

0. Targeting: Understand your customer's pain points.
1. Define a Target Audience:
  - a. Clearly define who you're going after: Age, Gender, Location
  - b. What are their problems?
  - c. How is your solution going to be better/different than competitors?
2. Attract Target Audience with Free Content
  - a. Platforms: Google, Facebook, YouTube, Instagram, LinkedIn, Twitter:
    - i. Content: How To Guides (Educational),
    - ii. Content: Educational Videos - How to find the perfect property for you
    - iii. Content: Testimonials, Brand story telling
    - iv. Content: Entertainment
3. Build an Email List
  1. Retargeting (Send people from other channels to PROPERTYINPHUKET Website & vice versa)
  2. Make Sales (Website)
  3. Measure & Optimise (Google Analytics)

#### The Best 5 Digital Marketing Tools:

1. Similarweb.com
  - a. What channels competitors get traffic from
  - b. Competitors digital presence analysis
2. Google Trends
  - a. What the world is searching for
  - b. Look at break-out search term and do content marketing based on that: blog post/YouTube video/email campaign or newsletter
3. Canva.com
  - a. Easy to design stock photos/saved templates for FB Ads, Blogs
4. VidIQ Chrome Extension
  - a. Making Youtube videos
    - i. Youtube search the video you're trying to make with the Chrome extension on and see the overall score.
    - ii. Look at search volume vs competition score to see your chances of ranking on YouTube with that particular title name and topic for video
5. Keywords Everywhere Chrome Extension - Need to Pay (Keywords Surfer Free Alternative)

- a. When you search a term in Google you can see the search volume, and that tells you what to name your marketing campaigns, web pages, anything that will appear on Google.

### **Market Research Section & Application to Property in Phuket**

- Create a survey with 3 questions on your website, link it with a button, to ask your target audience what their issues are so you can address their needs directly
  - What is your biggest problem with buying property overseas?
  - On a scale of 1-10 how important is it for you to solve this problem?
  - What is the most difficult thing about solving this problem?
- Look at reviews on online marketplaces like Udemy, go to categories like real-estate, design/game design and look at 3 star and 2-star reviews to see complaints because they're balanced not too negative. But look at one-star reviews as well and five stars to see what you need to avoid and what you can do well
  - Look at Amazon's built-in review system for books on real estate and see what issues are to base newsletter/ SM post and blog topics off of
  - Look at Trip Advisor, AirBnB reviews
  - Google Reviews for similar businesses like Fazwaz etc
- Look into related forums to do surveys and capture emails for email lists
  - Real estate forum
  - Rental estate forum
  - Legal advice forum
  - Retire early forum
- Do a Social Media (SM) post with the survey every now and again to keep getting feedback.
- Join SM groups and posting the survey
  - Do direct keyword searches in FB groups like searching 'Complaints' in the Phuket Real Estate Agents group to get an idea of problems people are facing
  - Figure out which groups will be the best representative of your target audience and join them, rely on the consumer profile information given to you by the sales agents.
  - Other keywords: bottleneck, pain, problem, hate
- LinkedIn/SM Survey: I'm curious to know what kind of problems you face when trying to become financially independent, please fill out this survey I'm happy to share the results and let's brainstorm some ideas together.
  - Targeted survey for those people who have subscribed to the pop-up form, Click Funnel and bought something because these are people we want direct feedback from
- Forums like Quora: ask a question on financial independence with a fake email:
  - I'm an expat that's living in Thailand and I've tried several different approaches to becoming financially independent, starting my own business, having two jobs.... I haven't had much success. I'm thinking of starting another business after having recently overcome my fear of failure. I would be very grateful if someone could tell me what the biggest risk is with trying to secure financial independence here?
  - I'm an expat who wants to invest in property, I've heard YOUR COMPANY are famous are they reliable?

