

Digital Marketing Trends for Realtors

Plan Your Marketing for the Year



Welcome



Matt Ward
inConcert Web Solutions

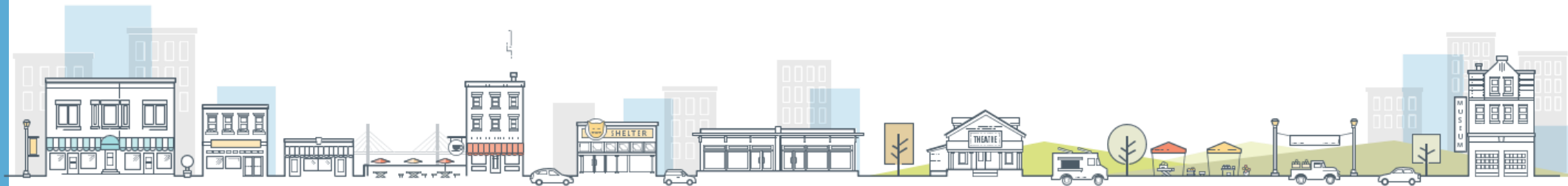
Email: matt@inconcertweb.com



Questions after the event?

 facebook.com/inconcertweb

 @webresults or @inconcertweb



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1

What is the **one thing** you are **taking away** from today's presentation?



Agenda

1. Digital Marketing Overview
2. Deeper Look At The Trends
3. Tools to Use
4. How to Get Started



Agenda

- 1. Digital Marketing Overview**
2. Deeper Look At The Trends
3. Tools to Use
4. How to Get Started



What is Digital Marketing?

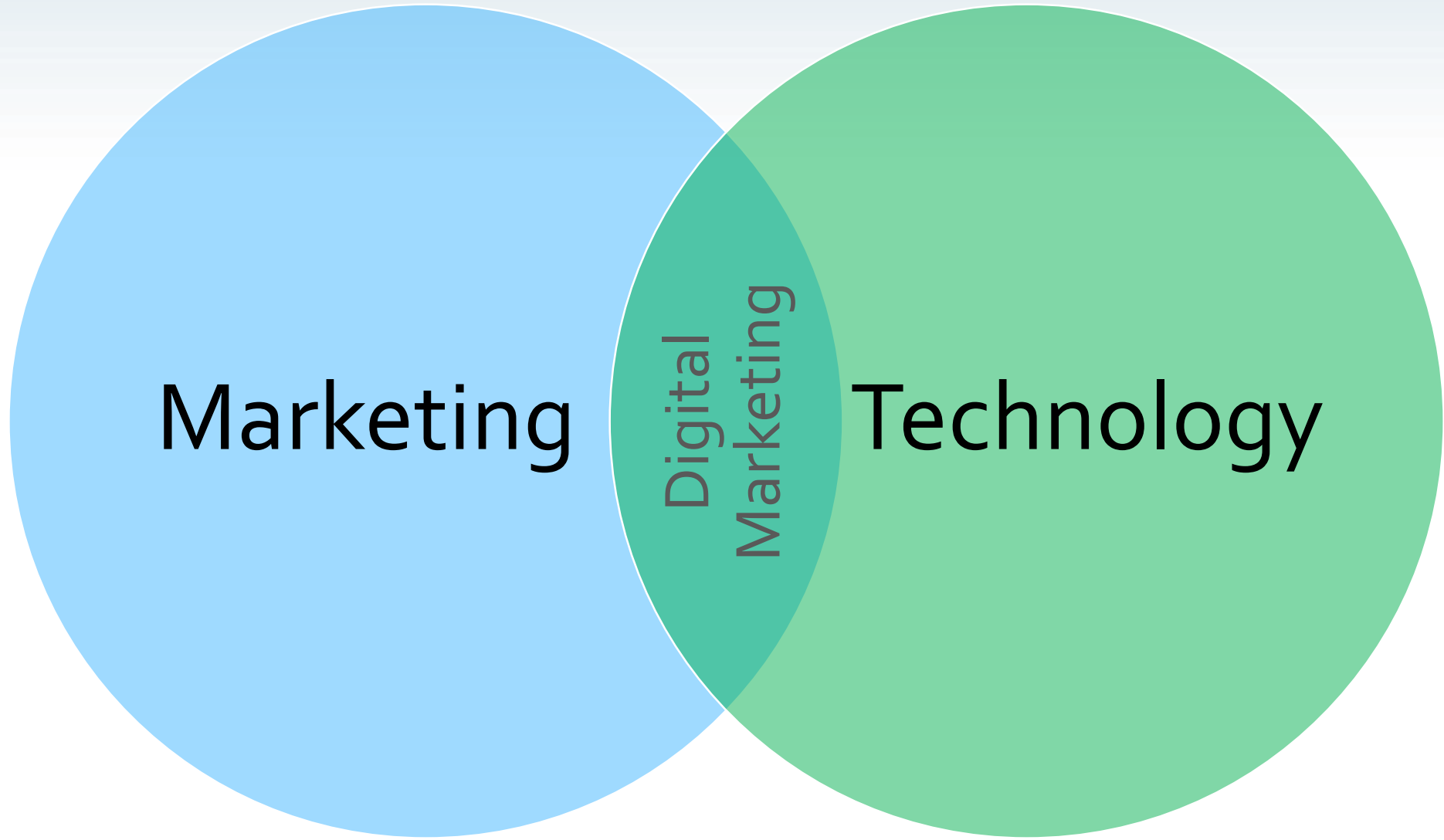


What is Digital Marketing?

Definition:

Marketing that makes **use of electronic devices** such as personal computers, smartphones, cellphones, tablets and game consoles **to engage with stakeholders.** (Wikipedia)





Marketing

Digital
Marketing

Technology



Digital Marketing Example





Digital Marketing Example

Domino's provides alternate options for ordering pizza depending on the pizza lover's preference.

- Phone Call
- Phone Text with Emoji
- Television
- Apple Watch
- Twitter



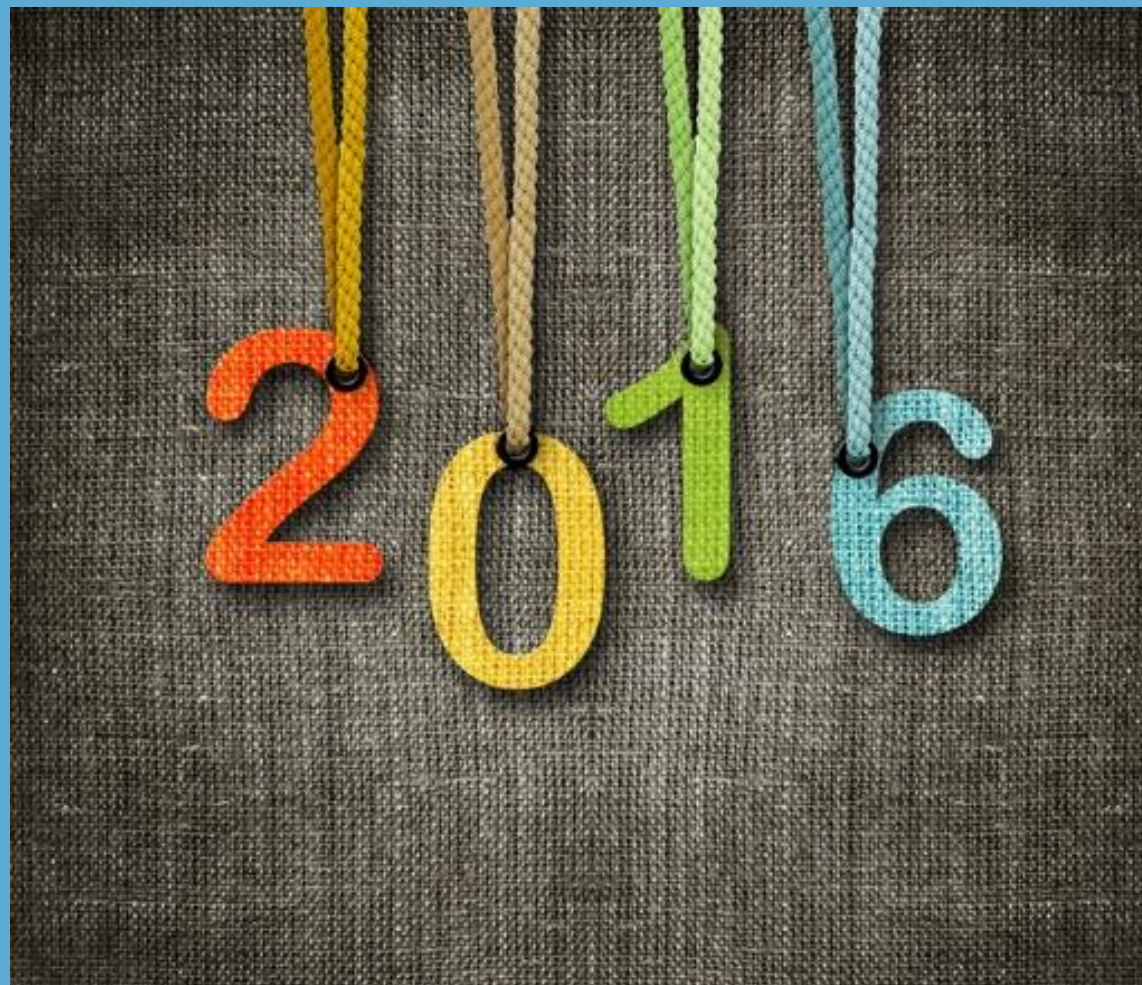


Agenda

1. Digital Marketing Overview
2. **Deeper Look At The Trends**
3. Tools to Use
4. How to Get Started



What Can We Expect in 2016?





