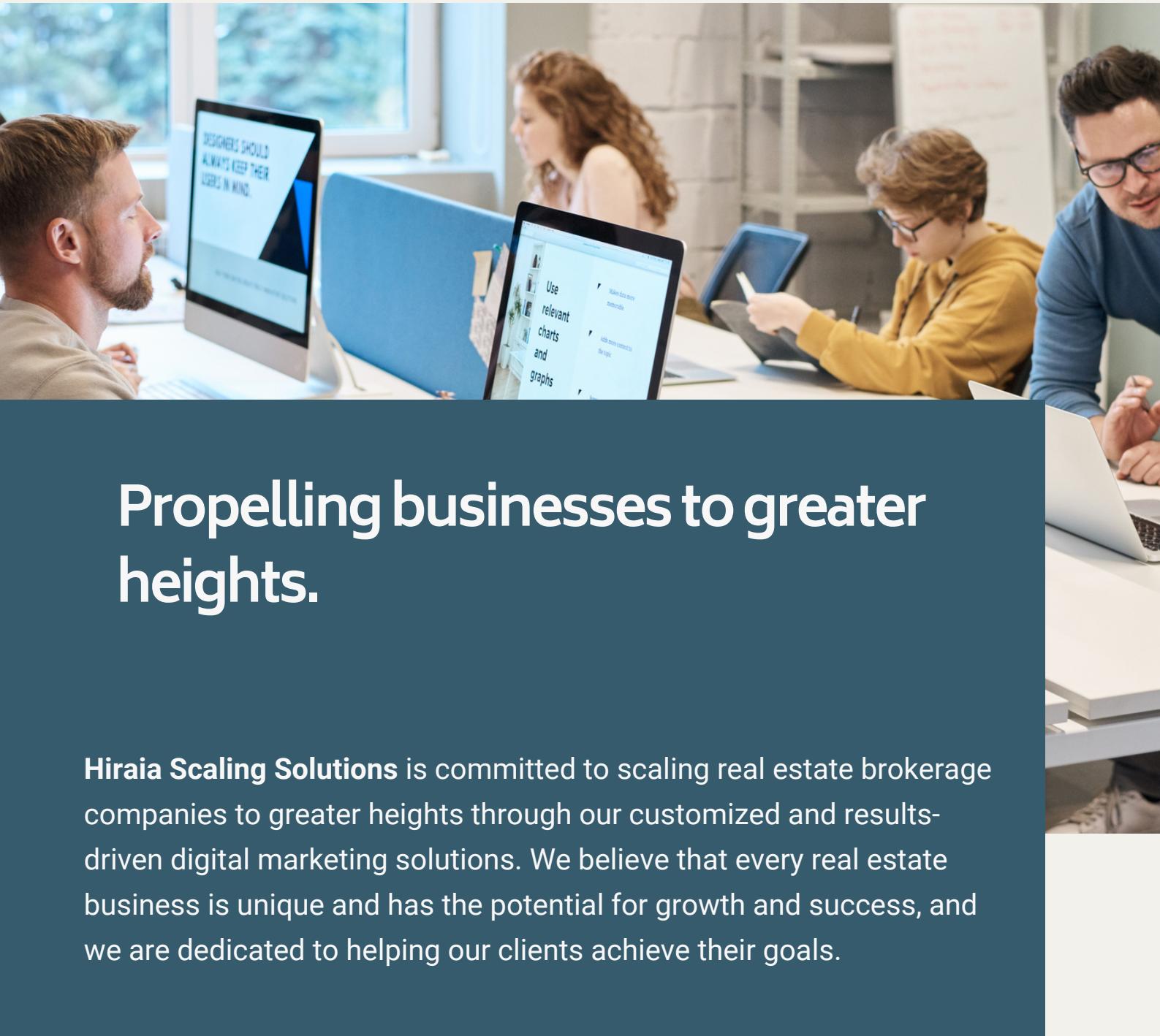
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INTRODUCTION



Propelling businesses to greater heights.

