

ALTA

in SIGHTS

REAL TIME | ON-DEMAND



Marketing Tips for Title Agents
With Limited Resources

Today's ALTA Insights Featured Sponsor



CERTIFID

Wire Fraud Stops Here.

#1 Goal

For You To Take Action

These tips are free to low cost and can be implemented in minutes!



Dean Collura

CEO & Co-founder, TitleTap

Level Up Your Email Marketing

Email Marketing



72% prefer email over
other channels for
promos

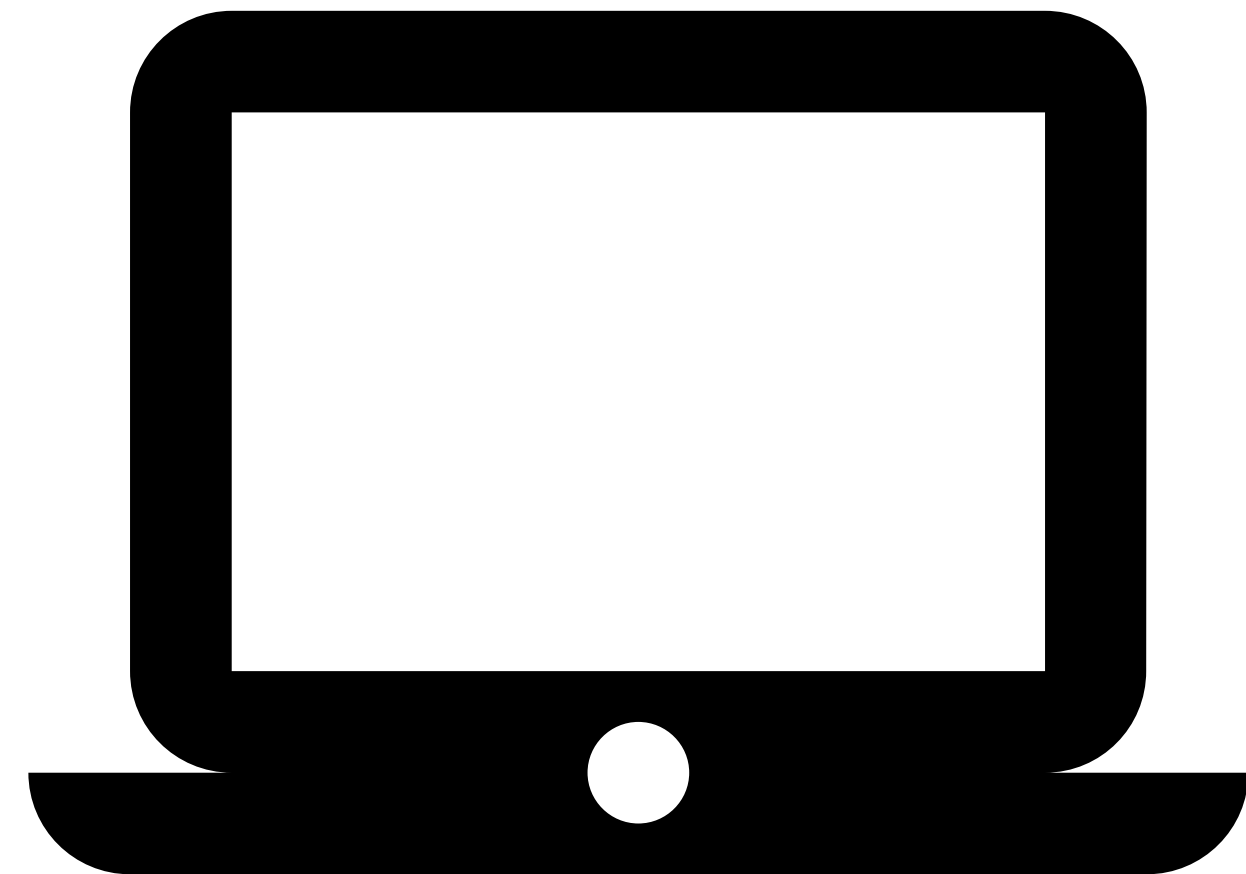
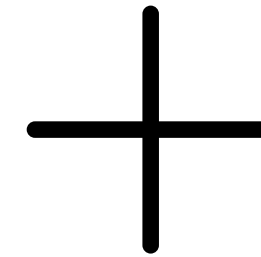
–2021 study by Litmus

Why



- 1) Target Audience
- 2) Cost Effective
- 3) Personalize
- 4) Measure
- 5) Automate

Tools



Be Aware of Can-Spam Act



- Don't use false or misleading header information.
- Don't use deceptive subject lines.
- Tell recipients where you're located.
- Tell recipients how to opt out of receiving future emails.
- Honor opt-out requests promptly.
- Monitor what others (such as companies you hire to do your marketing) are doing on your behalf.

