



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?”



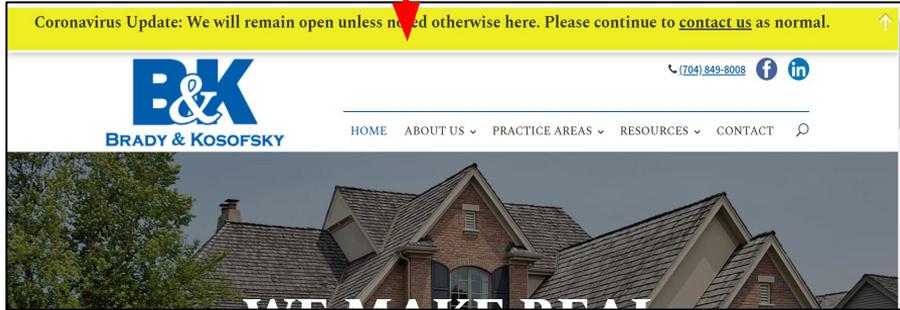
Notifications

- **Notifications-Ex. COVID 19**
 - **How to contact staff**
 - **Office Hours**
- **Helpful Links**
 - **FAQ's during social distancing**

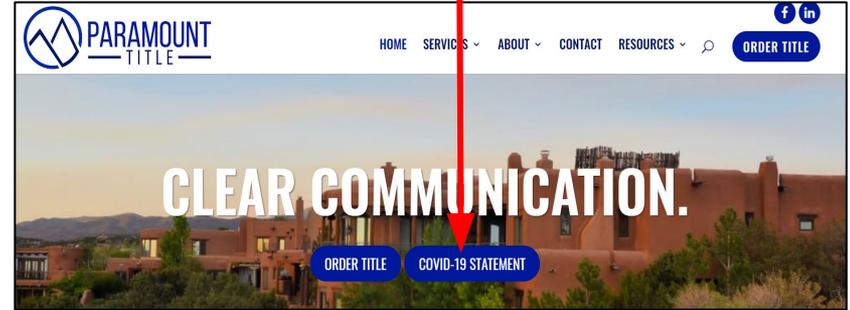


Examples - COVID Response

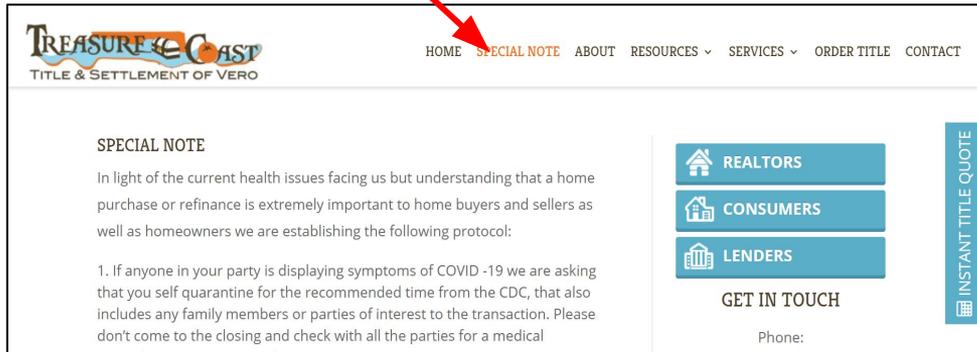
Banner



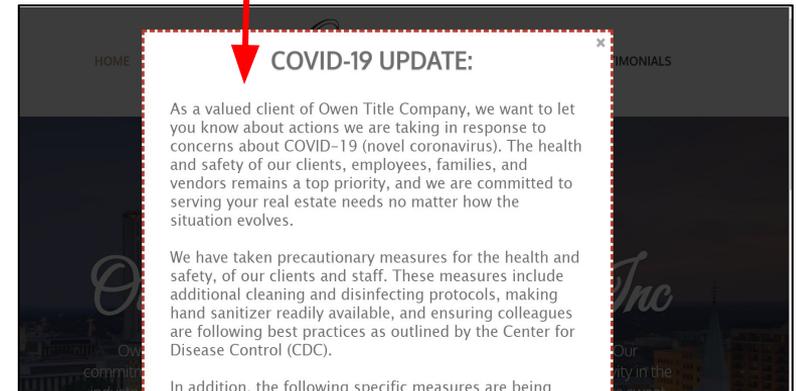
Button



Separate Tab



Full Page Pop Up



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](tel:(800)555-5555)

[This is a link](#)

[Click Here](#)

[Learn More](#)

It's About Clear Next Steps



ABOUT US OUR STORY

Astor wants to be your title and real estate settlement service provider. While we're based in NYC, we service the entire country.

