



AUDIENCE POLL

WHAT IS THE CURRENT STATE OF YOUR SPHERE OF INFLUENCE?

- I don't know.
- Neglected.
- I get to it occasionally
- A few contacts get most of my attention
- Maintained & expanding



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FEBRUARY 2020



MAXIMIZE YOUR CONTACT LIST IN 2020

Hosted by: Ryan Rockwood & Jim Marks

WHAT'S TRENDING NOW



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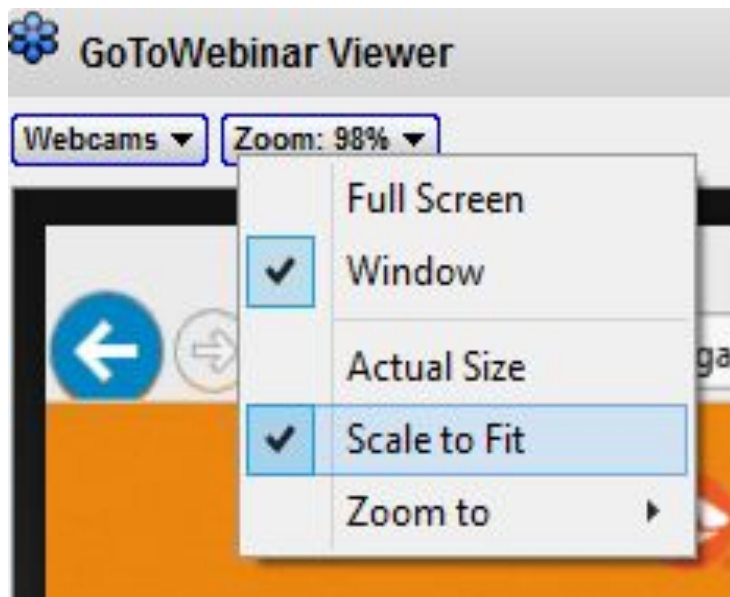
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What's Trending Now



WHAT'S TRENDING NOW



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WHAT'S TRENDING NOW



1) **YOU ARE MUTED FOR THE DURATION OF THE WEBINAR**

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) **THIS WEBINAR WILL LAST 60 MINUTES**

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions



3) **THIS WEBINAR IS BEING RECORDED**

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING



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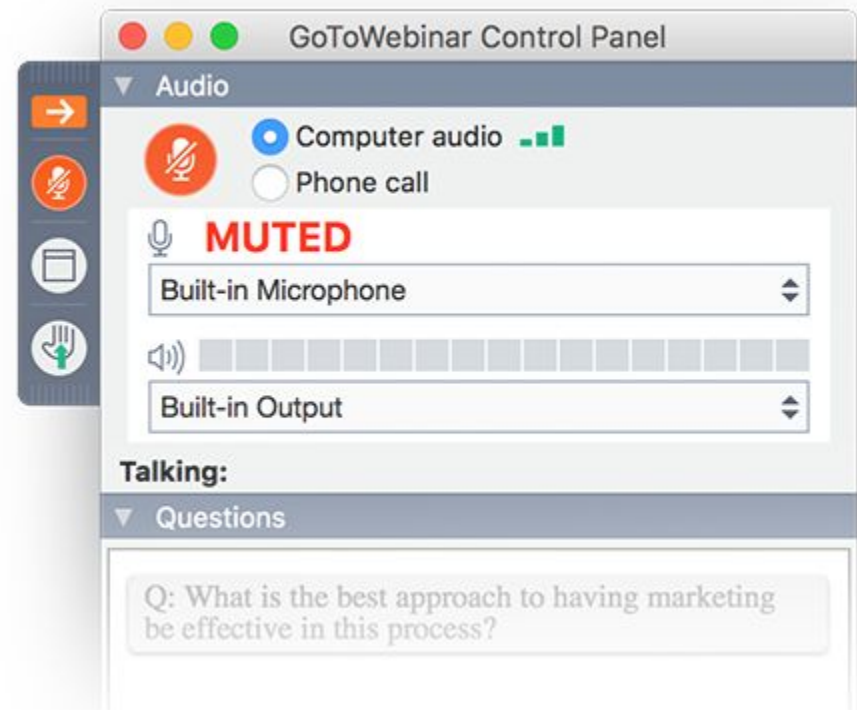
WHAT'S TRENDING NOW

HAVE QUESTIONS? Not A Problem!

