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Strategic Marketing Report for: Company A

Service/Product: Investment Houses & Foreclosures

1/4/2010
Christina

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Executive Summary

Company A is an investment real estate brokerage that leverages investment properties with high profit potential through established relationships with various banks to buyers who already have secured funding.

Company A currently has nine sales people and four individuals who negotiate with specific banks. In October of 2009, Company A began a new mortgage arm to gain additional revenue from customers who do not already have funding to purchase investment properties, however, has not had the opportunity to produce sales yet. They also have a strategic partnership with a property management company which should be leveraged, and is also looking to incorporate a title company in the near future.

This is a highly competitive and aggressive market in which the complete sales process takes place within 4 hours. Because of this, it is very important for the overall marketing strategy to be focused on immediate results and to possess strong “calls to action.” Currently, the business generates 100% of its revenue from yard signs, which costs \$3,500 per month. Establishing additional marketing channels will provide the opportunity to increase sales and growth. The following marketing channels have been identified in order to establish brand name equity and market share within the industry:

- A comprehensive Internet marketing strategy and plan including PPC, organic search engine optimization and social media optimization.
- Modifications to the website to supporting Internet marketing initiatives.
- Design and implementation of a blog.
- A comprehensive email marketing campaign and strategy.
- A print marketing campaign.
- Signage.
- Social Media
- The creation of a customer loyalty program.

Tracking mechanisms will need to be put into place in order to effectively track all marketing campaigns to identify the quantity of leads that are generated through each marketing channel. The primary objective in tracking each marketing channel will be to determine most successful channels and to constantly readdress and distribute funding to support the most successful campaigns.

The marketing plan will include a marketing calendar with all marketing initiatives and will serve as a guide to outlining the organizations initiatives. It will be important to integrate multi-channel campaigns to increase conversions and facilitate increasing brand awareness and revenue for the company.

The Challenge

Company A specializes on selling inexpensive and foreclosed homes which will yield high profit. The greatest challenge of Company A is to effectively gain market share in an extremely competitive industry. One of the primary concerns regarding Company A’s current marketing strategy of relying on yard signs is that the city mandates them to be illegal, yet they have proven to be successful in generating all sales. Due to limited city resources, the yard signs have continued to be utilized, however, it will be very important to establish additional marketing efforts to diversify risk and increase sales.

Realtor.org provided the following statistics for homes that were For Sale By Owner (FSBO):

FSBOs accounted for 13% of home sales in 2008. The typical FSBO home sold for \$153,000 compared to \$211,000 for agent-assisted home sales.

FSBO Methods Used to Market Home:

- *Listing on Internet/FSBO website: 45%*
- *Yard sign . . . 42%*
- *Friends/neighbors . . . 33%*
- *Newspaper ad . . . 22%*
- *Open house . . . 18%*

Most Difficult Tasks for FSBO Sellers:

- *Selling within the planned length of time: 13%*
- *Getting the right price: 12%*
- *Preparing/fixing up home for sale: 11%*
- *Understanding and performing paperwork: 10%*
- *Having enough time to devote to all aspects of the sale: 8%*

In evaluating this data, it is important to note that the Internet makes up 45% of the total sales generated and 33% was generated via referrals for those selling their homes themselves. Although Company A is a brokerage and not a typical home owner, this type of data is still applicable for identifying the possibilities for various channels as well as a potential for utilizing the FBSO website as a source for gaining additional properties by targeting people trying to sell their homes on their own and perhaps have not gone into foreclosure, but in need of a fast sale.

Company A’s current sales figures for the month of November include a total of 20 sales as follows:

Hillsborough	14
Pinellas	5
Pasco	1
Total:	20

Based on 20 business days per month, the company is averaging 1 sale per day.

Through creating additional marketing channels, the following goals and targets were put into place in conjunction with Agency A to increase leads:

Leads Per Month	February (2 mos.)	June (6 mos.)
Phone (total from website & all initiatives)	10	27
Internet/Website (contact form)	5	10
Social Media	10% increase	25% increase
Newsletter	15	30
Chat Sessions	1	3

By the end of January 2010, Company A should have all Internet marketing strategies put into place including pay-per-click (PPC), organic search optimization, social media optimization and the design and implementation of a blog. It should also have a newly designed email marketing campaign and strategy, a print marketing campaign and the development of a customer loyalty program.

Based on the current call volume of 27 calls per day, one of which results in a sale, the new initiatives should add a minimum of 1 sale for the month of February and increase to between 2-3 new sales per month by June. Additional sales should be generated from the print marketing initiatives and customer loyalty program during that time.

Currently, Company A utilizes “My Contact Manager” to maintain all customer records. This database stores basic customer information and allows the sales team to add tasks to the customer in order to track their follow-up process. Further discussion would need to occur to know if customers are flagged in this database with specific sales people so that each sales person can be evaluated on their closing ratio and follow-up procedures.

It is the sales person’s responsibility to sort through customers in the contact manager to know when to call them back. In moving forward, it is recommended that a new (but very simple and user friendly system) be integrated that would allow for sales team members to receive an automatically generated list of customers from the customer database who have been flagged for follow up or any associated tasks they have assigned to themselves for that day. It should also contain an administrative dashboard to allow high level management to view items such as:

- Total number of new potential customers
- Total number of new potential customer per sales person
- Total number of follow-up calls scheduled
- Total number of follow-up calls per sales person
- Total number of completed follow-up calls and tasks.
- Total number of sales
- Total number of sales per sales person.

Once a new system is put into place that tracks statistics (such as closing ratio), Company A can establish an employee appreciation program based on setting targets. One suggestion would be to create a prize for the employee for the month that reaches the highest closing ratio to promote employee performance and increase sales. Another suggestion would be to set a prize for the first employee who closes a sale from a return customer to encourage the sales team in supporting customer loyalty initiatives.

PropToolBox.com provides a system called “eTools” which manages all inventory on the website (which is currently developed in PHP and utilizing WordPress) and the printed “brochures” or property listing which is provided to the customer. A typical sale would take place as follows: a phone call from a potential customer (which would then be entered into the database by one of the sales team members) would go to one of the sales team members. The sales team member would then meet the customer at the property and provide the customer with the property brochure. Once the customer decided they wanted to buy the property, they would be brought back to the Main Street office and sign an initial contract prior to the closing at the title company. A follow-up sheet has been created to increase repeat customers, however, thus far, has not been successful. This plan will create a new strategy to encourage increasing the rate of future purchases from existing customers, which is one of the greatest potentials for generating additional profitability. By modifying the generic follow-up with a customer survey, greater insight into ways to improve company practices and encourage referral business can be gained.

Situation Analysis

Although currently profitable, Company A must adapt its business and marketing strategy to compensate for the potential loss in revenue should the city enforce its policy on yard signs and to increase profit and market share. Through evaluating the company, its customers, its competitors and the industry climate, the appropriate strategies can be put into place in order to achieve success.

Company Analysis

Company A is taking action to increase sales through establishing a comprehensive Internet marketing strategy, combined with maximizing business operations and sales through increasing customer loyalty and employee performance. It is also looking to increase profit through the creation of its new lending arm. Company A’s company culture is one that is supportive of its employees, providing them with many luxuries that facilitate and promote company loyalty. The facility on Main Street has an open floor plan format (with no cubicles), a large screen TV, a surround sound speaker / stereo system, and foosball and a custom designed kitchen area, breaking away from the typical corporate work environment and

promotes a true sense of creativity and professionalism. Because employees are given the freedom to play foosball, listen to music and the ability to creatively take breaks from the regular work day, this freedom in turn encourages them to provide a solid sales performance in order to keep the opportunity and luxuries provided by the company. Employees automatically internally rotate their break periods, and focus at the appropriate times. It is important to note that employees are generally despondent when it comes to instituting new company practices that reside outside of the traditional routine. This will be an important factor to keep in mind when instituting new policies and procedures as the organization grows and often requires some type of “carrot” or bonus/prize structure for encouraging the new desired behavior. A good example of this would be holding a contest for the first sales person to achieve a repeat customer.

