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# The Secrets of Harnessing the Power of the Internet to Make More Sales.

Manufactured Home Source

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## Agenda:

- Marketing/Advertising Overview
- Why use the Internet
- ManufacturedHomeSource.com Services
- ManufacturedHomeSource.com Case Study
- Q & A

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## Overview

### Marketing

“The **process** of moving people closer to making a decision to purchase or re-purchase a company’s products and/or services.”

### Advertising

“The **promotion** of goods, services, companies, and ideas.”



# Marketing Continuum

## Advertising

- Creates awareness
- Creates identity
- Communicates company values
- Attracts prospects
- Drives action
- Educates

## Promotions

- Drives action
- Supports awareness

## Direct selling

- Educates
- Differentiates
- Presents products
- Builds relationships
- Overcomes objections
- Closes sales
- Follows up
- Asks for referrals

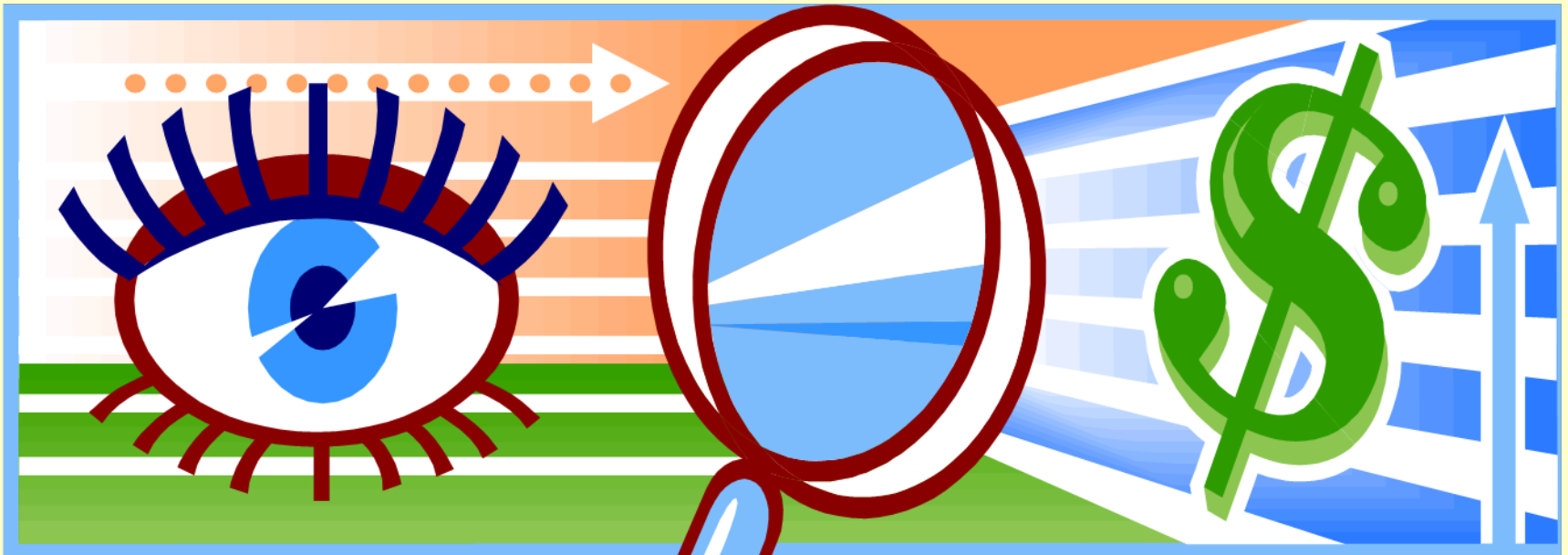


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Secret #1

Be where the people are looking



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# Advertising Budget

- What is it?
- How do I set it?

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# Advertising Spend

Where should you spend your advertising dollars?

It's simple!

You should spend your advertising dollars where you can realize the greatest return on the advertising investment. **“ROI”**