Locate the Questions
Panel.

You CAN type a question in
your control panel.

We will do our best to
answer it.



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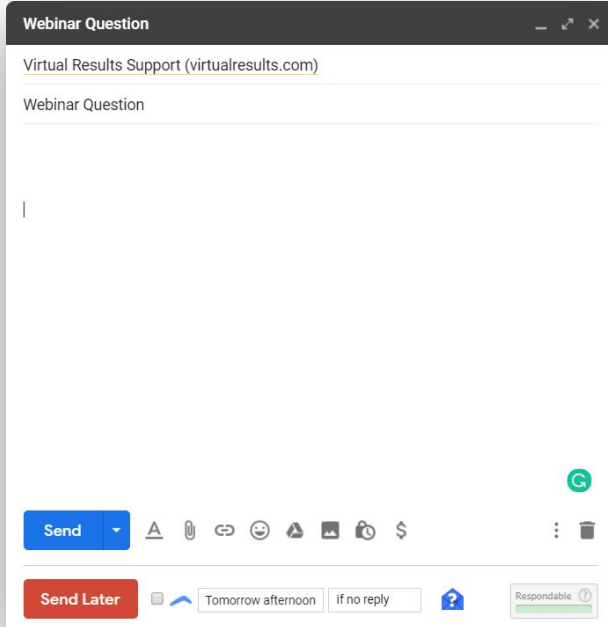
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HAVE QUESTIONS AFTER THE WEBINAR? STILL Not A Problem!

Email our Support Team!

support@virtualresults.com



Webinar Question

Virtual Results Support (virtualresults.com)

Webinar Question

|

Send

Send Later

Tomorrow afternoon

If no reply

Responsible



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If we teach it on this webinar series, it's been



Tried



Tested



Approved



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What's Trending Now



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SPHERE MASTERY



What it takes to

Gain Efficiency

Build Leverage

Achieve Relevance



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GAIN EFFICIENCY



WHAT'S TRENDING NOW

	Starting At	Strength	Weakness
 LionDesk TM	\$25/month	Well Rounded	No letters / print
 realvolve [®]	\$49/month	Workflow	Learning / setup required
 Follow Up Boss [®]	\$149/month	Well Rounded	\$\$\$
 Contactually [®]	\$59/month	Auto prompts to followup	\$\$
 Top Producer [®]	\$80/month	Great tech support	User Interface Dated
 IXACTCONTACT [®] FOR REAL ESTATE PROFESSIONALS	\$33/month	Ready to use marketing	Few integrations
 Wise Agent [®]	\$29/month	Done for You Newsletter	No native mobile app



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GAIN EFFICIENCY



WHAT'S TRENDING NOW

TO MASTER YOUR SPHERE OF INFLUENCE, YOU MUST
Utilize a CRM to consolidate your sphere to a single source.

EXPAND

Email Drip Campaigns

Newsletters

Content Creation

Social Media
Integration

MAINTAIN

Collects Leads from ALL
Sources

Organizes & Categorizes
Leads

Records Lead
Communications In
ONE PLACE

RETAIN

Home Closing Follow
Up

Request Testimonials

Log Significant Dates

Ask for Referrals

Top of Mind Campaigns



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GAIN EFFICIENCY



WHAT'S TRENDING NOW

1) CREATE A LIST OF LOCATIONS WHERE CONTACTS ARE STORED.

- ☐ Email Inbox
- ☐ Spreadsheet
- ☐ Website
- ☐ Facebook/Instagram
- ☐ LinkedIn
- ☐ CRM
- ☐ 3rd Party Service Dashboard
- ☐ Business Cards Collection



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2) GET YOUR CONTACTS INTO A SINGLE SOURCE, PROGRAM OR LOCATION...YOUR CRM.



