PMW

MARKET LEADER

About

The Market Leader package is an ideal combination of better lead engagement, content creation, and search engine optimization. This package is perfect for the property manager wanting to incorporate Paid Ads as part of their lead generation strategy.

What's Included

Cost: $1999/mo

Base package includes:

- Amazon's Enterprise Cloud Based Hosting w/ High Availability Servers
- Daily Website Backups
- Advanced SSL Certificate
- Website Maintenance
- Priority Customer Service
- Website Tech Support
- Google Analytics
- Dedicated Account Manager
- Quarterly Website Reviews
- Advanced Properties Widget (APP)
- Reputation Management
- Branded Automated Rental Analysis (AMP)
- Comprehensive Monthly Reporting (Includes SEO, Google Analytics, Paid Search, Call Tracking, Google My Business and more!)
- Reporting Dashboard
- 4 Blog Posts Per Month
- Live Chat Integration & Chat Widget
- Dedicated Google Certified Account Manager
- Pay Per Click Ads for Google, Facebook, & Bing (monthly click budget is additional and paid directly to the vendor)
- Google Remarketing
- Custom Landing Pages for Ads

More About Our Products

Advanced Marketing Platform (AMP)

Our automated rental analysis helps you gain more leads, convert them more consistently... and it's conveniently automated.

Step 1
- A potential client is asked to enter their rental address.
- The AMP instantly captures the property address and automatically sends a company branded postcard to the homeowner.
- This allows you to identify and market to new management prospects automatically and potentially double new business opportunities through your website.

Step 2
In step two, our AMP captures even more detailed client information, including their name, email and phone number, and then automatically emails a company branded rental analysis to them!

This allows visitors to:
- Research whether they are getting the highest rents possible
- See how their properties are priced compared to nearby rentals
- Determine how their rental market is performing
- All while giving you, the property manager, the ability to capture and convert leads.

Every client using AMP gets a call tracking phone number so you can target the leads coming from prospective management clients calling your office. Our user-friendly software keeps track of every form submission, so you will never lose a lead again!

Advanced Properties Plugin (APP)

The Advanced Properties Plugin, or APP, can now add your rental properties directly to your website.Since we are building a new page for each listing, it's like doing a blog post every time you advertise a property for rent. Get an SEO boost from simply advertising your rentals – something you have to do anyway!

Your rental page is the busiest section of your website. Traditionally, this traffic and time on site value is directed to other resources because of how listings must be displayed. When you post an available property using the APP, a page is created that is unique to each listing, giving you all the SEO value of Tenants spending time on your site.

As users engage in photo galleries, embedded videos and other marketing information, usage data on your website is increased.

You will now receive 100% of the credit for Tenants searching your property listings which means more than twice as many page views site wide and average session duration is more than double for Advanced properties plugin users than what it used to be.

Online Chat

Send messages that are more personal, intuitive, and appealing than plain text. Live chatting will speed up your customer service and positively impact your sales. Use your online chat to assist your visitors exactly when they need it. This means more lead conversion through your website!

Never Miss A Chat
Sound and visual notifications ensure that no chat or new message goes unnoticed. You can choose which notifications you want to receive.

Work As A Team
Your agents can work as a team & transfer chats when necessary. It's handy when you come across cases that only a particular member of the team can handle.

Engage Customers
Interact with specific visitors based on their profile and behavior, and send them personalized messages with relevant information.

More Flexibility
Customers can leave messages anytime and you can reconnect when it's convenient. This helps you build lasting connections with customers.

Share Anything
Drag & drop files on chat. Screenshots, specials, brochures, or whatever makes supporting your customers easier. And customers can send files, too.

Chat History
Your customers can pick up a chat where they last left off or reread a conversation anytime they need to, saving time for you and your clients.

Connects with LeadSimple
Make the most of your chat leads by utilizing a workflow to continue following up with them in LeadSimple. Simply connect your LiveChat with LeadSimple's auto-import feature to automatically import them into LeadSimple.

Advanced Reporting

STOP SWITCHING BETWEEN MARKETING PLATFORMS

Switching between platforms is a pain—at least it used to be. With over 70 marketing integrations, you have access to all the data you need to help clients succeed. From SEO, PPC, Social, Email, Call Tracking, and more, you've got access to all your data in a single, intuitive interface.

Track:

1. SEO - Search engine optimization, the process of manipulating the visibility of a website or a web page in search engines. Track backlinks, domain stats and your most popular Google search terms.
2. Analytics - Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, and how users interact with your website. Web analytics is not just a process for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a website.
3. Social Media - Track and monitor all of your social media accounts, interactions, posts, insights and popularity. What type of posts create the most interactions, likes and comments.
4. Ads / PPC - Monitor all of your PPC and Ad data across Google Ads, Facebook Ads, Bing Ads and Google Remarketing Ads.
5. Call Tracking - Track and review all lead phone calls from your website and Ads. Download and listen to recordings to ensure quality service.
6. Reviews - Track and grow your reputation. Monitor and track your Google Business Profile.
7. Other Integrations - There are over 70 integrations to choose from. Monitor all of your marketing efforts in one place with one login.