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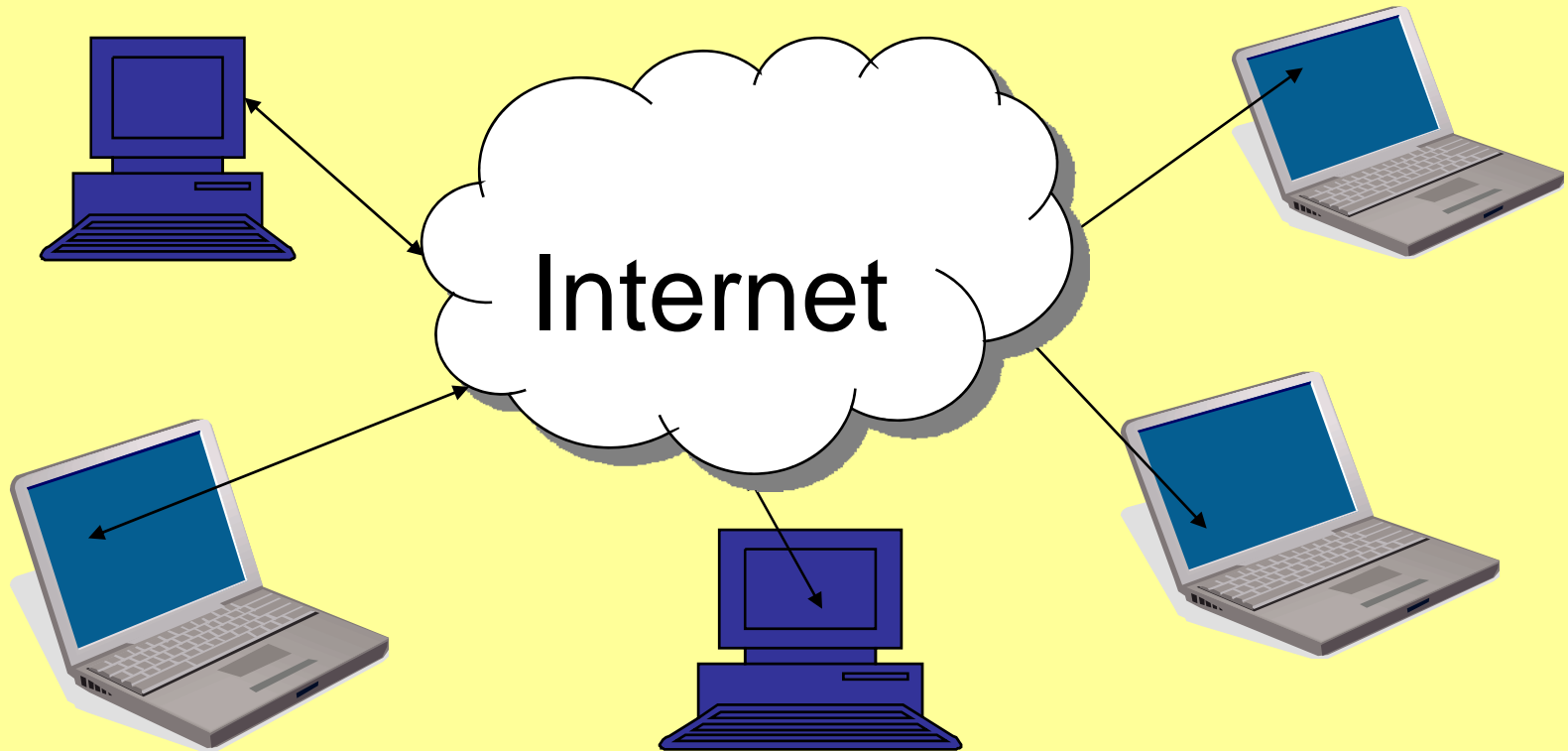
# Accountable Advertising

Advertising that allows a business to accurately track and calculate its return on investment. **“ROI”**

**It can be measured!**



# Secret #2 - The Internet?





## The Internet Defined

The Internet is a general term used to describe a global network of computers used to transmit information.

Functions of the Internet include:

- **World Wide Web browsing (www.---.com)**
- **E-Mailing (david@???.com)**
- **Phoning (Telephony)**
- **Faxing (Internet faxing)**
- Instant messaging (IM or Chat)
- **Searching (yahoo, google, msn, lycos, alta vista, etc)**



## What can the Internet Do for Me?

- **Internet advertising can substantially lower your customer acquisition cost**
- Internet advertising allows you to capture customer information
- Internet advertising yields “warm/hot” leads



## The Internet – Where people are looking

- **75% of homebuyers begin their search for homes on the Internet. \***
- **These homebuyers use the Internet to find the professionals from whom they purchase their homes within the first 2 weeks. \***
- **These homebuyers typically have a higher household income. \***

\* National Association of Realtors' "Profile of Home Buyers and Sellers"



# Push & Pull Marketing

- **Push Marketing**

- company focused advertising messages
- most advertising falls into this category
- passive market

direct mail – e-mail campaigns – print ads

- **Pull Marketing**

- customer focused advertising message
- customer is control and seeks you out.
- active buyers

www-related advertising – blogs – presentations



# Advertising: Internet vs Traditional

	Internet	Traditional
Expanded Market Reach	Yes	Yes, but prohibitively expensive
Primacy (Where people initially go for information)	Yes	No
Immediate capture of prospective home buyer profile data	Yes	No
Pull marketing (Appeal to active seekers)	Yes	No
Direct tracking of ROI	Yes	Limited and less accurate
24/7/365 Exposure	Yes	No
Real time marketing updates	Yes	No

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## Who we are

- Internet marketing experts with nearly a decade of experience helping companies to harness the power of the Internet to make more sales.
- A comprehensive, credible, and independent industry-focused resource connecting “Active Buyers” with sellers through our Advertising Website.

