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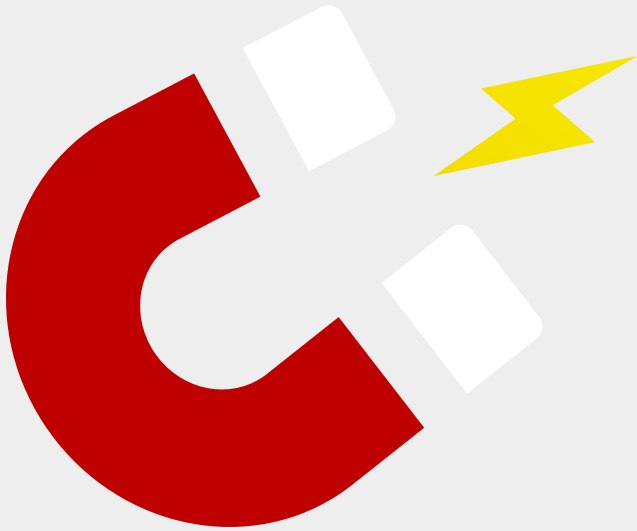
# **INBOUND MARKETING DICTIONARY**

for real estate



Pipeline **ROI**

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## Inbound vs. outbound



*Traditional outbound marketing is like a megaphone. You're broadcasting a mass message, hoping someone, anyone listens. Inbound marketing is like a magnet, drawing interested potential clients to you.*

### WHAT IS INBOUND MARKETING?

Consumers continue to get better at tuning out traditional outbound, interruptive marketing. Think about it — we use our DVR to skip commercials, we don't answer telemarketer's cold calls, and our SPAM filters catch unwanted e-mails before we ever see them.

So how do you win new clients when it seems so hard to reach them? Instead of blasting people with interruptive, outbound methods they're likely to ignore, inbound marketing brings clients to you.

By using social networks, blogging, and other inbound methods, you provide remarkable content potential clients are seeking, and position yourself as the go-to expert. When a potential client is ready to buy or sell, you're the one they seek out.

**Inbound is marketing made smarter.**

## WHY DOES INBOUND MARKETING MATTER FOR REAL ESTATE?

You've seen the shift that real estate marketing has made already. Agents who depend solely on face-to-face interaction and referrals are falling behind, and being outsold by agents with tens of thousands of Twitter followers and a high-traffic blog. These people are aware of and have adapted to the new home buying process that consumers now use.

If you're still depending on old school real estate marketing techniques, you could be falling behind. There's no better time than now to start implementing inbound marketing into your business strategy.

We know that a new marketing strategy can seem overwhelming, but it doesn't have to be. We've put together a list of the terms you need to know to get started, complete with definitions, examples, and helpful tips.

## INBOUND MARKETING DICTIONARY

### **Above the fold**

The part of the website or e-mail that's visible without any scrolling.

You want your most important content and your calls to action to be available above the fold. Many visitors to your site will judge a page when it first opens, and that decides whether or not they scroll down any further. When it comes to what you want your visitors to see, the higher up, the better.

### **Call to Action (CTA)**

The most important line of text in your e-mails, blog posts, and website content.

CTAs tell the reader what they need to do next, whether it's give you a call, subscribe to your blog, download an eBook, or follow you on Twitter. They prompt the consumer to take the next step. The best CTAs are clear, concise, and tell the reader exactly what they should expect.

### **Content**

Content is a marketing term for a piece of information for your consumer. This could be a blog post, social media update, infographic, and the list goes on. In the world of inbound marketing, content is king. No inbound marketing strategy will be successful if the content isn't relevant and interesting. So how do you discover the best content to share?

- **Do some research.** Spending some time performing keyword research in your area can give you a great place to start. Try filling out our Keyword Map (it's included in this bundle) with applicable phrases to build content pieces around.
- **See what your competitors are doing.** There's no denying it, real estate is competitive. And so is marketing. That's why a great way to discover subjects for content is to see what your competitors are writing about. This doesn't mean you should copy their work, or even write a contrasting piece, it just means you should be looking for hot button topics, or posts that are getting good interaction and shares. Then, you can compose content relating to their subject or keyword.
- **Listen to your leads.** Any time an e-mail leaves your outbox to a lead, you should be thinking if it's a good topic for a blog post. If you have multiple people asking you the same question, then it should definitely be a blog post. Your best advice shouldn't be sitting in an e-mail to an audience of one.

## **Campaign**

A specifically designed series of messages that go out to a target audience through a certain channel. The more targeted your marketing campaigns are, the more successful they will be. It's easier to define the best channels and messages for reaching your target audience when you know exactly who you're trying to reach. Before you set up marketing campaigns, define your customer personas. Check out our buyer persona template to get started.

## **Content Management System (CMS)**

A CMS is simply a computer program, software, or application that allows users to easily publish, edit, and modify the creation of content on the web. Essentially, it's a way to manage your website content without diving straight into the code and having to know programming language.