Why Us? Our attention to detail, with you as our focus, makes us the most reliable provider to oversee one of the most significant transactions of your life.

Our unparalleled service, coupled with our cutting-edge technology, will keep you and your business with us for years to come.

[Learn More](#)

CONTACT US GET IN TOUCH

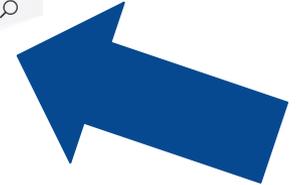
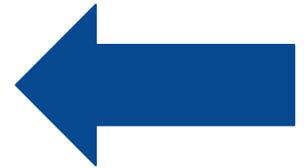
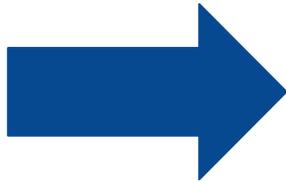
Name

Email

Subject

Message

[Send](#)



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



Video Conference/Scheduler



REAL ESTATE ATTORNEY ABOUT [RESOURCES](#) SERVICES CONTACT ORDER TITLE



ZOOM

Law Office of Adam Besen 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.

[CLICK TO JOIN ZOOM MEETING](#)

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.

OUR SERVICES

- Residential
- Commercial
- Evictions
- Business
- Bankruptcy

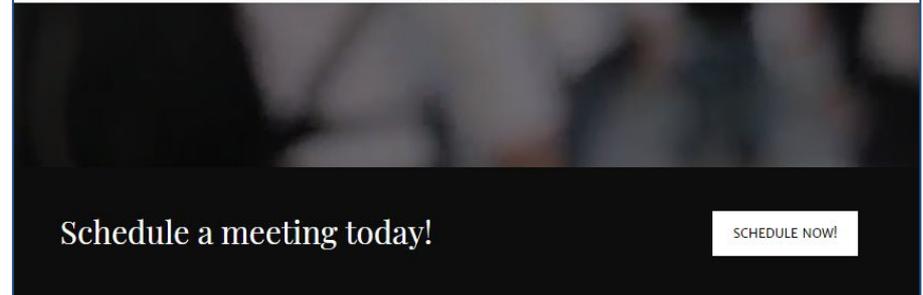
GET IN TOUCH

- Call Us
- Email Us

[ORDER TITLE](#)



HOME ABOUT [RESOURCES](#) PRACTICE AREAS ORDER TITLE CONTACT



Schedule a meeting today!

[SCHEDULE NOW!](#)

