



International Builders' Show
January 23, 2013
2:30 – 4 p.m.

Presenters:

Kelly Fink, MIRM, CAPS
The Providence Group, Suwanee, GA

Paula Huggett, MIRM, CMP, CGA, CAPS, CSP
The Bokka Group, Denver, CO

Carol Morgan, MIRM, CAPS, CSP
Marketing RELEVANCE, Atlanta, GA

Seminar Presenters:



Kelly Kenton Fink, MIRM, CAPS, is the Vice President of Marketing & Online Sales for The Providence Group of Georgia, LLC based in Suwanee, Georgia. Mrs. Fink has been honored as Marketing Director of the Year by The Greater Atlanta HBA in 2010, 2007 and 2004. In January 2009, Kelly was named the National Marketing Director of the Year by the National Sales & Marketing Council. Kelly has participated in the International Builders' Show as a speaker since 2009. She has been on the Atlanta SMC Board of Directors since 2008 and is currently serving on the Executive Board of the Atlanta SMC as Vice Chairman. Prior to joining The Providence Group in 2010, she was the Regional Marketing and Internet Director for Bowen Family Homes and Broker for Bowen Family Realty based in Duluth, Georgia. During her 8 years with Bowen Family Homes she created and managed their Online Sales Division (My Home Concierge Services) which consistently produces 30-35% of net sales for Bowen Family Homes.

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Paula Huggett, MIRM, CMP, CGA, CAPS, CSP, VP/Director of Client Services at the Bokka Group, an Online Marketing Management company based in Denver, CO. The Bokka Group manages digital communications strategies for top builders across the US, Canada and Australia. Paula has spent her career developing strategic marketing plans, interactive communications and managing global brand initiatives across various industries. Over the past decade, Paula has been dedicated to the enhancement of the real estate industry. Her expertise and real world experience provides clients with innovative ideas, strategic recommendations and real life solutions that establish trust, grow

brands, boost conversions and increase sales. Paula is actively involved in Professional Women in Building and sits on the national Communications Committee. She also holds a position on the Colorado Association of Home Builders board and is the 2012-2013 Marketing Chair for HomeAid Colorado.

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Carol Morgan, MIRM, CSP, CAPS is the author of the top-selling BuilderBooks "Social Media for Home Builders 2.0," Carol Morgan Flammer has been blogging since long before blogging was cool. She is the visionary behind the nationally-ranked and award-winning www.AtlantaRealEstateForum.com, Atlanta's most popular real estate blog. Her launch of the site in 2006 was truly visionary and led the new media movement in the Atlanta new homes market. With 20 years of experience, Carol has established herself as the "go to" for real estate and construction products public relations and social media. Carol is managing partner of mRELEVANCE, LLC, a Marketing, Communication and Interactive agency with offices in Atlanta and Chicago. Carol has spoken at a number of tradeshow including the International Builders

Show and 21st Century Building Show and Expo. She speaks frequently to Sales and Marketing Councils and PR groups and teaches social media seminars at home builders associations around the country.

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Content Strategy

- The core of social media is every consumers' desire to talk about and share something
 - What makes your brand
 - Interesting
 - Compelling
 - Relevant
 - Content should:
 - Establish Trust
 - Make you stand out
 - Drive social interaction
 - Power your pipeline
 - Create Valuable relationships
 - Educate prospects
 - Drive referrals
 - Preparing your content strategy
 - Define your audience
 - Decide on the information & tone
 - Develop an editorial calendar
 - Deliver in a way that maximizes impact
 - Measure, refine, test, repeat
 - Editorial Calendar
 - Content Distribution is beyond social:
 - Search engines remove poor quality content and reward high quality content with improved rankings. Goal is to create 2,000 new words for your web site every month.
- | | | |
|----------------|------------------|--------------|
| status updates | referrals | discussion |
| Tweets | customer | forum |
| blog posts | stories | infographics |
| blog comments | white papers | eBooks |
| email | conversations | executive |
| websites | sales collateral | interviews |
| press releases | webinars | data sheets |
| articles | advertising | media |
| advertorials | presentations | coverage |
| videos | newsletters | etc. |
| call scripts | direct mail | |
- Make content strategy fun! Include different areas of your company to give well rounded, informative, compelling and relevant information to your target audience.

Landing Pages

- Visitors are two times more likely to convert, when they landed on a targeted landing page that directly ties in with the campaign that they took action on.
 - Create landing pages to coincide with individual ads and campaigns – online and offline
 - Set up Google Analytics tracking on those landing pages
 - Think about the user path – where they are coming FROM and where you want them to go TO
 - Use common sense when it comes to conversions. If you wouldn't give your email address, don't think your prospect will. Be relevant and compelling.

References:

Content Marketing Institute - <http://contentmarketinginstitute.com/>

HubSpot = <http://hubspot.com>

Marketing Sherpa: <http://marketingsherpa.com>

Hootsuite – <http://hootsuite.com> - lets you monitor most social networks in one place

Facebook Insights offers numbers on engagement, “likes” and users.

