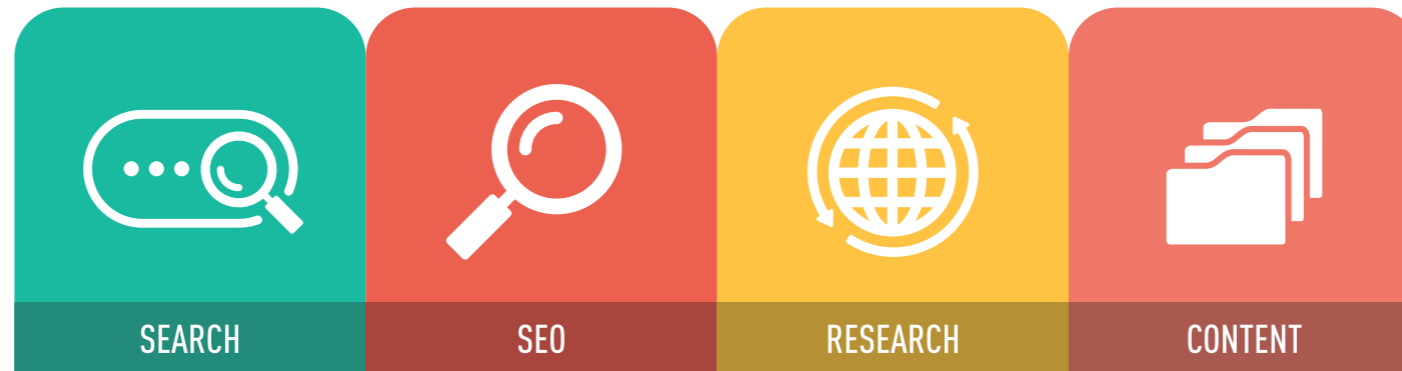
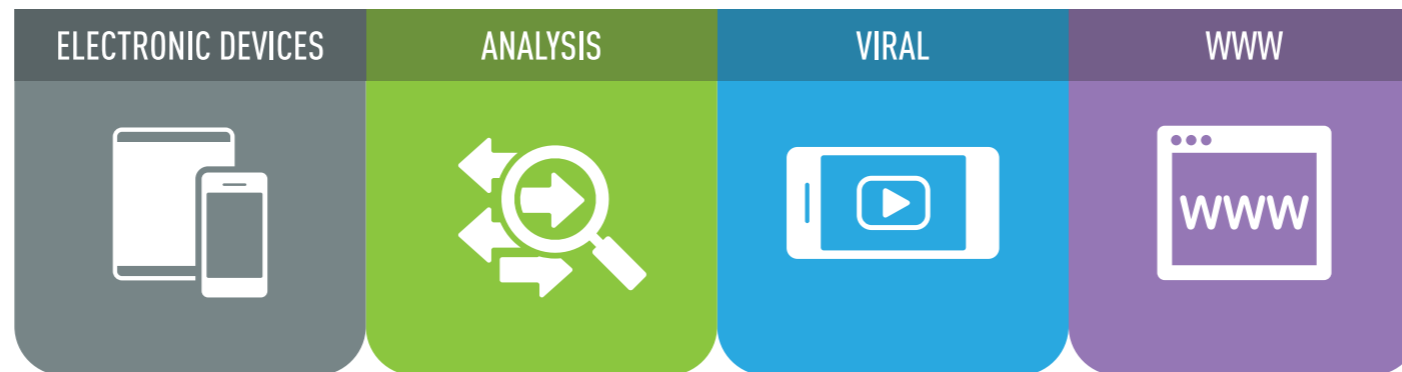


