PROPERTYPulse

Your Guide to Online Real Estate Success

Welcome to Z57
INTERNET SOLUTIONS

This is your comprehensive guide on how to get the most out of our the PropertyPulse program.

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Welcome to Z57!

We are your online real estate partners who are here to ensure your success. At Z57, we are obsessed with our customers and strive to provide access to all the tools you need to make your online marketing successful.

About Us:

Z57 has been assisting real estate agents with their online presence since 1998. You can be confident in our knowledge of real estate and online marketing…we've been in the business longer than most agents! We are also constantly growing and staying on the cutting edge of real estate technology by being the industry pioneer throughout the years being the first to implement social media automation and advertising.

What You Can Expect From Us:

You can expect Z57 to be there for you every step of the way on the journey to your career goals. Our ongoing support is here should you have any questions or wish to improve your results. The automation on your website, email, and social media is there to free up your time and jump start your online business.

What We Expect of You:

What you get out of the program is equivalent to what you put into it. We need you to make sure you are logging in regularly and checking your stats, maintaining your marketing, and updating your website. We would also like to know if you have any questions or are struggling. Call or email us with any questions or issues you have. The best relationships are built on a foundation of good communication.

Ongoing Support

Have Questions?

You can find your answers in 3 ways:

Phone: 800 899 8148 x5
Email: CustomerService@Z57.com
Support Website: www.Z57Support.com

Support Hours:
Monday – Friday
6:30am – 4:30pm PST

Your Dashboard

This Dashboard will be the first page you see when you log in to PropertyPulse. This is the control center to show you all the data you need to analyze the results of your program.

Your Dashboard

Activity Tracker

Active Leads

The Active Leads section will showcase your most recently active leads. This includes new and old leads. It tells you the activity they exhibited or where they were captured.

⭐ **Pro Tip:** Check this section regularly, because it will tell you the leads you should be paying attention to.

Upcoming Posts & Emails

This section showcases the upcoming emails and Facebook posts that are scheduled to go out. Each post or email is clickable and will allow you to edit or see the content.

⭐ **Pro Tip:** Use this section to know what is going out on your behalf, and adjust your complimentary campaigns accordingly.

Statistics

PropertyPulse Stats - Last 30 Days

SOCIAL	EMAIL CAMPAIGNS	WEBSITE
352 Total Fans ⓘ	**21,867** Total Sent	**947** Visits
93 Page Posts	**2,193** Opens	**947** New Visits
640,526 Reach	**327** Clicks	

Social Stats

Social tells you how many *total fans* you have on your Facebook page. It also tells you how many posts were made, and how many people those posts have *reached*.

Email Stats

The **Email** section tells you how many total emails were sent out in the last 30 days. More importantly how many of those emails were *opened,* and how many emails contained a link that a reader *clicked* on for more information*.*

Website Stats

The **Website** section tells you how many visitors you've had in the past 30 days. *New Visits* show how many unique visitors you've had. *Visits* tells you the total amount of visits, which will include repeat visitors.

Your Dashboard

Recent Activity

Recent Communications

Your dashboard will also display any recent Emails or Facebook posts that were sent out.

RECENT COMMUNICATIONS		
	basement) 1,000 sq. ft.... Contact me for details!	
Email	PropertyPulse Lead Updated	10/20/2015
Post	146 Morning Side Dr, Blairsville, GA, 30512	10/19/2015
Post	Color-Happy Country Living in Fort Worth (26 photos)	10/19/2015
Post	DIY No-Carve Brushstroke Pumpkins	10/19/2015
Email	You Have a New Saved Search	10/19/2015
Email	You Have a New Saved Search	10/19/2015
Email	You Have a New Saved Search	10/19/2015
Email	Chris Mays Has Saved A New Search	10/19/2015

Recent Properties

It displays any recently added listings to PropertyPulse, which can be clicked on to edit.

