

Text "Formula"
to

260-241-7900



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Leveraging Mobile Marketing in Real Estate





CELL PHONE = BILLBOARD

Marketing/Customer Service in 2010

Automated processes are here to stay

1. Financial services/personal banking
2. Property tours, searches and listings
3. Market research reports

Our Clients' Previous Issues

A blueprint for disaster

1. Flooded email inboxes
2. Spam text messages in "50512" format
3. Auto-voice recording calls
4. Cumbersome brochures
5. INTERRUPTION!

1. one way
2. impersonal
3. unexpected
4. obvious automated
5. too frequent
6. unrecognizable sender



BY REQUEST ONLY



Blueprint for Success!

1. Personal touch
2. Automation
3. Scalability
4. Build trust and earn credibility

Cracking the Code



PENNIES



HUNDREDS OF MILLIONS

Build an Audience



Offer Professional Service and Capacity, With Small Shop Touch

1. Retain the human element while scaling your customer program

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Step 1

Value Proposition

Step 2

Setup Funnels

- facebook
 - twitter
 - website
- newsletters

Step 3

Sort your targets in groups

Text "Got Questions"
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Thanks!