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GAIN EFFICIENCY



WHAT'S TRENDING NOW

3) BUILD OUT YOUR SEGMENT STRUCTURE

DEMOGRAPHIC

Age/Birthday
Gender
Income
Family Size/Style
Education Level
Marital Status

STAGE

Buyer
Seller
Renter
Top of Funnel
Middle of Funnel
Bottom of Funnel
Lead
Prospect
Past Clients
Current Client
First Time Buyer
First Time Seller

HOME

Property Type
Price Range
Desired Features
Luxury

GEOGRAPHIC

Neighborhood
City, State
School District
Location of Work

BEHAVIOR

Site Visitors
Home Valuation
Saved Search
Inactive

LIFESTYLE

Lives With Kids
Owns Pets
Travels
Interests



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4) APPLY SEGMENTATION TO YOUR CONTACT LIST.



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ACHIEVE RELEVANCE



WHAT'S TRENDING NOW

**IT'S ABSOLUTELY ESSENTIAL THAT
YOU START TARGETING**

NO MORE MASS BLASTING

Sounds obvious, right? But you'd be surprised at how many people DON'T TAKE THIS ESSENTIAL STEP.

**Every Email/Text you Send Trains the
Receiver To Open or Delete Your Emails.**

You get 5-10 chances to make the cut.



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BUILD LEVERAGE



WHAT'S TRENDING NOW



AUTOMATE
AUTOMATE
AUTOMATE



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What Should Be Automated?

New CRM entries from online lead capture.

Automatic segmentation of contacts based on entries or activity

Start Email Campaigns based on assigned tags/segmentation

Followup Reminders/Tasks



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BUILD LEVERAGE



WHAT'S TRENDING NOW



CRM NAMES	ZAPS?
	Yes
	Yes
	Yes
	Yes
	Yes
	Yes
	Yes



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SPHERE ENGAGEMENT



What it takes to

- Setup Retargeting
- Create Facebook Custom Audiences
- Utilize Email Newsletters
- Write Comments
- Create Facebook Lists
- Celebrate Life Events



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FACEBOOK RETARGETING 101



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SET UP TRACKING WITH THE PIXEL



1. Create and Install Your Pixel

Create your Facebook pixel in seconds, and then simply paste the code into the header of your website to get started.



2. Create Custom Audiences

Easily create audiences based on activity on your website. Remarket to everyone who visits your site, or define rules for people who visit specific pages or take specific actions.



3. Track the Actions that Matter

The pixel automatically tracks visits across your website. You can also add events to track actions like viewing specific content, adding products to a cart or making a purchase.



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Set up your Pixel



Select a Setup Method



Use an Integration or Tag Manager

Facebook pixel currently integrates with BigCommerce, Google Tag Manager, Magento, Segment, Shopify, Squarespace, Wix, WooCommerce and many more. [Learn about platform integrations.](#)



Manually Install the Code Yourself

We'll walk you through the steps to install the pixel code.



Email Instructions to a Developer

Send the installation instructions to a developer to install the pixel code for you.

[Give Feedback](#)

Cancel



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SET UP TRACKING WITH THE PIXEL



IF YOUR EXISTING WEBSITE
PROVIDER DOESN'T ALLOW
YOU ACCESS TO UPDATE THIS

RUN!