- Growing email database for email marketing:
  - Export contacts from LinkedIn
  - Export contacts from your Gmail/Outlook
  - Get colleagues to export their email contacts too and combine all that in an excel
- Create a Google Analytics/Google Tag Manager Goals Lists together for Important Goals that need to be tracked - in regard to Conversions/Email Direct Marketing/SM/Lead Generation

## **Facebook Marketing**

*Why Facebook is better than other channels*

- 2 bil+ active monthly users as of July 2018
  - Youtube 2nd with 1.9 bil
  - WhatsApp 3rd 1.5 bil
  - Facebook Messenger 4th 1.3 bil
  - WeChat 5th 1,040,000,000
  - Instagram 6th 1 bil
  - Twitter 11th 336 mil
- 200 friends per average user as of July 2018
  - Allows FB to have a viral affect: if two friends like a post, if those two friends have a third friend, FB is going to show that content to them
    - FB shows content to your friends group and it expands very quickly, Youtube doesn't do that, you can't see what your friends like
- Most people have real profiles
- Facebook Owns FB Messenger, Whatsapp & Instagram
- Powerful Ad Platform
  - **Use the audience built on your page to go ahead and find people like that**
- *Page Branding*
- Take the first letter of your page and make a cool design around that
  - You can design this for yourself on Canva.com
    - 540 x 540 dimension on Canva
- Cover Photos
  - Use photos that customers can identify with, someone using their product
    - Use photos of the outside of your building with a business name sign

*What to Post*

- Milestone Posts

- Go to the posts dropdown and select the Milestone option
- We're Open for Business, story: We're delighted to say that we're open for business. We look forward to engagin with you on here on our brand new Facebook Page. Like this page to stay updated!
- Posts about Liking this page to stay updated
- Put in a link to the blog article that we've written

**Research:** Look at competitors and their FB pages

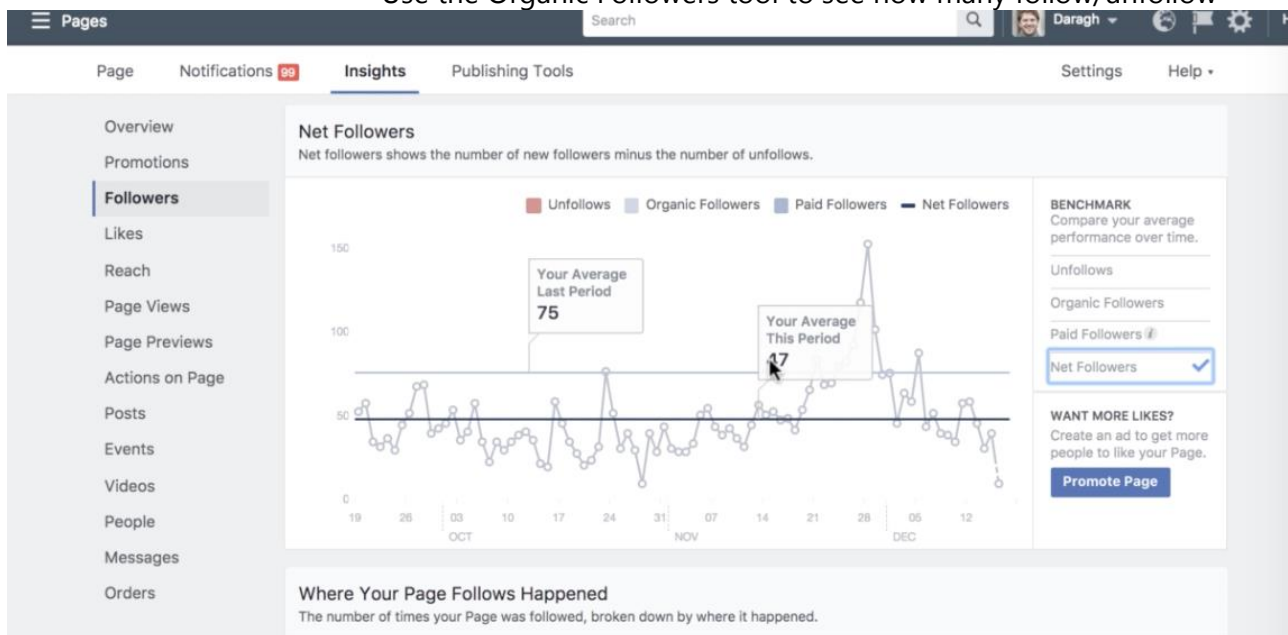
- What type of posts are they putting out?
- Where are they getting good engagement?

