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MYPRVIDEO.COM

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AGENT MARKETING ARTICLES FOR REALTORS



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Why your Real Estate Business needs a Realtor Promotional Video to adorn your website

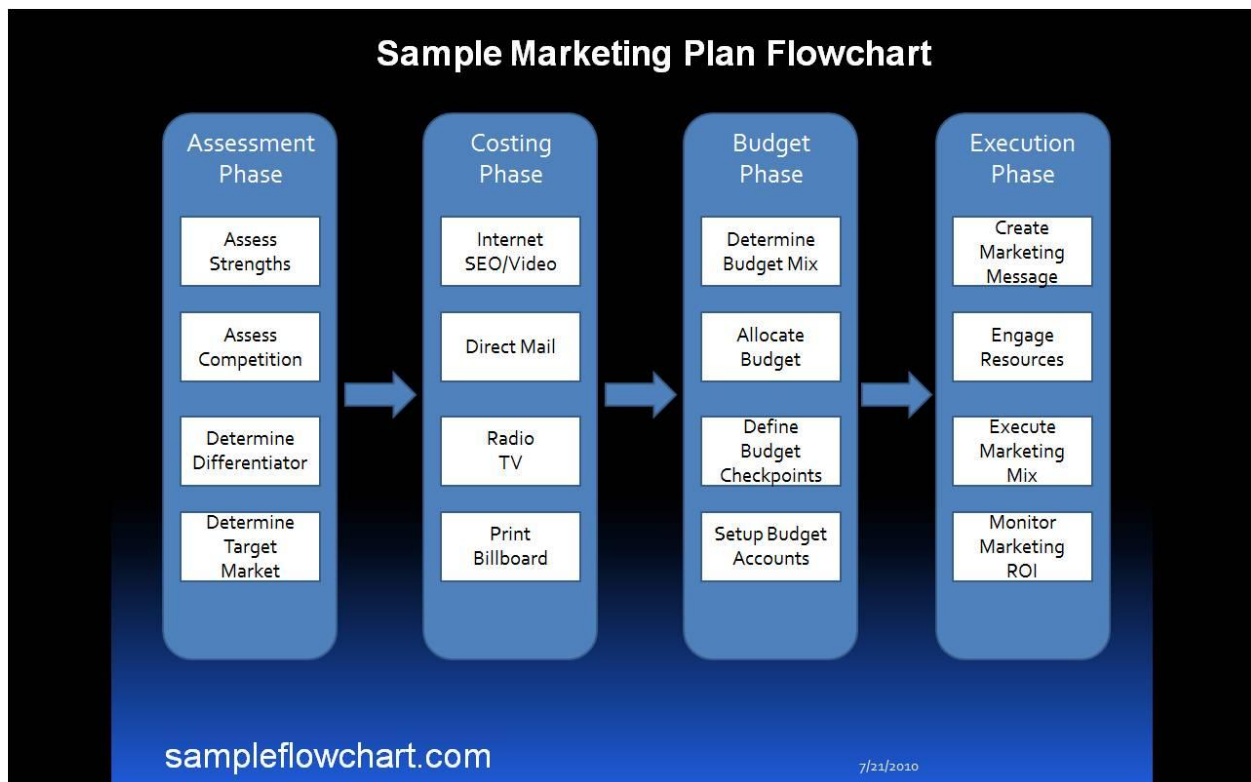
As a Realtor, you are trained to market properties, but rarely market yourself very well when it comes to finding potential clients. A realtor video promoting your services and experience can be just the thing to build credibility very quickly when a potential customer comes across your website.

You hand out business cards and your real estate signs are seen on the front lawns of your listed properties, but like most real estate agents, when a potential client visits your site, it is typical of every other website they click through. There is nothing to promote your abilities other than a static picture and a few acronyms that no one understands.

