

Insider secrets of the Online Marketing Manager

10 Essential Steps to Success

1. Get an Online Marketing Manager!

It's tough to manage an online brand as part of your day job. Yet, most agencies manage without dedicated resource.

Our advice? If it's financially viable, consider getting a Online Marketing Manager.

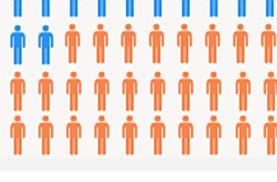
- ▶ We can [help with the job description and advert](#)

Not able to hire yet? Many online marketing tasks can be built into your business processes—read on for ideas.

- ▶ For example, ask everyone to seek [Google reviews](#)

30%

The percentage of Homeflow agencies with a dedicated Online Marketing Manager



2. Sort out your content

Create, and then Share Quality, Original Content that Customers WANT

Sounds easy!

The reality is that having a Content Marketing plan takes time and effort. In the past, you might have focused on brochures and a few ads. Today, you need to reach out and engage with customers on a regular basis, through many different channels.

Still not sure? If you want to [boost your SEO](#), content creation ranks as the [single most effective SEO technique](#). (Source: [Marketing Sherpa](#))



2 out of 3

minutes spent online are on mobile devices

(Source: [comScore](#))

3. Have an industry-beating responsive website

Ok—we admit it, we'd like you to take a look at our [new templates!](#)

But that aside, it goes without saying that your website can help you win instructions. [Get in touch](#) for a free website audit.

Our top tips?

- ▶ As soon as your new site is better than your existing one, push it live!
- ▶ Make sure your site [works on mobile](#). Then keep fine tuning. Website are always a work in progress.

Remember, a [great site](#) will work as hard as your [best lister](#).

4. SEO. The cheapest route to valuations.

After Rightmove, Google is probably your primary source of website traffic. If you haven't cracked [Search Engine Optimisation](#), you're missing out on valuation leads.

Getting to the top of the Google rankings takes time—but in the long run pays dividends.

- ▶ Get new content on your site—consider keyword rich blog posts.
- ▶ Use one of the free online SEO tools to make sure you're on the right track.
- ▶ Consider whether it's best to outsource—or (our preference) hire SEO experience onto your team.

[We are here](#) if you'd like to discuss your site SEO with us.

- 1 Ranking
- Keywords
- Content
- Links
- Optimise
- Repeat

50%

Of people are unable to identify paid ads on Google

41%

Of clicks for commercial queries are taken by the top 3 ad spots (Source: [Wordstream](#))

5. Pay-for-clicks (and quicker results)

SEO not working fast enough for you? You can always buy your way to the top of the search rankings with Google AdWords.

Unlike SEO, AdWords isn't something we recommend you tackle in house, as it's hard to do well and costly if you get it wrong.

- ▶ Our [Homeflow PPC](#) service gets you the best results, combining industry knowledge with the know-how of certified AdWords experts.
- ▶ [Download our guide to Google AdWords](#).

6. Tweeting, plusing, liking, poking, pinning, sharing, listening...

Social Media is an essential channel for all serious online brands—apart from anything else, your social profile has a big impact on your Google rankings.

Just starting out? Take a look at our Beginners Guides to using [Twitter](#), [Facebook](#), [LinkedIn](#) and [Google+](#).

Lots more tips for [making social media work for your agency](#) are in our Resources library, or you can [ask us](#) for help.

7. No, email marketing is (still) not dead

We've lost count of the number of times that we've read that the days of email marketing are over.

The fact remains that there is no quicker way to get your brand in front of your customer.

Rather than broadcast marketing, where you send mass emails to your entire database, email today is all about segmentation, and event-driven targeting, including [autoresponders](#).

There are many great tools on the market for sending the right message, to the right customers, at the right time. [Get in touch](#) if you'd like advice.

Segmented emails typically drive 18x more revenue

Broadcast	Segmented

Segmented emails drive higher click-through rates

Broadcast	Segmented
3%	8%

(Source: [Mailigen](#))

Video is very much a rising trend in our industry.

Of course, it can be used to showcase properties or your area, but don't forget brand awareness videos, customer testimonials and help guides for customers.

Many of our clients produce great video in house—this could be an option if you have a staff member with an interest. Here's [how to make great estate agency video](#).

8. Don't underestimate the power of video



9. Get the most out of your portal relationships

There's a world of difference between simply being on Rightmove et al, and optimising your online presence on the portals.

- ▶ [Compelling branding](#)

Get consistent. Wherever the customer sees your brand, it needs to look and feel the same—not just your logo, but also the imagery and tone of voice.

- ▶ Win instructions

Many buyers have a property to sell, and 36% of landlords found their last lettings agent on a portal (Source: [Rightmove](#)). Think about how you can maximise every touchpoint with the customer. The [Boomerang autoresponder](#) will drive users directly to your website.

- ▶ Use the data!

The reports on the portals really can help you plan your marketing strategy and spot potential instruction opportunities—so get stuck in!

10. And finally, measure whether your efforts are paying off



Is Online Marketing an art or a science?

We'd say it's a bit of both. In today's world, you can measure pretty much everything—but you still need a spark of creativity and magic.

It's just not the case any more that *"Half my advertising is wasted, the trouble is, I don't know which half"* - more that *"Half my advertising is wasted, and I need an Online Marketing Manager to figure out which half and stop it immediately"*.

So get on Google Analytics. Take a look at your social media and email marketing stats. Start [Benchmarking](#).

Yikes! There's rather a lot to do—how do I fix all of this?

We're always [here to help](#). Just get in touch for a no-obligation chat.