2016 Digital Marketing Trends

- 1. Interactive Marketing Experiences**
- 2. Content Marketing is Bigger Than Ever**
- 3. Personalization**



2016 Digital Marketing Trends

- 4. Mobile
(Technology & Advertising)**
- 5. Analytics & Real Time Data**



Interactive Marketing Experiences



Trend # 1 Interactive Marketing Experience

What are Interactive Marketing Experiences?

Allow marketers to connect to these users in **diverse and unique ways, creating an experience** with the business or organization.



Trend # 1 Interactive Marketing Experience

1.) Technology has made the internet accessible in many ways.

- Desktop Computers & Laptops
- Mobile
- Tablets
- Smart TV





Trend # 1 Interactive Marketing Experience

2.) Newer Technology at our fingertips. Internet of Things (IoT) & Wearable Technology

- Apple Watch
- Fitbit
- Google Glass
- Gear VR – Oculus VR (Facebook) & Samsung



Image source <http://gazettereview.com>



Trend # 1 Interactive Marketing Experience

Each customer has a different preference of device and platform.





Trend # 1 Interactive Marketing Experience

It is about knowing your audience.





“You don't get to decide
which device people use to
access your content.
They do.”

Karen McGrane, author of **Content Strategy for Mobile**
@karenmcgrane



How To Jump On This Trend

Interactive Marketing Experiences for Your Business or Organization



Trend # 1
Interactive
Marketing
Experience

Storytelling

Video Marketing *(Including 3D Video)*

Fringe Social Media



Trend # 1 Interactive Marketing Experience

Storytelling Tools

- Blogs
- Video Marketing
- Email Marketing
- Social Media Platforms
- Livestreaming





Trend # 1 Interactive Marketing Experience

Video Marketing Video Capture

- Mobile
- Tablets
- Cameras
- Computers





**Trend # 1
Interactive
Marketing
Experience**

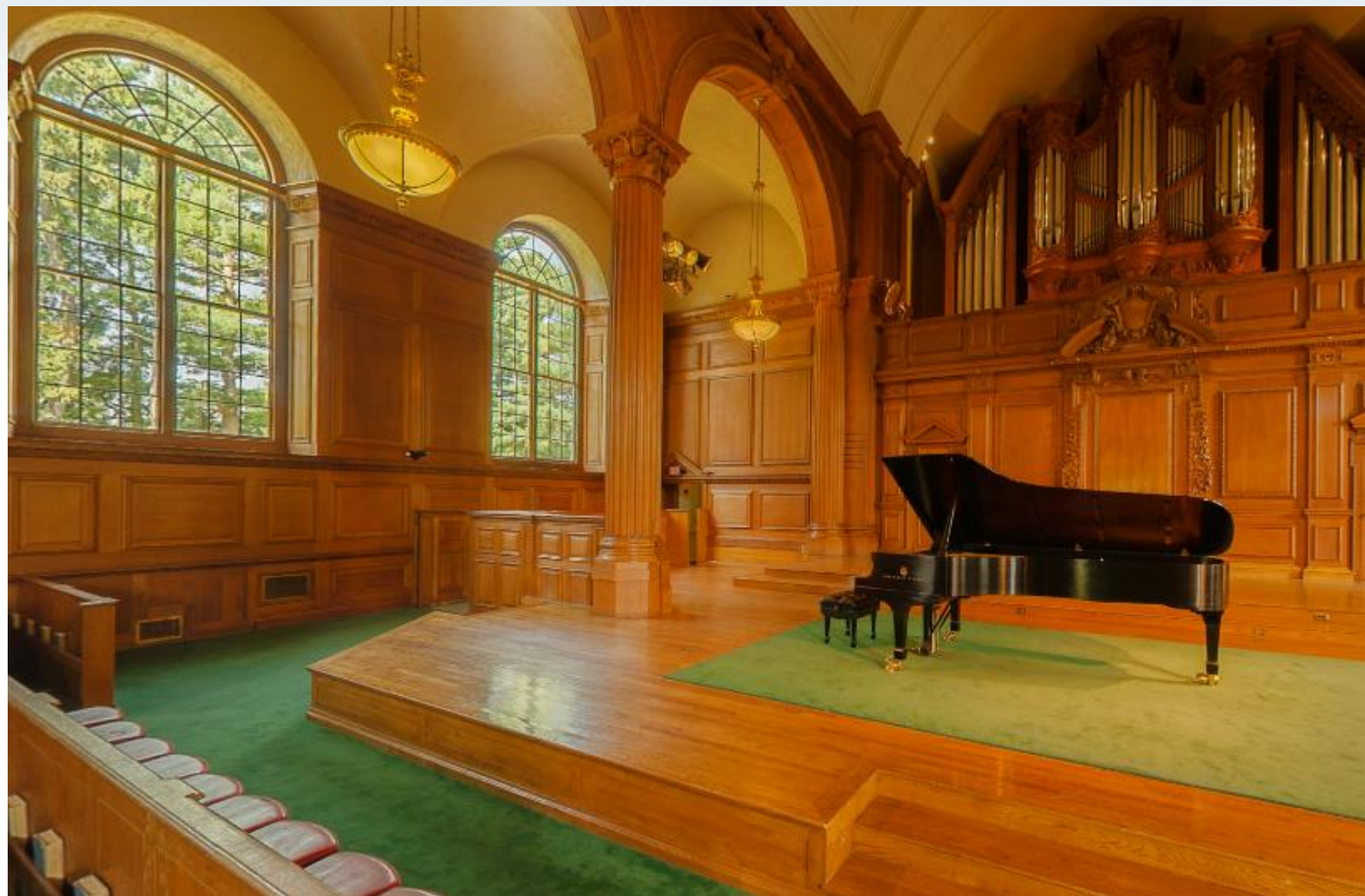
Video Marketing Video Placement



**YouTube / Vimeo
Social Media Platforms
Websites / Blogs
Email Newsletter**



Trend # 1 Interactive Marketing Experience



Source: <http://www.panospin.com/virtualtours/phillips-academy/index.html>



Trend # 1 Interactive Marketing Experience

What is Fringe Social Media?

Any social media platforms outside of the top 6.

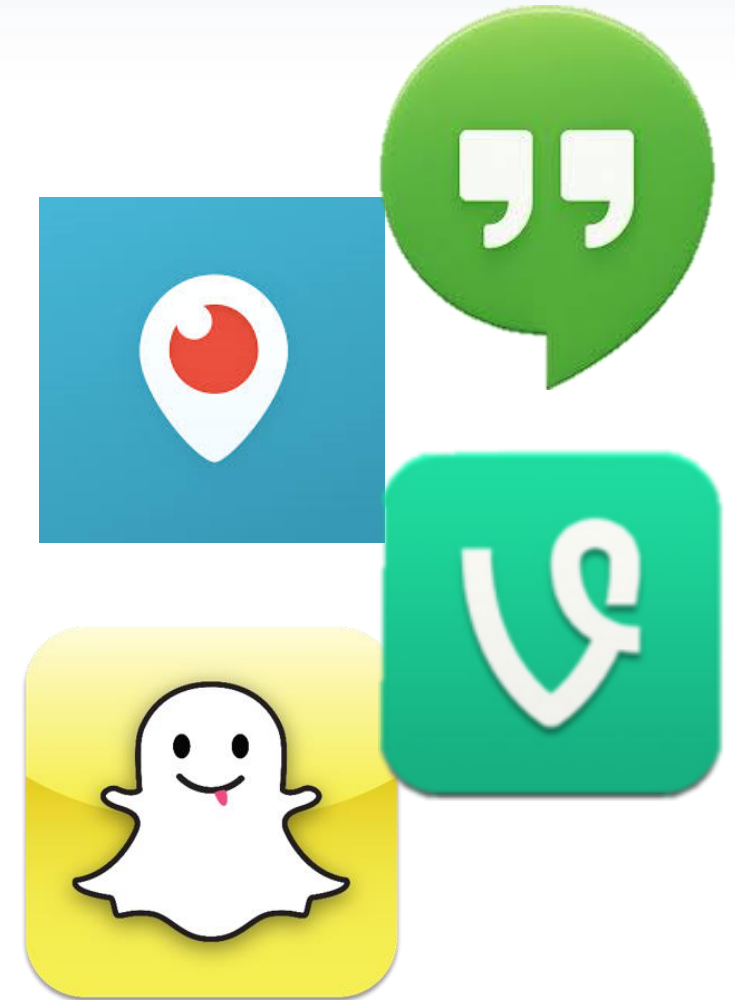
1. Facebook
2. Twitter
3. LinkedIn
4. Instagram
5. Google+
6. Pinterest



Trend # 1 Interactive Marketing Experience

Fringe Social Media Examples:

- SnapChat
- Vine
- Tumblr
- Vimeo
- Houzz
- Periscope / Meerkat





Trend # 1 Interactive Marketing Experience

How Do I Know Which to Use?