Current company strengths include the ability to adapt and respond to sales calls on a rapid basis, combined with solid relationships with the banks managing the foreclosed properties. Increasing the number of banks the company deals with and strengthening those relationships will increase the company’s ability to negotiate on the customer’s behalf for the sale. Targeting home owners that are in need of a short sale or quick turnover of their house will be important.

Current company weaknesses include the reliance on yard signs which are considered illegal by Hillsborough County and the lack of brand name equity within the Tampa Bay area. These weaknesses can be overcome through diversifying marketing channels and reach. Because the company relies on yard signs which are distributed throughout Tampa by the sales team, it also limits the company to a demographic area smaller than its potential.

Current market share can be significantly increased. With approximately 14 sales per month in Tampa, Florida, Company A possesses a 1.44% market share for the month of November. For the month of November, Tampa, Florida had a total of 1,387 properties sold.

It is recommended that Company A set an annual target of achieving a minimum of 2.5-5.5% of the total market share of Tampa, Florida by the end of FY 2010. The monthly target for Company A should be the sale of between 50-69 houses per month, averaging 2-4 houses per day.

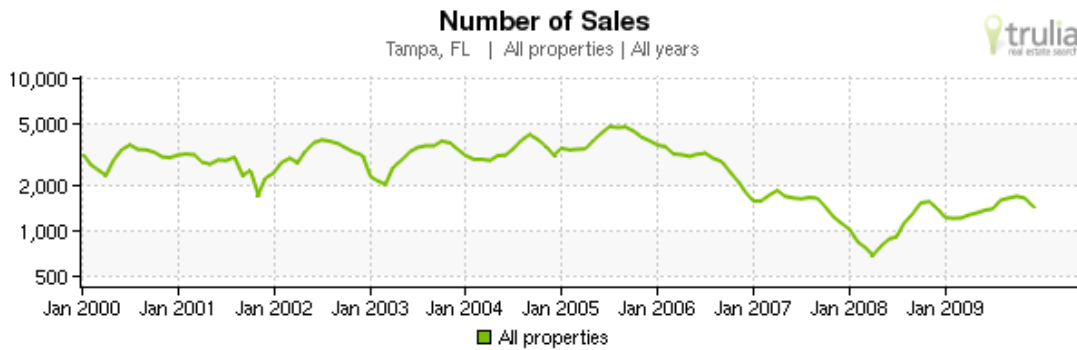
Based on November’s sales figures and the cost of yard signs, it currently costs Company A \$175 per customer.

Customer Analysis

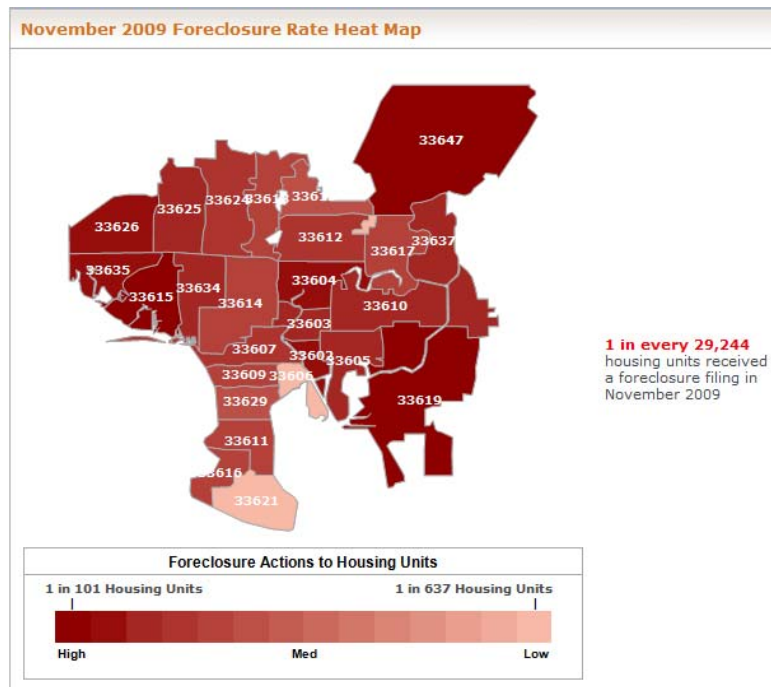
Company A’s current customer base comes from individuals who respond to the posted yard signs scattered throughout the Tampa Bay area. As stated previously, there is a tremendous opportunity to increase sales through Internet Marketing and encouraging repeat customers as there are currently no sales generated by repeat business. The current customer base has already secured funding and is ready to purchase the investment property immediately after speaking with a sales team member and after they have viewed the property, as the typical sales cycle takes place within 4 hours. The profile of individuals making such a large purchase in such a short amount of time would indicate the tendencies

of an impulse buyer, seeking to capitalize on what they believe to be “the best” investment property they can find with highest potential return on investment. These people also have to believe that they can fix the property with minimal effort or resources, and that the money they have to spend to fix the house they can make back when they sell it, in addition to a profit. Marketing tactics that are the most effective with this particular market segment include focused and strong calls to action (i.e. “Buy Now”, “Bargain”, “Must sell”).

According to Trulia.com, Tampa property sales for 2009 have increased since 2008, but are still lower than figures dating back to 2000 and reached figures as high as 5,000 sales per month. The current average of total sales in Tampa for 2009 has fluctuated between approximately 1,200 homes to 1,800 homes per month.



Targeting foreclosure properties located in high volume areas within the following heat map will increase property listings and potential customers. The highest foreclosure rates for the month of November are found in 33626, 33647, 33635, 33615, 33604, 33602, and 33619.



Source: RealtyTrac.com

Competitor Analysis

In evaluating the competitive landscape, there are many companies who specialize in selling investment properties and foreclosures in the Tampa Bay area, and any realtor or broker would be considered a competitor. When searching Google for the specific keyword phrase “Tampa investment properties” there are 468,000 results that appear. The Google map also appears on the search results. When drilling down to identify how many brokers and agents are listed, there are 4,538 local map results. In looking at other highly targeted keywords and keyword phrases, “Tampa real estate” generates 11,000,000 results, “Tampa foreclosures” generates 9,670,000 results and “Tampa cheap houses” generated 4,000,000 results. Ensuring placement on the map will be critical to the overall Internet marketing strategy.

Based on the Greater Tampa Association of Realtors statistics, there were 1,387 residential homes sold in Tampa for the month of November, giving Company A a 1.44% market share.

The greatest strength of Company A would be its ability to turn houses quickly and its relationships with the banks. Because of the rapid pace in which Company A responds to its customers, it provides the competitive advantage of being results driven – which is a high value proposition for perspective investors and home owners looking to sell or buy rapidly.

Upon evaluation, the greatest weakness faced by Company A would be its lack of total market penetration within the overall Tampa area and its reliance on yard signs, which if the city were to enforce its policy, could be very problematic. Another issue is the lack of repeat business, which is a

tremendous opportunity not being capitalized upon. Through the diversification of marketing efforts, Company A can overcome its weaknesses and move into a position of strength.

