

THE MARKETING PLAYBOOK



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HELLO






Hello! I see that you've gotten your hands on a copy of Dakno's ***The Marketing Playbook***. Good call! This book is a valuable resource for agents around the world. I hope you not only get a taste of what you can accomplish, but also are inspired to implement some of these ideas in your own marketing strategy. Feel free to use the tips here to jumpstart your personalized marketing plan. And if you get stuck along the way, feel free to give us a call. This book is just one of the many free resources we have available.

hello

IT ALL STARTS WITH A PLAN

Creating an “End to End” Marketing Plan is vital to your success. It all starts with first identifying your correct audience and the most cost effective way to reach that audience. Having a solid plan for each step will ensure you won’t get stuck with lots of leads but no system to incubate and convert.

“A goal without a plan is just a wish.”

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IDENTIFY

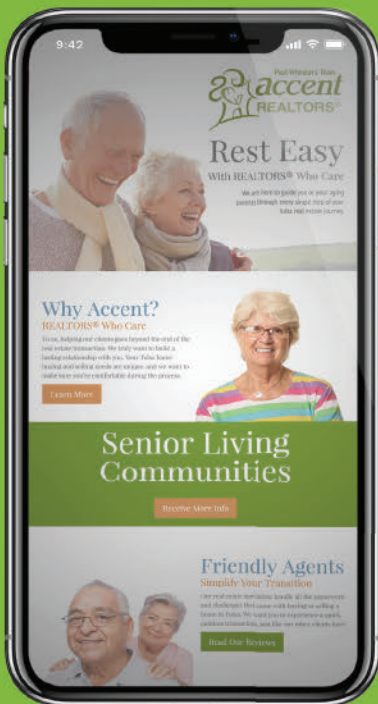
YOUR TARGET AUDIENCE



If you want to bring in the most qualified leads, the first thing you have to do is identify who those leads are. It can be easy to say “I want to target all buyers,” or “I want to target all sellers,” but the reality is that this is both expensive and unrealistic—and probably not true!

There are 3 very important reasons why you want to get targeted leads:

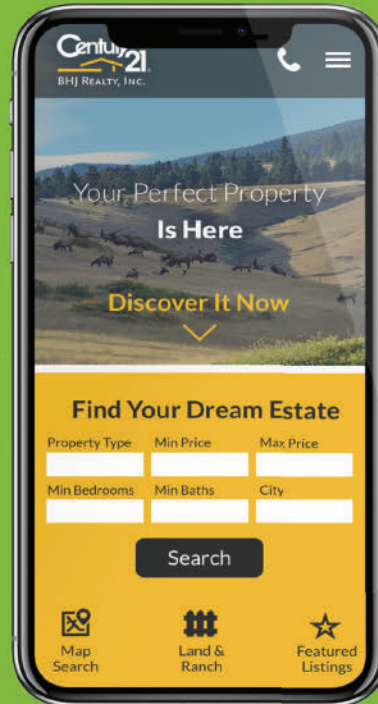
- **Targeted leads convert faster**
- **Targeted leads cost less**
- **Targeted leads want to talk to you**



Capture the 55+ community by highlighting active adult living communities.



Draw attention to luxury listings.



Become an expert on ranch homes and homes with acreage.



Country Homes and Equestrian Properties For Sale

Whether you are a weekend rider searching for a hobby farm or an experienced competitor, we can show you the home that best fits your dreams.



\$465,000

13654 WILT STORE RD
LEESBURG, VA 20176

Status: **ACTIVE**

BEDS **4** BATHS **4 (full)**

ACRES **6.91**



\$1,100,000

20011 PLEASANT MEADOW LN
PURCELLVILLE, VA 20132

Status: **ACTIVE**

BEDS **5** BATHS **4 (full)**

ACRES **13.67**



\$879,000

41871 BENINGBROUGH PL
LEESBURG, VA 20176

Status: **ACTIVE**

BEDS **5** BATHS **4 (full) 1 (half)**

ACRES **10.01** SQFT **6,100**



TARGETED LEADS CONVERT FASTER

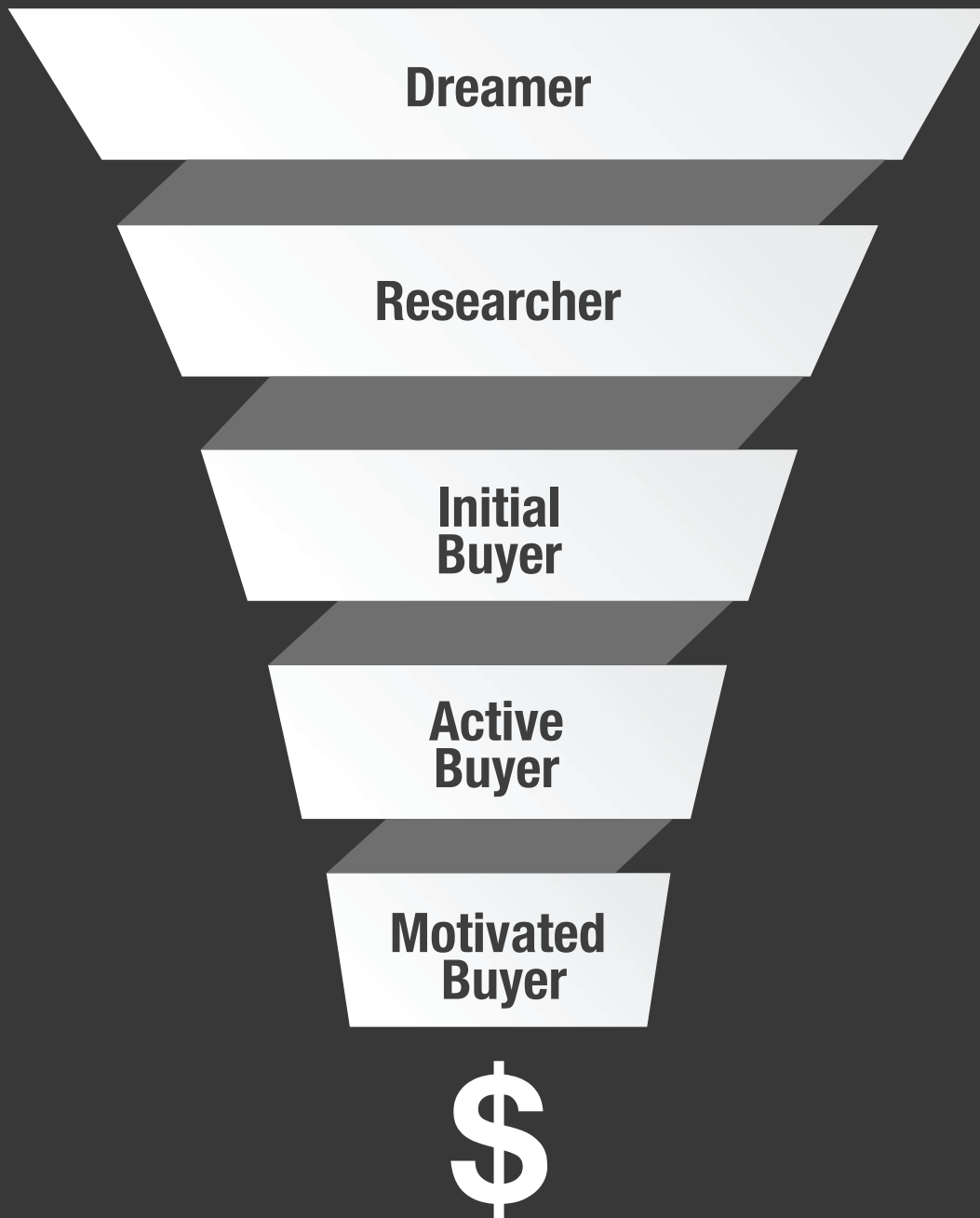
Would you rather work with a buyer who tells you they're interested in "North Carolina real estate" or a buyer who says they're looking for "a home with a pool in a gated community in Raleigh, NC?"

You're probably going to pick the second buyer, right? The person with a focused idea in mind is further down the sales funnel. You'll be able to show them the specific homes that they want to see. With the first buyer, it would be a matter of driving them all over the state until they finally go far enough down the funnel to make a decision or realize they wanted to be somewhere else entirely.

BONUS TIP!

Ah yes, the sales funnel. You're probably at least somewhat familiar with this concept: that ice cream cone shaped diagram that shows the steps a buyer must take to become a closed sale.

If you're interested in an in depth look at how the sales funnel directly relates to your targeted audience and your marketing strategy, then keep reading!



DREAMERS & RESEARCHERS

Let's break down the sales funnel.



DREAMERS

When you're targeting the Dreamer, you're focusing on the person who has just started thinking about buying a home. Their searches are broad and often out of their budget.

While there's a lot more leads at this stage, is this really who you want to spend your marketing dollars on?

If you want to reach out to a Dreamer, try sending them interesting articles like "The Top 10 Most Expensive Homes in the Raleigh Area" or articles that feature weird listings. You're really just trying to establish a relationship, not sell them a house!

Dreamer Searches: "Best cities in NC," "Top places to live," "Best places to raise a family," etc.



RESEARCHERS

When a Dreamer becomes a Researcher, they're starting to get serious about their home search, but they're not really homebuyers yet. They've picked out specific cities or areas that they're considering moving to, and they're starting to consider budget.

At the Researcher stage, it's best to let them come to you. Have information on your website about different areas, offer statistics, and present the info that people are looking for. If you want to reach out, perhaps send articles that highlight specific areas.

Researcher Searches: "Prices," "Cost of Living," "Things to Do," "Market Data," etc.

INITIAL BUYERS, ACTIVE BUYERS, & MOTIVATED BUYERS



INITIAL BUYERS

Now you can officially start thinking of these clients as homebuyers. They are starting to search for a house in an area that they've chosen. If the right home came along, they'd be ready to pull the trigger.

You definitely want to reach out to initial buyers. Send them listings or specific Encourage these homebuyers to reach out to you. You want to be their expert and primary source of information.

Initial Buyer Searches: "Best neighborhoods in Garner," "Homes for sale in Garner," "Cost of living in Garner."



ACTIVE BUYERS

This is a homebuyer who knows what they're looking for. They've highlighted their wants and needs and are ready to narrow down their search.