*How to get Page Likes*

- Invite your Facebook friends to like your Facebook page
- Add pages you manage to personal profiles so people can see that you manage these pages and the page can get traction that way
- Ask employees to add business pages as a page they manage on their personal profile
  - Do it yourself and ask your employees to add the Facebook page as a place they work at, and in the description add a link to the FB page and say more about the page
  - It will show up on Facebook as started a New Job, and people will always congratulate someone who starts a new job
- Get every employee to share the page out as a normal post - we have 200 employees if they all shared the pages we would get traction
  - Get every employee to like the page as well
  - Add links to the Facebook page in every employee's email signature, company wide process
  - Invite your Gmail contacts to like your Page
    - Export Gmail contacts as GSV, email them explaining you've set up your Facebook page and you'd love for them to join them there so they can stay updated for many cool new promotions etc.
  - Invite your LinkedIn contacts to like your page
    - Export LinkedIn connections, email them explaining you've set up your Facebook page and you'd love for them to join them there so they can stay updated for many cool new promotions etc.
- **Increasing Page Likes:**
  - Invite people who like your post on Facebook to like your Page

- Click on a post's engagement, when you see a list of all the people who liked the post, just go in and invite them to like the page
  - Use post likes as a vote, ask a question like 'Do you want me to create a complete list of FAQs on how to get rich, how to earn more money, how to recover from a defeat etc? Like this post if so'
    - Get the people who like the post to like the page, then also tag them all directly and start asking them questions etc
- Facebook Post Competition:
  - Win 2 Free Passes to The H2B Audiobook  
To Enter Simply Like & Comment. Tag a friend or colleague you can discuss the book with.
  - Winner will be announced Tuesday 31st December just before the year ends.  
Good luck everyone
  - Read Facebook guidelines about promotions:
    - You may not 'tag your friend in this post to enter'
    - You may not 'share on your timeline to enter'
    - You may not 'share on your friend's timeline to enter'
    - You can suggest they can tag a friend or colleague to enjoy the service/product with
- Join Facebook Groups that are relevant to your industry
  - Go in with a helpful attitude, look for comments from moderators that are open ended, i.e. have keywords like 'comment below'
    - Make a helpful comment: 1. State authority; I'm x from y, I've had years of experience and lots of z, If you want help check out my consulting page, I've helped many people.
  - Post surveys in groups
  - Join coaching groups and comment
- Facebook Live
  - Create a live video on your FB page, with screen shares of coaching sessions like a demo
    - Ask Achieve Today to schedule a coaching call and go live with it on Facebook
  - Use Facebook Live in Facebook groups
    - Do a build up before you go live, a comment or post about you going live on X date
      - When you go live talk about your business and promote it
      - Help the group by what you can offer
- Use the Facebook Help Centre to Learn More about things such as:
  - A Page Roles view of what all the different roles can do

- Ask for Facebook reviews
  - Respond to Facebook reviews, good ones and bad ones
    - Answer negative reviews with how you can listen to and take action to improve on your mistake to be of service to other people
- Facebook Insights Report: People, Posts & Followers are the key sections
  - Look at individual reports to learn how to grow Facebook page
  - Review page followers to see what the follower rates are like
    - Look at Net Followers, use the benchmarking tool on the right hand side to monitor
    - Use the Organic Followers tool to see how many follow/unfollow



- Look at the Actions on Page section in Insights and see what's working and what isn't
- Look at the Posts section to see when your fans are online, to do posts
  - Start competitions when fans online
  - Determine what content to post
- Look at the People page to build a buyer persona, and get more customised audiences
- Research real estate industry on <https://www.facebook.com/business/news>
  - Keep up with current trends
  - Stay informed on the social media community
  - Look at reporting tools for holiday campaigns: <https://www.facebook.com/business/news/reporting-tools-to-better-measure-your-holiday-campaigns/>

## Email Marketing

### *Advantages*

- [www.campaignmonitor.com/blog/email-marketing/2014/08/importance-building-email-list/](http://www.campaignmonitor.com/blog/email-marketing/2014/08/importance-building-email-list/)
- First thing someone does when they wake up in the morning is check their emails
- AppSumo.com is a 7 figure business and 90%+ revenue comes from emails
- Visibility is best on email, on Facebook only the post with the highest engagement shows up in someone's newsfeed
  - There are too many posts on Facebook every day, people might not even be aware you've made a post on Facebook sometimes, it is filtered down.