The attention of most realtor websites is focused on the properties that are listed which certainly is the lifeblood of your business, but does nothing to tell people who you are and how you can service their needs to sell their home. A [promotional video](#) can be done easily and inexpensively but bring in more return on your investment than handing out lame flyers or direct mail pieces.

Most online marketing programs incorporate video as a way to increase retention about a subject because it allows the viewer to utilize more of their senses to absorb content and retain that information for longer periods of time.

In summary, if you are looking to set yourself apart from the competition, increasing your visibility and stickiness in the mind of the homeowner looking for an agent is an important part of your marketing program. A PR Realtor Video may be just thing you need to accomplish that goal.



Is your face on a Static web page a Competitive Advantage?

Competition is fierce when it comes to buying and selling real estate and if you are like most real estate agents, your profile and picture is neatly located on the top left hand corner of your company sponsored web site. When you look at your competitor webs sites, the look and feel is essentially the same boring method.

To compete for business in this tough economy you need a PR Video that will set you apart from the other lackluster sites peppering the local realtor sites. Of course, many realtors are not into getting themselves on YouTube using their webcam to promote themselves and would feel very self conscious in doing so.

The answer to this paradox is to use a video production company that can promote you in a professional un-biased manner. Using a qualified spokesperson, your own script and a few photos, you can have a production ready [high definition video](#) for less than the cost of a direct mailing.

Within 7 days you can have a video resume promoting your strengths and real estate experience for your website and other online promotional areas that will stand out from the other realtors in your area. This medium will leave a lasting impression on your prospective client that they will remember when they get serious in buying or selling their home.

Marketing campaigns using flyers and refrigerator magnets are long gone. Taking advantage of the internet and online PR Campaigns can be fairly inexpensive and effective for the pregressive realtor.

With advent of smart phones it is even more important to have your PR video available for immediate viewing and shareable through social network links. As you become more progressive in online marketing techniques your brand will increasingly become more available to potential customers, the more successful you will become.

In summary, a [PR Video](#) should be part of your marketing portfolio so that you can compete and set yourself apart from the others who still have their face plastered on a business card. If you don't, the top agent in that other real estate office will certainly beat you to the next listing because their PR video is much more user friendly in building instant rapport and credibility.

How to Revive a Real Estate Business Using Online PR Campaign Strategies

The days of marketing by just having your face on a “For Sale” sign or business card are long gone. Taking advantage of the internet and online PR Campaigns can be fairly easy if you are open to revamping your marketing strategy.

The old days of direct mail flyers with your picture and E-mail address is slowing becoming less effective as the web is reaching into homes and mobile smart phones at an accelerated pace.

With smart phone technology, video, touch screens and faster search engines; the concept of finding what you need is becoming easier for the non-technical consumer. Your web presence must be more than a static page with your face and a few listings to compete in today’s real estate market. Your name and brand need to be visible under multiple venues with associated content that help drive clients to you like a web funnel that drop new prospects at your door.

A Public relations campaign consisting of Realtor newsletters, Blog postings, e-mail marketing tips or even online webinars is now becoming the standard vehicles for many realtors and brokers. As the more progressive agent utilizes online marketing techniques to get their message and brand in front of potential customers, the more successful they become.

1. As the web becomes more pervasive and accessible through smart phone technology, your real estate business must find ways to become just as available when your prospects are ready to buy or sell their homes. By using the internet to drive your brand and [promote your business](#) you stay ahead of other realtors who are still putting their face on static web pages waiting for calls.

Creating a PR Campaign should be part of your marketing portfolio so that you can compete and stay ahead of the next real estate agent looking for the same clients you are. Rev up your marketing machine with online content and your clients will easily find you when they are looking for realtor services. If you don’t, the top agent in that other real estate office will certainly beat you to the next listing.

3 Sample Openings for your Realtor Marketing Scripts

A marketing script is the written content you develop and submit to a video [production company](#) that will eventually be delivered by the professional actor. He or she will be articulate in their delivery and inflection when they read your words into the camera. This will allow your video resume to be professionally produced by others using your words and style.