Climate

The Tampa Florida market has seen extreme fluctuation over the last several years. The average price per square foot for Tampa FL was \$97, a decrease of 24.2% compared to the same period last year. The median sales price for homes in Tampa FL for Sep 09 to Nov 09 was \$133,900 based on 1,423 home sales. Compared to the same period one year ago, the median home sales price decreased 25.6%, or \$46,100, and the number of home sales increased 2.9%.

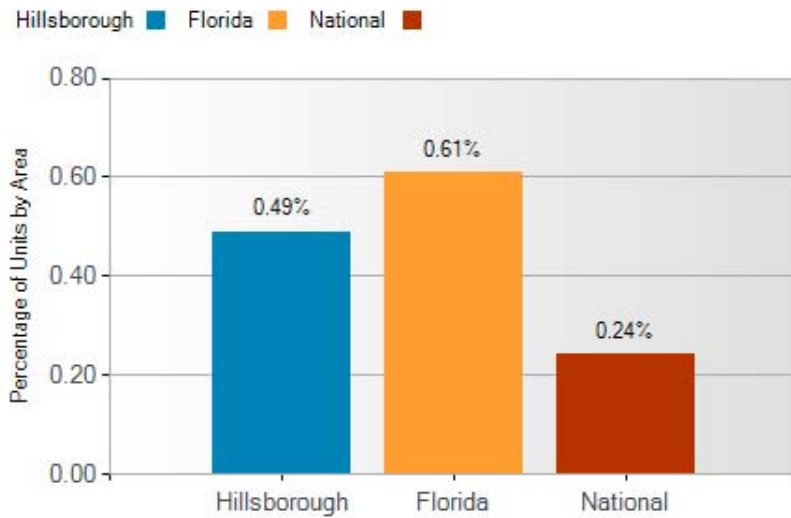
The average listing price for homes for sale in Tampa FL was \$323,438 for the week ending Dec 23, which represents an increase of 0.5%, or \$1,582, compared to the prior week. Popular neighborhoods in Tampa include Sun Bay South and Old Seminole Heights, with average listing prices of \$274,095 and \$155,854.

In Hillsborough County, Florida real estate trends show that there were a total of 14,588 foreclosure homes in the month of November with the average foreclosure sales price at \$128,973. In Tampa Florida, the primary source of Company A's business, there were a total of 9,095 foreclosure homes with the average sales price at \$119,012. Company A's revenue is typically generated from homes for sale that do not exceed \$90,000.

The following charts were provided by Realtrac.com and provide greater insight into the real estate industry in the Hillsborough and Tampa area.

The following is a look at the foreclosure rate in Hillsborough County compared to the state of Florida and the national average.

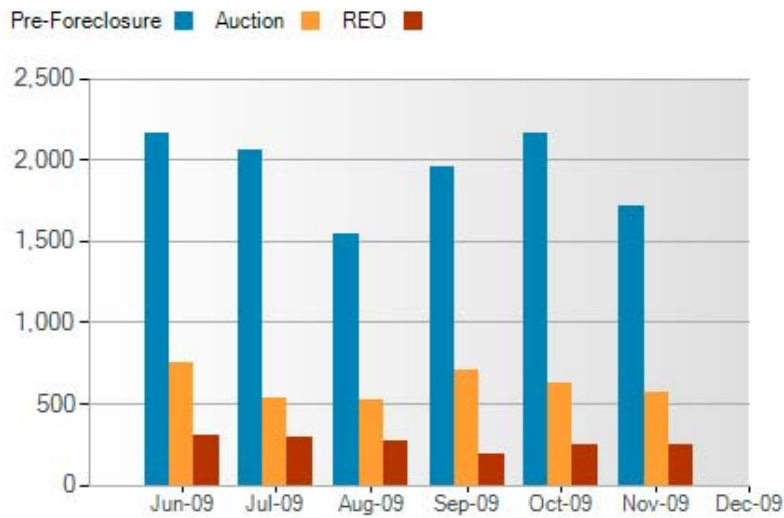
Geographical Comparison - Hillsborough county, FL



Geographical Comparison
 Is your area's foreclosure rate as high as state and national averages?
[More info](#)

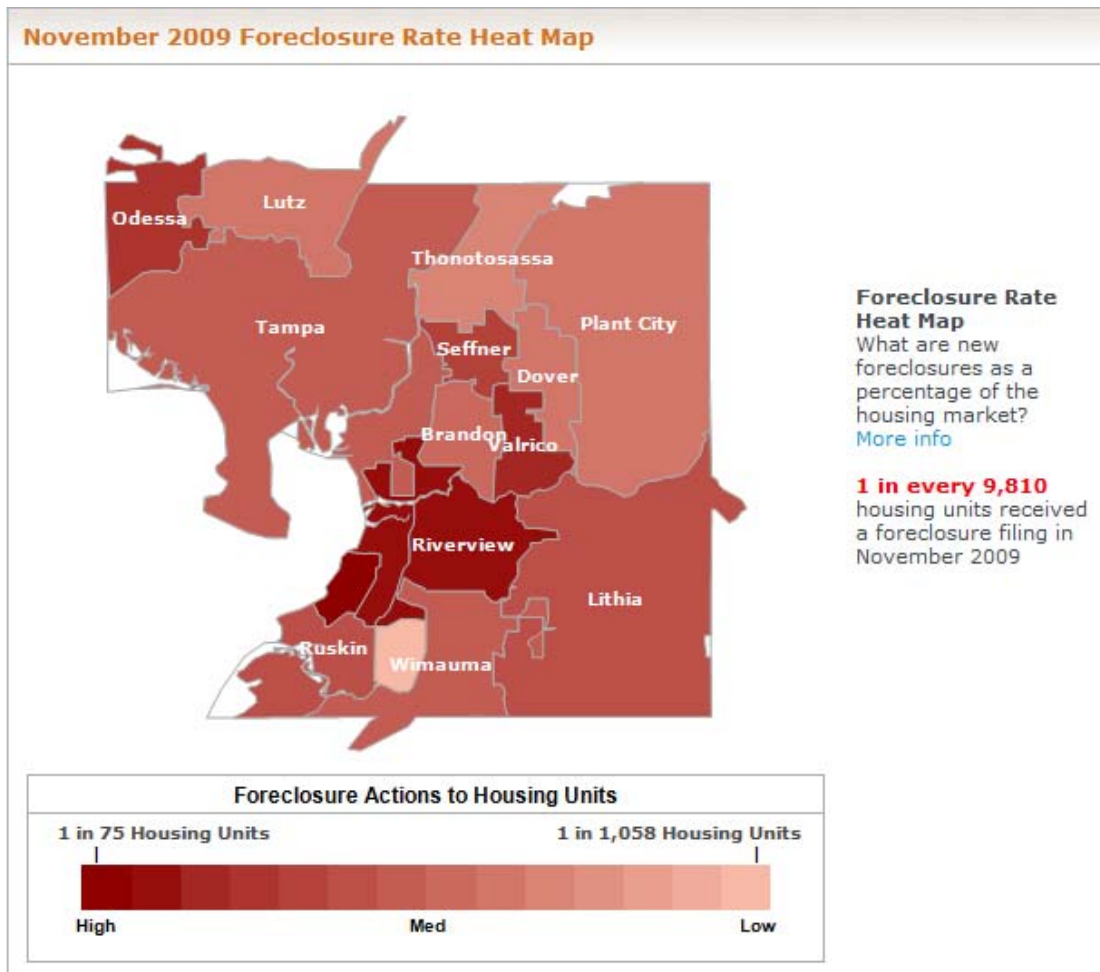
Foreclosure Activity by Month - Hillsborough county, FL

[Compare Areas](#)