The List & "Opt-in"



1-833-RTR TITLE ORDER TITLE NET SHEET CALC APP

HOME ABOUT RESOURCES SERVICES CONTACT NEWSLETTER

SIGN UP FOR UPDATES FROM RTR TITLE!

Get news and event invites from RTR Title in your inbox.

* Email

* First Name

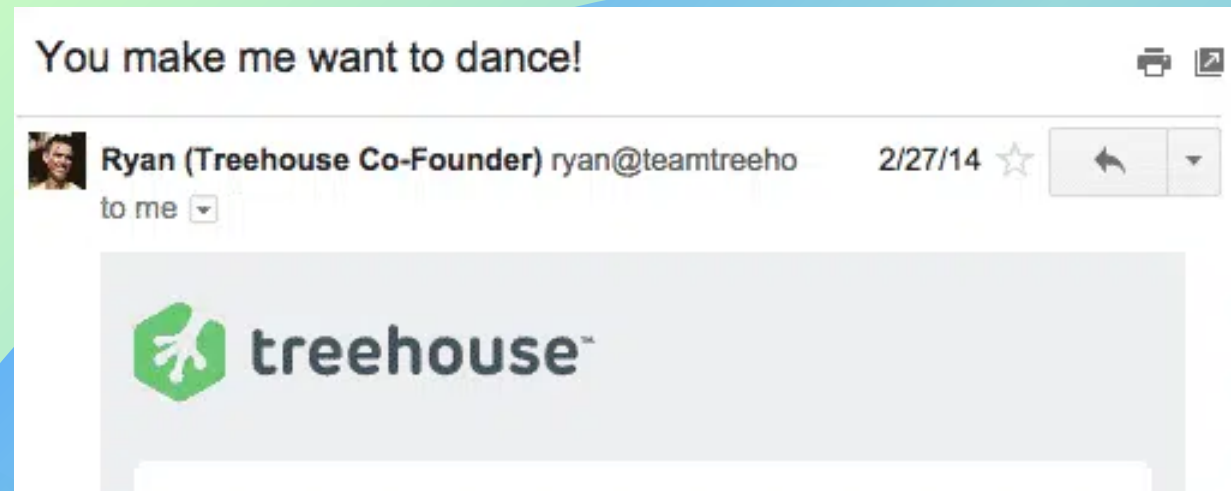
* Last Name

Phone

By submitting this form, you are consenting to receive marketing emails from: RTR Title, 189 S. Orange Ave., Suite 840S, Orlando, FL 32801, US; <http://www.rtrtitle.com>. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

SIGN UP!