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## What you get

- **Warm/Hot Sales Leads!**
- **Increased potential to make more sales**
- Personalized and informative page designed to build homebuyer interest
- Ability to directly track ROI (Accountable Advertising)
- Direct market exposure
  - We are where people are looking on the internet
- 24/7/365 online presence
- National cooperative advertising campaign
- Client Account Management Access
- Lead tracking best practices consulting

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# Compelling Lead Example

Create Date: 20060429152412  
Name: Margy  
Address: xxx xxx Road  
City: Poway  
State: CA  
Country: USA  
Zip: 92276  
Day Phone: (858)486-xxxx  
Night Phone: (858)486-xxxx  
Email: [xxxx@cox.net](mailto:xxxx@cox.net)  
When Contact: During the day  
Footage: 1500 to 2000  
Bedrooms: 3Bathrooms:2  
When Purchase: 3 months to 6 months  
Comments-Questions: Property is located at the Tri-Palms Estates in Thousand Palms adjacent to the golf course. Floorplan should consist of living area in front with large windows. Current residence burned down, this will be a replacement. Square footage could range from 1300 on up.  
Thank you, Margy

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## Cost of Sale Comparison

	<u>MHS.com</u>	<u>Traditional</u>
Cost per Appointment	\$100	\$350
Cost per Sale	\$500	\$1,750



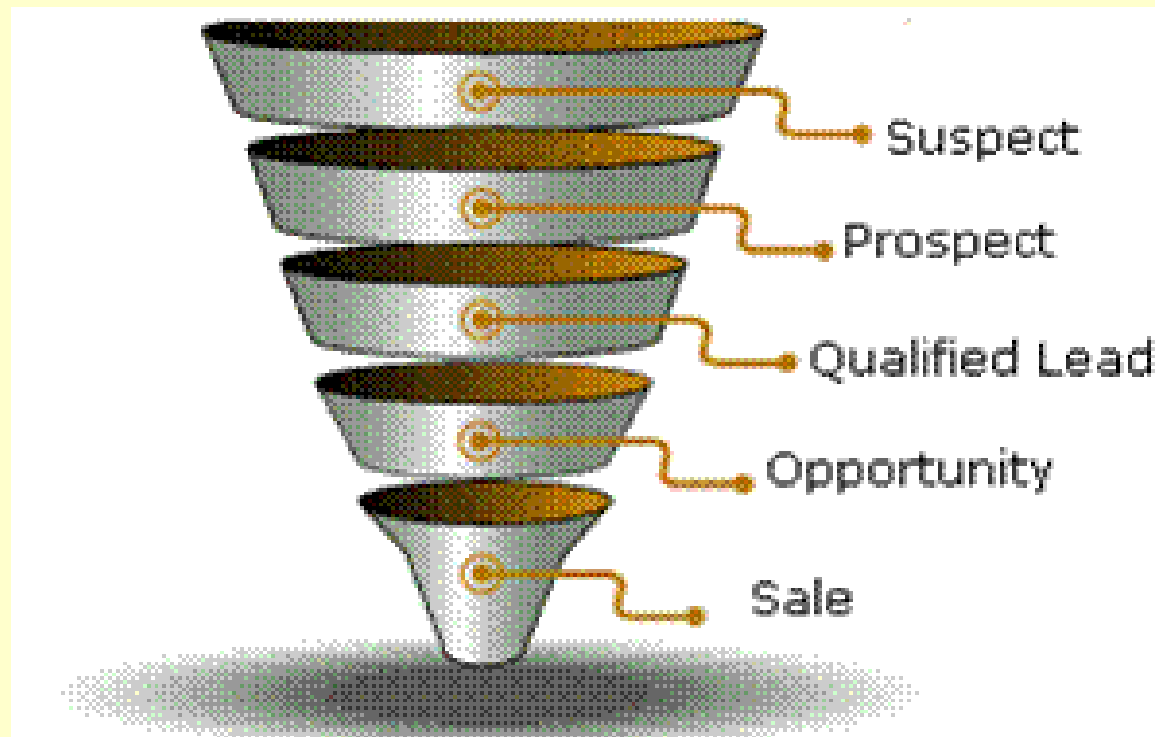
## **Secret #3 Lead Tracking**

- Implement a good lead tracking process
  - **YOU OWN YOUR LEADS!**
  - Experts believe that as much as 80% percentage of leads “fall through the cracks”
  - Typically computers come with software that is able to track leads
    - E.G. contact management or customer relationship software. (MS Outlook, ACT, Rainmaker, etc.)
  - Prioritize and turn more leads into sales
  - Fill your sales funnel with prospects and nurture them into future sales.



# Lead Tracking Process

## The Sales Funnel



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## **Secret #4 Sales Process**

**How? - Phone Calling**

**When? - As soon as possible**

**Who? – A dedicated resource**

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## Summary of Secrets of Harnessing the Power of the Internet to make more sales

- Be where people are searching
- Information = success
- Tracking your leads will make you more sales.
- Leads get cold quickly.

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## MHS Summary

- Our directory is successful for our customers not only because we attract potential buyers where they are looking (**major search engines on the Internet**), but also because MHS is what they are looking for, a **comprehensive, credible, and independent resource.**

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Contact [ManufacturedHomeSource.com](http://ManufacturedHomeSource.com) and get started generating high-quality sales leads today!

[david@manufacturedhomesource.com](mailto:david@manufacturedhomesource.com)

(650)288.1924

Thank you for your time.  
David Hlopak

This presentation can be viewed and downloaded on our website at [www.manufacturedhomesource.com](http://www.manufacturedhomesource.com)