When it comes to an active buyer, you are their key holder. Not the most glamorous job, but an important one nonetheless. This client needs you to show them the homes they're interested in and, of course, be there to answer any questions they might have.

Active Buyer Searches: "Ranch home in Garner," "New construction neighborhoods in Garner," "Garner homes with a pool."



MOTIVATED BUYERS

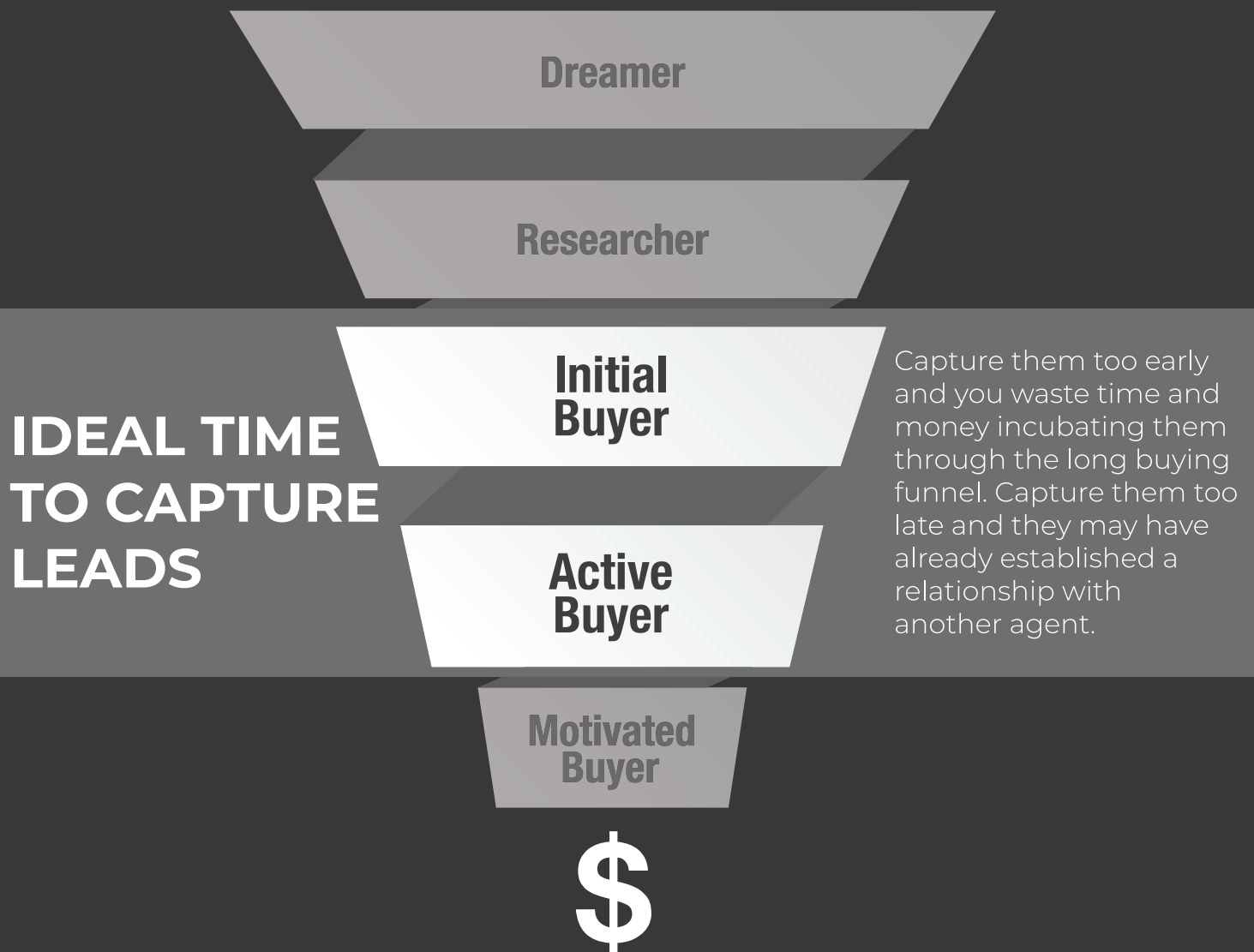
The motivated buyer doesn't just know what they want, they're getting picky about it. They're analyzing floor plans, and trying to find the perfect one. Not only are they familiar with the area they want to move to, they're becoming an expert. They're trying to keep ahead of the market so that they can be the first ones to know about their perfect home as soon as it's listed.

With a motivated buyer, you get to seal the deal. Send them hidden listings, keep them up-to-date on all of the latest homes on the market, and tell them about new construction neighborhoods.

Motivated Buyer Searches: "Garner Homes coming soon," "New inventory," "Hidden listings."

HERE'S WHERE YOU WANT TO TARGET BUYERS

So this begs the question: where in the funnel should I target a client? In our experience, you want to hit that sweet spot when the homebuyer is either an Initial Buyer or Active Buyer.



TARGETED LEADS COST LESS

Another advantage to working with more targeted clients is that they cost less. And let's be real, we all want to spend less money, right? But we just told you that targeted leads convert faster because they're more qualified, so why do they cost less?

Well, think about it like this: How many agents are trying to rank for "Homes for Sale in Raleigh"? A quick Google search will result in almost 40 million results. Do you have the time, money, or energy to get your site on the first page of that search?

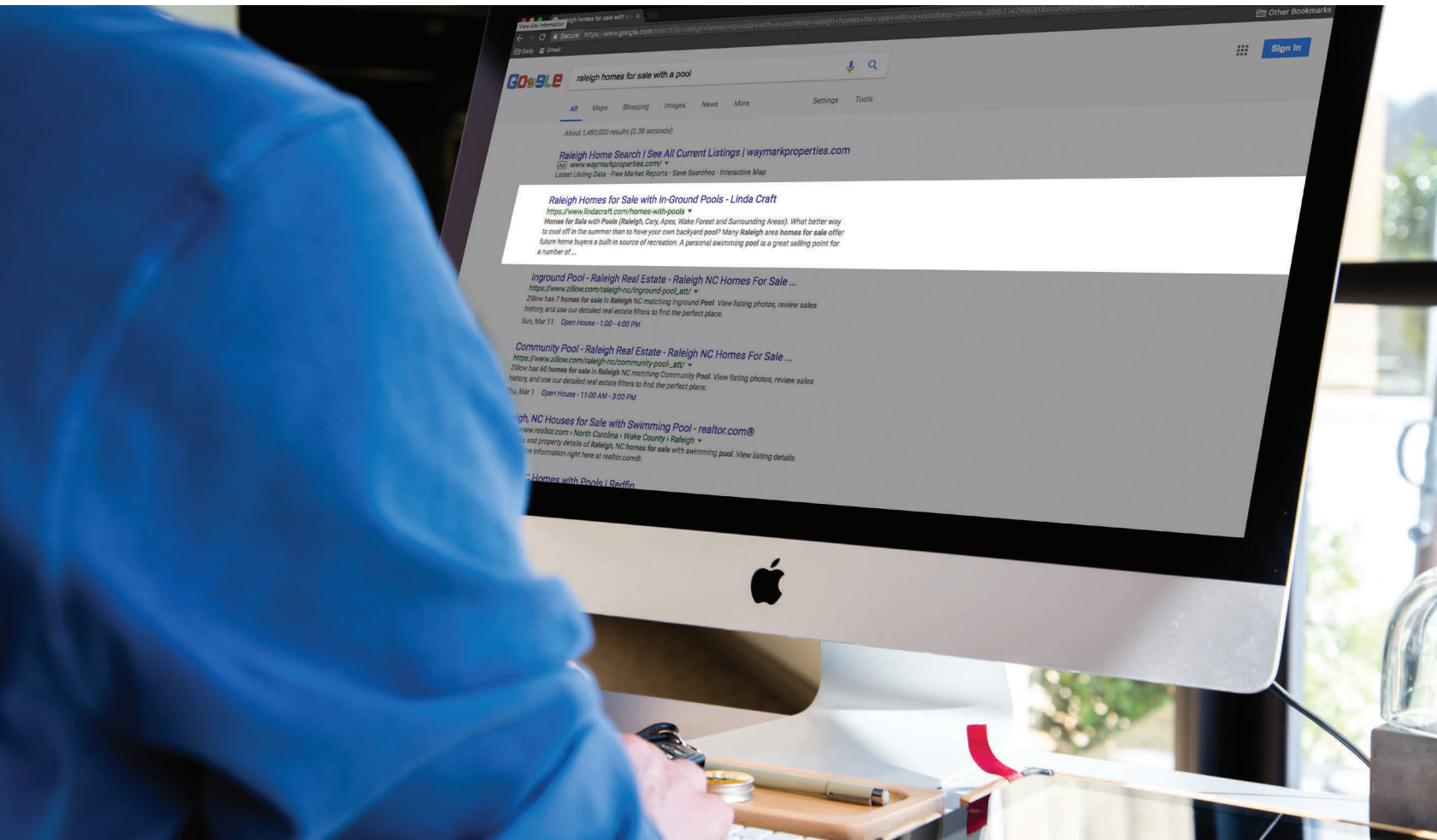
The first page of Google is prime real estate (no pun intended), and with 40 million sites competing for it, even paid advertising is going to be more expensive.

On the other hand, when you're marketing to a specific target audience and using searches such as "Homes for Sale in Raleigh with a Pool" or "55+ Communities in Raleigh," there's a lot less competition. Therefore, it's much cheaper and feasible to make it on that first page.

Linda Craft is one such story. Rather than targeting all of Raleigh, we encouraged her to rank instead for homes in the area with a specific feature. We helped her identify "homes with pools" as one of many untapped niches in the area that we could focus on.



BETTER RESULTS



When we ask clients, “Would you rather put all your energy into ranking number one for homes for sale in your city, or number one on several different searches for homes for sale with x amenity,” they usually go with the latter.

