

# YOU HAD ME AT HELLO

**HOW TO ATTRACT YOUR IDEAL LEADS WITH TARGETED DIGITAL MARKETING**

*Featuring*  
Meredith Oliver, MIRM, CSP & Patrick Allmond



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## **FANtastic Design Sells FANtastic Houses:**

*How To Create Stand Out Marketing  
Your Buyers Can't Ignore*

February 13, 1pm ET

Register: <http://bit.ly/2seQT5Y>



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### **TODAY'S PRESENTERS**

<b>Meredith Oliver</b> Meredith Communications @MeredithCSP	<b>Patrick Allmond</b> Focus Digital Marketing Agency @PatrickAllmond
	

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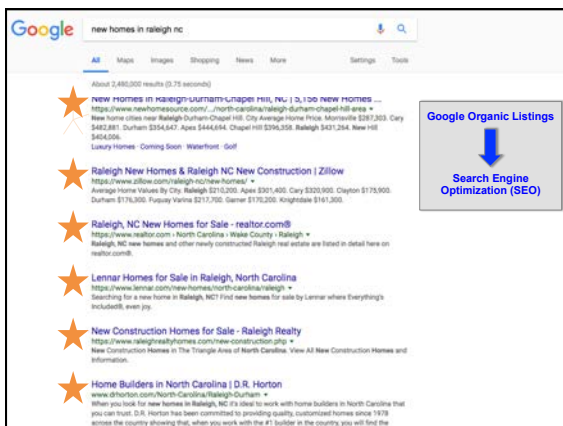
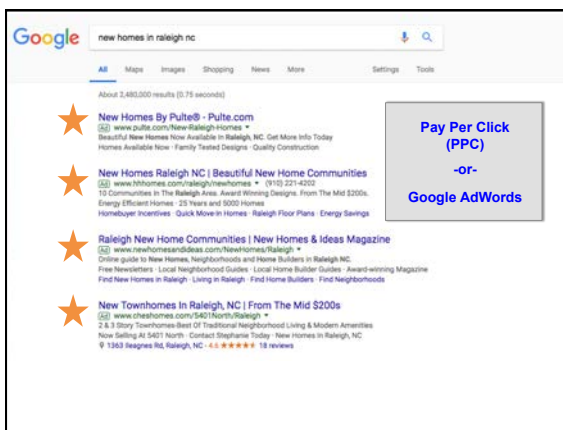
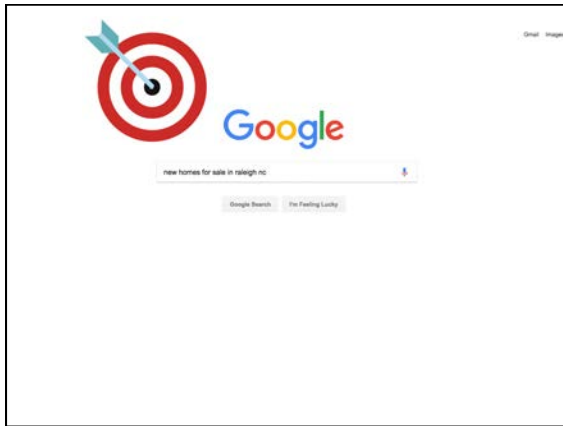
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**GOOGLE ALGORITHM FOR ORGANIC LISTINGS**

- Complex and very literal
- One focus phrase per page
- Best for long-term commitment and strategy
- Best for broad searches in larger metro markets



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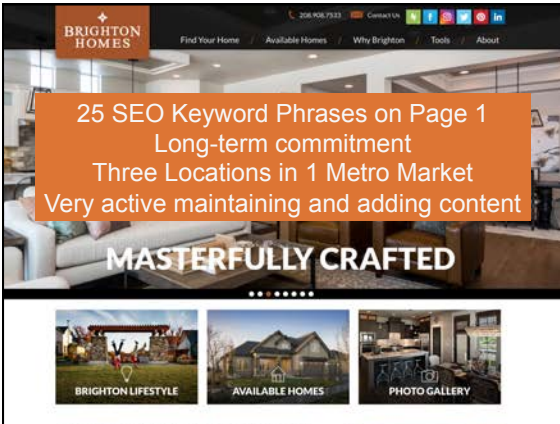
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**BRIGHTON HOMES**  
Find Your Home Available Homes Why Brighton Tools About