RECENT PROPERTIES		
	Address	Status
Post	146 Morning Side Dr, Blairsville, GA, 30512	Active
Post	10 The Home Place, Blairsville, GA, 30512	Active
Post	108 Buck Ridge Trail, Suches, GA, 30572	Active

Your Dashboard

What's Next - Your "To Do" List

In the far right column you will have the "What's Next" column, which will be a "To Do" list to ensure you are optimizing all the tools in PropertyPulse. If you are not at 100%, contact support so we can help you complete this list.

✪ **Pro Tip:** There are two specific items in this list that will directly influence the success you have with this program:

Are your Contacts Imported?
To achieve success with online marketing, it is by effectively communicating with your contact list.

Is Facebook Authorized?

For any of the Facebook automation to work, PropertyPulse needs to be connected to Facebook. Also be aware that the connection may be disrupted if Facebook makes an update or you change your password. In the event Facebook is no longer authorized, you are notified via email. Feel free to contact us so we can reconnect your account for you.

What's Next

GET STARTED

92%

✔ Automated Features Activated
✔ MLS Import Settings Setup
✔ Contacts Imported
✔ Company Logo Added
✔ Agent Image Added
✔ IDX Paperwork Returned
✔ Marketing Appointment Completed
✘ Zillow Integration
✔ Realtor.com Integration
✔ Trulia Integration
✔ Website Built
✔ Website Published

FACEBOOK TASKS

100%

✔ Facebook Authorized
✔ Cover Images Added
✔ Facebook Tabs Added
✔ Facebook Like Request Sent
✔ Custom RSS Feed Added

Automation
What does PropertyPulse do for *you*?

Our software is designed to automate most tasks for you. Each piece of automation interacts with each other to help you capture more leads, and nurture them until they are clients. When used effectively, each tool will maximize the benefits of the other features Z57 provides.

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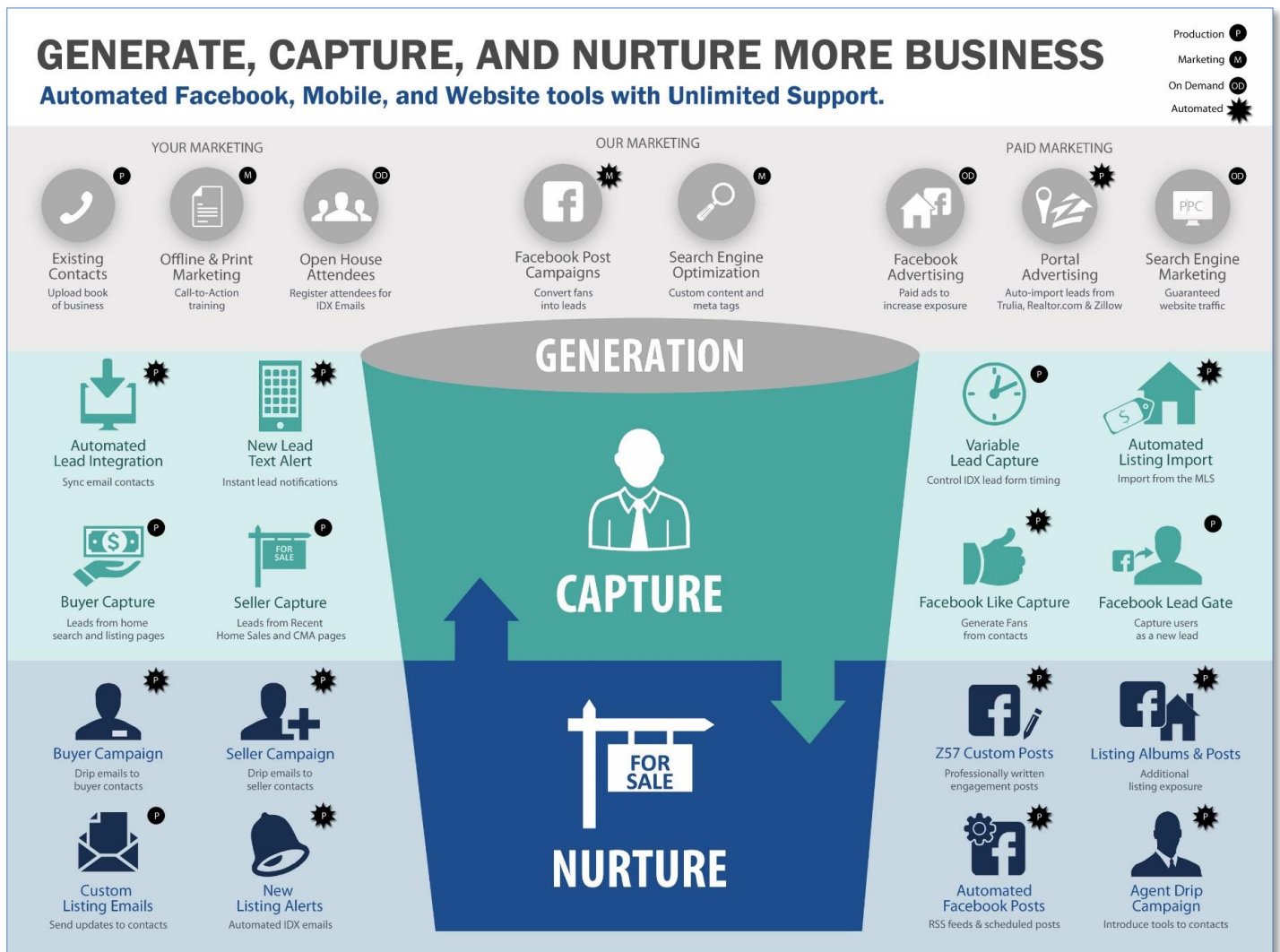
Automation
What does PropertyPulse do for *you*?

