

# **Social Networking and Internet Marketing For Real Estate Investors™**



**By Lex Levinrad**

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## **Introduction**

This book is written for real estate investors, real estate agents and real estate professionals that would like to gain a better understanding of how they can use social networking and internet marketing to more effectively distribute their message to a much wider audience.

If you are a real estate agent trying to market one of your listings, a real estate related business looking for new clients or a business owner that wants more customers, you all share the same goal. Your goal is to tell as many people as you can about your business, product or service. Social Networking is an excellent way to do that. There are currently more than 1 billion users on the social networking site Facebook. If Facebook were a country it would be the third largest country in the world.

If you use Facebook for personal use and you spend as much time on Facebook as many users admit they do then after reading this book you will realize how much more you could be leveraging that opportunity to market yourself, your business and your product or service.

If you are a real estate agent or investor trying to sell a house, then the more people that know about your house that is for sale the more likely a potential buyer will see your listing. The more potential buyers that

see your listing the more likely your house will sell. The same principle applies if you are a mortgage broker, real estate appraiser or general contractor. The more people that know what you do, the more likely they will use your services. This book is written for real estate investors and real estate professionals. However the above principle holds true regardless of what business you are in or what product or service you are trying to sell.

Let's look at a typical example of a real estate agent that is trying to sell a home. Traditionally, the old fashioned way of marketing a property for sale was to list the property on the MLS (Multiple Listing Service) which would in turn syndicate the listing to real estate websites like [www.realtor.com](http://www.realtor.com), [www.zillow.com](http://www.zillow.com) and [www.trulia.com](http://www.trulia.com). A conscientious real estate agent might also spend a little bit of their own money by placing a classified ad in the newspaper (although most don't).

Listing a property for sale on the MLS is a great way for real estate agents to get visibility. The #1 ranked real estate web site based on traffic is the Zillow/Yahoo Real Estate Network which gets as many as 30 million unique visitors per month. Realtor.com and Trulia.com each get about 11 million new users a month so that is approximately 50 million new users per month for just those three websites.

However the problem is that there are many properties for sale and many real estate agents. On [www.realtor.com](http://www.realtor.com) there are currently 11,887 properties listed for sale in Miami, Florida. There are 11,684 properties listed for sale in New York. According to the National Association of Realtors® there are more than 1 million Realtors® in the U.S. Not all real estate agents are Realtors® and it is estimated that there are more than 2 million licensed real estate agents in the U.S.

With more than 2 million properties listed for sale in the U.S it is very difficult for a real estate agent to get exposure that is unique. After all another agent is just one click away. And with more than 2 million real estate agents it is very difficult for consumers to find someone to work with. Real estate websites have made it easier for consumers to get access to information and listings. However they have made it more difficult to build meaningful relationships since your competitor is just a click away and consumers are overwhelmed with choices.

If you are over the age of 40 and you have a business, service or product the traditional way that you advertised in the past was to place an ad in the yellow pages and maybe also a display ad in the newspaper or a local magazine. That might have worked when the only place to find a listing was in the phone book and the only thing to read was the newspaper. However, today consumers have many

more choices than that. Newspapers and magazines are going out of business and everything is going online. If you want to compete online then you will have to have an online presence and you will also need an online social marketing and internet marketing campaign. That is what this book will be addressing.

And even though the name of this book is “Social Networking and Internet Marketing for Real Estate Investors” we will still be covering the old fashioned concept of networking. You see internet marketing and social networking will bring you the lead. And leads are important. But customer service and personal relationships will close the deal and put money in your checking account.

While much of the information in this book is targeted towards real estate investors, agents and professionals keep in mind that most of the information in this book will help you regardless of whether or not you are in the real estate industry.

Internet marketing and social networking will work for your business regardless of your industry. Some of the topics in this book, like the Meetup.com chapter is specifically for real estate investors but can be adapted for your business or service if it is not real estate related.

Traditional marketing methods utilizing the classified ads and display ads might in some cases still work well but the advertising rates are very expensive. My experience with traditional advertising in newspaper and magazine advertising has been that it is a complete waste of money – relative to what you can achieve in an online marketing campaign.

For example, I placed a large display ad in the special Foreclosure Section of the Palm Beach Post. This was a special onetime only pull out section and the rate for the one day ad was \$670. This is a large newspaper with a decent sized circulation and the sum total of the phone calls from my display ad was zero. Not even one phone call! However I manage to consistently sell hundreds of thousands of dollars of books, products, boot camps and private mentoring programs using the free social networking and internet marketing methods that I am going to show you in this book.

Traditional advertising is not dead yet. One format that still works very well is classified advertising in the newspapers which I frequently use. When you decide to implement your social networking and internet marketing campaign you should still continue to use traditional advertising since every consumer does not own a computer and everyone is not yet on the internet. This is especially the case if you are marketing to older consumers. For example we sell



houses to cash buyers many of whom we first built a relationship with via a classified ad.

However, you must realize that this cannot be your only form of marketing. If it is then you are being very inefficient with your marketing efforts. This is one of the main reasons why in real estate for the first time young kids in their 20's are starting to make serious money by tapping into online resources while industry veterans with 20 plus years of experience are scratching their heads trying to figure out where all their business went.

Since the internet is changing so rapidly, even many traditional "marketing companies" that represent themselves as such to the public are not at the cutting edge as they could be on online marketing. Their knowledge of marketing might be good but traditional offline marketing methods are woefully inadequate when the medium for the marketing is "online". For this, you need to see what the top online marketers themselves are doing and the results are quite shocking.

Young online internet marketers, some of them barely thirty years old are making millions of dollars by driving consumers to their product online while the more traditional forms of advertising are slowly dying and becoming useless. The newspaper business is slowly becoming extinct as more and more companies move their marketing efforts online. Over

the past few years it was announced that Condé Nast will close Gourmet magazine which has been published since January 1941. Also shut down were the following Condé Nast magazines - Cookie, Modern Bride and Elegant Bride.

This trend will continue as more and more consumers and businesses go online. I read my magazines on my iPad and it is way more enjoyable than reading it in a magazine. I can take it with me anywhere that I have my iPad. The same goes for reading books on my Amazon Kindle or iPad. This trend will not reverse. You are reading this book in electronic format. There is a reason for that. It is much easier and cheaper for me as the publisher to update this book electronically. And it is much cheaper for you as a consumer to read it online. It is a win win situation and for that reason last year ebooks surpassed print books in sales.

Online marketing costs much less for you as an advertiser (in most cases it is free) and is much more efficient at reaching a target audience of consumer who are receiving the information for free as well.

This book will explore some of the methods that you can use to take your online marketing efforts to the next level by becoming more proficient with social networking, online advertising and distributing your message to a mass audience. While this book will talk primarily about marketing real estate online the

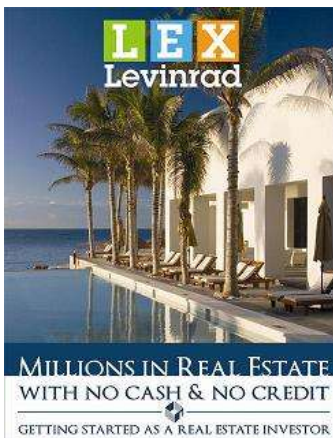
concepts and the social networking sites mentioned will work regardless of what business you are in. Please keep in mind that social networking and online marketing is a rapidly changing field. As such sites that are mentioned or listed in this book can change and become outdated very rapidly. For this reason we publish this book in an ebook format so that we can update it electronically as needed.

Welcome to Social Networking and Internet Marketing for Real Estate Investors <sup>™</sup>. I hope that reading this book will help you establish a solid business presence on the internet and will help you to identify the key ways that you can use the internet to help grow your business. The internet is a phenomenal tool that can help showcase your product, yourself and the service that you provide.

If you have any questions or comments about anything in this book or would like to simply send me a positive testimonial about this book (which we always appreciate and will put on our website) then please email our office at [support@lexlevinrad.com](mailto:support@lexlevinrad.com) .

## **About The Author**

Lex Levinrad has been a full time distressed real estate investor since 2003. He has been involved in buying, rehabbing, wholesaling, renting, and selling hundreds of houses in South Florida. Lex is the founder and CEO of the Distressed Real Estate Institute, which trains new real estate investors how to wholesale, fix and flip properties often with no money down. Lex specializes in buying foreclosures, short sales and bank owned properties and offers mentoring and coaching programs, bus tours, boot camps and home study courses for real estate investors. Lex is an accomplished national public speaker and has shared the stage with some of the country's best real estate speakers. Lex has authored numerous books about real estate and is also the founder of the Distressed Real Estate Investors Association. Lex is also a licensed Realtor ® with Charles Rutenberg Realty. For more information about Lex Levinrad please visit our website at <http://www.lexlevinrad.com> or call 800-617-2884.



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## **Chapter 1 Traditional Networking**

Before we start discussing internet marketing, we should first discuss the importance of traditional networking. Online marketing will never replace good face to face interaction and relationships will never be fully developed without “one on one” meetings. It is very important to understand this concept. Not everyone can be reached online and many people would require more than just an online interaction or a quick email. Just because you begin social networking and online marketing does not mean that you can suddenly abandon face to face networking. If you are not already attending any face to face networking meetings then you should start doing so immediately.

You should join one regular networking group and one industry specific networking group. For example if you are local to South Florida then joining our Real Estate Investment Club which meets on the first Tuesday of every month at 6:30 p.m. would be a good choice for you for the industry specific group for real estate. If you would like more information on our real estate investment club visit <http://www.distressedreia.com>. There are real estate investment clubs in almost every city and state including yours.

Networking groups like BNI (Business Network International) are fabulous ways to meet new people



and make new business connections. I attended BNI when I first started in this business and I have some good friends and industry associates that are still members of this organization. In fact many of the corporate members at our real estate investment club were initially involved or are still involved in some way with BNI.

In addition to networking groups like BNI which allow one industry specific person to join their group from each profession, you should always try to attend as many industry specific events as possible. The more people that you know in your field the more people will know you. And the more people know you the more business you will get. The old adage “it’s not what you know but who you know” is very true. Show up regularly at these meetings and be a face that is recognized in your industry.

For example I am in the real estate industry I always attend the local real estate investor association meetings that are run by my real estate associates. I also attend, sponsor and speak at conventions and other real estate related events.

In addition to this, I am also the founder of the Distressed Real Estate Investors Association which hosts monthly real estate meetings in South Florida. These meetings are excellent ways for me to meet and network with real estate investors, agents and new investors that are interested in investing in real

estate. Many of these new investors become my clients and attend one of my real estate courses that teach new investors how to wholesale real estate and flip houses like the Distressed Real Estate Boot Camp which is held twice a year in South Florida. If you are interested in more information about the Distressed Real Estate Boot Camps you can visit the boot camp page at the following link on our website: [http://www.lexlevinrad.com/Boot\\_Camps.html](http://www.lexlevinrad.com/Boot_Camps.html)

One of my good friends and business associates is the president of A BNI Chapter in Broward County, Florida. He generates a tremendous amount of business by attending weekly BNI meeting and networking with people at his networking group once a week. Every week these people are reminded of who he is and what he does. In turn every week he is reminded of who they are and what they do.

In the event that someone that he knows is looking for a referral it is much more likely that he will refer them to someone in his networking group than someone outside of his networking group.

Everything that you read in this book about online marketing does not mean that you should forego traditional face to face networking. Instead you should use social networking and online marketing to complement your traditional networking. Use social networking and internet marketing to generate leads. Close those leads by meeting those people as much

as possible. A great way to meet them is at a monthly industry specific meeting.

One example of how you can put this into practice is one trick that we have found to work very well. After attending an industry specific meeting or event and exchanging business cards with others you should have a few business cards in your pocket. When you get home connect online with these individuals that you just met on online social networking sites like Facebook and Linked In. They will remember you since you just met.

From that point going forward your interaction might be only online. You might never exchange a message but they will see your posts online every time you post something on your wall. For this reason it is critical for you to understand that there is no such thing as a personal profile and a business profile. I meet too many people who think they can put their business profile on Linked In and their personal profile on Facebook. That does not work. People that are thinking about doing business with you will find your personal profile. If you have things there that you would rather not let business associates see then a good practice is to never post anything online that you might be embarrassed or ashamed about after the fact.

Since your online “friends” and I use that term very loosely met you in person and had a chance to have a

discussion with you and exchange business cards they may now feel that they “know you”. This would be a great example of how traditional networking complements online networking.

In summary, meet people offline and connect with them online. If your online profile is professional and reminds them of what you do for a living then they are more likely to do business with you. If your online profile is embarrassing and all you do is post trivial things then you will be seen that way by other industry professionals. Be careful what you post online. Think twice about it. And make sure that friends cannot tag you in a post on Facebook without you first being required to approve it. If you have pictures on your profile that you would rather not share with the world then my suggestion to you is to delete those pictures.

The world is getting smaller. Your online persona and your offline persona are merging into one. At our company we never hire a new employee without first extensively searching their online profiles to see if they would be a good fit for our company. Many companies are now doing this. Could you imagine a job interview where your employer asks for your Facebook password? This is happening right now in today’s job market. You cannot hide online. It is too difficult. If you hide your Facebook Profile then your Twitter, Pinterest, You Tube or other profiles will be found. Look at it like this. Your online profile is how the world sees you. It is your opportunity to tailor the

way you want the world to see you by being selective of what you post, what you tag and even who you are friends with. Many people don't like that. But it is the reality of the world we live in. It is simply too easy to look someone up online. And there is far more information online than many people would like there to be. So embrace it. Use it as your opportunity to present yourself and what you do for a living to the world.

## **Chapter 2 Six Degrees of Separation**

Online marketing is closely related to the concept of six degrees of separation also known as “the human web”. According to Wikipedia this concept refers to the idea that, if a person is one step away from each person they know and two steps away from each person who is known by one of the people they know, then everyone is at most six steps away from any other person on Earth.

Most individuals know at least 250 people. So if you know 250 people and each one of the people that you know referred you to the 250 people that they know then you would now know 62,500 people. I am not saying that you would be friends, but it would be safe to assume that if your name came up in conversation then the person would know who is being spoken about.

Imagine if you could hold a separate event for each person that you know and ask them to invite everyone that they know to this event. Let’s assume that you could really do this and that everyone came to this event. You would now “know” 250 more people. At this point you would know 500 people instead of the 250 that you previously knew. If you then went and replicated this with the other 249 people then you would eventually “know” 62,500 people.

Now I am not suggesting that you do this, but the point that I am trying to demonstrate is that each time you tap into your friends and associates circle of influence you increase yours. The key is to recognize how you can help other people and in turn how they will be able to help you. This concept is a very old business concept and is known as a “referral”.

Bob Burg and John David Mann, co-authors of the book “The Go Giver” have a key concept in their book that says “people do business with people that they know, like and trust”. Now clearly people cannot do business with you if they don’t know who you are or what you do. And they cannot decide if they like you or trust you enough to do business with you if they don’t know you. So the most important part is to get to know people. And the easiest way to get to know people is through networking.

Naturally, if you are a sociable person that enjoys networking then you are going to enjoy this much more than if you are an introvert that prefers staying at home. However, you need to realize that an integral part of increasing your business is increasing the number of people that you know. Then hopefully within that group of people you will meet some people that get to know you. After they know you some of them will begin to like and trust you. And those people will do business with you and refer business to you if they think you are an expert in your field. No one wants to look bad so one key of referrals is to make

sure that the person referring the business to you is happy that they referred business to you because you are taking good care of their referral. The only way you can do this is to know what you are doing in your field of expertise. So in short be an expert at what you do if you want people to refer business to you.

When attending a networking event many people make the mistake of trying to meet as many people as they can and try to hand out as many business cards as possible. This is not networking and makes you look desperate. No one is going to start doing business with you just because you gave you're your card.

It is more important to rather make three "good connections". Have a real meaningful conversation with three people and only give them your business card if they ask you for it but make sure that you ask them for their business card. People like it when someone shows a genuine interest in them, what they do, their background etc. It is much more valuable to make a few key connections at each networking event than to collect or hand out a few hundred business cards.

Business cards are not relationships. The conversation with the individual is the relationship. It is very important to remember that face to face interaction is necessary and important. Please keep



this in mind as we explore social networking and internet marketing throughout the rest of this book.

Your business card is the first image that people see of you. Make sure your business card is professional, has a photo of you and clearly states what you do and your expertise. Your business card should have your web site, your email address, your phone number and your fax number too. And don't skimp on the cost of business cards. You only get one chance to make a first impression so make that first impression count.

Spend some money to get a nice logo designed, get the more expensive card stock and design the back of your card too. The difference between cheap cards and more expensive cards is about \$60 which for 1,000 business cards works out to be 6 cents per card. If you are not willing to spend a little extra on your business cards what does that tell others about you, your business and how successful you are?

After your business card the next most important thing is your website which we will cover in the next chapter.

## **Chapter 3 Your Website**

Before we get into the nuts and bolts of social networking I want to talk to you briefly about your website. Everything in this book assumes that you have a website. If you don't already have a website then you need to get one as soon as possible. The easiest and cheapest way to do this is to outsource the job to freelancers who will competitively bid on the project to design your website. You can do this by going to [www.elance.com](http://www.elance.com) or [www.guru.com](http://www.guru.com) and post a new project for a website.

The project is the design of your website and thousands of freelance web designers from all over the world will bid on your project. After you have received many bids you can review the portfolio of the websites that these individuals have completed and choose someone whose work you are impressed with that has completed a lot of prior jobs and has many online reviews which are favorable. This will cost you a lot less than calling up a local web developer. And usually the turnaround time will be quicker and the web site will often look better. You should not have to pay more than \$500 to get a really good professional looking website. Many freelancers can create a nice website for you for half of that amount. I suggest you create your website as a Wordpress Blog since you will be able to constantly add content to your site by having your site in a blog format.

Everything that you will read in this book is useless to you if you don't have a website. The reason for this is that the vast majority of the strategies in this book all specifically outline how to bring more leads to your website.

So we assume that you have a website and we assume that the website is professional. If you are not sure if your website looks good then simply go to Google and type in your profession and your city. For example if you were a Realtor ® and you lived in Boca Raton you would type "Realtor Boca Raton" into Google and see what shows up in the search results.

Click on the first twenty realtor websites that show up in the search results. Make a list of the 3 that you think are the most professional. That is how you want your web site to look. If you do this exercise you will notice two things. The first thing that you will notice is that you will instantly see that the first few listings that come up are from extremely web savvy companies that know how to market online using the internet.