25 SEO Keyword Phrases on Page 1  
Long-term commitment  
Three Locations in 1 Metro Market  
Very active maintaining and adding content

**MASTERFULLY CRAFTED**

BRIGHTON LIFESTYLE AVAILABLE HOMES PHOTO GALLERY

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**GOOGLE PAY PER CLICK**

- Pay to play
- Ideal for marketing multiple locations
- Unlimited keywords
- Excellent for niche products and smaller markets
- Boosts traffic for SEO focus keywords



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**ADVANCED TIP**

- Look for quality visits not just quantity of traffic
- Monitor your bounce rate and goal conversions per keyword



*(Note: The table above is a placeholder for the data shown in the image, which includes columns for Bounce Rate and Goal Conv. with star ratings.)*

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**FACEBOOK DISPLAY ADVERTISING**

- Facebook knows your browsing and shopping habits.
- They build a profile of the pages you like and the websites you browse.
- Facebook also imports external information and cross-references it with your Facebook account.
- This information is made available to you as a business owner for targeting

**Note:** This includes credit and general income information which is useful for those of you in luxury home building.

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## FACEBOOK TARGETING

Detailed Targeting INCLUDE people who match at least ONE of the following

- Behaviors > Residential profiles
- Likely to move
- Demographics > Financial > Income
- 7. \$250,000 - \$349,999

Add demographics, interests or behaviors | Suggestions | Browse

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## FACEBOOK TARGETING

Detailed Targeting INCLUDE people who match at least ONE of the following

- Demographics > Financial > Income
- 5. \$125,000 - \$149,999
- Interests > Additional Interests
- Buying a House
- First-time buyer
- House Hunting

Add demographics, interests or behaviors | Suggestions | Browse

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## FACEBOOK RETARGETING

- Place a small piece of code from FB on your website.
- Facebook then builds an audience of the type of people browsing your site.
- Facebook also tracks the pages they are browsing.
- You can build audiences and target people based on browsing habits and recency of visits to your site.

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### GOOGLE DISPLAY ADVERTISING

Heritage Estates  
 16 New Communities in So. Cal.  
 Changing Vibes to Established Homes  
 877.726.0374

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### GOOGLE DISPLAY ADVERTISING

- Financial Services
  - Investment Services
  - Credit & Lending
  - Mortgage
- Real Estate
  - Commercial Properties
  - Residential Properties
    - Residential Properties (For Rent)
    - Residential Properties (For Sale)
      - Apartments (For Sale)
      - Houses (For Sale)
      - New Houses (For Sale)
  - Travel
    - Hotels & Accommodations
    - Vacation Rentals

Weekly available impressions  
 Display Network  
 1M - 5M impressions

Targeting methods  
 Interests & remarketing (1)

This is just an estimate of your initial targeting reach and doesn't take into account automated targeting methods or bid, budget and device settings.  
[Learn more](#)

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### GOOGLE DISPLAY ADVERTISING

(100K - 500K cookies per month)

Age

Age Group	Percentage
18-24	4%
25-34	10%
35-44	8%
45-54	6%
55-64	5%
65 or more	3%
Unknown	64%

Gender

Gender	Percentage
Male	17%
Female	19%
Unknown	65%

Parental status

Parental Status	Percentage
Parent	17%
Not a parent	19%
Unknown	64%

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**GOOGLE  
RETARGETING**

- Been there done that – your past website visitors
- Just like Facebook retargeting
- Be sure to separate prospects into hot, warm, and cold audiences
- Do not send them to your home page

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**DISPLAY MARKETING  
BEST PRACTICES**

- Part of your marketing budget is testing. Plan for this before you start.
- Good online marketing is always testing and improving.
- Smaller campaigns are better targeting specific audiences.
- Your numbers will not match Google from your website. This is normal.