Realtors usually speak about properties for sale but rarely speak about themselves when talking to potential clients. This can prevent listings from being acquired and ultimate cause the realtor to struggle.

If you are challenged trying to sell your abilities as a realtor, the following realtor scripts may assist you in generating your own message. As a general rule, your content needs to be about 120 words and should be focused on three distinct areas: Opening, Core Strengths and Character Building and finally a Strong Closing.

Opening 1:

Montgomery Emerson is a tried and true professional that has been in real estate for over 10 years and has a passion for matching the right family to the right home. Montgomery Emerson is a realtor with a high level of integrity and grit and has the ability to foster a wide range of resources to market your home in the most effective manner.

Opening 2:

Montgomery Emerson knows how hard it is to sell a home in today's challenging real estate market. With over 10 years of experience behind him, he can create a marketing plan that suits your home to get the best offer in the shortest amount of time.

Opening 3:

In today's down market it is very difficult to find a realtor who can maneuver through the difficult landscape to find the right buyer for your home. Montgomery Emerson is one such individual that can put his vast marketing experience to get your home in front of qualified prospects in the shortest amount of time.

In summary, the opening of your marketing script needs to quickly grab the attention of your prospect and give them an initial impression that you are there to help solve their problem. Your [promotional video](#) should deliver a crisp professional view of your capabilities and experience to allow the prospect to feel comfortable in taking the next step and contacting you.

How to Design Realtor based Marketing Scripts

When creating a [video for your web site](#), it is important to design your web commercial to present a professional image and key message to the person watching it. A marketing script is the written content submitted to the video production company that is delivered by the professional actor.

For realtors, their message is usually about a property for sale or rent and not about themselves. In this scenario the realtor is marketing themselves to help build rapport and confidence that they can handle the prospects listing and sell the home within a reasonable period of time.

If you are struggling with marketing content, use the following 3 sections to help design your script:.

1. Opening – Your introduction is like the opening to your resume that defines your qualifications, passion for customer service and integrity. Within 10 seconds, your prospect should have a pretty good idea of who you are and the level of your character.
2. Define your Strengths – realtors are literally a dime a dozen and can be found easily when a person is looking to sell their home. If a potential client is looking for someone with which they can trust with their business, they need to know you're the person who can deliver. Discuss your credentials, experience and ability to go the extra mile.
3. Finish strong - State the facts, but create a sense of confidence that they should contact you to find out more information about how you can help them sell their home with your marketing expertise and resources. Sell your customer on why they need you and go to the next step of making contact.

Once you have penned a few versions of your marketing scripts, you can mix and match the sections that sound the best and flow together seamlessly. Once the best language is selected, try it out on a few friends or family members for feedback. Tweak if necessary and submit to the video production company for inclusion into your [promotional video](#).

How to write a Video Marketing Script for your Company Video

When developing a marketing plan, your web site should be an informational portal that sets you apart from the millions of others who have a static face and banner generic text. Creating an unbiased professional looking PR video is a critical element in making your company site more memorable.

Creating a plan to generate sample marketing scripts can be a daunting process unless you break down the components. The ultimate goal of a marketing script is to sell your company's experience and core competencies to the potential client perusing your website.

Whether you are a small business or large company, your PR video needs to have specific elements to help your customer understand your business philosophy and whether or not you can help them with their problem.

Marketing campaigns that [incorporate video messaging](#) can be more effective and provide a better connection to the prospect than a pen or calendar with your face or logo.

A video marketing script can be broken down into 3 essential components.

1. Opening – marketing videos should introduce the company, its basic philosophy toward customer service and the business sector they service. Your opening should be 10 seconds or less and create an immediate impression of professionalism and respectability.
2. Core Competency – Once the opening has established your organization as a viable company with experience and business maturity, your message should define your core competency or underlying area of expertise you bring to the table. The prospect needs to feel confident that they can depend on you to solve their problem quickly.
3. Finish with a strong statement that exudes confidence and portrays your business as the only one that can make their issue go away. Sell your customer on why they need you and go to the next step of making contact.