Time - How much time can you devote to a social network? Plan for 1 hr/day/platform.

Resources - What personnel and skills do you have to work with?

Knowledge – Do you need to train on it or train your staff?

Your audience. Where does your audience hang out?



Trend # 1 Interactive Marketing Experience

Interactive Marketing Experience Benefits

- More personal
- Develop relationships
- Build trust



Trend # 1 Interactive Marketing Experience

Interactive Marketing Experience Benefits

- **Highly interactive
(Facebook Loves Native Videos)**
- **SEO-friendly (Video & Fringe SM)**
- **Stand out amongst the industry noise**
- **Be memorable**



Trend # 1
Interactive
Marketing
Experience

Question:

How can you use **Storytelling, Video Marketing and Fringe Social Media** to create an **experience for your business?**



Content Marketing



What is Content Marketing?

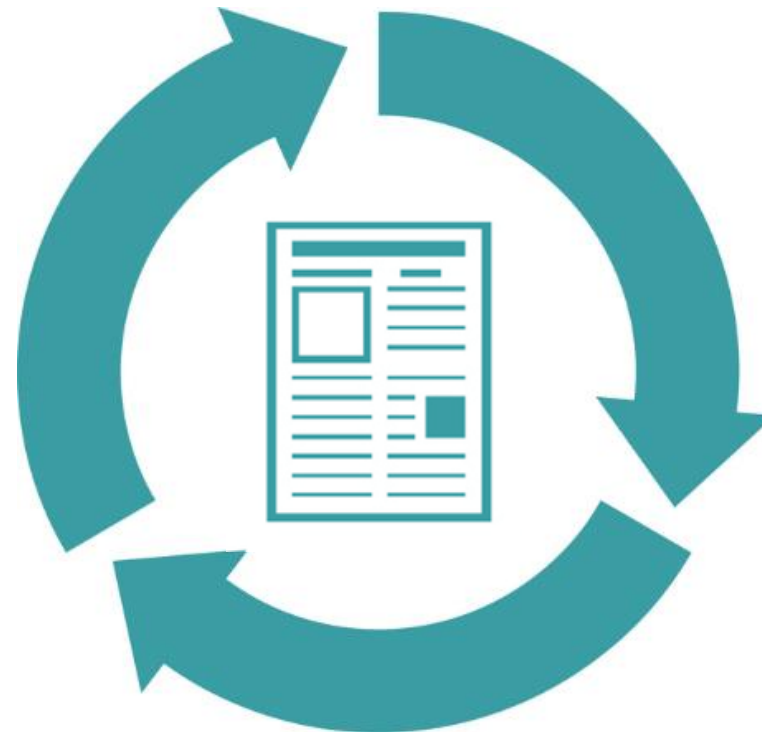
Any form of content you are feeding to your marketing channels to inform, motivate and inspire your audience to perform a specific action.





Trend #2 Content Marketing

The Social Media Machine Runs on Content





Trend #2 Content Marketing

What is **NEW** with Content Marketing?

“Content that was a King
is an Emperor now.”

storify.com





Trend #2 Content Marketing

The 3 V's of Content Marketing

- 1. Visual** - Infographics, Quotes, Facts, Interactive Content
- 2. Vertical** - Pinterest, Snapchat, Instagram, Mobile & Tablets (*Social Fringe*).
- 3. Video** - Interactive, Social media-friendly.



Trend #2 Content Marketing

Content Marketing Tools

- **Email Marketing**
- **Blogging**
- **Website**
- **Video Marketing – V-logging, Instagram, Vine**



Trend #2 Content Marketing

Content Marketing Tools

- Podcasts, Livestreams
- Presentations – SlideShare
- eBooks & White Papers
- Image Creation - Infographics, Quotes, Facts



Trend #2 Content Marketing

Content Marketing Plan

1. Who is your target audience?



2. Where are they online?



Trend #2 Content Marketing

Content Marketing Plan

3. What is / are their pain point(s)? How will you resolve their pain?
4. What is your message?

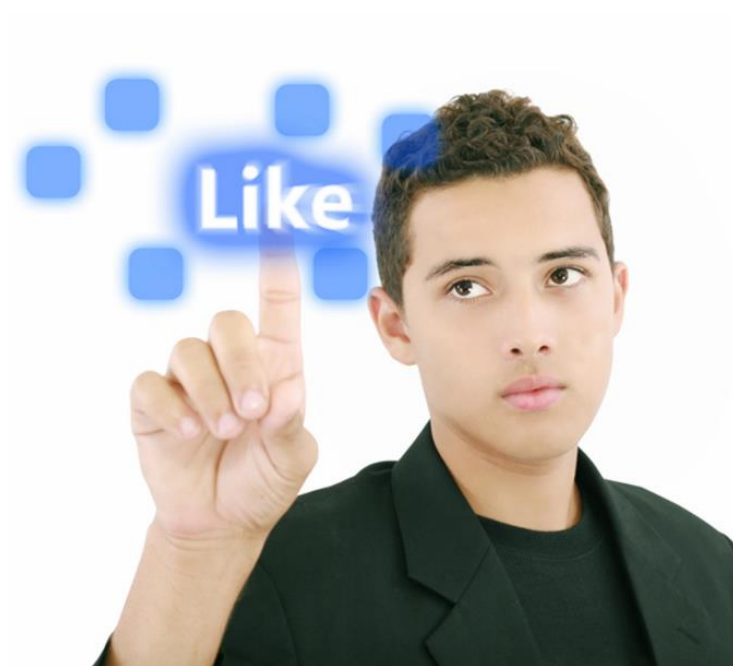




Trend #2 Content Marketing

Content Marketing Plan

5. What response do you want (call-to-action)?



6. How will you distribute your content?



How To Jump On This Trend

**Content Marketing for
Your Business or Organization**



**Trend #2
Content
Marketing**

Email Marketing

Blogging

Social Media

Fringe Social Media

User Generate Content



Trend #2 Content Marketing

Benefits of Email Marketing

- Control your message and delivery.
- Own your contact list.
- Develop relationship with your audience.
- Build trust and authority.
- Easy to align with marketing goals.
- Social-media friendly.
- Use as a re-directional tool to other digital accounts.





Trend #2 Content Marketing

Benefits of Blogging

- Build thought leadership.
- Develop sense of trust and authority.
- Highlight aspects of your industry, business.
- *Interactive, Personal.*
- SEO-friendly.
- Social media-friendly.





Trend #2 Content Marketing

Benefits of Social Media

- Visibility.
- Stay top-of-mind.
- Connect and engage with your audience.
- Easy to align with marketing goals.
- Affordable.





Trend #2 Content Marketing

Benefits of Fringe Social Media

- Thought leader.
- Think outside of the box.
- Creative marketing.
- *Interactive.*
- *Personal.*
- Not that much “Noise”.





Trend #2 Content Marketing

User Generated Content

- Saves you time from creating content.
- Affordable.
- Empower your target audience.
- Connect and engage with your audience.
- Visibility and increases organic reach.
- Easy to align with marketing goals and promotions.





Trend #2 Content Marketing

User Generated Content Examples

- Online Reviews
- Social Sharing
- Social Media Promotion
- Blogs/ Guest Blogging
- Contest / Giveaway





Personalization



“People prefer to give business to individuals and organizations that they are familiar with, like and trust.”

storify.com/yumadigital/





Trend #3 Personalization

Consumer Standpoint - Ways To Communicate





Trend #3 Personalization

Consumer Standpoint - Messages To Be Heard





Trend #3
Personalization

Consumer Standpoint - **NOISE**





Trend #3 Personalization

DIGITAL MARKETING TRENDS 2016

WHICH TRENDS WILL CONTINUE
FORWARD?

BRANDANEW.CO

PERSONAL TOUCH

56% consumers said they are
more likely to shop with a good
personalized experience



Trend #3 Personalization

According to the Direct Marketing Association, 76% of consumers will share personal information with a brand if they believe it will improve their experience and interaction.

Source: <http://impress1.com>



76%



How To Jump On This Trend

**Personalized Marketing for
Your Business or Organization**



Trend #3 Personalization

How Do You & Your Message Standout?

- Target Marketing
- Make it Personal
- List Segmentation & Tagging
- Online Advertising



Trend #3 Personalization

How Do You & Your Message Standout?

Madeleine's
KITCHENWARE

Website Shopping Cart Resources About Us Contact Us

Hello Jeannine,

The holidays are JUST around the corner!

Now is the time to place your orders. Stock your shelves and help your customers prepare for this bustling holiday season.

SAVE 15% off
André Verdier@ Cutlery,
Zito's Clocks & Printed Kitchen Cloths
and





Trend #3 Personalization

Know Your Customers!!!

- Demographics
- Social Media Platforms
- Device Usage





Trend #3
Personalization

Use Digital Marketing to Build a Customer Profile.





