

# 'The Online Survival Fast Start "Quick, Massive, Effective Action" Guide'

Up in Arms !!!

Agents across Australia are up in arms yet again over REA's fee increase and this time it might actually boil over into action. Let's see, but in the meantime, something that worries me daily when agents talk about their marketing is the importance of page views or likes.

This kind of obsession is exactly what causes REA to boost their prices with the promise for more eyeballs. This is all well and good; but this little report is hopefully another angle to look at the way things can possibly work for your business in the future.

Now before I go further I need to give some clarity and define two key terms, causation and correlation.

**Causation:** *The act of causing or producing.*

**Correlation:** *A mutual relation of two or more things.*

Each of these are very different but easily mixed up and agents often end up paying big time when they do mix them up. REA gets you to upgrade listings on the premise of greater exposure and I'm sure it does, however how much exposure is needed to sell a property? Of course more is better I often say, but where is the point of diminishing returns? I would argue that there are a variety of ways to spend your marketing moolah, which I will break down in summary in this article. *CONTINUE TO NEXT PAGE*

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Online presence

## Website(s):

Websites are the most important bare bone tools you need to ween yourself off the dependence of REA, you need at least 1 and in my opinion 3-5 would be ideal.

- **Personal website:** <yourname.com.au>

Get this ASAP and start building it with interesting things about yourself, what you're into...hobbies, sports, activities, clubs etc anything that shows you're not just another suit flogging houses.

Of course have case studies and case histories, pretty much an online pre-listing kit. e.g. my friend and industry legend's site

[www.WhyMat.com](http://www.WhyMat.com)

- **Local agent website:** <RealEstateAgent[yoursuburb].com.au>

This is where local Search Engine Optimisation comes into play, and it'd be ideal to have a local business registry as well as a suburb profile. Be sure to have an opt- in form somewhere offering a downloadable market report for your area with recent sales etc. This site could contain some property videos but I wouldn't shove all of your listings on here, possibly just your property videos, again to showcase your marketing skills, and your client success stories (video testimonials) to again, back up that what you do WORKS !!

e.g. we whipped up an example of one of these at

[www.RealEstateAgentCaloundra.com.au](http://www.RealEstateAgentCaloundra.com.au)

for you to have a look at what this might look like.

- **Local suburb lead gen website:** <PropertyPrices[yoursuburb].com.au>

(or any derivative of prices/reports/home etc all sorts of synonyms until you find a good one that's available)

This site will be unbranded and positioned as a 3rd party authority website to generate leads for listings, you'll drive traffic to it using PPC based on local targeted keywords. The domain/title of the site won't matter too much as long as it's clearly for people to get information on how much their property is worth in the current market.

Please understand this point. This site is NOT and should in NO WAY, look like it is branded with your company's logo and the like. It should look like those sites like HomeGuru or WhatPriceMyHouse or any of the myriad of others, only this one is just for you, and all the leads will go to you. Even if the leads come for properties outside your area, you may find an agent you trust in that area, and conjunct the lead for 20% referral as you see fit. *CONTINUE TO NEXT PAGE*

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## Social Media:

Social media presence is getting to the point where it's a must for all businesses, including yours, there's always a new thing coming out so we're going to keep it simple with the basics Facebook and YouTube because there's plenty of further training if you want to contact my team and discuss. But for now.....

### - Facebook:

Create a business page, it's against the Facebook's Terms of Service to have a personal profile for business and it wouldn't be fun to build a page up full of friends to have it locked for breaking the rules.

Now understand, the above is the official advice, and is very sound, but as you know, I break this rule everyday by using my PERSONAL page to do lots of personal stuff, but to also tell you all about my business. The way I see it, why not do both, but the key is don't spend too much time on it. Get on, do your stuff (outlined below) and then get back to your real work.

**Post interesting things and don't spam listings - Frankly no one EVER said to themselves. I know, I want to go buy a house, I know where I'll go, Facebook.**

Pictures, information and local knowledge keep the listings minimal, try to find engaging content that will get comments, shares and likes.

### Never pay for likes

It's stupid and I see so many people falling into this trap, it's better to have 250 organic and active likes than 15,000 fake and inactive ones, promote your interesting content instead of buying likes if you want to spend money on Facebook. Paying for likes also pretty much ELIMINATES the value of the pay per click strategy I am going to show you in great detail in the following training, so just trust me, when the Indian outsourcer says they can get you 10,000 likes on your FB page, politely decline. **CONTINUE TO NEXT PAGE**

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- **Youtube:** This is huge, it's the second largest search engine and it's owned by the largest search engine. There's no reason not to put out content on a regular basis in video format, whether it is testimonial videos, (again see my supplemental training) weekly updates covering new listings or professionally shot videos covering the local market highlights over the quarter, whatever it is get started on this ASAP.

Plus of course if you don't have a absolute library of professionally shot Property Videos for your listings, then frankly, START.....NOW !!!!

## **Traffic sources**

This is the part that's super important once you set your sites up you need to drive traffic to them, there is a couple of different options for this, I'll cover pay per click and also search engine optimisation.

- **Pay Per Click:** Pay Per Click is self-explanatory you pay a specific price for each click, depending on the competition for the keywords that you're targeting you can get really cheap clicks (less than 20 cents) right up to expensive clicks (\$2+). You can target your audience by adding different filters.

Pay per click can be done on Facebook and Google, and frankly in way more places than we have room to list here, even YouTube can have pay per click videos. I will handle the complete step by step, move by move training in the supplementary modules with this report, but for now, understand this could be a part of your strategy. *CONTINUE TO NEXT PAGE*



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- **Search Engine Optimisation (SEO):** SEO at the core is getting your website to appear ahead of competing websites when people search for specific terms (Keywords). Depending on how competitive your terms are, and how much your competition has invested into this, we have had people ranking at the top, yes ABOVE the REA listings, but if you're number one just below them, that's a good place to start.

(again, more on this covered in the supplementary 2 module video training

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In conclusion

I think there's value with REA/Domain listings and it's foolish to go cold turkey on them, however in some areas, geographically, the question is starting to get, whether our marketing dollars can be invested for a better return elsewhere.

Start measuring your area's buyers' behaviours and analysing where they are coming from... INITIALLY. (and just because they say the internet, or a specific website, don't be afraid to dig a little further, and you might find they saw it first in a paper, then went online for more information.)

But the above online basics will get you started, in traversing the minefield of the battle for online domination, just like in the 90's and 2000's we had that same battle in the newspapers. Same battle, different battlefield.

so 'Cry Havoc and Let Slip the Dogs of Real Estate Online War !!'

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## About the Author -

Glenn Twiddle is internationally known as the no B.S., straight shooting, Real Estate and Marketing Trainer and Author from Australia. He also owns and run the Sales Training event 'Be Phenomenal' featuring Australia's best real estate trainers and agents, plus international identities as well. He states 'I teach Real Estate Agents a step by step, 1-2-3 system for becoming the Number 1 Real Estate Agent in your area in 3 years or less, no matter what your experience right now. It's worked for me and my salespeople in my business, for many of my coaching clients, and if you learn it and apply it in the manner it's described, there's a good chance it will work for you too"



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