These website are professionally designed websites. They are packed with information and look very professional. The second thing that you will notice is that if you scroll through the majority of the search results on the first few pages you will see that the vast majority of these websites look very boring and plain. Many websites consist of a banner at the top with five to seven tabs and then a menu on the left or right. Do

not make a website like this unless you like to be boring. Your website should stand out. The reason many sites look like this is because they are designed using templates. It is much better to custom design a web site by hiring a freelancer on [www.elance.com](http://www.elance.com) or [www.guru.com](http://www.guru.com).

You only get one chance to make a first impression. If you meet someone at a networking event or business meeting and you give them your business card then if your card has a website on it there is a good chance that they will check out your web site.

Everything that you read in this book will teach you strategies and methods to drive traffic and leads to your website. You need to make sure that when people get to your website that they do not leave. Your site needs to be packed with information so that they want to stay and visit it again. If your site looks unprofessional then you have ruined your chance to make a great first impression.

The same concept applies to your business card, your logo and your overall image. Don't skimp on these things. Get a professional looking business card and pay more to get something nice. Do the same with your logo so that you stand out from everyone else. Apply this same concept to your website and your overall business image that people see will be different. Marketing experts say that it takes 5 to 7 "touches" for consumers to be ready to do business

with you. When you meet someone at a meeting consider that touch # 1. When they start chatting with you and take your business card that is touch # 2. If they visit your website then that is touch # 3. If you connect with them online on a site like Facebook or Linked In that is touch # 4. If you meet them again and have a meaningful conversation with them then that is touch # 5.

At that point, if they like you they will begin asking others about you. They will want to know if you are a person that is worthy of doing business with them. They will want to know if you are a person that is worthy of their referrals. And they will want to know if you can refer business to them.

Most people never get this far because they don't do all of the above steps. I cannot tell you how many people I meet every month at my real estate meetings that don't even have a business card. And if you do manage to get that far then please make sure that you are an expert in your field. No one wants to refer business to someone that does not know what they are doing. So if you are not an expert in your field then either change fields or spend more time studying your profession to become an expert!

There is a chapter in this book about branding which discusses more detail about the concept of branding. Branding is very important. It is the image that you project to the world. And you should think about your

brand before you design your business card, logo and website.

So in summary with regards to web sites get a good professional looking website and spend the money necessary to make yourself look good. That way if you start generating leads with the strategies that you learn in this book you won't scare your visitors away.

Remember that all of the techniques in this book focus on driving traffic and leads to your website. So I cannot emphasize enough how important this is. Make sure you do this before you start applying all of the social networking and internet marketing tips in this book.

## **Chapter 4 Social Networking**

A Social Network is an online community of people who share interests and or activities. Most social networking sites are web based and provide a variety of ways for users to interact such as allowing users to email and instant message other users.

The Following table lists the 15 most popular social networking websites ranked by a combination of inbound links, Alexa rank, and U.S. traffic data from Compete and Quantcast. This list was compiled in December 2012.

### 15 Most Popular Social Networking Websites

1. Facebook
2. Twitter
3. Linked In
4. My Space
5. Google Plus+
6. Deviant Art
7. Live Journal
8. Tagged
9. Orkut
10. Pinterest
11. Café Mom
12. Ning
13. Meetup
14. MyLife

## 15. Badoo

Social networking sites are used regularly by millions of people. Popular networking sites in the United States include Facebook, Twitter, LinkedIn and My Space. These four dominate social networking since they have so much traffic. There are hundreds of other social networking sites with many more new ones being developed every month. Some social networking sites are more popular in other countries than they are in the U.S. Many people have never heard of half of the websites on the above list.

Facebook alone has over 1 billion users and 750 million unique monthly visitors. Twitter has 250 million unique monthly visitors. Linked In has 110 million unique monthly visitors and My Space has more than 70 million unique monthly visitors.

This means that just the top 4 social networking sites have a combined total of almost 1.2 billion unique monthly visitors! Considering that there are only 7 billion people on the planet that is a tremendous amount of web traffic. And all of that web traffic could generate a lot of potential leads, leads which could be coming to your website. So the next time you hear someone say “Why do I need to be on Facebook?” tell them this “You cannot afford not to be on Facebook”



Keep in mind that the above list is not ranking the most visited websites. It is only ranking the most visited social networking sites.

Here is a list of the 15 most popular websites compiled by Alexa which ranks website traffic. For more info about Alexa visit their website at: [www.alexa.com](http://www.alexa.com). This list was compiled in December 2012.

### 15 Most Popular Web Sites In The World

1. Google.Com
2. Facebook.Com
3. Yahoo.Com
4. You Tube
5. Wikipedia.Com
6. Msn.Com
7. Amazon
8. Ebay
9. Twitter
10. Bing
11. Craigslist
12. Wordpress
13. AOL
14. Ask
15. Linked In

In this list you can see that the only social networking sites that are listed are Facebook, Twitter and Linked

In. My Space simply does not have the traffic to compete. In fact, Facebook has 7 times more monthly traffic than Linked-In. and 3 times more monthly traffic than Twitter. Many business professionals have Linked-In profiles but have not yet registered on Facebook. You cannot afford to NOT be registered on Facebook. Facebook is simply the most popular social networking site on the planet.

These are the most visited websites with the highest traffic. You should think about how you and your business are listed on Google, Facebook, Yahoo, You Tube, MSN, Amazon Ebay and Twitter. Is your business on Bing? Do you advertise on Craigslist? Do you have a Wordpress Blog? Because the traffic statistics in the above tables indicate that these are the most important websites in the world. If you want your business to grow and you want more customers then you have to feature prominently online on these sites.

This is the new Yellow Pages. Throw your phone book away. Instead ask yourself how you can put your business online and how you can get more exposure for your business using the above 15 sites. You know that those sites have the traffic. And you know that all of that traffic can be converted into leads. And those leads can generate revenue. What you need to learn is how to get those leads and how to turn them into revenue.

This book will address this topic in more detail and explain how many of these sites operate and how these sites can help you market yourself and your business. One of the sites on this list is called Meetup.Com which is really a synthesis between an online site and an offline networking meeting place (hence the name meetup). I have a separate chapter that will cover [www.meetup.com](http://www.meetup.com) in more detail.

It is also important to distinguish the difference between social networking and internet marketing. Even though the two go hand in hand there are some differences. Social networking involves becoming friends online with different people in a common forum like Facebook, My Space, Twitter or Linked-In.

Internet marketing involves driving traffic to your website. This traffic generates leads which can turn into revenue. This traffic can come from another website, or from offline methods such as signs, banners, postcards, flyers etc. You can also drive traffic to your website from social networking sites. The reason this is so powerful is because it is free.

And the last way that you can drive traffic to your web site is from search engines like Google, Yahoo and Bing. This traffic can come from organic searches where your site shows up in the search results or from paid advertising which is called Pay Per Click or PPC for short.

You can also drive traffic to your website from videos on You Tube, comments on Facebook, Tweets on Twitter, articles on your blog, Audio Podcasts, Lead Capture Pages, etc. There are literally hundreds of different ways to drive traffic to your website. Social networking is only one of these ways. However, as you will see in this book, all of these topics are interrelated.

For example if you have a website with You Tube videos, capture pages, links to your social networking profiles and your blog articles then your web site will register new content frequently with the search engines. If your website also has good content that people would want to read and the content on your website uses relevant keywords that are key words related to your business or product then the search engines will index your website better than others. All of these concepts are inter-related. They are all part of your toolbox of social networking and internet marketing.

Getting back to social networking sites, since our business is primarily in the United States we will focus mostly on the above mentioned social networking sites that are in English and that target U.S Audiences. Naturally if your business or product targets a foreign audience then you would want to include those sites in your social networking and internet marketing.

Many networkers try and join every social networking site possible but I think that joining just the top sites that we talk about and then working efficiently with these networks is much better than just having scattered profiles all over the web. There is one advantage to having many profiles though. Since the advent of services like [www.Hootsuite.com](http://www.Hootsuite.com) it is becoming easier to update multiple profiles on multiple sites. We will talk about HootSuite in a later chapter.

My Space caters to a predominantly younger crowd and because of this it is not a primary focus for business networking. Even though My Space traffic is very high, I will not be profiling it in this book since My Space does not serve a very solid business networking application for my target audience. I personally do maintain a My Space profile but have never found it worthwhile for business. The predominant age group on My Space according to [www.alexacom](http://www.alexacom) is 18 to 24 year olds which are not my target demographic.

If you look on [www.alexacom](http://www.alexacom) you can see the demographics for any website which can tell you a lot about your target audience. For example, on My Space most users are 18-24 and say that they have attended some college. This means there are probably many college students using My Space. If you are marketing to college students then My Space would be a great place to be. Linked-In on the other

hand consists primarily of users that are 35 to 44 years old. Many users on Linked In have completed graduate school. Users of Linked-In are a well-educated more sophisticated audience. If your target market consists of people in this age group with this demographic then Linked-In is perfect for you. This is one of the reasons why Linked In is so popular with recruiters and employers looking to hire.

These types of demographics are very important to an internet marketer. If you were marketing a new graduate school program then using Linked-In would be a bad idea since many of the users have already completed graduate school and are already pursuing their professional career. It is very important to research and understand demographics and your target audience. Once you understand your target audience and the demographic of your target audience then it will be easier for you to understand who to market to.

For example in the real estate industry, the National Association of Realtors publishes an annual report called "Profile of Home Buyers and Sellers". You can find this report by visiting [www.realtor.org](http://www.realtor.org). This report shows the following demographics:

- 41% of home buyers are first time buyers
- The first time home buyer average age was 30
- The average repeat home buyer was 47
- Median income of buyers was \$74,900

- 94 percent of buyers aged 25 to 44 used the internet to search for their home

I think that the final statistic is the one that you should really be paying attention to. If home buyers are primarily between 30 and 47 years old and 94 percent of buyers in this age group are searching on the internet then what does that tell you? If you are a real estate agent or are in the business of real estate then you need to have a presence on the internet. Specifically you need to have a presence on the sites where consumers are searching. In the case of real estate these sites would be [www.realtor.com](http://www.realtor.com) [www.zillow.com](http://www.zillow.com) and [www.trulia.com](http://www.trulia.com). Your marketing efforts should also include social networking sites and internet marketing techniques to capture leads.

85% of Facebook users are between the ages of 13 to 44. Many users on Linked In have attended college and the average age is 25 to 44. Twitter is used by an average age group of 25-44 year olds who have attended some college and some graduate school.

What can we learn from these demographics? Well for one many of the users of online social networking sites have attended college. Secondly we can learn that most users of social networking sites are primarily in their twenties, thirties, and early forties. In fact forty five years seems to be the cutoff according to Alexa when usage drops off.

It seems like most people that are older than 45 are not using social networking sites (or computers) as much as people in their twenties, thirties and early forties. And this makes sense. The web browser for Windows was invented in 1993. This is when using the internet started to become more popular. Many older computer users became proficient at using a computer when they were in college. These users usually advanced their computer skills when they entered the job market.

For example, when I was in college in 1989 we used to look up information for research on services like Prodigy and Compuserve using dial up modems. This was before the internet was popular because the web browser had not yet been invented. My first job out of college required me to enter orders into a computer at a trading desk for a stock brokerage firm. I was working at this firm when the first web browser for an internet company called Netscape was made available to the general public for the first time in 1993.

So in those early days of the internet, computer skills acquired in college were then translated into the job market. Many employers were requiring minimum computer skill aptitude levels such as knowing how to type and how to use software programs like Microsoft Word, Outlook, Excel, Powerpoint etc. If you used a computer when you went to college and then again in



your first few jobs after college then you are probably very proficient and comfortable using a computer in your daily life. These are the people that use the computer much more frequently and are more likely to be visiting social networking sites and surfing the internet.

If you were over thirty when you first decided to see what all the fuss was about computers, email, and the World Wide Web etc. then you are probably not as comfortable using a computer.

Obviously these are very broad generalizations. There are many users in their sixties and even seventies that are very proficient with computers and there are also many users in their twenties that are not. However, speaking generally based on Alexa data if the web browser was invented in 1993 and you were born before 1963 you might fit into the group that is less comfortable with computers. These findings are directly correlated to Alexa rankings which show a sharp drop off over age 45 for users of social networking sites. Compare that to the 48% of 18-34 year olds who check Facebook when they wake up. And the interesting part is that 28% of that group doing so before even getting out of bed! For more interesting facts and statistics about Facebook check out this link on the Digital Buzz Blog: <http://www.digitalbuzzblog.com/facebook-statistics-stats-facts-2011/>

I think that many older users can't really understand the point of spending hours on social networking sites like Facebook.

Hopefully for those people that are reading this book by the time you have completed this book you will have more insight into why it is worthwhile to allocate some of your time to social networking.

The younger generation doesn't view spending time on social networking sites as a chore. Quite the contrary they spend all of their spare time on these sites and view it as fun. Marketers that are targeting this demographic should really be thinking about how to get online and in front of this huge audience. You can even buy Facebook Ads directly on Facebook and you can target the exact demographic that you are looking for.

So with regards to My Space, if you were selling a product to a younger audience then My Space would be the number one social networking site to join. Since my business is real estate which serves an older demographic of 30 to 47 year olds and we are primarily talking about growing our real estate business we will focus our social networking emphasis on Facebook, Twitter and Linked-In.

Before we go into the details on each of these it is important for you to understand how to effectively use a social network to maximize the benefits of social

networking. Remember that social networking should be used as a way for you to introduce yourself and your services to as many people as possible. You do this by introducing yourself and your services to all of your friends and to many people that your friends know. This is the concept of six degrees of separation.

The way that you become friends with people that are outside of your network is through either face to face interaction when networking or targeted marketing. Face to face interaction means going to network events that your friends go to in order to meet people that they know.

Targeted marketing involves establishing a relationship with people that are in the same business as you or that share common interests. For example I enjoy scuba diving and together with a friend we formed a group called the “South Florida Scuba Divers Association online on Facebook. Other users that are on Facebook and that are interested in scuba diving might join the group and eventually join us when we go scuba diving.

This is an example of networking with people that share common interests. We did not form this group to generate business. This group was formed in order to find more friends that scuba dive. However it also allows us to meet more people. When they become friends with us on Facebook they automatically see

what we do. We don't need to tell them. That is why it is so important to understand that your business presence and your personal presence are one and the same thing. If your friends know you only personally online and you have no online business presence then you probably are not getting much business. You are missing out on one of the easiest networking opportunities that is right under your nose.

In order for people to do business with you they will need to know you. They won't know you if you are sitting at home watching TV. So go out and start socializing and networking to meet more people. The above scuba diving example is an example of online social networking turning into face to face networking. Do not make the mistake of assuming that business networking events are the only kind of networking that there is. Any face to face interaction is networking and the best kind of networking is interacting socially outside of a business environment where you and the other person can get to know each other better. And having a joined interest like a hobby is a great way to meet people.

Another way of establishing targeted marketing is to use a capture page also known as a squeeze page or landing page. With this method, you have a one page website that is used to bring people in with an offer for a free product like an audio CD or eBook. This targeted traffic then becomes part of your database that you can send emails to using email marketing.

When you send your marketing message or introduction letter via email to them you can include an invitation to connect with them online.

This method can tremendously increase your online network of friends and let many people in your industry know who you are and what you do. You can then network with these individuals and do joint venture marketing that benefits both of you and once again offers an opportunity to expand your circle of friends. It is a good idea to add your social network links in your signature line at the end of your emails. When you do this, every time you send someone an email it is an opportunity to connect with them online.

Social networking is much more sophisticated than “do you want to be friends with me?” So many people erroneously assume that this is all there is to social networking and think that it is a waste of time. Social networking can and does bring in millions of dollars of revenue for businesses that effectively use it as a medium.

Here are some examples:

- Dell Computers announced that it generated more than \$10 million in sales from it’s Twitter and Facebook accounts. This is an example of millions of dollars in revenue created via social networking.

- Fox Interactive recently completed a media study on social networks and internet marketing which showed that social-network-based advertisements offered a return on investment which was substantially higher than that from all other advertising campaigns including television advertising!

The bottom line is this. Adding social networking and internet marketing to your business and marketing efforts will increase your bottom line dramatically. You should consider allocating thirty minutes per day to social networking and online internet marketing. You can make thousands of additional dollars in revenue by adding social networking and internet marketing to your marketing efforts.

## **Chapter 5 Establishing Your Brand**

Branding is a marketing term and since this is a book about social networking I am going to keep the concept of branding really short and simple.

Branding is all about establishing your brand name. Branding is very important because this is what you show the world. This is what the world sees when they see you. The best marketers spend considerable time building their brand and the most important part of brand building is to think before you begin your business model about your brand and how you would like to be identified. Most people think of Coca Cola or McDonald's when we talk about branding but in reality even small business owners have identities that can become their brand name.

Donald Trump is a brand. It is also Donald Trump's name. He is a classic example of shameless self-promotion which is what they call it when you brand your own name. When you brand a company name then it is called advertising! Branding really works. Donald Trump's name is synonymous with luxury high end real estate. This is what I mean by establishing a brand name.

The first thing to know about marketing and branding is that you need to decide before you start marketing whether you are going to brand your name or your business name. For example if your name is Jack

Smith and your company is called Reo Real Estate Experts then you can choose to brand yourself as Jack Smith or as Reo Real Estate Experts. In this example the company name would probably make more sense since you are identifying your company by its service. However, the choice is entirely up to you and how you want to present yourself to the general public. If in this example you have decided on the company name then you would brand all of your online networking and social marketing accounts as well as all print material, web sites, email addresses, business cards and advertising with your brand name.

## **Examples**

### Logo

Reo Real Estate Experts

### Business card

Logo of Reo Real Estate Experts

### Letterhead and Envelopes

Logo of Reo Real Estate Experts

Email address:

[jack@ReoRealEstateExperts.com](mailto:jack@ReoRealEstateExperts.com)

Website:

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

Facebook



[www.facebook.com/ReoRealEstateExperts](http://www.facebook.com/ReoRealEstateExperts)

Twitter

[www.twitter.com/ReoRealEstateExperts](http://www.twitter.com/ReoRealEstateExperts)

LinkedIn

[www.linkedin.com/ReoRealEstateExperts](http://www.linkedin.com/ReoRealEstateExperts)

You Tube

[www.youtube.com/ReoRealEstateExperts](http://www.youtube.com/ReoRealEstateExperts)

The above is a good example of branding. If anyone sees your website, finds you on a social network or sees your business card they will instantly know what you do. You are an expert in REO's (bank owned properties) and the reason they will know it is because you told them.