Trend #3 Personalization

How to Collect Info & Gather Data



Newsletter Sign-up



List Segmentation



Auto Responders



Social Media Promotions



Trend #3 Personalization

How to Collect Info & Gather Data



Discount Offers



Rewards & Loyalty Programs



Exceptional CSR



Surveys



Trend #3 Personalization

How Will You & Your Message Standout?

Three R's

- **R**elavant
- **R**elatable
- **R**elaxed (make it easy)



Trend #3 Personalization

Other Ideas:

- VIP Group / Exclusive Content
- Customer Only Events & Exclusives
- Live Streaming



Trend #3 Personalization

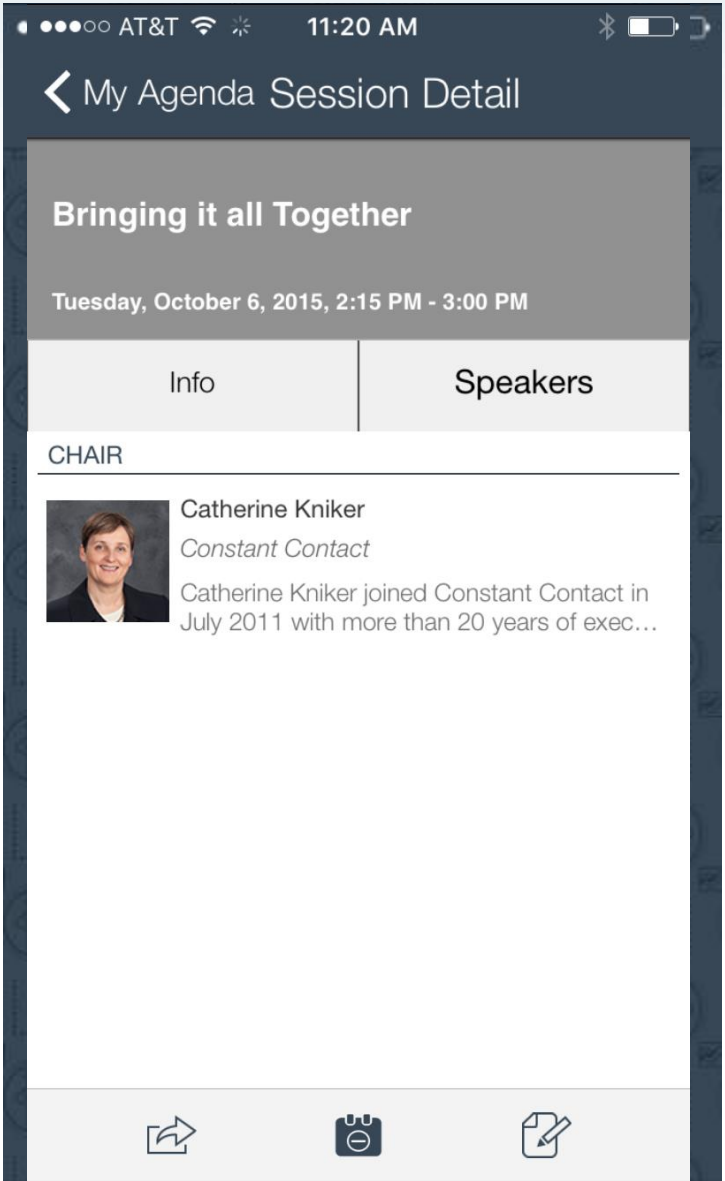
Other Ideas:

- Personalized Videos
- Your Own Business App



Trend #3 Personalization

Personalized Apps





Mobile



Trend #4 Mobile

What is Mobile?

3 Aspects

- Mobile-Friendly vs Mobile-Responsive Design
- Mobile Technology – Apps (*Communicating*)
- Mobile Advertising



A recent US Consumer Device Preference Report from MovableInk highlighted that 66% of all email in the US is now read on smartphones, and usage is not the only thing changing.

searchenginejournal.com



Trend #4 Mobile

Mary Meeker Internet Report

Mobile Internet use is growing faster than Internet usage in general.

2.8 billion Internet users, up 8% from 2014

2.1 billion mobile Internet users, up 23% from 2014

Source: adweek.com



Trend #4
Mobile

Mary Meeker Internet Report

Americans time spent on mobile Web

2008

2015

20 mins./day

3 hours

Source: adweek.com



Trend #4 Mobile

Using Mobile For

Researching

Comparing

Finding



Prices, products, companies

Purchasing *from* prices, products & companies that are *mobile-friendly*.



Mobile Friendly



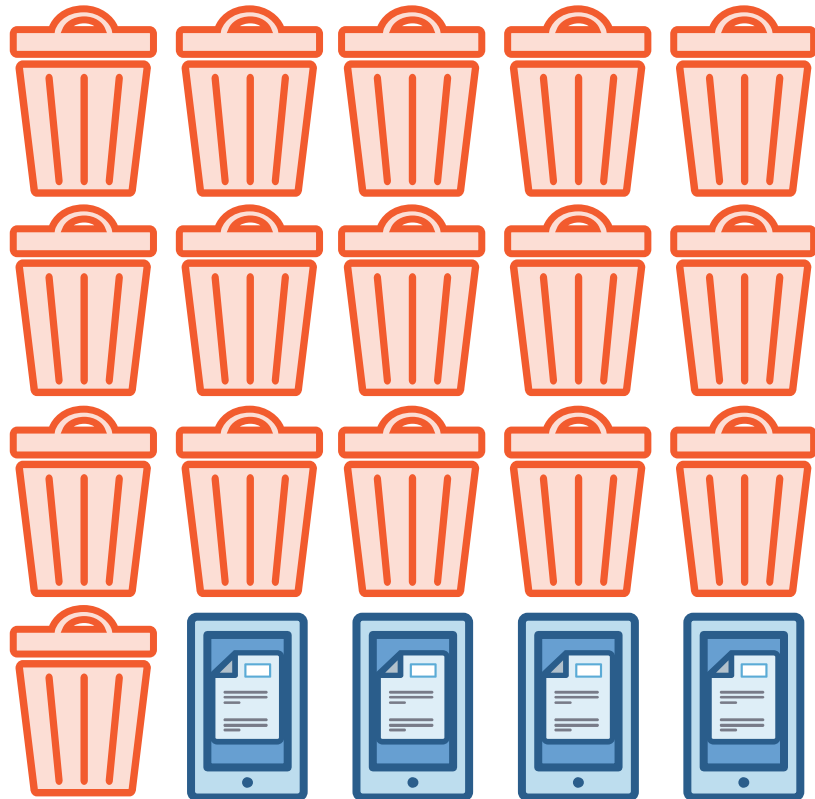
Trend #4 Mobile

- 1. Mobile Responsive / Friendly Website**
- 2. Mobile Friendly Newsletter**

80%

of users **delete** mobile email that doesn't look good.

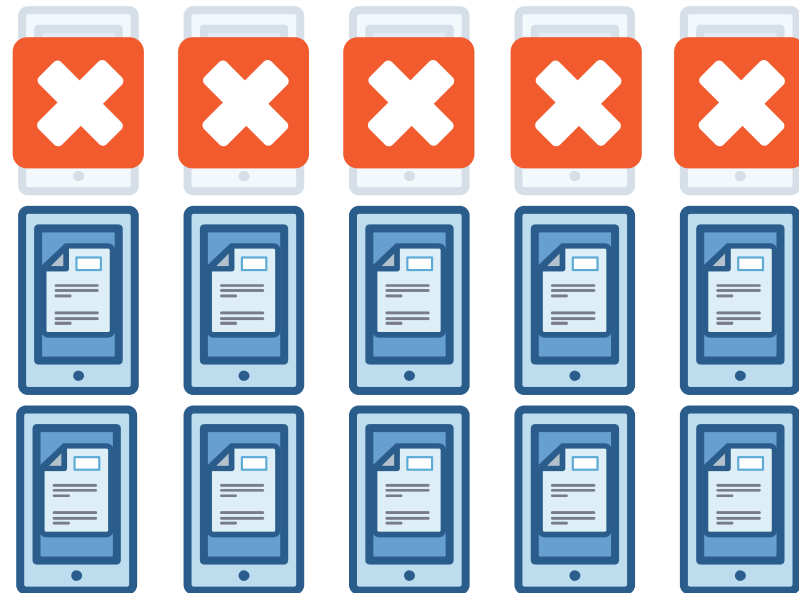
Source: Blue Hornet



30%

of users **unsubscribe** from email lists after receiving mobile email that doesn't look good.