Does your website let you add content without having to know the ins and outs of HTML? If not, your search engine rankings could be taking a hit. New and updated content is one of the top ranking factors Google and other search engines consider when crawling sites to rank them. Don't be that agent that hasn't updated their site since the day they bought it.

## eBook

An eBook is essentially an electronic book available for your customers to download from your website. They're great for showcasing your knowledge of a particular subject more in depth. You can easily create an eBook using PowerPoint or Keynote, then save it as a PDF for easy downloading. If you've had a particularly successful blog post or website content page, you can expand upon this content and re-purpose it as an eBook. Capture contact information from potential customers by placing your eBooks behind a lead capture form.

## Engagements

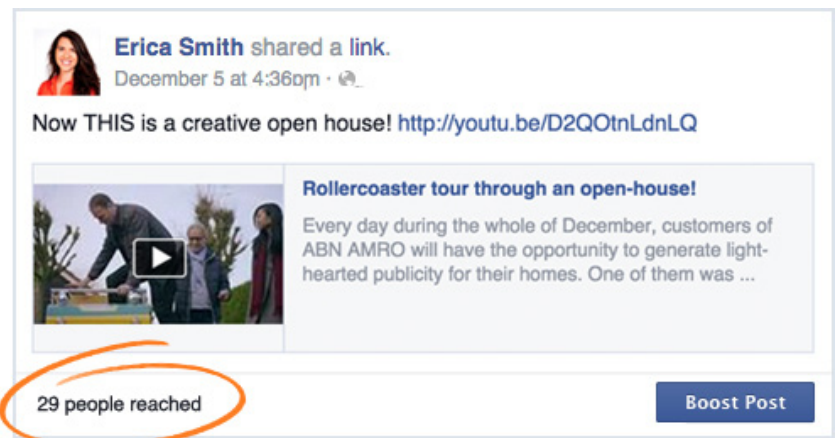
This is the key metric you should be monitoring on social media and your blog. Engagement is the total number of people that have interacted with something you have shared. This could be comments on a Facebook post, replies to a Tweet, or comments on a blog post. If you pay for promoted Tweets on Twitter, you pay per engagement. Though followers and likes are good vanity metrics, engagement is what furthers your relationships with potential leads through online channels.

## Guest blogging

Creating content to be published on someone else's website. Guest blogging can benefit your site's SEO by creating an inbound link back to your site from a reputable source. Seek out guest blogging opportunities by reaching out to other local professionals in related fields.

## Impressions

This is the total number of people that have seen your piece of content. For your blog, this is page views. On social media, this is the number of people that have seen your post come up in their feed. If you're running paid posts, you will be able to see the number of impressions you've had. On Facebook, it'll show you how many were reached, like in the example below. Selecting "Boost Post" allows you to pay for more impressions on your post.



The image shows a Facebook post interface. At the top, it says "Erica Smith shared a link." followed by "December 5 at 4:36pm". The main text of the post is "Now THIS is a creative open house! <http://youtu.be/D2QOtnLdnLQ>". Below the text is a video thumbnail with a play button icon. To the right of the video is a text description: "Rollercoaster tour through an open-house! Every day during the whole of December, customers of ABN AMRO will have the opportunity to generate light-hearted publicity for their homes. One of them was ...". At the bottom left of the post, the text "29 people reached" is circled in orange. At the bottom right, there is a blue button labeled "Boost Post".

### **Inbound link**

These are links on any website other than your own that point back to your page. These could happen when someone shares your blog post, or links to your website on their social media. Inbound links, also known as backlinks, are important to SEO. They show that other people found your content useful as well. Here are 3 simple ways to start generating inbound links for your real estate website:

- 1. Create shareable content.** If someone finds your website content relevant and useful, they're more likely to share it, sending you an inbound link in the process. Putting your industry knowledge to work will pay off in SEO benefits for your website.
- 2. Reach out to others in related industries.** If you work closely with others that work in mortgage, home staging, interior design, or lawn care, consider talking with them about linking to your website. If you have a blog post or eBook related to their industry, their customers will find it helpful. If they have a blog, offer to link to some of their content as well.
- 3. Engage in discussions outside of your website.** Getting involved in discussions on LinkedIn, Facebook, or industry specific sites like Active Rain, boosts opportunities for links back to your website.

### **Keyword**

Words that are used by search engines to find relevant web pages. These are the words you should be targeting in your content to get search results. Keywords help direct Google to the right pages when a search query is entered.

### **Keyword research**

The process of finding the best words and phrases to include in your website content to boost SEO and web traffic. Effective keyword research will help you plan and execute your content and social media strategies. You can get step-by-step instructions for two of the easiest keyword research methods [here](#).

