



Real Estate Rainmaker: Guide to Online Marketing

Dan Gooder Richard

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Learn the new rules of real estate marketing!

Old rule: Your website is all about you.

New rule: Your website is all about the customer.

Old rule: Online advertising will surpass offline advertising.

New rule: Integrated offline and online advertising wins every time.

Old rule: Delivering leads is the only job for a website.

New rule: The best websites deliver leads and customer service.

These are just some of the new rules of online marketing that you'll find in this helpful, hands-on guide. In the REAL ESTATE RAINMAKER Guide to Online Marketing, Dan Gooder Richard offers new solutions and proven ways to use the Internet to drive your real estate business. Whether you're a novice or a veteran real estate pro, you'll find all the cutting-edge online strategies you need to design and implement your own effective, profitable marketing strategy-with practical guidance on building a unique online brand with web domains, websites, and e-mail marketing strategies. Full of real-world examples and straightforward guidelines, the REAL ESTATE RAINMAKER Guide to Online Marketing will help you generate more leads and more business than you ever thought possible!

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