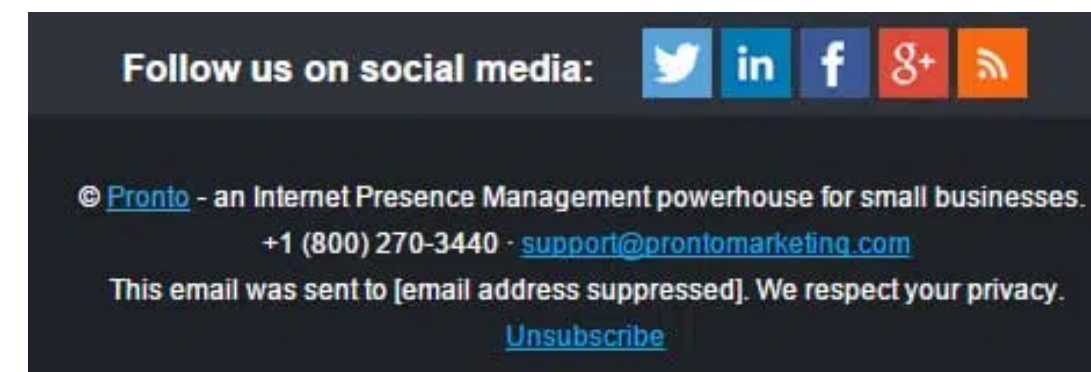
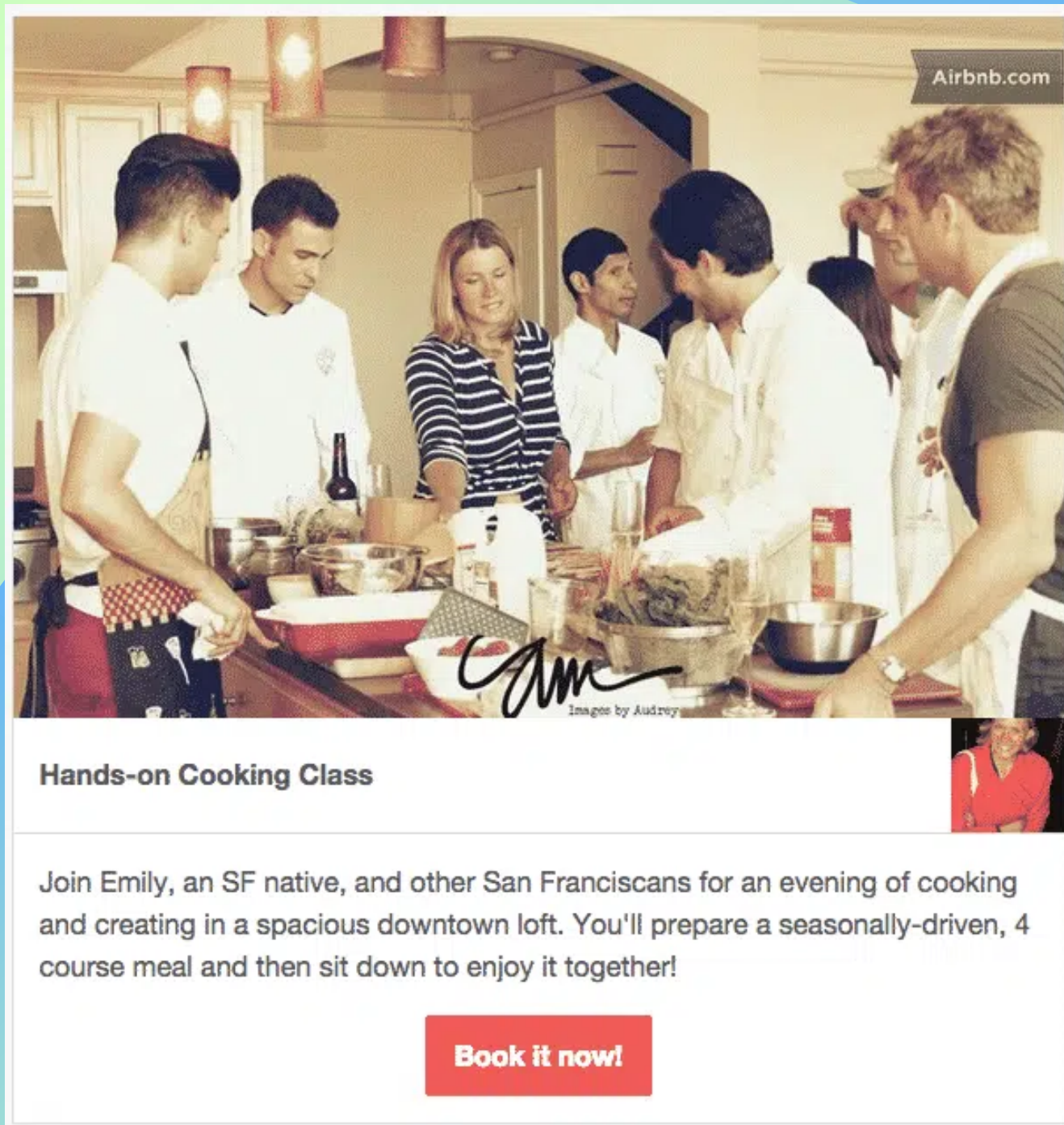
The Subject Line