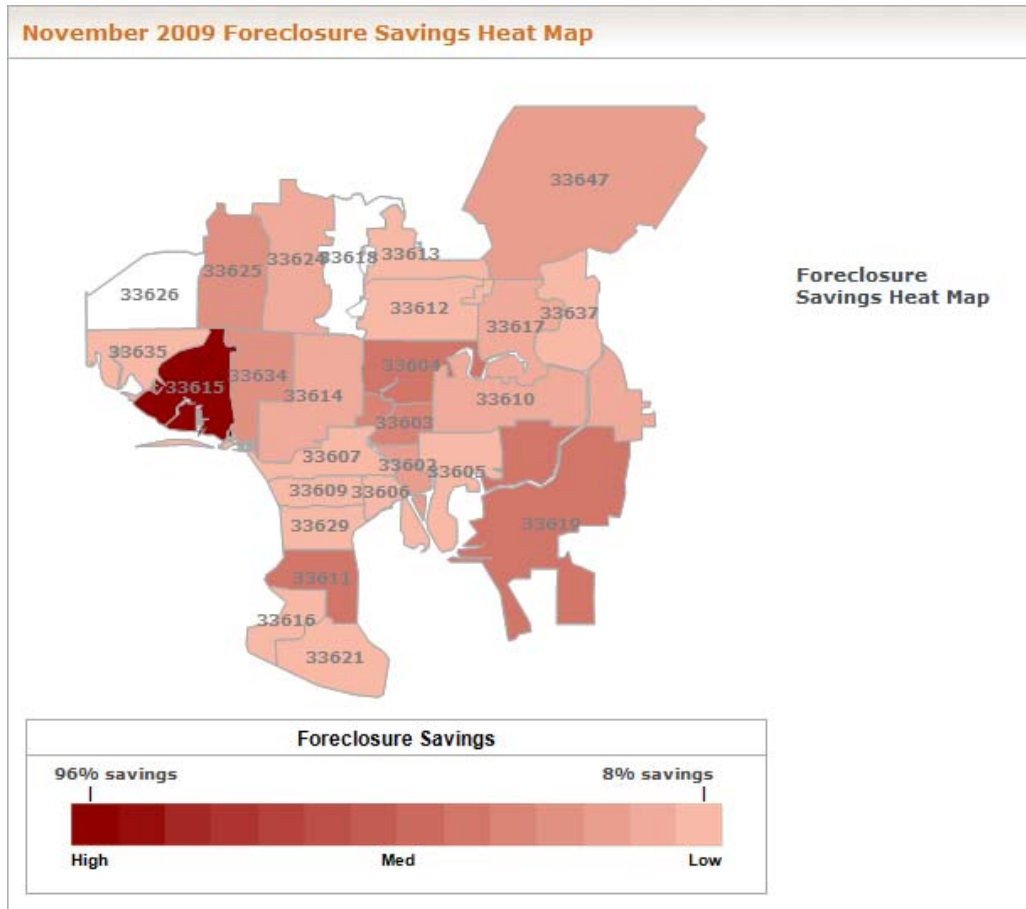
Foreclosure Activity by Month
 How is each foreclosure stage trending?
[More info](#)

6 Month Trend
Falling

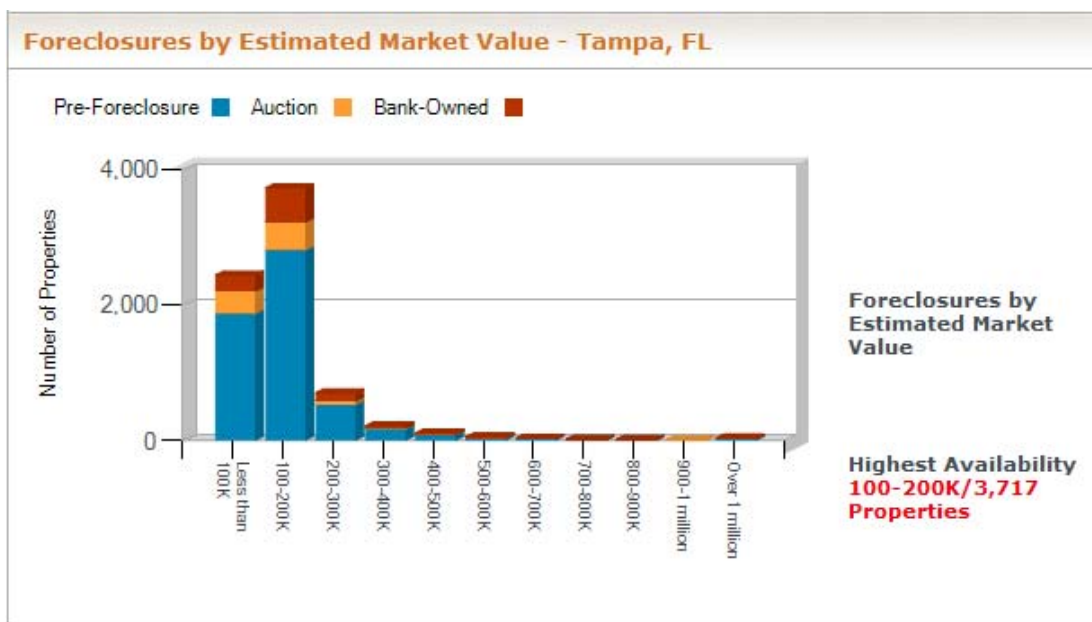


Source: RealtyTrac.com

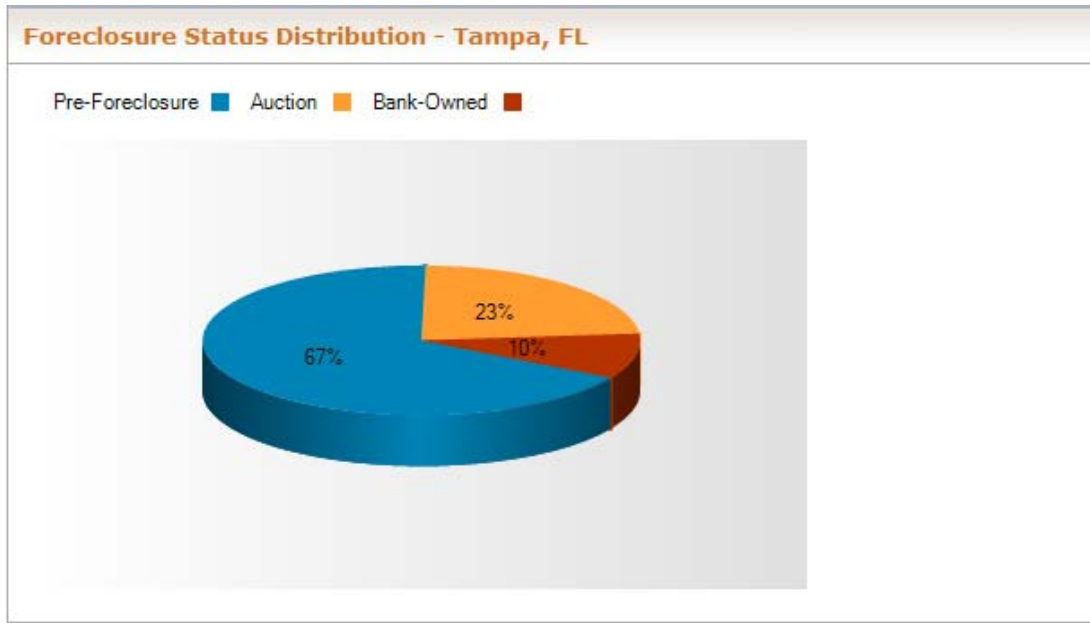
In looking at the Hillsborough County heat map of foreclosures for the month of November, it may be beneficial to have 1 or 2 agents focus on the Odessa and Riverview area to capitalize on high foreclosure rates just outside the Tampa area.



