



In this issue

- Latest Features
- Helpful Hints
- Training

Contact Us

InCom Real Estate Web & e-Marketing Solutions

Phone: 416-477-2860

Tollfree: 1-866-883-8951

Fax: 416-477-2861

E-Mail: info@incomrealestate.com

Website: www.incomrealestate.com



LATEST FEATURES

We have updated all clients with the following new features and tools, to make your website more user-friendly for you, your clients and potential prospects:

- Interactive Google Property Search Map
- New "Free Reports" Lead Form
- Updated Visitor Reports Section
- Feature Property Manager
- Online Help Manual

Using The Search By Map Tool

- Click on the Google Maps Property Search banner located on the homepage.
- Enter in the desired property search criteria, using the check boxes and drop down menus.
- The map will automatically update the properties based on your search criteria, in the mapping window and in the property list below.
- The map can be moved by:
 - Clicking & holding down your mouse, while dragging the map in any direction.
 - Using the pan button direction arrows.
- The map will automatically re-update the properties based on your search criteria, in the mapping window and in the property list below.

Setting the Default Map Location

- Select Search By Map Tool from the Admin Panel options.
- Select the Set Default Location Tab located at the top of the mapping window.
- Zoom out using the Zoom Tool, located on the left side of the mapping window to find the desired location.
- Drag & drop the Google Map Marker to the desired city.
- Use the Zoom Tool to pinpoint an exact location if desired. Reposition the Google Map Marker to this location.
- Select the Update Default Location button to save your changes.
- The default location for the Google Maps Search Tool has now been updated.



HELPFUL HINTS

Advertise Your Website, Optimize Your Results!

Your newly designed website needs exposure, and lots of it. Here are some tips on how to promote your site:

- Ensure your new website address (URL) is included on all your promotional and advertising materials such as: business cards, brochures, feature sheets, signage, letters, drip emails, greeting cards, newspaper/magazine, outdoor and direct mail ads.
- Email your past, present and prospective clients with a link to your new Real Estate website, so they can take a look at current Real Estate information and have access to your new contact information.

- Use your website's built-in email marketing system to contact clients. Create drip marketing campaigns to establish or maintain contact with clients. Try sending articles, newsletters and important information updates.
- Include your website address on your voice mail greetings and email signatures. Include a short introduction such as: "To see the latest Real Estate information and properties for sale in the GTA, visit my website at www.yourwebsite.com."
- Consider InCom Real Estate's search engine optimization services to further expose your website online.
- Use social networking platforms like Facebook, LinkedIn, MySpace and Twitter to expand your network, expose your brand and showcase your listings.



TRAINING

Free Website Training

Free website training sessions are held monthly at the InCom Real Estate Web & e-Marketing Solutions head office. These help sessions are designed to show you how to benefit from all the features & tools your website has to offer. We will do a step-by-step walk through and answer all of your questions.

By the end of your training session, you will learn how to:

- Use every feature and tool
- Promote your website online & through other marketing channels
- Reach your online target market
- Rank high in search engines
- Send drip marketing email campaigns
- Increase website traffic

Take advantage of this FREE service and sign up today! Help seminars are scheduled once a month, and since space is limited, we register clients on a first-come, first-serve basis. To register, send an e-mail to learning@incomrealestate.com. You will then receive a confirmation e-mail with our upcoming seminar dates and directions to our office. Register today!