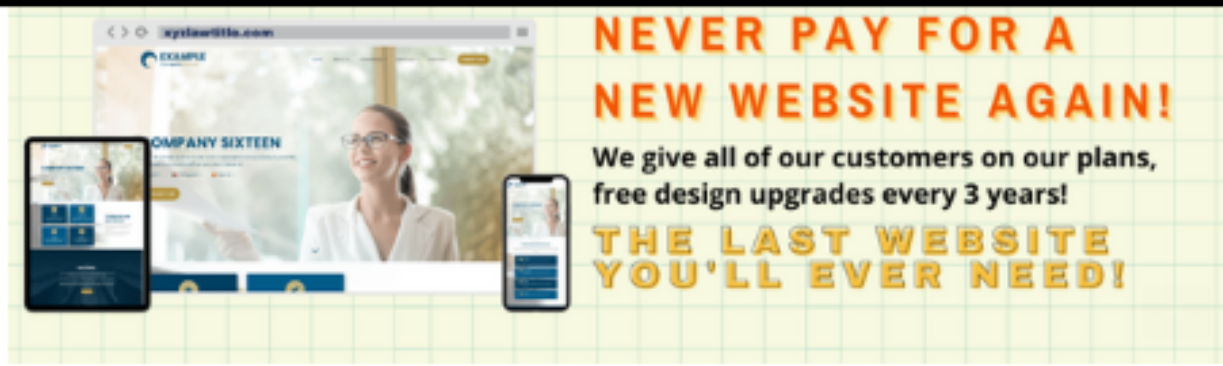
- **Shorter is better**
 - Most will see it on their mobile
 - 9-60 characters max
- **Limit punctuation marks**
 - No more than 3
 - Avoid looking like spam
- **Be sparing with emojis** (if you are going to use them)
 - No more than 1 at a time
 - Don't use them to replace words
 - Test. Emoji rendering can change per OS

Email Body Tips

- Keep it brief
 - 75 to 100 words
- Personalize
 - Use their first name in the body
- Include a clear CTA
 - Use interesting buttons to call out a next step
- A/B Test
- Have an easy "opt out" to stay in compliance



Sources: [mailchimp](#)
[emailanaylitics](#)



Did you know that TitleTap websites come with a free design upgrade every 3 years?

Just like a car after you drive it off the lot, your website never looks as good after a few years as it did when it first launched.

Why pay a general marketing agency another \$10,000 for a redesign?

Since TitleTap manages and hosts your website, it is easy for us to switch out your web design for one of our newer designs, while keeping all of your content intact.

The result is that you get a new, fresher website design for no additional cost.

If you are already a TitleTap website customer, contact support to see if you qualify.

If you are interested in a new website for your Law Firm or Title Company, [schedule a demo](#) to learn how we make results easy!

Let's Chat

[TitleTap](#) provides turn-key, yet customizable websites for Title Agents and Attorneys. Visit [TitleTap.com/benefits](#) to learn how we can help you.

Sent to: dean.collura@gmail.com

[Unsubscribe](#)

Never full price for a website again! ➤



Robin Cardella

to me ▼

Tue, Mar 21, 2:05 PM



Examples

Level Up Images Game



Canva

canva.com

 **PIKTOCHART**


piktochart.com

Get Started!

Highlights

- Free to sign up
- Up to 500 contacts
- 1000 emails per month





Create Multi-Purpose Videos

Power of Video



- 86% of businesses use video in their marketing
- Video is estimated to make up over 82% of internet traffic, most preferred
- Video increases landing page conversion by up to 80%

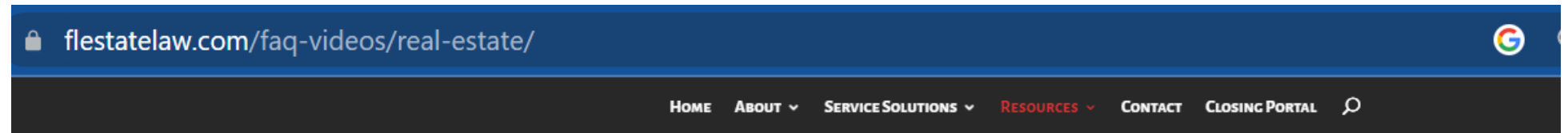
–Wyzowl, Cisco, EyeView Digital, HubSpot

Why




Multi-Purpose Content

- Website, Blog, Social, Email




FAQ – REAL ESTATE




What are the benefits of using a lawyer to handle your closing?

WHAT ARE THE BENEFITS OF USING A LAWYER TO HANDLE YOUR CLOSING?




Are there any special considerations when you are buying a home from a builder?

ARE THERE ANY SPECIAL CONSIDERATIONS WHEN YOU ARE BUYING A HOME FROM A BUILDER?




I am paying cash for my property. Do I need a survey and title insurance?