Hiraia Scaling Solutions is committed to scaling real estate brokerage companies to greater heights through our customized and results-driven digital marketing solutions. We believe that every real estate business is unique and has the potential for growth and success, and we are dedicated to helping our clients achieve their goals.

Who We Are

A photograph showing several people working at desks in an office environment. One person in the foreground is looking down at a laptop, while others are visible in the background, some holding papers. The office has large windows and modern furniture.

Hiraia Scaling Solutions is the brainchild of college friends who share a common passion for helping businesses grow.

We started this company with a simple mission in mind:
to provide innovative and effective digital marketing solutions that help businesses achieve their growth potential.

Personal Background

As students of life, we are always eager to learn and improve our skills. We are passionate about staying up-to-date with the latest trends and technologies in digital marketing, and we are constantly pushing ourselves to think outside the box and come up with creative solutions that deliver results.

At the heart of our business is a collaborative spirit that drives everything we do. We love working with businesses of all sizes and industries, and we are committed to building strong and lasting relationships with our clients. We believe that by working together, we can achieve more and help businesses reach new heights of success.

Our Unique Services

We offer a wide range of unique and tailor-fit digital marketing services that are designed to help businesses scale their operations and increase their revenue.

Whether you are looking to drive more traffic to your website, increase your conversion rates, or improve your overall online presence, we have the skills and expertise to deliver results.

OUR MISSION

To provide innovative and effective digital marketing solutions that help businesses achieve their growth potential.

What Sets Us Apart

At **Hiraia Scaling Solutions**, we are trailblazers in the world of digital marketing. We are not afraid to take risks and try new things, and we are always looking for ways to improve our processes and deliver even better results for our clients. We are passionate about what we do, and we are committed to providing exceptional customer service every step of the way.