Website Features

Automatic Listing Import	PropertyPulse detects all of your newly added listings within the MLS, and will automatically add them to your website.
Real Estate Content	Your website includes general real estate content: For Buyers, For Seller, Home Search, etc.
Automatic Blogging	Blog content is regularly added to your website to boost your search engine optimization.
IDX Home Search	After approval of your IDX paperwork, leads will be able to search listings from your MLS within your website.
Sold Home Values	To attract seller leads, PropertyPulse provides access to recently sold homes based on public data. Leads can see what homes in their neighborhood are selling for.
Community Reports	Leads are provided with relevant community data specific to each viewed property, city or zip code.
School Reports	Similar to community reports, leads will have access to search nearby schools and information.

Automation
What does PropertyPulse do for *you*?

Facebook Features

Automatic Listing Posts	Once a listing is added to PropertyPulse, it will be posted onto your Facebook Business page the following day, once a week, for 4 consecutive weeks.
Listing Albums	A photo album of your new listings is created is created on your Facebook Business page, using photos from the MLS. The album is created the day after your listings are imported into PropertyPulse.
Real Estate Articles	To engage your audience, real estate and community related articles are posted and redirect to your website.
Engagement Posts	Posts designed to prompt conversation with your audience are written for you by a professional marketing team. This creates relationships and engagement with your Facebook fans.
IDX Listing Posts	New listings recently added to your MLS board are shared on a daily basis to your Facebook Business Page. Listings are selected based on the price range and zip code you designate.
Call to Action Posts	Weekly posts are designed to send fans to your website encouraging them to leverage your Website tools.
Facebook Apps	Your Facebook fans on a desktop will have access to a home search, community reports, and school reports!

NOTE: All Facebook Posts are designed to send traffic to your website in order to capture new leads.

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Automation
What does PropertyPulse do for *you*?

Email Features

Promote Your Listings	The day after your new listing is added to PropertyPulse, a "Just Listed" email is sent to your sphere of influence.
New Listings on MLS	On a monthly basis, an email is sent with a list of new listings on the MLS. The listings are based on the price range and zip code you choose.
IDX Listing Alerts	If a lead has completed a home search, they are sent new listings based on their home search criteria. This can be sent on a daily, weekly or monthly basis.
Drip Campaigns	Depending on how the lead became inbounded, they are sent a Buyer, Seller, or General drip email campaign designed to engage with their interests.
"Fan Me on Facebook"	Days after a lead is added to PropertyPulse, they are invited to "Like" you on Facebook. This grows your social sphere of influence!
Weekly Update Email	Z57 sends YOU a weekly update email with relevant stats to help you monitor your results.
Email Templates	Templates are available for Buyers, Sellers, and Holiday emails.

