



## How to Market Like a Rock Star Note Packet

### Current State of Marketing

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### Website & Blog (Home Base or Hub)

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### Search Engine Optimization & the Power of the Long Tail

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### Search Engine Advertising Pay Per Click/PPC (Google AdWords or Bing Ad Center)

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### Squeeze or Landing Pages (LeadPages.net) & Tracking (Google.com/Analytics)

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### Direct Mail (SmartZip.com or ListingGrabber.com)

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### Real Estate Portal Site Upgrades (Realtor.com, Zillow.com, Trulia.com, Homes.com)

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### Banner/Display & Retargeting Ads

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### Email Marketing (MailChimp.com, HappyGrasshopper.com, BombBomb.com & Wiind.com)

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### Social Media

Social Media Tools - HootSuite.com, ASocialStrategy.com, Canva.com, Houzz.com & FlipBoard App

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## How to Market Like a Rock Star Note Packet

Facebook <http://www.facebook.com/>

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Twitter <http://www.twitter.com>

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LinkedIn <http://www.linkedin.com>

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YouTube <http://www.youtube.com>

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NextDoor <http://www.nextdoor.com>

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Instagram <http://www.instagram.com>

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Pinterest <http://www.pinterest.com>

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SnapChat <http://www.snapchat.com>

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Bloggng

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Social Media - Facebook & Instagram Advertising

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### Mobile (TextToAd, Gltyr, Digital Chalk)

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## Video & YouTube

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## Video Production Tools - (Animoto.com, WeVideo.com, Videolicious App)

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**Relationship Based Marketing** (Client Appreciation Parties, Community Events, Gifts, etc.)

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**Safe Visualization Tools** ([creativecommons.org](https://creativecommons.org), [pixabay.com](https://pixabay.com), [unsplash.com](https://unsplash.com), [openclipart.org](https://openclipart.org))

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**Syndication** (Listhub.com, Point2.com)

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### Outsourcing Options (Fiverr.com, ELance.com)

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## How to Market Like a Rock Star Note Packet

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