Social mention <http://socialmention.com/> is a free tool for real-time social media search results. Sign up to receive free daily email alerts for your company, product, a news topic or even a competitor.

Growth of Mobile Technology

Tablets:

- 25% of U.S. Adults Own Tablets

Cell Phones:

- 88% of U.S. Adults Own Cell Phones
 - 45% of U.S. Adults Own Smartphones
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How is Mobile Impacting Marketing?

- All social sites are focusing on mobile users.
 - People spend more time on their mobile devices than ever before.
 - 91% of mobile internet access is for social activities, versus just 79% on desktops
 - We must understand this technology to deliver relevant messages to target consumers.
 - This will change your marketing strategy.
 - Need to be there when your customers need you.
 - Think about how these users would search for you on the go.
 - They need to be able to get the info they need fast
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References:

http://tag.microsoft.com/community/blog/t/the_growth_of_mobile_marketing_and_tagging.aspx

<http://www.pewinternet.org/Reports/2012/Cell-Activities/Main-Findings.aspx>

<http://www.pewinternet.org/Reports/2012/Tablet-Ownership-August-2012/Findings.aspx>

Mobile Sites

- Mobile Sites
 - 31% of smart phone users start their internet search on their mobile device (Pew Research Center)
 - Smartphone and Tablets to surpass PC Users by 2015 (Research Firm IDC)
 - Mobile Devices account for 20% of Web Browsing in the US
- Smart Phones vs. Tablets
 - Tablets can accommodate full websites, not just mobile
 - Touch Screen, No Mouse Option for site visitors
 - Allow Visitors a Choice to View Full or Mobile Site
 - No Flash Please
 - Test Full Site on Tablets

- The Question: Tablet Version or Tablet Friendly?
- Mobile Sites that Stand Out
 - Easy Navigation & Simple Clean Design
 - Optimized Website Load Time
 - Ability to Click Phone Number to Quickly Call for Information
 - Easy to Fill Out Contact Form
 - Easy Search Function
 - Photo and Video
 - Map and Customized Directions
 - Link to View Full Site

References:

<http://www.pewinternet.org/Reports/2012/Cell-Internet-Use-2012.aspx>

<http://allthingsd.com/20120525/mobile-devices-now-make-up-about-20-percent-of-u-s-web-traffic/>



QR Codes

- What are QR Codes?
 - QR=Quick Response
 - Matrix (2 Dimensional) Barcodes
 - Links prospects directly to mobile sites, landing pages, videos, coupons
 - First designed for Auto industry in Japan in 1994 to track vehicles and parts
 - Increases likelihood prospects will take action as it is quick, easy and requires little effort
 - In October 2011, 20 million US Smartphone users scanned a QR code
- How to use and read QR Codes
 - Download a free QR scanner to your Smartphone or Tablet from App Store
 - Free versions: QRReader, i-nigma
 - Transforms your mobile camera into a barcode scanner
 - Free QR Creation sites: kaywa.com, www.GOQR.me, QRstuff.com
 - Create simple QR Code or customize to match your brand or campaign
 - Make sure QR Code sends prospects to a relevant location
- Key Media Locations to display QR Codes:
 - Signage - all signage must be in a location that will allow easy scanning
 - Print media: Flyers, Ads, Direct mail, Business cards
 - Promotional Items
 - Follow QR print requirements/guidelines and test codes
- How to Track Success
 - Use tracking URLs to set up Campaign results in Google Analytics
 - Implement different QR codes for different marketing efforts
 - Review mobile device user increases to site

References:

<http://www.qrstuff.com/>

<http://www.forbes.com/sites/ilyapozin/2012/03/08/are-qr-codes-dead/>

<http://www.comscore.com/2011/12/20-million-americans-scanned-a-qr-code-in-october/>



Pinterest

- What is Pinterest?
 - 3rd most popular social network site (Experian)
 - Photo and Video sharing site
 - Largest demographic: Women 25-34 (Ignite)
 - Home Decor is most popular board category (Repinly)
 - Allows users to pin and share
- Why use Pinterest?
 - Surpassed 10 million users faster than any other site (TechCrunch & comScore)
 - 70% of users are there for shopping inspiration vs 17% of Facebook users (Bizrate Insights)
 - A photo is worth 1,000 words - great outlet to share your product, features, homeowners, events, videos and more
 - Fantastic branding and interactive opportunity
 - Drive traffic to your website, blog, other social sites
- How are businesses using Pinterest? How could I use Pinterest?
 - Share Photos & Videos of Product, Outdoor Living, Homeowners, Events, Lifestyle offered by Brand
 - Brand Awareness
 - Contests
 - Interact & Follow prospective home buyers/clients
 - Tap into interests of target market
 - Search Engine Optimization

References:

http://go.experian.com/forms/experian-digital-marketer-2012?WT.srch=PR_EMS_DigitalMarketer2012_040412_Download?send=yes
<http://www.ignitesocialmedia.com/social-media-stats/2012-social-network-analysis-report/#Pinterest>
<http://www.repinly.com/stats.aspx>
<http://agbeat.com/real-estate-technology-new-media/pinterest-users-time-on-site-nearly-matches-youtube/>
<http://bizrateinsights.com/blog/2012/10/15/online-consumer-pulse-pinterest-vs-facebook-which-social-sharing-site-wins-at-shopping-engagement/>



Houzz

- What is Houzz?