Only 10 Minutes a Day

What should *you* be doing?

While the PropertyPulse automation is great, it doesn't do everything. There are a few tasks we recommend you complete in order to personalize your marketing efforts and relationships with your clients.

Z57 recommends spending at least an hour per week on your online marketing. This breaks down to roughly **10 minutes a day**, giving you time to focus on other aspects of your business.

Only 10 Minutes a Day

What should *you* be doing?

Success Checklist

1. Schedule 2 posts to Facebook per week

2. Schedule emails into the future

3. Add Your Website Address to your personal marketing Materials

4. Check Your Website and Facebook Statistics

5. Respond to Emails and Facebook Comments

6. Log in to PropertyPulse Regularly

7. Utilize Your Ongoing Support

✪ **Pro Tip:** Directly leverage PropertyPulse to schedule your Facebook posts, emails, check stats and more!

Only 10 Minutes a Day

Post to Facebook Twice a Week

For true success on any social media platform, you must be *social*. Automatic posts can only take you so far. In order to build authentic relationships with your fans, *you* must post engaging content, and engage with other people's content in return.

We recommend using the Social Posting Tool to schedule your posts ahead of time.

> ✪ **Pro Tip:** When writing out your posts, write them *for the community* and *make it conversational* so people are more likely to respond and engage with your content.

> ✪ **Pro Tip:** Check Facebook daily to read what your friends are posting to get ideas on what you can post. If people are already talking about it, chances are higher they will continue to talk about it if you post about it.

Only 10 Minutes a Day

Schedule Emails For the Future

PropertyPulse has dozens of email templates for you to choose from, or you can create your own! Use these to continue to nurture your sphere of influence. You have access to email templates for buyers, sellers, general real estate info, and holidays! What is great about this, is you can <u>schedule all your holiday emails</u> for the rest of your career in a single weekend!

✪ **Pro Tip:** Try scheduling your emails to be sent on a Tuesday, Wednesday, or Thursday. They will be more likely to be read or responded to. For example, if 4th of July falls on a Friday, schedule the email for Thursday before to ensure it gets read.

Add Your URL to Your Marketing Materials

To drive people to go to your website, *tell them to go to your website!* Don't rely on them passively stumbling onto it. Add your website address everywhere your name is: business cards, personal email signature, voicemail, flyers, for sale signs, profile on brokerage's page, twitter bio, everywhere!

✪ **Pro Tip:** Pair your URL with a "Call to Action". Give them a reason to visit your site. A great example is "Visit My Website to Search 1000's of Homes Instantly" or "Click this Link to See What Your Home is Worth".

Check Your Statistics Regularly

Always check your statistics to see how well your marketing efforts are performing. If they are underperforming, troubleshoot what you are doing to improve your results. The stats for your last 30 days are made easily available in your Dashboard. For more specific stats, you can visit the "Website" or "Social" tab in PropertyPulse.