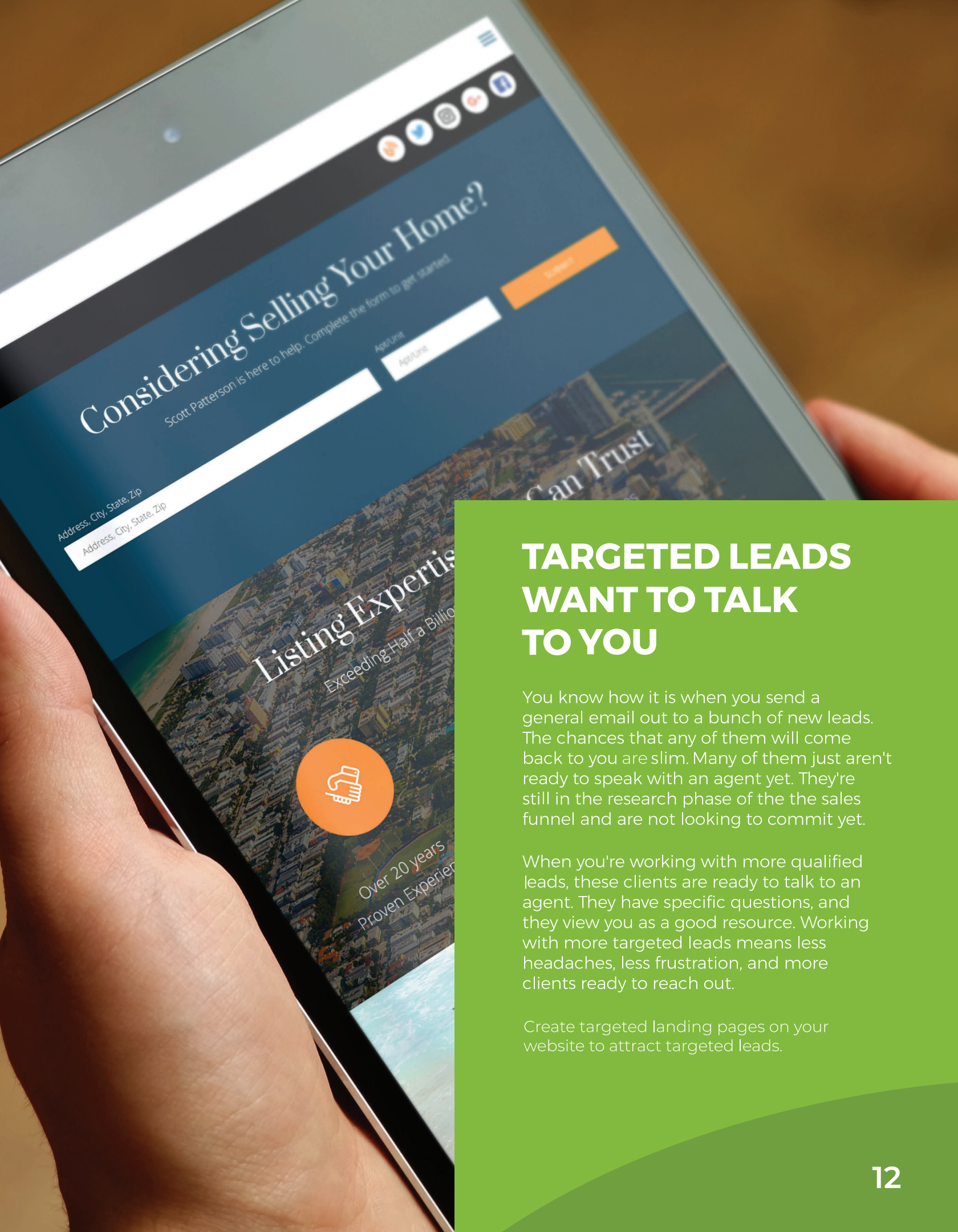
Low-Hanging Fruit

Linda Craft is one such story. Rather than targeting all of Raleigh, we encouraged her to rank instead for homes in the area with a specific feature. We helped her identify “homes with pools” as one of many untapped niches in the area that we could focus on.

So we built a landing page that specifically featured homes for sale in Raleigh with private pools. Building the page with SEO rich copy ensured that Linda Craft’s page would rank well.

Sure enough, when you search for “Raleigh homes for sale with a pool,” Linda’s page is # 1.

Need help finding your niche? We’d be happy to chat with you and help you figure out what sets your business apart from others in your area. Set up a marketing consultation with our team today by calling 919-877-8511 or shooting us an email at hello@dakno.com.



TARGETED LEADS WANT TO TALK TO YOU

You know how it is when you send a general email out to a bunch of new leads. The chances that any of them will come back to you are slim. Many of them just aren't ready to speak with an agent yet. They're still in the research phase of the the sales funnel and are not looking to commit yet.

When you're working with more qualified leads, these clients are ready to talk to an agent. They have specific questions, and they view you as a good resource. Working with more targeted leads means less headaches, less frustration, and more clients ready to reach out.

Create targeted landing pages on your website to attract targeted leads.

ESTABLISH YOURSELF AS THE EXPERT



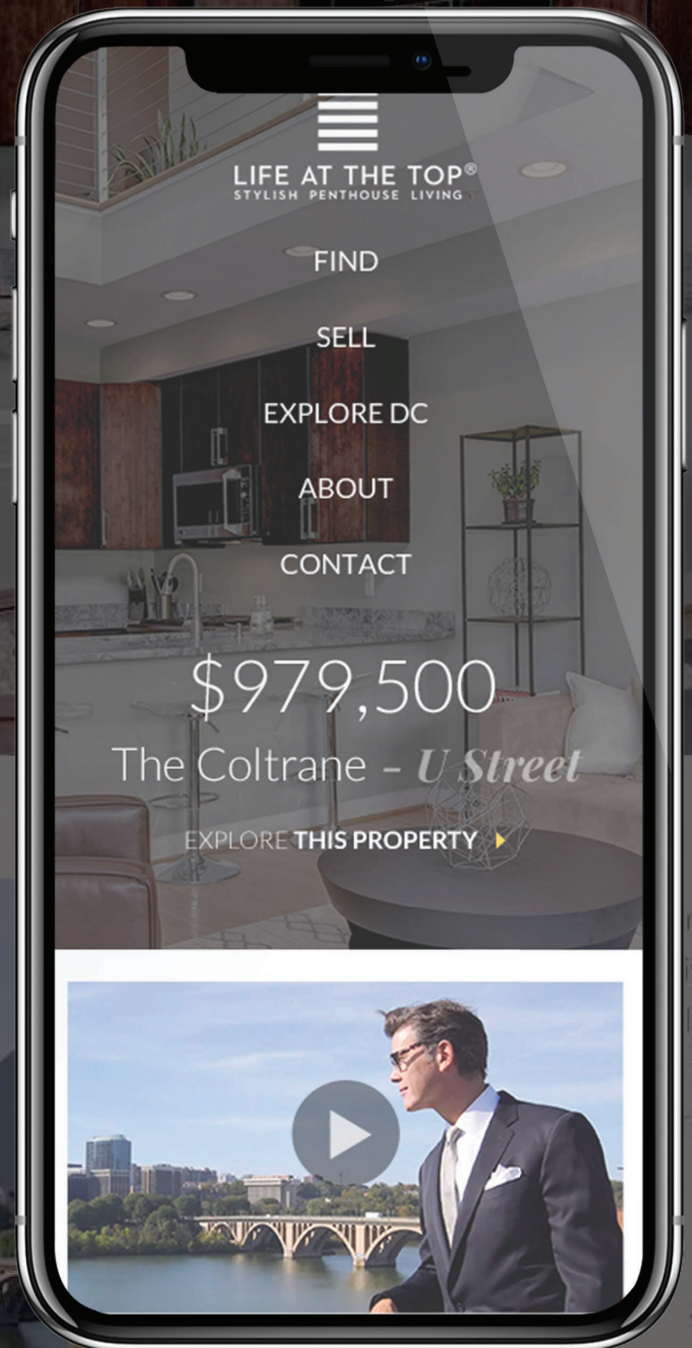
In a world as competitive as real estate, you need to give your clients a reason to not only work with you, but also a reason why they should choose you over other agents. Otherwise, you just become the person who lets them in houses. Establishing yourself as an expert will not only provide immediate value to your clients, but keep them coming back to you again and again.

CASE STUDY: JEFF WILSON

When DC agent Jeff Wilson first wanted to break into the condo market, he turned to Dakno Marketing to help him build a marketing strategy and find a niche that would lead him to success.

Jeff expressed interest in making his niche penthouse condos. While exploring the market, Jeff realized there was no easy way to search for condos that were specifically penthouses. There was no way to filter for penthouses in the MLS.

Where this easily could have been a deterrent to many agents, Jeff saw this as an opportunity. He created Life at the Top, a website dedicated to penthouse listing. Jeff is now well known as an expert on luxury condos in the DC area.



Best Conversions

Old school, old showroom, old warehouse - these reinvented landmarks offer uniquely stylish living.

2424 Lofts
\$1,300,000 - \$2,700,000
2,250 - 3,800 sq ft

Delancey Lofts
\$251,000 - \$750,000
800 - 1,400 sq ft

Kalorama Lofts
\$441,000 - \$1,175,000
780 - 2,650 sq ft

Best Building Roof Decks

Enjoy dazzling five-star amenities from enchanting pools to cozy fireplaces all just an elevator ride away.

The Waterview
\$399,000 - \$6,000,000
570 - 4,528 sq ft

The Columbia
\$470,000 - \$2,500,000
719 - 3,690 sq ft

Westlight
\$625,000 - \$4,500,000
600 - 3,051 sq ft

Best Private Outdoor Spaces

"It" Building Wins

Most Modern High Demand Best Private Outdoor Spaces

Jeff Wilson

Turnberry Tower Lis

\$1,050,000
1881 NASH ST #409
ARLINGTON, VA 22209
ACTIVE

\$1,295,000

LIFE AT THE TOP

Anyone can compile a list of penthouse listings and tell you how many rooms they have, their amenities, and features, but Jeff took things to the next level. On his website, Life at the Top, Jeff has a page called "The 'It' Buildings." This carefully curated page features condos by a variety of types: from Most Modern to Most Grand, from Best View to Best Conversion, from Rarely Available to High Demand. No matter what kind of home clients are looking for, Jeff makes it easy for them to find.

ACTION: What can you add on your site that no one else has? Think about how you can differentiate yourself by putting a unique spin on neighborhoods or buildings.

TROPHY HOMES

One of the biggest fears agents have when it comes to choosing a niche is that they'll pigeonhole themselves and limit the number of homes they can sell. But don't worry! Just because you have a niche doesn't mean that's the only thing you can sell.

Jeff Wilson doesn't just sell DC penthouses. He also maintains his highly successful site trophyhomes.com where he features luxury single family homes in the DC area. He's expanded his reach and made himself an expert in luxury homes.

