POWER HOUR:

WEBSITE CUSTOMIZATION STRATEGY TO GENERATE MORE LEADS

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Today!

• Strategies to strengthen your website
• Tips for effective customization
• Best Practices for customizing your website
WHY CUSTOMIZE CONTENT

90% of Buyers Search Online

➢ 82% feel more positive about you after reading custom content

➢ 78% perceive a relationship when they see custom content

➢ 90% of consumers find custom content useful

* NAR Profile of Home Buyers and Sellers
Website Content Is More Important

You Must Have:

- Modern website
- Listing Photos
- SEO Optimization
- Strong Bio and easy access contact information
- Expert Content

More than 50% of Page Views are on Mobile

- Be strategic with content
- Check loading times
- Simplify
MAKING CUSTOM CONTENT A REALITY

Creating a Map

• What’s your starting point?
  • What are your resources?
  • Create your plan

• Where are you going?

• How do you compare to your competitors?
  • Plan to monitor

• Set content goals for 12-18 mos.

Don't give up too early... it takes time to see results. You are building for the future.
MARKETING GENERATIONS

Buyer Personas - Millennials

32% of buyers
68% 1st buyers
Upsizing
Own home desire
Early Connection
High Technology
Connect w/ Text
Be GREAT online
Service don’t Sell
Communication
Listen & Respond

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Buyer Personas – Generation X

- 27% buyers
- 27% sellers
- Want larger home
- Bought at market peak

Want options
Leverage technology
Site, Amenities, & Community data
Service don’t Sell

Buyer Personas – BB Boomers

- 31% buyers
- 43% sellers
- Smaller home
- Hit by recession
- ?equity?

Mkt. knowledge
Easy to find content
Relevant content (Market Insider)
Buyer Personas - Silent

9% buyers
16% sellers
Downsizing
Closer to family
Technology = ?

Traditional Mkting
Educate on Market
Preview before showing

CONTENT OPPORTUNITIES
## Generating Ideas

- Feedly – Custom news feed
- Flipboard – Social Network Aggregation
- Hootsuite – filters SM content
- Little Bird – Find relevant, credible content and influencers
- Rival IQ – How do you compare to other agents

![Generating Ideas Image](https://learn.marketleader.com)

## Building Content

- Dynamic Content
- 3 Questions to Address
- Scheduling
- Fill content gaps
- Organize content by:
  - Buying stage
  - Persona

![Building Content Image](https://learn.marketleader.com)
Making it Work

- Getting started for 15 min. a day
- Consistently look for new content & keep a list
- Outline Ideas
- Plan your content
- Get in and Get out

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Common mistakes to avoid

- Biggest mistakes agents make
  - No Plan / Strategy / Focus
  - Content is Company not Customer focused
  - Not finding content from others
  - Only using written content
Win Listings With Your Website:

• Identify how your targeted market searches for homes
• Research keywords and update your website content
• Create a plan
• Define success

QUESTIONS?

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