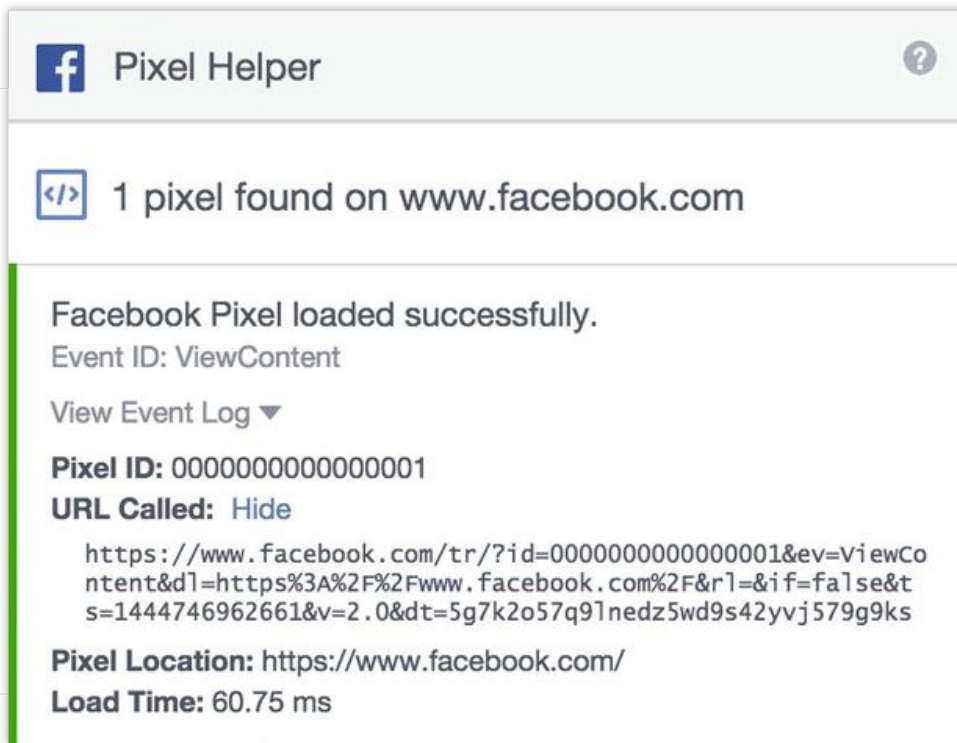


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VERIFY YOUR PIXEL IS WORKING



Facebook Pixel Helper is a browser extension which helps you easily confirm your pixel is on your site and working properly!

VirtualResults.com/pixel



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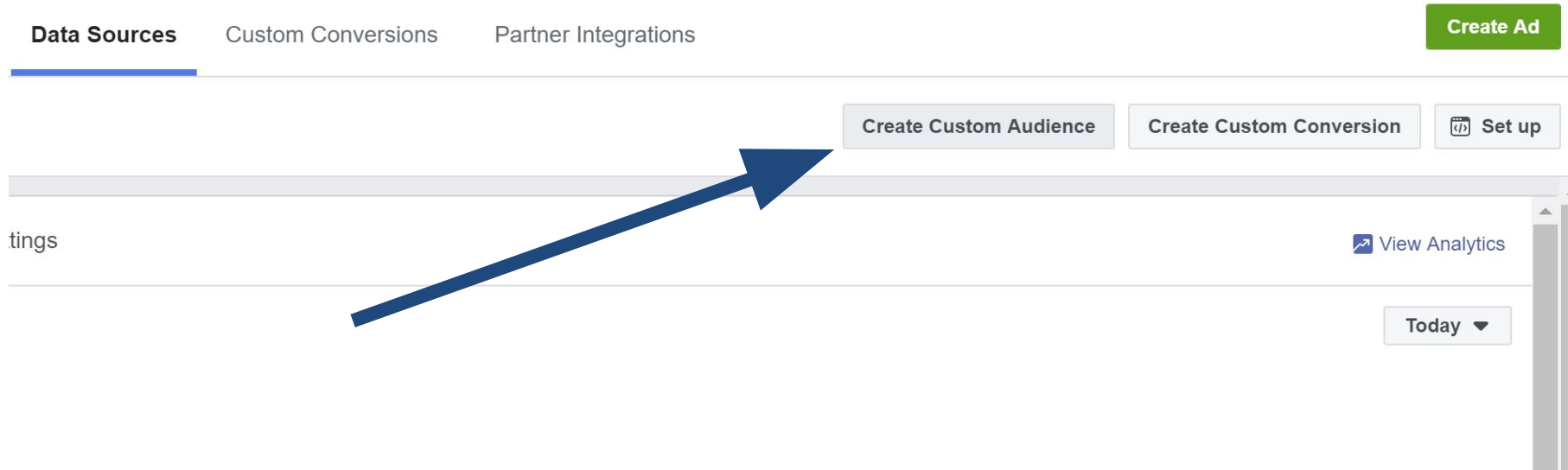