✪ **Pro Tip:** Utilize your ongoing support by calling or emailing us. Each of our reps are trained on the best practices for online real estate marketing.
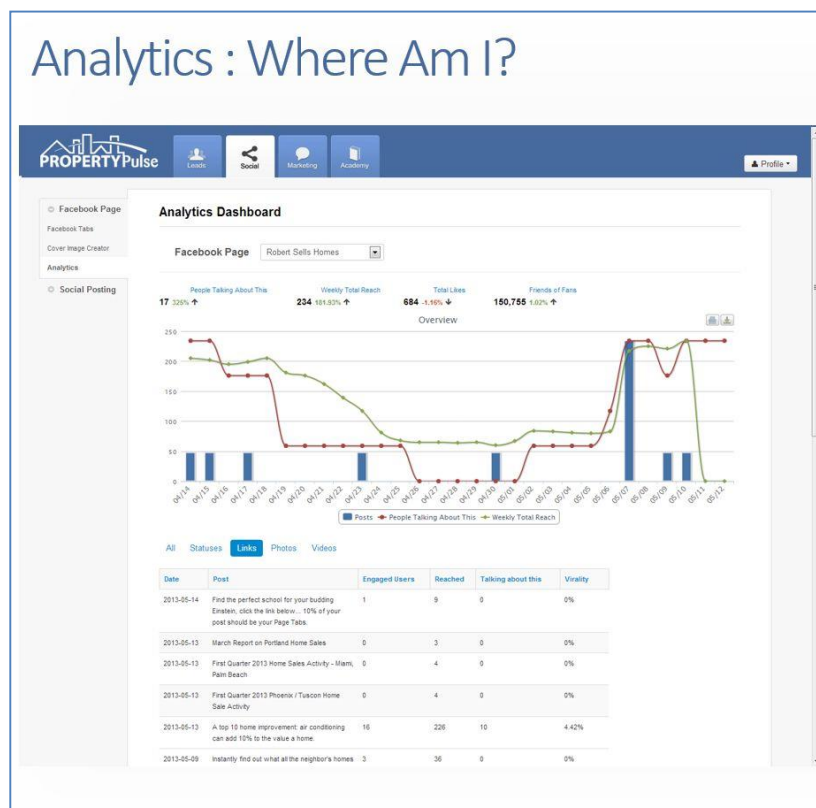
Only 10 Minutes a Day

Respond to Emails and Facebook Posts

Being a responsive agent is an important quality to today's consumers, so respond to all emails and Facebook posts daily!

✪ **Pro Tip:** Check Facebook daily, because some prospects will message you directly through Facebook instead of calling or emailing.

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Only 10 Minutes a Day

Log into PropertyPulse Regularly

Similar to a gym membership, the program only works if you are using it. Keep http://propertypulse.z57.com bookmarked so you can easily get back to the login screen.

Only 10 Minutes a Day

Utilize Your Ongoing Support

There are 4 different channels to have any of your questions answered. Our team is trained to help with any and all questions, whether it is marketing, technical, social media, or billing related...we are your online marketing consultants!

