

Power Marketing Tips

Maximize Your Opportunities by Mastering Affiliate Marketing

Get the most out of your Black Belt Investors Affiliate Program by applying these marketing tactics...

The Two Approaches To Affiliate Marketing

There are two main approaches or mindsets to tap when leveraging affiliate products:

1. Brand it as your own

Make the affiliate product an extension of your own product and service line.

For example; “we have properties here locally, as well as carefully selected cash flowing rentals with optimal potential in thoroughly researched markets.”

You can then add these properties/ the opportunity to your website, and ads. Utilize the marketing and presentation resources in your affiliate dashboard by rebranding them with your own logo, colors, and contact information.

2. Be the connector

The second approach is simply to act as the connector, or introducer. You are the matchmaker connecting the people you know and meet with the solutions they need. While offering this under your own brand can feel good, closing deals can often be easier when simply recommending someone else. Think about it. You are not having to ‘sell’ them. And they immediately become more trusting and easier to work with because the product is recommended.

Think about the parallel if you needed a new car. If you just walked into a dealership you are probably instinctively on guard and don’t want to be sold. You don’t trust the sales rep, or the product. And doing business with you is going to be tough every step of the way.

Now compare that with having received a recommendation for a trusted car dealer, who happens to have the car that fits your needs and budget. You’d walk in excited to just get the deal done, expecting to get a good deal, and you’ll be easy to work with. It will often be a much better experience for everyone. That’s true even if it was the very same dealership, rep, and vehicle as the above example.

Both of these approaches have their pros and cons. Think about what is most important to you, what fits you best, and when you may want to use each approach.

Be Confident

Being a part of the Black Belt Investors Affiliate Program gives you a massive advantage in the marketplace. You may already be an accomplished investor with a great brand and market presence. Or you may be relatively new to the industry. Either way this affiliation will give you an big extra boost. And we all know that confidence and passion sell!

Here’s what you now have to be extra proud of:

- Affiliated with a team with over 20 years' experience
- A team with experience through multiple market cycle rotations
- A proven product
- A real estate product that your contacts need, fits their budget, and serves them well
- The backing of a national team, with hyper local expertise
- A unique service to help you stand out from local competition
- Great looking presentation and marketing materials
- A fantastic support and customer service team to serve your clients

Casual Marketing

There are many ways to promote, advertise, and market for all of the real estate and services you offer. One of the most powerful and effective today is casual social marketing.

Rather than a high friction, and often expense marketing and sales approach that relies on convincing and getting consumers to submit a casual or social marketing campaign creates a warm environment for naturally turning connections into deals and dollars.

Ideas to try:

- Dinners in or out
- Hosting events on holidays and special occasions
- Combining educational sessions with fun activities
- Networking at events hosted by others

Examples:

- Thanksgiving feasts for local singles
- Christmas parties
- Lunch and learn events at your title company's office
- Themed opens houses at Easter, Halloween, and July4th
- Weekend BBQ and Blues events

Inbound

'Inbound marketing' has been a hot buzz word for a couple of years. It works. It's all about letting people find you, and being there at the right time and place when they are actively hunting a solution like yours. This was largely born out of need due to all the aggressive advertising noise out there which had essentially made consumers immune and resistant to outbound marketing.

Staple types of inbound marketing include:

- Real estate blogging
- Article marketing
- Books
- Podcasts
- SEO to draw people to your website
- Online ads (Google, Facebook stories, Craigslist)

If you have an existing real estate business or investment operation some great tactics for working in your new product and service can include...

- Inclusion in email newsletters
- Lunch and learn sessions in your office
- Social media posts
- Blogs
- Including a link to the new section of your site in your email signature
- Engaging professional referral networks (insurance reps, attorneys, Realtors)

Aggressive Outbound Marketing

If you are a serious power player you are going to want to make some real noise and maximize your new product!

Here are some great ways to do that:

- Organize a launch party event for your new product
- Social media blitzes
- Local press and magazine articles and releases
- Craigslist ads in ALL categories
- Holding 'open house' events for professionals 'in the biz' or general locals
- Hosting a webinar
- Radio ads
- Newspaper ads
- Direct mail

Resources for help with these items:

- Jabber Mouth Marketing for marketing materials
- Upwork.com for virtual assistance
- BBI's [Social Media Marketing Workshop](#)

Sample Social Posts to Use for G+, Twitter, LinkedIn, Facebook:

1. Check out our new lineup of cash flowing #RentalHomes [\[InsertYourWebsiteLink\]](#)
2. We're now offering income properties nationwide [\[InsertYourWebsiteLink\]](#)
3. Ask me where the best #RentalProperties are now [\[InsertYourWebsiteLink\]](#)
4. Rental homes for under \$70k [\[InsertYourWebsiteLink\]](#)
5. Turnkey #realestate investments with great cash flow [\[InsertYourWebsiteLink\]](#)
6. Newly renovated rental properties available now [\[InsertYourWebsiteLink\]](#)

Closing the Lead

We've made closing your leads incredibly easy.