# First Wednesday Marketing Workshop

## Digital Media for Beginners



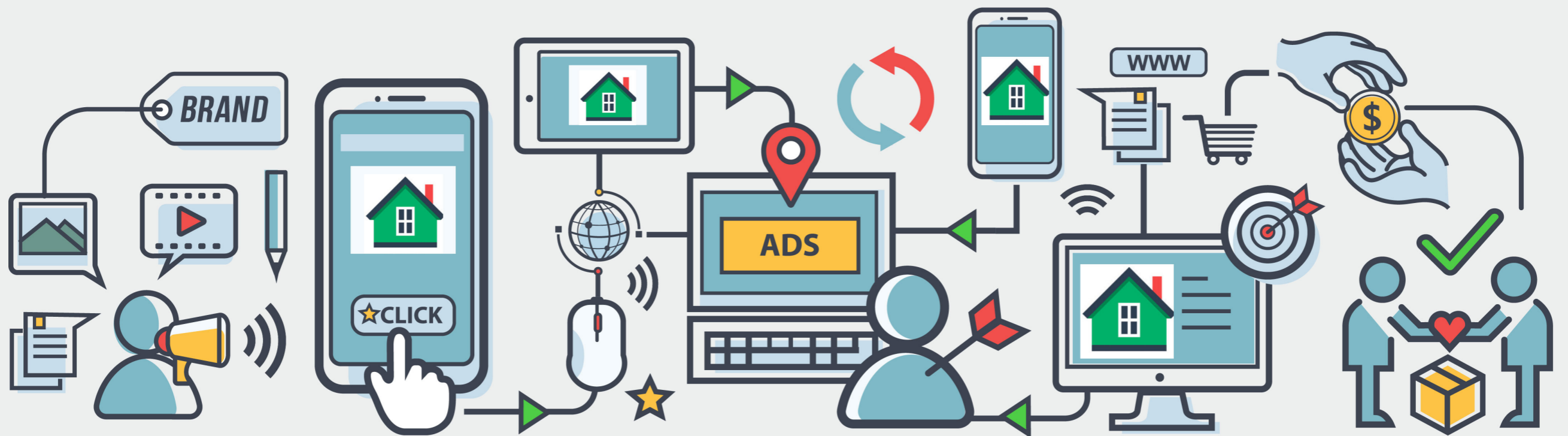
## DIGITAL MARKETING



Julian Nunez  
Digital Marketing & Content Specialist

# What we are going to cover!

- Building Your Brand
- Who you want to reach?
- What are your tools?
- How you're going to do it
- Analyze what you've done!



# Stop Looking for the Silver Bullet and do the Work

Trying to find the easy solution to a business issue rarely works.



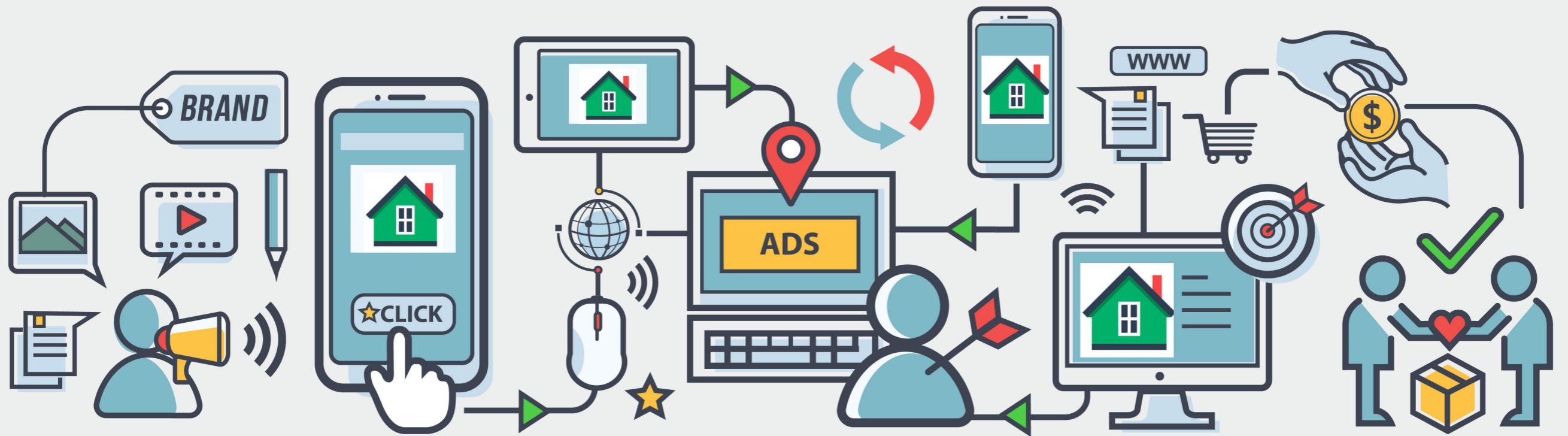
# Where to start

- Head Shot / Logo
- A simple/memorable Email Address
- Write or update your Bio!
- Get a Website / Syndicate 3rd Party Sites
- Get Social Media for Business