### ***Opt-in Forms and Pop-up Forms to Grow Mailing List***

- Add Opt-Ins after each blog finishes to grow the email list
- Add pop-up forms to the website so people have a chance to subscribe to email lists
  - Get the code from the MC audience's forms section and paste it into the theme appropriate section on WordPress
- Enable GA Link tracking on any new Email Campaign on MC so you can study the impact each email has on your website with traffic, sessions etc
- Plain text emails are more personal so used these to reach out to your more engaged audiences

### ***Subject Lines That Get Opened***

- Look through your inbox to see which newsletters/emails you have opened then model them and use them for yourself
- Look at which email subject lines you didn't open in your emails and work out why, then avoid those practices
- Research good subject lines online and model them
- Study your competitors and look at their content and headings and then model them for your own subject lines
- Look at your friends/colleagues inbox to study the emails they did/didn't open
- Ask the industry experts/professionals what their opinion is on subject lines and emailing in that industry

### **Action Points**

- Brainstorm solid competitors based on their SM activity, sales, email marketing activity, blog content
  - Segment these competitors into categories they are good at
    - Prepare lists of each competitor based on each marketing category - Fazwaz has the best FAQs page so they are great at content marketing, hence the content team should use them as a prime example to base content off of.

- Weekly Newsletter to push properties, accompanied by weekly social media posts to push properties
- Research How to tie Newsletters to Social Media posts, look at the MailChimp option for doing a Social Media post about the newsletter
- Retargeting/Recycling initiative
  - Social Media leads who have commented or liked posts
  - Facebook Page likers/followers
  - Planning how to retarget leads who do not open emails
  - Leads who open but do not responds to emails
- PropertyinPhuket Agents
  - Every agent exports their LinkedIn contacts and sends to Bea.
  - Every agent exports their Outlook/Email contact and sends to Bea.
  - Bea keeps a log of each agent's contact, labelled under that agent's name
  - We send mass emails as the agent 'Mark from Property in Phuket' on behalf of the agent
  - We send them any responses we get for them to reply to
- Start a page likes monitoring log on google sheets
- Look at the Page Insights section on Facebook to see which posts had the most engagement, then monitor if page engagements are growing
- Have a Call To Action in every post that asks people to like the page if they liked the content in the post
  - Put out content that people will like so that you can ask for a like in return for the info, say something about feel free to tag friends as well!
  - Start fake tagging friends etc so people see that and then do the same
- **Marketing Survey for SM Plan:** Send out the marketing survey on a SM post to get people to fill it out, so you can make content based on that
- Send out the Marketing survey as a separate email to all the different segments
  - LinkedIn Contacts
  - Gmail Contacts
  - Mailing Lists

## Copywriting

**AIDA Formula** for Email/Blogs/SM Posts etc.

Attention: Grab attention with catchy subject/headline

Interest: Engage reader with unusual counterintuitive or fresh information.