In summary, your [video marketing script](#) plan should be focused on establishing a connection and relaying your business philosophy and ability to meet their needs within 60 seconds. Define a goal before sitting down and drafting your scripts and once you have created a few, re-visit them to see which one best meets that goal. Mix and match the three elements to create the best overall content for your script.

How to write a Sample Marketing Script for your Company Video

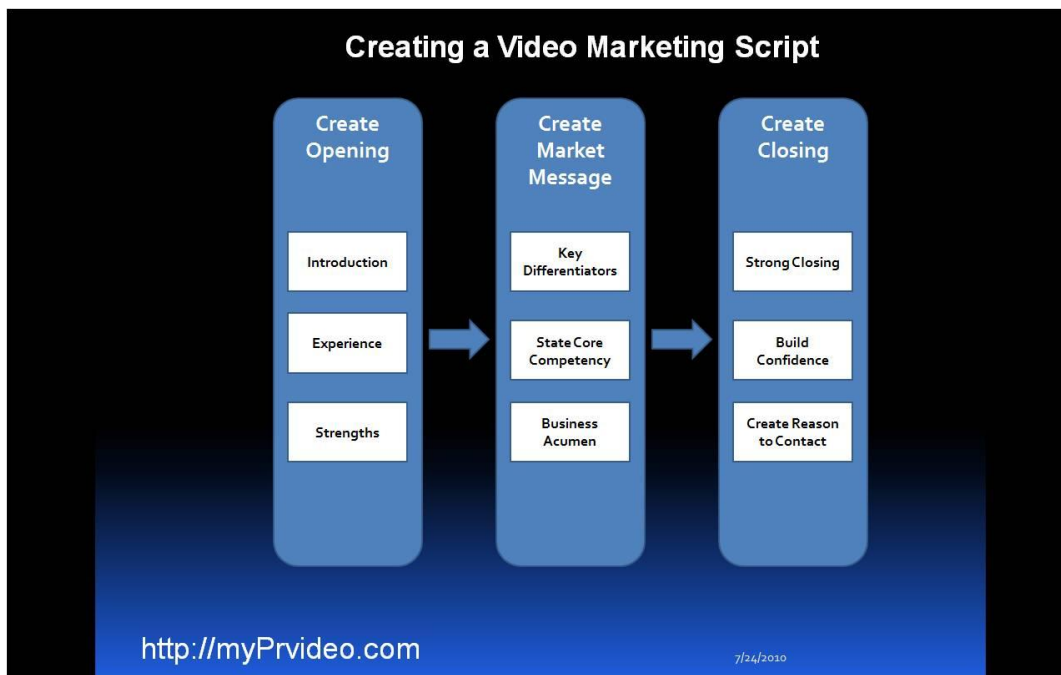
Video marketing should be among the elements of every company marketing strategy. Typically, several samples of marketing scripts need to be created, reviewed and approved before one or two are chosen for your company video.

Whether you are a small business or large company, your PR video needs to have specific components to help your customer understand your business and how you can help service their needs. Marketing campaigns that utilize video can be more effective and provide a better connection to the prospect than a 1 dimensional newsletter or e-mail.

What are the 3 components every sample marketing script should contain?

1. Introduction – Every script should introduce the company and the business segment they serve. Within 10 seconds your prospect should know who you are, what you do and the types for products and services you provide
2. Explain why the customer should use your services - The next 30 seconds of the video should focus on your company's experience, strengths and capabilities. Create a sense of connection with them and their needs. Focus on the company's core business that help the prospect define whether or you are the solution to their problem.
3. Finish with a strong statement that gives the customer confidence in your ability to meet their needs. Explain why you deserve their business and why they should go the next step and contact your company for more information.

