



10 Steps To Money-Making Rainmaker Microsites

Launching your Rainmaker Microsites strategy has never been easier. Here is a step-by-step guide to capturing local neighborhood leads online.

1. Identify your strategic prospects.

Select the types of customers you want most to grow your business (home buyers, sellers, investors, first-time buyers, relocations, condo buyers, seniors, military, etc.). Narrowly targeted groups or a little-of-everything are all okay. Identify the neighborhoods and communities where they live.

2. Focus on your promotion media.

Figuring out how you're going to promote your Microsites to reach your local audience is critical. If a target community can be reached by a local newspaper or homeowners newsletter, you will want to select Microsite domains that reach that community by name. If you are using direct mail, you will want to select a neighborhood or subdivision size that your budget allows, such as 200 – 1000 households, rather than an impractical 25,000. If you plan to use mass market TV,

radio, billboards or pay-per-click search marketing, you may want broader-area domain names. Remember, your Microsites can be laser-beam focused on a specific property complex or single building such as a condo, or broader on a property type (golf homes) or metro area, if that is your promotion strategy.

3. Search your domains.

Your Microsite domains should "say it all." That way, your target prospects simply read the advertised domain and are motivated to go there and request the service they want. Nothing works better than an intuitive domain name. Build your domain using a verb, such as beginning with "search" or "find" or "get." Use spelling variations of your keyword theme, such as "value" or "values," "price" or "prices" to search different domains. Although the dot-com extension is preferable, other extensions (.info, .net, .us, etc.) can often

secure "taken" top-level domains. A small change in selected words can be the difference between having your ideal domain available – or not.

Tip: Register action-oriented, benefit-rich Microsite domains. Action-benefit domains work two ways: 1) domain includes reason why someone would visit, and 2) they're easier to remember.

Register multiple domains in the same community that target different prospects in that same area. Multiple branded Microsites will reinforce your dominant position in the community.

For example, SearchArlingtonHomes.com, HomeValuesArlington.com, ArlingtonInvestorAlert.com, RelocatingToArlington.com, FindArlingtonHomeLoans.com, GetPre-ApprovedInArlington.com.



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4. Register, mask and forward neighborhood domains.

Register the domains you want with a domain registry, such as GoDaddy.com or NetworkSolutions.com. At your domain registry, be sure to enable "masking" to allow the Microsite domain name to remain displayed in the address bar (not change with the form URL). Masking is required for Gooder Group to create branded Form Banners for your Microsites, and to allow you to use the same Rainmaker form on multiple Microsites for different subdivisions or neighborhood Microsites. Forward each domain to the Rainmaker form link you select (do this now or later, after selecting your form(s)). Gooder Group can register, mask and forward domains for you if you wish at a per domain fee.

5. Select best matching Rainmaker forms.

As you review the wide range of Rainmaker Gateway and Graphic forms, ask yourself "Do I want this type of customer to contact me?" If yes, note the form name and URL. For the most popular target groups, we provide several forms to reach that same prospect group. Now match your domains with your selected forms. (Qualifier Rainmaker forms are not available for Microsites at this time.)

Tip: Experience shows that Gateway forms designed to capture online prospects in search

of properties for sale are the most successful at capturing a high quantity of leads. Remember, some of these "buyer" prospects are actually sellers with their buyer's hat on, and excellent candidates for a pair of duel commission sides.

6. Contact Gooder Group eSupport.

Once you have your list of registered domains and matching Rainmaker Gateway and Graphic forms, e-mail the list to eSupport@GooderGroup.com. We will create a branded Form Banner for each Microsite using the domain name you registered and assign that Form Banner to a specific form. Remember, you can have unlimited Microsite domains under different Form Banners using the same form. You can also change the matched form any time by notifying eSupport.

Tip: There is a one-time fee to create and host each Microsite Form Banner. Volume pricing is available for multiple banners created at same time depending on design and complexity. For example, one single banner layout with a simple text change for each Microsite domain earns special Form Banner prices. We are happy to work with you.

Do It Yourself: If you plan to develop, design and host your Microsites yourself, you will need to use IFRAMES to allow multiple domains to be pointed to the same form. Some users create two-page Microsites with an intro

page linking to the Microsite, others add navigation links or complex HTML to their Microsites. If you do it yourself, no Form Banner fee(s) apply from Gooder Group.

7. Edit your user Action Plans.

RAINMAKER E-CENTRAL allows you to create personal, localized custom user Action Plans that you can assign as follow-up to any form. Microsites are an ideal application of a localized Action Plan. Be careful not to over localize an Action Plan because it may limit its availability for other neighborhood community Microsites using the same form. Keep an eye on the big picture.

8. Promote your Microsites.

Success from Microsites comes from promotion. Think globally but promote locally. Most traffic to Microsites comes from local off-line promotion. Market your Microsites everywhere locally. Use local newspapers, homes magazines, neighborhood newsletters, direct mail, sign riders, business cards, property flyers, billboards, every media that reaches your audience. Consider online promotion such as pay per click, sponsored links, banner ads, skyscraper ads on local sites that take advertising, such as newspaper websites, chamber of commerce, community pages, transaction-related professionals' sites like lenders, builders, title companies, attorneys, closing services, etc.



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Tips:

Always print the Microsite domain in upper-and-lower case for easier reading. It's okay to drop the "www." sub-domain if your host record enables the domain to work by itself. Some registries enable this feature automatically.

Add the Microsite to existing ads, direct mail, newsletters, websites, e-mail signatures, letterhead, signs.

Short and simple headlines are often best. Tell them what they will get and where to get it. Example: "What is your home *really* worth in today's market? Visit ArlingtonHomeValues.com."

Develop Just Listed/Just Sold postcards for specific areas. Include area Microsite domain on postcards with every mailing.

Town and neighborhood specific Microsites, such as, BriarRidgeHomeValues.com, work very well in specific local media, such as area newspapers, event programs or homeowners association newsletters.

Add Microsite domains to all yard-sign riders and directional signs for that area.

For more general Microsites (NorthernVirginiaRelocation.com) mass media promotion may be most effective to reach a wider audience. Be sure also to link to "relocation" pages on your websites and property listings.

Luxury home Microsites are best promoted in upper-price neighborhoods and upscale media ads, such as slick lifestyle magazines and special-interest publications.

Consider a car-trunk URL tag, vehicle wrap or moving truck that promotes a relevant local Microsite seen in neighborhoods where vehicle is driven or parked (i.e, if you live in Cobblestone, use Search CobblestoneHomes.com).

9. Test, test, test.

The best way you'll be smarter tomorrow is to keep track of results today. As you track form performance, plan to replace your lowest performing Microsite forms with different forms that feature a different "call to action." Another form may appeal more successfully to your target prospects. Consider testing different forms regularly. New forms and new promotions will keep your Microsites fresh. Keep the same Microsite domain.

10. Share your success.

Let us hear from you about how well your Rainmaker Microsites are working. We are always eager to get your suggestions for improvement and hear about your successes. After all, your success is our success.



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