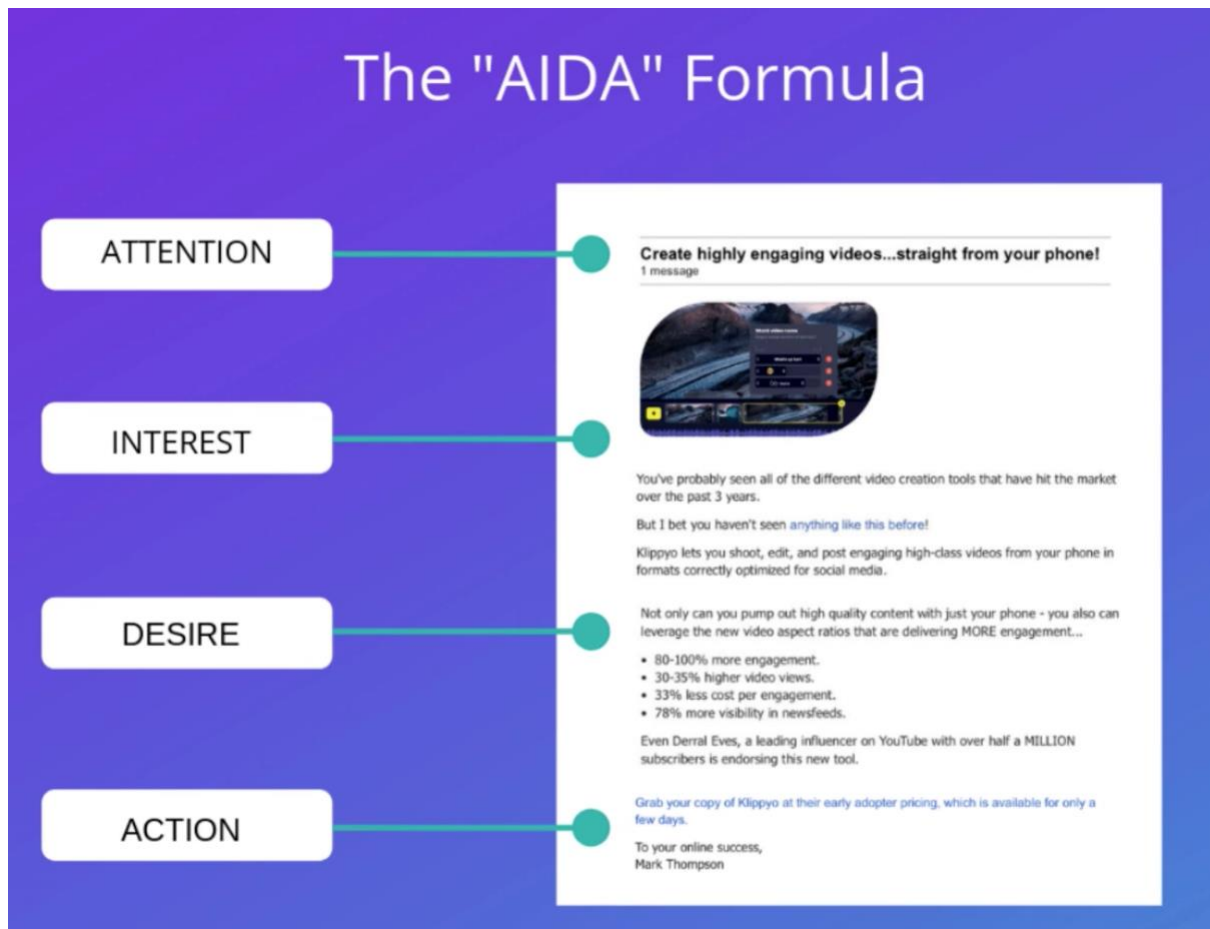
Desire: Create desire for the reader to really want what we offer.

- Show benefits of the offer
- How offer can change their life or solve their problems



- Show what other people have achieved/gained from the offer

Action: Ask them to take the next step with a clear Call to Action to tell them what you want them to do next, like: Buy Product, Sign up to Newsletter, Watch Video, Share Tweet



### ***Writing Magnetic Headlines***

1. Start Headlines with Numbers: creates curiosity, gives you an easy structure to create content, and an easy structure for people to read
  - a. Top 15 Websites to Find Free Images for Your Content Marketing
  - b. 21 Actionable SEO Techniques You Can Use Right Now
  - c. 7 Ways to Make Yourself a Happier Person Every Day
  - d. 7 Secrets, 7 Proven, 7 Reasons, 7 Tips
2. Use 'How to' Headlines
  - a. How to Make Lavender Lemonade to Get Rid of Headaches & Anxiety
  - b. How to [Blank] Even if [Common Obstacle]

- c. How to [Blank] Without [Common Objection]
3. Flag Common Mistakes
    - a. 16 Copywriting Mistake You're Probably Making (and How to Fix Them)
    - b. Are You Making These 10 Common Google AdWords Mistakes?
  4. Ask Questions: Engages people
    - a. Do You Want to Build a Snowman? Read This Guide First.
    - b. Think You Know SEO? Quiz Yourself and Find Out.
  5. Use Punctuation: Useful for SEO
    - a. Place main keyword at the start of the title before the colon or hyphen, and add your benefit headline after it.
      - i. Marketing Plan Template: Create Your First Marketing Plan in 5 Steps.
  6. Be Ultra Specific
    - a. Define what the article is about. Remember, headlines set the expectation for the rest of the article.
      - i. Bad Headline: Write a Song
      - ii. Good Headline: How to Compose Your First Song: Songwriting 101
  7. Use the 5Ws: engaging, interrogative words used to gather information. You tell readers what kind of information you will provide.
    - a. Who, What, When, Where, Why
    - b. These 7 Questions Will Reveal **Why** You're Still Single
    - c. How to Motivate Yourself **When** You Don't Want to Exercise
  8. Pay Attention to Headline Length: headlines look good and not cut off
    - a. Google typically displays the first 50-60 characters of a title in the search results.
  9. Use an Image to Enhance Your Headline
    - a. A good image is critical to success. It should grab the attention of the viewer and help them understand the essence of what the article/video/course has to offer.
    - b. Get free stock photos at:
      - i. <https://unsplash.com/>
      - ii. <https://stocksnap.io/>
      - iii. <https://www.pexels.com/>
  10. Model the Best in the Business: Look at someone in your niche who's very good at writing headlines
    - a. [www.jeffbullas.com](http://www.jeffbullas.com): Use his blogposts as templates and adapt them to business
  11. 25 Headlines tool
    - a. <https://nealrs.github.io/25Headlines/>

- b. Try and write at least 10 different variations of the headline to see what really grabs the attention.