THE CLIENT

Burnett Real Estate Team

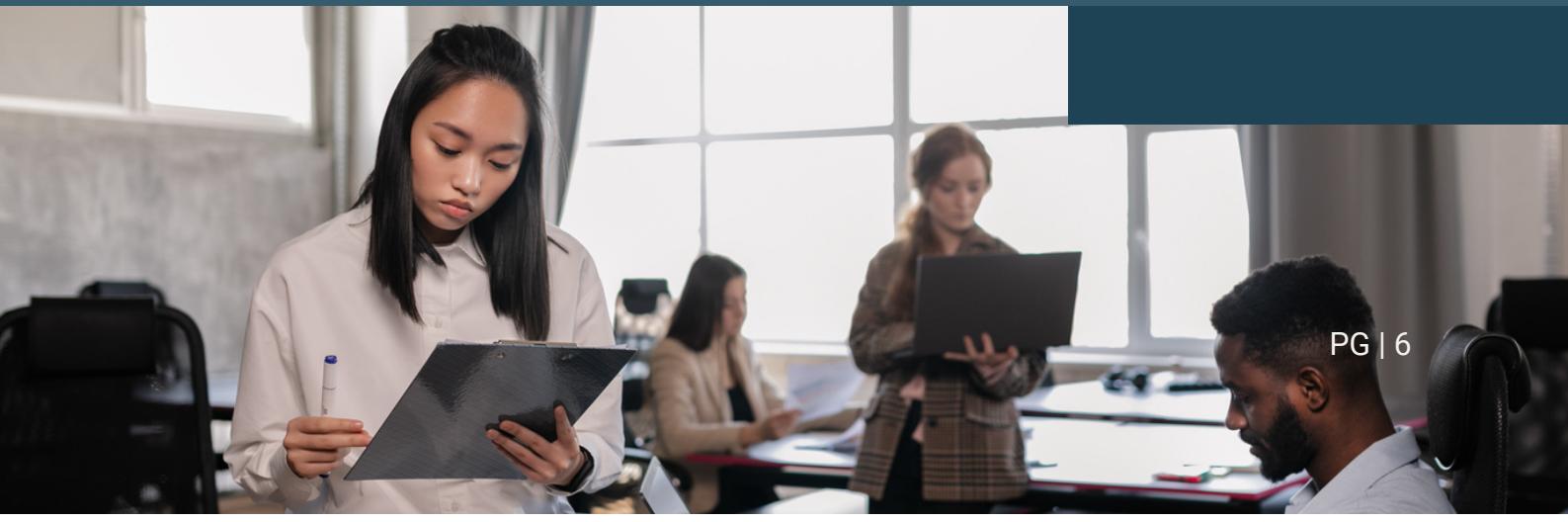
Cody Burnett

Profile



Cody Burnett is a seasoned real estate expert with over two and a half decades of experience in both construction and sales. With a passion for the industry running in his blood, Cody grew up on job sites and showing properties, learning the ins and outs of the business from his father, a Home Builder, and his mother, a real estate broker.

Cody put himself through college by building homes and received his real estate license in 1999. Since then, he has been dedicated to providing top-notch service to buyers and sellers in the greater northwestern part of Arkansas.



THE CLIENT

Burnett Real Estate Team

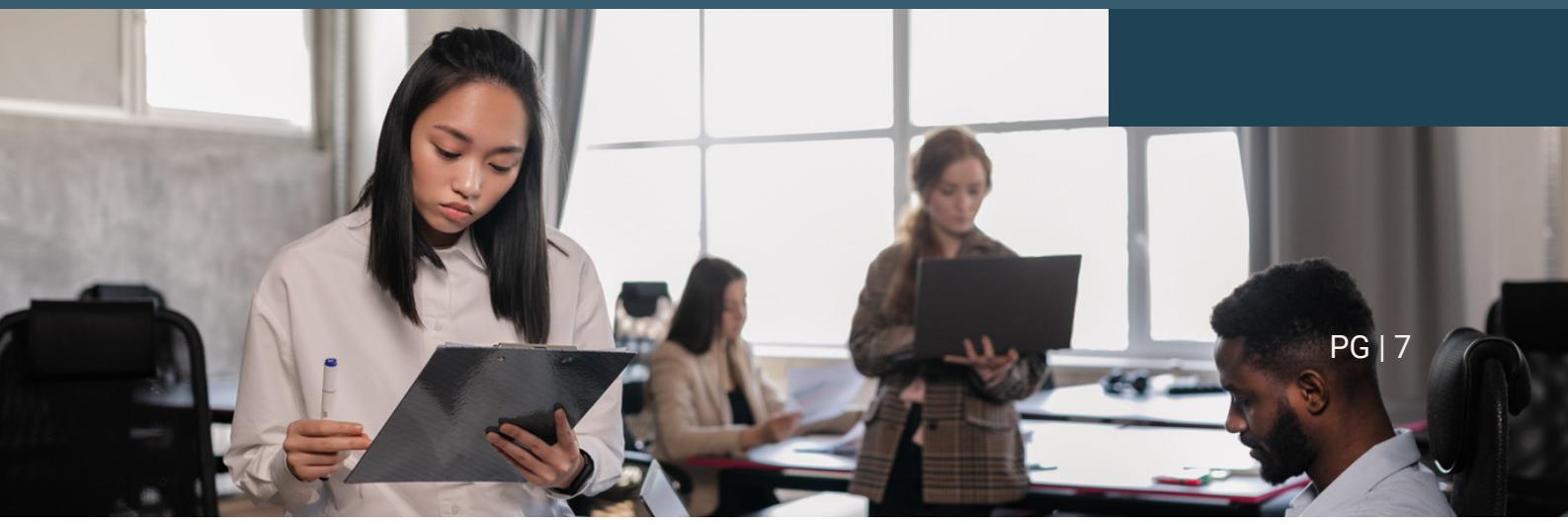
Cody Burnett

Profile



As the leader of the Burnett Real Estate Team, Cody takes great pride in helping clients find the perfect property or secure the highest possible sale price. He and his team offer full-service residential real estate services and are affiliated with Connect Realty, a national company with offices across the country.

When he's not working, Cody enjoys a variety of outdoor activities, including mountain biking, snow skiing, fishing, boating, and riding ATVs.