# Website

- Hire a professional! **(Not Me!)**
- Get an easy Domain!
- Give them Listings => Collect Leads
- Blog, Blog, Blog ([HouseLogic.com](http://HouseLogic.com))
- Example Site & Blog
- Track Analytics



# Website

## Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

All Users  
100.00% Users

+ Add Segment

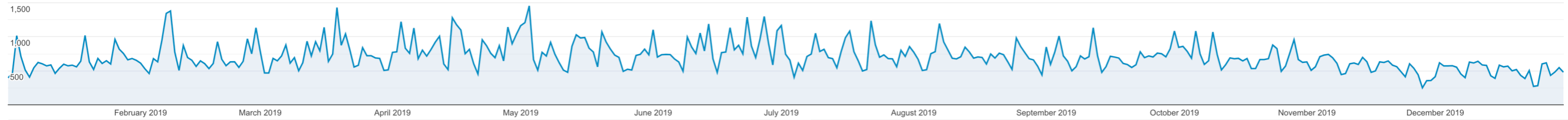
Jan 1, 2019 - Dec 31, 2019

### Overview

Users vs. Select a metric

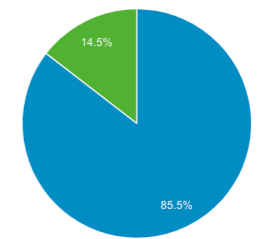
Hourly Day Week Month

#### Users



Users <b>180,512</b>	New Users <b>176,875</b>	Sessions <b>304,559</b>	Number of Sessions per User <b>1.69</b>	Pageviews <b>2,379,901</b>	Pages / Session <b>7.81</b>	Avg. Session Duration <b>00:04:54</b>	Bounce Rate <b>51.95%</b>
-------------------------	-----------------------------	----------------------------	--	-------------------------------	--------------------------------	--	------------------------------

New Visitor Returning Visitor



### Demographics

- Language
- Country
- City
- System
  - Browser
  - Operating System
  - Service Provider
- Mobile
  - Operating System
  - Service Provider
  - Screen Resolution

### City

City	Users	% Users
1. Albuquerque	54,356	28.51%
2. Chicago	26,328	13.81%
3. (not set)	13,533	7.10%
4. Rio Rancho	8,042	4.22%
5. Denver	5,656	2.97%
6. Dallas	4,775	2.50%
7. Los Angeles	4,757	2.49%
8. Santa Fe	4,223	2.21%
9. Las Vegas	4,048	2.12%
10. Phoenix	2,288	1.20%

[view full report](#)

This report was generated on 2/24/20 at 4:14:02 PM - Refresh Report

# Syndicate 3rd Party Sites

- Same Photo
- Same Bio
- Same Contact Info
- Always funnel to your Site or CRM



# Social Media For Business

- Personal Page vs Business Page
- Work Your Sphere of Influence
- Platforms to use
- Monitor Analytics





# Instagram

- Visual Platform
- Photos of your listings!
- Sell the lifestyle
- Engage locally!
- Use #Hashtags Correctly - Examples
- Funnel Back to Website
- Example!