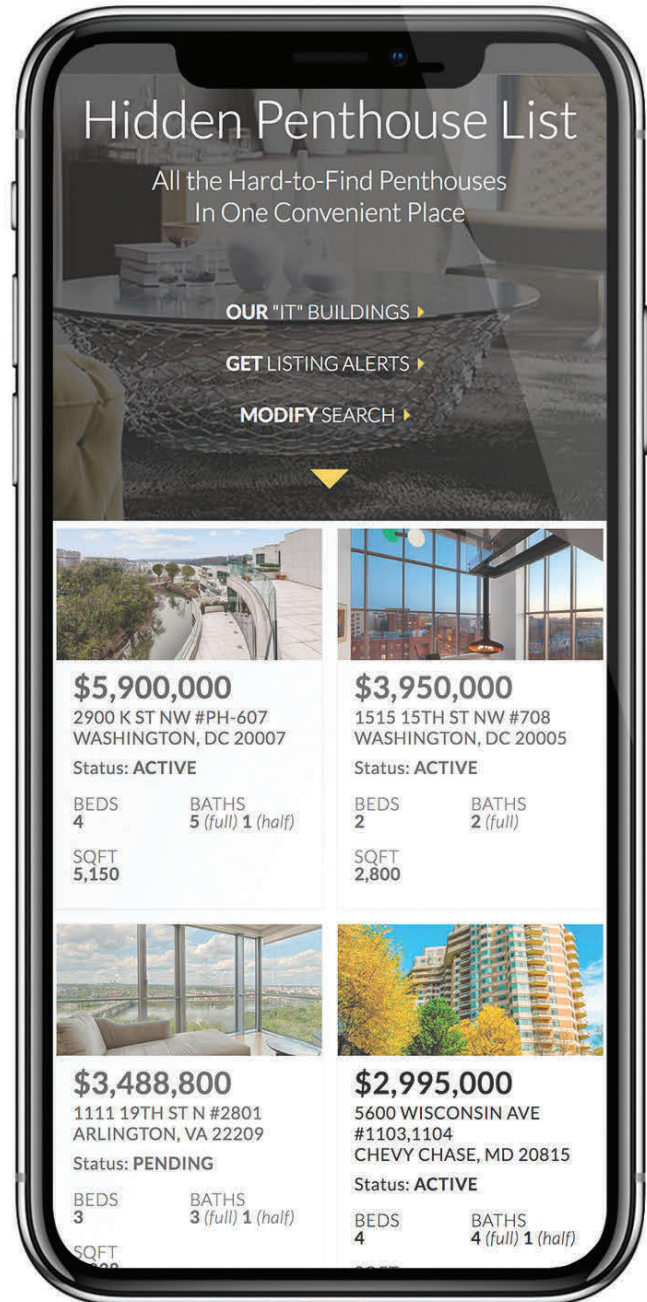


GENERATE

TARGETED LEADS WITH COMPELLING OFFERS

Okay so now you have a niche. How are you going to generate leads? Give your audience compelling calls to action throughout the site that encourages them to engage.

Check out more information about Jeff Wilson's "Hidden Penthouse List" on the next page ►



Hidden Penthouse List

Stay Ahead of Your Competition

GET NEW LISTING ALERTS ▶

SEARCH ALL LUXURY LISTINGS ▶

EXPERIENCE ELEVATED MARKETING ▶



Status: **ACTIVE**

\$3,200,000

(\$16,807.00/mo.)

**3251 PROSPECT ST NW
#402**

WASHINGTON, DC 20007

Beds: **5** Baths: **4** (full) | **1** (half)

Sqft: **3,550**



Status: **ACTIVE**

\$1,299,000

(\$6,822.00/mo.)

2501 M ST NW #715

WASHINGTON, DC 20037

Beds: **2** Baths: **2** (full) | **1** (half)

Sqft: **1,321**



Status: **ACTIVE**

\$2,550,000

(\$13,393.00/mo.)

**2002 MASSACHUSETTS AVE
NW #PENTHOUSE #4**

WASHINGTON, DC 20036

Beds: **3** Baths: **3** (full) | **1** (half)

Sqft: **2,400**



Status: **ACTIVE**

\$1,099,000

(\$5,771.00/mo.)

1321 R ST NW #4

WASHINGTON, DC 20009

Beds: **2** Baths: **3** (full)

Sqft: **1,448**

HIDDEN PENTHOUSE LIST

Jeff Wilson knows that his clients are looking for information about penthouses. They want to see penthouse listings, and they want to know about the condo buildings that these penthouses are in. That's why we worked with Jeff to create his Hidden Penthouse List.

Jeff's Hidden Penthouse List is the only place online where homebuyers can stay updated as penthouses hit the market in DC

That's why Jeff not only maintains his Hidden Penthouse List page, but also allows site visitors to receive email alerts as new penthouses hit the market.

A portrait of Jeff Wilson, a man with dark hair, wearing glasses, a white shirt, a patterned tie, and a dark suit jacket. He is smiling and looking directly at the camera. The background is white with a green speech bubble graphic on the right side.

JEFF WILSON

TESTIMONIAL

“Dakno was able to match my passion and deliver an online strategy that catapulted me to the top of the search engines. Not only can I rely on their strategic thinking and creative ideas, but also I know that they will deliver the results I’m looking for.”

Find the TRUE Value of Your Sheridan Home

View Sheridan Wyoming's featured properties or search the MLS available for real estate sale in Sheridan, Dayton, Big Horn, Story, Ranchester, and surrounding areas.

Start

SELLER LANDING PAGE

Giving compelling offers isn't just a strategy for attracting buyers; it works for sellers, too! What's the first thing sellers generally want to know when they're thinking about selling their home? Of course it's "how much is my home worth?"

Targeted seller landing pages that give potential clients direct access to a CMA form are much more likely to bring in leads. This is especially true if your site has the ability to save all addresses entered, even if the lead doesn't provide their name or contact info. (And of course, all Dakno websites have this capability.)

BONUS TIP: Finding home value is just one of many way to generate seller leads. Contact us to learn about other unique ideas for attracting sellers.

PAID SEARCH EXAMPLE SELLER KEYWORD CAMPAIGNS

Note that this is just one example.

Google Keyword Campaign #1

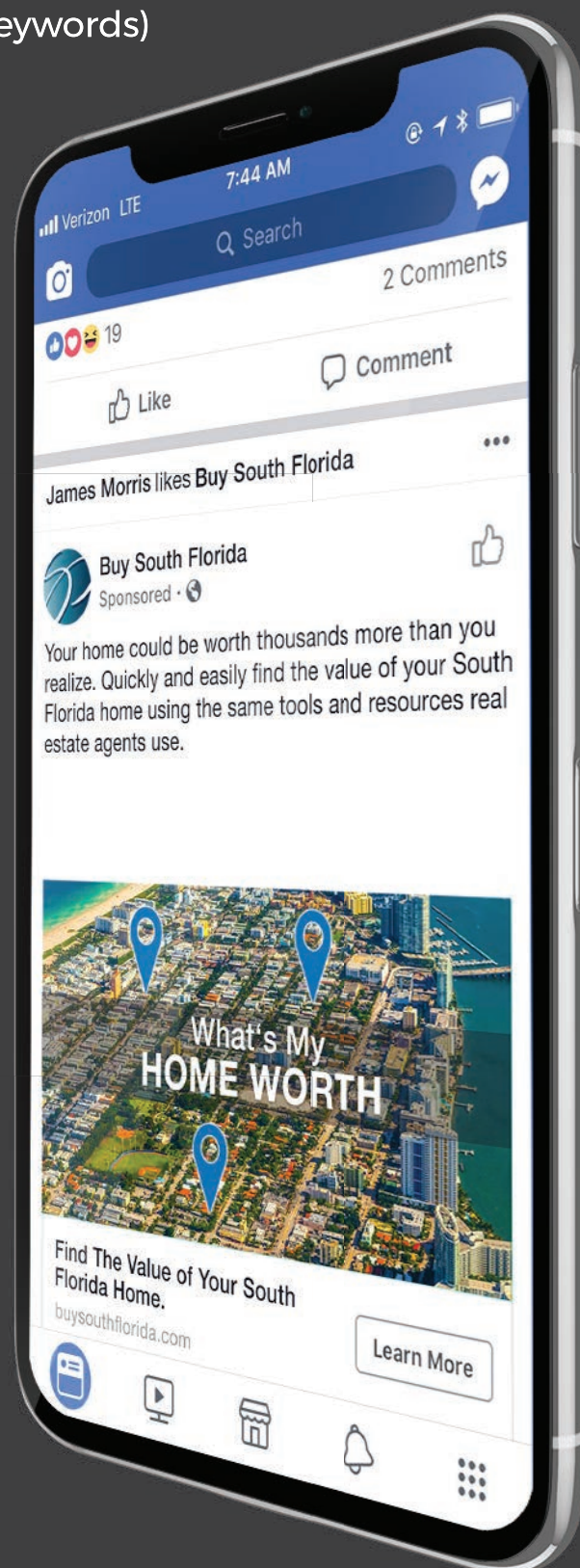
“What’s My Home Worth” (sample keywords)

home values
what’s my home worth
estimated value of my home
value of home
zillow home value
home values in [area name]
my home value
property value
how can I find the value of my home
tax value of my home
zestimate
house prices

Google Keyword Campaign #2

“Best Realtor” (sample keywords)

best realtor
best real estate agent
number 1 real estate agent
number 1 realtor
best real estate agency
top realtor in
top real estate agent in
real estate agent reviews
realtor reviews