Believe it or not but it is hard to figure out what some people do. In the above example, does it matter if this person is a realtor with Remax, Coldwell Banker, or another smaller real estate company? Not really. The important thing that matters is that we know that they are experts in REO real estate. And that is what they want you to know. And the reason this works is because they have branded themselves. You should do the same thing with your brand and your business.

Too many times I meet real estate agents that tell me they specialize in something like short sales. But

when I look at their card and their website I don't see anything related to short sales. I assume that these individuals are just getting into the short sale game. If they really specialized in short sales then they would brand themselves as such and would at least have the word "short sale" on their card.

If they do specialize in short sales but their business cards, web sites etc. do not promote this then they are missing the boat by a mile. They are giving up a classic opportunity to get more business.

Simply designing a logo and web site with the name "Short Sale Expert" will allow them to brand themselves. Then when they have established their brand name it will be easy to have the same user name on all of the social networking sites. Remember that people will not know what you do unless you tell them. And when I say tell them I mean what is on your business card, logo and website. No one will remember what was said at a networking meeting a month ago. That is the reason why it is a good idea to have a photo on your business card which will make it easier for people to remember who you are when they look at your business card.

All of the above examples of branding do not even cost any money except for the design of the logo. But the brand name has been carefully thought out BEFORE beginning to market and social network. So spend a little bit of time thinking about your brand and

how you want to identify yourself. Once you have done this, get yourself a logo. You can go to [www.guru.com](http://www.guru.com) or [www.elance.com](http://www.elance.com) and get a logo by a freelance designer for under \$50.

Once you have identified your brand and created a logo, you can create matching business cards, stationery etc. and you can display the logo on your website, business card and business stationery etc.

You also now have a name that you can use to identify yourself. You can now change all of your social networking sites user id's to match this brand name. At this point you will need to establish an "elevator speech" which is a concept that I learned at BNI. Your elevator speech is what you do in thirty seconds or less when someone asks you what you do (your answer must be short and sweet like in the time it takes to ride an elevator).

For example when someone asks you what you do for a living you can answer "I am the owner of REO Real Estate Experts. Our company specializes in purchasing and selling real estate properties that were in foreclosure and are now bank owned properties". You should write out your elevator speech and practice it. It should be no longer than thirty seconds.

If you join BNI you will see that at every meeting they have what is known as a "commercial" which is the

same thing as an elevator speech. Each week they reinforce to other members what they do by redoing their commercial. This also allows visitors to know what they do. When you refine your elevator speech then when you meet anyone at a face to face networking meeting you will have a clear brand, and there will be no confusion as to what you do. Your business card, website etc. will all match what you say you do.

You should also have a long and short form biography that you can save as a document on your computer that is a written version of your elevator speech. You should have the full form long bio and then a short form that is more like the elevator speech. Then you can simply copy and paste your information from this document into the various online and social networking sites that you join. This will give you the advantage of not having to type out the info each time you join a new social networking site. Additionally, it will ensure that your message is consistent and that it was well planned and thought out as opposed to writing it out on the spot. If you do this, then there will be no confusion as to who you are and what you do.

You will also be less likely to have spelling or grammatical mistakes. Your bio should tell people what you do, how long you have been doing it and should list any achievements that you have. It is your duty to write something that will reflect upon you in the best way. If you need help just look at prominent

individuals biographies on their websites or on the inside covers of their books. You will get some good ideas of how to formulate your biography from looking at other peoples. Your message should be consistent. Here is my long version bio as an example:

“Lex Levinrad has been a full time distressed real estate investor since 2003. He has been involved in buying, rehabbing, wholesaling, renting, and selling hundreds of houses in South Florida. Lex is the founder and CEO of the Distressed Real Estate Institute, which trains new real estate investors how to wholesale, fix and flip houses for a profit. Lex specializes in buying foreclosures and bank owned properties and offers Private Mentoring, Group Mentoring Distressed Real Estate Bus Trips, Distressed Real Estate Boot Camps and home study courses for real estate investors. Lex is an accomplished national public speaker and has shared the stage with some of the country’s best real estate speakers. Lex has published numerous books about investing in real estate and has been featured on Fox News Radio, the Sun Sentinel, Miami Herald, Mortgage Daily News, The Real Deal and many other newspapers, magazines and publications. Lex is the founder of the Distressed Real Estate Investors Association and also the host of the Distressed Real Estate Radio Show which features podcasts on investing in real estate. For more information about Lex Levinrad please visit <http://www.lexlevinrad.com> or call 800-617-2884”

A few weeks ago I met a lady at a real estate expo that was a classic example of an inconsistent message. When I asked her what she did she told me that she was a realtor. When I asked her for her card she pulled out a card that said “piano tutor”. When I pointed this out to her, she apologized and pulled out a different card that said “Jazz Instructor”. Now at this point, she had completely destroyed her brand and credibility.

She never did produce a business card that said Realtor ®. What that says to me is that being a realtor is not her core consistent business. Since I know that I am now less inclined to want to do business with her. It is important for you to understand this. Your brand and image is everything. You need to pay attention to how you dress. Showing up in a t-shirt to a business expo is not a good idea. Always dress for success.

Be consistent and make sure that others see your brand and business the way that you want them to see it. Work on establishing a biography, logo, and business image and with a little time and effort you will have one. This is also directly related to focus. If you have two or three different professions then you will only be able to focus 1/3 or ½ of your time on each one. Pick one that you enjoy the most or that is the most financially rewarding. Shut down the others and focus. You will be amazed at the power of focus.

There is a great book called the “Power of Focus” by Jack Canfield that talks about this concept. If you focus on one business and one brand then it is easier to make yourself identifiable to the general public. It is also easier for you to focus your time and energy in being good at one thing. The more specialized and focused you are, the better you will be.

You will need a good photo to use in all of your profile photos when you are establishing your presence online on social networking sites. Any photo taken with a digital camera that is a head shot will do. Just keep in mind that your photo is part of your image so take some consideration as to how you would like yourself to appear to others before choosing a profile photo. If you can, have a professional photographer take your profile photo so you can have a really good image to use in all of your marketing and on your business card.

**Key Tips to Remember:**

- You must have a brand with a logo
- Have a picture of yourself on your card
- You must use this brand name everywhere
- Your brand must be the same everywhere
- Your website must identify your brand
- Your email address should identify your brand
- If you do not have an email address and website on your business card then you are

simply not serious about getting new business. Most new business and business communication are now happening online via email. People don't have time for long phone conversations. Email is efficient and there is no voicemail phone tag to deal with. I personally do a lot of business correspondence by texting too. My clients know that emailing me or texting me will get an immediate response. Calling me will not. You need to get online now or risk losing your business to others that are.

The email address that you use is extremely important. I see even big business owners making this mistake and it is so simple to rectify. [Jack1678@hotmail.com](mailto:Jack1678@hotmail.com) is not as good as [jack@ReoRealEstateExperts.com](mailto:jack@ReoRealEstateExperts.com). The first email address does not brand you. The second one does. We will specifically discuss email addresses in a later chapter of this book.

You want people to instantly recognize what you do by your brand name, logo, website address and email address. It costs \$10 per year to get a web domain name with email forwarding and it is very inexpensive to set up a website. You can get a website for under \$300 if you use a service like [www.guru.com](http://www.guru.com) or [www.elance.com](http://www.elance.com). You can get a full service site with all the bells and whistles for around \$500. This should include an intro video, your logo, lead capture page



and basic design of your site. It will be up to you to add the content.

A simple 5 page website should not cost more than \$250. There are tens of thousands of web developers looking for jobs. Take advantage of that fact by submitting your web site project to one of the above websites.

Now that you have given some thought to your brand name and your marketing image we can start discussing social networking. We will start with the largest and most popular social networking site in the world which is Facebook.

## **Chapter 6 Facebook**

Facebook has become extremely popular over the past few years and just recently surpassed the 1 billion user mark. If Facebook were a country, based on population it would be the third largest country in the world. Over the past few years, more and more users that are over the age of thirty have joined Facebook which has contributed to making Facebook a very valuable medium for social networking.

Users can get a free Facebook account by visiting the website [www.facebook.com](http://www.facebook.com). It takes no more than a few minutes to set up an online profile with basic information such as your name, birthday, age, where you live etc. You can then modify your profile by adding your picture, website, email address, biography, web links etc. The previous chapter spoke about having a photo, biography, brand name, website etc. This is where you would plug in this information.

Unfortunately, this is where most users stop their efforts. In fact many users do not even have a decent picture on their profile and do not have many of the optional features available to them even completed. If your purpose of being on Facebook is to communicate with your immediate friends and family then this is fine, but if you are looking to network and use Facebook as a medium to get to know more people to know you and to get more leads for your

business then you will need to do much more than this.

The biography section is your opportunity to give your “elevator speech” which is a short blurb about who you are and what you do. You will not have enough characters available to use your biography so you will have to create a few sentences that describe you, who you are and what you do. Save this to your biography file and use it to copy and paste your bio information in situations where there is a character limit to your bio page. For example here is mine from my Facebook account page:

*“Lex Levinrad has been a full time distressed real estate investor since 2003. He has been involved in buying, rehabbing, wholesaling, renting, and selling hundreds of houses in South Florida. Lex is the founder of the Distressed Real Estate Institute”*

This short bio is allowed to be no more than 250 characters including spaces and mine is exactly 250 characters to the letter. Your bio should be short and sweet and should tell people exactly what you do. That is why it is good to have a short bio and a long bio so that in cases like this you can use the short version.

Your photo should be representative of the image that you are trying to portray. For example if you are an executive and are trying to portray an image as such

then perhaps a picture of you holding a beer in the Jacuzzi on your latest cruise might not be the best picture for you to use in your profile. You don't get a second chance to make a first impression so consider this when you choose your profile picture.

Users on Facebook have the ability to upload a large number of photos to their profile. These photos if uploaded should be characterized correctly for example you might have a family album with your family pictures, a work album for your work related pictures and another album for activities or interests.

Always keep in mind that everyone online can see things that you post to your profile. Do not make disparaging comments about anyone or anything and always think of what others will think before you upload any photos. Your political viewpoints, who we should vote for, religious beliefs etc. should not be mentioned anywhere in your profile unless you specifically only want to interact or do business with those people. By belonging to a group you automatically will offend someone that is in an opposing group so consider that before joining any online groups where other users can see your profile. For example if you are a gun lover and you join the NRA group then people that hate guns might not want to be friendly with you. Also realize that certain groups may portray certain stigmas so think carefully about what message you are trying to portray.

The website link on Facebook is a valuable feature since it allows you to list multiple web sites. You could list your business web site, your blog, your landing page etc. all under your profile below your bio. Of course you should have all of these but if you don't then you should immediately begin working on getting these different sites established.

The friends section allows everyone to see who your friends are. Keep this in mind as you respond to friend requests. If someone has an inappropriate profile picture then you should not accept their friend request. You can also use this friends feature to your advantage. As soon as someone responds to your friend request, you are able to see a list of their friends. Invariably you will have some friends in common. This means that if you send a friend request to friends of your friends, many of them will accept since you are friends with some of their friends.

Below the friends section is the section where you can add links. Once again this is a fabulous example of where you can put links to capture pages, anything that can bring people in to your database or show them your products. Most users have this field empty which is a shame. If you are an advanced user, there is even an advanced feature where you can put in your html code to a capture page.

Facebook allows you to create a profile badge which is a picture of your profile picture embedded with your Facebook info which allows other people to find you on Facebook. You can post these badges anywhere. A good place to post these profile badges is on your blog.

Facebook has an events page which allows you to post events online for everyone to see. You can even send an invitation to all of your online friends. For example if you were having a free event about the benefits of investing in REO Real Estate then this would be a great free place to advertise your event.

You could place links to a website that speaks at length about your event and you could even advertise on Facebook using a pay per click campaign. If you look on the right hand side of the Facebook page you will see that there are little advertisements. These ads display for free but when a user clicks on them the advertiser pays. You can be an advertiser too.

Advertisers can choose which demographic will view the ad. For example if you were looking to appeal to recent college graduates you could advertise to only Facebook users that were between the ages of 22 and 24 and within a certain mile radius of your business. Only those Facebook users that were within that age group and geographic area would see the ad. Anyone that clicked on your ad would be interested enough to see what your event was about.

Then the ad would take them to your event page with more information and perhaps a link to register for the event. This is an example of effective online marketing using a social networking site.

Facebook also allows you to post videos. You could make a short infomercial about your product with a link to your website and then you could upload this video to Facebook. This is another example of effective online marketing.

You could create capture pages (discussed in a later chapter) and then create links to these pages in the links section and also in the status section. The best kinds of links are ones where you are offering someone something for free. Internet marketers call this an ethical bribe since you are offering a free report or eBook in exchange for someone's name and email address.

For example “click here to get a free real estate report on buying REO properties” would be a great way to bring people in to your website if you were trying to bring them to your website. I have used this method very effectively for years with my business where I offer free eBooks about real estate topics.

As an example, I created a report called “How to Get Access to Bargain Priced Bank Owned Properties”. I have an Adobe Acrobat (pdf) version of this book online on a lead capture page. You can read the book

for free if you go to this capture page but in order to get the free report you first have to enter your name and email address to get to the ebook.

I created a link on Facebook that says “Click here to get your Free Copy of “How to Get Access to Bargain Priced Bank Owned Properties”. When the user clicks this they are taken to a lead capture page where they are required to enter their name and email address. Once they have done so they are directed to the link to get the free eBook and they also receive an email with the link. It is a free exchange. I get their name and email address and they get a free eBook. That is why it is called an “ethical bribe”.

Now that they are in my database, the next time I send out an email offer to my database they will get that email too. If the emails are annoying to them then they may choose to unsubscribe. However, very few people unsubscribe because they are interested in the subject matter.

This is another example of using social marketing effectively. The way that that user came in to my database is via Facebook. The Facebook user might have seen “click here” in my status update on Facebook (which friends see) or they might have clicked on a Facebook ad. Either way I drove them from Facebook to my lead capture page or website and then captured their name and email address. This



is how you can use social networking to help you get more business.

Facebook groups are another extremely effective way to network with more people. Join a Facebook group about topics that interest you. For example I join any real estate related group that has more than just a few members. That way I can see which people are members of these groups. When they send me a Facebook friend request it will be because we have a common connection (the real estate group).

Additionally, I am likely to find many of my business associates in these types of groups and we will likely know some of the same people. If a friend request is submitted to a stranger but one that we both have mutual friends with then they are much more likely to respond to my request. The reason for this is quite simple. They might be afraid that we have already met and that they cannot remember me. This is another example of expanding your circle of friends by networking online using shared interests which in this case is the group.

Another advantage of the groups is that you can browse the members of each group. If you join a group called REO real estate then you already know that everyone in that group is interested in REO real estate. If you then become friends with members of this group you will have a common interest. You will also know many of the same people. If a friend

request is submitted to someone that does not know you but you both have many shared friends then they are much more likely to accept your friend request. If many of your friends are interested in REO investing then when you post status updates related to REO investing they will be more likely to respond.

You should also think about forming a few of your own Facebook Groups with topics related to your industry. In the above example forming a new group on Facebook called “REO Investing” would allow other Facebook users that are interested in this topic to join. You should allow your group to be open so that as many users can join as possible. You should also start out your group by inviting people to join it so that your group will have a few members.

Make sure you post specific rules to your group letting users know what is and is not okay to post in your groups. In my real estate groups as long as the content is real estate they are fine. Anyone who posts content not related to real estate has their content deleted in order to maintain the quality of the group postings for other users. Groups are a very effective way to have a large group of Facebook users all in one place. As the owner of the Group you can send a message to the entire group notifying them about an event, seminar etc. Facebook Groups can be a very powerful marketing tool.

Facebook has another unique feature which is called “pages”. In addition to your Facebook profile, you are allowed to establish multiple pages for your business, interests etc.

If you recall the previous example that I gave with the South Florida Scuba Diving Association this is a separate page that is attached to my profile which is yet another way for people to find me and for me to find them. Once again, all members of this group are visible to other members of the group. When members of this group respond to a friend request or request to be friends because of scuba diving they will have an opportunity to see my profile. If real estate interests them then we might discuss it. If not then we will discuss scuba diving.

This is an example of how using shared interests can increase business. I did not form a scuba diving group to get business. I formed it to find other scuba divers. But what I found in the process was that some scuba divers are interested in real estate. I also discovered that I have many friends that I did not even know were certified scuba divers. So the line between online friends and real friends has been broken. Now I get a message saying “let me know next time you are going on a dive and I will join you”. The more people you know, the more fun you will have and the more business you will get.

Another useful feature on Facebook is the “Fan Page”. Fan pages are a way to set up a separate page where people can become “fans” of your page. Some individuals have created extremely professional fan pages and Facebook pages which are very effective at promoting their business. Many of these Fan pages are very elaborate with many videos, capture pages etc. built into them. Many celebrities have fan pages.

The most sophisticated application that Facebook offers is called “applications” or “apps”. The applications are beyond the scope of this small book but I will briefly describe what they can do. Applications allow you to program pages to interact with other pages and social networking sites and to make your profile much more sophisticated and interactive. For example we advertise our monthly real estate meetings on a web site called [www.meetup.com](http://www.meetup.com) which will be discussed later in a separate chapter of this book.

Our Facebook page has the Meetup.com application installed so whenever we update anything on the Meetup page it automatically updates our Facebook page. There are hundreds of applications like Twitter, Flickr, You Tube, Blogs, etc. It is beyond the scope of this book for me to go into detail on all of the applications. Applications are growing very rapidly and there are new applications being added every day. I suggest that you learn how to use these

applications to link your Facebook, Twitter, You Tube, Flickr, and blog together.

### **How Many Friends Should You Have?**

You should view Facebook as the cheapest most efficient form of viral marketing that there is on the planet. If you have a business, product or service to sell then you simply cannot afford to NOT distribute this message on Facebook. Regardless of your type of business, you need advertising and marketing to be a part of your budget. Many small businesses skip this step since they feel that they cannot afford it. This is a very costly mistake.

