

TIPS TO SAVE MONEY AND CONNECT WITH YOUR MARKET

THE MAGNIFICENT SEVEN



THE MIRISCH COMPANY

YUL BRYNNER with **CHARLIE GUNNINGHAM** **PHIL KNIGHT**
IN
The Magnificent Seven



And Introducing
HORST BUCHHOLZ

CO-STARRING
CHARLES BRONSON • **ROBERT VAUGHN**

Screenplay by **WILLIAM ROBERTS** Produced and Directed by **JOHN STURGES**

A MIRISCH ALPHA PICTURE Filmed in PANAVISION Color by DeLuxe

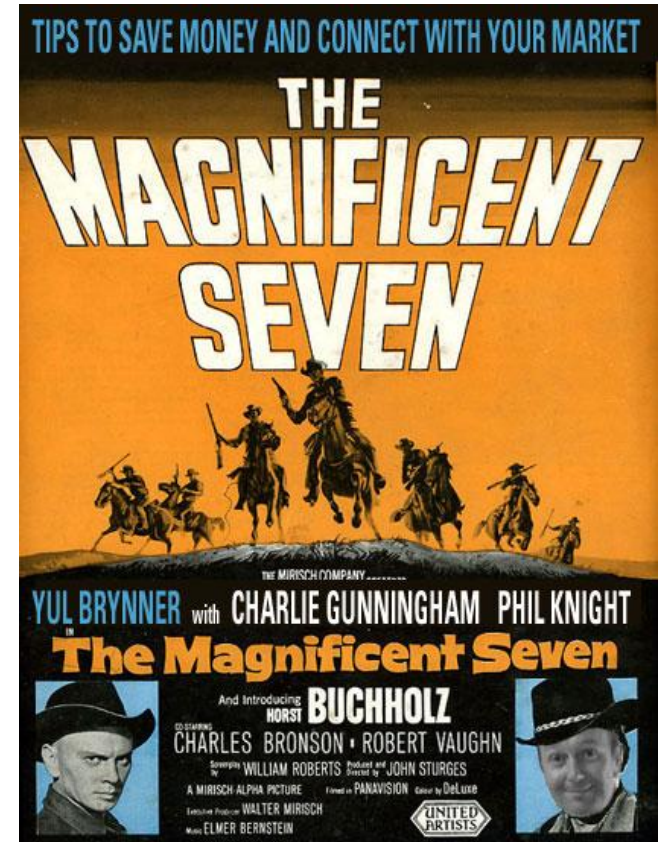
Executive Producer **WALTER MIRISCH**

Music **ELMER BERNSTEIN**



Take advantage of the Web 2.0 revolution: *7 things you can do, right now*

- by using...
Facebook, Twitter, Blogs, Youtube
- lower for your ad costs!
- motivate your staff (esp the Gen Ys)!
- improve your PR/message!
- bring traffic to your site, improve Google ranking!
- create a **real** online community!
- drive sales and profits!
- have some fun along the way!



The Premise



1994 Age of **Surf**



1998 Age of **Search**



NOW Age of **Subscription**



The Context



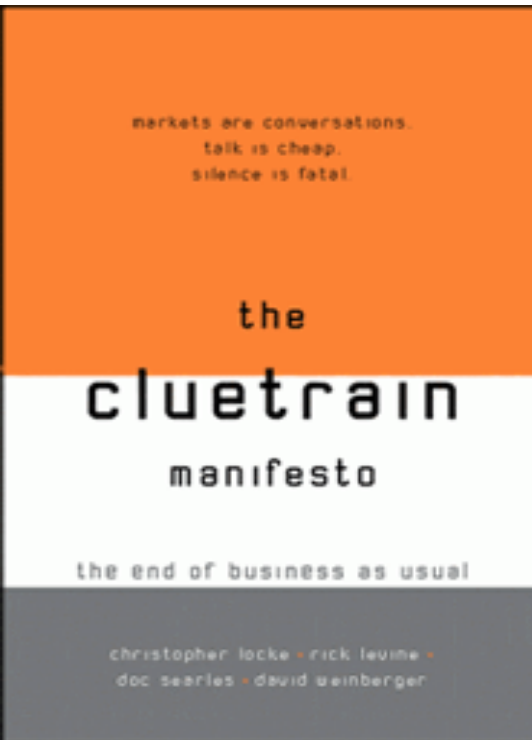
— You're fluent in twenty-four programming languages, but you can't even talk about the weather with me!"



... people want to talk!



“Markets are conversations”



conversations among humans **sound human**
natural, uncontrived, **honest**
public switch **quickly**
tell us something!
(then we might speak to you)

business is only **part** of our lives, it's all of yours

The Cluetrain Manifesto: The End of Business as Usual
by Christopher Locke, Rick Levine, Doc Searls, David Weinberger
Pub 1999 : read it for free at www.cluetrain.com





“Markets are conversations”

Every ‘deal’ is
a series of
conversations



So WHAT do I need to do?



embrace Social Media
(at least, give it a go)
(very least, suspend disbelief!)