Ongoing Support Access

View Our Schedule Here
1. Marketing Strategy
2. How-To

Interactive Webinars

Online Support

Resource Center Z57Support.com

Email Support

OnDemand Consultants

Answers to Simple Questions
CustomerService@Z57.com

How-To Account Questions
800 899 8148 x5
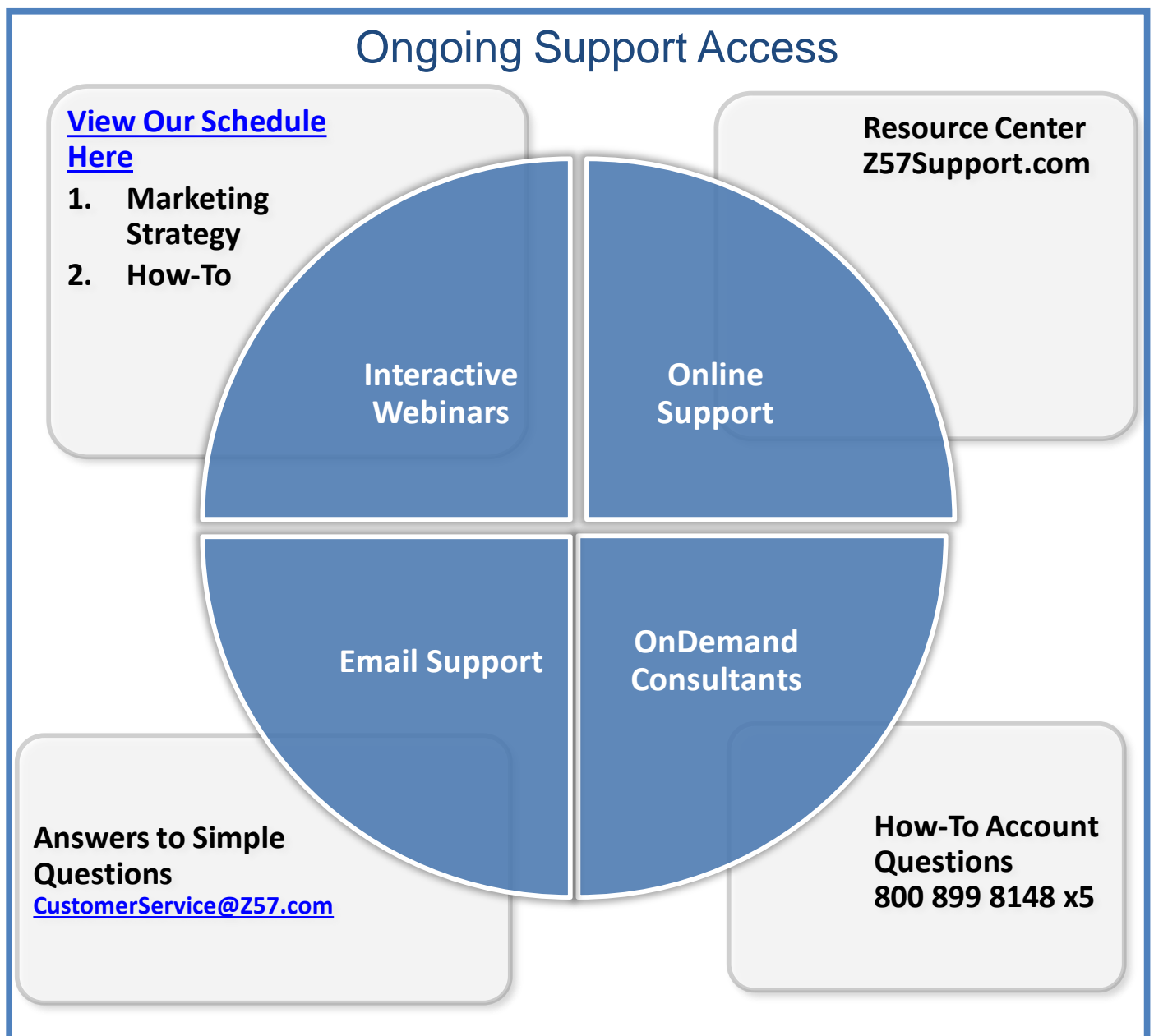
How to Leap Above the Competition

Do you want to do even more? There are a few things you can do to stand out from the competition.

1. Choose a Specialty
2. Search Engine Optimization
3. Facebook Ads

Choose a Specialty

Most agents will work with anybody, but if you have a specialization it will separate you from the pack. For example, instead of the entire city choose a few neighborhoods that people will search for.

Instead of "Denver Real Estate Specialist" you can use "Washington Park, River North, and Cherry Creek Real Estate Specialist in Denver" on your marketing. These are neighborhoods in Denver, and you will be competing with less agents.

Your specialty can also be special types of properties or clients. This can include Daytona Beach Senior Citizen Living, Ozarks Missouri Vacation Homes, or Dallas High Rise Condos.

