InCom Real Estate — Web & e-Marketing Solutions — 2013 Holiday Newsletter

Introducing Our Brand New Design:
URBAN

Our Design Gallery has been updated to include our new, modern, and customizable theme:
URBAN. Apply this design to your personal website and enjoy a different layout with the stunning images, sleek buttons, and easy navigation provided on all of our advanced designs.

Customize widget position, images, and buttons to capture your individual branding and stylistic taste. Visit our Design Gallery to view samples.

How to Change Your Theme:

Step 1: Log into your personal InCom website.
Step 2: In the Dashboard/Control Panel, click on the link Theme Manager/Selector.
Step 3: Find the Theme URBAN in the list of our designs and click Apply.
    * You have the option to preview the theme before applying the change.
Step 4: Open the "Theme Customization" tab to select from our Colour Schemes.
    * To choose custom colours, select "Custom" and modify the menu below.

VOW Has Been Integrated to Offer Your Website Visitors More! *

What Is VOW?

A real estate website with VOW integration, allows real estate agents to provide their web visitors special access to MLS data in exchange for their contact information. Once a visitor provides their contact information, they are given a password to obtain valuable property information and conduct searches of all available MLS listings.

How Does VOW Work?

When a prospective client visits your website and begins their search for their ideal home, how will you know? With VOW in effect your website visitors will be encouraged to register with your website for access to a listing search results.
Your website visitors will see a message during their searches to let them know that there are several listings that are not available for them to view:
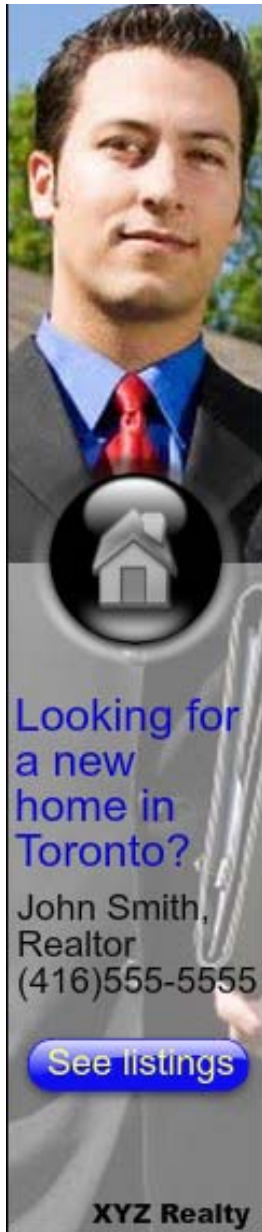
"93366 properties are displayed. Due to MLS restrictions 7673 listings are hidden - to view these additional properties, simply click here and sign up for **FREE**. If you already have an account, please login here."

Once they register, the website owner will receive an email notification with the visitor's contact information.

*Available to some real estate boards across Canada.

Attract Qualified Leads with *ReCall* Marketing!

What Is ReCall Marketing?

With today's technological advancements in Internet Marketing, one of the hottest marketing trends is ReCall Marketing. ReCall Marketing is the technique of advertising to your website's visitors long after they have visited your website.

The main purpose of ReCall Marketing is to keep your professional brand and website fresh in the minds of potential quality leads by displaying ads to those who have visited your website. Every prospective client and visitor that crosses paths with your website will be marked (tagged). From that point, they will see various attractive and enticing ads displayed across the Internet promoting your services and expertise.

The visitor will see your ad for days after visiting your site to guarantee return visits.
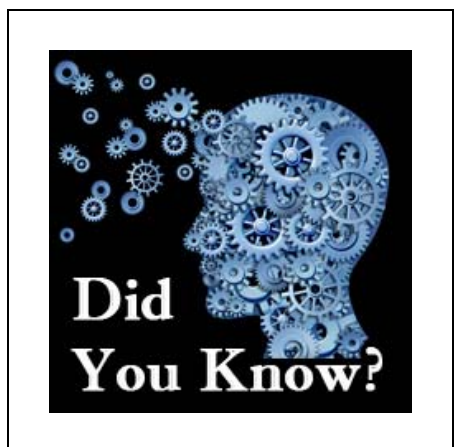
How Does It Work?

- We put a snippet of code (tag) on your website.
- When someone visits your website, their computer gets marked (tagged).
- When the same visitor goes to any other site afterwards that has advertising space, your ad is displayed and thus reminds them of   your services even days later.
- The visitor can then click on the ad to be taken back to your website or selected web page.

Where Will My Ads Appear?

Your ads will be appear on Google's entire display network which covers YouTube.com, Realtor.com, Kijiji.ca, 411.ca and several thousand other relevant websites.

For more information on pricing and samples, CLICK HERE

How Do I Integrate Social Media?

We have introduced a new Social Media widget that will make it easy for you to connect your website visitors to all of your social media platforms.

From your Dashboard/Control panel, select Social Media. Stick with our pre-selected images or upload your own by clicking "Choose File". Select an icon size and fill in the field "Social Link" with your corresponding social media URL.

To add additional social media links, click the button "Add More". Save before closing.

Once the correct information has been entered, use your Widget Tool bar to drag and drop the social media widget onto your web page of choice.

Add videos! Do you record your own property tours? Does your office have engaging promotional videos? Take the opportunity to embed any real estate related video onto your website pages.

With every video you add to your website through YouTube, you are generating helpful back-links that communicate to Google that your website is a strong source of valuable real estate information.

Videos also encourage stickiness! By embedding each video right into the web page, your website visitors will spend more time on your website. Another way to keep gaining rank on Google!

Did you know that you can share any listing from your website across various social media platforms?

On each property detail page, there is a Share Button located beside the Feature Sheet button or photos depending on your theme.

By clicking this share option, you will be able to select your social media from a long list of over 300 platforms. Once you sign in, you can post a picture along with an introduction to the property before sharing.

This is a great tool to use for announcing your new properties for sale or advertising your upcoming open houses.

Free InCom Training Webinars

Basic Website Training Webinar	Advanced Website Training Webinar
Wednesday December 18th, 2013	Friday December 20th, 2013
Monday January 20th, 2014	Wednesday January 22nd, 2014
Monday February 24th, 2014	Wednesday February 26th, 2014

Monday March 24th, 2014	Wednesday March 26th, 2014
Monday April, 28th, 2014	Wednesday April 30th, 2014

*RSVP by email to register for our webinars at **Learning@InComRealEstate.com**.*
Within the email indicate which sessions you will be attending. Include your name and website URL.

You can also access video tutorials in your Dashboard under the
HELP FACILITY.

Keep Your Eyes Peeled for our 2014 Update!

2014 is a big year for InCom! We are introducing a system-wide update that will improve your website's client management and back office tools!

Stay on top of InCom updates, marketing tips, trends, technology tricks, social media strategies, and real estate articles by connecting to our social media profiles.