I AM PAYING CASH FOR MY PROPERTY. DO I NEED A SURVEY AND TITLE INSURANCE?




Must a seller provide a buyer with a written seller property disclosure statement?

MUST A SELLER PROVIDE A BUYER WITH A WRITTEN SELLER PROPERTY DISCLOSURE STATEMENT?




Should I shop around for the best title insurance deal?

SHOULD I SHOP AROUND FOR THE BEST TITLE INSURANCE DEAL?




What does an inspection contingency provide?

WHAT DOES AN INSPECTION CONTINGENCY PROVIDE?



What are my responsibilities if I am selling my home "as is"?

WHAT ARE MY RESPONSIBILITIES IF I AM SELLING MY HOME "AS IS"?



What are the benefits of using a lawyer to handle your closing?

WHAT ARE THE BENEFITS OF USING A LAWYER TO HANDLE YOUR CLOSING?

- REAL ESTATE
- ESTATE PLANNING
- ESTATE ADMINISTRATION

GET IN TOUCH

Phone: [\(239\) 207-3403](tel:(239)207-3403)

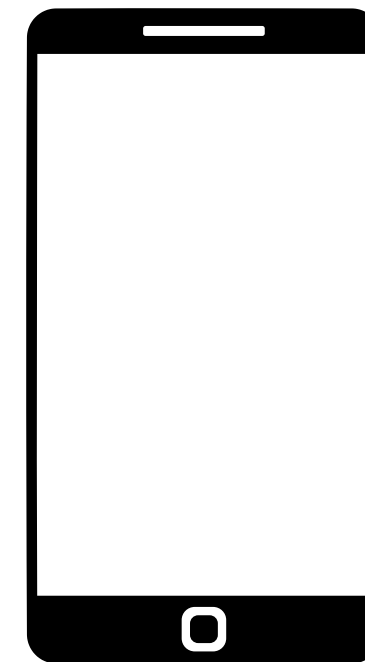
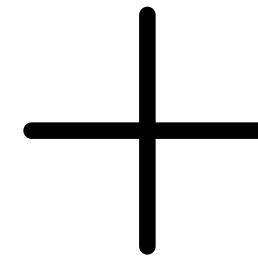
- JOIN OUR TEAM
- APPLY
- BENEFITS



Tools



 YouTube



YouTube Channel Setup



- 1) Sign in to YouTube
- 2) Click on your profile picture, select YouTube Studio
- 3) Click "CREATE"
- 4) Fill out the channel details and customize
- 5) Start uploading videos!

BONUS: Use YouTube Videos with solutions like BombBomb to integrate video inside of your email marketing

YouTube

Search



Websites & Marketing Made Easy!

Tap TitleT



TitleTap

@titledap 28 subscribers 8 videos

TitleTap is a done-for-you digital platform service offering secure websites... >