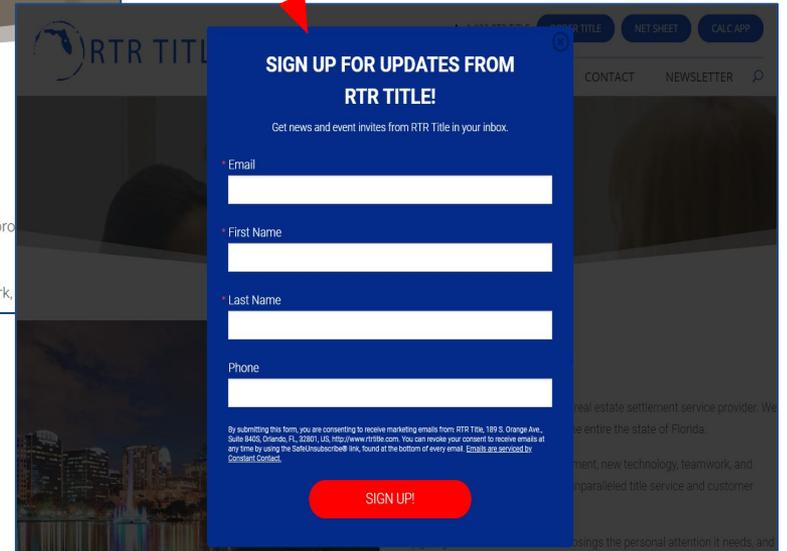
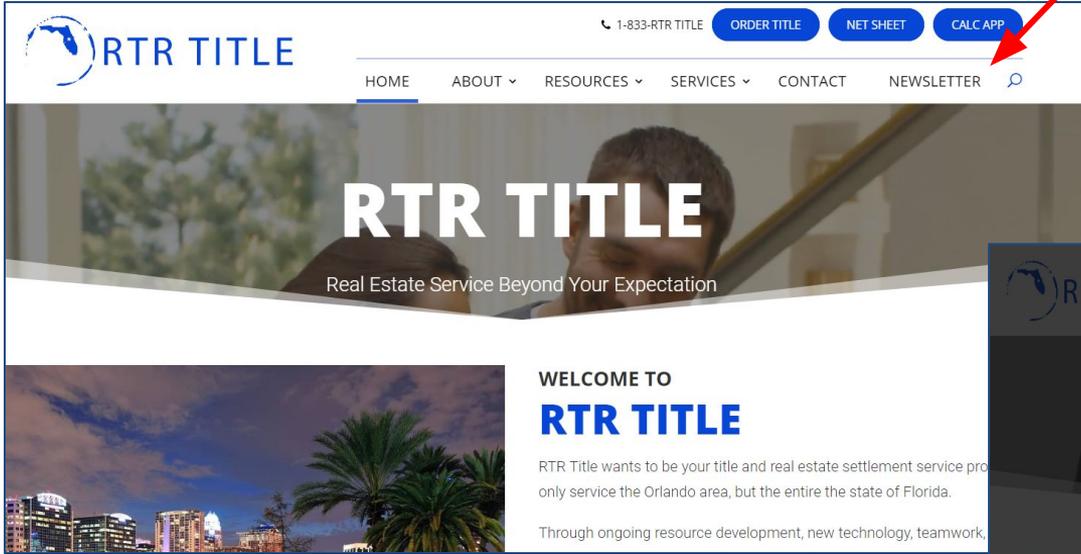
Alexandre Ballerini, Esq.

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

Newsletter Opt-In



Events Calendar

NEXTITLE | >> [HOME](#) [TOOLS](#) [BUYERS & SELLERS](#) [ABOUT](#) [CONTACT](#) [OPEN ORDER](#) [GET QUOTE](#)

UPCOMING EVENTS

- July 04, 2019
4th of July - Office Closed
- July 10, 2019
Become an Internet Lead Master

[<](#) [>](#) [today](#) **JUNE 2019** [month](#)

SUN	MON	TUE	WED	THU	FRI	SAT
26	27 Memorial Day - O	28	29	30	31	1
2	3	4	5	6 NextTitle Meridian	7	8
9	10	11 Become an Intern	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4 4th of July - Office	5	6

NEXTITLE >> [HOME](#) [TOOLS](#) [BUYERS & SELLERS](#) [ABOUT](#) [CONTACT](#) [OPEN ORDER](#) [GET QUOTE](#)

NEXTITLE MERIDIAN OFFICE GRAND OPENING
by Collin Henning | Jun 6, 2019 | Event |

Date/Time
Date(s) - June 06, 2019
4:00 pm - 7:00 pm

Location
NextTitle

Categories
• Event

Map Unavailable



THURSDAY, JUNE 6TH FROM 4PM - 7PM
Address: 2541 E. Gala St. Suite 100, Meridian, ID 83642

- » Enjoy live music by Brandon Pritchett
- » Food Catered by Grant's Neighborhood Grill
- » Beer, Wine & Non-Alcoholic Beverages
- » Drawing for NextTitle Golf Cart

[Tickets to win Golf Cart are available at www.nexttitlegolf.com - All proceeds will be donated to St. Jude Children Research Hospital.]

Re-engage Your List “Town Hall” style



Zoom, GoToWebinar

Ask For A Review



[Leave Feedback](#) Call Us: [\(301\) 656-7733](tel:3016567733)

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Reviews



[Leave a Review](#) [File a Complaint](#) [Log out](#)

Leave a Review

How would you rate your experience with us?