THE CLIENT

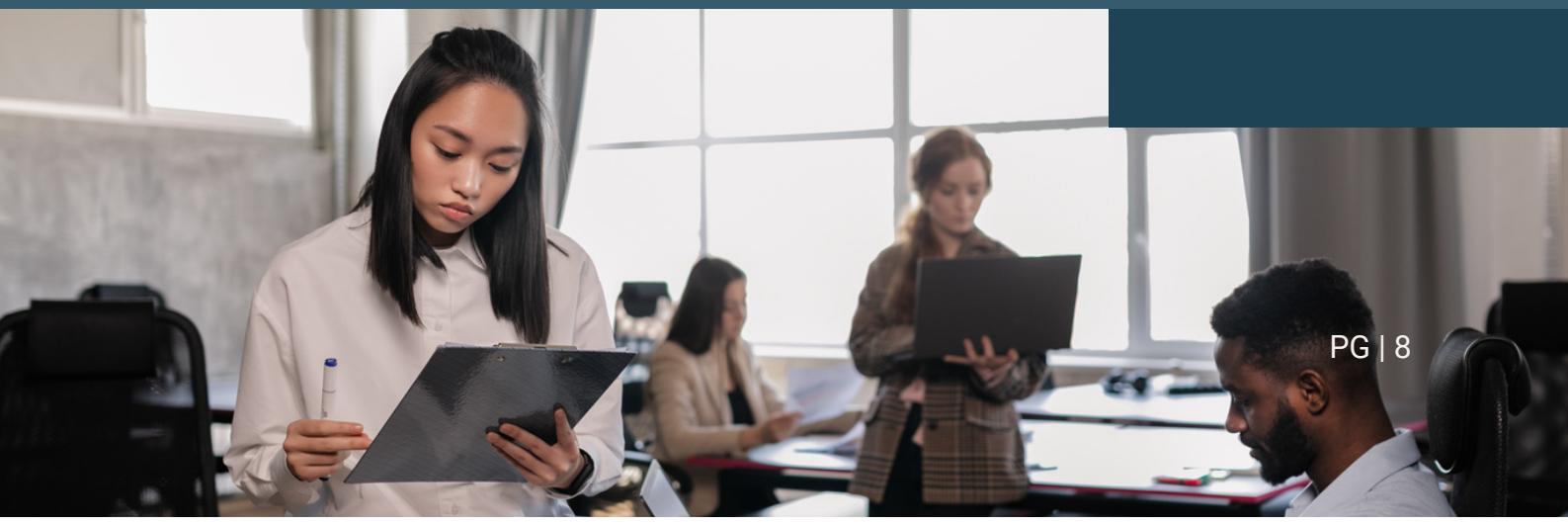
Burnett Real Estate Team

Cody Burnett



Identified Problems

1. Attracting serious buyers
2. Making the buyers choose Burnett Real Estate Team over competitors
3. Database of 6,000 contacts to be nurtured
4. New to the CRM used (KVCORE)
5. Website Optimization
6. Search Engine Optimization
7. Lead Generation
8. Digital Marketing



SOLUTION



Maximizing your business growth through tailored digital marketing solutions.

We offer tailored solutions based on the needs of Burnett Real Estate Team that will include search engine optimization (SEO), lead generation, website optimization and email marketing.

With our comprehensive digital marketing strategy, you can attract serious buyers, nurture your existing database, differentiate yourself from competitors, and maximize your business growth.

Solution - Goals

Our tailored digital marketing solutions are designed to help you achieve your business goals. By increasing website traffic, generating new leads, improving your online presence, and optimizing your website for lead generation, we can help you increase revenue and grow your business.

Other goals may arise during the Discovery Call and other discussions. Projections may be adjusted after an actual review.

30%

Increase in Lead Conversion rates within the next 6-12 months

50%

Increase in Website Traffic for the next 6 months

100

Serious New Leads per month

25%

Increase in Social Followers and Engagement



Solution - Focus

Create and Convert

We'll develop new, attention-grabbing creatives to direct prospects to your website, and optimize your website for lead generation to convert them into paying customers.