What's Trending Now



WHAT'S TRENDING NOW

CREATE A CUSTOM AUDIENCE



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What's Trending Now



CREATE A CUSTOM AUDIENCE

The screenshot shows a "Create a Custom Audience" dialog box. At the top, it says "Include people who meet ANY of the following criteria:". Below this, there is a dropdown menu for "Ryan Rockwood's Pixel". Underneath, a criteria box contains "All website visitors" in the past "30" days. To the right of this box are links for "Include More" and "Exclude". Below the criteria box is the "Audience name" field, which contains "My Website Visitors (Demo)". To the right of the name field is a "Show description" link. At the bottom of the dialog are three buttons: "Cancel", "Back", and "Create Audience". Two large blue arrows are overlaid on the image: one points from the top right towards the "All website visitors" criteria, and the other points from the top right towards the "Audience name" field.



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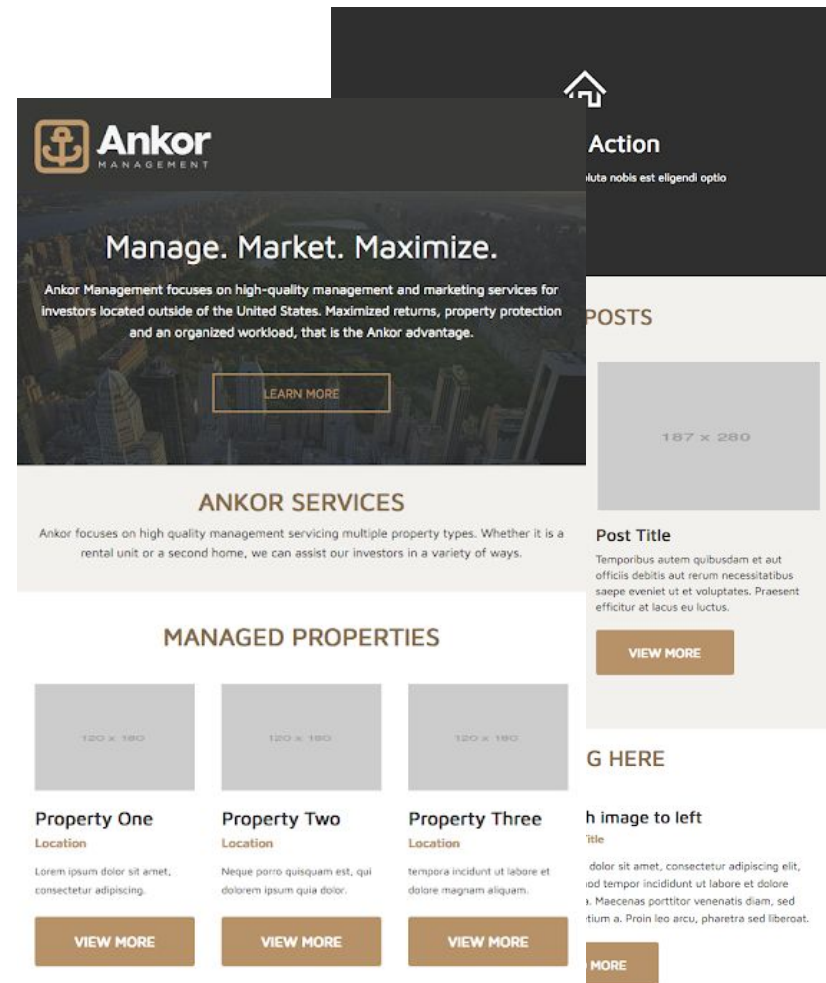
What's Trending Now