You do need to make sure it is a good fit. You don't want to tie up the support team and lines of communication with buyers and investors which aren't qualified or aren't serious. That will only delay your real deals and best clients, while depressing the high level of customer service we strive to offer.

Make sure they are interested in real estate in the key cities in which we are actively offering property. Make sure they have the cash to buy, or the down payment and are qualified for financing. Ensure their goals are a match for the product; i.e. they are looking for buy and hold rentals for cash flow, and long term wealth building.

With that said; we make it ridiculously easy for you to get from that discussion with a lead to a payday. Email in the lead, we'll fill in any answers they still need, provide program and property details, provide wiring instructions, contract completion, transaction management, and after service.

Quick Tips:

- Always assume the sale
- Take objections and questions head on; acknowledge and answer them
- Defer the finer detail questions to BBI's in-house team and our local pros

Best Practices for Effective Follow Up

As you already know, strong follow up is crucial in the real estate investment world. You'll succeed in direct relation to the strength of your follow up.

Often deals are won just by following up faster or one more time than the competition. Make hard appointments to follow up, and do what you say.

Hot leads should be followed up with every few days. Even the coldest leads should be followed up with monthly. You never know when circumstances will change, or they'll encounter someone else who needs your product or service.

Follow up via:

- The phone
- Email
- Social media
- Direct mail

Use a system to alert you to follow up times, and when possible a system which automatically kicks out your follow up for you. An email system like Mailchimp, ConstantContact, or AWeber is a great start.

Once you've sent your lead in to BBI, then be mindful of lines of communication and simplicity. The BBI team will keep you updated. In most cases you won't want to be a constant contact point or double and triple the work will be done and closings will be slower. Do make sure your client is having a great experience, and we'll let you know if there is a challenge.

After the closing you'll absolutely want to follow up with your client, get those referrals, get those online reviews, and get that repeat business. Use the same system as before the deal, with new messages.

Exponentially Growing Your Business

Gaining Referrals

The best time to ask for referrals is always upfront. Before you even close the first deal, or get it well underway; ask for referrals to their friends and family members who may also be ripe prospects. Do this in person, on the phone, by email, and via social.

Ask for referrals again at closing time, and at regular intervals after that.

Online Reviews

Online reviews are increasingly dictating where people shop, where they go, who they'll consider doing business with, and how they'll approach doing business with a specific vendor. The data shows 93% of consumers now use online reviews for making these decisions. Almost 90% trust these reviews as much as a personal recommendation. The presence of online reviews and especially reviews on third party sites is increasingly becoming a factor for ranking better in Google and being found on the web.

So take the same approach to reviews as you do for referrals. Ask for them, teach them how to do it, and make it easy for them to do. You may even consider rewards for clients who complete reviews.

Repeat Business

Along with referrals, repeat business is the best type of business that a real estate pro can ask for. These are easier deals to close, cost you less to generate, deliver you a higher ROI, and lead to a consistent and growing pipeline of regular deals and income.

Every investor client is effectively an additional pipeline full of deals. This may be with their own cash as they reap rewards from earlier deals with you, or them pooling their own private capital and partners. In either case, each investor client should be worth at least one new deal per year, if not as many as ten deals a month, or more.

Facilitate this with regular touches and contact to retain your client loyalty. Help them create a plan too. Help them map out a game plan for how often they'll add new rentals to their portfolio, or how they can consistently generate new partners and capital. Put those milestones and dates on your calendar too, and follow up. Invest yourself in their success.

Support

We're here to help you too.

Leverage your affiliate dashboard for tools and information as much as you can. It will be regularly updated with new tools, tips, and materials for you to use. Use your technology provider specific support teams whenever possible. Though feel free to reach out to the BBI Affiliate Support team for help whenever needed.

If you have recommendations to add to the affiliate dashboard let us know.

Now Go Get Those Deals!