CPF **CLAYTON**
PROPERTY FINDER

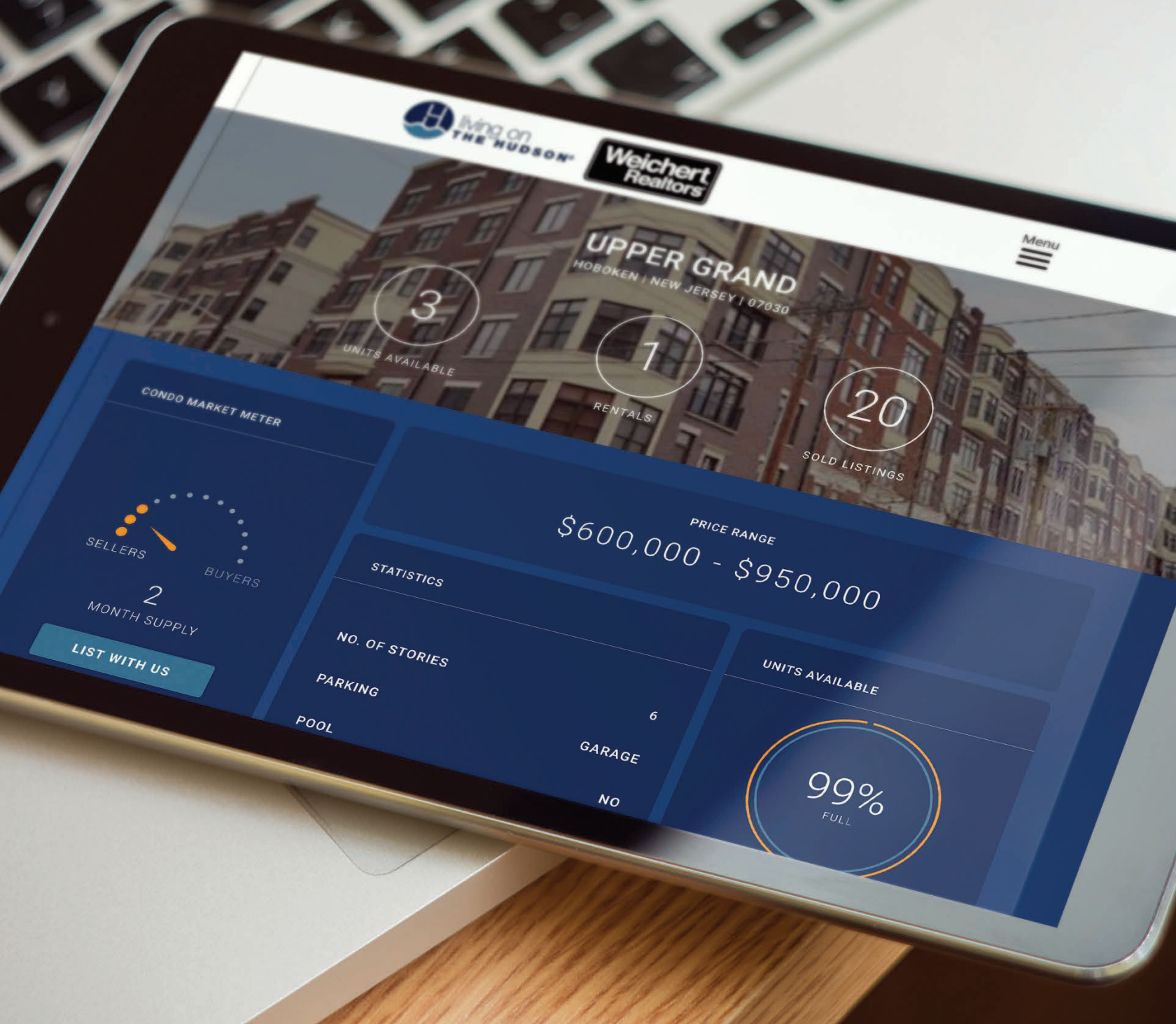
Live Here. Play Here. Rent Here.

EXPLORE PREMIUM
CLAYTON RENTALS NOW

FACEBOOK ADVERTISEMENT

While scrolling through your Facebook feed, you've probably seen posts that are marked as "sponsored." Sponsored posts are a great way to reach the audience you're searching for. Plus, with Facebook Ads, you can be very specific about which audiences you want to target.

For instance, you can specify that you want your ad to target people with an interest in horseback riding and an income of \$100k or higher. Then, when you run a Facebook ad talking about how you're the expert in selling equestrian properties, you'll receive only the most qualified leads.



CONDO LANDING PAGE

Specific landing pages are another great way to generate leads as you are able to give clients exactly what they're searching for, whether your focus is condos, neighborhoods, or areas.

Walter Burns's Hoboken New Jersey Condo Pages are an excellent example of this. He sees a ton of success in generating leads, and the best part is, this page automatically updates, so he never has to maintain this page.

RETARGETING CAMPAIGN




Have you ever been shopping for a pair of shoes on site like Zappos.com, and then after you leave the site you see an ad for the exact same pair of shoes? That's no coincidence; that's an example of a retargeting campaign.

Ads that follow you aren't just good for selling shoes. They're great for real estate too! When a visitor comes to your site, they pick up a cookie. We can use that cookie to have your ads follow them—and keep you top of mind.

Walter Burns uses retargeting ads to bring back clients who have been to his condo-specific landing pages.

Your #1
Resource For
**UPPER
GRAND
CONDOS!**

VIEW NOW ►

WIN OUT OVER OPENDOOR



Get Cash for Your Home

Receive an Instant Offer

* Enter your home address

* Name

* Email * Phone

[Get your free offer](#)

By giving us your phone number and email address, you are giving Accent Realtors permission to contact you via email or phone.

There's been a lot of concern about sites like Opendoor and Knock taking over the real estate space, but the truth is, having a niche market and being an expert can help you target the audience that's interested in the fast, easy sell.

Having targeted pages such as Paul Wheeler's Instant Offer page is a great way to speak to clients who are considering using a home buying services such as Opendoor. When leads fill out this form it gives Paul Wheeler a chance to connect with these homesellers, and he can educate them on the difference between listing with an agent or going with a service. The majority of these leads end up working with Paul.

A portrait of Paul Wheeler, a middle-aged man with short brown hair and blue eyes, smiling. He is wearing a dark suit jacket, a white shirt, and a red tie. The background is white with a green speech bubble graphic behind him.

PAUL WHEELER

TESTIMONIAL

“It seems every other company simply defaults to instant home evaluations for generating seller leads. Dakno, on the other hand, created a unique strategy that separates us from the competition, and more importantly, allows us to convert over 80% of our seller leads into actual clients.”

BONUS TIP!

When it comes to targeting sellers with paid advertising, it's all about what terms your audience is searching for. Go beyond simply "what's my home worth?" and think about what searches a seller is making before they're ready to list.

Paid advertising is an awesome strategy when it comes to generating targeted leads. However, one thing that can really make or break your campaign is the keywords you're targeting.

To get additional tips on target keywords, keep reading!



INCUBATE

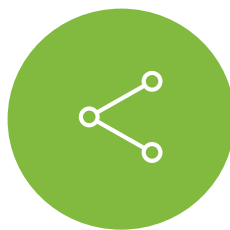
LEADS USING A FOLLOW UP PLAN

Now that you've got a niche and a plan to market towards a targeted audience, you'll be pulling in tons of additional leads. So what are you going to do with them all? You don't want to miss out on closings because you let leads gather dust in your client database. The first thing you need is a comprehensive Customer Relationship Management (CRM).

THE SIX ELEMENTS OF A GREAT CRM



1. SOCIAL DATA



2. TEXT & PHONE INTEGRATION



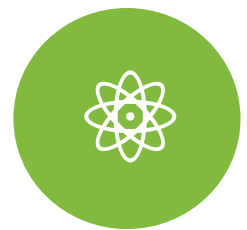
3. MARKETING DATA



4. IDX DATA



5. TRACKING DATA



6. LEAD LOGIC

THE SIX ELEMENTS



SOCIAL DATA

A good CRM should be able to identify a lead's social media presence. That way you can check in and get to know a bit about the lead. It will be easier to reach out if you have things in common. As the saying goes, "people like doing business with like-minded people."



TEXT AND PHONE INTEGRATION

Lead incubation time can range from a few days to a year or more. Your CRM should not only keep track of conversations you've had, but also make it super easy to input data—as easy as emailing your client.



MARKETING DATA

When was the last time your lead visited your website? When did they last receive one of your drip campaigns? This is important information for pairing interaction with interest. You have a much better chance of getting your phone call answered if they were just on your site yesterday versus a month ago.

OF A GREAT CRM ▲



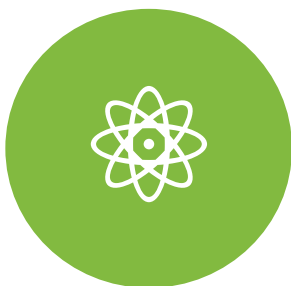
IDX DATA

It's much easier to sell someone a home if you know what they want! Are they looking for a \$150k townhouse or a \$400k home with a pool? Are they favoriting properties and signing up for listing alerts? Having this info paired with your leads is crucial to a good follow up campaign.



TRACKING DATA

Where are your leads coming from? How will you be able to tell if your new Facebook campaign is working? A good CRM will not only mark where your leads have come from, but also indicate every source your lead has interacted with.



LEAD LOGIC

With the amount of leads that pile up in a CRM, it can be difficult to manage them all on your own. That's why a great CRM will monitor your leads for you and adjust their status according to their activity.

If you're wondering whether or not our CRM does all of these things, the answer is yes! If you want to see it in action, give us a call at 919-877-8611 or shoot us an email at hello@dakno.com and we'd be happy to setup a demo.

THE CADENCE

All of our leads are going to be at different points in the sales funnel, which means you won't be interacting with them in the same way. Mastering the cadence is all about knowing when to reach out.

The first step is to sort leads by how far down the sales funnel they are. For instance, cold leads don't need to be touched as often as hot leads. We recommend sorting your leads into buckets by status and following up accordingly.