Comments:

First Name:

Last Name:

Email:

Phone:

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





Title Junction

The real estate / closing relationship you deserve...

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[Services](#) ▾

[FSBO](#)

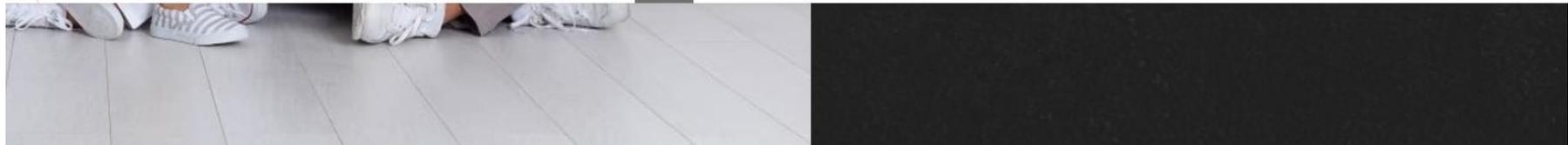
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FOR SALE BY OWNER

We specialize in helping FSBO properties close without holdup or hassle. We have the know-how to take sellers from contract to closing table!



FOREIGN INVESTOR SERVICES

As a foreign real estate seller or foreign real estate investor, buying or selling a property in Florida can be fraught with confusion.



WITNESS COURTESY CLOSINGS

Our number one concern is our clients. That's why we've chosen to offer witness and courtesy closing services.

Keywords Count!



Determining your housing needs fort myers, fl



All

News

Maps

Images

Shopping

More

Settings

Tools

About 2,590,000 results (0.85 seconds)

title-junction.com › resources › video-library

Video Library - Fort Myers, Cape Coral FL | Title Junction LLC

Fort Myers, Cape Coral FL | Title Junction LLC ... Determining Your Housing Needs ... Keeping Track Of Homes ... How Lenders Decide Your Maximum Loan ...

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Shipping Container Homes: What You Should Know - Fort ...

Oct 24, 2019 - Shipping container **homes** are all the rage right now, with glamorous pictures and videos of ... **Fort Myers, Cape Coral FL | Title Junction LLC** ... There's also the matter of labor, as you'll likely **need** the help of a professional ...

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Title Junction LLC (Title company ...

6214 Presidential Ct Suite F, Fort Myers, FL 33919

4.8 ★★★★★ 103 reviews



Related Keywords

Export to

Keyword

Load Metrics (uses 12 cr

container homes fort myers

container homes lee county fl

container homes florida

florida container homes llc

shipping container homes jacksonville fl

FAQs as Blog Posts

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The real estate / closing relationship you deserve...

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FAQs

General

What happens during the closing process?

Once a contract is final it is sent to your title company. The title company will then start your file and or known as a title commitment). This can take anywhere from 2-5 days. Once the search is complete the see what needs to be completed to bring your file to close. The title company will work with the seller to assessments that are needed. They will also work and communicate with the buyer if there is a loan in

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Blog

How Does Bankruptcy Protection Work?

by Jennifer Ferri | Apr 30, 2020 | Legal



Bankruptcy Protection TitleTop

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Lists: Giving Not Taking

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Outreach

As a locally owned business, Title Junction believes in the value of community. Because we want to see our community flourish, we partner with other local organizations to nurture and provide a positive impact on the lives around us.

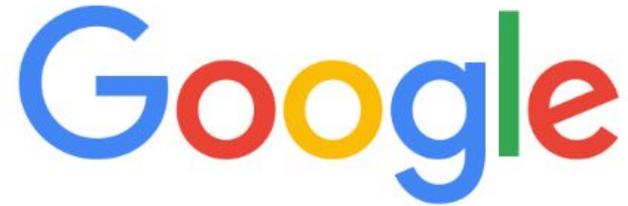
Below you can find the organizations we support and work with who have goals that align with our beliefs and vision for a prosperous and vibrant community.



-  Young Life Lee County
-  Teen Challenge Southeast
-  Southwest Florida's WAY-FM
-  Feeding America
-  Compassion International
-  The Salvation Army of Lee, Hendry, & Glades Counties
-  A Mom's Helping Hand of SWFL
-  New International

- **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

A search bar with a magnifying glass icon on the left and a microphone icon on the right. A vertical line indicates the cursor position at the beginning of the input field.