With the largest savings indicated by houses located in 33675, this would be a prime location to investigate increasing listings, followed by 33619, 33611 and 33604.



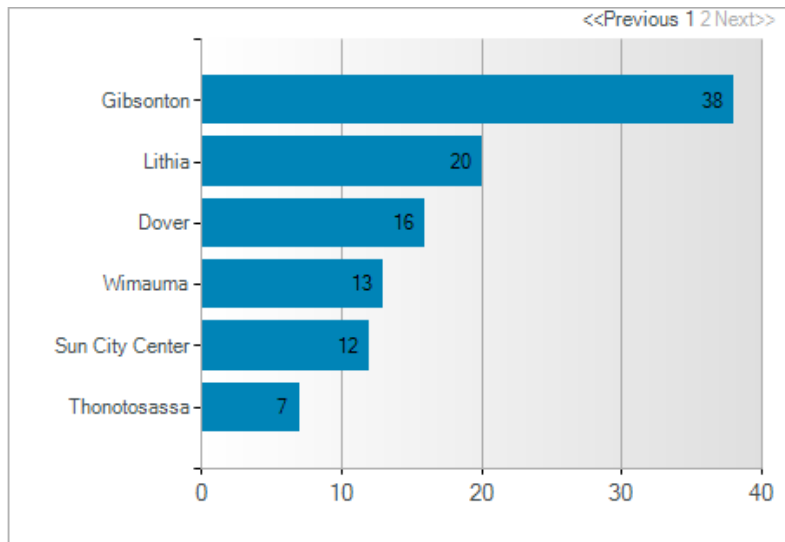
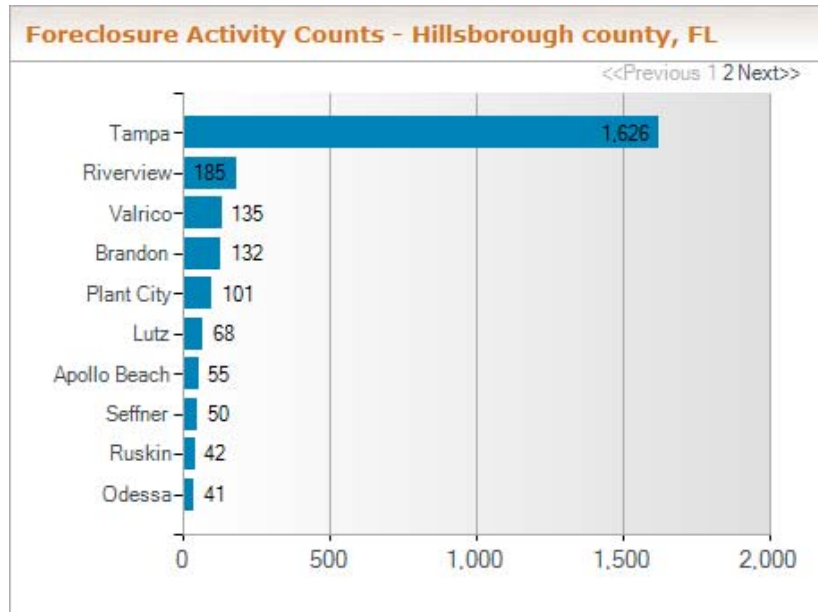
Company A generates a large majority of its revenue from the first market segment of homes valued at under \$100,000. Pre-foreclosure homes make up the majority with 67%, followed by auction at 23% and bank owned at 10%. Increasing access to pre-foreclosure homes will provide greater access to inventory.



From reviewing the statistics, the largest majority of foreclosure homes are between 2-3 bedroom. Again, looking at the FSBO.com website may also provide an additional opportunity for increasing listings through targeting homes that are in the pre-foreclosure state and listed by home owners trying to do it themselves while focusing on your key strength – which is the ability to move properties quickly.



The following is a breakdown of new foreclosures for the month of November for each city/town located in Hillsborough County. Tampa Florida properties rank the highest with 1,626 new listings.



Source: www.realtytrac.com

Although Company A’s primary focus is on residential real estate, primarily due to the ease of fast turnaround time, it is important to note that the commercial real estate investment opportunities will be on the rise for 2010. “After a quiet year of investment sales, buyers are preparing to forge ahead with acquisitions in 2010. Two-thirds of investors (65%) who responded to the 6th Annual Investment Survey plan to boost their investment in commercial real estate over the next 12 months. That figure is up from 56% in the third quarter and 51% a year ago. The exclusive survey is produced jointly by National Real

Estate Investor and Marcus & Millichap.” - <http://nreionline.com/research/2010-real-estate-investment-outlook/>

While evaluating the real estate industry in the online market space, it is important to note that real estate is one of the most aggressive industries online and is heavily saturated with over 88 local companies advertising and 4,538 local map listings. When evaluating paid search results in the previous Internet Marketing Summary Report and the search volume for the respective keywords and keyword phrases, there are two primary categories for search terms which include “real estate” and “foreclosures”.

There was not enough search volume specifically for “investment properties” to generate results and it was discovered in the first series of search results for search volume that “real estate” was the most successful search term variation. It is our primary recommendation to focus on the specific terms which generate the highest profit with the lower search volume. In terms of paid advertising, on average, focusing on “foreclosures” has a smaller cost per lead at \$222, however the volume is far less than traffic that is derived from focusing on the term “real estate”. It is also important to note that the search volume is greater based on actual city name rather than the county with which you are targeting.

From a closer analysis of Company A’s business model, targeting “investment properties”, even though there is not enough data to support the generation of calculating costs, it should yield a higher return than “foreclosures” and “real estate” more cost effectively, as there are fewer companies specifically targeting these keywords through paid search efforts. It is also recommended to target organic search results inclusive of the Google map results. Due to the company’s specific location, Company A should yield first page map results.

SWOT Analysis

Through combining Company A’s talented sales team and ability to generate a fast turnaround in selling investment properties while increasing advertising and marketing efforts, Company A can increase its earning potential and market share to approximately 2.5-5.5% by the end of 2010. The diversification of marketing efforts will be crucial in limiting risk associated with relying on yard signs and the 6 month trend of falling rates of foreclosure, which could potentially limit property listings and opportunities. Focusing on increasing repeat business in addition to highlighting strategic partnerships and additional affiliations and services including Title Company services, contractors and property management will also increase earning potential significantly and should be highlighted more aggressively.

Another key factor in maximizing internal efficiency would be to move to a contact management system that would automate the notification process to sales team members for following up with potential customers and the potential of either automating the creation of the weekly email marketing campaign or outsourcing the email marketing campaign to better utilize internal resources.

Marketing Strategies

Developing an effective marketing strategy for each marketing initiative is imperative to achieving market share goals. A comprehensive customer retention/referral program combined with aggressive Internet marketing tactics will provide the foundation for developing and growing earning potential. As stated in the Executive summary, the following list of items will be covered and broken down by marketing channel. Whenever possible, the integration of multiple strategies should be incorporated, along with effective tracking mechanisms to quantify marketing results so that the overall strategy can be refined over time. A marketing calendar will also be created to assist in providing a roadmap for Company A in moving forward.

- A comprehensive Internet marketing strategy and plan including PPC, organic search engine optimization and social media optimization.
- Modifications to the website to supporting Internet marketing initiatives.
- Design and implementation of a blog.
- A comprehensive email marketing campaign and strategy.
- A print marketing campaign.
- Signage.
- Social Media
- The creation of a customer loyalty program.