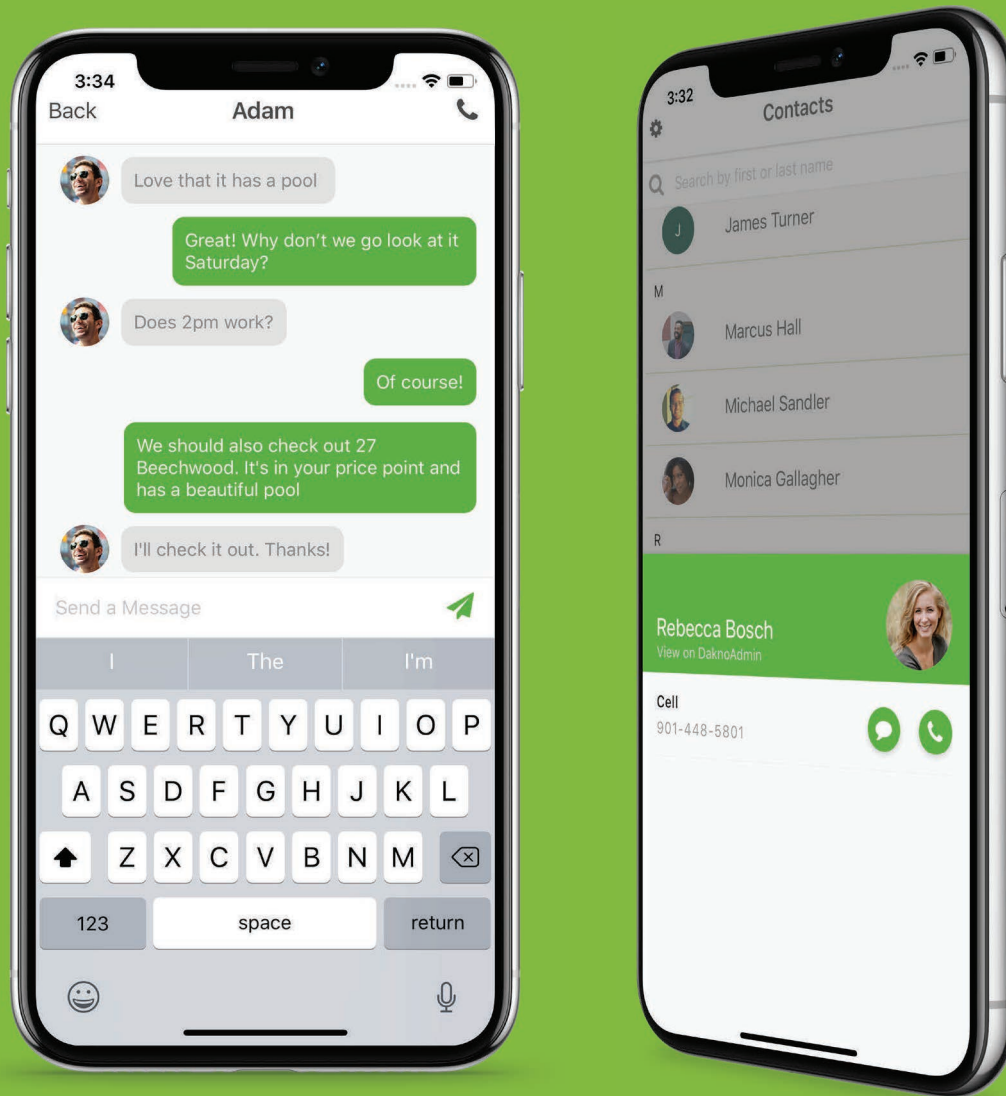


CONSISTENT FOLLOWUP

On average, a lead needs to be touched at least 7 times before they convert—which means an initial phone call or follow-up email just isn't going to cut it. However, developing a routine for follow-ups can ensure that leads don't fall through the cracks, and that more of them are converting.







TEXT AND PHONE INTEGRATION

Another key component to mastering the cadence is ensuring that you can keep track of all client interactions no matter which platform you're using.

In this day and age the mobile experience is a huge part of the real estate process. Whether clients are looking to buy or sell a home, there's no doubt you'll probably be keeping in contact with them via text.

That's why it's so important to have a CRM that integrates seamlessly with both phone calls and text messages. With Dakno Messenger you have the ability to send and receive calls from a unified number. This means texts and calls won't get lost between your personal number and your messenger number, and you can spend more time finding the home of their dreams.

ADAPT TO LEADS

WE BREAK LEADS UP INTO 3 CATEGORIES:



MONITOR LEADS:

Leads given the monitor status are cold leads. You'll want to reach out to these leads less often, rely more on automation, and focus your attention on warmer leads.



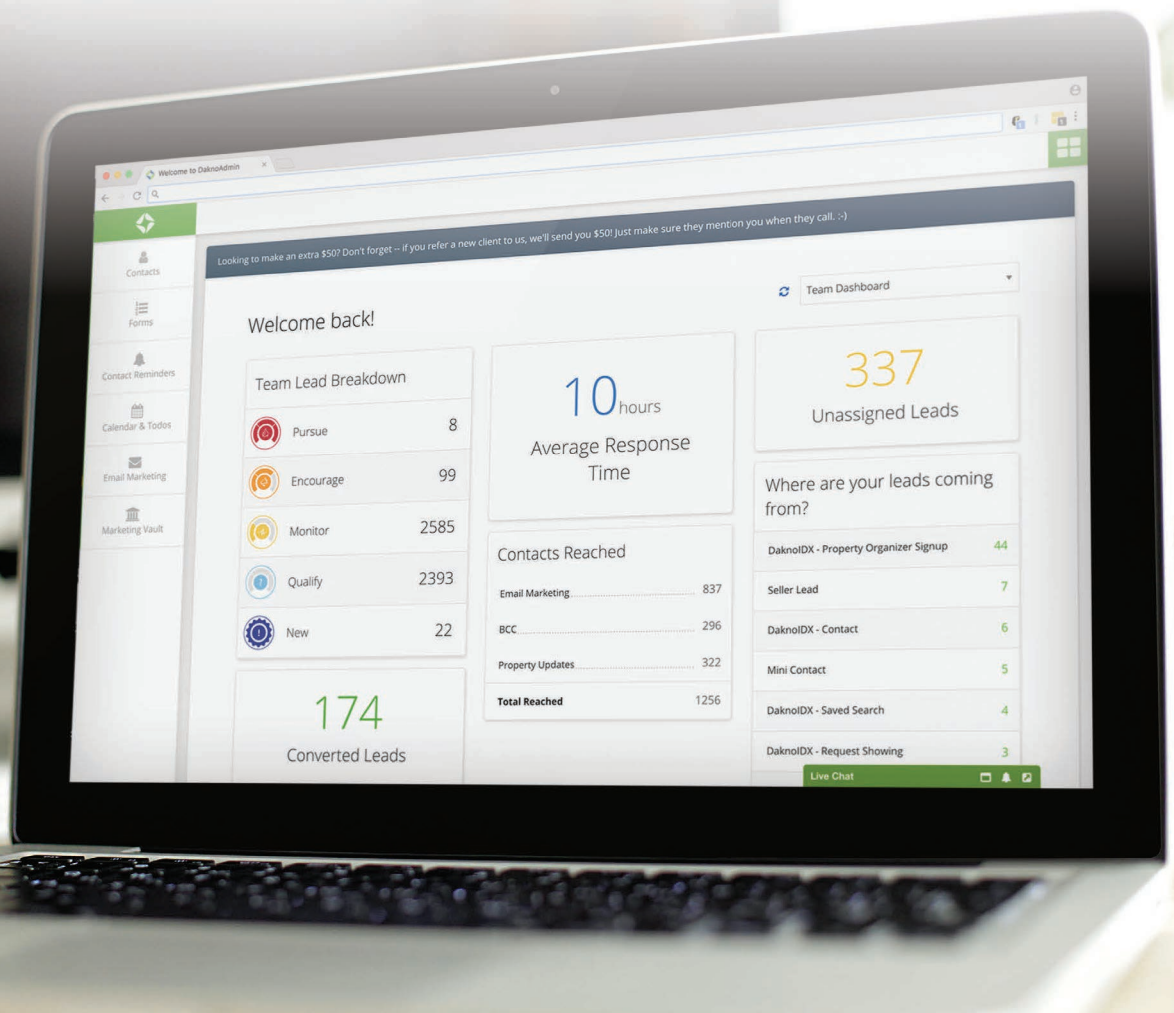
ENCOURAGE LEADS:

While they may not be ready to buy or sell yet, they're certainly showing more interest. You'll need to start following up with them more often.



PURSUE LEADS:

These are your most qualified leads; therefore, they're the ones you need to reach out to most frequently.



THE CADENCE IN ACTION

How often does this happen to you? You reach out to someone who visits your site and ask about their timeline. Then they reply, “Hey, thanks for reaching out, but I’m not really ready to buy yet. I’m just looking right now. Follow up with me in six months and let’s see where I am then.”

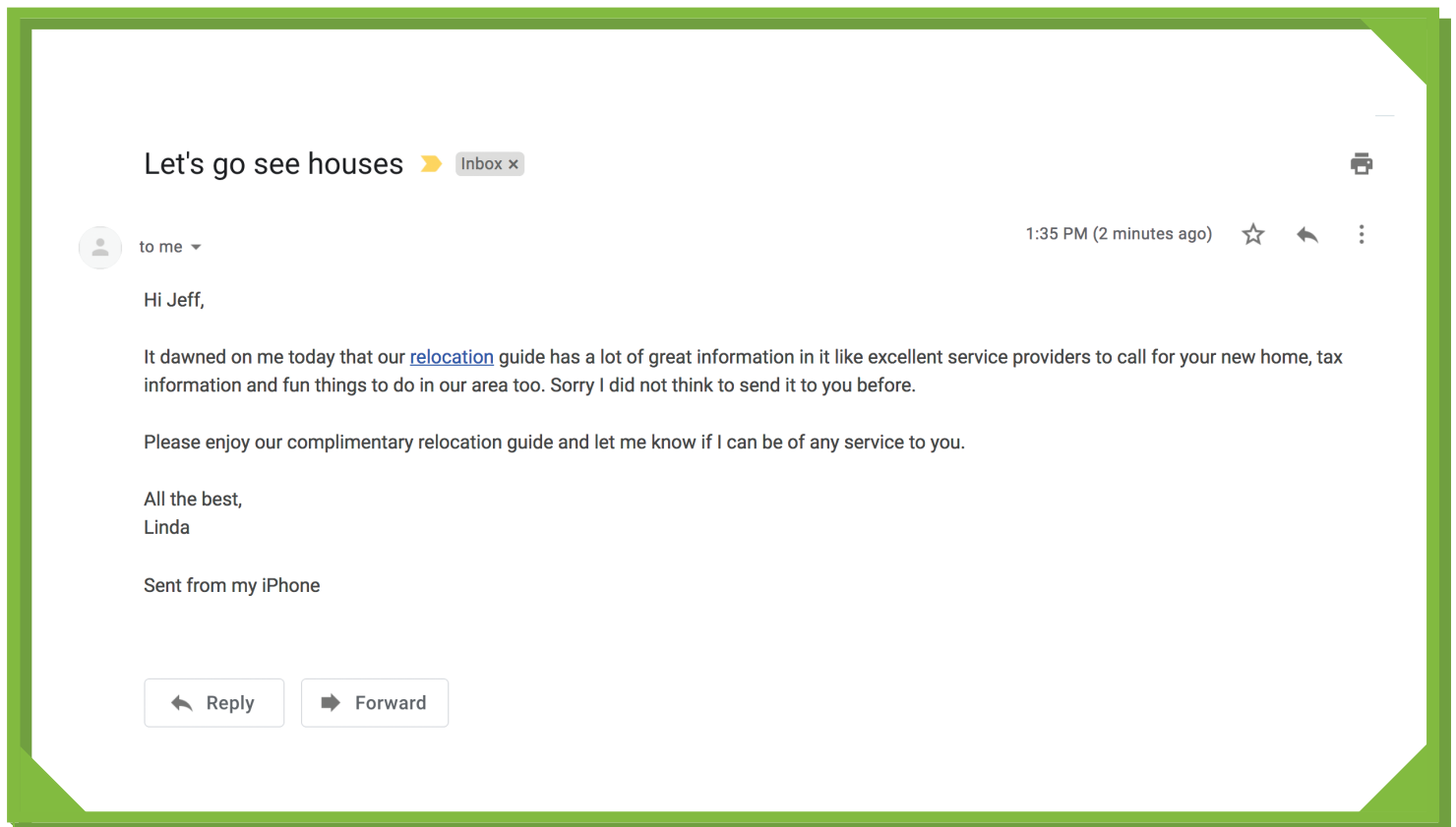
So you tag them in your CRM as a buyer, and set a calendar reminder to follow up with them in six months. Six months later rolls around, and you reach out to them to check in about where they are in the homebuying process. “Oh, thanks for checking in,” they reply, “but I actually bought a home 3 months ago.”