### ***How to Flip Features into Benefits***

# If you want to create a lot of desire for your offering, you need to sell the results not just the products itself

Feature: Here's what our product can do

Benefit: Here's what you can do with our product, address the 'so what?' question with the feature.

Feature: Shampoo contains a special formula 'Panethol'.

Benefit: Beautiful hair that gets you noticed.

Beautiful hair that gets noticed is more appealing than 'Panethol'.

Feature: Rain cover on a backpack.

Benefit: Keeps your gear dry even in torrential rain.

Feature: Fitness Program includes Meal Plan and Shaker

Benefit: I'll know exactly what to eat

Action Point:

- Write a list of your features.
- Apply the 'so what?' test to flip features into benefits.

***5 Tips to Create an Irresistible CTA:*** the difference between a page that converts and one that doesn't.

1. Have a CTA on Every Page (Blog Post, Emails, FB Post, Any/All Marketing Content)
  - a. Begin with the end in mind. Before you start writing, decide what action you want the reader to take – the purpose of the blog.
2. Start with a Verb: to make it clear you expect them to take an action.
  - a. Start your CTA with action verbs like:
    - i. Start: good because it's less compelling than buy, not as intense.
    - ii. Try: not as compelling as buy/shop, not as intense.
    - iii. Download
    - iv. Subscribe
    - v. Watch
    - vi. Share
    - vii. Fill out
    - viii. Find out
    - ix. Shop

- x. Order
- 3. Create Sense of Urgency
  - a. Urgency in CTA with words like:
    - i. Click now
    - ii. Try our [software] today
    - iii. Limited time offer
    - iv. Quantities limited
    - v. Only 47 left
    - vi. Sale ends on August 31<sup>st</sup>
    - vii. Doors close on Thursday
    - viii. Don't miss out
- 4. Make it Visible
  - a. Make your CTA very clear by drawing the user's eye.
    - i. Contrasting colours
    - ii. Bold the CTA
  - b. Paste the whole link in on emails and on FB posts so it's obvious you want them to click, a click here hyperlink can be misleading.
- 5. Minimise the Risk
  - a. Make it easy for people to say yes
    - i. Money-back Guarantee: Join today and enjoy our 100% money-back guarantee for 30 days!
    - ii. If you don't get \_\_ results by \_\_ then I'll give you 100% of your investment back. No questions asked.
    - iii. Start your free trial today. No credit card required. No software to install.
    - iv. Download and Get Started Today. Sign up in just 60 seconds.

### ***Write Like Your Customers Talk***

Writing copy that converts suspicious readers into ready-to-buy customers...

- Take the pain points/desires that customers talk about and write them into your sales pages, emails, blog posts.
  - o Customer Surveys
  - o Social Media (FB groups, Reddit, Instagram, Twitter).
  - o Review Sites and Marketplaces (Yelp, Amazon, Udemy, Google Kindle, Tripadvisor).
  - o Customer Interviews through Skype/Call (dig deep into what's holding them back and what solutions that are out there that aren't working for them).

### ***101 Real Estate Blog Post Ideas***

Useful Content Topics: <https://placester.com/real-estate-marketing-academy/101-amazing-blog-post-ideas-real-estate-website>

USA Real Estate Blog: <https://www.maxrealestateexposure.com/ma/greater-metrowest-ma-real-estate-marketing/>

BuzzSumo:

[https://app.buzzsumo.com/content/web?begin\\_date=Mar%2020%202020&end\\_date=Sep%2020%202020&result\\_type=total&q=real%20estate%20Phuket&search=true](https://app.buzzsumo.com/content/web?begin_date=Mar%2020%202020&end_date=Sep%2020%202020&result_type=total&q=real%20estate%20Phuket&search=true)

Phuket.net:

<https://www.phuket.net/articles/>

## Targeting

### **Google Ads**

1. Locations – Google Analytics Audience Report Location, Google Trends
2. Languages – Google Analytics Language Report
3. Time of Day
4. Device Targeting (Mobiles, Tablets, Desktop)
5. Keywords