Internet Marketing (Pay-Per-Click/PPC)

In evaluating the real estate industry in relation to PPC marketing, the following keywords have been identified to enable the increase lead volume:

Keywords ▼	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day	Estimated Cost / Day
Search Network Total		\$2.49 - \$3.17	1 - 3	268 - 338	\$670 - \$1,080
brandon realtors		\$1.33 - \$1.82	1 - 3	2	\$3 - \$5
clearwater homes for sale		\$2.20 - \$2.88	1 - 3	8 - 10	\$20 - \$30
clearwater houses		\$2.03 - \$2.57	1 - 3	5 - 8	\$20
clearwater property		\$1.87 - \$2.34	1 - 3	16 - 20	\$30 - \$50
clearwater real estate		\$2.32 - \$2.90	1 - 3	18 - 22	\$50 - \$70
fl houses for sale		\$1.92 - \$2.46	1 - 3	1 - 2	\$2 - \$5
homes for sale brandon		\$2.07 - \$2.58	1 - 3	3	\$7 - \$9
houses in tampa		\$1.98 - \$2.48	1 - 3	3 - 4	\$6 - \$10
lakeland homes for sale		\$2.25 - \$2.85	1 - 3	6 - 8	\$20 - \$30
lakeland houses		\$2.09 - \$2.62	1 - 3	4 - 6	\$9 - \$20
lakeland real estate		\$2.70 - \$3.51	1 - 3	14 - 18	\$40 - \$70
new tampa homes		\$3.66 - \$4.57	1 - 3	3 - 5	\$20 - \$30
pinellas homes		\$2.04 - \$2.70	1 - 3	3 - 4	\$6 - \$20
pinellas homes for sale		\$2.12 - \$2.87	1 - 3	1	\$2 - \$5
tampa bay homes		\$2.80 - \$3.50	1 - 3	2 - 3	\$6 - \$20
tampa bay homes for sale		\$2.60 - \$3.25	1 - 3	0 - 1	\$2 - \$3
tampa house		\$2.31 - \$3.46	1 - 3	12 - 17	\$30 - \$70
tampa property		\$2.54 - \$3.18	1 - 3	82 - 99	\$210 - \$320
tampa real estate		\$2.75 - \$3.51	1 - 3	82 - 103	\$230 - \$360
tampa realty		\$1.34 - \$1.67	1 - 3	2 - 4	\$4 - \$7
Search Network Total		\$2.49 - \$3.17	1 - 3	268 - 338	\$670 - \$1,080

Keywords ▼	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day	Estimated Cost / Day
Search Network Total		\$1.71 - \$2.18	1 - 3	3 - 6	\$6 - \$20
brandon foreclosures	<input type="text"/>	\$0.00 - \$2.21	1 - 3	0	\$0 - \$1
clearwater foreclosures	<input type="text"/>	\$0.00 - \$1.96	1 - 3	0	\$0 - \$1
foreclosure brandon	<input type="text"/>	\$0.00 - \$2.17	1 - 3	0	\$0 - \$1
foreclosure lakeland	<input type="text"/>	\$1.77 - \$2.22	1 - 3	0	\$1
foreclosures hillsboro	<input type="text"/>	Not enough data to give estimates. ?			
hillsborough foreclosure	<input type="text"/>	\$1.49 - \$1.96	1 - 3	0	\$1
hillsborough foreclosures	<input type="text"/>	\$1.22 - \$1.68	1 - 3	0	\$1
hyde park foreclosures	<input type="text"/>	Not enough data to give estimates. ?			
lakeland foreclosures	<input type="text"/>	\$1.62 - \$2.03	1 - 3	0	\$1
largo foreclosure	<input type="text"/>	\$0.00 - \$2.95	1 - 3	0	\$0 - \$1
largo foreclosures	<input type="text"/>	Not enough data to give estimates. ?			
pasco foreclosures	<input type="text"/>	\$1.14 - \$1.42	1 - 3	0	\$1
pinellas foreclosure	<input type="text"/>	\$1.71 - \$2.45	1 - 3	0	\$1 - \$2
pinellas foreclosures	<input type="text"/>	\$1.28 - \$1.61	1 - 3	0	\$1
pinellas homes for sale	<input type="text"/>	\$2.04 - \$2.58	1 - 3	1	\$3 - \$4
polk foreclosure	<input type="text"/>	\$1.71 - \$2.14	1 - 3	0	\$1
riverview foreclosures	<input type="text"/>	Not enough data to give estimates. ?			
seminole foreclosures	<input type="text"/>	\$1.34 - \$1.68	1 - 3	0	\$1
st petersburg foreclosures	<input type="text"/>	\$1.75 - \$2.18	1 - 3	0	\$1
tampa foreclosures	<input type="text"/>	\$1.68 - \$2.13	1 - 3	1	\$2 - \$3
Search Network Total		\$1.71 - \$2.18	1 - 3	3 - 6	\$6 - \$20

Through further understanding and analysis of the company objectives, although there was no search volume and budgeting information for “Tampa investment properties”, “Tampa cheap houses”, “Tampa investment real estate” and “Tampa sell house fast” and “Tampa we buy homes”, these specific keyword phrases should also be integrated and focused on within the Internet marketing campaign, as they are all projected to yield the required responses from the potential target market.

A comfortable budget for monthly spend in Google AdWords should be set, and the PPC Campaign should be scheduled to start between the first and second week of January and incorporate a landing page strategically designed with multivariate A/B testing as well as a contact form and a dedicated phone number in order to successfully track the campaign. The campaign will be managed daily and modifications to keywords and keyword phrases will be made according to achieving the campaign objectives. The campaign should include the setup for five (5) ads in Google AdWords, including goal funnels and click tracking.

The analytics from the campaign will be reviewed after the 15th of February, and monthly for the following 5 months until the overall campaign is complete and adjust the marketing strategy and budget as necessary.

Organic Search Engine Optimization (SEO) & Website Modifications

The website should be prepared for organic search engine optimization. In a careful review of the website, the following modifications should be made in order to support a better customer centric experience and enhance the website for organic optimization:

- **Home** – The Home heading should be modified along with the home page content to specifically target the keyword phrases “Tampa Investment Real Estate” and “Tampa Investment Properties.” Additional content focusing on the “We Buy Houses” content as well as highlighting

the Property Management, Financing/Mortgage arm and Contractors should be used to fill out the rest of the empty space under the main content. It is also recommended that an additional page be created to host the affiliations with links. The logo's can remain on the home page and spaced accordingly, however from an organic search engine optimization perspective the outbound links compromise the campaign by reducing the ability to rank. The meta tags including the meta keywords, meta title and meta description should also be modified targeting the selected keywords to increase organic traffic. In addition, the social media icons should be reduced and sized to avoid pixilation and displayed so that all three icons fit on one row and the remaining space in the right side tab should be used for pulling in entries from the blog. A phone number specific to the website for tracking purposes should also be added to the header image to encourage potential customers to call. An image of one of the investment properties should be included in that primary content area, and a link that says "View our Tampa Investment Properties Now" should be added at the end of the first paragraph.