If your business marketing and advertising budget consists of handing business cards out to people that you meet in person then your business is not as successful as it could be. Remember the National Association of Realtors report that says that 94% of people search the internet first when looking for a home. People are much more likely to find you online than they are in person. When you are limiting yourself to a once a month networking meeting how many people can really get to know you? If people meet you online you are available 24/7. Your profile is always online and people could be clicking on your website while you are sleeping!

If you are not using online marketing then you are only reaching a small percentage of your audience –

substantially less than 1%. The only possible exception to this is if you sell an extremely high priced item like a \$50 million home or if you are already famous. For example, a multi-millionaire celebrity does not need to market and advertise themselves since they are already a walking billboard. Neither does Coca Cola but yet they do. Celebrities and famous brands market online and even hire social marketing companies to do it for them. They are in the business of marketing their image. We are all in the business of marketing our image. Some images are more established and well known than others. The more you market your image the more established and well known your image will become. This is what branding is all about.

So we are all marketers, large and small. The question is whether or not we choose to market ourselves, our brand, our business and services as efficiently as possible. If not, then the question should be why not? Are we shy? Do we feel like we are not worthy of marketing our business or service? Do we feel that no one really wants our service or product? Do we feel that it is “cheesy” or lacks sophistication to solicit online? These are all examples of negative conditioning. Unless you want to be unsuccessful in business and only make a fraction of what you could make, why on earth would you not want to sell as much of your product or service as possible to as many people as possible?

If you want to look at a role model look at Donald Trump. You might not like the guy (I do) but the fact of the matter is that he has established a solid brand name, synonymous with luxury real estate and he is a shameless self-promoter. If you are shy and introverted or have a hard time with self-promotion then I suggest that you read the book “Self-Promotion for Introverts” by Nancy Ancowitz.

Why would you not want to distribute your message? Could it possibly be because you don't believe in it yourself? Or maybe you don't really enjoy what you do for a living? If you enjoy what you do and you are good at it why would you not share that with others? Please try to love what you do for a living and have passion for what you do. If you can't then you should find another profession that you will enjoy more.

One quote that always stuck with me after reading books by Tony Robbins was that “You should live with passion!” I would rather make \$50,000 a year doing something I love than \$500,000 a year doing something that I hate. And If I didn't believe my message then I would stop doing what I was doing and do something else. You should love what you do and you should do it with passion. And if you want your business results to be better then you have to do things differently than what you have done in the past.

“If you do what you've always done, you'll get what you've always gotten”. That is another quote by Tony

Robbins. Or expressed differently here is a quote by Albert Einstein with the same theme “Insanity is doing the same thing over and over again and expecting different results”.

If the results are not what you want then change something and try again. Don't keep procrastinating and repeating the same mistakes. It is unfortunate that so many individuals that I meet tell me that they do not have a website. They have no image, no brand identity and people are confused as to what they do for a living. Often these people are also not sure and so to be safe they dabble in two or three different things instead of focusing on one. These are often the same individuals that tell me that they are looking to make some more money. They usually tell me “I am going to build a website”. Do you see a theme here?

Focus on one thing. Establish your brand and market it. Here is another great quote from Tony Robbins about focus and how important it is: “One reason so few of us achieve what we really want is that we never direct our focus; we never concentrate our power. Most people dabble their way through life, never deciding to master anything in particular”.

I encourage you to live your life with passion and to do what you love and to do what you are. Each one of us has been put on this planet to do something and to



fulfill our destiny. Unfortunately only a small percentage of people discover their life purpose.

How is this related to Facebook? Choosing not to advertise, market and solicit new business online would be like having a retail store and closing every day during the busiest hours. You can do it, but your bottom line will suffer tremendously and you may even jeopardize the profitability of your business. If you submit ten new friend requests each day to friends of your friends and only half of those people respond to your friend request then you have added five new friends per day to your Facebook profile.

What benefit does that achieve? Well every month you will have 150 new friends which translate into 1,800 new friends on Facebook after one year. And that is assuming that all of those people do not have any friends that send you a friend request (impossible). If just three of each of those 1,800 people sent you a friend request then you would now have 5,400 new people that were friends with you on Facebook. The bottom line is that unless you are famous, you are going to have to send out friend requests in order to get more friends on Facebook.

What would be the purpose of having so many online friends? After all, the majority of these people do not know you and you do not know them. What is the purpose? Well consider that you made a posting to your Facebook status that said "Free Webinar about

buying REO Real Estate”. Imagine that only 2% of people that saw your status update on Facebook responded by deciding to listen to the free webinar.

That 2% of 5,400 friends would translate into 108 people on your teleseminar. Assume that at the end of the teleseminar series you had a “call to action” which was a product or service that you were selling which was being offered at a reduced price to the listeners on that webinar. In my case, as an example assume that the product that I am selling is a \$997 Distressed Real Estate Boot Camp which I hold twice a year in South Florida for new real estate investors. Here is a link to the boot camp page if you are curious: [http://www.lexlevinrad.com/Boot\\_Camps.html](http://www.lexlevinrad.com/Boot_Camps.html)

Assume that only 5% of the audience of 108 people purchased the product. That translates into 5 sales or almost \$5,000. My webinar sales are between 5% and 10% on most webinars and I hold these webinars monthly. This is an example of converting social networking traffic into revenue. I have been doing this with my business for years.

The above process of converting leads into sales is known in the internet marketing business as conversion. Generally speaking, with online marketing you need to give away a lot of free educational information in order to get people to listen in to a call or webinar or attend an event. You have to first create credibility meaning you need to be a subject matter

expert. Then you need to reinforce your credibility by giving away great content for free. It is also a good idea to make your webinar more fun by giving away some free prizes as well.

You do all of this with the hope of converting leads from web traffic into revenue. The more effective you are at internet marketing the more you will be able to convert traffic in to revenue. There are internet marketers that have sold more than \$1 million in sales in 24 hours simply by converting traffic with a lead capture page. It can be a very powerful tool if it is done correctly.

Every year we hold a 2 day Real Estate Internet Marketing Boot Camp which shows real estate investors, agents and professionals how to get more real estate leads and how to convert those leads into traffic. If you are a real estate professional you should attend this boot camp which has been sold out every year since we started doing it. For more information about the Real Estate Internet Marketing Boot Camp visit the boot camp page at the following link: <http://www.realestatemarketingbootcamp.com>

Google pay per click advertising works the same way. Web traffic is converted into leads. The only difference is with pay per click advertising it is not free and you are actually paying for the leads. You can purchase key words based on your industry and every time someone clicks on these words then you are

charged a fee (based on how much you bid for that keyword) and they are directed to your web site or landing page.

At that point, the rest is up to you. Whether you “capture” their name and email address and whether they stay on your web site or purchase anything will be dependent on you and the web site content that you have on your website. This is not your web designer’s job. The “copy” which are the words displayed on each page of your website is your responsibility. Unfortunately, most business owners spend no more than a few minutes pondering the information to display on their web site. Usually they put unoriginal things like about us, contact us, address etc. These are not very exciting. Why would anyone bother coming to that site? What information are you providing them? What service or benefit are they getting by visiting your website? This is the concept of “givers gain”. If your website is chock full of free information then they might book mark and share your site with others.

You can spend all of the money in the world buying pay per click key words but if you cannot convert visitors into revenue when they visit your site then you are probably going to discontinue your advertising campaign. Most online advertising campaigns on Google do not achieve their desired effect. Most online marketers eventually give up their Google Adwords Campaign. The ones that stick with it usually

hire a professional company to run their campaign for them. And the reason is because of conversion. I have spent tens of thousands of dollars researching and refining Google Pay per Click Campaigns.

A typical small business would spend maybe \$50 per day or \$1,500 per month for a Google Adwords campaign. Consider that you can achieve the same results or better with a Facebook campaign that simply entails making ten new friend requests each and every day. Then when you have the desired audience in place, one posting like the example of the Webinar can instantly convert into traffic and revenue. This is the power of online marketing using social networking. Facebook also has its own version of pay per click which is targeted geographically and demographically as I mentioned previously. Click on Facebook Ads to see how this feature works. It is very effective.

Social networking is one of the easiest and cheapest ways to drive traffic to your site. There are far too many business people over the age of 50 that do not recognize this fact. The world has changed. An efficient online marketer can do for free online what used to cost \$25,000 per year in advertising. Advertising is shifting away from newspapers, magazines, radio and even TV towards online advertising. Look at what the big companies like Dell, Amazon etc. are doing online and you will see how

integral and vital this online marketing is for your business.

There is much more to Facebook than first meets the eye. Take the time to explore everything that Facebook has to offer and make Facebook an important part of your business presence. Put a link to your Facebook profile in your email signature, on your website, blog and everywhere else where you are online. Encourage people to connect with you online and connect online with people that you meet in person.

## **Chapter 7 Twitter**

Twitter is a relatively newer social networking service that began in 2006. It is, to date the fastest growing social networking service in the world! Twitter registers over 250 million unique visitors per month. That means 250 million people that have never been to the Twitter website before visit it in just one month! The number of registered users on Twitter has grown at a rate faster than almost any other website on the planet surpassing even Facebook in the number of new users signed up (in the first few years).

Twitter is a free social networking and micro blogging platform. Users send “tweets” which are text based messages which are no more than 140 characters long. These messages or tweets can be sent via mobile texting, instant message, or the web.

Anyone can log on to Twitter and register for free. The important thing to know is that once you register, your user name will be visible to everyone so you might want to think before choosing a user name. We discussed this concept on the chapter about branding.

The user name shows like this: [twitter.com/username](https://twitter.com/username) so continuing with the previous example [www.Twitter.com/ReoRealEstateExpert](https://www.Twitter.com/ReoRealEstateExpert) would be a good username. If you are not branding your business name then you should be branding your own name as we mentioned in the branding chapter. For example

you are invited to follow my tweets by visiting my profile on twitter which is at this link: <http://www.twitter.com/lexlevinrad>. If you follow me you will instantly be followed back.

Once you have registered, the next thing to do is to upload your profile picture. Then upload your short bio (no more than 160 characters) and choose a background under settings. Choose the settings tab to add your website and verify your username and bio for your profile. If you want to customize your profile further you can use a company like [twit art](http://twitart.com/) <http://twitart.com/> to further customize your profile. If you are going to customize your background image, it is a good idea to put your photo and logo as well as your contact information such as telephone number, email address and website. Adding social bookmarking sites like Facebook, Linked-in and You Tube to your Twitter background will make it easier for people to connect with you online. You can see an example of a customized twitter background by looking at my twitter profile.

Now that you are on Twitter you are ready to begin “following” people. Choose people that are in your industry and type in these keywords to find other Twitter users that you can follow. For example, if you are in the real estate industry you would type in “real estate” and see Twitter users that have the word “real estate” in their user name or their bio. The rule of thumb on Twitter is that when someone follows you



that you are polite and follow them back. The only exception is if you think that their profile picture or brand is not something that you would want to be associated with. Then simply ignore them and do not follow them back.

The more people that you follow, the more people will follow you. There are quite a few celebrities on Twitter for example Oprah, Shaq, Al Gore, Ben Stiller, Arnold Schwarzenegger and many hundreds of others. So for starters you can choose to follow some of these people if you wish and then look for people in your industry or people that you know. Many more people and companies are now advertising their Twitter profile on their company websites and in email correspondence.

Now that you are online and have some followers you are ready to begin “tweeting”. Now this is the part that everyone does not understand about Twitter. Anyone can tweet anything, so some people tweet insignificant things such as what they ate for lunch or what they are doing right now which is of no particular interest to anyone. However, Twitter is much more than this. Please do not make the mistake of briefly looking at Twitter and then moving on. Most Twitter users follow less than 100 people. They briefly look at Twitter, don’t understand what the big deal is and then lose interest.

Every single “tweet” is posted online which means that it is indexed by the search engines like Google, Yahoo and MSN. (There is currently a dispute between Google and Twitter which has temporarily restricted tweets from being indexed but this is supposed to be resolved soon).

Tweets being indexed means that someone typing in a keyword on a Google search could potentially stumble onto your Twitter profile. Is this a good thing? Well it is if you have a link to your website or capture page from that tweet. If they click on your website you have now diverted traffic from a search engine to your website for free. And if you “capture” their information then that is even better.

Here is an example: I post links to my wholesale deals online on many sites including Twitter. If you want to see an example of our wholesale real estate deals you can visit our wholesale deals page at this link: <http://www.floridawholesalerealesatedeals.com>.

Our office posts these deals for sale every day and we are looking for investors that are cash buyers that would be interested in buying a wholesale deal for cash. If I use the words “Wholesale Deal in Pompano Beach” in my tweet (140 character or less post on Twitter), then anyone typing in the words “wholesale deal in pompano beach” on Google might see my tweet. Here is an example from Google of what

appears when you type in these words (you can try this yourself too):

“Get yours today at <http://www.distressedreales...>2:04 PM Oct 27th from web; New **Wholesale Deal IN Pompano Beach**: 3BR/1BA Single Family House in **Pompano** ...  
*twitter.com/lexlevinrad*”

Now if someone clicks on that they have now landed on my Twitter profile and there is a link on my Twitter profile to that house for sale on my blog. When they click on that link they get to my website which asks them “Would you like to be on my cash buyers list?” That is the capture page that offers the ethical bribe which is a free eBook in exchange for their name and email address. If they choose to do so then they simply add their name and email address and I have now “captured” their information and they are automatically added to my database.

We send out wholesale deal emails to our cash buyers every Monday and Wednesday. That new person will now receive those emails too. And if they buy a house from me then I have converted that Twitter traffic into revenue. You are probably asking yourself if I have done this before. The answer is I have sold houses to people from all over the world using this technique. Our office does this every single day. In fact we have one employee whose only job is to post wholesale deals on our blog and then

“syndicate” these posts. This stuff works. It works really well. We sell houses every day using these methods. If you want to see what a capture page looks like and receive these emails so you can see how the process works you can sign up for our cash buyers list for wholesale real estate deals at <http://www.cheaphousesinsouthflorida.com>

You will learn more about using capture pages in the chapter on capture pages and databases.

Now that that person is in my database, the next time I send out an email with a wholesale deal, that individual will get my email. Let us now analyze what has just happened. We have taken a complete stranger from the internet that is interested in cash deals (clicking on the link indicates they are interested) and we have directed them to our website and stored their name and email address. And we have done all of this for FREE!

Consider that companies spend thousands of dollars in search engine optimization in order to drive traffic to a website and here you are driving traffic for free! Do you see how Twitter is much more than following what someone did today? It is not about the people that you are following but about who is following you. The more you follow people, the more people follow you back. This is common courtesy on Twitter. So if you follow 10,000 people and they choose to follow you back then what is the benefit? Well how about

when you send out this tweet about the wholesale cash deal all 10,000 of them get to see your message! That is called free advertising. Now what would happen if every day I simply sent out a tweet and varied it slightly?

For example one day I could say wholesale deal Pompano Beach and the next day I could say house for sale cash Pompano Beach. The following day I could say bank owned property Pompano Beach and the following day I could say REO Pompano Beach. All of these tweets could be for the same house. Each one of them would direct them to the same link. But each one of these tweets would get indexed by the search engines. What this means is that if you type in any of the above search terms into a search engine like Google you will find the link to my tweet! Since there is no limit to how many tweets a user can make, there is theoretically no limit to how many times you can get indexed by the search engines.

Search engines like new information. For example a website is static and does not change day to day. Tweets are dynamic. They are changing every day so they are given a higher priority on search engines because the information is fresh. This is what makes Twitter so powerful. You could hire someone to tweet the same thing but in different words using keywords that Google itself tells you are relevant. This same person that you pay could also click and follow all day long for you. You could turn your Twitter account into

a huge search engine optimization tool for almost no money. This is what big companies are now doing. They are actually hiring people to tweet.

Other creative ways that you can use Twitter are to hold sweepstakes and issue discount coupons. For example you could have a sweepstake that says everyone that follows you on Twitter will be entered into a drawing to win a free prize. People that re-tweet (tell other Twitter users about your tweet) get additional votes for re-tweets. You have now given people a financial incentive to follow you and to distribute (retweet) your tweets to other users. Do you think that could be useful?

Creative ways of using Twitter for business are popping up every day. Using Twitter for business is still relatively new. This concept of promotions and sweepstakes on Twitter is still very underutilized by most business. However some businesses use it very effectively. Look at this article from AOL Small Business as an example:

*On July 1, Moonfruit was a below-the-radar Web-site building company with 400 followers on Twitter. Just a few days later, the London-based company had acquired 47,000 followers on the micro-blogging site, traffic to its home page had increased by 1,300% and the word "moonfruit" was popping up all over the Internet.*

*The 52-employee firm says its new-found recognition was the result of a Twitter contest that went viral, and it's a marketing tactic increasingly being used by small businesses.*

Another creative way to use twitter is to issue discount coupons. Your business can offer a free service to one lucky winner or you can simply offer a 10% discount to anyone that clicks on a link to redeem the coupon which should be for a limited time only to induce a call to action. If you want to learn more about how to use Twitter for advertising campaigns then Google the words Twitter and contest or giveaway and find out more information online. This is a rapidly evolving field and there are many new players entering it every day.

Remember that every new follower that you get on Twitter is another individual that you could be prospecting or marketing to. The easiest way to get many followers is to follow other people. The key though is to make sure that you are not just randomly following people but are instead following people in your niche. If you are in real estate then use the “find people” search tool on Twitter to find people with the word “real estate” in their profile. This would be an example of targeted following.

You should use more than just one search keyword. For example in my niche I would use words like foreclosure, short sale, real estate, Florida real estate,

etc. in order to find individuals that are on Twitter and have those words in their profile.

There are other ways to find targeted followers. One of the easiest is to simply follow people that are following other people. The best way to do this is to see what your competitors and business associates are doing in your industry. Look up key people in your industry on Twitter and start following their followers. Since their followers are interested in what they have to say, and your message is similar the theory is that they will be interested in what you have to say too.

While we are on the topic of interesting things to say, make sure that you are contributing something interesting when you tweet. It is okay to solicit a service or product that you have to sell but you should make sure that your followers are only hearing about it no more than 10% of the time. For every 10 tweets that you make, only one should have a product or service that you are trying to sell. The rest should be informational or educational, motivating or interesting. What kinds of things can you tweet about?

Here are a few ideas:

- Motivational quotes that motivate others and yourself are always positive and uplifting which makes people want to follow you



- Interesting news topics and newspaper or magazine articles related to your industry which your followers might be interested in
- Breaking news that is somehow related to your industry – search Google news for this
- Links to videos or websites that are related to your industry and your followers might find interesting
- Anything that can be re-tweeted that was written by others but that is interesting to your followers

You can visit <http://www.stufftotweet.com> and see the most popular links for that day on Google and other web sites like digg.com.