“Ask not what the internet can do for you...”



- the content
comes from
the users

Web 2.0



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1. Do your own FACEBOOK Page

free 'n' easy to set up
people find you
you're in control
400,000 in Perth
more > 40 than < 18
1,000/day in Perth join



SPECIFIC ACTION # 1



2. Set up a FACEBOOK Group

The screenshot shows the Facebook interface for the 'Perth Online Business Community' group. The page includes a navigation bar with 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and user options 'Charlie Gunningham', 'Settings', and 'Log out'. The group name 'Perth Online Business Community' is displayed with a 'Global' tag. A 'Basic Info' section provides a description: 'Business - Marketing & Advertising. Join our group to get the value and benefits of a professional business community, without the hassle of regular meetings interrupting your working week and the freedom and flexibility of the Internet.' It also mentions meeting new friends, providing regular advice, and requiring approval to join. A 'Contact Details' section lists the email 'joshwilliams@adsonvids.com.au' and location 'Perth, Australia'. A 'Members' section shows 'Displaying 8 of 113 members' with a 'See All' link and a row of member profile pictures including Milton Rendell, Scott Couzens, Shane Kempton, Philip Knight, Jan Kits, Jan Wellstead, Michelle Hogan, and Barbara Komorek. A 'Discussion Board' section shows 'Displaying 3 of 4 discussion topics' with a link to 'Start New Topic | See All'. The first topic is 'Calling all coaches, practitioners and alternative therapists' with 2 posts by 2 people, updated on 17 February 2009 at 17:39. A 'Love the Logo' link is also visible.

invite people in
publish events, goings on
interactive shop window
everyone gets to know

SPECIFIC ACTION # 2



3. Post your own FACEBOOK Ads

Data last updated at 20:08.

Daily Budget **\$10.00** Since 17/02/2009

Status	Max Bid (\$)	Type	Imp.	Clicks	CTR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
Running	0.50	CPC	246,117	59	0.02	0.48	0.12	28.55

Advert Preview

best real estate online
Real estate. Online. Now. aussiehome.com
Perth's own award winning real estate web site. 9000 properties for sale and rent from 165 of Perth's top real estate agencies.

Targeting

You are targeting people between 25 and 55 years old in Perth.

Settings

Bid: 0.50
Changes will take effect in 15 minutes.
Create a Similar Ad

Save Cancel

Direct + targetted
Set a budget
Easy to set up, edit,
cancel + monitor
250,000 views (\$28)

SPECIFIC ACTION # 3



4. TWITTER! (your own + company)

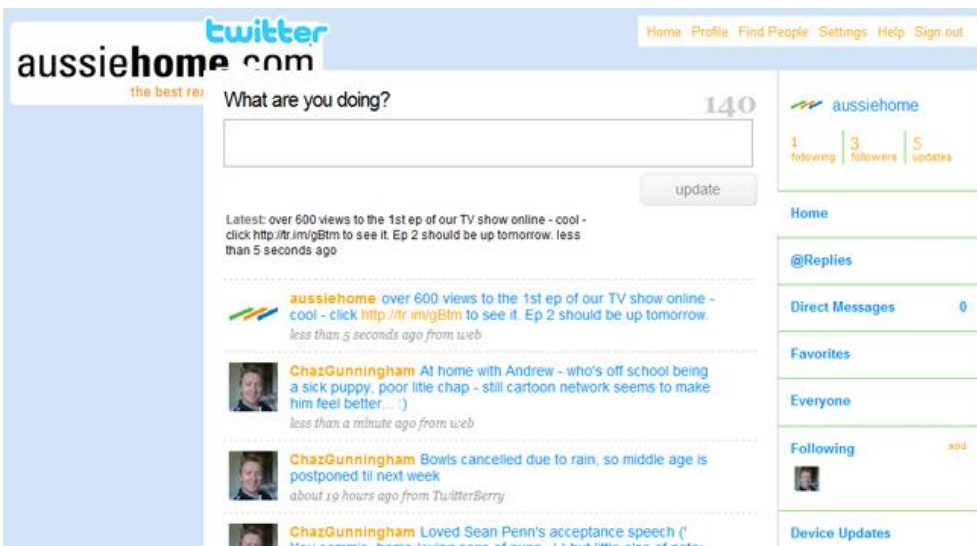
4mn globally (1/100th FB)

Growing fast

Very easy to update

'micro-blogging'

