



Real Digital Agent

Consulting Program Overview Project



Creating a Context

The RDA Consulting Program has been built in response to an increased need in the market for a more hands-on approach to Digital Marketing in Real Estate.

We have been working with Real Estate agents and Managers in the digital space for 3 years, and started out with a coaching program, where we coached agents and offices through our blueprint, and supported the implementation, but ensuring the agents and offices had the necessary skills to do so.

What we have found is that more often than not, agents and offices require us to actually assist in the implementation due to time, budget, skills and a myriad of other reasons.

The RDA Digital Blueprint

The RDA Blueprint consists of 3 parts.

The RDA Formula

The RDA formula has been customised for the worldwide marketing mantra of “know, like and trust”.

Our formula is as follows:

1. **Attract** – you need to attract the right people, by knowing who your target audience is, who are ready to convert at some stage. (looking to sell, invest, rent out a property)
2. **Know** – At this stage you start to turn up in their feed, they start to see you, they get to know you, and you start to build a relationship
3. **Like** – You start to nurture the relationship, by providing value, this is where they get to know who you are and they decide they want to hear more from you
4. **Trust** – This is the first conversion stage, where they trust you enough to give you some details, they subscribe to something, and call you in for an appraisal, they are willing to give you their time, because they trust you as the expert! At this stage you need to ensure that they have a consistent good experience to convert them to the second stage i.e listing with you.
5. **Advocate** – This is the after listing / investment stage, where customer service and the experience is key, so that they have a great experience and will become referrers and even come back for repeat business.

By following our 5 ingredient formula, we find that the following happens:

1. **Brand exposure** - The more a potential customer is exposed to your brand, the more likely they are to list with you when they decide to make a decision to sell.
2. **Higher conversion rates** - This greater brand exposure leads to higher conversion rates for your display advertising campaigns. Keeping your brand at the top of their minds will increase your chances of a future sale.
3. **Better ROI** - Better conversion rates translate to a faster return on your investment and a lower cost per sale.
4. **Audience targeting** - You can enhance your remarketing efforts by targeting specific audiences based on their interests or demographics. You can even target warm leads like site visitors who visit and take no action.

5. **Flexible budget** - Like all other advertising tools, you have complete control of the budget and robust reporting tools to help you make smart spending decisions.

The 6 Foundational Pillars

These 6 pillars form the foundation of what you need to get right, in order to get prospective vendors, investors and other prospects to Attract, Know, Like and trust you, and list with you, and then become an advocate of you where they recommend you and come back to time and again. The pillars do not come in any order of importance, they are all necessary in order for the RDA Formula to work!

This is where the RDA Audit comes in to play, and where we use our Consulting Program process, to first see where you currently are, vs where you need to get to, and how.

- **Target** – Here, we identify our target market and become clear what we are selling to whom. We need to have detailed knowledge of our target.
- **Audience** – Here we identify our audiences, define avatars, segment and ensure we know where we can find them and how we are going to store them
- **Platforms** – This pillar is all about ensuring that we have our digital platforms set up, and optimised to deliver results. We look at websites, Facebook, Youtube, your CRM, email autoresponders, and so much more.
- **Content** – In this pillar we look at different types of content, what you have and what you are going to do. And we come up with a Content Development Plan to ensure you keep up with demands of the Strategy and plan we have agreed to and meet your objectives
- **Marketing** – Here, we start developing campaigns and funnels, to meet the needs of your objectives. We look at a combination of organic, paid, affiliate and influencer types of campaigns and the channels you are going to use, and then measure up against our decision making conversion matrix, to ensure that the campaigns are converting...
- **Lead Response** – Here we go into remarketing, email response and how you respond to attention you get and enquiry you receive.

We will discuss each of the pillars above, in detail when we do the RDA Audit

The Decision Making Matrix

The decision making matrix is a unique matrix, to ensure that at every stage of the RDA formula that you are at with a prospect and that in every campaign you are running,, you are making decisions, based on what will convert a prospect into a client and then an advocate

The matrix consists of 8 parts:

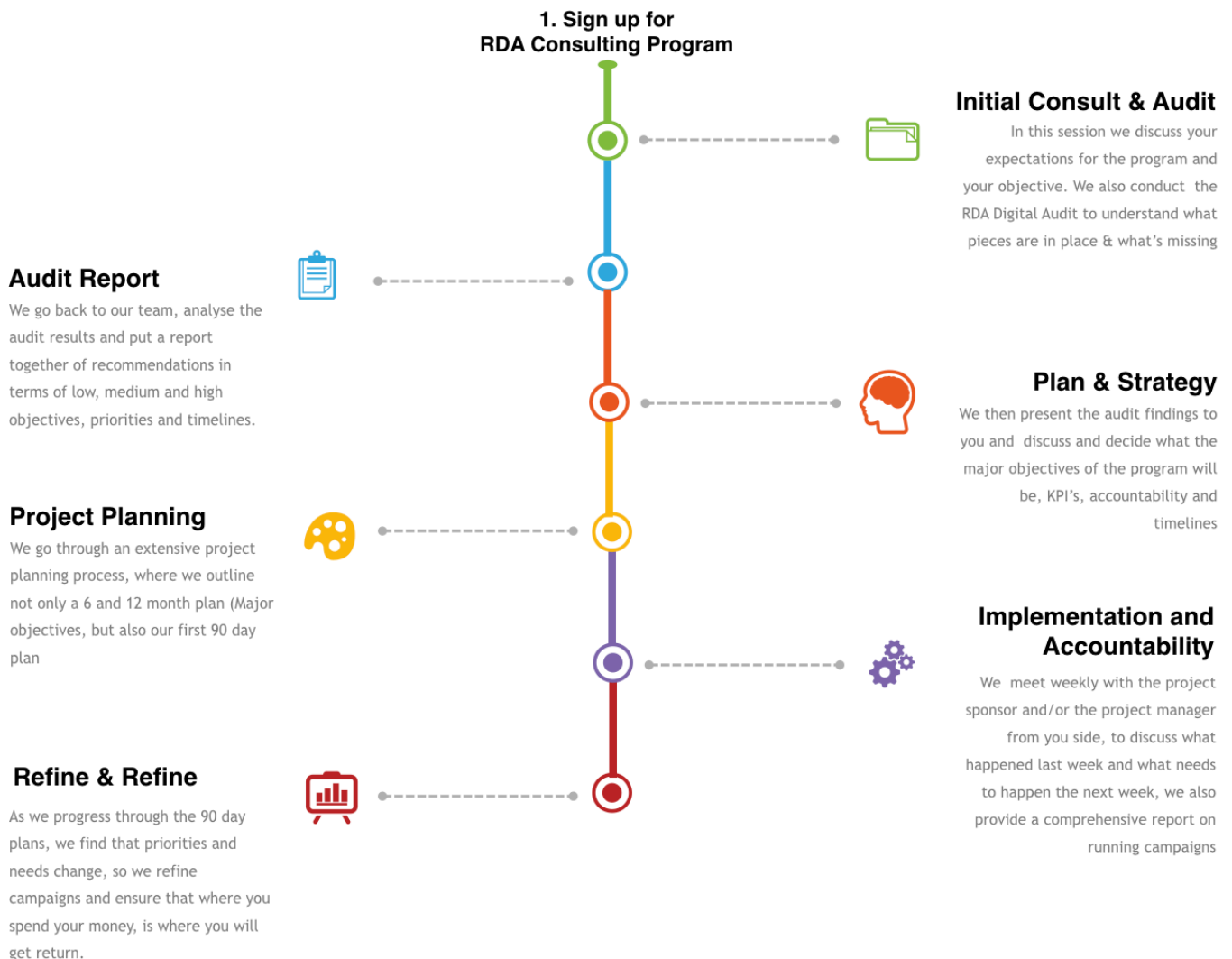
1. Objective
2. Target
3. Message
4. Media Content Type
5. Channel
6. Implement
7. Result
8. Assess

The Matrix will be discussed at length, when we start to implement some campaigns in the Consulting Program

Real Digital Agent Consulting Program Process

We have a comprehensive Consulting Program process that we follow, in order to ensure that we:

- Mutually define objectives of what is realistically possible
- Mutually define key accountabilities and timelines
- Meet and exceed your expectations of what we will do for you during the RDA Consulting Program



What you get as part of the Consulting Program

- Strategic coaching and development, training and analysis (Monthly)
- You also get access to our RDA MasterClasses and MasterMind Program
- Monthly agent analysis and feedback report
- Weekly Campaign reports
- Management of lead generation websites, content, funnels and Ads
- Targeting Management:
 - Detailed reports on area
 - Analytics report
 - Insights report
 - Demographics of area
- Audience Management:
 - Manage and organise FB audiences for remarketing
 - Segment Facebook audiences
 - Upload, set up database in Facebook and segment
 - Manage the setup of the Database for email marketing
- Platform Management:
 - Set up and optimise current lead gen websites
 - Website management, content management and tracking through Facebook and Google
 - Cross channel optimisation and content management
 - Recommendations for Youtube, linkedIn, Instagram, podcast and google
 - Email autoresponder setup for email marketing
- Content Management
 - Manage lead gen website content
 - Content plan developed
 - Ensure multichannel crossover of content
 - Repurpose content for other platforms
 - Video scripts
 - Segment audiences depending on content consumed
 - Report on content outputs
- Marketing Management
 - Creation of delivery matrix
 - Remarketing funnels and strategic retargeting plans
 - FB Ad optimisation, analysis and direction
- Lead Response
 - Recommendations on lead response per funnel / campaign
 - Response to audience
 - Response to Leads
 - Response to Database
 - Response to Engagement.

Major Objectives – our initial insights

1. Attention – building audiences is key
2. Funnels to bring audiences closer (to like you)
3. Engagement
4. Leads creation (inbound or direct)
5. Growth Strategy
6. Most prominent Agent and Office
7. The Real Estate Authority
8. The Investment Authority

What's needed to get there? – Our initial thoughts

1. Avatar Matrix
2. Database and audience organisation
3. Platforms functioning and optimised
4. Marketing Plan and Remarketing Plan
5. Content Plan

Next Steps

1. Comprehensive strategic audit session to review your current status
2. Assess and Analyse
3. Recommendations report developed
4. Development of Strategic plan for 12 months incl Objectives, priorities, timelines and accountabilities, including:
 - a. Build and Creation Plan
 - b. Exposure and attention plan
 - c. Remarketing Plan
 - d. Conversion plan
 - e. Maintenance /re-engage plan
 - f. Automation Plan
5. 90 Day project plan developed (for first 90 days based on overall strategic objectives and priorities)
6. Launch