I’m sure it’s at this point the old adage, “buyers are liars” crosses your mind. So what’s up with that? Well the truth is, many buyers see the home of their dreams sooner than they expect to. So if you’re not top of mind, it won’t even occur to them to call you.

When you put these contacts in DaknoAdmin, the second they show additional activity on your site, DaknoAdmin will automatically notify you and change their status. So you can reach out the moment they start looking more seriously, and you’ll never miss a lead again.

AUTOMATION THAT DOESN'T FEEL AUTOMATED

When a lot of agents think of email marketing, they think of newsletters, but the truth of the matter is newsletters just don't work. The goal of any good email marketing campaign is to make it feel personal—it shouldn't feel as if your emails have gone out to 300 other people. Think of the kind of message you would send out on your phone to a friend while waiting in line for coffee.



Quick Tip: By adding the line “Sent from my iPhone” to the bottom of your emails, it truly appears as if this is a quick email sent from your phone.

LINDA CRAFT

TESTIMONIAL



"I've been working with Dakno for over a decade and I wouldn't be where I am in the market today without them. They have helped me grow my business exponentially and continue to deliver phenomenal results."

CONVERT

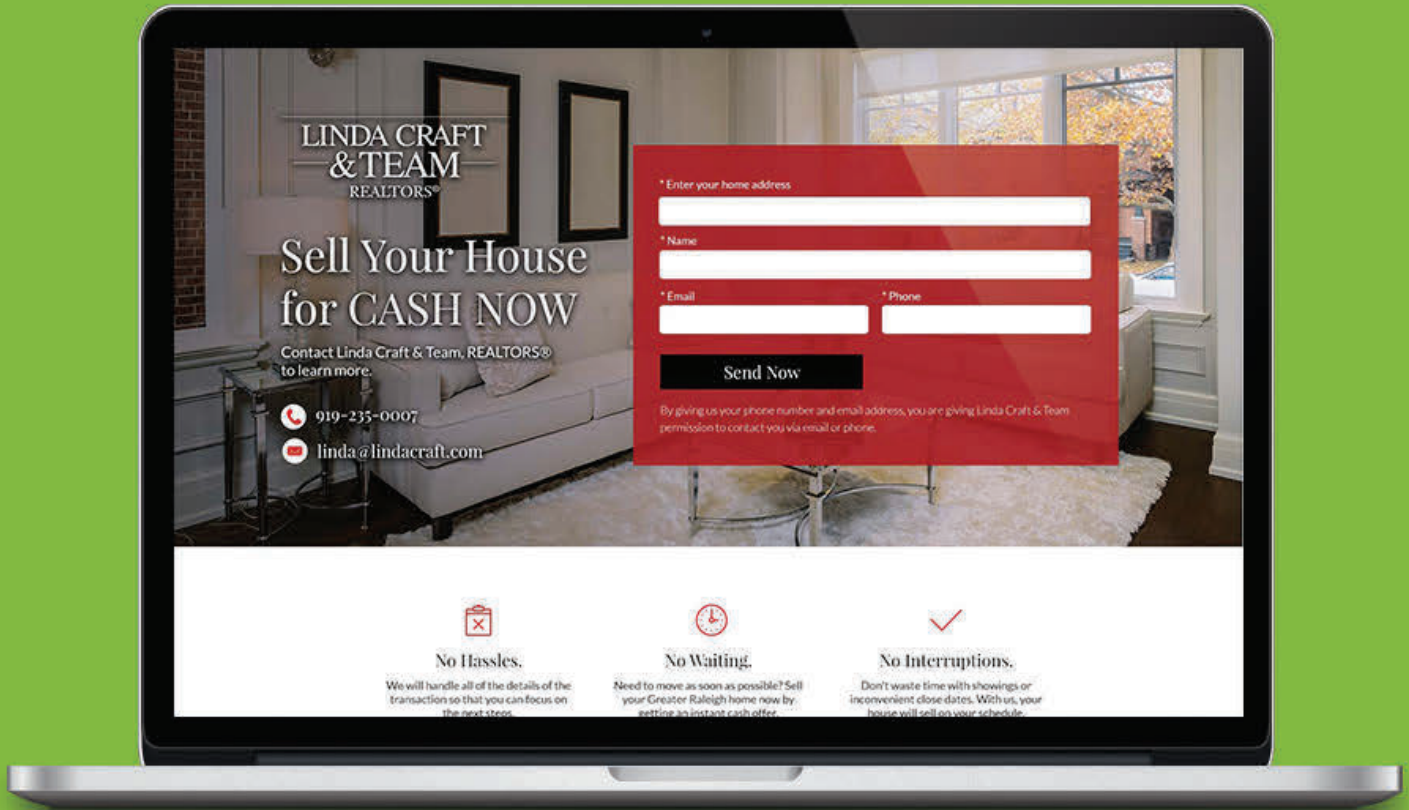
LEADS INTO CLIENTS



Now that you've put in the work into cultivating these leads, it's time to seal the deal! Your work isn't quite done yet. If converting a lead is a marathon, this is the last two miles: you're so close, but you've still got a bit of leg work to do.

At this stage you're working with active buyers, which means you need to be an active agent. Don't just wait for them to come to you. Use language that assumes you've already got their business.

For example, language that makes them say yes: "When we list your home, we'll implement this marketing strategy"; "After today the photographer will contact you"; "Suzie is the stager, be sure to listen out to a call from her." Don't be afraid to ask for the sale!



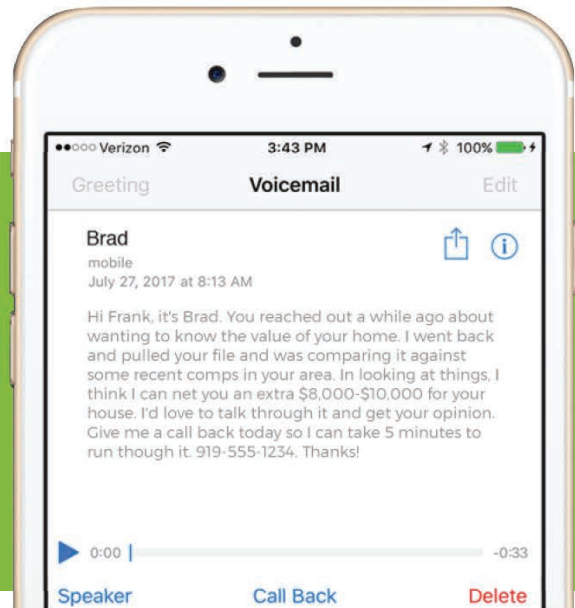
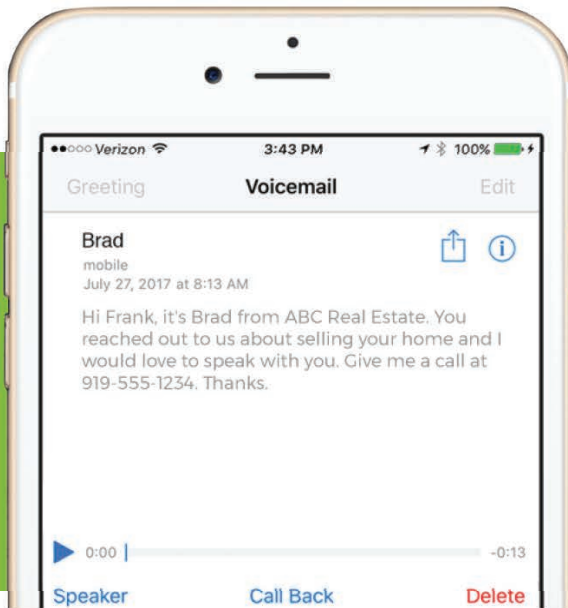
MAKE **BIG** PROMISES

Have you ever seen a weightloss program that boasted that you could lose a solid 5 pounds over the next 4 months? Yeah, and I doubt you ever will. Chances are it's going to be something more along the lines of "lose 30 lbs. your first month!" You're going to be more inclined to check out the program that makes a big promise.

The same is true of real estate. Give people a reason to contact you: make a big promise that you can sell their home or help them buy the home of their dreams.

VOICEMAIL EXAMPLES

Making big promises doesn't just hold up for ads, it's something you can inject into even your emails and voicemails. For example, have you ever left a voicemail that sounds like this:



Is this person going to call you back? No. You haven't given them a reason to!

In this example you've offered them a potential additional \$8,000-\$10,000 on their home in return for 5 minutes of their time when they call you back. Not to mention you've made yourself sound like an expert who takes their time to do research. We can guarantee you'll be more successful with a voicemail like this.

A man in a dark suit and white shirt with a blue tie is seen from the back, addressing a large, blurred audience in a dimly lit room. The background is filled with warm, out-of-focus lights, suggesting a conference or seminar setting.