### **Facebook Insights – People**

1. Country - # of fans
2. City - # of fans
3. Language - # of fans

## SEO

Useful Guide: <https://placester.com/real-estate-marketing-academy/real-estate-local-seo-tips>

### **Google Ads**

*Advantages:*

- Instant Search Results: Round-the-clock traffic to website within 5-minutes
  - o To appear organically in SE: create and share a lot of content
- Highly targeted: ads related to search appear, targeting based on exactly what people are searching for helps you get them to take meaningful actions
  - o Targeting based on search, location, time of day
- PPC: you will only pay if someone clicks on the ads

- Keep in mind the intent of the people on the website: users on FB have something exactly in mind they are searching for
  - FB has social proof on ads in Likes, Comments etc
- Google has unlimited advertising space as the biggest search engine
  - 7 advertising spots per page
    - Unlimited advertising slots
  - Google gets more than 3.5 bil searches per day, multiply that by 7 ad slots per page and you have a lot of advertising space

#### Google AdWords:

- You come in as an individual to set up your own ads on GDN
- Auction system, you need to bid to be at the top against other people
- Highest bid multiplied by Quality Score (expected click through rate, ad relevance, and landing page experience) to decide who gets the top spot or Ad Rank
- Reducing costs
  - You need to have highest bids multiplied by your quality score to outrank other people, doesn't have to be the highest bid

#### Quality Score

- Expected click through rate: Write a great quality ad to increase your expected click through rate to boost score
- Ad relevance: Ensure ad includes keywords you are appearing in the ad for so people click through, target ads to specific keywords
- Landing page experience: when people click on the ad, are they actually staying there or are they clicking straight back out of there? Where you send people through to, is that relevant for the ad and what people are searching for

#### Spyfu

- Enter you competitor's website to get started into spyfu.com
  - Google your competitors name or the search/topic you want to appear for in Google

#### Google Ad Campaign

- Search Network: text ads
- Display Network: advertise on a lot of Google's partner sites. You can put ads on sites your customers spend time on.
- Shopping ad: product picture ads
- Video Ad: YouTube ad on a video before it starts
- Universal App:

Target audience by location and language:

- Locations and languages

Bids and Budget

Bidding

- Manual CPC do \$1 per bid
- Target CPA (Cost per Acquisition): you need to set up conversion tracking by putting code on your website so AdWords can see which ads are resulting in conversions
- Target ROAS (Return on ad Spend):
- Maximum clicks:
- Maximum conversions:
- Target search page location: if you want to appear in a certain position on a result, Google will bid however much is needed for you to get to the top spot
- Target outrank competitor: if you have a competitor you will always outrank them

Budget

- you can keep it \$20 per day to get started

Advanced Campaign Setting

- Delivery method: budget spread evenly over the course of the day
- Accelerated method: your budget will be spent in the first hour of the day
- Start & end dates
- Extensions: ignore it for the first campaign
  - o You can use the google ads help centre to put 'Use sitelink extensions' for a step-by-step guide
- Ad schedule: you don't want to show ads outside of working hours in Phuket

Set up ad groups: Targeting for keywords

- Ad group 1: add 10-20 keywords for the website
  - o What terms you want to appear in search result for in your ads
    - Think about the intent of your search, if someone wants to learn how to earn extra money
    - Keyword ideas: use the get keyword ideas tool next to the browser to set that up
      - Keyword Planner tool in Adwords
        - o Search a keyword
      - Spyfu: paste competitor URL and see how they get people to come to their website
      -
    - Match types: narrow down a key list and then add the modified broad search on top of that
      - Broad match: default match type for all your keywords (it will cost more

- Modified broad: +formal +shoes
- Phrase match:
  - “formal shoes”
- Exact match
  - [formal shoes]
- Billing and Payment on spanner icon, hook up your card

Google Ads:

Google Ads Help (Support): <https://support.google.com/google-ads/#topic=9803759>

Drive sales and generate leads: <https://support.google.com/google-ads/answer/1722135?hl=en>

Improve your ad quality: <https://support.google.com/google-ads/answer/2404196?hl=en>

Measure traffic to your website: <https://support.google.com/google-ads/answer/1722035?hl=en>

Ad rank: <https://support.google.com/google-ads/answer/1752122>