



Marketing

HOW TO ATTRACT BUYERS USING SMART TECHNOLOGY



Mobile Marketing: How to Attract Buyers Using Smart Technology

**International Builders' Show
January 23, 2013
8:30 – 10:00 a.m.**

Presenters:

Mitch Levinson, MIRM, CAPS, CGP, CSP, MBA
Marketing RELEVANCE, Atlanta, GA

Kevin Oakley
Heartland Homes, Pittsburgh, PA

Seminar Presenters:



Mitch Levinson, author of "Internet Marketing: The Key to Increased New Home Sales" published by BuilderBooks, is an Internet marketing expert with expertise in search engine optimization, website development, email marketing, social media and CRM consulting services.

As Managing Partner with mRELEVANCE, LLC, he combines his interests to help companies gain a competitive advantage through the Internet.

Levinson directed the Internet Marketing and CRM strategy for Technical Olympic USA for over two years and has participated in the design, development and implementation of many Internet marketing programs for Fortune 500 companies and small local companies. He spearheaded development of complex backend systems, including a high profile system for Georgia State University while he was a student earning his MBA.

Known for guiding interactive dialogue, Levinson is a favorite instructor of Internet and Technology courses for the Greater Atlanta and Chicago Home Builders Associations. He has led seminars on the topic for the Sales and Marketing Council of the Metropolitan Builders Association in Milwaukee, with similar appearances planned for the future. Levinson has spoken at the International Builders Show for multiple years, including making a cameo appearance at the Super Sales Rally in 2012.

He currently owns MLC Realty, an active Brokerage in Illinois and Georgia and holds the Certified Sales Professional, Certified Aging in Place, Certified Green Professional and Masters in Residential Marketing designations. Levinson is Second Vice Chair and a Trustee of the Institute of Residential Marketing of the NAHB.

Contact: Mitch@mRELEVANCE.com (847) 259-7312 mrelevance.com



Kevin Oakley is a branding and marketing expert with over nine years in the new home industry and the author of "Presale Without Fail: The Secret to Launching New Communities & Phases with Maximum Results." He is the VP of Sales & Marketing at Heartland Homes. He believes results matter, brands are not dead, and that it's not easy - but it is simple. He also writes a weekly blog dedicated to new home marketing and branding at www.BrandPossible.com.

Contact: Me@KevinOakley.com (412) 779-8758 BrandPossible.com

Mobile Statistics

- 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

Why Mobile is the Next Big Thing

- Mobile coupons get 10 times the redemption rate of traditional coupons. (Mobile Marketer, 2012)
- 91% of all smart phone users have their phone within arm's reach 24/7 – (Morgan Stanley, 2012)
- Mobile marketing will account for 15.2% of global online ad spend by 2016. (Berg Insight, 2012)
- 70% of all mobile searches result in action within 1 hour. 70% of online searches result in action in one month. (Mobile Marketer, 2012)
- 9 out of 10 mobile searches lead to action, over half leading to purchase. (Search Engine Land, 2012)
- 61% of local searches on a mobile phone result in a phone call. (Google, 2012)
- 52% of all mobile ads result in a phone call. (xAd, 2012)

Why Mobile is the Next Big Thing (continued)

- Cable Subscriptions: DOWN
- Radio: DOWN
- Newspaper and Magazines: DOWN
- Direct Mail: DOWN
- Yellow Pages: *Do People Even Use These Anymore?*

Why Mobile is Different

- More immediate responses
- Higher response rates
- Trackable
- Instant
- Optimized
- Less expensive
- A refined experience for the consumer

Mobile Challenges

- Phone screen websites
- Different sub-goals than traditional site
- You must decide what is most important
- It must still do more than just present “the facts”

Ideas for Mobile Marketing

Mobile sites not in our industry

- Problem to solve
- Goal
- How did they do it – drive sales
- How does it relate to home sales

Tools:

- **GPS**
 - Built-in “business listing”
 - No more directions in paragraph form
- **QR Codes**
 - Links prospects directly to mobile sites and landing pages
- **Tablets**
 - Ready
 - Light and Compact
 - Take and Run
 - Stay Connected
- **Smartphones**
 - All-in-One
 - Stay Organized
 - Instant Information
 - For Home
 - For Work
 - For Shopping
 - For Marketing!

Using Mobile in Sales

- Bring your website with you through the model
- Make selections
- Capture leads in the kitchen
- Email flyers to prospect “like right now”

- Encourage Facebook and social media likes and engagement
- Sign contracts
- Share documents
- Access web based applications (like CRM and lead management)

Ideas for Sales Centers

- How would you use mobile?
 - Registrations
 - To “Break the ice”
 - Demonstrate
- Role play exercise
 - How to sell with a tablet

Mobile Sites Before

Apps for After Purchase

Example: Heartland Homes

iPad Tours

Example: Heartland Homes

Mobile Site Statistics

Example: Highland Homes

	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
Non-Mobile	11,172	6.75	0:05:31	65.95%	32.72%

Mobile	3,914	8.28	0:05:11	55.01%	32.55%
---------------	-------	------	---------	--------	--------

Traffic by Mobile Device:

Apple iPhone: 1,253

Apple iPad: 1,122

Samsung SCH-R720 Admire:72

Samsung SPH-D710: 65

(not set): 48

Apple iPod: 47

Samsung SCH-I535 4G Galaxy SIII: 47

Motorola MOTXT912B Droid Razr 4G: 46

LG MS910 Bryce: 41

Samsung SGH-I997 Infuse: 38

Example: Heartland Homes

	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
Non-Mobile	24,661	5.76	0:04:15	56.58%	38.89%
Mobile	7,345	4.86	0:04:13	48.97%	44.41%

Traffic by Mobile Device:

Apple iPad: 42,584

Apple iPhone: 16,640

SonyEricsson LT15i Xperia Arc: 1,169

(not set): 975

Motorola DroidX: 379

HTC ADR6350 Droid Incredible 2: 334

Apple iPod: 290

Samsung SCHI510 Droid Charge: 286

Motorola Xoom: 271

HTC ADR6300 Incredible: 265

iFear

- Technology Whirlwind
- Not Tech Savvy
- The Wrong Device
- Old School
- When to Buy

iNVASION

- Home Buyers are using them to buy homes
- Builders are using them for EVERYTHING

Social Media

- Facebook
- Twitter
- Google+
- Pinterest
- LinkedIn

iWork

- Pages, Numbers, Keynote
- Docs to Go

Online Storage

- Google Drive
- DropBox
- Evernote

iTalk

- FaceTime
- Skype
- Go To Meeting
- Google Hangout

Examples:

Drees Homes
Vintage Homes

Home Builder Apps

- Sto Corp.
- Kohler
- Udell
- Lutron Electronics
- Flor
- NestPix
- Lumber Liquidators
- Trex
- Weyerhaeuser
- Versatex
- Milgard Windows & Doors
- Sherwin-Williams
