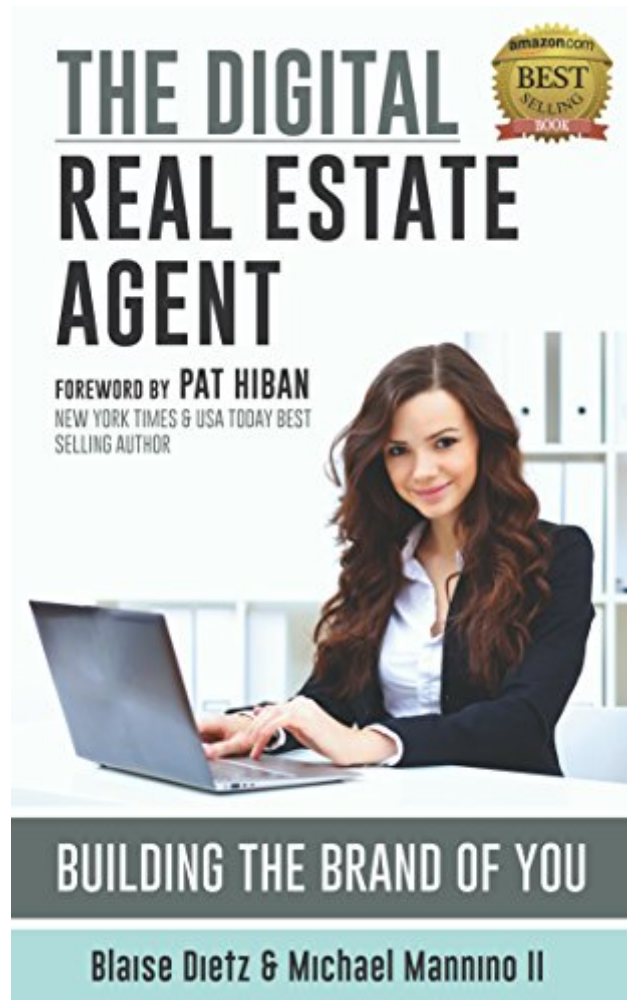




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The Digital Real Estate Agent: Building The Brand Of You



Synopsis

From New York Times And USA Today Best Selling Author Pat Hiban ~ As a Billion dollar producer and through my podcasts and speaking engagements, I've been blessed to meet thousands of talented, personable, forward thinking real estate marketing professionals. Blaise Dietz and Mike Mannino are two of my favorite, tech savvy digital marketers. •Blaise Dietz and Mike Mannino own a digital marketing agency that specializes in helping real estate professionals build a brand around them. Building the brand of you for less than \$5.00 per day, demystifying Facebook and other social media advertising platforms and showing agents how to automate the follow up process once and for all, is what The Digital Real Estate Agent is all about. The Digital Real Estate Agent also explains: * How Critical It Is To Build The Brand Of You * How To Implement A Proven 7 Step Digital Marketing Blueprint * How To Use Local Social Business Networks To Grow Your Local Influence Real estate agents need to build a brand around them by offering localized, highly valuable content to their market place. Whether that's a blueprint • for how to deal with real estate assets during a divorce, or a check list that shows home owners which interior home improvements generate the greatest return on investment •. Delivering quality local content and automating the follow up process is the key to building the brand of you and generating high quality referrals for life!

Book Information

File Size: 5561 KB

Print Length: 138 pages

Page Numbers Source ISBN: 1534899278

Simultaneous Device Usage: Unlimited

Publication Date: February 17, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01BX1GCII

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #86,544 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #52 in Kindle Store > Kindle eBooks > Business & Money > Business Life > Mentoring & Coaching #85 in Kindle Store > Kindle eBooks > Business & Money > Real Estate #106 in Books > Business & Money > Management & Leadership > Mentoring & Coaching

Customer Reviews

This book was very insightful, I have a marketing degree and I couldn't believe how much I learned from this book. It was very refreshing learning about how you can target the exact person you want to speak with on social media. I had no idea that Facebook could put an ad in front of people who make over 100,000 a year but also graduated from Michigan State. I am excited to learn more about digital marketing and what it can do for my business.

I am an Agent. I loved the idea of a rider on my sign that will allow a customer driving by to text a number and then they will receive a virtual tour directly to their cell phone and then simultaneously I will receive an email for that lead. I am looking forward to applying these skills I learned to my business. This is a MUST READ for any real estate agent.

As an insurance agent I work with a lot of real estate agents, this book will be extremely valuable to them and I plan to give a copy to all the agents I work with to help them grow. I've seen other marketing books that are more general, but this one offers better focused and industry specific content that my agents can use today. I look forward to testing some of these strategies immediately.-Eric SwiderLuxe Insurance Agency, LLC

As a person who appreciates the art and science of digital marketing I truly enjoyed how up to date this book is. The book started out by "Deconstructing the Digital Marketing Funnel" in Chapter 1. It was a concise overview of a global digital marketing plan. Finally I appreciated the finishing chapter about how to manage Fear. Great job guys.

Lots of good ideas and instruction, especially about creating an FB business page. I think the main purpose of book is to get you excited and then to pay for their services, which is fine and was expected. A quick read left me with lots to ponder about the future of the real estate business.

Wow what a great book! I love how you actually shared how to complete the digital advertising

strategies without leaving anything out! Thank you for notwasting my time. I have to say my favorite Chapter was written by Blaise Dietz called "Generate Highly Targeted Buyer Leads with Facebook Just Listed Ad Campaigns". I set up my campaigns last night and I am already getting leads. Thanksto both of you. Great job.

I thought this book was well written and covered a topic much needed in today's digital world. Chapter 7 - "Generating Targeted Buyer Leads with Facebook" was really interesting. It showed how Facebook can help Real Estate agents reach many prospective buyers very easily with the right info at a very low cost. Illustrations and examples through the book are very professional and clearly understood. Again, the book is a good read for digital Real Estate agents, and it would give the highest recommendation to my friends and clients.

Great Book! I would not even think about becoming a real estate agent with out reading this book first. This book teaches you how to market yourself as a real estate agent, which you need to know how to do even before you get your license.

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