- **About** – The side panels should reflect the same changes recommended for the home page. In addition, the content should be modified to focus on the keyword phrase "Tampa Real Estate" and "Tampa Realtors". New content should be developed that reinforces the additional support services of the mortgage arm, contractors and property management services. A link should also be included that says "View our Tampa Investment Properties Now" at the end of the opening paragraph, and an image of one of the better looking investment properties should be included within this primary content area.
- **Investment Opportunities** – One of the biggest things that will enhance this page is adding the capabilities for a button to a contact form so that if someone is interested in a specific property, they can send an email to an agent. Although the phone number is clearly listed above, sometimes people are viewing the property listings at night, so it's really important to capitalize on seizing that moment of their interest. The contact form can also be tagged to include the property details so that when the agent calls them back, they already know what property the person is interested in. If possible, another way to grow the site in terms of content is to have an additional link for each listing that provides more detail about that property. Content should be modified to focus on the keywords "Tampa Investment Property" and "Tampa Real Estate Investment" and the meta title, meta description and meta keywords tags should also be focused on those keywords for organic search engine optimization.
- **We Buy Houses** – The primary content on this site and corresponding meta tags should be targeting the keyword phrases "we buy houses Tampa" and "we sell fast Tampa". The page should also be converted into a contact form with the fields already designated for first name, last name, phone number, property address (including street, city, state and zip code), and asking price. There should also be a pre-checked box for a field saying "Yes! Sign me up for the Company A Newsletter" for every contact form on the website. Additional content on this page should discuss that Company A understands that sometimes life takes unexpected turns and

that you work with home owners that need to sell their property fast. Content should also include some type of a check list that will mentally help them prepare for the process and focus on how easy it is because you're experienced and there to help them. A link that says "View our Tampa Investment Properties Now" should be added at the end of the first paragraph.

- **Short Sale Opportunities** – Keywords and meta tags for this page should be dedicated to "Tampa short sale" and "Tampa Foreclosures" and the content for this page should also be modified accordingly. The remaining content for this page is very good, and the only other recommendation would be to add a contact form as well as an additional image of either a property to a couple or person getting help or assistance from a professional (showing the individual that if they come to you, you will be able to provide them with the help they need.) A link that says "View our Tampa Investment Properties Now" should be added at the end of the first paragraph.
- **Strategic Partnerships** – The content on this page should be more fully developed and a paragraph should be added for each type of strategic partnership. Meta tags and content should be focused on highlighting each type of strategic partnership that will be reinforced as well on the specific page for each type of partnership. The primary focus should be on "Tampa Title Services" and "Tampa Insurance Services". An image should also be added to fill out the primary content on this page.
- **Financing Options** – The modifications for this page should include condensing the content in the first paragraph and targeting the keywords "Tampa Mortgage Company" and "Tampa Financing Company". The meta tag information should also include a focus on these designated keyword phrases. It is recommended that this page contain a contact form containing all of the fields required for the mortgage application. If this is too lengthy, then I would recommend having a copy of the mortgage application in a .pdf format available for easy download straight from the web. We want to make the website as user friendly as possible and increase the opportunities for capturing potential customer's details as much as possible.
- **Property Management** – The property management page definitely needs more information which talks about the specific types of property management services you provide and the types of properties you manage. This information should also include a statement regarding your policies and procedures and a maximum length of time before a customer could expect a call back (24/7?) etc. with an emphasis on reliability. If possible, it would be very good to highlight a customer referral. The page should also include an image in the primary content area. Keywords and meta data should be targeted to the keyword phrase "Tampa Property Management" and "Tampa Property Managers".
- **General Contractors** – The general contractors page should have additional content including a bulleted list of the typical types of repairs that are provided and include an image in that

primary content area. The meta data and keywords should be focused on the terms “Tampa General Contractors” and “Tampa Home Repair & Remodeling.” Depending on the relationship that you have with Jason, hopefully there is some type of a referral fee the business generates for sending him business. I would recommend the possibility of changing the contact information to a tracking phone number that will forward to his phone so that you can determine how much business you are referring. At some point it would also be good to put a follow-up procedure into place in order to determine customer responses from utilizing their services.

- **Job Opportunities** – The content should be modified to provide more information regarding the qualities you are looking for. The page should include an image and also provide a contact form where they can enter their basic personal contact information and have the ability to upload their email in a .doc, .docx or .pdf format. Keywords and meta data should be focused on “Tampa real estate jobs” and “Tampa real estate investment job opportunities”.
- **Contact Us** – The contact page should have a paragraph of supporting content for the keywords focused on “Tampa Investment Real Estate Brokers” and “Tampa Investment Brokers.” The meta data should also be focused and targeting these keywords. There should also be a link to view investment properties and a supporting graphical image on this page.

Blog

A blog should be implemented within the site to talk about a range of topics supporting Company A’s emphasis on investment properties. There should be several categories and topics could include:

- Tampa Real Estate
- Selling Your House
- Buying an Investment Property
- Tampa Real Estate Market (which posts current trends),
- Flipping Properties
- For Landlords
- For Developers
- Mortgage Info
- Tenants
- Investment Tips

Elements of the blog entry can also be incorporated into the email newsletter campaign. The overall design of the blog should mimic the design of the regular website to ensure that the branding is consistent between the two. The blog should be installed on the primary domain, either as a subdomain (i.e. <http://blog.Company A>) or in a folder off the root directory (i.e. <http://www.Company A/blog>). Each article should contain meta data and focused targeted keywords to increase organic search

optimization opportunities. A target goal for the completion of the blog should be by January 31st, complete with one entry for each of the selected categories of the blog. It would be helpful to also designate a separate phone number to the blog to determine what results are being driven from it.

Email Marketing Campaign

In reviewing the current email marketing campaign, there are several areas where improvements can be made. The overall header of the email and gray panel down the left side is a very good framework, but the following are some possible recommendations for enhancement modifications:

- The Deal of the Week should be highlighted more. Perhaps a graphical element that draws attention with rounded corners and matches with the current color scheme, and then the link can change weekly to match the property that is being highlighted.
- The graphic of the city needs to be scaled to fit the entire header to remove the white gap at the right side.
- A new phone number for tracking should be included in the header image and also be represented in the contact information on the left panel.
- The letter to investors should be incorporated in a smaller type font and placed in the gray panel on the left. This can make room for more new information on the center content area.
- An article or blog post of interest should be included at the top of the email campaign (where the letter to investors has been moved to the left.)
- A possible design recommendation would be to change the orange header to a warm blue (such as the color blue in the city of Tampa sky image and to change the background color to the multiple property images from gray to either a very pale gray, pale blue or even black. The darker gray color can make the property images look depressed and it is very important that the pictures feel positive. It is a subtle, yet psychological factor that does impact the customer.
- Property images should all be modified to be the same size for consistency. It is very important that only the size of the canvas change and not the proportions of the image. If it is not modified properly, the image will appear stretched or skewed.
- The contact number should be listed with every single entry.
- A link to a contact form should also be included for each listing (even though it can be the same form) and specifically tagged upon submission of the form so that the total number of respondents of the email campaign can be tracked.
- Another possibility would be to rename the title of the whole email newsletter to be “Hot Properties of the Week” – and remove the article concept and leave the letter to investors on the left panel and then publish a separate monthly newsletter focusing on the Investment Property industry and fill it with articles that are copies of the blog posts and use it to drive people to the blog with “read more” links.