Search Engine Optimization

Search Engine Optimization is maximizing the number of visitors to your website by ensuring your site appears in the search results. This can be done with blogging, paid ads, relevant, and keywords.
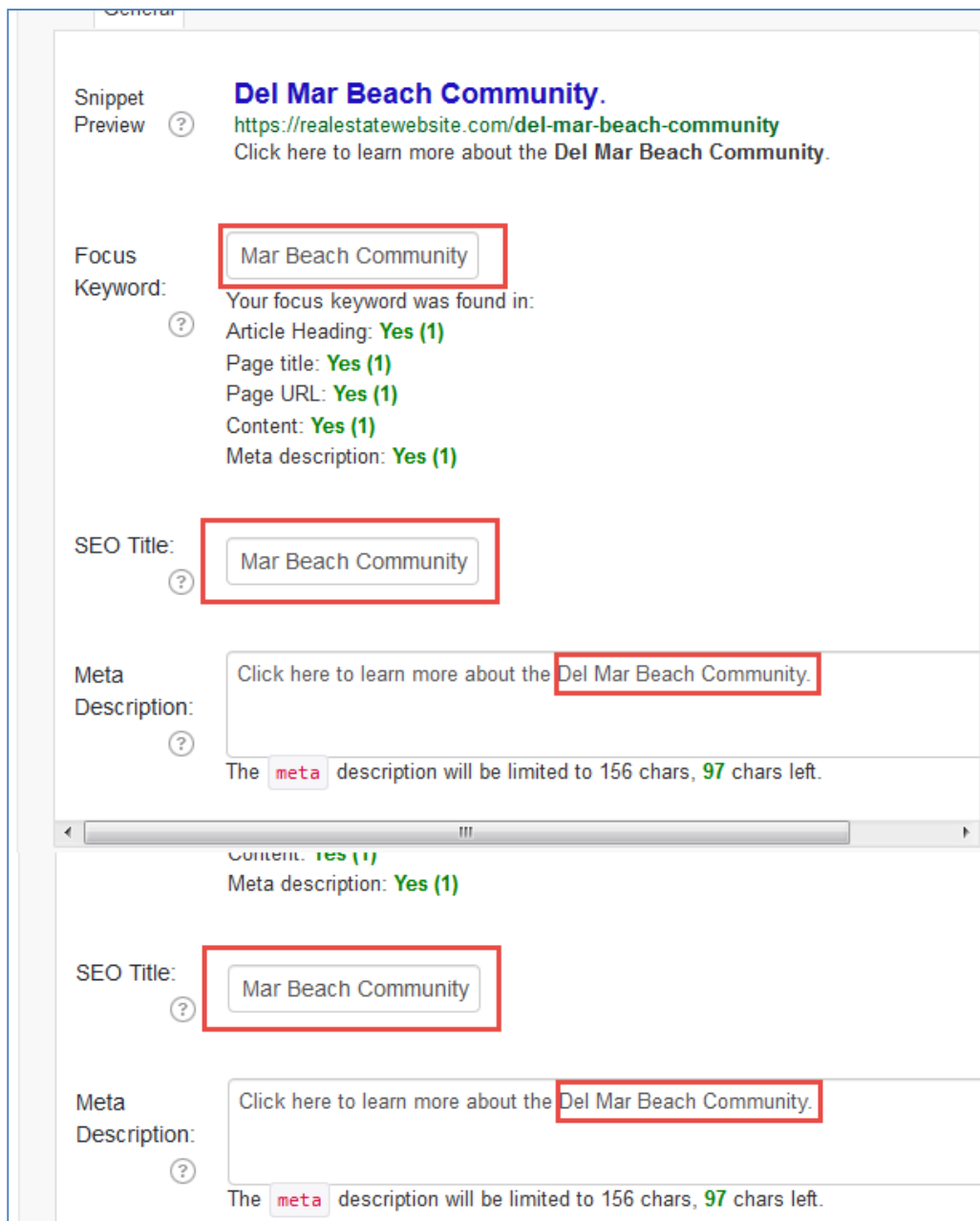
What words or phrases are people more likely to search for when finding homes in your area? Use that for your content! For example, not many people will type "Socal homes for sale" when looking for homes in San Diego. They will type "San Diego/Del Mar/La Jolla Homes for sale". So make a page about "San Diego Homes for Sale"! Optimize it with a Specialty. For example "San Diego Beach Homes for Sale".

Search Engine Optimization (continued)

★ **Pro Tip:** In PropertyPulse, there is an "SEO by Yoast" tool to assist you with SEO. Simply choose a keyword and make sure the keyword is present in your title, meta description, and content. (see screenshot on next page)

Advanced Learning

Facebook Ads

You can now place an ad from PropertyPulse to promote your listing, or generate seller leads! The benefit of doing these ads is you can target specific zip codes and reach home buyers and home sellers *outside* of your sphere of influence.

Inside your "Social" tab, simply click on the "Ads Manager" section and fill in the blanks!

Have Questions?

You can find your answers in 3 ways:

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