Source: Blue Hornet



Mobile friendly emails



Less text is more



Keep it simple with a single column



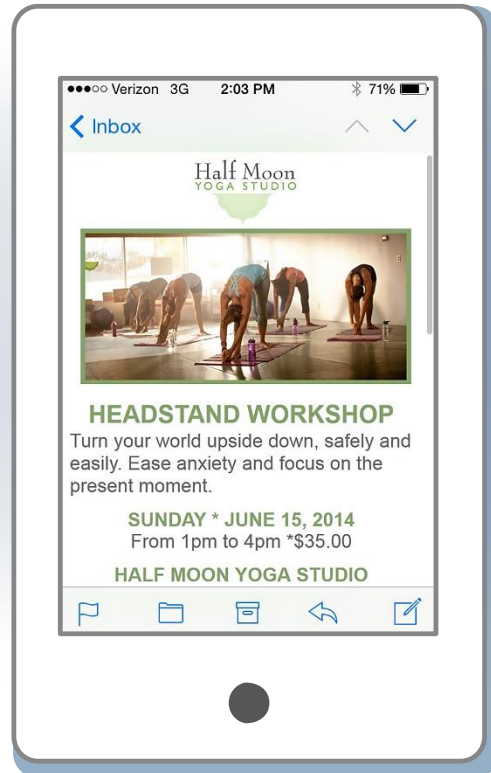
Large fonts are legible



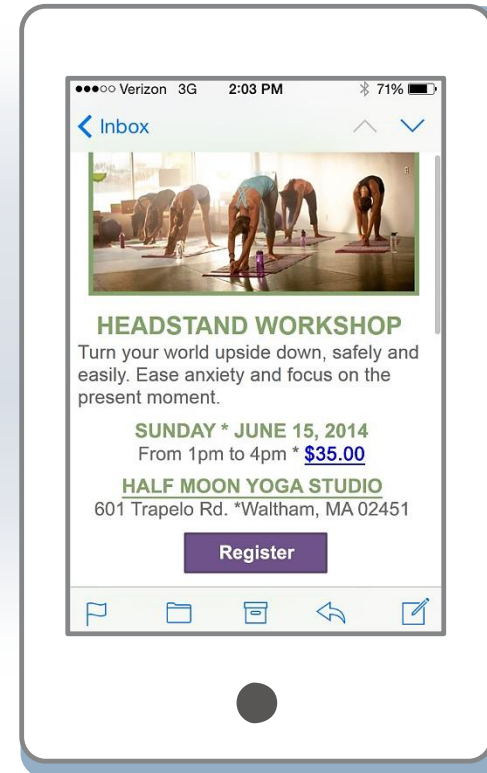
Mobile friendly emails



Size images to fit



Use clear and easy calls to action



What do you do next?

Use mobile...



marketing
activities and
tools



to promote
your business



and drive
customers to
your door



Mobile Tech Apps



Search and discovery checklist

Update your online information.

Staying current influences purchasing.

Hours of operation

Specials/deals

Parking options

Logo and photos

Business description

Contact information,
URL and social channels

List of products and
services

Payment options

Offers and promotions



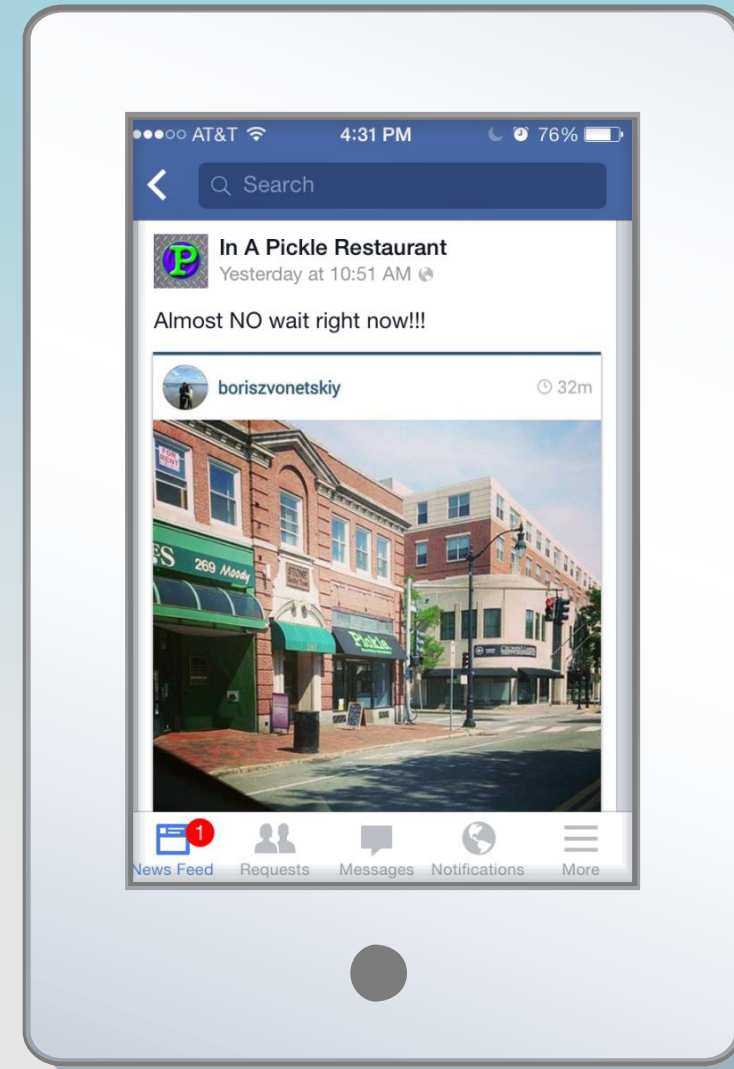
70%
want mobile
coupons
Source: SocialMediaToday.com



Social Media



- Opt-in
- Check in
- User Generated Content





Mobile Advertising



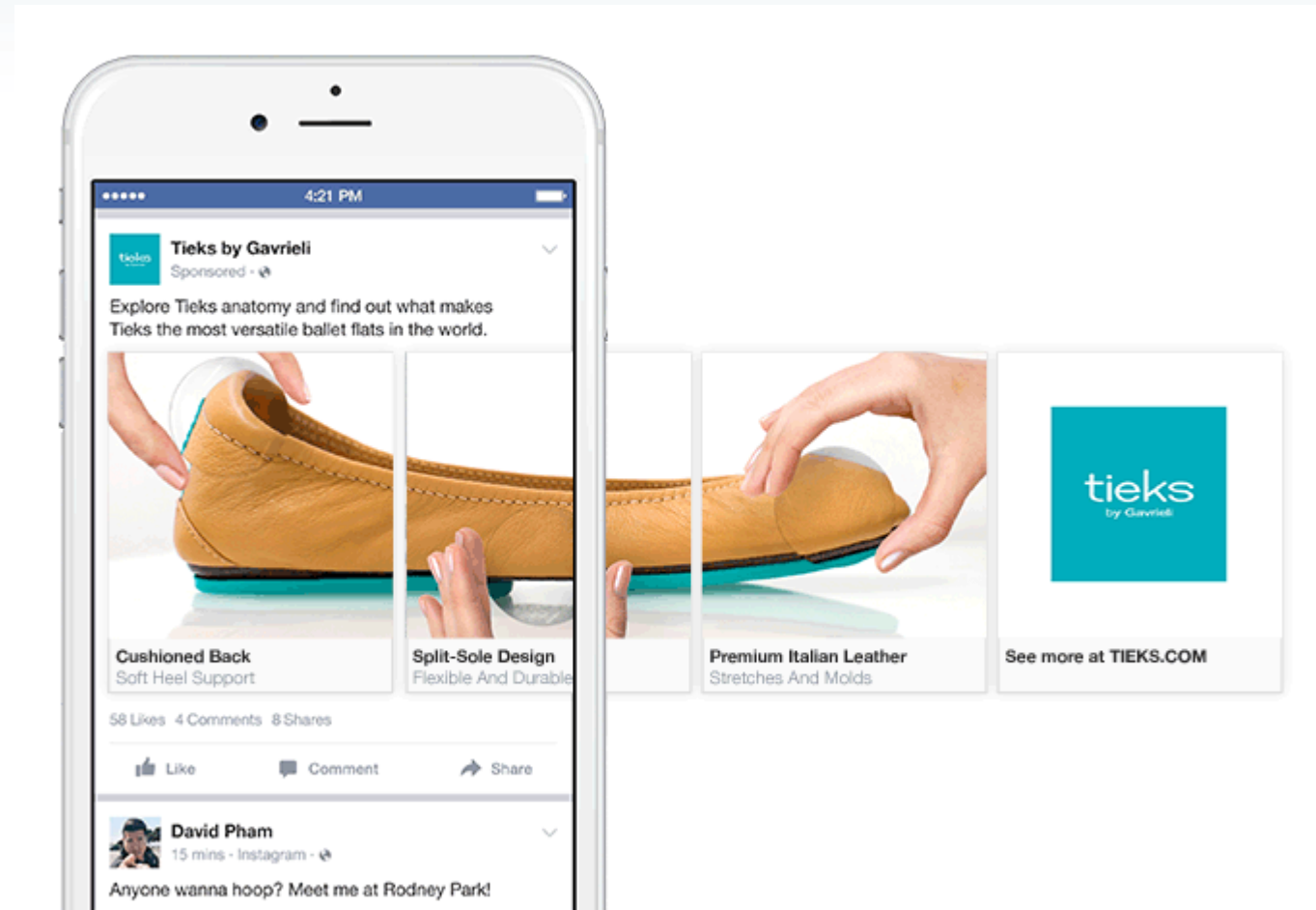
Trend #4 Mobile

3. Mobile Advertising Mobile Ads

- Pinterest's Cinematic Pins
- Facebook Carousel Ads
- Google Local Inventory Ads
- Instagram Sponsored Ads