WHAT'S TRENDING NOW

EMAIL NEWSLETTERS

Utilize Email Newsletters for more general content, updates & announcements



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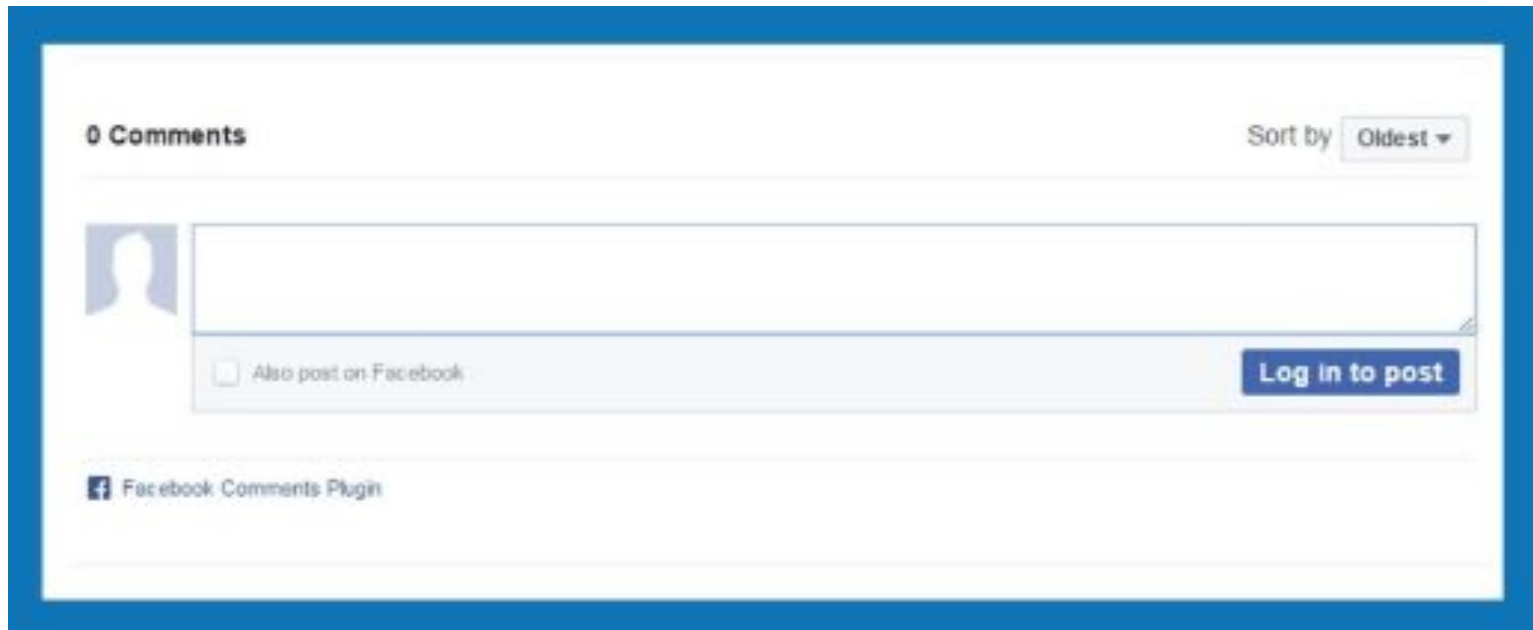
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COMMENTS



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Search by name

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Filter

Quick Look

Type

Availability

Source

	Name	Type	Size	Availability	Date Created	Sharing
<input type="checkbox"/>	audience:Inclusion: Home_listing Audience	Dynamic Audience Claim	Below 1000	Ready Last edited 11/06/2019	11/06/2019 12:04 PM	—
<input type="checkbox"/>	audience:Inclusion: Home_listing Audience	Dynamic Audience Claim	Below 1000	Ready Last edited 11/06/2019	11/06/2019 11:59 AM	—
<input type="checkbox"/>	Home Listing events from event source 821212061686813 People with home listing events from overall sources 821212091686813 including View...	Dynamic Audience Claim	Below 1000	Ready Last edited 11/06/2019	11/06/2019 11:15 AM	—
<input type="checkbox"/>	Booked w/in 7 days - demo	Custom Audience Website	Below 1000 Not updated	Ready	07/05/2019 8:35 PM	—
<input type="checkbox"/>	Real estate agents 20k	Saved Audience	68,000	Ready Last edited 05/14/2019	05/14/2019 12:14 PM	—
<input type="checkbox"/>	Real Estate Agents	Saved Audience	1,300	Ready Last edited 05/14/2019	05/14/2019 12:11 PM	—
<input type="checkbox"/>	mlaren preview	Saved Audience	150,000	Ready Last edited 05/09/2019	05/09/2019 11:46 AM	—
<input type="checkbox"/>	oc wealthy	Saved Audience	88,000	Ready Last edited 05/02/2019	05/02/2019 12:06 PM	—
<input type="checkbox"/>	agents Created with Audience	Saved Audience	120,000	Ready Last edited 04/29/2019	04/29/2019 3:30 PM	—
<input type="checkbox"/>	Facebook in url	Custom Audience Website	Below 1000 Not updated	Ready	01/27/2019 5:30 PM	—