If you follow many people, eventually you will reach the 2,000 follow limit. This is not really a limit since you can follow as many people as you want. However, once you reach the limit of following 2,000 people, Twitter wants to make sure that people are following you back before it lets you follow more people. So you need to un-follow people that do not follow you. However, you need to be very careful not to do this over short periods of time. If you do, then Twitter might shut your account down.

I suggest that you do a targeted follow and then wait a week or so to give people the opportunity to follow you back. If after a week they still have not followed you back then they either are not interested in

following you or they don't have the time or inclination to log onto Twitter to follow back. After a week has passed you can un-follow those people that are not following you back. Why would you want to do this? Because after you are following 2,000 people, Twitter will only let you follow up to 10% of your followers (up to 2,200 people). So the only way for you to follow more people is to get more people to follow you. The only way that you can do this is to constantly un-follow those that are not following you back. For a graphic depiction of who you are following that is not following you back visit <http://www.friendorfollow.com>.

There are many different software programs and web sites that can automate this and many other Twitter tasks. Most of them violate Twitter's terms of service so I do not encourage you to use these programs. Many companies hire virtual assistants or social media coordinators that charge a monthly fee to handle these procedures for business. This fact alone should give you pause to consider whether or not Twitter is a useful business application. Why would large corporate companies be employing social marketing directors and employees whose sole task is to log on and monitor their social networking sites like Twitter?

For an example of this that we mentioned before take a look at <http://www.dell.com/twitter> to see how large corporate companies are using Twitter. Notice too how they have customized their Twitter link.

I have compiled a list of other useful web sites that complement Twitter and are worthy of mentioning. Please note that there are so many new sites popping up all of the time that keeping this list current is a challenge. I am listing only a few of the tools that have been around for a few years. There are many others if available online with more being added daily. Google Twitter Tools to see the latest.

### **Social Oomph**

This popular website will definitely give your Twitter account some oomph. Social oomph has some very useful features which you can use to make your Twitter account more efficient.

Social Oomph allows you to bulk schedule tweets ahead of time. You could schedule famous quotes (which are great to tweet) to go out each morning and you could have it scheduled ahead of time. Another useful feature is the auto follow feature which works very well.

But the most useful feature by far is the auto direct message. When someone follows you on Twitter, you have the option of sending them a message that says something like “thanks for following me”. This is what most people do. However, efficient marketers do something much better than this. They set up a direct message that brings users to a capture page or product page. The key is to do this in such a way that

it is not interpreted as selling or spam. Do send people to a page for access to a free report. It is acceptable practice to ask for their email address in order to deliver them the report. Now that you have done that you have the option of adding them to your database. As long as it is easy for them to unsubscribe then you should not have any problems.

But please don't spam people with irrelevant information. And whatever you do with your direct message on Twitter DO NOT send them to a page that asks them to buy something. That is the easiest way to insult them and they will definitely not follow you. Here is the website link for Social Oomph:

<http://www.socialoomph.com>

## **Nearby Tweets**

The unique feature that I really like is the fact that it registers the geographic location of other Twitter users. It also allows a keyword search. You can log on to this site and it will show you geographically based on however many miles you designate who is on Twitter in your area. The really amazing feature is when you combine this with a key word. For example, if I type in real estate and a geographic location of 50 miles I can see who has the word "real estate" in their profile or who tweets about real estate. And I can then target this Twitter audience to people that are within a

certain distance of where I am. This is a very unique feature for allowing people to know about meetings, events etc. that are limited to a specific geographic location that is local to them that they might be interested in. For example, if I were to post a real estate networking event on Twitter, these individuals may be interested in attending the event. If they come to the event I then have the opportunity to monetize that traffic by capturing their name and email address when they attend the meeting. Information can be capture online and offline. The key is for that information to be stored in a database. We will cover that more in a later section of this book. Here is the link for this website:

<http://www.nearbytweets.com>

## **Tweet Deck**

Tweet Deck is a free desktop application that you can download and install on your computer. It basically breaks down all tweets, replies to tweets and direct messages. This makes it easier to follow a conversation on Twitter. It also makes it really easy to re-tweet something. Tweet Deck also allows you to group your friends and create keyword groups. The software takes a while to get used to but the application is extremely useful.

<http://www.tweetdeck.com>

## **Topsy.com**

If you are looking for something interesting to tweet then you should visit this website <http://www.topsy.com>. Think of it as the Google search engine of tweets. It shows the most popular tweets, along with keywords and topics that are the most popular. This service is very useful to find out fast what is relevant in news and any topic including the real estate industry. The search engines are now ranking tweets too. As I mentioned previously Google, Yahoo and Bing are now indexing all tweets which can drive traffic to your website. TV and news reporters now monitor real time sites like topsy.com to see where breaking news is coming from. Recent crises like the capitol shooting in D.C, the German explosion, Iranian riots and Mexico City earthquakes were all reported on Twitter BEFORE they hit any major news wires like CNN. The only way news got out from Iran about the unrest from the elections was via Twitter!

## **Multiple Profiles on Twitter**

Many twitter users are unaware that Twitter allows users to have multiple profiles. You should use a different email address to register a different profile in order to keep track of everything. However your different profile needs to be for a specific reason. Twitter does not allow you to simply have multiple profiles. For example I have a profile for my cheap

houses web site and I have a profile for my real estate investment club and I have a profile for my main web site.

Why might an additional profile be useful? The answer is more eyeballs. More traffic equals more revenue. You should have at least one Twitter profile for yourself and one for your company.

Having multiple Twitter profiles allows you to leverage your exposure to many more people. Using the six degrees of separation concept think of how many more people would see your posts if you had two profiles with thousands of followers instead of just one. You can separate your Twitter profiles to distinguish them apart from each other. For example you could set up a Twitter profile specifically for a product that you sell or a service that you provide.

Twitter snobs are people that allow others to follow them and do not follow back. Unless the individual is a famous celebrity, you should stop following these people since they will distort your ratio of following to followers once you reach the 2,000 limit.

And if you think following 2,000 people is a lot, try following 50 people a day and it will take you only 40 days to follow 2,000 people. Remember that social networking should be part of your marketing and advertising budget and is definitely worthy of your time. Just make sure that you monitor your time and

don't get carried away. The best plan is to allocate a set time per day for social networking. If you set aside 30 to 60 minutes per day and make it part of your routine it will become a habit after a few weeks.

You can also establish third party applications that work together with Twitter. For example Facebook, Flickr, You Tube, Linked-In, Meetup, My Space and many other social networking sites have applications that work with Twitter. Every time you tweet something it can show up on your profile on all of these sites. This is very beneficial because it lets everyone that follows you or is friendly with you become more aware of you and your business. It is also very beneficial because each one of these tweets will show up in the search engines which will help drive targeted traffic to your website or capture page. Keep this in mind when you are tweeting and keep your focus on your topic, your business and your industry.

In the next chapter we will talk about custom url links which is extremely important for Twitter users because you are limited to only 140 characters for each tweet.



## **Chapter 8 Custom URL Links**

Since Twitter limits your message to 140 characters, you will find yourself constantly trying to shorten your message. This is a good thing since you should always try and deliver a clear and concise message using as few words as possible. In the words of Mark Twain “use plain, simple language, short words and brief sentences.” Your readers will be bored easily and they will just skim over your tweet in less than a second. For this reason, make sure that you are expressing relevant words immediately instead of filling up the 140 character limit. Also make sure that the important points are at the beginning and not at the end of the 140 characters. Don’t feel obligated to use all of the characters either.

You will find it quite challenging to convey your message in 140 characters or less and for this reason, custom url links are a good idea. There are a few url shortening services but I will primarily discuss The two main url shortening web sites which are <http://www.tinyurl.com> and <http://www.bit.ly>. Custom url shortening sites allow you to shorten or customize your link. For example the following url link is the Amazon.com url link to my book on Amazon called “Wholesaling Bank Owned Properties”. [http://www.amazon.com/Wholesaling-Bank-Owned-Properties-ebook/dp/B007MAD0GM/ref=sr\\_1\\_1?ie=UTF8&qid=1356358393&sr=8-1&keywords=lex+levinrad](http://www.amazon.com/Wholesaling-Bank-Owned-Properties-ebook/dp/B007MAD0GM/ref=sr_1_1?ie=UTF8&qid=1356358393&sr=8-1&keywords=lex+levinrad)

As you can see, this link is very long and takes up way too much space to be able to put in a tweet or anywhere else for that matter. By using a custom link on [www.bit.ly](http://www.bit.ly) I am able to create the link <http://www.lexlevinrad.net/wholesalingbook>. There are really two benefits to doing this. The first benefit is that the link is shortened. The second benefit is that the link is customized with my own domain [www.lexlevinrad.net](http://www.lexlevinrad.net). It is beyond the scope of this book for me to show you how to customize bit.ly but it is a very worthwhile tool for online use.

## **Chapter 9 LinkedIn**

Linked In is more old school than Facebook. Traditionally LinkedIn was the social networking site of choice for older users who were looking for a professional place to network online with other users in the workplace. Many of these users used Linked In as a way to have their resume online and keep themselves in front of potential employers. Employers and recruiters in turn used Linked In to find new employees.

This made LinkedIn a great way to meet more people and potentially gain new business or even find a job. Many professional business individuals post their resumes and their career history online and use LinkedIn as a way of potentially finding a new job. As I mentioned previously, the demographic of LinkedIn is older and many users on LinkedIn have attended graduate school.

A few years ago, My Space and Facebook were considered the domain of kids and for this reason LinkedIn was a very viable online networking arena. Social networking has changed quite a lot in the past few years. My Space still caters predominantly to younger users, teenagers, college kids and musicians. However, Facebook has grown by leaps and bounds and has overtaken My Space and Linked In as the number one social network in the world. Facebook achieved this by attracting many more

users in the 18 to 35 year old age group than LinkedIn or any other social networking site.

Here is a summary of the demographics that we spoke about again. Facebook users are 18-34 year olds that primarily attended college. My Space users are 18-24 with most users saying that they have attended some college (still students). LinkedIn users are primarily 35 to 44 years olds many of whom have attended graduate school. These are very different demographics. Keep this in mind as we discuss LinkedIn.

LinkedIn was and still is a very professional forum for establishing and maintaining business connections. The problem is that it does not have anywhere near the interactive features and capabilities of other social networking sites like Facebook and Twitter. They are trying to play catch up but they have fallen horribly behind the other social networking sites. As I mentioned before, Facebook has 7 times the traffic of LinkedIn. However Linked In is still considered the more “professional profile” with many users using Facebook for their personal use and Linked In for professional use. As I mentioned before the lines are blurring and you will not be able to continue doing this.

I suggest that you maintain a business profile on LinkedIn. The reason is because there are still some users on LinkedIn that have not migrated to or are not

using Facebook. Another reason is because there are older users that might find your profile on LinkedIn that might never visit Facebook although this is changing too. There are millions of users on LinkedIn, and it is a very powerful and professional social networking site.

Over the last few years more and more companies are putting their Twitter, Facebook and Linked In logos on their advertising. Twitter and Facebook dominate social networking. But Linked-In is a good place to network with people in your industry, post your resume and work experience online, and interact with other professionals in your area of expertise.

Linked In is very similar to Facebook as far as establishing your profile, uploading your picture and adding your web sites, email address and information about yourself. However, there are a few key differences. The first main difference is that while a basic account is free, there are upgrades that can convert your account into a Business Account (\$19.95), Business Plus (\$39.95) or Executive account (\$74.95). These fees are monthly fees which makes it expensive to upgrade your account considering that all of the other social networking sites are free. However, you can and will find CEO's and prominent business people on LinkedIn that you would never find on other social networking sites. I have used this tool successfully to network with Asset

Managers and in one case even the CEO of one of the largest Asset Management Companies in the U.S.

I will discuss the basic account which is free since we are comparing social networking sites that are all free.

Your profile on LinkedIn appears more like a resume than a social networking profile. Your profile shows where you currently work and how long you have been there along with all the corresponding information. Your profile also shows where you have worked previously so your Linked In profile is really very similar to an online resume which is one major difference to other social networking sites. Recruiters often look on LinkedIn for candidates so if you are looking for a job, LinkedIn is a great place to put your profile. In general LinkedIn is more corporate and more likely to have corporate minded individuals that work in large organizations with impressive resumes.

Many people find jobs through LinkedIn because of this fact and by being able to network specifically within your industry you can find contacts online within your industry that might be very difficult to find offline. For example in the business of real estate I have had REO asset managers, REO Listing Agents Real Estate Hedge Funds, and Distressed Real Estate Asset Managers contact me. These individuals found my profile on LinkedIn.

Another benefit of LinkedIn is the group feature which allows for groups and Sub Groups. Anyone can start a group and can post messages to their group. Establishing many contacts on LinkedIn and sharing in discussions in the group forum is a great way to network and keep in touch with your industry and people in your industry that you can network and do business with.

The group feature is one of the biggest benefits of LinkedIn. The other main benefit is the professional image that LinkedIn has managed to maintain by not following in the footsteps of other social networking sites like Facebook. In essence, a LinkedIn profile and a Facebook profile complement each other quite well and both are necessary.

In my opinion the down side to LinkedIn is that it is more cumbersome to establish relationships with people that you do not know. It is a great forum to network with people that you have already met at networking events or done business with. But it is not as easy to network with complete strangers as some of the other social networking sites. The reason for this is because LinkedIn limits how many users you can contact, how many profiles you can view and how many messages you can send (unless you upgrade).

In summary, you should definitely have a profile on Linked in which is definitely worth adding to your list of must join social networking sites.

## **Chapter 10 You Tube**

You Tube is a video sharing and hosting website that allows you to post your own videos online and distribute it to a vast audience of millions of users. Anyone with a camcorder can make a video and broadcast it on You Tube to an audience of hundreds of millions of users. You Tube is the largest provider of online video in the world and has 44% of the world market share for online video.

According to the CEO of You Tube, there are more than 4 billion video views every day on You Tube which should give you some perspective of how many people are watching free online videos. A lot more than are watching your local TV station!

You Tube is the fourth most visited website on the planet after Google, Facebook and Yahoo. You Tube is a phenomena that you cannot afford to ignore for marketing purposes.

Getting started on You Tube is easy. You can establish an account using your Google Gmail address if you already have one or establish a new user id for free. Once you have established your account you should setup your profile and customize your home page. Just like with Facebook and the other social networking sites you should add your photo, your bio along with contact information and links back to your website. You Tube also allows you



to add a blog which is a great feature if you have a blog. Every time you upload a video to You Tube it automatically posts it to your blog or blogs if you have more than one blog. After you have established your account you are ready to begin uploading videos.

Your account is sub divided into videos, channels and shows. You can also choose to subscribe to other users videos and users will often subscribe back to your videos. It is important to stick to your theme or business. If it is real estate then subscribe to real estate related videos. Don't subscribe to non-business related videos you can setup a different personal YouTube account for that.

Even large national chains are using You Tube to effectively promote their products and services.

Here is an example of Home Depot and how they are using You Tube:

<http://www.youtube.com/user/HomeDepot>.

Here is another example from University Of Phoenix Online:

<http://www.youtube.com/user/UniversityofPhoenix>

What do these companies know about online marketing that many other companies do not? Well they know that there are 800 million unique visitors

that visit You Tube every month. These visitors to You Tube can watch online video for free. They also know that they can effectively market and sell their product or service to these users. They have correctly figured out that if it is worthwhile to produce commercials for TV then it is even more worthwhile to produce them for online video channels like You Tube.

The reason is because the audience is so much larger and is global. The production of online video is now part of these companies advertising budget. These companies understand social networking and its impact on business. They really get it. They understand how important online marketing is.

So how can you employ You Tube to your advantage? You Tube can be a very effective way to make cheap infomercials about your products or services. These videos can be posted on You Tube and the content from these videos can be utilized on web sites and capture pages.

Every video on You Tube has an embed feature which allows any other user (not just the person that uploaded the video) to embed the content of the video in to their website. So if you could make a video that other people would find useful, then they would embed that video into their own website. You can also choose to embed video into your own website. For an example of embedded video from You Tube look at my website <http://www.lexlevinrad.com> and you will

see embedded You Tube video at the center of the page.

You Tube is owned by Google and as we mentioned before, it is free. The fact that You Tube is owned by Google is very important because the search engines index the videos on You Tube based on their descriptions. Each video has tags which are keywords related to the content of that particular video. For example if I post a video about wholesaling bank owned properties then I might add the following tags: “wholesaling, real estate, Florida real estate, bank owned properties, reo, wholesale, flip, flip houses”

These tags will be attributed to that specific video only and will be indexed by the search engines. If you look on Google’s home page you will see that they have a video link where you can search videos online. Since Google owns You Tube they give preference to You Tube videos. If your video is about a topic related to the search then it will show up in the search rankings. The tags from that video help Google identify what the video is about. For this reason you should always add as many relevant tags as you can to every video that is uploaded.

You should also make sure that the description for each video is completed with many keywords related to the content of the video. A link back to your website can also be useful. For example if my video was

about wholesaling bank owned properties then I might use a description like this:

“See how one of Lex Levinrad’s Group Mentoring students successfully flipped his first house without using any of his own money. If you are interested in learning about how you can wholesale bank owned properties just like this student did then please visit <http://www.lexlevinrad.com> or call 800-617-2884.”

Notice how I have included my name, my website, my phone number and the keywords wholesale, bank owned, properties, house, flipped. These keywords were not chosen at random. They are descriptive as to the content of the video but they are also Google friendly for the search engines.

It is very important to create a catchy title which you should always try and do. I have found that I get a lot more hits on a video when the title is a little scandalous. For example if on the above video I called it “I made \$30,000 without even trying” then that video would get a lot more hits. The more important question is what these users will do once they get to the video. Will they visit my site or will they click back? The more relevant your topic, your description, and your tag words the more likely that they will get to your site. Once again make it easy for people to follow you online and connect with you. Make sure you have links to your website, how to contact you etc.

Using videos for capture pages is a great way to drive traffic. If a video has some good content that gets good viewer counts it can become viral (spreads around the internet) very quickly. For example take a look at this video about the speculative bubble in real estate:

<http://www.youtube.com/watch?v=kUldGc06S3U>

The above video about the speculative bubble in real estate has been viewed over 700,000 times! What is interesting is that prior to that video being uploaded to You Tube I had never heard of that web site. Now there are 700,000 more people that have heard about that website and a good portion of those have probably book marked the site for future reference. This is an example of a highly targeted well put together concept that drives traffic from You Tube and directly to a website.