In summary, your sample marketing script should be concise and targeted at creating a connection with the person watching it. Define a goal before sitting down and drafting your scripts and once you have created a few, re-visit them to see which one best meets that goal.



Why Smart phones are driving businesses to use more Internet Based PR Campaign Strategies

The old days of print ads or the direct mail flyer is slowing screeching to a halt. With the increase of mobile technology and access to online internet information at the virtual click of a touch screen, many business owners are turning to online PR Campaign strategies to drive business leads.

A Public relations campaign consisting of electronic newsletter distribution, e-mail marketing or even online webinars is slowly becoming the norm when business leaders look for new ways to reach their target markets.

It comes as no surprise that many buyers are using the internet and mobile devices as vehicles to do more product and service research. As the internet becomes more accessible using smart phones as a utility device, small business owners need to become easier to find and reachable. The old days of using the yellow pages to find a good lawyer, dentist or real estate agent is long gone.

Every business needs a pipeline of client leads to survive and because competition is fierce, staying with old marketing platforms can mean slow death to any small business owner. As your competition becomes more internet savvy, it is even more important to stay abreast of new marketing techniques to reach potential prospects.

By using the internet to promote your business and stay ahead of competitive threats you're giving your company a chance to continue growing.

Public Relations or PR Campaigns should be part of the company marketing strategy to continue to stay ahead of the changing business landscape. If you do not adapt your marketing platform to get your brand on the web and in search engines, you can be leaving money on the table and end up on the sidelines watching your rival pass you by.

3 Ways Real Estate Agents can Generate Leads using PR Campaigns

Realtors are like mini-business owners; they need to generate leads to get listings and utilize various techniques to find new business. Unfortunately, the costs of TV or large newspaper ads are usually too costly for their budget. Developing an online Public Relations (PR) campaign strategy may be just the thing to generate leads that set them apart from the competition.

Most real estate agents fail to take advantage of the internet as a PR campaign channel and will rely on print ads in the local penny saver or direct mail advertising as a way to get their name in front of potential clients looking to sell their homes.

This traditional process can prove to be unsuccessful as many people begin to move away from these types of advertisements and onto the internet for their research. Of course many real estate franchises offer tools to their agents to promote themselves with realtor website templates and other marketing materials, but fail to realize these all look the same when the client is looking for an agent to list their home. Because of the template look and feel, each agent website looks like the other with the same color scheme, listings and no promotional content of the agent themselves.

Incorporating PR techniques along with the standard template website can set the progressive realtor apart from the rest in the eyes of the prospect.

3 Things that a PR campaign should be:

Satisfied customer testimonials - As clients close on their homes, the agent should ask for a small sentence or two outlining their experience and satisfaction with the agent. Placing these testimonials on their website can provide some instant credibility to the agent and their ability to service the customer.

[Promotional video](#) – A small 60 second video can be created in a professional studio for less than the cost of one direct mail campaign. Using an unbiased spokesman touting the agent's strengths and experience can go a long way toward building an impression that can stay with the prospect for weeks or longer.

Real Estate Newsletter - Creating an e-mail subscription campaign to distribute information about the real estate market will continue keeping the agent in front of potential buyers and sellers over time. The agent is more likely to be contacted when the time is right as they have built a rapport over time.

In summary, realtors need to do more than the traditional business card at the grocery store bulletin board to get new clients. Creating a PR campaign that creates a web funnel of prospects to your door is not as hard as it sounds and can cost a great deal less than the traditional marketing most agents are following.

3 Ideas for Building Customer Loyalty

Customer service is a natural feedback mechanism that many companies ignore. Over the last several years as new sales dried up, [building customer loyalty](#) became in vogue again. Over the past decade, more attention was placed on acquiring new business and thought the customer was a commodity as growth continued. Many organizations were satisfied to lose some of their client base as new customers were plentiful and always walking in the door.

