

Xtreme eMarketing

Take Your Internet Program from Good to Great

Meredith Oliver, Carol Flammer & Mike Lyon

Extreme Internet Programs:

- Embrace risk
- Move fast
- Push limits
- Practice daily
- Master skill
- Controlled chaos



Extreme Websites

1. Does your Website have “killer” eye candy?

Yes

No

	Yes	No
Large “WOW” professional interior & exterior photography on homepage		
Photo gallery with professional interior & exterior photography		
Streaming professional video product tours		
Color elevation and floor plan renderings		
High resolution lifestyle photography		
Multiple interior & exterior photos for each inventory home		

2. Does your Website have “shred or die” call to action?

Yes

No

	Yes	No
Prominently placed “Contact Us” button in main navigation		
Prominently placed “Sign Up for eNews” on every page		
Use promotional graphics, buttons and banners		
Promotional “real estate” space on the homepage		
Ask for a registration, live chat, call or visit multiple times on every page		
Link text to Contact Us button		
Offer a prominently placed toll free number		
Offer a “web visitor only” special or incentive		
Utilize a short, simple Contact Us form with limited required fields		
Give model hours, phone number & driving directions for every community		
Offer an Online Sales Counselor service for Internet shoppers		
Utilize “click-to-call” and/or live chat services		

3. Does your Website have “cowabunga” content?

Yes

No

Easy to use interactive maps		
Detailed community information (shopping, schools, recreation, worship etc.)		
Homebuyer educational articles and resources		
Homeowner educational articles and resources		
Interactive features (floor plans, design center, videos)		
Video testimonials		
Market news and updates		
Professionally written “why buy from you” copy throughout		

So you have a blog. . . now what?

4. Does your blog have a plan to survive the next “dry” spell?

Yes

No

Blog is strategically focused on a topic or specialty		
Team of writers in place and ready to blog		
Editorial plan of 8 blog posts a month		
Backup content is available for when something falls through		
Posts contain a mixture of copy, photos, video and podcasts		
Posts are easy to read about 300 words long and often contain bullets		

5. Is your team “synchronized” in their approach?

Yes

No

Both marketing and sales people are engaged in content production		
Blog leverages other social networks to maximize referral traffic		
Staff is trained on how to promote the blog and social media sites		
Online social media policy spells out rules of engagement		

6. Does your blog cause visitors to “take flight” or sign up?

Yes

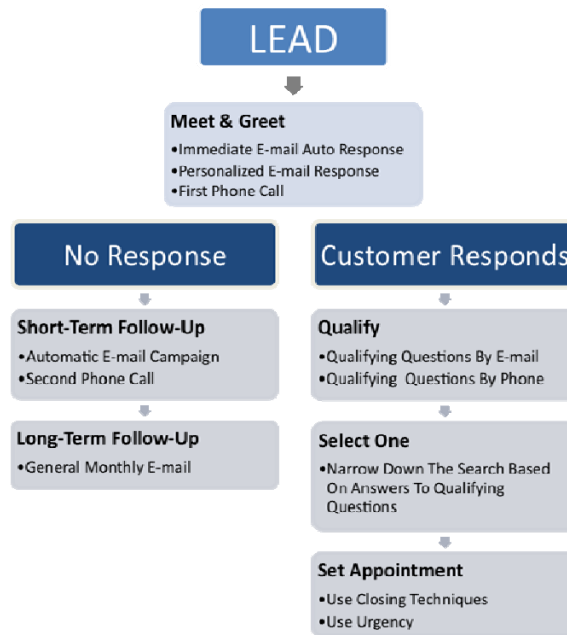
No

Email marketing drives traffic to blog		
Email can be shared through social sharing		
Contests are hosted on the blog to attract visitors and gather names		
A series of custom landing pages welcome visitors from social media sites		
Strong call to action encourages visitors to sign up for email list		

So you have leads...now what?

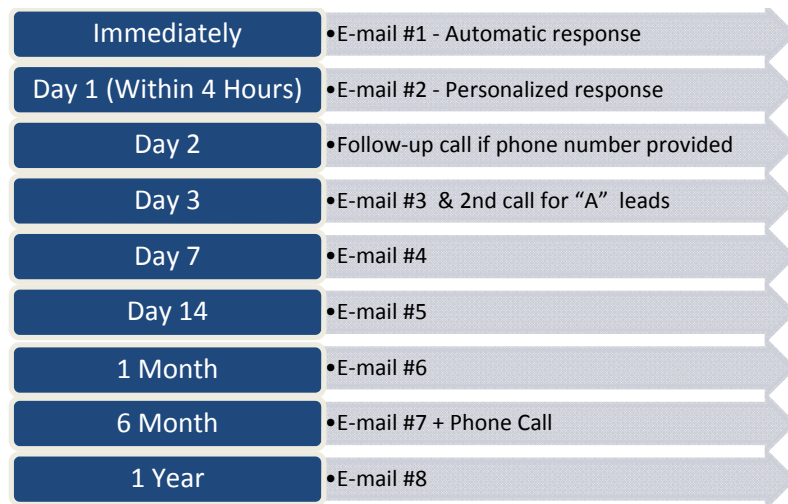
7. Follow Up...like Fast – Commit for 1 month to follow up with every lead in 5 minutes or less. Watch your appointments go through the roof!

8. Create a Process:



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9. Develop Your Plan



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10. Utilize Tech Tools

Yes

No

	Yes	No
Have you ditched your "dumb" phone for a "smart" phone?		
Are you using video to communicate with buyers?		
Do you have a CRM (Leads Management System) in work your process?		
Are you emailing pictures or sending customers to Flickr?		
Do you have your Youtube and eyejot.com accounts set up?		

Your **X**treme Presenters:



Carol Flammer, MIRM, CAPS, CSP is the author of *“Social Media for Home Builders: It’s Easier Than You Think,”* Carol can walk you step-by-step through building an effective social media program. The visionary behind the nationally-ranked and award-winning www.AtlantaRealEstateForum.com, Carol’s launch of the site in 2006 led the new media movement in the Atlanta new homes market.

With 20 years of experience, Carol has established herself as the “go to” for real estate and construction products public relations and social media. Carol is president of Flammer Relations, Inc., and managing partner of mRELEVANCE, LLC, an Internet Marketing, Social Media and Public Relations firm with offices in Atlanta and Chicago. Reach Carol at 770-383-3360 x20 or www.mRELEVANCE.com.



Mike Lyon has “real world” knowledge and first-hand experience in the realm of online marketing and sales for homebuilders. He delivers his information from the trenches and draws from his diverse background in online advertising, digital design and internet sales.

He is a highly sought after consultant and has contributed to the success of homebuilders all across the nation. He is the bestselling author of *Browsers to Buyers: Proven Strategies for Selling New Homes Online*. Reach Mike at 919-401-0711 or www.doyouconvert.com.



Meredith Oliver, MIRM, MCSP aka “The Digital Diva” teaches home builders how to CLICK with the Dot Com customer. She is a professional speaker, author, consultant and founder of Meredith Communications; a full-service web marketing firm specializing in homebuilders.

This year Meredith celebrates her tenth consecutive year presenting at the International Builders Show including numerous appearances in the Super Sales Rally and Sales Management Summit. Meredith is a highly regarded sales trainer and works with sales professional on how to utilize technology to connect, communicate and close the dot com customer. Reach Meredith at 321-285-1660 or www.CreatingWOW.com.