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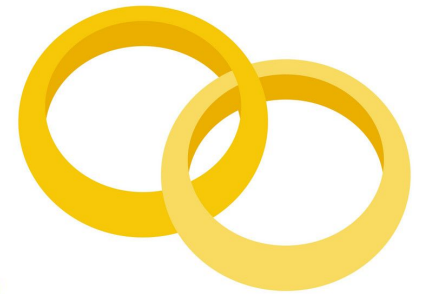


What's Trending Now



WHAT'S TRENDING NOW

CELEBRATE LIFE EVENTS & HOLIDAYS



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SPHERE ENGAGEMENT



What it takes to

Testimonials & Endorsements

Repostable Content

Ask for Referrals



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TESTIMONIALS



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SELLER REVIEWS

BUYER REVIEWS

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We Could Not Be More Satisfied With Her Services!

Jennifer sold us our second home. We could not be more satisfied with her services. She went over and beyond and was so patient with us as we took our time with this purchase. I would recommend her to everyone and will definitely be using her again once we are ready to buy another property! Thank you, Jennifer, for your diligence and patience. Sheila Degidio Home Buyer Springfield, NJ

Above And Beyond. It's That Simple.

Above and beyond. It's that simple. Sue and her team are by far the most dedicated, professional, strategic, and friendly team I've ever had the pleasure of working with. Having bought and sold 4 homes now, I can say with confidence that I wouldn't engage with any other broker. Sue's strategic mindset and marketing acumen, with Melissa's always-on approach to client service,... [Read more](#)

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Maplewood
South Orange
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Chatham
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TESTIMONIALS

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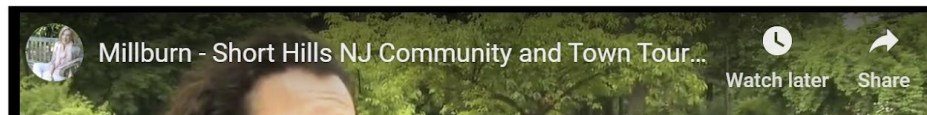
Short Hills

by **sue adler** on may 10, 2016



Millburn

by **sue adler** on february 16, 2014



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\$500,000

How Much (max)? *

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Maplewood Madison
South Orange New Providence
Livingston Berkeley Heights
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REPOSTING

Use it to fill in content gap

Promote vendors & local businesses

Show industry expertise

Always give credit!



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What's Trending Now



WHAT'S TRENDING NOW

April 2019



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 April Fool's Day FIDI: Q1 2018	2 Newsletter Reviewed & Approved	3 Monthly Newsletter Instagram: Agent Testimonial	4 Blog: Open House Instagram: Open House Social: Open House	5 Team Version of Newsletter Due Newsletter: Agent Social: Repost	6
7 Newsletter: Holiday Social: Easter Sunday	8 Spring Cleaning	9 Name Decided for Featured Agent Interview (MAY) Featured Listing: 88 Greenwich St Unit 501	10 Instagram: Agent Quote	11 Blog: Open House Instagram: Open House Social: Open House	12 Social: Repost	13
14	15 Tax Day Family Friendly Easter Activities in Battery Park/Tribeca/ FIDI	16 Start Compiling Newsletter Content	17 Instagram: Agent Quote	18 Blog: Open House Instagram: Open House Social: Open House	19 Good Friday Social: Repost	20
21 Easter Sunday Blog: Earth Day: Easy Eco-Friendly Changes	22 Earth Day Renter's Guide (New to NY, Students, etc.)	23 Content Compiled for Newsletter Monthly Calendar of Events	24 Events Social Post: 2018 Tribeca Film Festival Featured Agent Interview	25 Newsletter Draft Due Take our Sons & Daughters to Work Day Blog: Open House Instagram: Open House Social: Open House	26 Social: Repost Newsletter Instagram: Renting	27
28	29 Hottest NYC Neighborhoods to Rent In	30				