Reputation Management

Customer reviews are a highly effective marketing strategy, but your customers must spread the good word about your business for you. So, what's the best way? Using an online reputation management tool helps you generate reviews, monitor reviews and market those reviews on your website so you can build the reputation and credibility you deserve.

How it Works
1. Clients are sent to the review funnel where they will be able to indicate whether they had a good or bad experience.
2. If your client chooses to leave a good review, they are automatically directed to the sites where you want them to leave a review, such as Google or Facebook.
3. If their experience was poor, you can direct respondents along unique, contextual paths based on their answers by using custom surveys.

Benefits
Review Generation
Get reviews on Google, Facebook & over 100+ industry specific review sites with email and text request campaigns. It's easy for your customers to write a 5 star review.

Review Monitoring
Monitor reviews and respond to reviews on 100+ review sites. Keep your team up to date about reviews with daily email notifications.

Review Marketing
Automatically stream your best reviews with a widget on your website and share your best reviews on social media.

Review Reporting
Schedule review performance reports so you can clearly demonstrate the improvement of your reputation to everyone on your team.

Blog Content Writing

Our blog writing service will get you highly relevant, professionally written content for your blog. You no longer have to come up with topics (unless you want to), hire writers, or go through a tedious editing process.

No Need for Writers
Our service eliminates the need to ever hire writers again. We have access to expert writers across different subject matters.

Targeted Content
We will create relevant topics & articles based on your goals, optimized with proper formatting, internal links, external links, and more.

We Post It For You
Not only do we upload the post to your blog and add a photo to it, but we also format it so it looks amazing - at no extra charge!

Convenient Subscription
Never worry about blogging again. Our easy subscription service lets you set it & forget it.

How it Works
1. Give us a few details about your business and any information you'd like us to know.
2. Our team will research keywords and topics that are relevant to your business.
3. You are matched with an experienced writer to create a quality article.
4. After the article is complete, we will post the article to your blog.

Pay Per Click (Google & Bing Ads)

Customized property management ads for your business. Let us help you get your website on page 1 of Google or Bing today!

Paid Ads allows us to show specific ads to users searching for property management services at the exact moment they are searching. If your business is not organically showing on page one of Google, Google Ads is a great way to ensure your company is showing at the very top of the search results page - in front of the users who are searching for your services.

The Process
Onboarding
- Schedule an onboarding call on which we will:
- Go over account structure
- Account strategy
- Budget suggestions

Build
- Your account strategist will begin building out your Google or Microsoft (Bing) Ads account
- We go over what build looks like
- Reporting & tracking set up

Launch
- Your account goes live on the Google & Microsoft (Bing) Ads Network
- Continuous communication - Your account strategist is always available at your convenience via email and scheduled phone calls
- Account transparency - Once you gain access to your Ads account, you are able to view your metrics 24/7

Facebook Ads

Facebook Ads are image ads that are displayed to your chosen audience on Facebook & Instagram. Ads are displayed throughout the news feeds, messenger, stories, posts, and timelines. With Facebook Ads, we are able to show ads to users who have previously had an interest in property management in your area.

1. Branding ads gets your brand/business in front of users as they are scrolling through their newsfeeds.
2. The user may later on remember your brand and need property management services, so they know to do another search for you and your business.

We are able to select your ads audience based on:
1. Location
2. Demographics
3. Interests
4. Behaviors

For example, if a user was previously interested in and searching for property management companies, your ad would have the ability of showing to this user while on Facebook or Instagram.

We are able to set a monthly budget for your Facebook Ads. Facebook caps this budget and you will never spend more than the amount chosen. Monthly reporting is sent on a monthly basis.

Remarketing Ads

Remarketing is a way to connect with people who previously interacted with your website. It allows you to position your Ads in front of these potential clients as they browse Google or other partner websites, thus helping you increase your brand awareness or remind those visitors that they were previously searching for your services.

Benefits:
Well Placed Targeting
Show your Remarketing Ads to people who have previously been on your website researching your services.

Remarketing Lists
Create remarketing lists based on the type of client or user you are looking for. For example, you can create a remarketing list targeting users who have been on sites similar to yours.

Reach
Reach users on your remarketing lists across different devices including mobile, desktop, tablet, mobile apps and more!

Pricing
Remarketing Ads have a much lower cost per click than text ads. This allows your ads to show across many websites and mobile apps throughout each day to target and reach your audience.

Ad Creation
Our team creates custom images to use throughout your remarketing campaign. We also create multiple sizes for your ads to show on all devices.

Campaign Metrics & Reporting
Our Google Ads monthly reporting also includes your Remarketing campaign performance metrics.