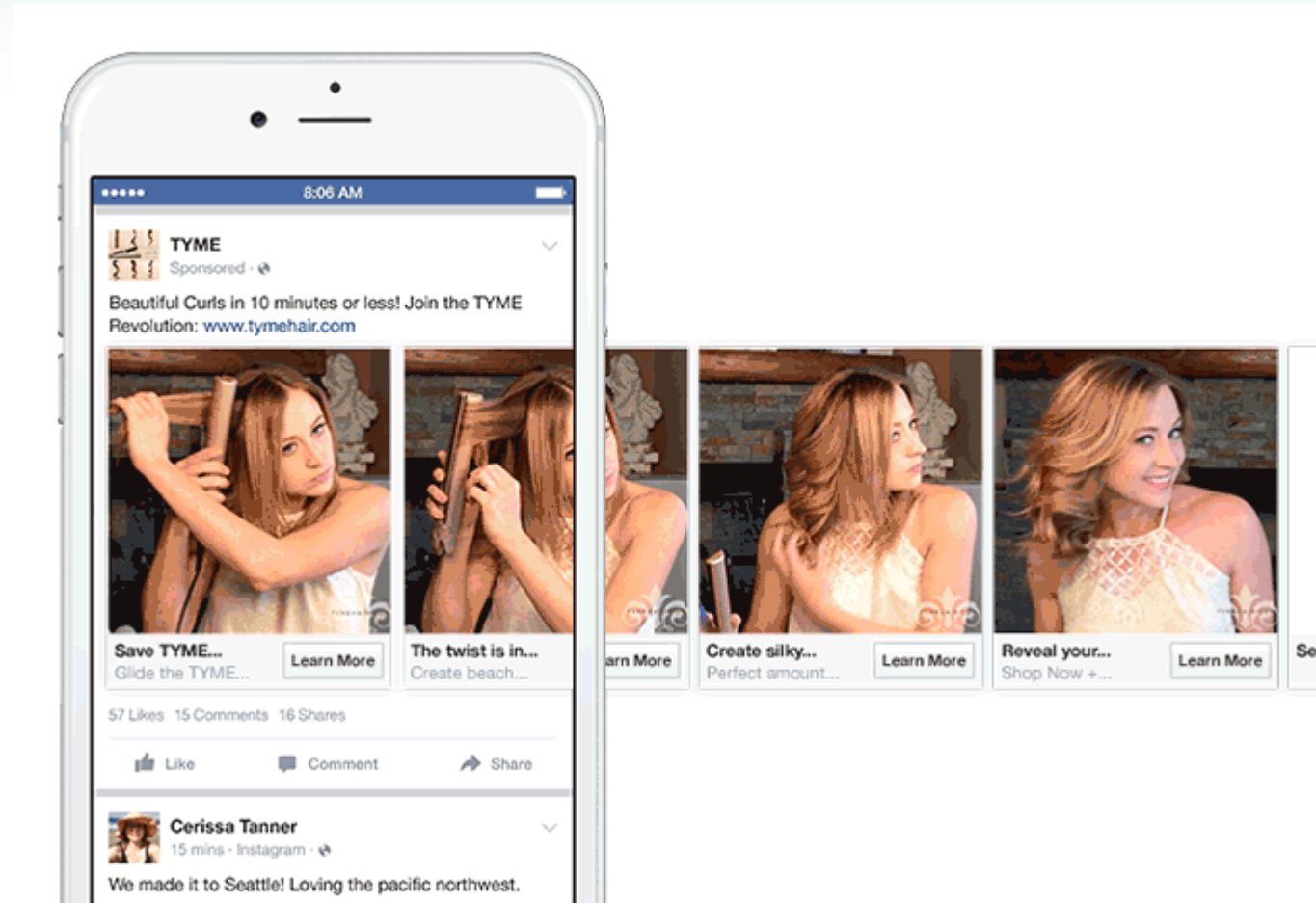
Trend #4 Mobile



Source: <https://www.facebook.com/business/news/7-ways-to-use-carousel-ads>



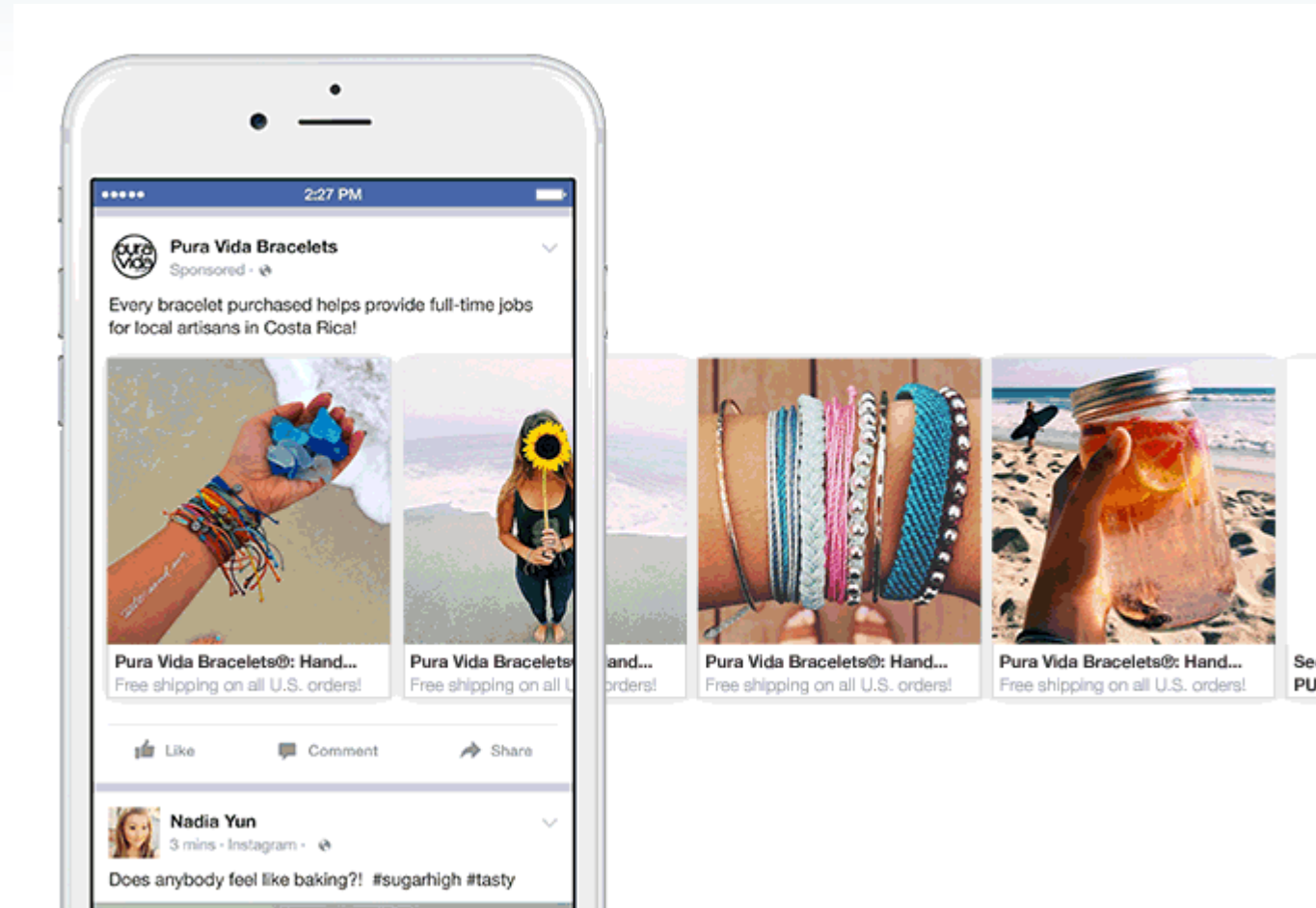
Trend #4 Mobile



Source: <https://www.facebook.com/business/news/7-ways-to-use-carousel-ads>



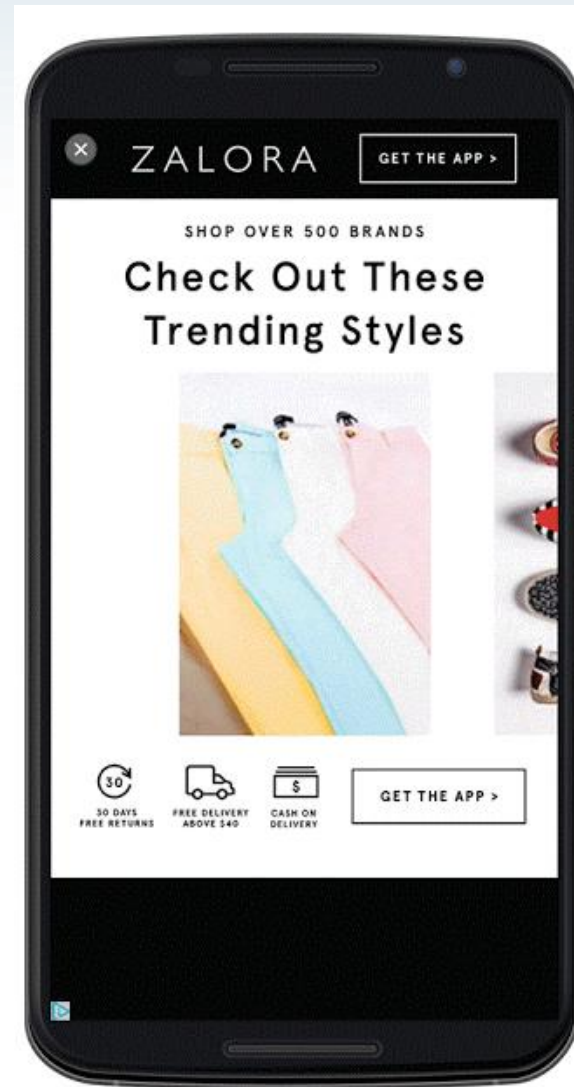
Trend #4 Mobile



Source: <https://www.facebook.com/business/news/7-ways-to-use-carousel-ads>



Trend #4 Mobile



Source: <http://adwords.blogspot.com/2015/12/trial-run-ads-interactive-Interstitials-beta.html>