Start thinking about what you could do to create a video that would be of interest to others. If the video is funny then that is sometimes a good way to make a video go viral. Don't make just one video. Make a point of constantly uploading new videos about your product or service. Then use this video to embed in your website and on your capture pages. Post links to these videos on Facebook and Twitter. The video does not necessarily have to be of high quality. For example if you type in the words "Learn How TO Wholesale Real Estate" into You Tube you will see a

few of my videos with this search term. For example this video has been viewed more than 8,600 times <https://www.youtube.com/watch?v=lu1q5u6PDks>

Notice that this video is produced with a webcam and has poor audio, no professional quality and is very dull production wise. However it is packed with information that users could benefit from just by watching the video. Look at the title and you will see why it has so many hits: “Learn How To Wholesale Real Estate And Flip Houses Like This Student Did”

Do you notice how content rich those key words are? These are the key words: “learn”, “how to”, “wholesale”, “real estate”, “flip houses”. This is a good example of guerilla marketing using a \$100 webcam from Best Buy and getting 8,600 consumers to view a video!

If you begin shooting videos, uploading them to You Tube and then directing traffic back to your website then your website traffic will increase dramatically. The more creative you are with your video, your keywords and the concept, the more likely you are to get more hits. Remember that you don't need to spend money on professional production quality videos. What you do need is to provide relevant, informative, educational topics that are timely and of interest to your target audience. Add You Tube to your marketing toolbox and watch your traffic to your web site grow exponentially.

## **Chapter 11 Flickr**

Flickr is an online photo sharing service similar to Shutterfly, Snapfish and some of the other services that you can use to upload and print your photos. Most people use these services to share their photo albums with their friends and family. However marketers can use Flickr for more than just sharing photos.

Even though Flickr is not the largest photo sharing company, it is uniquely situated to benefit online internet marketers for reasons that you will soon see below. Because of these reasons Flickr has become the fastest growing online photo sharing service and is expected to continue to grow.

Photo sharing allows you to upload and post photos online of your company, products, or services. Since Flickr is owned by Yahoo, it is featured prominently across the Yahoo network. For this reason, Flickr generates more search engine traffic than the other photo sharing sites which makes it very beneficial for internet marketing.

Many online marketers are using Flickr to generate traffic and to get a high ranking with the search engines. Any picture that you upload can potentially have an audience of millions of users that can find your product and link back to your site. The key is

content. The more relevant the content to the content of your website or capture page then the more valuable a click on one of your photos will be. For example if you display a photo of a house for sale and when someone that clicks on your photo sees a capture page or web site with more houses for sale then they are more likely to visit your website than if the link was random.

So what are the unique features that can help your photos drive traffic to your website? Each individual photo can get natural keyword rankings based on the content of the photo. The way that you do this is by adding “tags” to your photo. For example if you have a wholesale house for sale in pompano beach you could add the following tags: house, house for sale, pompano beach, pompano beach house, foreclosure, short sale, reo, house in pompano beach etc.

You can add many tags for each photo so the more tags you add then the more that your photo will get natural rankings. Please keep in mind that in order for the natural rankings to be good the keywords in the tag field need to be related. For example foreclosure, real estate, short sale, are all related key words which are related to real estate.

Another key feature is that in addition to the tags you also get the opportunity to put information in the description. This is a perfect opportunity for you to put a short bio, website, contact info etc. to make it easier



for people to find you if they are interested in your product or service.

You should use your company name or personal name (whichever you branded) as your user name and you can even change the icon (called buddy icon) to your logo or you can use your personal photo. By doing this, your user name or company name is attached to each photo that you upload which in itself will generate natural rankings based on your name.

Also make sure that you take the time to edit your profile to include a description of yourself. Usually it is best to have a short bio along with a photo and a link back to your website and how to contact you. In other words, make sure your profile describes who you are, what you do and how they can contact you.

Here is an example from my profile:

*“Lex Levinrad has been a full time distressed real estate investor since 2003. He has been involved in buying, rehabbing, wholesaling, renting, and selling hundreds of houses in South Florida. Lex is the founder and CEO of the Distressed Real Estate Institute, which trains beginning distressed real estate investors about how to find wholesale real estate deals. For more information about the Distressed Real Estate Institute please visit [www.lexlevinrad.com](http://www.lexlevinrad.com).*

Flickr allows you to create galleries so that you can divide your photos by groups into logical categories called sets. All of your photos can be displayed in your photo stream when someone clicks on your profile. Your photos are divided into collections, sets and galleries. You can also add Flickr contacts and join groups related to your industry like other social networking sites. If you would like to see an example of my photo stream to see how this all works visit my profile at <http://www.flickr.com/photos/lexlevinrad>.

While you are at that link, please note how I have used topic specific galleries and photos specific to one topic (real estate). Do not under any circumstances mix your personal photos with your photo stream. You can put your personal photos on another service like Shutterfly. Your Flickr account should be solely for the purpose of business marketing to promote your product, your services or yourself. Flickr should be part of your social networking arsenal along with Facebook, Twitter, Linked-In, and You Tube.

You can also use this service as a picture host for pictures on your websites and capture pages. If you add a lot of pictures you will eventually have to upgrade your account to a pro account.

If you have a blog or blogs you can automatically post a link on your blog to your Flickr photos directly from your Flickr account. Simply click on any photo in your

photo stream and click on “blog this” at the top and your photo will appear on your blog (or blogs if you have more than one).

You can also set up applications like Twitter directly from Flickr using third party applications. You can post a link to your Flickr photos on Twitter directly from Flickr using the “Flickr 2 Twitter” application. This process works exactly the same as posting to the blogs. You can visit the “app garden” in Flickr for a list of third party applications.

Another useful application from Flickr is Flickrtab for Facebook which you add directly from your Flickr account or by their website link from Facebook at: <http://www.facebook.com/flickrtab> .

## **Chapter 12 More Social Networks**

There are hundreds of active social networking sites with millions of users and it would be impossible to list all of them. Facebook and Twitter are the most widely used worldwide. LinkedIn and My Space are the most popular sites in North America. Nexopia is popular in Canada. Bebo is popular in Australia, New Zealand, Canada and the UK. Hi5 and Orkut are popular in South America and Central America. Friendster and Multiply are popular in Asia and the Pacific Islands.

If your business is based in or targets a foreign market or if your primary language is not English, then you should consider signing up for some of these social networking sites below. Since online marketing is global you should generally sign up for as many social networking sites as you can. However, There are so many social networking sites and you only have so many hours in the day. It would be extremely time consuming to be on all of these sites so you should pick geographically based on your target market, your audience, your product or service and your language.

There are too many social networking sites to list them all. The list below shows some of the other larger social networking sites in other countries that I have not yet mentioned above:

StudiVZ (Germany)  
iWiW (Hungary)  
Tuenti (Spain)  
Decayenne (Europe)  
Tagged (Europe)  
Xing (Europe)  
Badoo (Europe)  
Skyrock (Europe)  
Mixi (Asia)  
Wretch (Asia)  
Xiaonei (Asia)  
Cyworld (Asia)  
Areapal (India)

## **Chapter 13 Blogs**

Blogs used to be called web logs. Eventually users dropped the “w” and “e” and web logs became known as blogs. A blog is a regularly maintained diary or journal that is posted on the internet for everyone to see. People that post entries in these online journals are called bloggers. Writing entries and posting them online is called blogging. Blogging is extremely prolific and there are over 200 million blogs worldwide. It seems that many people that are online have something to say. Most blogs do not serve any commercial business purpose and are simply ramblings or online diaries (many are teenagers). However some bloggers have turned blogging into big business.

The following is a list of the top ten blogs based on traffic for today. Because blogs are not static but are dynamically changing every day the rankings change every day. However each one of these blogs gets tremendous traffic which is what I am trying to illustrate to you. Don't make the mistake of thinking that a blog is only for teenager's that want an online diary. While some blogs are exactly that, the ones below will show you the commercial and business implication of a professional blog. Imagine if you had a blog like one of these below for your business. This list is compiled by [www.technorati.com](http://www.technorati.com)

### Top Ten Blogs

1. <http://www.huffingtonpost.com>
2. <http://www.buzzfeed.com>
3. <http://www.gawker.com>
4. <http://mashable.com>
5. <http://businessinsider.com>
6. <http://www.tmz.com>
7. <http://www.arstechnica.com>
8. <http://www.techcrunch.com>
9. <http://www.theverge.com>
10. <http://www.gizmodo.com>

Most of the above blogs are political or technological. However notice how professional they are. These are professional blogs that generate huge traffic and revenue. One that is interesting to follow if you are an internet marketer is number 4 which is <http://mashable.com>. If you want to be up to date with the latest online internet marketing techniques then follow this blog.

Blogging is what we had before there was Twitter. The difference is that with Twitter your message is limited to 140 characters. With blogging you can ramble on as much as you need to or want to. If other people find what you say to be of relevance then they will follow your blog. As they do so your blog will rise in popularity and be read by many more people.

Your blog will then begin to be featured and linked to by other bloggers writing about similar topics. However, it will take effort on your part to continuously add content to your blog and to make it interesting enough for users to want to return.

You can open a blog for free. There are three main blogging companies. They are [www.blogger.com](http://www.blogger.com), [www.wordpress.com](http://www.wordpress.com) and [www.typepad.com](http://www.typepad.com). Lately Typepad has not been as popular and Wordpress seems to be the blog host of choice. Blogger is a little easier to use than Word Press but I recommend that you use Word Press for a more professional look. Also Wordpress is gaining much more traffic than Blogger.

I suggest you open up a blog first on blogger to see how blogging works. Then when you understand the concept open up a Word Press Blog. In the web site section I actually recommended that your entire website be a Wordpress Blog. By doing this you will have a professional looking site and you will be able to add content slowly.

Make sure that your blog theme matches that of your website or as mentioned above have your website and blog be the same site. Your blog should have many links from your blog back to your website, social networking links, articles that you have written etc. All of these should link from your blog back to your website.



It is important to have your blogs RSS feed incorporate into your website so that your website content is fresh and changing. Take a look at my website at [www.lexlevinrad.com](http://www.lexlevinrad.com) and my blog at [www.lexlevinradblog.com](http://www.lexlevinradblog.com) to see what I mean about a constant theme and linking back with RSS feeds incorporated into the blog.

You should have the following links on your blog

- Twitter icon with a link to your Twitter profile
- LinkedIn icon with a link to your LinkedIn Profile
- Facebook icon with a link to your Facebook profile
- You Tube icon with a link to your You Tube profile
- RSS Icon with a link to your RSS feeds
- Flickr Icon with a link to your Flickr Profile

You should also make sure that you get your blog listed in all of the blog directories like blog catalog, bloghub etc (there are hundreds of directories). There are companies like <http://www.submitinme.com> that will submit your blog to multiple blog directories for a small fee. Make a good description about your blog and give it to a company like the one mentioned above and you will have many blog links back to your website. Since they are based in India and English is

not their first language you should type out exactly what you want them to put in your blog description before you submit your blog details to them. You should also establish a specific Google Gmail address for them to use for this purpose.

If you want to appear more professional with your blog and are computer savvy, I recommend that you look into hosting your own Word Press blog on your own domain name like I have with [www.lexlevinradblog.com](http://www.lexlevinradblog.com). You will need to have decent computer skills to do this but it is not that difficult and well worth the effort. The reason is because you can control the look and feel of your blog much more when you are creating the entire design of it. Or have your web designer design your web site in Wordpress and have someone show you how to post blog entries on your site by yourself.

You have much more control of which applications to use. You can download a version of Word press from <http://wordpress.org/>. Please note that this is not the same as <http://wordpress.com> which is a free shared hosting blog. Wordpress.org is not as easy to use as Wordpress.com. You will need to learn how to use “plug- ins” which are third party applications. However these “plug-ins” will allow you to have much more control of your blog than a shared hosting blog like on Wordpress.Com. This is especially important if you want to start incorporating search engine optimization, social networking integration etc.

The main difference why you would bother with Wordpress.org is the way Google indexes their search engines. You see blogs by definition have constantly changing content because the owner of the blog is “blogging” which means constantly writing things and posting them online. Because blogs have much more content change than websites, Google indexes them higher on the search rankings. For this reason a blog will register better on the search engines than a website will.

I have heard more than one internet marketer refer to the word “blog” standing for “better listings on Google”. Having a Wordpress.org blog allows you to create a blog that looks like a website. Users will not know that your site is a blog but Google will. Your site will rank higher and get more traffic. That reason combined with the abundance of free applications and “plug-ins” is why Wordpress.Org is so popular with professional bloggers.

## **Chapter 14 RSS Feeds**

If you look on most blogs will see a little orange square. That is the symbol for RSS Feeds which you should take the time to learn and understand. RSS stands for “really simple syndication” which is another way of saying “spread your message across the internet”. Having your message in an RSS feed which can be picked up by feed readers is called syndication.

RSS feeds can be read using an RSS reader or feed reader. RSS Feeds also appear in your “favorites” tab on your internet explorer toolbar which allows you to save favorite RSS feeds just like you would save favorite websites. RSS feeds have unique url’s (web addresses) just like websites do.

Feeds have an rss or xml at the end of the url and feeds always look the same so they are easy to identify. The feeds strips away all of the graphics from the website and keeps only the text based items which can then be read by a reader (which is built into your web browser). Your Twitter profile has an RSS feed. So does your Facebook, your blog, your LinkedIn, You Tube, Ezine Article, Podcast, etc.

Almost every website that has updated content has an RSS feed. Standard websites do not have updated content since they are static and the content never changes. Blogs, ezine articles, news sites, Facebook

or anywhere where the content changes will not be static and will have an RSS feed.

Almost every social networking site and blog has an RSS Feeder and you should have these RSS feeds link into your website. This gives you two benefits. Firstly it allows people to find your website via the reader. Secondly it gives dynamic changing content to your website which makes your website rank higher than other static websites in the search engine rankings.

Don't forget to submit your RSS feeds to as many sites as possible that allow you to submit RSS feeds like [www.Feedster.com](http://www.Feedster.com) or [www.friendfeed.com](http://www.friendfeed.com) or the hundreds of other feed sites that are out there. If you would rather have someone submit the RSS feeds to directories for you then you can use a company like [www.submitinme.com](http://www.submitinme.com) or one of the many other websites that will submit RSS feeds for a fee.

## Chapter 15 Postlets.Com

This chapter is specifically for real estate investors and realtors, wholesalers or anyone that would like to sell a house or offer real estate for sale. This website is a classic example of how you can integrate websites and social networking to drive traffic to your listing and ultimately generate more revenue.

[www.postlets.com](http://www.postlets.com) is a fantastic way to offer your real estate for sale to a very diverse audience for free. Postlets is now owned by Zillow which is a huge plus since Zillow is the most trafficked real estate website on the planet. I encourage you to visit the [www.postlets.com](http://www.postlets.com) website if you are a realtor or if you are a wholesaler or real estate investor that would like to sell a house or houses.

When you submit a house for sale on postlets.com you get a free listing page that lists all of the pertinent information about the house including the address, photos, description, local schools, maps etc. The postlets page is basically like a one page flyer of your property that looks similar to an MLS listing sheet. You can even print out this one page and put it on display at real estate events.

The website allows you to copy the html from your online flyer and paste it into any other website that allows html coding. This means that you can instantly

put your flyer on Craigslist, Backpage, and any other online site that accepts html.

The unique thing about postlets is that they syndicate your listing to multiple websites for free. For example your listing is automatically syndicated to many other websites that are specifically related to real estate including Zillow, Trulia, Hot Pads, By Owner MLS and many others. And the best part is that postlets is completely free.

Another added benefit of why I really like [www.postlets.com](http://www.postlets.com) is that you are also offered the ability to market your listing via social networking. This feature is what makes this website so amazing for real estate investors, realtors and wholesalers.

You can log into your postlets account and you can share your postlets information by giving postlets.com access to your social networking sites like Facebook and Twitter. For example you could post on Twitter: “wholesale deal 3 bed 2 bath in Hollywood” and then you can put a link to your postlets page where you have an online flyer on the property. This is a very effective technique to generate buyers – especially if there is a capture page when they click on your link.

Postlets offers a really incredible way to drive traffic to your listings for free. For example, if you are a real estate agent that has many houses to sell, then simply creating a postlets account and then

syndicating your postlet listing to all of your various social networking sites is a great way to get maximum visibility for your listings. The same applies if you are a landlord looking for tenants. If you are in the business of selling real estate then I will go so far as to say that you cannot afford not to have a postlets account. And I say this because this is one of the best free ways to syndicate your listings to multiple social networking sites.

As I mentioned before, you can even create a Craigslist posting directly from your postlets account. You can then utilize the html feature to post to multiple classified ad websites that allow html coding like for example [www.Craigslist.com](http://www.Craigslist.com), [www.Oodle.com](http://www.Oodle.com), [www.Backpage.com](http://www.Backpage.com), [www.Ebay.com](http://www.Ebay.com) [www.Kijiji.com](http://www.Kijiji.com), [www.Olx.com](http://www.Olx.com).

Think of it as free marketing that drives traffic back to your site. Of course when this traffic gets to your site you will have a capture page that captures their information. This is a great way to build a buyers list. For example my capture page says that we have many bank owned properties for sale. Every one of my postlets listings has my capture page listed twice in each listing. Then this postlet page gets syndicated to multiple social networking sites as well as to sites like Craigslist, Backpage, Ebay, Kijiji, Oodle, Olx etc.

I can literally create hundreds of links on the internet for just one house listing. This creates a lot of traffic to



my website which in turn converts into buyers which are captured in my database.

The best feature of postlets.com is that you can have up to eighteen pictures of a property on a mini website of your own on postlets.com.

## Chapter 16 Online Classified Ads

Many people have already heard about the Craigslist phenomena. In case you didn't know, Craigslist is the most trafficked free online classified ad website on the planet. Craigslist is currently the 11<sup>th</sup> most visited website in the United States beating even AOL, Wordpress and Linked-In.

You need to take notice of Craigslist and the amazing amount of traffic that it generates. You might have already known about Craigslist but did you know that there are literally thousands of online classified ad websites? There are thousands of websites all over the world with classified ads in almost every language.

