



InCom Newsletter Summer Issue

June 2014

Your Dashboard Has Been Updated!

Let's See What's New

Log into your website to unveil your new back-office and complete CRM. Upon log in you will see the fresh, new face of your Office Intranet and a easy-to-navigate menu for utilizing your advanced features and tools.

With a new, built-in **calendar-based CRM** you can manage your real estate business in one place. Use your new calendar tool to organize personal or business-related events, tasks, and/or meetings with customizable reminders so you never miss an important event. Brokers can even invite agents to events or training and see reports of which agents declined or accepted the invite. Your new calendar is a great way to stay connected!

A new **Lead Management** menu helps agents and brokers stay on top of their leads. Whether leads have been generated by your website or created manually, as a broker you can assign leads to agents with follow-up reports. As an agent, you will be extremely prepared for any lead follow-up by utilizing your customizable follow-up reminders with email alerts.

Drip campaigns were only the beginning. We have upgraded your Office Intranet to now include dynamic, customizable **newsletters and postcards** for your email campaigns as well. Select from our gallery of designs to match your message and fill in the content areas with links and pictures that will engage your recipients. Furthermore, if you are interested to know whether people are opening your email campaigns or

clicking on your links, you can find that out with detailed tracking reports provided for each campaign.

We have brought our agents and brokers even closer together with a new **Materials for Agent** section in the Office Intranet. This area allows brokers to add numerous informative documents, videos, links, and more to the back-office for agent access. The documents can also be categorized so that agents can subscribe to specific categories to receive notifications when a new document has been added.

This new calendar-based CRM will help agents and brokers stay organized, connect, and manage their businesses easily from one safe and user-friendly place.

Custom Form Creation is Available!

Capture Leads with Customized Forms

Create your very own, **personalized lead capture forms** from your back-office and encourage website visitors to interact with your site. Whether you are creating forms to gather further details about buyers or sellers, or to encourage visitors to sign up for newsletters, the options are endless. Simply drag and drop your form onto any web page and add more to your lead capture tools.

Did You Know?

You can track the properties your visitors view

Once a website visitor registers on your website, the listings they view will automatically be tracked in your back-office under Visitor Tracking Details and a report will be sent to you via email.



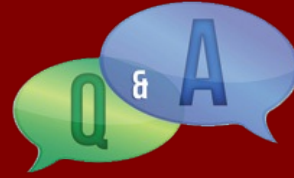
To encourage visitors to register, your website has a Guest Registration feature that limits the amount of listings a visitor can view before requesting that they register on your site. The default settings for the feature is set at 3 but this tool can be configured to match your preference.

To manage your Guest Registration tool, access your **Visitor Tracking Configuration** under Visitors in your Office Intranet.

Question of the Month

What Should I Share on my Social Media?

When you take on Social Media, it is important to balance your posts between what you want to say and what your audience wants to hear. A good rule of thumb to go by is for every sales post, post 10 non-business related posts.



Here are 8 great ideas to help you engage your social media audience and hold their attention for when you post sales related material.

1. Ask for advice "What do you think of this domain name?"
2. Share current news and your opinions.
3. Share home buyer and seller tips from your website or articles.
4. Show funny listings.
5. Show celebrity houses.
6. Make them feel good with inspirational quotes and pictures.
7. Share movie reviews.
8. Request descriptions "Describe your dream home in 1 word."

Tips & Suggestions

Connect to Google Analytics

Learn more about your website visitors by integrating Google Analytics. By adding your Google Analytics ID to your **Visitor Traffic** tool in your back-office, you can access Google for visitor details such as where they are accessing your website from, which pages your users are visiting, and other demographics that will offer insight into what type of users your website is attracting.



Go to your **Visitor Traffic** within your Office Intranet and click on the links provided to set up your free Google Analytics account. Once your account is created, you will be given a Google Analytics ID. Copy the code and paste it into the Google Analytics field on your Visitor Traffic page and the tracking will begin automatically!

Free InCom Training Webinar Schedule

Basic Training Webinar Dates	Advanced Training Webinar Dates
June 23rd, 2014 1pm-3pm	June 25th, 2014 1pm-3pm
July 28th, 2014 1pm-3pm	July 30th, 2014 1pm-3pm
August 25th, 2014 1pm-3pm	August 27th, 2014 1pm-3pm

RSVP by email to register for our training webinars at learning@incomrealestate.com.

Indicate the session you will be attending, your name and domain name.

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Sincerely,

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