

How to Get the Best Results with Realty Connect

Signs and Riders

The more signs that are posted, the greater chance people will see them, text them, and begin to rely on mobile solutions for trustworthy for-sale information.

- Agents have found that separating the Gcode sign rider from their normal sign display makes the call to action much more obvious.
 - Recommend placing 2-wire H step stakes in the yard away from other signage to draw attention to your Gcode. Use creative cut-out shapes for the signage, such as a house or a key.
- Put a GCode or QR code in property windows so viewers can get more information while admiring the property perimeter.
- Some clients have added sandwich boards or banners throughout a development, allowing the passers-by to access information on their phone.
- Include your GCode and QR code on the property flyer so potential buyers have the information on their phone when they risk losing the flyer.
- Consider the demographics of the neighborhood. If the demographic is geared toward younger buyers, there is a greater likelihood of generating mobile leads .
- Promote Gcodes as a green solution: reduce waste while you save on printing costs.

Online

There's no debate that the Internet has changed the way buyers search for real estate. Here are a few ideas on incorporating mobile marketing into online media.

- **Upgrade your account to gain access to Website Widgets and create a campaign to include a lead generation banner on your website.**
- **Include text and QR codes on your website listings for leads to send the information to their phone.**
- Include a short tutorial on your website to show customers how to use the technology. This shows prospective clients you are tech savvy and service oriented.
- Drive traffic to your website by including the URL in your account contact name and auto-responder.
- Showcase your listing text or QR codes online:
 - Facebook:
 - Create a tab on your page for listings and include text/QR to send to phones.
 - If you advertise listings within albums to showcase photos include:
 1. The GCode in the copy of each image.
 2. An image of the QR code in each album to be scanned.
 - Buy ad placements on Facebook and target potential homebuyers in your market. Use the QR code as your image with teaser copy.
 - LinkedIn page
 - Trulia
 - Neighborhood blogs
 - Include your campaigns in emails / e-flyers:
 - Property listings
 - Open house with a QR code that has address for directions
 - Newsletters
 - Send a "welcome home" email to new buyer with an incentive to refer services to friends

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Print Marketing

Users have reported an increase in leads when they incorporate their campaign codes in traditional advertising. This will let potential buyers to text your GCode to access more information on your current listings. Include text and QR codes in:

- Newspaper ads
- Real estate magazines
- On your business cards
- Property flyers
- **Think outside the lot**
Generate leads by engaging a captive audience and create unique experiences to break through the noise. Show off your mobile marketing savvy in your listing presentation by including Gcodes and QR codes for prospective sellers to try for themselves.
- Host an open house contest sponsored by local businesses. Everyone who texts the specific open house code will be entered to win a prize (e.g. Home Depot Gift card, reduced closing costs on next home purchase, gets entered to win a dream house sweepstakes sponsored by a local organization).
- **Put your GCode or QR code on signage at shopping centers, airport terminals or restroom billboards. We have even seen agents use their text codes on a pre-roll in movie theaters!**
- Convert your vehicle into a mobile billboard by displaying vinyl decals with your premier property code. **You are going to get noticed by differentiating yourself, create awareness of your business and educate consumers on the latest mobile technologies.**
- **Drive customers to your business by advertising your services and listing on monitors in Taxis. The average taxi trip in the US is 5 miles, with an extra 5 minutes of wait time per trip. This is ample time for leads to learn about your business and surf your listings. (Taxi averages data source: <http://www.schallerconsult.com/taxi/fares1.htm>)**
- **Have listings in a heavily commuted area of town? Bus ads are an effective and cost-efficient form of advertising. Including an ad in your market's bus line generates valuable impressions while locals travel downtown, on busy expressways, and in residential and commercial areas not populated with outdoor billboards.**
- **Get active in your community by sponsoring a home buyer workshop. Produce square table tents or center pieces with one panel explaining how to scan/enter the Gcode and the other sides with text or QR codes featuring your listings.**

Optimize your marketing dollars

Assign different GCodes for the same listing to track which marketing mediums are most successful. Use those results to adjust your marketing budget to the most efficient channels.

Keep the conversation going

Use the auto responder to start a dialogue with your leads. Include your phone number and website URL in your responses to encourage your leads to engage with you.

Peer pressure sells

The more agents in your office that are using Realty Connect the better it works because it increases customer awareness. The more potential home buyers know this system is out there, the more they will use it! Also, the more signs that are out in the public view, the greater chance of people seeing them, texting them and trusting in mobile tools for reliable property information. Encourage the others in your office to help get the word out.

Want to Learn More?

Feel free to contact our support team at any time. We are always available to help you set-up your account one-on-one. You can reach us at 406-542-9955 to schedule a demonstration of the features in your Goomzee account.