For our purposes of internet marketing we are primarily interested in the English language websites with high U.S traffic. In order to filter through all of the websites, I have included only those classified ad sites with an Alexa ranking (<http://www.alexa.com>) of 50,000 or less. In addition to this, the list below is only for those websites with U.S Traffic. Most of the websites on this list have extremely high traffic with a very high Alexa ranking. For example many people are not familiar with [www.backpage.com](http://www.backpage.com) but according to [www.alexa.com](http://www.alexa.com), Backpage is the 173<sup>rd</sup> most visited website in the United States. [www.Kijiji.com](http://www.Kijiji.com) is another website owned by Ebay

(now called Ebay Classifieds) that many people are not familiar with which ranks currently as the 1043rd most visited website in the U.S. Below is the list of the most trafficked US classified ad websites.

Classified Ad Websites With High U.S Traffic

<http://www.backpage.com>  
<http://www.chooseyouritem.com>  
<http://www.classifiedads.com>  
<http://classifieds.myspace.com/index.cfm>  
<http://classifieds.yahoo.com>  
<http://www.craigslist.org>  
<http://www.domesticsale.com>  
<http://www.economist.com/classifieds>  
<http://expo.live.com/default.aspx>  
<http://apps.facebook.com/marketplace>  
<http://www.free-advertising-blog.com/ind>  
<http://www.google.com/base>  
<http://www.hoobly.com>  
<http://www.inetgiant.com>  
<http://www.kijiji.com>  
<http://www.kaango.com>  
<http://www.oodle.com>  
<http://www.olx.com>  
<http://www.recycler.com>  
<http://www.sale spider.com>  
<http://www.sell.com>  
<http://www.theflyer.com>  
<http://www.traderonline.com>

<http://www.usfreeads.com>

<http://www.uscity.net>

<http://www.vast.com>

<http://www.vflyer.com>

Many of the above websites will allow you to copy and paste html. If you are in the business of real estate and selling houses then you can really drive a lot of traffic to your website by using [www.postlets.com](http://www.postlets.com) which we spoke about in the previous chapter. As mentioned in that chapter, if you post a listing on postlets.com then your listing creates a flyer in html which can be posted on classified ad websites like Craigslist, Backpage, Kijiji etc.

By copying the html created from your postlet.com flyer you can post to every free classified ad website that allows html. Since there are so many sites you can create literally hundreds of postings. For example imagine that you are a Realtor ® that has ten listings for sale. If you create a postlet account then you can copy the html for the flyer of your listing and post it to Craigslist. Then you can also post the same flyer to Backpage, Oodle, Kijiji etc.

Assume that you posted that one listing to twenty classified ad websites. You would now have twenty references to that property on the web. Now if you repeated that same process for the other nine listings then when you were done you would have a total of ten properties multiplied by twenty listings for a total

of two hundred references to your properties. Each one of these references will have a link back to your website along with a description of your business and how to contact you. If you now incorporate this with a capture page it can be extremely powerful.

Real estate agents and wholesalers have been employing this technique for years with a process known as dummy ads. Place an ad in the online classifieds that says:

**Cheap House for Sale  
Fixer Upper  
\$20,000 Cash Only  
Tel: 123-456-7890**

You will be surprised at how many people contact you when you place an ad like this. You can repeat the same process of a dummy ad but make it even better by building a professional dummy ad with an actual house that you have for sale that is really cheap. Use this house to create a flyer in postlets.com and then copy and paste this html into multiple free classified ad websites.

Make sure that a link to your capture page is predominantly displayed and easy to follow. Your link should be something like: "Click here for more deals like this". When they click on the link they should be taken to a capture page where you can add them to your database. Please see the chapter on capture

pages and the chapter on databases to understand how this process works.

Please remember that although this chapter is about online classified ads, you should employ the exact same tactics in regular classified ads in the newspaper to build your buyers list. Many older people that have lots of cash are not online. Don't forget that there are still a lot of people that do not have computers and are not online.

Also, in addition to free classified ad websites there are many websites that are not free but where it is worthwhile to post wholesale deals and to find more buyers. One example is Ebay.com. It will cost you \$150 to list a property but you will generate a tremendous amount of traffic. Please remember that if you are posting an ad for something that does not appear to be a great bargain you will not generate much traffic.

You should wait until you have a wholesale house or listing at a very cheap price where you know that listing will get a lot of attention. This will usually be a wholesale deal for a house at a wholesale price and not a retail price. It also works best for a cheap house. For example a house in Fort Lauderdale for \$30,000 is going to get a lot of attention because many people know where Fort Lauderdale is and they are curious about the house and why it is so cheap. So remember that your ad should be for a cheap house at a

wholesale price (65% of what the house is really worth). The house has to appear to be a great bargain if you want people to notice it. If you list your phone number and people call then you should make sure that you save all of the phone numbers of everyone that calls and return their calls before adding them to your buyers list.

## **Chapter 17 Meetup.Com**

Meetup.com is a phenomenal success story that has enjoyed rapid success and for good reason. [www.meetup.com](http://www.meetup.com) allows anyone to set up a meeting for a group of people with shared common interests. These meetings are called “meetups” hence the name Meetup.com.

There are meetup groups for almost any sport, hobby, or activity that you can think of. Attending meetups is a great way to meet people with common interests but as far as networking for business is concerned, meetups can be a phenomenal way to drive new business.

I have used meetup.com very successfully in growing my real estate investment club which is called the Distressed Real Estate Investors Association. <http://www.distressedreia.com>. When I first started this organization, Meetup allowed me to create a virtual place where people that were interested in real estate investing could congregate. That was 5 years ago. Since then we have continued to hold monthly meetings on the first Tuesday of every month at 6:30 P.M. We now have one of the largest real estate groups in the country. All of our meetings are posted on our website as well as on our meetup page. If you are interested in attending one of our monthly meetings or to see what our meetup page looks like visit our page at:



<http://www.meetup.com/distressed-real-estate-investors>

The important thing with Meetup.com and how it is different from other social networking sites is that you have to have face to face interaction at least once a month. That is one of the key differences with this form of marketing than with all of the other social and online marketing methods in this book. In order to host a meeting at least once a month you will need to have something to share with your audience that can benefit them. Note how I said them and not you.

Running a meetup.com group will not in itself generate revenue but it will drive more business to you and you will be considered an industry expert and go to person in your field of expertise.

Try and think of it as giving first and then you will receive later. If you set up your meetup and then try and sell your audience without giving them information then I can promise you that you will fail. No one will be at your next meeting. However if you give tons of free information and make it informative and a good place to network and make friends then people will keep coming back. The reason that my club grew so rapidly was that for the first two years all we did was give free information. People came to our club and received a lot of free education about

investing in real estate. That is what made them keep coming back.

It is okay for you to sell something and there is nothing wrong with having a product or service to sell. However, just remember that they are there to learn, to network and to be educated. If they want to buy your product or service then they will. If not, then let them network.

Here are some examples of how you could use meetup.com to generate more business.

A real estate staging company could hold monthly Meetups on how to stage your home for a quick sale. This could be interspersed with ideas for decorating your house, furnishings etc. When the participants want to stage their home they are more likely to ask the staging company whose meetup they attend regularly. Why? The reason is because they have established a relationship. Lasting relationships are very important to new business. If your business is thriving then you only need to maintain your relationships. But if you are trying to generate new business then you need to create relationships. Meetup.com is a very effective way to do this.

A Title Insurance Company could hold monthly meetings for realtors and real estate investors on different topics related to title insurance such as “understanding your title policy, how to read your

HUD etc.”. A realtor could hold monthly meetings for first time home buyers on how to buy a home and get approved for an FHA mortgage. Anyone in any business could hold monthly meetings on the topic related to their business. If the topic is informative and educational then people will come.

If you naturally enjoy public speaking, and organizing a meetup group then you will enjoy yourself more and it will be much easier for you than if you are shy and introverted. If you have a challenge with this then I highly recommend that you join your local Toastmasters group. My wife and I both joined the Boca Raton Noon Toastmasters Group. While I no longer attend Toastmasters, being a member masters is a great way for you to learn how to make a presentation, give a speech and feel comfortable with public speaking.

In addition to toast masters, as I mentioned at the beginning of this book, joining BNI (Business Networking International) is also a great way to overcome being shy and introverted. I did both when I started out and I highly recommend both organizations if you want to network and feel comfortable talking with groups of people. And toastmasters is a great place to learn how to practice public speaking to refine that elevator pitch!

I believe that when it comes to face to face networking, the most important thing is to love what

you do. If you don't love what you do then how can you take the time every month to teach and explain it to other people? Most people that enjoy what they do would love to talk about it for hours on end. These types of people have no problem running a meetup group.

Registering on Meetup.com is free. Once you have registered you can add a picture to your profile and then you can join local groups that are associated with what you are interested in. If you go to [www.meetup.com](http://www.meetup.com) and you type in real estate you will see that there are many groups related to real estate in your area. It is also a great way to network with other people who enjoy similar non work related hobbies and is a great way to meet new friends.

In order to run a meetup group yourself you will need to agree to pay \$15 per month for at least 3 months. One secret that many organizers on meetup are not aware of is that you can have up to 3 meetup groups per organizer. This means that you could run three different meetup groups using one profile and you would only pay one monthly fee.

It is a good idea for you to change the meeting topic monthly in order to keep it interesting for everyone that attends. It is also a good idea to charge a nominal amount from attendees in order to cover or offset some of the cost of the room.

Running your own meetup group will take up some of your time and is a large commitment that requires planning and perseverance. However it is well worth it as you discover new business and establish friendships along the way.

Remember the concept of the “Go Giver” that says people will do business with those people that they know, like and trust. Running a meetup group is the perfect opportunity for them to know you, like you and trust you. As a meeting organizer you will be providing monthly educational content that your members will learn from and appreciate. Soon they will religiously attend all your meetings and when they do you will have reached the level of trust where if they are interested in the product that you offer then they will buy it from you.

## **Chapter 18 Add This**

Add This is a bookmark and sharing service that allows you to boost traffic back to your web site for free. It does this, by making it easier for visitors to share your content. The site can be found at [www.addthis.com](http://www.addthis.com).

When you visit the site you simply select your service, select a button style and then get your button. If you want to track how many people click on your button then you can also choose to register and get the analytics. You can place “Add This” buttons on your website, blog and almost anywhere online.

By allowing users to share your content, you will increase traffic to your website. Since Google ranks web sites based on how many other websites link back to it, the more links back to your website the higher you will rank in the search engines.

The Add This directory currently has 233 services for sharing and bookmarking including all of the social networking sites that this book talks about. Adding a share this button is very useful for driving relevant traffic back to your website.

In order to drive traffic back to your website, there needs to be a reason why other readers would click on your article and point it out to others. The only way this will happen is if your article is interesting, useful,

or is sharing breaking information that no one knows about. If you don't have anything interesting to write about then your best bet is to find breaking news about your industry and post it online.

So your big challenge will be to write something yourself as opposed to cutting and pasting someone else's thoughts and ideas. The web and blogs in particular are a great medium for you to get your original thoughts into words that others might be able to read and learn from.

So for example let's say that your blog talks about the current rate of foreclosures in Florida. And yesterday you happened to come back from the court house and the clerk told you that filings were significantly up and there were a massive amount of cases coming up over the next month. Well if you had a blog, you might be able to write something about this and give it a provocative headline like: "Massive Amount of Foreclosure Filings Still Coming!" Now if you put together a well thought out article with supporting facts and data then you could post an article like this on your blog. Make sure that you put your name and your website and company name into the article.

After you have posted your article on your blog make sure to add the "Add This" button above your posting. Then once you have done this, start clicking on the share this button and start posting it to every single social networking site. Once you have posted it, other

people will see it. And if the title looks good people will click on it. If the article is a good read they will share it with others by clicking on the “Add this” button above the article. If the article is really good then it can go viral (spread all over the internet).

I have written articles about foreclosures that have been picked up by hundreds of websites and blogs. “Add this” is a large reason why.



## **Chapter 19 Ezine Articles**

[www.ezinearticles.com](http://www.ezinearticles.com) is a great website that allows anyone to write short articles and publish them online. If you are an expert in your field, Ezine articles is a great way for you to write short informative articles that you can share with others. Remember that you should educate and inform others on a topic that you are an expert in. This way, people that are interested in this topic will be more likely to read it.

There are a few other article submission article sites that are worthy of your consideration but Ezine articles is probably the most read and the easiest to use. You can post your articles to these other sites in addition to posting your articles on Ezine Articles.com

Opening an account with Ezine articles is free and easy. Just like with all of the other social networking sites you should add your photo, bio, links to your website and contact information.

Try to submit at least 6 articles to Ezine articles with different topics related to your field. You can use the RSS feature on Ezine articles to get your Ezine articles to feed into your website. If you submit a few articles you will receive “expert author” status which is something useful to put on your blog or website like I have done.

But by far the most important reason for writing Ezine articles is for search engine optimization (SEO). You see an article relevant to your topic has many key words in it that will be recognized by the search engines. This means that this article is likely to place higher up on the search engine rankings which in turn will translate into more people reading it. By now you already know that if more people read your article then more people are likely to find your website. And of course when they get to your website there will be a capture page to capture their name and email address along with a free product giveaway.

Make sure that you write your articles and save them in word format before you upload them to Ezine articles. That way, you can also upload the same articles to blogs, other web sites and other article submission websites. These articles will also be good material to use again if someone asks you to write something for their Ezine, blog, magazine or even newspaper article. Make sure that before you upload your articles you include your name and copyright information so that if someone uses your article on their blog you will get credit. I have thousands of links online from articles that I have written.

After you have written your articles, you can use a company like <http://www.submitinme.com> to submit your article to literally hundreds of article submission directories. Submitting your articles will distribute your topic and keywords thousands of times all over the

internet and will help drive relevant traffic back to your web site.

## **Chapter 20 HootSuite**

Since there are so many new social networking sites with more being added daily it can become quite cumbersome to keep track of all of them. Posting and updating your profiles on so many different sites can be a huge time waster and can take up many hours of each day.

For this reason, using a site like [www.hootsuite.com](http://www.hootsuite.com) can be a huge timesaver. Hootsuite allows you to add all of your social networking accounts to your account. For example you can add Twitter, Facebook, My Space, LinkedIn, You Tube, Flickr and your blog to your HootSuite account. You will need to provide your user id and password for each of these social networking sites in order for HootSuite to have access to them. Then you can make one posting and it will show up simultaneously on all of your social networking sites including your blog. This allows you to post simultaneously to multiple social networking sites. This will save you a tremendous amount of time and will make your social networking much less tedious.

Remember that the most important thing is to provide valuable content in your field of expertise. For example my field of expertise is real estate. Every morning I search the real estate news specifically for topics of interest to South Florida real estate

investors. If I find something of interest then I will post a link to it as follows:

1. Find something newsworthy like breaking Florida real estate news to post to HootSuite
2. go to [www.bit.ly](http://www.bit.ly) and use the free url shortening service to get a short url link to the story (to fit into the 140 character Twitter limit)
3. go to HootSuite and log into my account
4. post comment that is similar to or identical to the headline of the article with a link to the story which will be the bit.ly shortened link. This will be what the user clicks on if they are interested in reading this story.

What is the benefit of doing this? Well firstly it will get you in the habit of reading relevant news related to the real estate industry every morning. Secondly it will enable you to keep touch with your audience by providing them with valuable and informative content that they might be interested in reading.

But the most important benefit is that each one of these posts will create a link on the web which can be crawled by the search engines. For example, assume that you have twenty online social networking sites that you belong to. If each of these twenty social networking accounts are all added to your HootSuite account then each time you post a story on HootSuite there will be twenty online links to that story (one for each social networking profile).

If you are in the habit of doing this every morning then each month there will be six hundred new links on the internet that link back to you. If anyone reading any one of those links clicks on your profile then you will have another follower, friend or visitor to your website.

If you provide a free report linked to a capture page then there is a good chance that you will be able to add a significant portion of this traffic to your database. These are individuals that are interested in your product or service. These individuals may become paying customers at some point in the future. This is a classic example of converting social networking into dollars. The next chapter will talk more specifically about capture pages.

## **Chapter 21 Capture Pages**

Capture pages are also known as squeeze pages or landing pages. They are called these various names because the purpose of these pages is to get internet surfers to land on them and then “capture” their information.

For example, in the previous chapter we mentioned posting a link to a real estate news story via HootSuite to various social networking sites. As an example imagine that your tag line in your profile on your social networking site said something like “Free Report Top Ten Ways To Buy Real Estate Using Other People’s Money” Now imagine if one of those readers of that news story clicked on the link to see the free report. Well when they clicked on the link they would be transported to a landing page or capture page.

The capture page has only one purpose. The purpose of the capture page is to capture their first name and email address. Of secondary importance (but great if you can get it) are the persons’ last name, telephone number and mailing address. Many capture pages only ask for the first name and email address. Since most online marketing campaigns are now via email the email address is the most important information to capture.

Random internet surfers will not simply give you their name and email address. You will need to offer them something of value like a free report which they will get if they enter their name and email address. If the information is valuable to them then they will put in their name and email address in order to get that report. A very small percentage will lie and use a fake email address.

For an example of how a capture page works please visit one of the capture pages that I created at this link: <http://www.cheaphousesinsouthflorida.com>

Users that click on the above capture page are offered a free eBook in adobe acrobat (pdf) format. All they have to do to get the eBook is put in their name and email address and they get a copy of their free eBook sent to them via email. In exchange for that, I get their name and email address and I get to add them to my database. From that point forward, whenever I send an email to my database they will also get this email.

If they would like to stop receiving these emails all they need to do is click on the “unsubscribe” link at the bottom of any email and they will be permanently deleted from my database. Less than 20% of subscribers unsubscribe from the database. Most subscribers stay there and keep receiving the emails. And you know why? Because they are interested in the subject matter! Then when I send out my



wholesale deal blast one of these people might buy a house from me.

One month later when I send out an invitation to attend a local real estate investment club meeting some of these subscribers might attend the meeting (if they are local). Once they are at this meeting they might decide that they are interested in one of my products such as an upcoming Distressed Real Estate Boot Camp.

If they sign up for one of my products whether it is by purchasing a book, Home Study Course or Boot Camp then I have just converted internet traffic from a landing page into sales revenue. I do this every single day. And I do it quite effectively. You can do this too. It is not difficult at all. It does take some time and effort to set up but the best part is that once it is set up it runs for ever. It runs 24 hours a day 365 days a year. And it runs all over the world.