Trend #4 Mobile



Source: <http://adwords.blogspot.com/2015/12/trial-run-ads-interactive-Interstitials-beta.html>



How To Jump On This Trend

**Mobile for
Your Business or Organization**



Trend #4 Mobile

- 1. Mobile Responsive Website**
- 2. Mobile-Friendly Newsletter**





Trend #4 Mobile

3. **Event Check Ins / In Store Promotions**
4. **User Generated Content**





Trend #4 Mobile

5. Business App

- Exclusive Content
- Offers
- Pop Ups
- Business Information





Analytics & Real-Time Data



Trend #5 Analytics & Real-Time Data

What is Real-Time Data?

Real-time data (RTD) denotes information that is delivered immediately after collection. There is no delay in the timeliness of the information provided. Real-time data is often used for navigation or tracking. (Wikipedia)





Trend #5 Analytics & Real-Time Data

Data Gathering

The more digital touchpoints you have with a consumer/ potential consumer, the more data you receive on them.





Trend #5 Analytics & Real-Time Data

Data Gathering

Marketers can now learn and respond (some, in real time) to how an audience reacts to a message, image, or content.

JO Social Branding
October 8 at 6:27pm · Edited · 🌐

Hey everyone! I am back from the Constant Contact OneCon conference in Las Vegas! What a fantastic time. I learned so much on ways to further develop my business for the better! I also met a lot of great Constant Contact employees, Solution Providers and ALEs (like me) from all over the US, Canada and UK. Here is a little recap video they played at the end! Check minute 1:13! 😊

Thank You for Attending OneCon
YOUTUBE.COM

139 people reached

Boost Post

Like Comment Share Buffer

Julia Gulia, Pattie Goulart, Lindsay Joy and 3 others like this.



Trend #5
Analytics &
Real-Time Data

3 Data Gathering Tips

The Internet is overflowing with consumer data.

- 1. Targeting niche audience sizes & making use of targeted advertising tools will bring in more effective campaign results.**

Source: brandanew.co



Trend #5
Analytics &
Real-Time Data

3 Data Gathering Tips

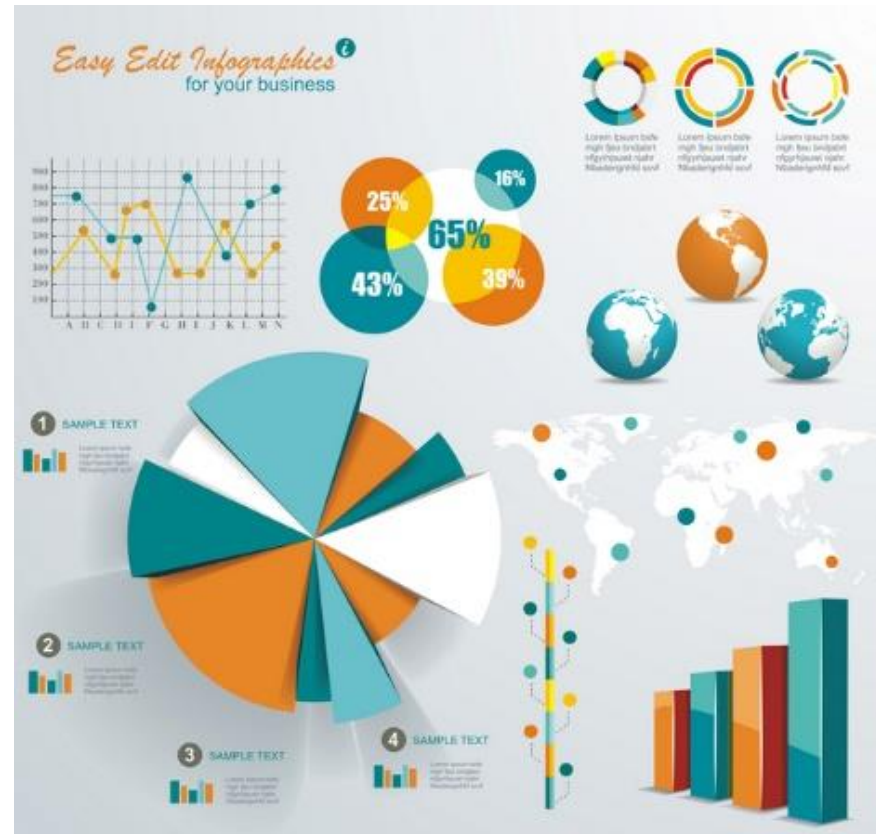
2. Targeted campaigns are **2X more effective.**
3. Retargeted display ads inspire a lot more people to search for the product.

Source: brandanew.co



Trend #5 Analytics & Real-Time Data

Data Collection = Analytics



- Email Reporting
- Facebook Insights
- Automation Reports

If you are not measuring, you are not marketing.

- Deeper Look At The Trends – Analytics & Real-Time Data





Data Collection – Email

My Reports

- Sent (6)
- Opened (0)
- Clicked (0)
- Spam (0)
- **Bounced (3)**
- Unsubscribed (0)
- Did Not Open (3)

3

Bounced Emails

What should I do with these?

50% Bounce rate

5% Your Average

How do I reduce future bounces?

Export

3 of 3 Selected
Remove Emails
Manage Tags
Display: Recommended for removal

	Name	Reason	Email
T			
<input checked="" type="checkbox"/>	Tester, Train	Non-existent address	123test@yahoo.com
<input checked="" type="checkbox"/>	Trainer, Rachel	Non-existent address	cc.trainingteam@live.com
<input checked="" type="checkbox"/>	Trainer, Test	Other	test123@gmail.com

1 — 3 of 3 items



Data Collection – Website

Referrers

Today Yesterday [Summaries](#)

Referrer	Views
thesitsgirls.com	32
Search Engines	4
Twitter	3
pinterest.com	2
thewalkerfiresidechats.blogspot.com/2014/12/hump-day-happenings-4...	1
asavoryfeast.com/hump-day-happenings-43/	1
Total views referred by links to your blog	43

Search Engine Terms

Today Yesterday [Summaries](#)

Search	Views
Unknown search terms	3
Total search terms	3

Subscriptions

Followers

Top Posts & Pages

Today Yesterday [Summaries](#)

Title	Views
Blog	30
Your Digital Marketing Goals For 2015	9
How to extend the life of your blog post	9
How to Sound "Wicked Smart" on LinkedIn	8
Case Study: 50 Shades of Marketing Brilliance	5
Social Media Is a Never-Ending Carnival Ride	2
Instagram: Bio? What Bio?	2
	2
Blogging Process – What To Do When You Write Your Post	1
3 Important Blogging Lessons You Need To Know	1
Other posts	3
Total views of posts on your blog	72