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**“Half of the money I spend on  
advertising is wasted; the trouble is  
I don’t know which half.”**  
John Wanamaker

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## THREE MEASUREMENT TOOLS

1. Google Analytics – Goal Conversion & Event Tracking
2. CRM Tracking – Lead Source & Lead Conversion Reports
3. Inbound Tracking – Calls, Live Chats, Links

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## GOOGLE ANALYTICS

### Goal Conversions

Goal Completion Location	Goal Completions	% Goal Completions
1. /entrance/	23	24.73%
2. /livechat-convert.html	12	12.90%
3. /	11	11.83%
4. /thank-you-for-newsletter-signup/	10	10.75%
5. /thank-you-for-requesting-info/	9	9.68%
6. /thank-you-for-scheduling-a-tour/	6	6.45%
7. /sales-team/	3	3.23%
8. /schedule-a-tour/	3	3.23%
9. /remaining-homes/	2	2.15%
10. /request-information/	2	2.15%

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## GOOGLE ANALYTICS

### Goal Conversions

Source / Medium	Goal Completions	% Goal Completions
1. google / rpc	21	22.58%
2. google / organic	19	20.43%
3. c1.websitealive.com / referral	12	12.90%
4. offline / direct	11	11.83%
5. (direct) / (none)	8	8.60%
6. bing / organic	4	4.30%
7. yahoo / organic	4	4.30%
8. ad / organic	2	2.15%
9. bestguide-retirementcommunities.com / referral	2	2.15%
10. CBSFacebookP / (not set)	2	2.15%

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### GOOGLE ANALYTICS

#### Goal Conversion Tracking

Campaign / Campaign ID	Acquisition				Behavior			Conversions	
	Clicks	Cost	CPC	CPA	Sessions	Bounce Rate	Pages / Session	Goal Conversion Rate	Goal Completions
	1,646	\$1,012.01	\$0.61	\$0.61	1,799	49.42%	2.70	1.17%	21
1. Remarketing - Remarketing	895	\$239.52	\$0.27	\$0.27	791	38.41%	3.29	2.02%	18
2. Site Remarketing - Remarketing	617	\$585.46	\$0.95	\$0.95	687	65.88%	2.11	0.28%	3
3. Local - Remarketing	334	\$247.03	\$0.74	\$0.74	317	41.01%	2.55	0.95%	3

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### GOOGLE ANALYTICS

#### Event Tracking

Event Category	Total Events	% Total Events
1. Community	365	38.89%
2. Plan	304	30.71%
3. Home	227	22.93%
4. Contact	54	5.45%
5. Request Info	20	2.02%

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### GOOGLE ANALYTICS

#### Event Tracking

Event Label	Total Events	% Total Events
1. Brochure - Century Farm	100	10.10%
2. Brochure - Cartwright Ranch	67	6.77%
3. Brochure - Homestead	49	4.95%
4. Brochure - River Heights	44	4.44%
5. Brochure - Bainbridge	29	2.93%
6. Brochure - Paramount	28	2.83%
7. Talk to Our Building Team	27	2.73%
8. Header Contact Us	22	2.22%
9. Brochure - Dartmouth	21	2.12%
10. Brochure - Syringa	20	2.02%

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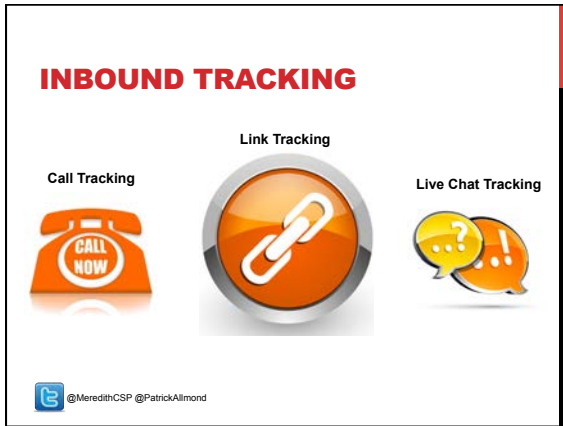
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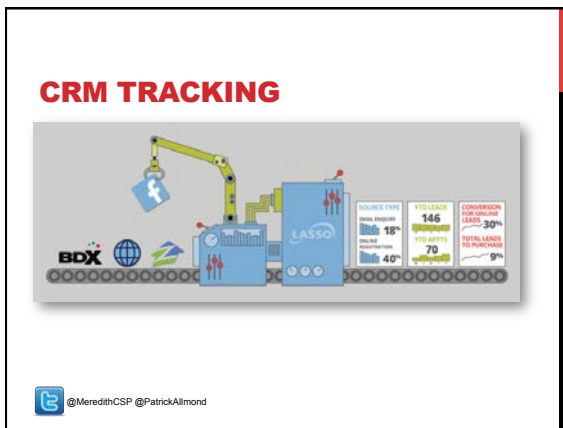
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**PATRICK ALLMOND**  
FOCUS DIGITAL MARKETING AGENCY



Market Maturity Assessment  
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