### **Long-tail keywords**

This is the kind of keyword you want to attack. They're specific, multiple phrase terms that real people would search. Since they're more specific, they also have less competition. This increases your odds of ranking higher for them. A generic keyword would be "Naples Florida condos" but somewhere down the long tail of this phrase is "Naples Florida condos for sale 3 bedroom Pelican Bay." Fewer people are searching for this phrase, and you're more likely to rank higher when people search for this by including these terms in your content.

### Landing page

A landing page is a page on a website solely dedicated to collecting information through a lead capture form. Landing pages are an integral part of your website: they exist to turn visitors into leads. There are a few tips that can boost your landing page conversion rate:

- **Clear call to action** — The more links there are on a landing page, the more likely the visitor is to click one of those instead of filling out the lead capture form. Make your landing pages as simple as possible.
- **Concise copy** — Use bullet points to break down your copy. Too many paragraphs can make your landing page look like a legal form.
- **Provide a preview** — If you're giving something away, like an eBook or free home evaluation, provide an example or preview of it. This builds trust, which helps produce more conversions on your landing page.

### Lead capture form

This is the form that is placed on a landing page or other page of your website where customers fill out their information, such as name and e-mail address. This information is valuable and allows you to follow up with leads. Placing useful content, like eBooks, behind lead capture forms allows you to generate more leads.

### Mobile design

The appearance of a website on a mobile device, such as a tablet or smartphone. Not all types of mobile design are created equal. While some sites simply appear as a shrunk-down version of a desktop site, others adapt and enhance certain aspects to create a better user experience.

- **Mobile-friendly** — This is the most basic form of mobile design. A mobile-friendly website is any site that loads correctly on a mobile device. If you've ever visited a website on a mobile device where you had to pinch and zoom to read the text, that site had basic mobile-friendly design. With over half of web searches coming from mobile devices, it's best to upgrade to a responsive design.
- **Mobile-responsive** — These sites automatically re-size and re-format content, images, and forms to fit on any screen size. If you pulled up a mobile-responsive website on a desktop and dragged the web page into any size window, it would adapt to fill the screen. Mobile-responsive websites create a better experience for site visitors.

### **Opt-in**

An opt-in is a person who expresses interest in hearing from you. Your opt-ins will primarily come from forms on your website, but utilizing your blog and social media can provide opt-in opportunities through subscribers and followers. Opt-ins are what inbound marketing is all about. You'll be more successful hitting these leads hard, instead of sending out mass messages to people that haven't opted in to receive your information.

### **Persona**

This is the profile of your client types. A single agent or broker can have a variety of different personas, like newlyweds, empty-nesters, or single men in their 30s. The more specific and accurate your personas are, the better equipped you'll be to find and nurture your ideal customers! These personas will help you decide what kind of content you create and promote.

Not sure who your ideal customer is? Don't worry, we've made it easy to find out. Take some time to analyze your area and demographics, along with current and past customers. Then, fill out the questions on our Buyer Persona Template, which was also included in this bundle. You can have anywhere from 2 to 20, depending on how specialized and busy you are. Taking some time to analyze your buyer personas will help tailor your content and promotion strategies to be as effective as possible. And that means less time spent and better results. What could be better?

### **Search Engine Optimization (SEO)**

SEO is the process of affecting a website's visibility in search through altering and manipulating certain aspects of the site. The progression of online marketing has made it extremely difficult to rank highly in search engines without considering and implementing some SEO practices. There are many factors Google looks at when ranking sites, all weighted differently as part of their always-changing algorithm. Here are some of the most important factors when ranking a website:

- **Updated content** — If you haven't updated your website in months, you could be hurting your search ranking. When Google bots crawl and index web pages, they look for new content. An active blog is one of the best ways to keep your content fresh.
- **Keywords** — You want to write your website content the way that customers search the web. This helps Google bots make a connection between search queries and web pages. See [Keywords](#) for a few strategies on discovering what phrases to have on your site.



- **URLs** — The structure of your URLs can have an effect on your SEO. It's best to stick to a clear link structure that explains the exact path, using categories instead of numbers and indexes.

Good — [www.SellingMiamiMetro.com/buyers/first-time-buyers/guide-to-fico.html](http://www.SellingMiamiMetro.com/buyers/first-time-buyers/guide-to-fico.html)

Bad — [www.SellingMiamiMetro.com/index.php?ebook=1234567](http://www.SellingMiamiMetro.com/index.php?ebook=1234567)

## Targeting

The method by which you reach different types of potential customers. Targeting is best performed after you determine your buyer personas and can figure out the best messages to reach them.

For example: For past clients, you can set up a drip e-mail campaign that sends them a quarterly newsletter on home improvement and seasonal tips.

To target new clients, you can create a promoted post on Facebook that targets people in your specific customer demographic. Facebook allows you to target based on area, age, interests, and more.

## Vanity metrics

These are the metrics most closely monitored on social media, but they aren't always the most important. The success of your social networks is based on engagement, not likes or followers. However, vanity metrics express credibility. If a potential client is an avid social media user, they may lean toward an agent that's also active online.



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