



MARKETING CHALLENGE

Simple steps to
elevate your marketing
in less than 1-month.



COURTESY OF
THE MARKETING
MINDS AT



ELM STREET
TECHNOLOGY

elmstreettechnology.com



Table of Contents

CHALLENGE #1

Managing Your
Content Relationship
Management (CRM)

Pg 4

CHALLENGE #2

Harness The Power
Of Email

Pg 5

CHALLENGE #3

A Website That
Works For You

Pg 6

CHALLENGE #4

Get To Blogging

Pg 7

CHALLENGE #5

Let's Get Social

Pg 8

CHALLENGE #6

Texting (and
automate it!)

Pg 9

CHALLENGE #7

Print

Pg 10

CHALLENGE #8

Bring It All Together
For Lead Generation

Pg 11

MARKETING TIPS FROM THE MASTERS

Pg 12

TAKE YOUR MARKETING TO THE NEXT LEVEL

Pg 13

FREE MARKETING GUIDES TO FUEL YOUR CREATIVITY

Pg 14





If you don't promote yourself, no one else will.

Your title may be Real Estate Agent, REALTOR®, Broker, or Associate, but a huge part of your job description is Marketer. In fact whether you realize it or not, you are marketing yourself, your services, and your expertise through your content, networking, and professional conduct every single day. To some it comes naturally, to others marketing is a challenge.

At Elm Street Technology, we would like to remove the challenges, the objections, and (most importantly) the excuses preventing you from marketing yourself like a pro!

So, we tapped into the marketing geniuses at ElmStreetTechnology.com and 3sixtyfive.agency (our full-service creative and digital advertising agency) to develop a 30-Day Marketing Challenge to set you up for success with daily, weekly, and monthly tasks designed for all skill levels.



It takes 30-days for a change in behavior to become a habit, and six months for a habit to become the automatic way a person does things. If you haven't changed in 30-days, it's not happening.

MARK GOULSTON



Are you ready to change your Marketing for the better?
Let's get started!



CHALLENGE



Managing Your Content Relationship Management (CRM)

	YES	NO
Do you have a CRM?	<input type="checkbox"/>	<input type="checkbox"/>
Are you using your CRM to manage all of your relationships?	<input type="checkbox"/>	<input type="checkbox"/>
Are you using your CRM to automate outreach?	<input type="checkbox"/>	<input type="checkbox"/>
Did you know that responding to a lead within the first minute of their online inquiry will boost your conversion rate by up to 390%(1)?	<input type="checkbox"/>	<input type="checkbox"/>

If you answered NO to any of the above, you are wasting valuable time and energy... and losing business. Let's get you on the right track!

✓ Task

LEVEL: BEGINNER

Every day - Add at least one new lead EVERY DAY for this 30-day challenge.