Print Marketing Campaign

In evaluating the investment real estate industry, along with the current company materials, three pieces of print marketing collateral are recommended:

- **A Basic Brochure** – It is very important to have a basic brochure, either done in a one page flyer format or a traditional tri-fold design which highlights Company A’s services and value proposition. The brochure/flyer should include images, client testimonials and be printed on a high gloss paper to be utilized as a giveaway for new or potential clients. Sometimes the tri-fold brochure can be designed in such a way that the back panel serves as a mailer, saving costs by having the ability to use it in both applications as appropriate. The timeline for completion would be by January 20th.
- **A Postcard** – Not necessarily used for direct mail purposes (although it can be) the postcard is something that can be easily distributed at locations such as gas stations, coffee shops, restaurants (i.e. Evo’s, etc.). One design concept would be to highlight “Buy Cash Houses” on one side and the reverse side be dedicated to “Sell Your House for Cash” on the other – everything focusing on the sense of urgency that comes with the business of investment properties. Obviously the message would need to be very specific as the person who needs to sell their home want it for the most money and the person who wants to buy it wants it at the best rate – so focusing on the process being fast is something that will pacify both target markets. Another concept would be to focus on either encouraging others to sell or encouraging new investors. Again, the campaign would require a new telephone number for tracking purposes and should encourage others to sign up for a free investment property advice paper (in which they need to provide their contact details online in a strategic landing page before they are allowed to view a “investment property tips and tricks” type paper. This will garner additional names for growing the email marketing list and provide additional exposure to Company A’s brand. The target timeline for completing the postcard would be by January 20th.
- **A Brochure/Postcard for the Mortgage Company** - Bringing the mortgage arm into the business is a very good way to incorporate additional venue. Some form of printed material should be generated to support the value the new mortgage arm provides the company and offers an opportunity to expose the name and brand further. Either a brochure or postcard would be effective, and should highlight both its own website as well as the Company A website. A new phone number for tracking should be incorporated along with a specific link to a strategic landing page to find out about “current specials” and application form, which is really just a tracking mechanism to track and identify the source of the lead. The target timeline for completing the postcard would be by January 20th.

Signage

Signage is still a very crucial element to Company A's success. While it is still able to be an effective marketing tactic for the company, it is recommended to not only target some of the areas based on the heat map provided earlier in the report, but to also experiment with different keyword phrasing on the signs in different areas to see if there are particular phrases that work better than others. Somewhere in the office it would be beneficial to track all properties on a local map and use different color coded push pins to designate which properties have been sold to identify the closeness of what is happening within Company A's sales to the heat maps provided by RealtyTrac.com (in addition to garnering information for experimenting with different keywords in the signs.)

Customer Loyalty Program

The development of a customer loyalty program can significantly increase sales by encouraging repeat business. Currently, there is a "closing form" that customers fill out on the day they fill out their paperwork. That form is then used as a part of the follow-up process. It is strongly recommended to create a "Customer Survey", where a representative of the Company A can call and ask for a customer's feedback in regards to their experience with the company. The phone call to the customer would include a general greeting, announcing them as part of the "Company A's Customer Service Department" and ask for a couple of minutes of their time to complete their survey. Questions should include:

- On a rate of one to five, five being the best – how would you rate the accuracy of the property information you received from our agent?
- On a rate of one to five, how would you rate the speed in which the transaction occurred?
- How would you rate the quality of your real estate agent?
- What was the hardest part about the buying process?
- What did you like the best about doing business with us?
- What recommendations would you make that would improve the way we provide service?
- Are there any services you would like for us to add that would have made it easier for you?
- Would you ever refer Company A to others?
- Do you have anyone that you know that would be interested in our investment property listings?
- If you refer a friend who signs up (or makes a purchase, etc.), we have a special offer of _____ to show you how much we appreciate your business.

Social Media

Social media channels given the target market that would be the most effective for Company A is LinkedIn, Facebook, Twitter and Flickr. The articles that are created on the blog should be integrated and posted into the various social media sectors, and adding friends should be a weekly task for all of the profiles for a minimum of one to two hours per week. Flickr should contain images of the properties you are looking to sell and also contain a link to the email marketing campaign of the weekly "Hot Deal". The larger you grow each network, the more exposure you will gain within the Tampa Bay community.

Phone Tracking

Phone tracking will need to be put into place to effectively calculate ROI and determine the success of each marketing channel and campaign. This includes placing a new 800 number for every marketing initiative so that the overall success of each marketing channel can successfully be calculated. Tracking also includes the ability to listen to conversations for monitoring purposes and will provide great insight. Estimated timeline for implementation: January 20th.

Chat System

The chat system will provide sales team members the ability to handle chat conversations from a single login to ensure that no potential sales lead goes unanswered from the website. The chat will provide a very easy and user friendly way for potential customers to connect with a sales person immediately. Estimated timeline for implementation: February 1st.

Strategic Landing Pages

Strategic Landing Pages will be critical to tracking different campaign initiatives and have been mentioned several times throughout the various campaign initiatives. Anytime integration between multiple channels occurs, the overall rate of conversions can be increased by 33%. Printed materials, PPC campaigns, contact forms through various initiatives all have the ability to provide valuable information on how potential customers utilize the website. Combining an offer from the print campaign to a white paper that can be downloaded from the website is a great way to encourage potential customers to spend more time with your brand, while providing you with their contact information.

4 Week Marketing Outline

	January	February	March	April	May	June
Week 1	Hot Deals Email Social Media	Hot Deals Email Blog Entry Chat Complete Social Media	Hot Deals Email Blog Entry Social Media	Hot Deals Email Blog Entry Social Media	Hot Deals Email Blog Entry Social Media	Hot Deals Email Blog Entry Social Media
Week 2	Hot Deals Email Start PPC Social Media	Hot Deals Email Review PPC Review Organic Social Media	Hot Deals Email Review PPC Review Organic Review Leads Social Media	Hot Deals Email Review PPC Review Organic Review Leads Social Media	Hot Deals Email Review PPC Review Organic Review Leads Social Media	Hot Deals Email Review PPC Review Organic Review Leads Social Media
Week 3	Hot Deals Email Print Complete Initial SEO Complete Phone Tracking Social Media	Hot Deals Email Blog Entry Social Media	Hot Deals Email Blog Entry Social Media	Hot Deals Email Blog Entry Social Media	Hot Deals Email Blog Entry Social Media	Hot Deals Email Blog Entry Social Media
Week 4	Hot Deals Email Customer Survey Complete/In Place Social Media	Hot Deals Email Email/Articles Blog Entry Social Media	Hot Deals Email Email/Articles Blog Entry Social Media	Hot Deals Email Email/Articles Blog Entry Social Media	Hot Deals Email Email/Articles Blog Entry Social Media	Hot Deals Email Email/Articles Blog Entry Social Media

6 month review to take place between the second and third week in July.

Short & Long Term Projections

Through combining all of the initiatives outlined in the marketing strategies areas, an increase in lead flow can be seen by the end of the 6 month period. The following targets were set between Company A and Agency A:

Leads Per Month	February (2 mos.)	June (6 mos.)
Phone (total from website & all initiatives)	1,000	5,000
Internet/Website (contact form)	60	275
Social Media	10% increase	25% increase
Newsletter	1,000	3,500
Chat Sessions	10	100

Each campaign will be monitored and reported on a monthly basis so that projections and progress can be modified to adapt to current market needs.

Organic search engine optimization is a process that will increase leads over time due to the competitive saturation and aggressive nature of real estate combined with the constant process of search engines modifying the parameters they use on a monthly basis in order to effectively rank keyword phrases to over 200 variables they use to determine organic results.

An internal system for tracking repeat business and the customer referral program will need to be put into place, so that as Company A increases the volume of its customer base, it will not cause internal operational issues.

Conclusion

The overall goal of Company A is to increase revenue and limit risk through opening additional marketing channels to increase sales. Through effectively targeting several marketing channels and seeking an integrated approach to all campaigns and initiatives, the generation of additional leads will generate the required leads to grow the business.

The successful tracking of each marketing channel will provide insight into the most effective strategies and provide Company A with the opportunity to be able to track valuable information including cost per lead and cost per sale/acquisition. In knowing the cost per lead and cost per sale data, it provides the opportunity to leverage more buying power by being able to effectively budget and increase sales by making intelligent business decisions based on results.