Subsc

HOME

VIDEOS

PLAYLISTS

COMMUNITY

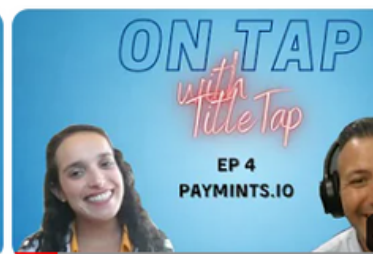
CHANNELS

ABOUT



Videos

▶ Play all



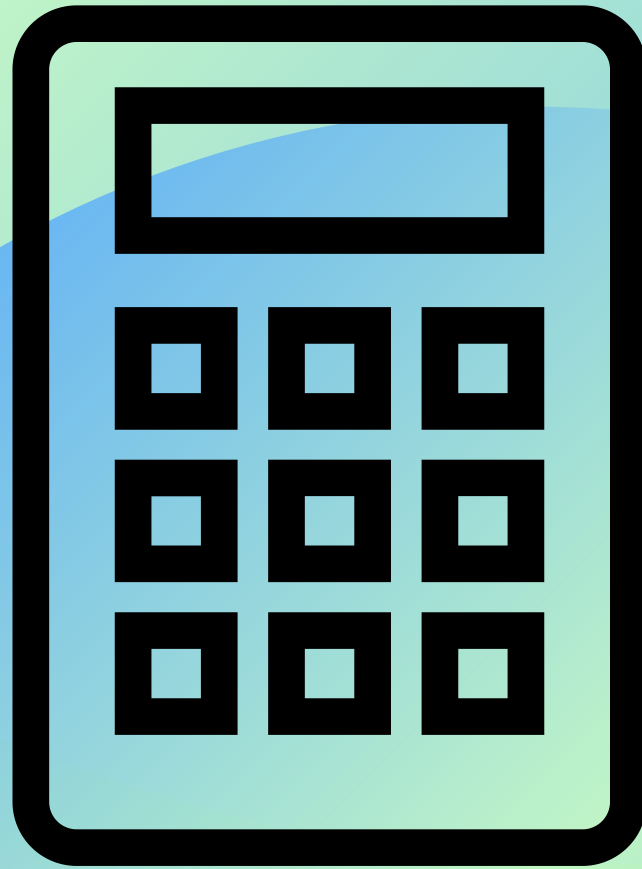
Content Ideas

Ed Content Ideas

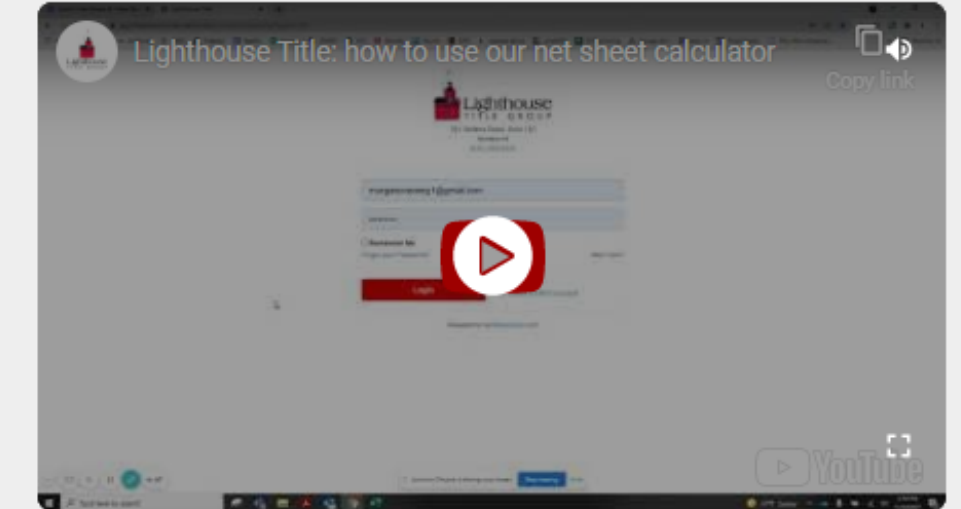
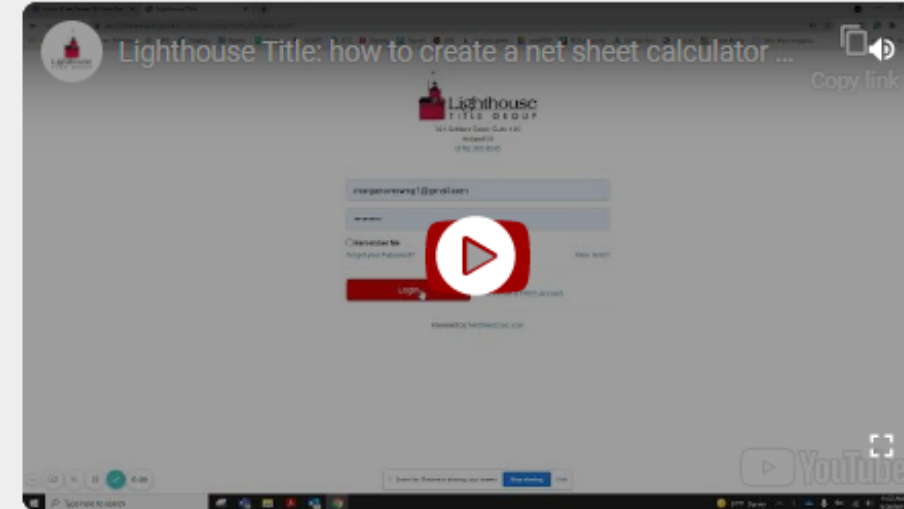


- **FAQ's**
 - Why do I need title insurance?
 - What is a title commitment?
 - What is escrow?
- **Scenarios when title insurance saved the day**
 - Boundary dispute example (ie. fence, pool)
 - Ownership interest dispute example
- **The customer experience**
 - What to expect
 - Technology options available
- **BeWare Watchlist**
 - Wire fraud scams
 - Identity theft traps
- **Resources**
 - What they are and how to use them (ie. county links)
 - Company tools (ie. calculators, client portals, online deposits, etc.)