✓ Task

LEVEL: INTERMEDIATE

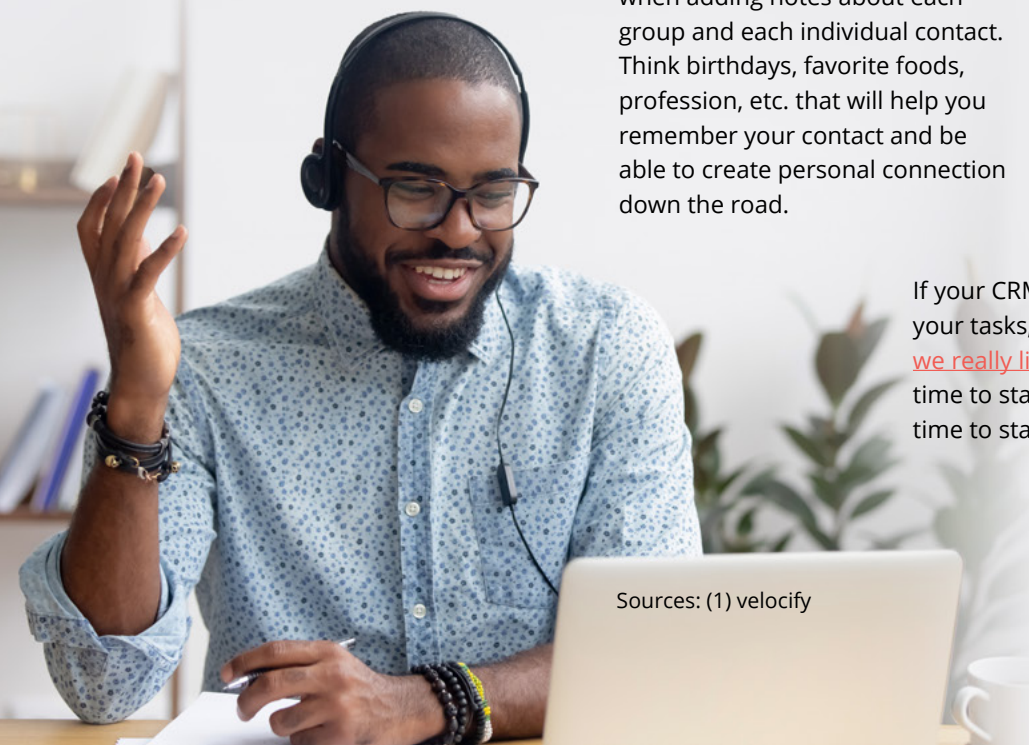
Each week - Segment your contacts into groups such as buyers, sellers, past clients, friends & family, etc. Be as specific as possible when adding notes about each group and each individual contact. Think birthdays, favorite foods, profession, etc. that will help you remember your contact and be able to create personal connection down the road.

✓ Task

LEVEL: ADVANCED

Each week - Create and set automated outreach for each new lead entering your CRM. Create an automated communication workflow for buyers, sellers, renters, general interest, etc... Use every tool your CRM offers like email, text, social media, etc..

If your CRM doesn't allow you to accomplish your tasks, or you don't have one, [here's one we really like](#). Like planting a tree, the best time to start was yesterday, the second best time to start is now.



CHALLENGE



Harness The Power Of Email

Email is a powerful tool in your marketing arsenal because it is 40x more effective at acquiring customers than social media, is 5x more engagement than any other form of marketing, and has a 40:1 ROI(2)! Combine that with the fact that 93% of buyers & sellers prefer to communicate with you via email, and you have one spicy meatball. Here's where to start!



✓ Task

LEVEL: BEGINNER

Immediately - Make sure your buyers are receiving automatic emails matching their property interests with MLS data.

✓ Task

LEVEL: INTERMEDIATE

1x per month - Create email newsletter templates for each of your audience segments / groups that provide meaningful, relevant content such as market reports, local real estate trends, new listings, home buyer / seller /owner tips, helpful blog content, a local business showcase (business, landmark, testimonial, etc.).

✓ Task

LEVEL: ADVANCED

Each week - Create drip campaigns for buyer leads, seller leads, and new leads that last for at least 30 days, and have at least 8 touches included.



FREE EMAIL STRATEGY GUIDE

Want more tips, strategies, & best practices for email marketing? Download this free guide to help you take your email marketing to the next level.

Download Now



Sources: (2) tryelevate.com

CHALLENGE



A Website That Works For You

Your website is an extension of you. It represents your business, your work ethic, your professionalism, and so much more.

There's a lot to consider when working on your website(3):

- » **Consistency** - every element has the same look on each site page;
- » **Intuition** - all links, buttons, forms are in easily anticipated places;
- » **Simplicity** - a website has minimal number of pages with relevant content;
- » **User-friendliness** - a design that leaves no room for significant mental efforts;
- » **Structure** - all the content is presented in a logical and well-organized way.

Complete these challenges to get your website working for you!