To get started all you need to do is write a report or something of value that you can give away for free. Then create a capture page and set up an auto responder which will send them an automated email and save their information into your database. You will use this auto responder to send them emails in the future. We show people how to do this at our Real Estate Internet Marketing Boot Camp. For more information about this boot camp please visit <http://www.realestatemarketingbootcamp.com>

As I have mentioned previously throughout this book, the best way to get internet traffic is to do it for free. And the best and cheapest way to do this is through internet marketing methods utilizing capture pages and using social networking sites like Facebook, Twitter, You Tube and Linked In. The expensive way to get traffic is to use Google Adwords and pay for a pay per click campaign. I do both. Both are very effective. If you can afford to incorporate a Pay per Click campaign then I encourage you to do so. But first make sure your landing pages and conversions work before you start spending money. Use free social networking sites to test the landing pages and conversions.

You can utilize a capture page very effectively with a pay per click campaign. With this type of campaign you are paying for certain key words that a user might enter into a search engine like Google. When they enter these keywords your ad will display depending on how much you bid for that keyword relative to other companies that are bidding on that same keyword. Google pay per click campaigns are very effective but can get quite expensive as you add keywords. Most SEO companies recommend that you have no more than 10 keywords and that your keywords are related directly to the keywords on your capture page. If a user types in one of your keywords into Google, then they might click on your link and end up on your landing page. This will then give you

an opportunity to capture their information. You can find out more information about Google's Ad words pay per click service and how it works at: [www.adwords.google.com](http://www.adwords.google.com) .

Another related and relevant topic for you to explore further is search engine optimization (SEO). This concept is a way of having relevant content (written text) on your website or capture page on your site that will drive users to your capture page without having to pay for a pay per click campaign. Usually you are better off hiring a professional SEO company than you are trying to figure out how to do it yourself.

However it can become quite costly to begin employing pay per click campaigns in order to get traffic for a free product. Pay per click campaigns often work better when you can immediately convert someone into a paying customer. For example if you have a product that they could potentially click on and buy immediately. However, this is not always the case. In some businesses (like real estate) the value of a lead can be quite high. For example, there are real estate companies that will pay as much as \$50 for a valuable lead (like someone that enters their name and email address into a capture page).

How much you spend driving traffic to your website relative to how much money you make out of that traffic is called conversion. For example if I spend \$1 per click to bring people to my landing page and one

out of every five people signs up by putting in their name and email address then it will cost me \$5 per lead to add them to my database.

If my objective is to sell them a \$1,000 boot camp then I would need to sell at least one out of every twenty people in my database or the campaign will not be effective. Considering that most online campaigns have closing ratios of less than 1% it would be very difficult to employ this type of marketing continuously for most small businesses. However some businesses use pay per click campaigns very effectively and swear by them. If you are interested in learning more about pay per click I suggest you read “The Ultimate Guide To Google Adwords” by Perry Marshall.

If you are using social networking as a driver of traffic to your landing page then this effectively means that the traffic is free. Since the traffic is free it does not matter how many people sign up or what the percentage of conversion is. Either way a free potential customer is better than no customer. Fine tuning and tweaking the information on the capture page and the free content is usually a much better option for most small business than a pay per click campaign. It is much cheaper to pay a web designer \$100 to make some changes to a capture page than it is to spend \$50 every day on Google AdWords.

The reason is because over time the cost of the pay per click campaign will really add up. Since the capture page is not costing you money you can experiment with different wording, different designs and see which works best. It is very useful to make note of competitors capture pages and to see which ones appeal to you as a consumer. The better your message and the better your free content the more likely you are to be able to capture their information. If you can capture their information for free then you can add another customer to your database. Designing a decent professional looking capture page should cost you no more than \$250.

## Chapter 22 Email addresses

This part is so basic but yet so important that I felt it necessary to include it in this book as a chapter. Every time that I go to a networking event I receive many business cards. Whenever I look through these business cards I am amazed at how many people make this mistake. Hopefully after reading this chapter you will not be one of them.

If you are in business then you should not have a business email address that ends in gmail.com, yahoo.com, hotmail.com, aol.com, bellsouth.net, Comcast.net etc. These email addresses are your private email address where you receive email. They are not what you should have on your business card. Your business card and website should have an email address that says your [name@yourdomainname.com](#)

Your personal email address should remain personal. The only one that should know your personal email address is you and the only time you should use it is when you configure your mail servers in Outlook or on your iPad or iPhone or whatever email server client you use.

For example if my personal email address is [lexlevinrad@gmail.com](mailto:lexlevinrad@gmail.com) and my business website name is [www.southfloridapropertylistings.com](http://www.southfloridapropertylistings.com) then I you should configure an email address that is [lex@southfloridapropertylistings.com](mailto:lex@southfloridapropertylistings.com). If I have

another domain name like [www.lexlevinrad.com](http://www.lexlevinrad.com) then I can configure another email for that domain that is [lex@lexlevinrad.com](mailto:lex@lexlevinrad.com). I can keep doing this for each domain name. More importantly I can expand upon this by having employees with email addresses like [support@lexlevinrad.com](mailto:support@lexlevinrad.com) or [admin@lexlevinrad.com](mailto:admin@lexlevinrad.com)

You should use an email program like Microsoft Outlook to configure your outgoing email address so that when you send an email to someone they will see [yourfirstname@yourdomainname.com](mailto:yourfirstname@yourdomainname.com) and will not see your personal email like [jacksmith@bellsouth.net](mailto:jacksmith@bellsouth.net).

These settings are easy to configure in a program like Microsoft Outlook, Gmail, Yahoo or whatever email server you use.

You can set up incoming mail to be forwarded from your hosting domain to your personal email address. Configuring your email this way has many advantages. Firstly, you can make your email account with your hosting company a “catch all” account. What this means is that it will catch all emails including those where the email address is not typed correctly.

The second advantage is that if you had more than one business you could separate them. For example if you had a hobby business on the side you could establish a domain name for that business and an email address for that business. Many people have multiple businesses and find this quite useful.

It is extremely unprofessional to have an email address like [jsmith123@hotmail.com](mailto:jsmith123@hotmail.com). Many people do not know that this is unprofessional. If you are going to do that at least use Gmail since at least people will know you are cool.

If your company has a website then your email address should be affiliated with your web domain name. If your company does not have a website then you should ask yourself why not? The World Wide Web has been around since 1993. That was 20 years ago! Where have you been for all this time? If you have a business then you need to have a website. And if you have a website you can have a custom email address related to your domain name.

Please remember that your email address should match your domain. There are absolutely no exceptions to this ever. A domain costs \$6 per month to host and includes multiple free email addresses. Visit <http://www.godaddy.com> for registering a domain name and a hosting account for your website and email address.

Another good reason why you want to have your own domain name is because you want to control your spam. For example, services like AOL have spam filters which are in place to block spam. This is great if they are blocking emails that you don't want to get. However if you are signing up for your competitors



capture pages to see how they operate then it is not so great when you don't get all of your emails.

Anyone that bulk emails (sends out emails to a large amount of email addresses) is going to get their emails stopped by a spam filter. Many companies now email their clients in bulk which means that if you use services like AOL you are going to be missing a lot of emails. There is no logical valid reason to use a service like AOL. You should get a free Google Gmail address if you don't already have an email address from your high speed internet service provider. Then when you establish your domain and your email to go with your domain simply have all of your emails forwarded to your Gmail email account.

It is a good idea to try and stick with one company name or user name for multiple sites. The same concept applies to email addresses. If your company name is [www.wholesalerealestateforum.com](http://www.wholesalerealestateforum.com) then you should try and get matching email addresses that correspond to these names even if you never intend to ever use them. For example:

[wholesalerealestateforum@gmail.com](mailto:wholesalerealestateforum@gmail.com)  
[wholesalerealestateforum@yahoo.com](mailto:wholesalerealestateforum@yahoo.com)

This way you can protect your name and prevent someone else from getting your branded name as an email address. If you ever decide at a later stage to set up a Flickr account that requires a Yahoo User Id

you will already have one with a name that matches your business. Then on your profile page your bio, photo and description on Yahoo will all match your website name, brand name etc. This is important because Yahoo is just one more example of a social networking site that you can use. Your email address has to end in Yahoo.com but it can start with anything. You might as well make it match your company name. This will be hard to do if someone already has the name. That is why I recommend reserving the email addresses so that no one else can take them on all the major sites.

The same concept applies with You Tube where you need a Google Gmail address. At a bare minimum register your custom domain, a Gmail email address and a Yahoo email address with the same user id.

## **Chapter 23 Online and Offline Networks**

Please note that the more social networking sites that you belong to, the more likely it will be for you and your business to be noticed and seen by others. Also keep in mind that if you belong to social networking sites you should take the time to update your profile.

You should at least have a photo, an email address, a contact phone number, a website link back to your website and a short bio about yourself. Social networking is very much a medium where you get out of it what you put into it.

If you post a profile online and never log in or do anything with it then you are wasting your time. Plan each day to allocate at least 30 minutes to social marketing. Log in to your sites, share your message, log off and go about your day. If you do this every day, people will find you and you will begin to be well known in your industry. HootSuite can really be a big time saver for achieving this as quickly as possible.

Add some old fashioned face to face marketing to your social networking and over time you will be a person that is well known in your industry. Remember, people do business with those people that they know, like and trust. They have to first know you and social marketing is one of the best ways for them to first find out about you. Then they have to like you, which they cannot do unless they have some

face to face interaction with you. Meetups and networking events are a great way to get face to face interaction with these people. And finally they have to trust you so you need to establish yourself as an expert in your field. You need to be someone that knows their profession well. It will be hard to do this if you don't like what you do for a living. Love what you do and do it with passion. Or find something else to do.

You also need to be a person of good character that is honest and well-spoken of by others. Remember the four key words of what I call the "CHIP Principle". Be consistent, be honest, act with integrity and above all be persistent.

I am constantly amazed at how people constantly change their business brand or idea or openly have hostile dishonest interactions with other people in their industry. Then they come to the networking events and wonder why business is slow. I always point out the CHIP Principle to these people. Most of them do not know that other people are saying bad things about them. Remember this. If you act dishonestly or unethically in your business transactions more people will hear about it than if you act honestly and ethically. People assume you will be honest and ethical. If you are not they will make sure everyone else knows about it. And that is bad for business and all the networking in the world can't help you solve that problem.

If people know what you do, respect you, like you and know that you are good at what you do, then why would they not utilize your services? There can be only three reasons.

Reason number one is that your product or service is too expensive (or someone is able to do it for less).

Reason number two is that your product or service is not needed or wanted by the general public.

Reason number three is that you are not perceived as an expert in what you do. This is the most likely reason for people not utilizing your service. You can solve this by:

- Becoming an expert
- Letting everyone know that you are an expert
- Networking online and offline

If you are sure that your pricing is good and that your product is something that people need (and want) then you should ask yourself honestly if you really know everything that there is to know in your field. One good way to find out is to network with other professionals. Ask yourself if any of them know more than you do about your industry. If the answer is yes then strive to learn more, be better and become an expert.

## **Chapter 24 Your Personal Referral Team**

One of the key concepts that I learned from the book the “Go Giver” by Bob Burg and John David Mann as well as by being a member of BNI was the concept of your own personal referral team. You should have your own personal referral team which is like your board of directors. These people should be your business affiliates that you do business with. You should be promoting their business and they should be promoting yours. This is the central concept behind Business Networking International (BNI) and is the main reason why BNI is the largest networking organization in the world.

Becoming a member of BNI will help you choose and find your personal referral team. You will not like every one that you network with and everyone that you network with will not necessarily like you. Also some individuals will be easier to refer business to than others. However, over time you will develop a personal referral network of business professionals.

For example I am in the business of real estate. I use the professional services of title companies, appraisers, inspectors, mortgage brokers, realtors, handymen, general contractors, architects etc.

Many people ask me to refer quality people to them and I always do. In turn, these people refer new clients to me that might be interested in learning how

to invest in real estate. The key concept is that you have to know these people well enough to know that they know what they are doing. You also have to be comfortable referring them business and knowing that they will take care of your clients and not make you look bad. Referrals can make you look good or they can make you look bad. It is very important to make sure that you treat other people's referrals in a timely and professional manner.

So if you already have people that you do business with on a daily business then you should be referring business to them. If they are good at what they do, then you should make a point of referring them business. In time, you will find that people will refer business back to you. After a year or two you will develop some key relationships with individuals that you do a lot of business with. These individuals should become your personal referral network and be a part of your team to help promote you and your business.

In turn you should be their personal referral network and should help promote them and their business. Naturally you want to make sure that you are working with people that you know, like and trust. You want to make sure that these people are ethical, know what they are doing in their industry and will always act with the highest integrity.

Your personal referral network should be willing to give positive testimonials about you to others. These testimonials should also be used on your website, promotional material, videos, capture pages, YouTube etc.

Remember that if you say good things about yourself then you are just a self-promoter. If other people say good things about you then it is perceived to be true. Make sure that you align yourself with the right people and distance yourself from people that could harm your reputation or your business image.



## **Chapter 25 Building Your Email List**

Regardless of what type of product you are selling you will need to have a database of customers and potential customers. The easiest and cheapest way to market to this database is via an email campaign. The easiest and cheapest way to get new customers into your database is via a capture page.

There are many database companies out there but I am going to specifically talk to you about only one of them. [www.1shoppingcart.com](http://www.1shoppingcart.com) is by far the most popular program for adding customers to an online database. They also offer the added benefit of allowing you to upgrade your account to provide merchant services (credit cards) and shopping cart capability for instant online checkout.

I am going to be talking to you specifically about the auto responder service of 1shoppingcart which as of this writing is only \$35 per month. Subscribing to the auto responder allows you to create customized messages and capture “forms” for your capture pages. The great thing about 1 shopping cart is that you can add unlimited auto responders and up to 10,000 email addresses for the same monthly rate of only \$35 per month.

When you have your web designer design your capture page you will need to give them the form code that you receive from 1 shopping cart. Each auto

responder has a unique number which is the auto responder id. This id allows 1 shopping cart to know which customer account is associated with the auto responder message and also which message to associate with it. You can simply copy and paste the code into your email that you send to your web designer and they should be able to handle it for you.

Usually the only information that you need in the form for your capture page is name, email address and telephone number. I always make the name and email address compulsory but the telephone number is voluntary. This means that as long as they provide me with their name and email address they will get their free report. Their name and email address will then automatically be added to my 1shoppingcart database. Going forward all emails that I send to my database will automatically go to them as well. As I mentioned previously if they want to unsubscribe from these emails they simply need to click on unsubscribe and they will automatically be removed from the database.

It is imperative to have an online database like this that continues to grow daily. You should strive to have five to ten names per day being added to your database. Over time, your database will become a powerhouse. I currently have tens of thousands of names in my database. When I send an email about a house for sale it goes to tens of thousands of people. If only 1% are interested that translates into a lot of

potential buyers. This is why most of my wholesale houses sell in less than 48 hours. To see a list of our latest wholesale real estate deals you can visit <http://www.floridawholesalerealestatedeals.com>

The more capture pages that you have the more people will be added to your database. Internet marketers refer to your database of names and email addresses as “your list”. The bigger your list, the more you can sell and the more money you can make. If you have a big enough list then you can make thousands of dollars every time you send an email.

Strive to educate, add value and provide valuable information in your free reports and you will have no problem adding many people to your database. And finally please remember that it takes time to build a list. If you are adding five names a day to a database it will take you an entire year to have less than two thousand names in your database. So imagine what you could do with two thousand potential customers and start working on your capture page and your online database today.

I speak to many people that tell me that they don't have anything to say of any value (for their free product). I spoke to one lady that was a real estate appraiser. These are some of the ideas that I gave her. Create a free report about what factors influence your appraisal the most. Offer a free report about what renovations homeowners can do that would add

the most value to their house. The same individual asked me what they could possibly say in an email. I offered how about “Special for this month only 20% off all appraisals”.

Everyone has something to sell and everyone has something to say. You have information about your area of expertise inside your head that other people would like to know. Take some time to think creatively about your product or service or message and you will come up with something great.

## **Chapter 26 Summary**

I hope that you have learned something that will benefit you from reading this book. I would really like to see you succeed as an internet marketer and I would like to see you become better at promoting yourself and your business both online and offline. If you utilize the material in this book then you will notice a significant improvement in how many people know you and your business and you will rapidly increase your network of friends. Over time this will translate into additional revenue. But you must be patient. It takes time to develop real relationships. If you are a real estate investor, agent or wholesaler then you will be able to use much of the material in this book to really help you ramp up your business as a real estate investor. I encourage you to attend the Real Estate Internet Marketing Boot Camp to spend 2 days with me in South Florida showing you how to put all of this into practise. For more information about the Real Estate Internet Marketing Boot Camp please visit <http://www.realestatemarketingbootcamp.com>

If you are a real estate investor or real estate agent and would like to learn more about how to fix and flip houses for a profit then please visit our website at <http://www.fixingandflippinghouses.com>

Please send me your positive success stories and I will post them online to motivate others. If you use any of the methods in this book to help you close

more deals and make more money then we would love to share your story with others. Maybe someone out there can be motivated by your success. If you would like additional information about our Home Study Courses, Boot Camps, and Real Estate Coaching Programs please visit our website at [www.lexlevinrad.com](http://www.lexlevinrad.com) or call our office at 800-617-2884 or 561-948-2127. If you live in South Florida or visit South Florida make sure you come to our local real estate investment club meetings which are held on the first Tuesday of every month at 6:30 p.m. For more information about our investment club meetings visit <http://www.distressedreia.com>

I wish you the best of success in your internet marketing, social networking and real estate investing. I hope to see you at one of our real estate events soon. Remember, this is the best time in your lifetime to get started as a real estate investor. Overcome your fears and start taking action TODAY.

To Your Success,

*Lex Levinrad*

Founder and CEO  
The Distressed Real Estate Institute™  
[www.lexlevinrad.com](http://www.lexlevinrad.com)

## **Connect With Us**

### Some Of Our Websites:

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

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

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

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

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

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

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

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

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

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

### Connect With Lex

[www.facebook.com/lexlevinradfan](http://www.facebook.com/lexlevinradfan)

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[www.pinterest.com/lexlevinrad](http://www.pinterest.com/lexlevinrad)

[www.meetup.com/distressed-real-estate-investors](http://www.meetup.com/distressed-real-estate-investors)