Marketing Messaging

5 Action Steps to Creating and Maximizing Your Internet Marketing Plan

by Tricia Andreassen

ith the first quarter of 2012 behind us, you may still be looking for answers and strategies that can take your Web marketing strategy to a whole new level. There is so much talk out there about how to kick up Web leads, but before jumping in to quick fixes and spending money on things out of priority, here are five things you can do immediately to turn your online visitors into tangible sales.

Step 1: Make a list of all the websites and technology products you have. You may find that you have products that you've totally forgotten about. Don't feel bad. There are a lot of us out there that have bought products that we thought we would use immediately, only to have them end up gathering dust. Start by creating a list of all your technology tools, then make notes by each one, indicating if you use it or why you haven't used it. If some of these tools carry monthly fees, think seriously about how long it might take to get them implemented into your marketing strategy. Even a small \$29 per month service fee can add up quickly and eat away at

If there are things on your list that you want to start implementing, call the product's customer service center and find out how to maximize the product or service. There may also be virtual assistants or consultants that can help you sort through your products and streamline them so they can be used more effectively.

your bottom line.

Step 2: Analyze and evaluate where your business came from last year. Ask yourself questions and write



down your answers. Start with questions like, "How many buyers were new homebuyers?" "How many sellers did I work with last year?" "Where did they live?" "How did they find me?" "What is the profile of my average buyer/seller?" By analyzing your answers to these questions, you'll uncover trends on the type of clients you are attracting and what makes you special in the way you work with them. This step is very important and it is the foundation for creating a strong, interactive Internet marketing strategy that will attract and communicate with your website visitors.

Step 3: Build or enhance your website to reflect your specialization.

Make sure your website has customized content that speaks directly to your online visitor. You want your website to be alive and conversational. The way to do this is to eliminate "cookie-cutter" pages and have pages that relate to your visitor's world; offer free information like school reports and articles. Having a website that is unique and interactive will also help in search engine ranking strategies.

Step 4: Drive traffic to your website in as many ways as possible. There are many ways to get people to your website, such as using Craigslist ads, Facebook, YouTube, email marketing campaigns, search engine optimization programs and offline promotion of your website address.

Step 5: Share your vision, practice the dialogue and share the message of your unique marketing. There is a huge opportunity to crush the competition in your market if you understand the tipping points that you offer and what that means to a seller. Have your visuals and dialogue practiced so you can share this effectively during listing presentations. RE

Tricia Andreassen is the CEO/founder of Pro Step Marketing. She is a leading industry Web-strategy expert, a nationally recognized speaker with Broker Agent Speakers Bureau and one of RISMedia's Real Estate magazine's monthly columnists. For more information, please visit www.ProStepMarketing.com or call (866) 799-9888.