Example



Lighthouse Title: How To Create A Net Sheet Calculator Account



Disclaimer: The preliminary calculation is for estimate purposes only. Additional fees may apply depending upon specifics of individual transactions. The title insurance premium shown is derived from the promulgated rate set by the state. Certain credits may apply, please contact us for more details.



(888) 782-3210

info@lighthouseitle.net



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[Locations](#)

[Contact Us](#)

[FAQ](#)

[Privacy Policy](#)

Other Content Topics

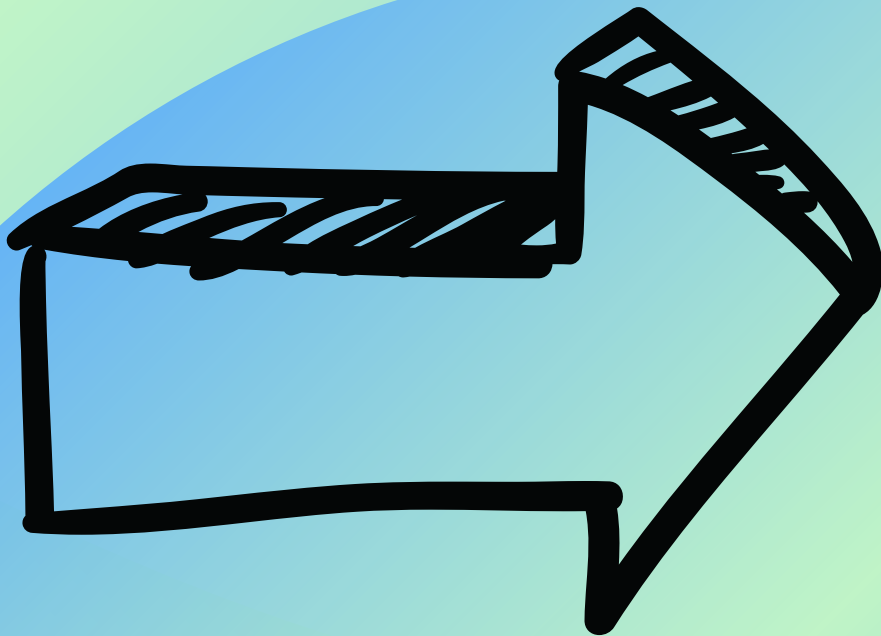
Seasonal Greetings

Promotional Offers (ie. Re-issue Credit Program)

Partner Announcements

Community Involvement

Events





Bonus Tip #1!

"Press Releases"

- **Multi-Purpose Content**
 - Website Banner, Blog
 - Email Marketing, Email Signature Link
 - Video Topic
 - Social Post
- **Cost Effective**
 - Free (ALTA Title News Online)
 - Paid from under \$500
- **Topic Ideas**
 - Expansion (ie. New Office)
 - Partnership Announcements
 - New Offerings (Technology, Website, Lines of Service)

Bonus Tip #2

"QR Codes"



Instant Net Sheets At Your Fingertips!

With Lighthouse Title, you enjoy:

- ✓ Easy Estimates To Close More Deals Faster
- ✓ Side-By-Side Scenarios
- ✓ Save, Edit And Share
- ✓ Branded With Your Picture & Broker Logo
- ✓ Submit Title Orders With One Click

[Net Sheet Calculator](#)

Looking for just a quick quote? Click on your state below.



Loving The Net Sheets?

Access and download it to your phone! Just scan the QR code.

Want to learn more about how to create and customize an account or utilize the multi-scenario net sheets? Keep scrolling to watch our "How To" videos!

[Net Sheet Calculator](#)

FREE QR Code Generator

- Success Tools
- Opt-in pages
- Video links
- Web pages
- Digital flyers
- Reviews
- Press releases



Bonus Tip #3



FREE Social Media Engagement

- **Post**
 - Thought leadership with your expertise and ask for comment
 - Survey
 - Hyper local content
- **Reply**
 - Thought leadership with your expertise
 - Personalized support
- **Like**
 - Customer/partner news (personal & professional)
- **Share the "wins" and "causes" of others**
 - Milestones, expansions, etc.
 - Charitable fund raisers, hiring needs, etc.

Thank you!

dean@titletap.com



Dean Collura
CEO & Co-founder, TitleTap