✓ Task

LEVEL: BEGINNER

Start now - Make sure all links are working! There is nothing worse than having a visitor to your website that clicks on a link that doesn't work. This is a simple task to keep people on your website.

✓ Task

LEVEL: INTERMEDIATE

Each week - Polish up content. Make sure you have relevant content that will be a good resource for any of your visitors.

✓ Task

LEVEL: ADVANCED

For the month - Add social media icons and include a sign up form for a newsletter. Social media icons can help drive traffic to your social media channels where you should be actively posting. Including a sign up form on your website will help generate leads from visitors who could become clients!

Websites can be a LOT of work, but with the right team taking care of the details & best practices for you, it can be your biggest asset! We love what the teams at [AgentMarketing](#) & [Elevate](#) are doing for their agents!



Need some more ideas/advice for your website? Check out this [blog](#) for some more helpful hints and content inspiration!

[Click here](#)

CHALLENGE



Get Blogging

Your blog is an essential channel to provide valuable content to your followers, as well as increase your SEO. The wonderful thing about a blog is that the sky's the limit on what you can post, but the biggest hurdle is coming up with the content and schedule. Here are some tasks for inspiration!

Task

LEVEL: BEGINNER

Each week - Share a new listing, or showcase a listing of interest, once a week on your blog.

Task

LEVEL: INTERMEDIATE

Bi-weekly - Use your knowledge of real estate, the market, the buying/selling process, and more to create educational, real estate-focused articles that will provide value to your readers. Post once every other week.

Task

LEVEL: ADVANCED

For the month - Add a form to your blog where folks can sign up to receive articles, as well as additional content (automated of course) that they can receive straight to their inbox, and links back to the full article on your blog. Use your email platform to automate that content when posted.



FREE BLOGGING GUIDE

Looking for more content inspiration & best practices? Check out this FREE Blogging For Beginners guide!

Download Now

Blogging can be time-consuming, so we recommend using a [platform like Elevate](#) to automate listing posts, open house announcements, and weekly content for your readers.

CHALLENGE



Let's Get Social

On average people spend about 4 hours a day on social media, most of it is on their phones, and of the folks who are starting their home-buying journey 93% begin theirs online (4). You HAVE to be active where the lead generation action is! So let's start with this...

✓ Task

LEVEL: BEGINNER

Start now - Go through and clean up the images and business / contact information on your social channels. Make sure everything is relevant, up-to-date, and professional-looking.

✓ Task

LEVEL: INTERMEDIATE

Each day - share a post from with content you create, or have access to (i.e. a question to your followers, a blog article, a listing, a local event, or a client testimonial).

✓ Task

LEVEL: ADVANCED

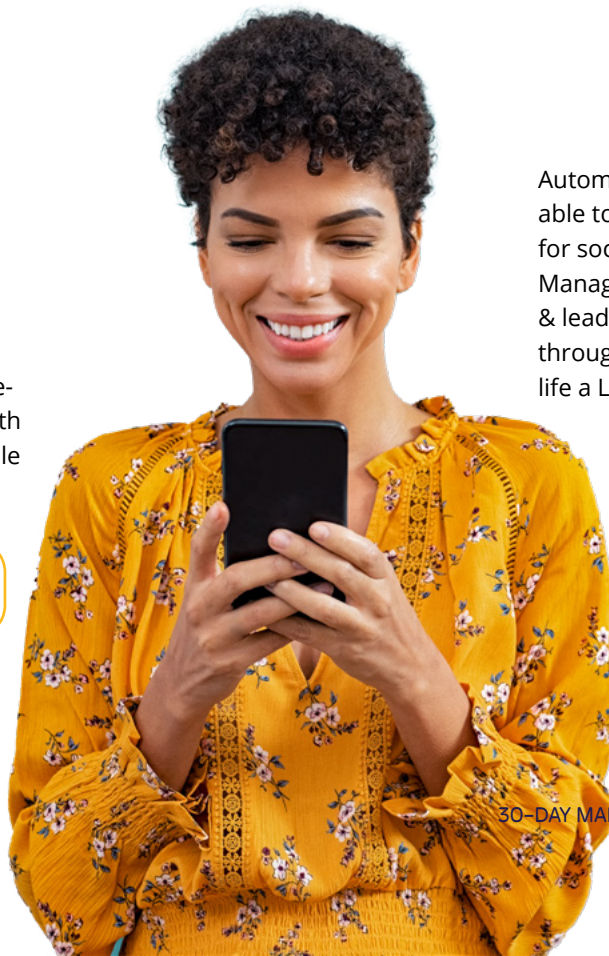
Once a week - create a post that links back to educational content & lead capture (always include lead capture) on your website. Then boost that post using the Boosting option in Facebook.