At the same time, customer satisfaction suffered immensely as upper management reduced internal resources, implemented automated phone systems and outsourced departments to other countries. These strategies increased customer frustration and eventual erosion of their repeat business. Today, things are different. Improving customer satisfaction and loyalty is now a high priority with upper management. Customer retention is a mindset and has to be entrenched within the organization starting at the executive management level.

From the support desk to the receptionist, your customer face should always carry a consistent message of service, quality and willingness to help. If these messages are not conveyed at every level of the organization, your customer will eventually find your competitor and leave.

Here are 3 ideas to improve customer loyalty within your product or service business:

Train to Listen – Customers do not need you to tell them their business or their issues, they need to be heard and want to know you are listening to their problems. Training your customer facing departments to listen to the customer is one step toward keeping them loyal to your brand as they know they will be heard and issues resolved.

Understand and Mean it– Understanding your customer’s wants and needs are critical in providing the right goods and services. If you truly understand the customer and how they conduct business, matching your service and products will create a tight bond that is strong and builds trust over time.

Communicate the good, bad and ugly –Fluid communication between provider and customer is a partnership. Do not lie to the customer if an issue becomes critical. Move to resolve the issue quickly and communicate information on a need to know basis. Do not paint a pretty picture, but give them enough information to know it is your responsibility to fix it and fast.

Many businesses lose their way after they become successful and forget who got them there, the customer. Once the sound of the cash register drowns out the voice of the client, the company will eventually falter and may not recover as new sales dwindle. [Building customer loyalty](#) is not a “nice to have” but a critical function within any business.

3 ways to Increase Customer Satisfaction

Outstanding Customer Service is an evolutionary process that can take months or even years to develop. **Improving customer satisfaction** has to start with the culture from executive management down through the organization. It must be entrenched within the company so that every decision be focused on what the client needs, wants or demands.

From the product line to the receptionist, your customer face should always carry a consistent message of service and quality. If these messages are not conveyed at every level of the organization, your customer will eventually find your competitor and go elsewhere.

Here are 3 ideas to improve client satisfaction within your product or service business:

1. **Listen** – A simple step toward satisfying your customer is to listen to their wants and needs. If you believe you know more about what the customer wants than they do, you will be out of business in no time.
2. **Be Sincere** – When you begin listening to customers and focusing on their issues, there will be a time when you cannot perform to their expectations. In some cases, they are going to want something you cannot or will not be able to provide because it does not make business sense. Sincerity goes a long way in delivering the message they do not want to hear. If you the delivery is truly sincere and presented that way, the customer will not like it but will understand if the information is reasonable and the partnership is strong.
3. **Communication** – It is common sense to have a fluid communication between partners and customers expect the same thing. Within every relationship, each partner has responsibility to tell the other if there is something wrong that could lead to a larger problem. Without a strong communication and feedback mechanism, you will assume your customer is doing ok, when in fact they are frustrated and ready to jump ship.

Many companies lose their way after they become successful. The sound of the cash register drowns out the voice of customers clamoring for better service or products. When the company begins to lose sight of their core business strategy and their value to the customer, the business can suffer dramatically. Improving customer satisfaction is not a nice to have but a critical function within any business.

[Customer service](#) is a natural feedback mechanism that many companies have ignored over the last several years. As more attention was placed on acquiring new business, many organizations were satisfied to lose some of their client base customers as new ones were plentiful and always walking in the door. Over the past decade, customer satisfaction suffered immensely as upper management reduced internal resources and implemented automated phone systems and/or outsourced the function to other countries. With those strategies came customer frustration and eventual erosion of their business.

The tide is changing, now that many companies struggle to find ways to attract new customers. Customer retention is a key strategy in today's businesses with more value being placed on the customer experience. The client is again becoming a highly valued commodity as CEOs realize how easy it is to lose customers to competitors.