Clicks

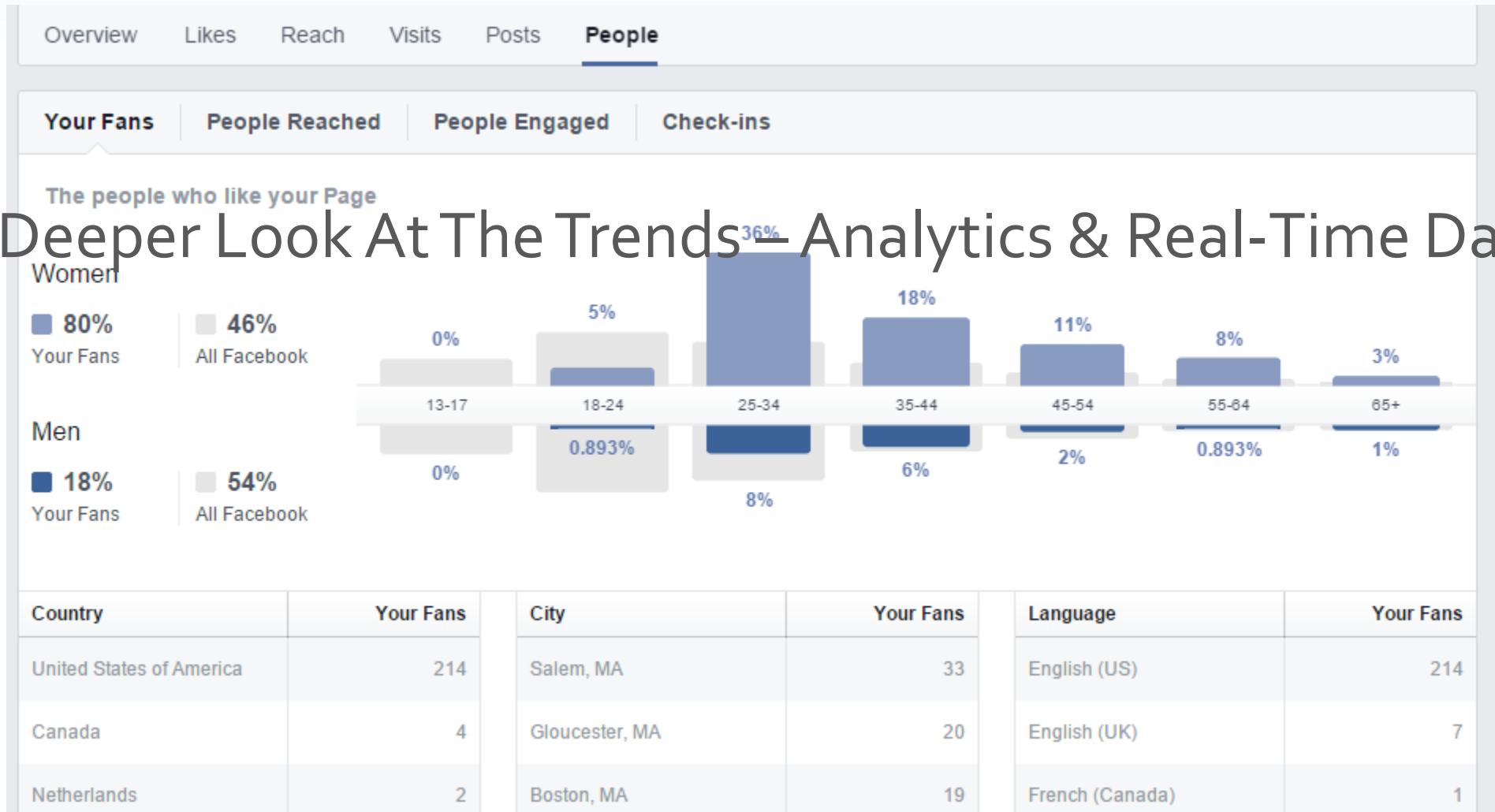
Today Yesterday [Summaries](#)

URL	Clicks
Facebook	3
Twitter	3
pinterest.com/feannineh/	1



Data Collection – Facebook

- Deeper Look At The Trends – Analytics & Real-Time Data





























Data Collection – Facebook

Your 5 Most Recent Posts >

■ Reach: Organic / Paid ■ Post Clicks ■ Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/31/2014 5:43 pm	 Wishing all you fabulous friends a wonderful #NYE and a #HappyNewYear! See you in 2015!			6 	2 1 	Boost Post
12/31/2014 6:59 am	I am thrilled to share that I am the last SITS Featured Blogger of 2014! SITS stands for Secret Is In The Sauce			162 	33 12 	Boost Post
12/30/2014 9:00 am	 This morning my website sent me my yearly stats for website/blog post views. I am not going to get			35 	5 6 	Boost Post
12/29/2014 6:00 pm	 Did you know: According to Rebekha Radice "statistics show that writing down your goals gives			23 	0 2 	Boost Post
12/29/2014 10:05 am	 This is the perfect #MondayMotivation for the last Monday of 2014. So whether you are in the office,			13 	0 1 	Boost Post

[See All Posts](#)



Data Collection – Automation Reports

Tuesday 30th December



★ TOP TWEET

4 Email Marketing Goals to Set in 2015 (And How to Make Sure You Actually Achieve Them)

<http://buff.ly/1vE92jC>

1:01 PM via Extension

0 Retweets

2 Favorites

0 Mentions

1 Click

1.3k Potential



4 Email Marketing Goals to Set in 2015 (And How to Make Sure You Actually Achieve Them)

from @ConstantContact <http://buff.ly/1xe8AMY>

11:57 AM via Extension



Data Collection – Website



Google
Analytics



Do more of what works.

Plan your marketing strategy
and social selling!

What Do
You Do
With Data?

1. Deeper Look At The Trends – Analytics & Real Time Data





Agenda

1. Digital Marketing Overview
2. Deeper Look At The Trends
3. **Tools to Use**
4. How to Get Started



Interactive Marketing Experiences

- Social Campaigns / Fan Promotions
- Events Marketing





Content Marketing

- Email Marketing
- List Growth & Generation



Personalization

- List Segmentation & Targeting
- Auto Responders
- Social Campaigns / Fan Promotions
- Social Media Advertising



Personalization Example

Leave it to Lindsay

Happy Birthday,

#LeaveittoLindsay to find out your birthday!

Have a *fantastic* birthday.
Eat a slice of cake. Maybe two. You deserve it.


All the very best on your special day,
Lindsay Joy Higgins




Mobile

- Mobile Friendly & Responsive Templates
- Social Campaigns and Local Deals
- Constant Contact Mobile App




 Major moves are happening over in the Twitter nest. This is possibly due to their [stock price dropping](#) from \$69 to \$25 since they launched their IPO.

- 1.) Co-founder Jack Dorsey has been named the new [Twitter CEO](#).
- 2.) A [New Twitter Button](#) will be launched shortly.
- 3.) They plan to [Remove Share Counts](#).
- 4.) Twitter is [Going Beyond the 140 Character Tweet Limit](#) they are known for.
- 5.) A new curated news featured called, [Moments](#) has been launched in mobile.
- 6.) With plans to [Monetize Moments](#) in the near future.

 1.) On October 14 all [LinkedIn Groups will Become Private](#).

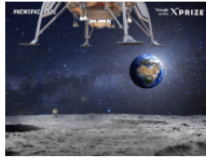
2.) With the release of Office 2016, LinkedIn has [Launched 14 new Office 2016 Courses](#) on Lynda.com.


3.) [LinkedIn has "linked up" to Cortana](#), Microsoft's digital personal assistant.

 1.) Google has announced a new open source initiative called [Accelerated Mobile Pages](#). They hope to dramatically improve the performance of the web on mobile.

2.) [Google is bringing virtual reality to the classroom](#) with a virtual field trip experience.

3.) Google introduced the [First Google Lunar XPRIZE Headed to the Moon](#).



 1.) [Pinterest search goes local](#). Search results are now customized by language and country.

2.) [New Merchants have been introduced to Buyable Pins](#).

3.) You can start building [Pinterest integrations](#) into your apps.



1.) Are you wondering how to capture your Facebook Fans contact information or have them act in a specific manner? Check out [Lead Ads](#). These ads serve a sign up form with information already filled out for the viewer to submit.

2.) With [Dynamic Product Ads](#) marketers can upload their product catalog and let Facebook automatically deliver the most relevant products to people in a carousel ad format.

3.) Facebook is [Testing New Video Experiences](#) for users. This includes pop out video, darkened backgrounds and serving similar content once your video finishes.





Analytics & Real Time Data

- Reporting
- Surveys
- Trackable Coupons

- Time Crunch?
inConcert offers Digital Marketing Audits
and Strategy Packages





Agenda

1. Digital Marketing Overview
2. Deeper Look At The Trends
3. Tools to Use
4. **How to Get Started**

Grow with Constant Contact



All the channels that matter.

Email. Mobile. Social.

All the marketing campaigns you need together in one place.



Questions?

Special offer...

Plans start at \$20/month | No Contract | 100% Money Back Guarantee



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What is the **one thing** you are **taking away** from today's presentation?

Still don't have time...

inConcert Can Help...Just Ask!

Social Media Management

...for those looking to save time.

Email Marketing Management

...for those looking to save time and grow their list!



Book Offer

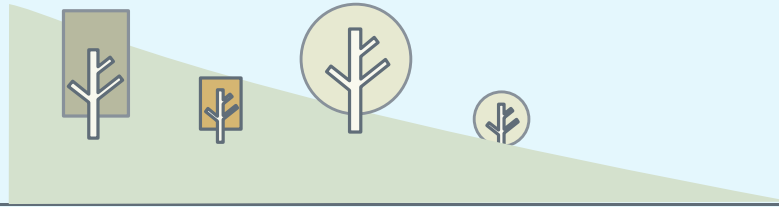
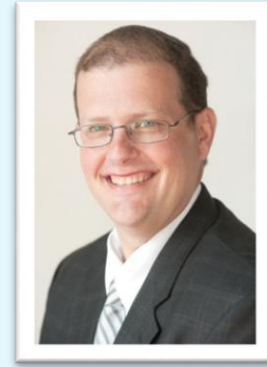


100 Great Ideas include:

Blogging Tips
Facebook Tips
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...and Many More
\$20, Cash or Credit Card

Q&A with

Matt Ward



Authorized Local Expert, Constant Contact



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