FREE SOCIAL MEDIA GUIDE

This guide has great tips, strategies, best-practices, & a 4-month recommended content schedule to get you started!

Download Your FREE
Social Media Guide



Automation helps, but being able to schedule ahead of time for social posts is a HUGE help! Managing all your social content & leads from boosted posts through [one platform](#) can make life a LOT easier!

Sources: (4) NAR report

CHALLENGE



Get Texting (and automate it!)

By its nature text marketing is very personal, and as such has a much higher response rate than emails or cold calls. And because it's going directly into someone's phone, all messaging sent needs to be beneficial and provide value. Let's get some text marketing going with these challenges!

Task

LEVEL: BEGINNER

Start now - Make sure all of your lead capture forms **require** the lead to put in their mobile number.

Task

LEVEL: INTERMEDIATE

Each week - Create an automatic response text for new leads coming in from your website, lead gen form, or any other number of ways they are added to your CRM.

Task

LEVEL: ADVANCED

As needed - Create a text code for your listing. This will allow you to capture the visitor's information and send them information on a particular listing. We really like what [VoicePad](#) does with their Curbside Lead Generation.

SMS marketing is very powerful because it requires your lead to invite you into their phone, a very personal space for anyone. Once you earn that trust the return is huge!

CHALLENGE



Print

In a digital age the traditional tool of print marketing has not lost its effectiveness, nor its importance. Online marketing is obviously important, but you're missing a huge opportunity if you don't include print. And weirdly; with so much focus on digital marketing, print has seen a refresh in interest across the American market. Let's see about ramping it up in your marketing strategy!

✓ Task

LEVEL: BEGINNER

Create and print flyers for your listings. Flyers with high-resolution photos and engaging descriptions can really peak someone's interest.

✓ Task

LEVEL: INTERMEDIATE

Create postcards for direct mailing, door hangers or brochures. Introduce yourself to a new area or start farming a community.

✓ Task

LEVEL: ADVANCED

Create/update your branding on all print materials (signs, sign riders, postcards, door hangers, business cards, etc.) so that your branding is consistent and strong through all print and digital marketing. This helps with recognition and brand trust.



Partnering with a print shop that automates your print processes for you and makes sure your branding is up-to-date and professional-looking is an investment that is 100% worth it. We love what the folks at [AgentMarketing](#) are doing for their clients!



Does print even matter in a digital world? We think so! Here's a case for the print you should produce for each listing.

[Click Here](#)

CHALLENGE



Bring It All Together For Lead Generation

About 76% of agents say their current lead generation is either weak or non-existent, and about 40% of agents reported not spending money on their lead generation (5). Now chances are you're probably putting in time and money on lead generation, but did you know about 70% of online leads go to waste(6)? The reason is because the response to the lead can be hours, or DAYS, and they moved on. Let's see if we can't help you out with that...



Task

LEVEL: BEGINNER

Start now - Make sure you have lead capture forms on your website and applicable social channels (like Facebook), and that they are ALL pointing to your CRM or other lead management system.



Task

LEVEL: INTERMEDIATE

Each week - Setup a PPC (pay-per-click) ad in Google or Facebook (or both!) with a manageable daily budget for 30 days. Your audience should be people who are searching for properties, or looking for agents to represent them, and you want to target the area you service.



