

How to Promote Your DMS Web

As a note broker, it is important to recognize how to best promote your new web site for maximum business development.

Traditional Promotion

The most common method of traditional promotion is to make certain your web address (URL) is on everything you send out including your business cards, brochures, business stationary, and your e-mail signature. Anywhere your company name, address, and phone number appears, your web address should also be included.

Direct mail is an excellent way of telling people about your web site. This could be in the form of a postcard mailing to local realtors regarding an attractive referral fee you pay for note leads or a formal letter to mortgage brokers regarding the options of private financing. You will need to build a compiled "house list" of referral recipients as well as actual note holders to receive your mail. Some form of direct mail should go out to such prospects at least once a month.

Classified Advertisements

These is a common marketing method for all note brokers to utilize but is very limited as to content. Rather than just putting a contact phone number in your ad, make certain that all your classified ads direct readers to your web site for additional information and some form of FREE offer such as a report on divorce liens, an article on the note industry, a white paper on simultaneous closings, etc.

Newsletter

One of the most powerful methods of directing prospects to your site is through an electronic newsletter. Utilize a service such as Constant Contact (www.constantcontact.com) to build your email list and to manage your mailings. One trick is to start a story with a paragraph or two then link it with a "more information link" directly to your web site to finish reading the balance of the article.

Scout the newspapers each week and online area classifieds such as Craig's Lists for any real estate ads that mention "owner financing" as a purchase option. Such individuals are about to create a note and history shows that 70% or more of all note holders ultimately want to sell their note. Make certain that such note holders know your web address so that when the time comes, they will turn to you for that sale. Ad them to your e-mail list and direct mail list.

Advertise in Existing Newsletters.

All of us receive newsletters from insurance agents, realtors, bookkeepers, etc. When you receive a newsletter from a local source, contact that source about placing a small ad in their newsletter. Offer to pay twenty-five dollars or so as a contribution to the postage. You will find that most authors of such newsletter periodically struggle to find good content. In addition to your ad, they may suggest that you write a small article on the ability to sell "partials" or even income streams from notes. For cash flow brokers, an article on senior settlements might be just the thing for a newsletter published by an insurance agent. Every newsletter, not just your own, is an opportunity to promote your web site.

The Overblown Value of Search Engines

Search engines only provide an avenue to your site if the searcher already knows what he or she is looking for. To the extent, for example, that someone knows your name or your company name but lost your card and URL address, search engines can be beneficial. Do not, however, expect to receive significant business from search engine optimization. Also, most search engines will "crawl" your site over time without you actually requesting it. Directories, such as Yahoo, are a different matter. You should request that Yahoo add your site by visiting Yahoo's site request area. Within a year, even the most remote search engine will have your site catalogued.