# Instagram

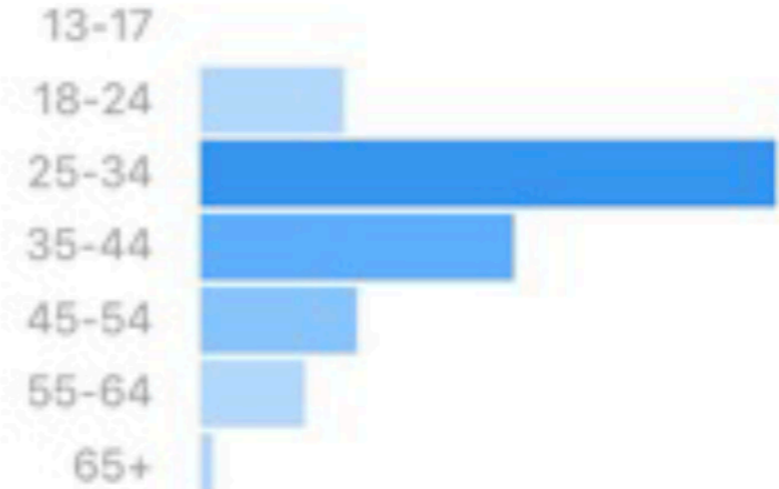
## Top locations

Cities Countries

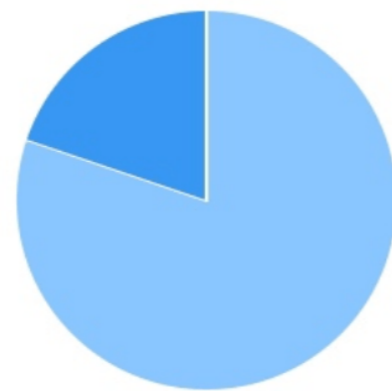


## Age range

All Men Women



## Gender



20%  
Men

80%  
Women

## Followers

Hours Days



# Facebook

- Mix Up the Content! Photos, Video, Text
- Share Business Post on your Personal Page
- Build a Facebook Business Page