- Online community about architecture, interior design and decorating, landscape design and home improvement.
 - Designed for professionals to showcase their work and for homeowners looking for inspiration, ideas and professionals to help them with their own homes.
- Who is using Houzz?
 - 89% homeowners
 - Average home value: \$450,000
 - Average income: \$124,000
 - 50% are planning to build a home, build an addition or remodel
- Why use Houzz?
 - It is an easy way to showcase and share your work with people specifically looking for remodelers, residential architects, interior designers and home builders.
 - It's free and immediately accessible.
 - Searchable by design style, space type, metro area and more.
- How to use?
 - Consumers use the site to create personalized ideabooks to organize photos with ideas; professionals post the photos that make up those ideabooks.
 - Add photo albums of all of your projects to showcase your work. This is a great way to communicate the style, quality and variety of work that your company can offer.
 - Post great photos with keyword-rich descriptions.
 - Use keywords (about your location, products, colors, etc.) in your account information and image descriptions to help users find you and ensure your photos can be traced back to your company when they're shared. .
 - You can use product tags to share specific info on products in your photos.
 - Your photos will be shared with their other social media platforms like Facebook, Tumblr, Pinterest, etc.
 - Discussions, message boards and chat:
 - Show your expertise and professionalism; answer questions promptly and thoroughly
 - Interact with consumers: ask what they like, changes they'd want to see, etc.
 - Establish yourself as an expert by posting articles on home topics (maintenance, décor, trends, landscaping, organization, etc.)
 - Connect with other professionals.
 - Create a profile with important information about your business, including links to your website, contact info, social media sites, etc.
- Example: London Bay Homes
 - Investment in quality photography pays dividends
 - Organized photos by projects (plans)
 - Provided feedback to questions/comments
 - Featured on Houzz home page and social media sites twice in first 4 weeks. Free exposure to:
 - Almost 314,000 Facebook fans
 - Over 44,500 Twitter followers
 - LBH photos have been added to over 200 idea books

References:

<http://info.houzz.com/rs/houzz/images/infohouzz%26home.pdf>



Google Plus

- What is Google Plus?
- Google+ Features:
 - Stream
 - Circles
 - Sparks
 - Hangouts
 - Messenger
 - Pages
 - Badges
 - Local
 - Events
 - Explore
- Why Use Google+?
 - Improve your ranking on Google Search
 - Google is adding a social layer to everything it does
 - Two-thirds of shopping activity is influenced by personal recommendations
 - Google+ has 150 million active monthly users
 - The early bird gets the worm, right?
 - It's Social CRM
- What to Post?
 - Videos
 - Community/Model Home Virtual Tours, Homeowner Interviews, Staff Interviews
 - News from your blog:
 - Events, Incentives, New Communities, Model Home Openings, Sales Milestones, Homeowner Tips, Homebuyer Tips, New Staff, Construction Progress/Milestones



Foursquare

- What is Foursquare?
 - Share and save places
 - Get personalized recommendations and deals
 - How many people use Foursquare?
 - Who will see my special?
 - Who benefits?
- How to use Foursquare?
 - Home builders can use Foursquare by setting up their communities as a verified business and offering specials and giveaways for check-ins with mobile devices.
 - Examples: free refrigerator, \$1,500 in upgrades, free washer and dryer, % off or \$\$\$ off, Whatever you want. You decide what's best for your community.



Instagram

- What is Instagram?
 - “Instagram is a fun and quirky way to share your life through a series of pictures.”
 - 100 million users (Sep. 2012)
- Why use Instagram?
 - Visuals are more impactful than copy
 - Low-cost artistic photography
 - Easy to use
 - Integrates well with Facebook
 - 40% of brands on Interbrand Top 100 use Instagram
- How are other businesses using Instagram?
- How could I use Instagram?
 - Post photos
 - Ask homeowners to post photos
 - Launch a photo sharing contest



Tying it All Together: Keystone Custom Homes 20 Ways to Save

- Blog, Website, Facebook, Twitter, Google+, Pinterest
- Did it work?
 - 26 coupons redeemed
 - During the six week promotion period:
 - Gross sales – 67
 - Net sales – 35
 - % change over same period in 2011:
 - Gross sales – up by 26.42%
 - Net sales – up by 59.09%