COACHES' CORNER

Working with a marketing partner is a great way to hone your marketing skills. But working with a real estate coach can help you fine-tune your business as a whole. We encourage you to find a great coach that you trust and who can help your business flourish.

We are lucky to work with several awesome real estate coaches! Some of our highly successful clients work with them, too. If you're interested in working with a real estate coach, feel free to reach out to these amazing coaches. They're always happy to lend their expertise.

AMY STOEHR

☎ 303-682-1072

✉ Amy@mcleaninternational.com

“There are precious few companies in the real estate web space who deliver not only a quality product that generates great results but also outstanding, responsive customer service that I can feel confident recommending. Thank you, Dakno, for ensuring the clients we refer feel heard and well taken care of.”



🖥 mcleaninternational.com/amy_stoehr

Amy Stoehr is the President of McLean International. She uses her personal real estate experience and down-to-earth approach to help both individual agents and large real estate teams identify their goals and grow their business. Clients who work with her describe her as incredibly supportive and a master of strategic thinking. Because Amy is attentive to systems that work on an individual or team level, she can help you identify ways to stay organized and stay on track to achieve your business goals. Her optimistic and upbeat attitude is perfect for anyone looking for a positive change in their business. If you're looking for someone who can support and guide your continued growth, give Amy a call!

JUDY WEBER & JAN COPELAND

☎ 610-324-5240

✉ Judy@LivyBrynn.com

🖥 LivyBrynn.com/Resources

“There is power in collaborating with vendors who share your same high standard of excellence. Vendors who fully understand your industry and work tirelessly to over-deliver for you. Dakno Marketing is one of those vendors, serving as our go-to website, lead gen & CRM solution in the real estate space. From the first interaction with them, we’ve been blown away not only by their expertise and amazing website & marketing packages, but also by their outstanding customer service. Dakno takes the time to explain things and their team has a way of making you feel like you’re their #1 client.

Having established the ‘gold standard’ in real estate coaching for women, we are thrilled to have found a company like Dakno to partner with, because Dakno helps our clients get RESULTS! If you’re serious about building your real estate business into an outrageous success, there’s none better than Dakno.”



Jan Copeland, an experienced Top 1% Agent, nationally-ranked Team Leader, ‘Top 100 Most Influential Real Estate Agent’, is the President & CEO of the Livy Brynn Success Boutique -- the 1st & only complete real estate coaching & training company committed to advancing women in the real estate industry. Her twin sister, Judy Weber, serves as the company’s VP & General Counsel, and is also an award-winning REALTOR®. Livy Brynn offers 1:1 & Group Coaching, online self-directed courses as well as live events throughout the United States & Canada. Livy Brynn serves women real estate agents exclusively and everything they develop is specifically designed by women, for women.

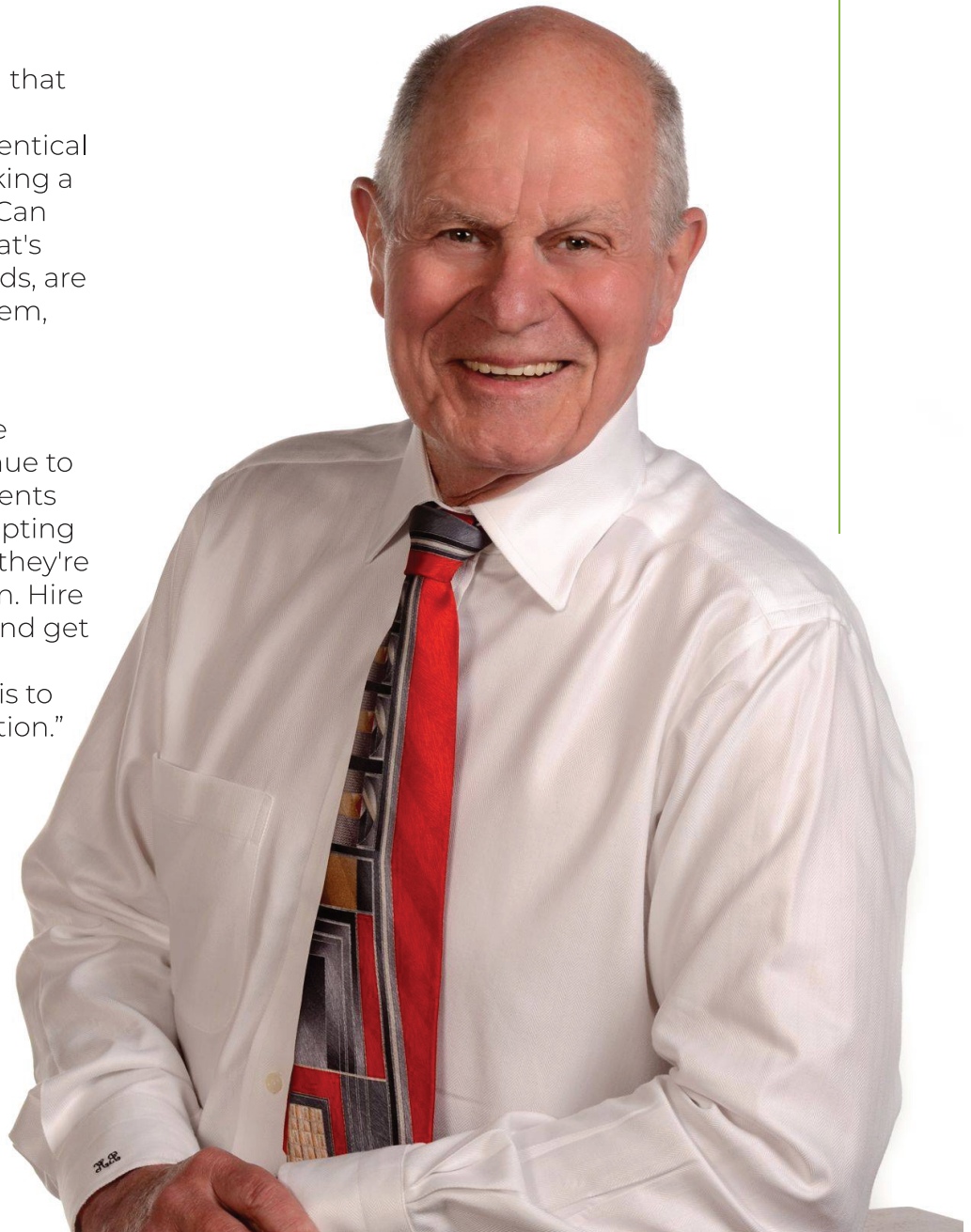
BRUCE KEITH

☎ 1 (866) 362-2226

✉ bruce@brucekeithresults.com

“As a long-time Coach and Sales/Business Trainer, I learned that the key to selecting a top-notch service provider like Dakno is identical to when a Seller or Buyer is making a choice. It's the same criteria — ‘Can they put together a package that's personalized to my specific needs, are they responsive when I need them, and do they get results?’

“Dakno does all that and more. There's no risk here, they are the leaders at what they do. I continue to be impressed with the adjustments they make over the years in adapting to the changing marketplace – they're always ahead of the competition. Hire them to do what they do best and get back to what you do best. My Coaching Clients have found this to be a highly successful combination.”



🖥 brucekeithresults.com

Bruce Keith coaches real estate agents and teams all around the country. He excels at identifying a client's strengths and using these strengths to spur the growth of their business. No need to be a “sales person” – Bruce is happy to work with any kind of personality type, as he knows that being sales-y isn't necessarily the key to success.

PARTNER WITH A MARKETING EXPERT

At the heart of things, we're a bunch of marketing geeks. Each member of our talented team of account coordinators is in the business because they're passionate about finding new, creative ways to increase your lead gen and maximize conversions.

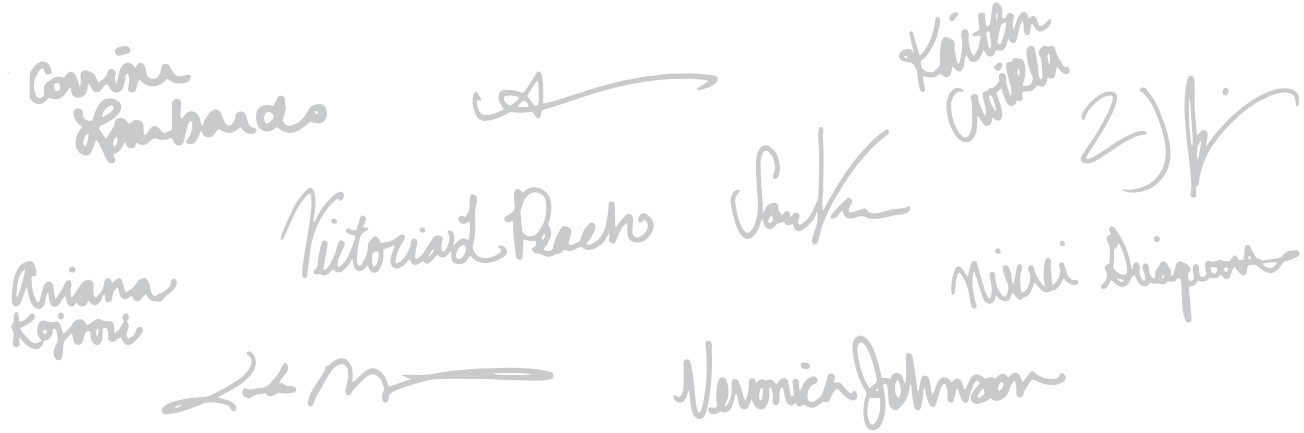
We love working with clients at every level of their marketing journey. From those who are just getting started with marketing and need help defining their brand, to clients who have well-established brands who are looking for ways to further grow their business we're excited to work with you to find the personalized strategy that works for you and your team.

Interested in hiring us? Give us a call! We're looking forward to working with you :-)



A stylized, handwritten signature in black ink that reads "Nicola Leoni".

Nicola Leoni
Marketing Team Manager



LET US HELP YOU!

Thanks for taking the time to read through The Marketing Playbook. I hope you found these tips and strategies to be helpful.

Now that you've been armed with the tools for expert marketing you can implement your own strategy. Of course, if you have any questions about your marketing plan or just want to pick our brains about growing your business feel free to give us a call!

Brad Carroll