Google Search

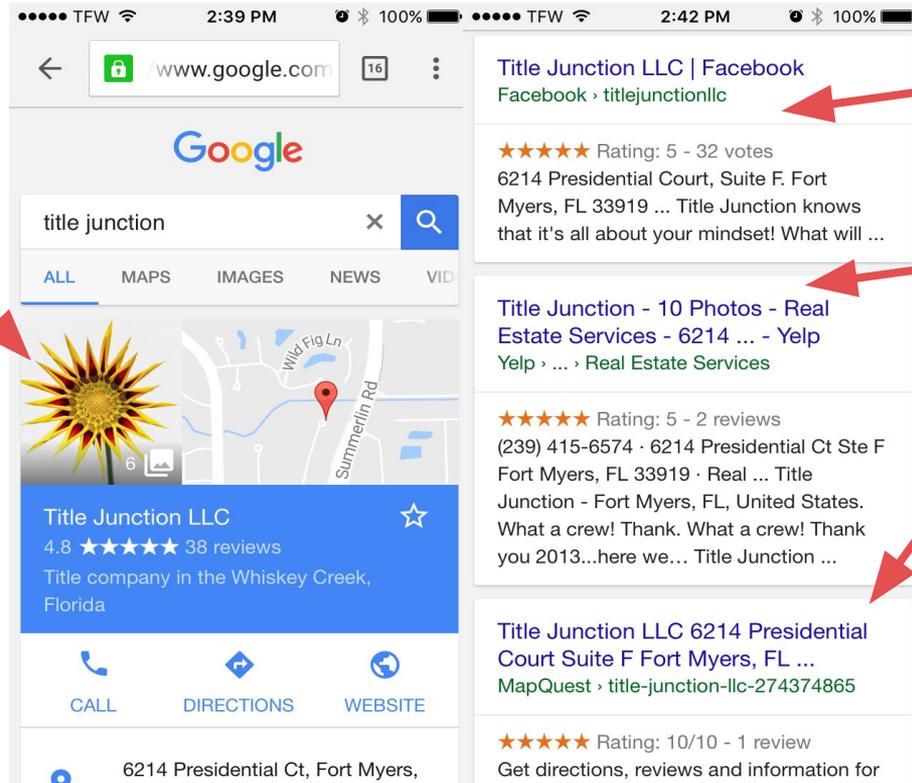
I'm Feeling Lucky

Local & Social Profiles



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



info@titletap.com

Tool Options	For What	Engagement Idea
MailChimp, ConstantContact	Newsletter Opt-In	Announcements, Market Data
Zoom, GoToMeeting	Video Conference	1on1, Sales Calls, Meet Up
Calendly	Auto Scheduler	Virtual Lunch/Dinner
GoToWebinar, Webinar Ninja	Webinars/Town Hall	Co-host With Another Expert
YouTube	Videos	FAQs, Announcements
Eventsbrite, Website Calendar Plug In	Events	Market On Social

Directory Sites

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

1. Google Local – <https://www.google.com/local/business/add>
2. Bing Places – <https://www.bingplaces.com/>
3. Yahoo Local – <https://local.yahoo.com/>
4. Manta – <http://www.manta.com/mb>
5. Foursquare – <http://business.foursquare.com/>
6. Yelp – <http://www.yelp.com/>
7. CitySearch – <http://www.citysearch.com/>
8. Yellow Pages – www.yellowpages.com
9. White Pages – <http://www.whitepages.com/>
10. Super Pages (SuperPages.com) – <http://my.dexmedia.com//spportal/quickbpfloor.do>
11. Merchant Circle – <https://www.merchantcircle.com>
12. Yellow Book – <http://www.yellowbook.com/>
13. MapQuest – <https://listings.mapquest.com/pl/mapquest-claims/preview.html>
14. Local.com – <https://advertise.local.com/>
15. Biz Journals – <http://businessdirectory.bizjournals.com/>

THANK YOU!

**For Questions And More
About The TitleTap Special**
dean@titletap.com

