

# **MOBILE MARKETING FOR REALTORS**

## **Business scenarios and Q/A**

### **SPECIAL REPORT – BONUS**

**[www.jonrognerud.com](http://www.jonrognerud.com)**

On-demand property information and build more sales through Mobile Virtual Tours and Instant Agent Notification. Direct communication between buyer and seller is critical. Providing information to potential buyers while they are viewing a property is essential to success.

Scan QR codes for instant information and opt-ins. This is what you see on coupons and is often placed in windows at retail stores. You can use the same.

Home buyers receive text messages directly. While standing in front of the property they can get:

- Agent contact info
- Property description
- Mobile Virtual Tour and all MLS info + pictures
- Appointment reminders
- Open house – Sunday: cookies and coffee, come by!
- Photos inside and out of the home and more...

While this is happening, the agent gets email or text messages that a prospect is looking at the Mobile Tour, for example. The agent can call or text and set up a showing. Buyer can also request more info via email, and agents can close more sales, more quickly. Don't deal with brochures and flyers, the refilling and printing ever again. Once the property sells, simply reuse the property code and sign rider on the next sales.

- An engaging listing tool
- Generate more leads without referral fees
- Response immediately to qualified leads
- Forget filling brochure boxes forever

#### **How can realtors use Mobile Marketing?**

Instant home descriptions – 3,500 sq ft home, 5 bed, 3.5 baths, fireplace, priced at 300k

Links to website and virtual tours – Beautiful home – visit [www.here.com](http://www.here.com) to view a virtual tour of this and to learn more information about this home

New property listing alerts – check out my new listings at [www.here.com](http://www.here.com) and call 213 333-3333 to schedule a viewing

Sales incentives/contests – The realtor that sells the most listings this quarter will receive a 2k bonus. Good luck and have fun!

## **Common Q/A Questions**

Q: How does mobile marketing work?

A: Place marketing keywords on your vehicles, business cards, real estate, etc. They ask mobile users to send a text message with your keyword to 12345. There is an auto-response with a personalized message – and you now have a new contact to send proactive outbound marketing messages to.

Q: What are keywords?

A: Keywords are how you identify one campaign from another. Mobile phone users looking to receive information from you will text message a keyword, such as “RealEstateUpdate” to 12345. Prospect/customer will get an auto-response with your message.

Q: What are campaigns?

A: Campaigns are how you communicate with your prospect and customers. They can be inbound or outbound. For inbound campaigns, you place marketing messages in various places to prompt prospects to opt-in to receive information from you immediately or opt-in to receive information in the future.

Q: What does opt-in/opt-out mean?

A: This is how you control any spam issues. Opt-ing “in” means that the prospects wants to subscribe to your messages. Opt-ing “out” means they don’t want to receive it any more. For each message, you typically add the phrase “Text “Stop” to xxxx to halt any future messages”, etc.

## NEED MORE IMMEDIATE HELP?

GET MY COACHING SOLUTION NOW AT MY DEEPLY  
DISCOUNTED PRICE  
(TIME IS RUNNING OUT – **CLICK NOW**)

GOTO: <http://www.jonrognerud.com/attraction>

For more information about the publisher, go to:

<http://www.jonrognerud.com>

I sincerely hope you enjoyed this report.

Onwards,

A handwritten signature in blue ink that reads "Jon Rognerud". The signature is fluid and cursive, with "Jon" on top and "Rognerud" below it.