Task

LEVEL: ADVANCED

For the month - Setup an automated email & text drip campaign that immediately starts when a new lead comes into your system that provides additional information and nurtures your new lead (you can combine this with your Text & Email tasks above). Immediate response and ongoing nurture will increase your conversion rates tremendously.

Lead gen can be complex, difficult, and frustrating when done incorrectly. Time, money, and leads wasted. But when you have a solid lead gen and lead nurturing strategy in place, it becomes MUCH easier and effective.

[We LOVE how this team](#) has effectively changed the lead gen game.



FREE LEAD GEN GUIDE

If you want the real Secret Sauce of getting quality leads that won't go to waste, check out this FREE lead generation guide.

Download Now





Marketing Tips from the Masters

Your personal brand is what people say about you when you are not in the room – remember that. And more importantly, let's discover why!

– CHRIS DUCKER



All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.

– TOM PETERS



Personal branding is about managing your name – even if you don't own a business – in a world of misinformation, disinformation, and semi-permanent Google records. Going on a date? Chances are that your “blind” date has Googled your name. Going to a job interview? Ditto.

– TIM FERRISS

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

– SETH GODIN



Building a profitable personal brand online is not a sprint, and something that happens over night. Don't aim for perfection early on. Instead allow your brand to evolve naturally over time and focus on providing massive value and over deliver to your target audience. Then you will get more clear over your message and brand as well. Always remember that!

– NAVID MOAZZEZ



Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability.

– JASON HARTMAN

Take Your Marketing to the Next Level

ELEVATE CRM

A good CRM will help you accomplish all of your Marketing goals and more. Take a tour of Elevate CRM to see how you can automate, streamline and consolidate your daily, weekly and monthly marketing.

[Schedule Tour Today](#)

elevate
tryelevate.com



3SIXTYFIVE.AGENCY

Tap into the Marketing minds at our full-service creative and digital advertising agency. We love helping real estate professionals find their voice and build their brand.

[Start a Conversation Today](#)



FREE DAILY MARKETING TIPS

Receive daily marketing tips direct to your inbox from the marketing masterminds at 3sixtyfive.agency.

[Subscribe Today](#)



FREE Marketing Guides to Fuel Your Creativity



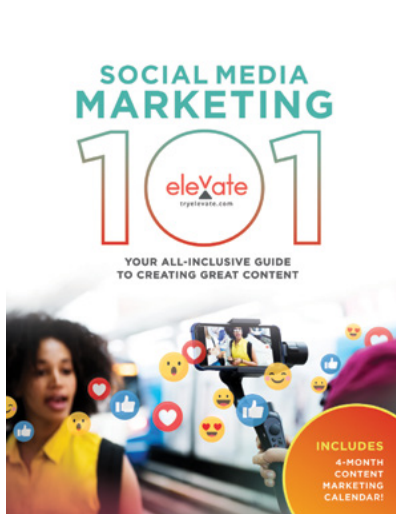
[Download Now](#)



[Download Now](#)



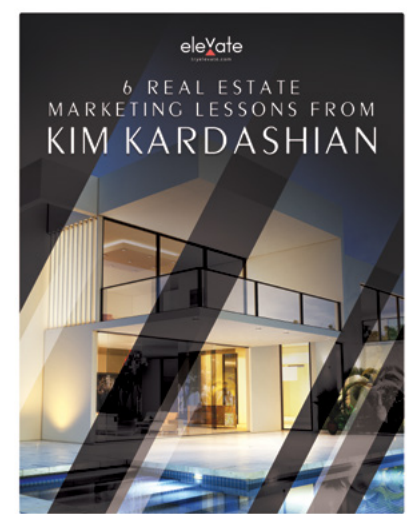
[Download Now](#)



[Download Now](#)



[Download Now](#)



[Download Now](#)