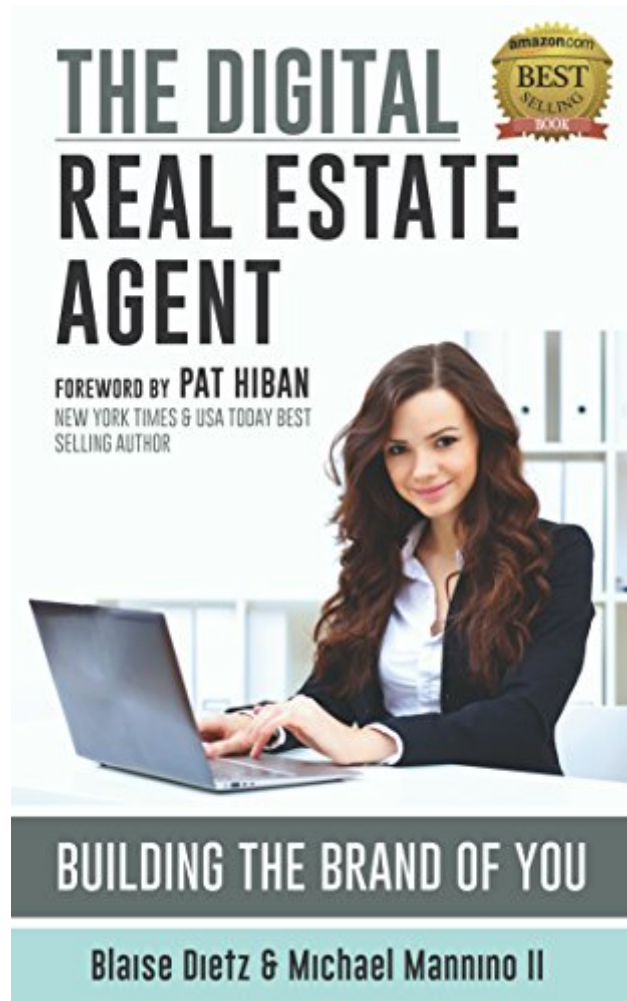


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# The Digital Real Estate Agent: Building The Brand Of You



## Synopsis

From New York Times And USA Today Best Selling Author Pat Hiban ~ As a Billion dollar producer and through my podcasts and speaking engagements, I've been blessed to meet thousands of talented, personable, forward thinking real estate marketing professionals. Blaise Dietz and Mike Mannino are two of my favorite, tech savvy digital marketers. Blaise Dietz and Mike Mannino own a digital marketing agency that specializes in helping real estate professionals build a brand around them. Building the brand of you for less than \$5.00 per day, demystifying Facebook and other social media advertising platforms and showing agents how to automate the follow up process once and for all, is what The Digital Real Estate Agent is all about. The Digital Real Estate Agent also explains: \* How Critical It Is To Build The Brand Of You \* How To Implement A Proven 7 Step Digital Marketing Blueprint \* How To Use Local Social Business Networks To Grow Your Local Influence Real estate agents need to build a brand around them by offering localized, highly valuable content to their market place. Whether that's a blueprint for how to deal with real estate assets during a divorce, or a check list that shows home owners which interior home improvements generate the greatest return on investment. Delivering quality local content and automating the follow up process is the key to building the brand of you and generating high quality referrals for life!

## Book Information

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## Customer Reviews

I never really thought too much about targeting who I actually want to be my client. It's pretty cool that social media allow you to target people who are getting divorced, or someone who just had their credit pulled for a home mortgage purchase transaction. I was kind of blown away when I found that out. You really can't target people like that with the old way of postcard advertising. Thanks so much for bringing me into the 21 century!

This is a really poorly done digital download with exceedingly basic information surrounding endless sales pitches for whatever the author is selling to real estate agents and lots of hyperlinks to samples of his material that don't work. Most of the info is pilfered from Inman and Paperless Agent and it makes about three points repeatedly. I read it in about 15 minutes. What a waste.

If you are trying to learn to manage your marketing through social media look no further. So much insightful information within these pages all very detailed and easy to interpret. This book is a must have for any real estate agent looking to expand their brand!!

I have been studying digital marketing for over a year but couldn't bring it all together to launch a program. This easy to read book outlines from A to Z in terms I could understand and put to use. I could still use additional instruction on building an effective lead magnet; however, this helped me to gain the confidence to start.

The part that caught me off guard the most was the chapter on lead magnets. I had no idea what a lead magnet was or how it could be used to generate new leads for my business. I will be implementing this new tactic to generate better and higher quality leads. I think it's such a cool and effective concept to give away something of value for free in exchange for only a person's name, phone number, and email address.

This is the book I've been waiting for. I'm sick and tired of spending money on marketing that often doesn't work. This book not only explains how digital marketing changed the game, but how I could cash-in with it. Fast forward to now - spending less money than ever on marketing,

receiving better service than ever, and on-track to make more money than ever. Thank you for sharing this knowledge with me!

As an insurance agent I work with a lot of real estate agents, this book will be extremely valuable to them and I plan to give a copy to all the agents I work with to help them grow. I've seen other marketing books that are more general, but this one offers better focused and industry specific content that my agents can use today. I look forward to testing some of these strategies immediately.-Eric SwiderLuxe Insurance Agency, LLC

This book was very insightful, I have a marketing degree and I couldn't believe how much I learned from this book. It was very refreshing learning about how you can target the exact person you want to speak with on social media. I had no idea that Facebook could put an ad in front of people who make over 100,000 a year but also graduated from Michigan State. I am excited to learn more about digital marketing and what it can do for my business.

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