Word out, top of mind



SPECIFIC ACTION # 4



5. Upload movies to **You Tube**

Broadcast Yourself



**Obama did 1,678
87 mn views
Av age 45-55 yrs
tag 'perth real estate'
DIY, free**

SPECIFIC ACTION # 5



6. Comment on large BLOGS, start a BLOG



Link comments back to you

Blog often, blog interesting

Show your **passion**

Be authentic

GREAT for SEO, traffic


SPECIFIC ACTION # 6



7. Subscribe to RSS, develop your own



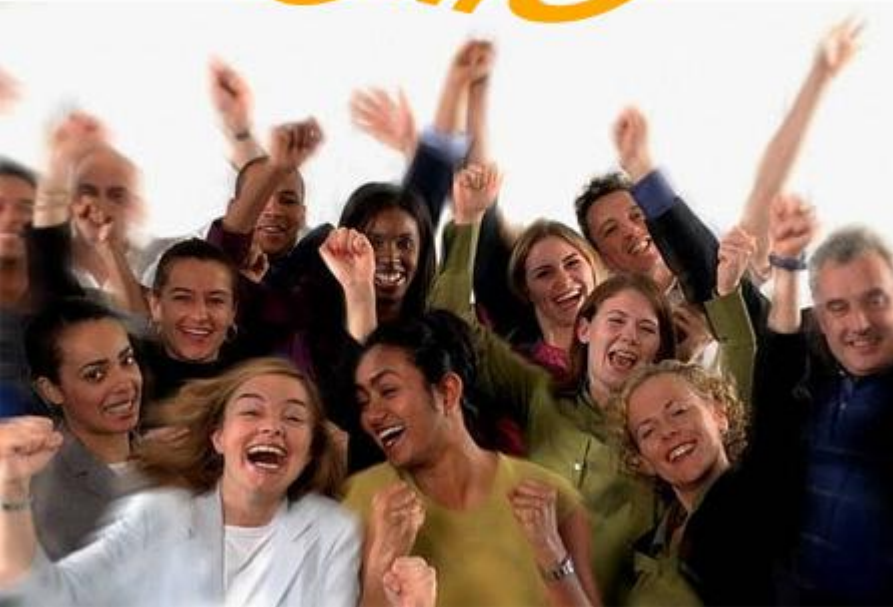
Updates to your InBox
Updates to your website
Feed your own news,
listings, home opens... OUT
Get subscribers

A screenshot of the Business2 website. The header includes the 'B2 BUSINESS2' logo and a search bar. Below the header, there are navigation links: Home, Contributors, Portals, Your Real Estate Website, Terms of Use, About Us, and Contact Us. The main content area features an article titled 'Stimator - an exercise in popularity! Domain beats REA hands down!' by Peter Kaxi, dated 20th February, 2009, with 16 comments. To the right of the article is a 'NOTIFY ME' section with a sign-up form and a 'RECENT ENTRIES' list. Below the article is a 'RECENT COMMENTS' section. At the bottom of the article is a 'STIMATOR' calculator interface with a 'Calculate' button and a 'Done' button. A blue 'RSS Feed' button is located at the bottom right of the article content.

SPECIFIC ACTION # 7



SMMO



Lower ad costs
targetted, effective marketing
Raise Traffic + improved rankings
Fun, empowering; learn & interact
Drive client loyalty
more sales and profits
= the future of marketing?

‘Social Media Optimisation’



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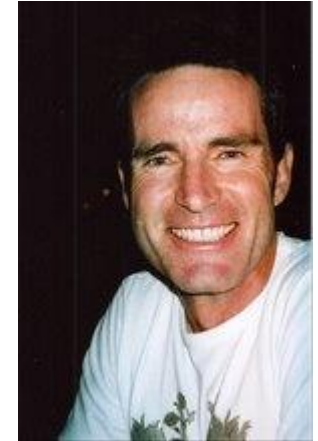
My 'To Do' List

1. Facebook Page
2. Facebook Group
3. Facebook Ads
4. Twitter
5. Youtube Vids
6. Blogs
7. RSS

and whether it works or not...

blame charlie@aussiehome.com

Peter Fletcher



real estate agent
for 23 years
Now REALLY into this

HOME ABOUT

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The Real Estate Marketing Maven

Starting Your First Blog? 29 Tips, Tutorials and Resources for New Bloggers

by PETERFLETCHER on FEBRUARY 3, 2009

Starting Your First Blog? 29 Tips, Tutorials and Resources for New Bloggers

via [Starting Your First Blog? 29 Tips, Tutorials and Resources for New Bloggers](#).

1 comment



Social media marketing in less than a minute

by PETERFLETCHER on JANUARY 19, 2009



Real estate is a tough, fast-paced business that demands a lot of an agent's time. Here are 11 social media marketing tasks that can be done in less than a minute. Now there's a reason to be happy to be hold with

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Agent Genius

TheRealEstateMarketingMaven.com

