Communication Online Key During Any Crisis
Dean Collura, CEO & Co-founder

TitleTap

- Websites & Marketing for Title & Law

Industry experience:

- 10 Years as a Title Agent/Mgr
- Licensed Real Estate Agent for 14yrs

Mission:

- Help our customers experience more success with a professional online presence.
Key Takeaways

- How To Use Your Website Like A Bullhorn and Key Messaging
- Where To Create A Focused Call To Action
- Which Online Tools To Consider Adding To Your Website
- How To Re-engage Your Existing Customer Base
- How To Stay Top of Mind
1. Use Your Website Like A Bull Horn & Key Messaging
Customers Might Be Thinking...

- “Are you even open?”
- “Will my home purchase still close on time?”
- “How will I sign the papers now that I can’t go into the office?”
- “If I come into your office will it be safe?”
Notifications

- Notifications-Ex. COVID 19
  - How to contact staff
  - Office Hours

- Helpful Links
  - FAQ’s during social distancing
Examples - COVID Response

**Banner**

Coronavirus Update: We will remain open unless noted otherwise here. Please continue to contact us as normal.

**Button**

CLEAR COMMUNICATION.

**Separate Tab**

SPECIAL NOTE

In light of the current health issues facing us but understanding that a home purchase or refinance is extremely important to home buyers and sellers as well as homeowners we are establishing the following protocol:

1. If anyone in your party is displaying symptoms of COVID-19 we are asking that you self quarantine for the recommended time from the CDC, that also includes any family members or parties of interest to the transaction. Please do not come to the closing and check with all the parties for a medical

**Full Page Pop Up**

COVID-19 UPDATE:

As a valued client of Owen Title Company, we want to let you know about actions we are taking in response to concerns about COVID-19 (novel coronavirus). The health and safety of our clients, employees, families, and vendors remains a top priority, and we are committed to serving your real estate needs no matter how the situation evolves.

We have taken precautionary measures for the health and safety of our clients, employees, families, and vendors. These measures include additional cleaning and disinfecting protocols, making hand sanitizer readily available, and ensuring colleagues are following best practices as outlined by the Center for Disease Control (CDC).

In addition, the following specific measures are being
Specific Calls To Action

If you have a file in progress...

If you want to place an order...

If you need documents post closing...
Have a Focused “Call-To-Action”

Click Me!  Submit  Search

Place Order  Contact Us

(800) 555-5555  This is a link  Click Here  Learn More
It’s About Clear Next Steps
Tip#1: Use Your Website Like A Bull Horn

- Notifications
- COVID 19 Response Plan
- FAQ’s
- Specific Calls To Action
2. How To Re-engage Your Existing Customer Base
Integrate Online Tools & Market It

- Calendly
- GoToMeeting
- Zoom
- GoToWebinar
- WebinarNinja
- Mailchimp
- Constant Contact
- YouTube
- Eventbrite
Video Conference/Scheduler

ZOOM

Law Office of Adam Bessen is committed to providing the best experience even remotely; if we meet remotely you’ll be sent a password to join our video conference room.

Tips on Joining

Before joining a Zoom meeting on a computer or mobile device, you can download the Zoom app from our Download Center. Otherwise, you will be prompted to download and install Zoom when you click a join link.

You can also join a test meeting to familiarize yourself with Zoom.

Schedule a meeting today!

Alexandre Ballerini, Esq.
Welcome to my scheduling page. Please follow the instructions to add an event to my calendar:

- 15 Minute Meeting
- 30 Minute Meeting
- 60 Minute Meeting
Re-engage Your List “Town Hall” style

Zoom, GoToWebinar
Ask For A Review
Tip#2: Re-engage Existing Customers

- Video Conference Button/Scheduler
- Newsletter Opt In
- Events Calendar
- Your Own Town Hall
- Ask For A Review
3. Stay Top Of Mind
Content Must Be **Local** and **Unique**

Search Results Change Based on Where You Are

Google Rewards
Unique Content
Sell the same product

Peace of Mind
Examples

• What is title insurance?
• What to bring to closing
• How your service is different.
But Prospects
Google Questions

“Selling something is simply the byproduct of finding the information that you were looking for”
Inventory Your Data Sources

● Closing Suite Reports
● Last 20 deals
● Feedback from Customers
● Feedback from Team
● Review weekly/monthly
What Is Your WIIFM To Each Customer Type?

**Millenials** = Being part of the team during the closing process

**FSBO** = How to sell your own property
On October 3, 2015, the Know Before You Owe mortgage rule goes into effect. One of the important requirements of the rule means that you'll receive your new, easier-to-use closing document, the Closing Disclosure.
Lists: Giving Not Taking

Lists of Useful Resources to Client
  ○ Tax Collector’s Office, Local Utilities, Cable, Electric, County, etc.

List of Industry Associations
  ○ Or List of Local Related Events

Charitable Organizations
Bonus: Google Your Own Business
Often These Rank Higher Than Your Site

#1 Google My Business

#2 Facebook

#3 Yelp

#4 MapQuest

#5 Website (Not Shown)
Tip#3: Stay Top Of Mind

- Make Content Unique and Local
- Focus on Keywords (start with FAQs)
- Register for 3-5 Directory Sites
- SEO Benefits
Recap

1. Website Like a Bull Horn & Key Messaging
2. Re-engage Your Existing Customer Base
3. Stay Top Of Mind
ALTA/TitleTap Special
Just Get It Done - “Easy Button”

Email: dean@titletap.com

Subject Line: ALTA Special
## Online Engagement Tools Summary

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Directory Sites

List of Local Business Directory Sites That are Mobile Friendly and Rank High for SEO

8. Yellow Pages – [www.yellowpages.com](http://www.yellowpages.com)
THANK YOU!

For Questions And More About The TitleTap Special

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