NOTES

THIS MONTH'S THEME: TAXES

COLOR KEY
Blog Posts
Featured Posts (Agents/Listings)
Event Posts (Blog & Social)
Social Post
Holidays
Internal Notes/Deadlines



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YOUR HOMEWORK

QUARTERLY

- ☐ Build Next Quarter Content Calendar

MONTHLY

- ☐ Write content/posts for following month
- ☐ Create new campaign for a segment

WEEKLY

- ☐ Approve next week's posts
- ☐ Review new contacts to make sure they are segmented correctly

DAILY

- ☐ Comment on 10 posts
- ☐ Peruse relevant posts for potential reposts
- ☐ Personal followup tasks



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ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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WHAT'S TRENDING NOW

SCHEDULE THE TIME... TODAY!

January

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

September

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

			1 New Year's Day	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 ML King Day	21	22	23	24	25 Chinese New Year
26	27	28	29	30	31	



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WHAT'S TRENDING NOW

EVERY MONTH WE TEACH YOU SOMETHING NEW!

<p>NOV 2019</p> <p>ADVANCED FACEBOOK® STRATEGIES</p> <p>Hosted by: Ryan Rockwood & Jim Marks</p> <p>WHAT'S TRENDING NOW</p> <p>1:02:56</p> <p>25 DAYS AGO</p> <p>Advanced Facebook® Strategies - Reminder</p>	<p>OCT 2019</p> <p>PRODUCE REAL ESTATE VIDEOS THAT SHINE</p> <p>Hosted by: Ryan Rockwood & Jim Marks</p> <p>WHAT'S TRENDING NOW</p> <p>58:00</p> <p>2 MONTHS AGO</p> <p>Produce Real Estate Videos That Shine</p>	<p>SEPT 2019</p> <p>CREATE COMPELLING YOUTUBE™ VIDEOS TO GENERATE MORE BUSINESS</p> <p>Hosted by: Ryan Rockwood & Jim Marks</p> <p>WHAT'S TRENDING NOW</p> <p>1:02:47</p> <p>3 MONTHS AGO</p> <p>Create Compelling YouTube™ Videos to Generate More</p>	<p>AUGUST 2019</p> <p>ENHANCE YOUR LINKEDIN® PROFILE FOR REAL ESTATE</p> <p>Hosted by: Jim Marks & Ryan Rockwood</p> <p>WHAT'S TRENDING NOW</p> <p>1:09:15</p> <p>4 MONTHS AGO</p> <p>Enhance Your LinkedIn® Profile for Real Estate</p>
<p>JULY 2019</p> <p>USE YOUR WEBSITE TO GENERATE MORE LEADS</p> <p>Hosted by: Jim Marks & Ryan Rockwood</p> <p>WHAT'S TRENDING NOW</p> <p>1:16:08</p> <p>4 MONTHS AGO</p> <p>Use Your Website to Generate More Leads</p>	<p>JUNE 2019</p> <p>ATTRACT NEW LEADS WITH INSTAGRAM</p> <p>Hosted by: Jim Marks & Ryan Rockwood</p> <p>WHAT'S TRENDING NOW</p> <p>1:11:17</p> <p>6 MONTHS AGO</p> <p>Attract New Leads with Instagram</p>	<p>MAY 2019</p> <p>TAKE SEO BEYOND THE BASICS</p> <p>Hosted by: Jim Marks & Ryan Rockwood</p> <p>WHAT'S TRENDING NOW</p> <p>1:21:03</p> <p>7 MONTHS AGO</p> <p>Take SEO Beyond the Basics</p>	<p>APRIL 2019</p> <p>REACH CLIENTS WITH TEXT MESSAGE MARKETING</p> <p>Hosted by: Ryan Rockwood & Jim Marks</p> <p>WHAT'S TRENDING NOW</p> <p>1:05:08</p> <p>8 MONTHS AGO</p> <p>Reach Clients with Text Message Marketing</p>

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HOMEBUYERS TECHNOLOGY HOME SALE
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**WHAT'S
TRENDING
NOW**

Each will teach ONE KEY strategy that:

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business

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