Engage and Entice

We'll engage and entice potential customers to provide their email addresses through effective lead magnets and engaging social media campaigns.

Review, Reuse, and Repurpose

We'll review your current marketing repository, reuse effective strategies, and repurpose content to reach new audiences and generate leads.

Clean, Connect, and Convert

We'll help you clean and organize your 6,000 contacts, connect with them through targeted email marketing campaigns, and convert them into paying customers.

Reputation Ramp-up

Monitor your online reviews and ratings, help you respond promptly to customer feedback to increase customer trust and loyalty, and help you stand out as a reliable and reputable brand in the eyes of potential customers. By ramping up your reputation, we'll help you attract new customers and retain existing ones.

Web Wonder

Improve the user experience of your website and increase conversion rates. We'll optimize your website's design, functionality, and content to make it more user-friendly and visually appealing that will leave a lasting impression on your visitors and encourage them to take action.

Solution - Steps

All time durations are estimates and may change depending on the actual review.

01

Discovery Date

1 DAY

Let's get to know each other! Our team will sit down with you for a Discovery Date to understand your business, goals, and challenges.

This is where we'll ask you all the important questions and get a clear picture of your vision. Think of it as a fun and engaging interview, but with a purpose.

By the end of our Discovery Date, we'll have a solid understanding of your business and be able to craft a custom solution that meets your unique needs.



02

Digital Asset Deep Dive

2 - 7 DAYS

Let's plunge and discover! We'll thoroughly review and audit all your existing assets - from your content repository, photos, and social media pages to your website, funnels, email list, and email sequences.

We will take a deep dive into each asset to assess its quality, relevance, and effectiveness. We'll identify any areas for improvement, and provide you with a comprehensive report of our findings. By the end of this phase, we'll have a solid understanding of your current digital landscape, and be ready to develop a customized plan for optimizing your assets and achieving your digital marketing goals.

Solution - Steps

All time durations are estimates and may change depending on the actual review.

03

Market Mastery

3-7 DAYS

We will conduct extensive research on the NWA market, including surrounding cities and counties, to gain insights into your target audience and competitors.

This will enable us to craft an effective plan that resonates with your target audience and outperforms your competition.

In addition, we will provide a questionnaire that will allow us to synchronize all future endeavors with your mission, vision, and branding. This will help us ensure that all our efforts align with your business goals and objectives.



04

Brand Building Bonanza

7 DAYS - CONTINUOUS

Let's put our creative hats on! We'll work closely with you and your team to craft a strong and cohesive brand identity that truly represents your business.

We will develop and/or improve your overall brand identity. This includes everything from choosing the right fonts and creating a professional logo, to crafting a cohesive templates and designing a visually stunning website.

We'll also collect and help you develop stories and content ideas that will inspire future posts, blogs, and videos, ensuring that your brand's message resonates with your target audience. Your participation and input will be crucial during this phase, as we work together to create a brand that truly captures your unique identity and values.

Solution - Steps

All time durations are estimates and may change depending on the actual review.

05

Content Curation 7 DAYS - CONTINUOUS

We will begin to produce and publish high-quality content based on the previous phases' research and analysis.

This content will be developed to align with your brand's messaging, voice, and personality. We will create various types of content such as blog posts, social media posts, email campaigns, videos, and graphics.

Our team will work with you to establish a content calendar and a publishing schedule that will align with your overall marketing strategy. We will also develop a process for reviewing and editing content to ensure that it meets your brand's standards and resonates with your target audience.

The ultimate goal of this phase is to create engaging, informative, and persuasive content that will help build brand awareness, drive traffic to your website, and generate leads.



06

Launch and Leverage 7 DAYS - CONTINUOUS

Let's take your business to new heights! This is where all the hard work and planning pay off.

In this phase, we will launch the approved marketing campaigns and strategies to reach your target audience. This includes the deployment of website optimizations, email campaigns, social media posts, paid ads, and other digital marketing tactics.

Our team will monitor and analyze the results to ensure that the campaigns are performing well and meeting the goals set in the earlier phases. This is where we see your brand rise above the competition and connect with your audience.