---

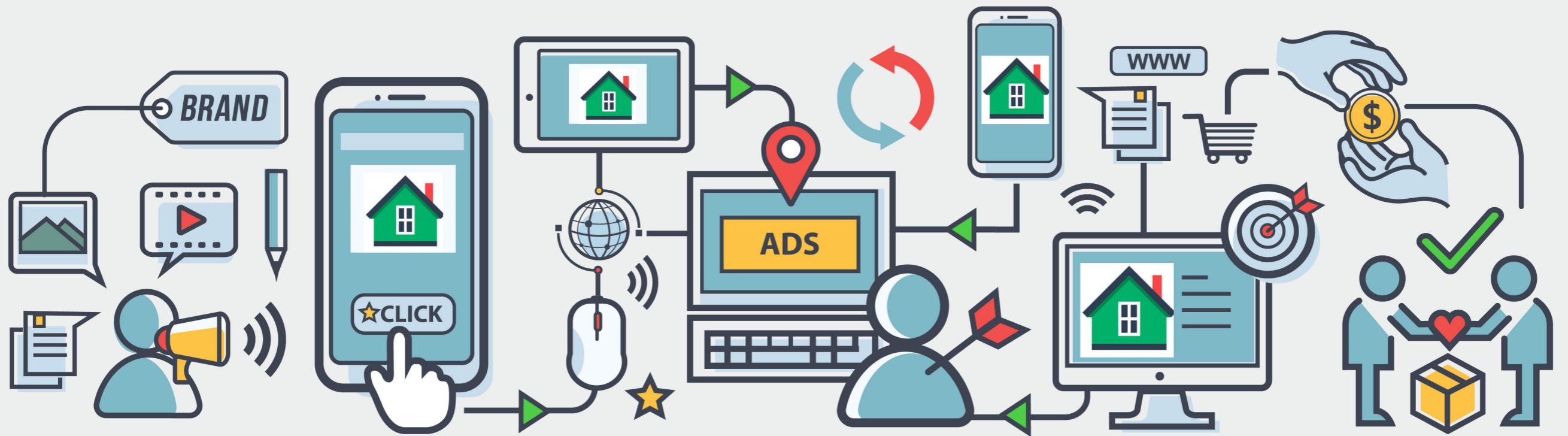
# SETTING UP A FACEBOOK BUSINESS PAGE

TUTORIAL



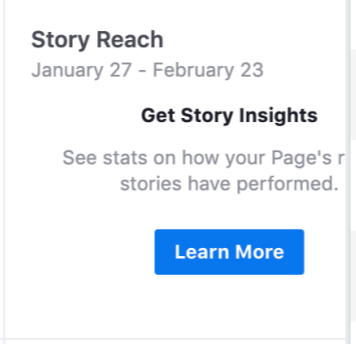
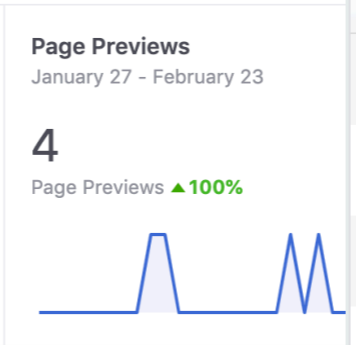
# Facebook

- Mix Up the Content! Photos, Video, Text
- Share Business Post on your Personal
- Calls To Action
- Build Ads!
- Funnel back to website
- Example
- Track Analytics



# Facebook

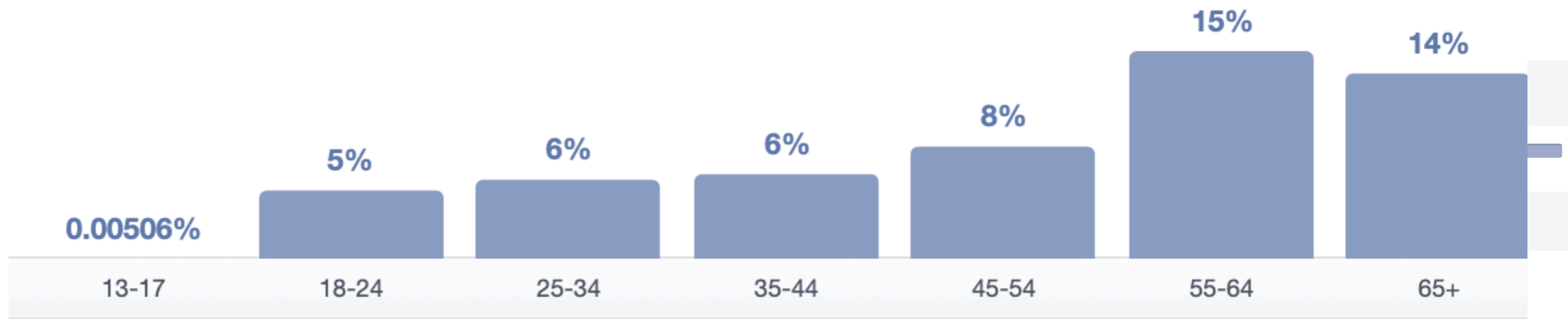
City	Your Fans
Albuquerque, NM	322
Las Cruces, NM	71
Farmington, NM	44
Roswell, NM	23
Rio Rancho, NM	22
Santa Fe, NM	15
Alamogordo, NM	15



Published	Post	Type	Targeting	Reach	Engagement
02/19/2020 4:50 PM	Fat Taco Tuesday Downtown	Link	Global	57	0   0
02/14/2020 2:06 PM	It's fight night in New Mexico!	Video	Global	42	5   0
02/14/2020 1:48 PM	Looking to relocate to New Mexico? Find the	Video	Global	13.8K	17   1
02/12/2020 10:15 AM	Take advantage of the snow while we have it!	Link	Global	63	4   6
02/11/2020 11:20 AM	New Mexico Home Search.com	Link	Global	83	4   12
02/11/2020 9:34 AM	Where cultures come together!	Image	Global	42	0   2
02/07/2020 4:08 PM	An earthship is a house built with natural and	Link	Global	1.5K	80   20
02/07/2020 2:05 PM	New Mexico Home Search.com	Image	Global	29	0   0
02/06/2020 5:12 AM	New Mexico Home Search.com	Video	Global	75	2   6
02/04/2020 11:57 AM	REALTORS® are experts in helping you choose the	Video	Global	28	2   0
02/03/2020 1:04 PM	Find your New Mexico Dream home! Browse	Link	Global	1K	79   8

## Women

**54%**  
People Reached



## Men

**45%**  
People Reached

# Questions?