Solution - Steps

All time durations are estimates and may change depending on the actual review.

07

Sustaining Success 7 DAYS - CONTINUOUS

We will work on solidifying our partnership and ensure that your real estate business continues to grow and thrive over the long term.

We will review the results of our previous efforts and analyze any ongoing challenges or opportunities for improvement. We'll also work with you to develop and implement strategies to keep your business soaring, including ongoing content creation, lead generation, and social media management.

We'll also work with you to refine your branding and messaging as needed to ensure that you continue to connect with your target audience and stand out.

Ultimately, our goal is to help you build a sustainable, profitable real estate business that delivers long-term value to you and your clients.



Overview

01 Discovery Date

02 Digital Asset Deep Dive

03 Market Mastery

04 Brand Building Bonanza

05 Content Curation

06 Launch and Leverage

07 Sustaining Success

Solution - Timeline

The timeline for these steps serves only as a guide and will vary depending on the availability of the client, the curation of services based on the unique needs and goals.

Turn around time of each product will be communicated clearly and transparently throughout the process.



Phase 1

1st Week

Discovery Date

Phase 2

1st Week

Digital Asset Deep Dive

Phase 3

2nd Week

Market Mastery

Phase 4

3rd Week

Brand Building Bonanza

Phase 5

4th Week

Content Curation

Phase 6

2nd Month

Launch and Leverage

Phase 7

3rd Month

Sustaining Success

Solution - Samples

BURNETT REAL ESTATE TEAM

Newly Constructed

HOME FOR SALE

PRICE START FROM
\$ 507,000






BOOK NOW

+1 479-657-6642

www.codyburnett.connectrealtyar.com

Sample creatives that can be posted on social media accounts such as Facebook, Instagram, LinkedIn and Pinterest.

BURNETT REAL ESTATE TEAM

Looking for a
MODERN HOME?

MODERN KITCHEN

Cody Burnett
+1 479-657-6642
www.connectrealtyar.com



Solution - Samples

BURNETT REAL ESTATE TEAM



Looking for a Local Real Estate Expert?

Cody is here to serve those looking to buy or sell real estate in the greater NWA area.

Schedule your appointment to get a complimentary market evaluation.

 **Cody Burnett**
☎ +1 479-657-6642

🌐 www.codyburnett.connectrealtyar.com

Sample creatives that can be posted on social media accounts such as Facebook, Instagram, LinkedIn and Pinterest.

BURNETT REAL ESTATE TEAM

"Buying real estate is not only the *best way*, the *quickest way*, the *safest way*, but the only way to become wealthy."

- Marshall Field

CODY ☎ +1 479-657-6642
BURNETT 🌐 www.codyburnett.connectrealtyar.com

Solution - Samples

LINK TO THE SAMPLE VIDEO



Sample creatives that can be posted on social media accounts such as Facebook, Instagram, LinkedIn and Pinterest.

BURNETT REAL ESTATE TEAM

Cody Burnett

**LOCAL
REAL ESTATE
Expert**

Cody is here to serve those looking to buy or sell real estate in the greater NWA area.

Schedule your appointment to get a complimentary market evaluation.

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YOUR INVESTMENT PLANS

Diamond Premium Plan

The Diamond Premium Plan is our top-of-the-line offering designed to skyrocket your real estate business to new heights. With a 1-year contract, you'll receive an initial set-up that includes a robust YouTube presence and with free coaching, along with comprehensive social media management for Facebook, Instagram, LinkedIn, and Pinterest.

You'll also receive engaging blog posts, automated emails, all curated to showcase your brand's personality, nurture your leads and establish a very strong recall to always keep you at the top of their minds.

Our first goal is to reconnect with your 6,000 contacts, and know where they are at in their real estate investment journey; whether they are currently browsing properties or looking to get their second investment, we will know. We will generate at least a 2.5% conversion rate, which can potentially lead to \$15 million in revenue.

We'll also create compelling direct response funnels for your chosen listings, using Burnett videos to increase engagement, drive traffic to your website, and ultimately close deals.

With **3 hours** of daily engagement with your current and new followers, you can be assured that your brand will continue to grow and thrive.

Plus, you'll receive up to two revisions for creatives to ensure that your vision is perfectly realized. Let us take your real estate business to greater height with the **Diamond Premium Plan**.

YOUR INVESTMENT PLANS

Gold Plan

The Gold Plan is perfect for those who want to make an impact on their social media channels without breaking the bank.

With 2 - 3 YouTube videos per week, 3 - 4 Facebook posts per week, and 3 - 4 Instagram posts per week, your online presence will start to soar. We'll also post on LinkedIn 3 - 4 times per week and produce 2 - 3 blog posts to establish your brand personality and drive engagement.

Our first goal is to reconnect you with your 6,000 contacts, with the aim of achieving at least 2.5% conversion. We'll also create links to funnels with freebies to generate more emails and produce 5 - 6 automated emails per month.

Our curated content will establish a strong recall and showcase your brand personality. With 5 - 6 direct response funnels per month for your chosen listings, you'll be able to show your offers to your prospects through Burnett compelling videos, leading to increased engagement, traffic to your website, views, shares, and sales.

Plus, you'll get **2 hours** daily engagement with your current and new followers as well as two revisions for creatives to ensure that your vision is perfectly realized.

Choose the **Gold Plan** today and start seeing results in no time.

YOUR INVESTMENT PACKAGES

Silver Plan

Introducing our Silver Plan, a great starting point for those who want to boost their real estate business without breaking the bank.

For just \$2,500 a month plus 15% of the total sales commission, our team will work with you to set up an initial plan that includes YouTube videos, Facebook and Instagram posts, and blog articles that showcase your brand personality and establish strong recall with your audience.

Our first goal is to reconnect with your 6,000 contacts and aim for at least 2.5% conversion. We'll also create direct response funnels for your chosen listings to get engagement, lead traffic to your website, increase views and shares, and drive sales.

You can expect 3 - 4 automated emails per month to generate more emails and entice your prospects with freebies.

Plus, we'll provide **1 hour** daily engagement with your current and new followers to ensure that your brand stays top-of-mind.

With our Silver package, we offer a maximum of two revisions for creatives to ensure that you are satisfied with the results.

ESTIMATED BUDGET

Your Investment

We offer three packages that are designed to meet your specific needs and budget. Each package is tailored to help you achieve your business goals, increase your revenue, and stand out from the crowd.

DESCRIPTION	DIAMOND \$ 5,300 per month	GOLD \$ 3,500 + 10% Of the Sales Commission per month	SILVER \$ 2,500 + 15 % Of the Sales Commission per month
YOUTUBE	3- 4 videos /week 15 shorts /month	2 - 3 videos /week	2 videos /week
FACEBOOK	5 - 6 posts /week	3 - 4 posts /week	3 posts /week
INSTAGRAM	5 - 6 posts /week	3 - 4 posts /week	2 posts /week
LINKEDIN	5 - 6 posts /week	3 - 4 posts /week	----
BLOGS	3 - 4 blogs /week	2 - 3 blogs /week	2 blogs /week
PINTEREST	1 - 3 pins /week	----	----
EMAIL	7 - 10 automated emails /month	5 - 6 automated emails /month	3 - 4 automated emails /month
FUNNELS	7 - 10 funnels /month	5 - 6 funnels /month	3 - 4 funnels /month
WEBSITE	Audit, adjustments, 1 year maintenance	Audit, adjustments, 1 year maintenance	Audit, adjustments, 1 year maintenance

CONTACT



Ready to Get Started, Cody?

Thank you for considering our services to help your real estate brokerage grow and thrive.

We believe that with our help, your real estate brokerage can reach its full potential and stand out in a competitive industry. We look forward to the opportunity to work with you and help your business reach greater heights!

CONTACT

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Payment Details

Name

Finance Officer
Hirai Scaling Solutions

-  name@gmail.com
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Once you are ready to begin scaling your business with us, here is the best payment option that we have. If you have preferences, please let us know.

Thank you

Hiraia Scaling Solutions

March 2023

