



American Land
Title Association

Protect your property rights



Make Your Marketing Soar With Digital Advertising



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Speakers

Lisa Steele, Mother Lode Holding | **Wayne Stanley**, Bowe Digital | **Eliot Dill**, TitleTap



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Agenda

Opportunities | Benefits | How to Get Started | Create Your Own | Resources



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The Opportunities



72%

OF BUYERS USED A
MOBILE WEBSITE OR
TABLET SEARCH
DEVICE IN THEIR HOME
SEARCH



58%

OF BUYERS WHO USED
MOBILE SEARCHING
FOUND THEIR HOME
THROUGH A MOBILE
APPLICATION

50%

Homes Found Online

2020

Half of the workforce
will be millennials



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The Benefits

1

Targeted



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2

Cost-Effective



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3

Flexible



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4

Measurable



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5

Faster to Market



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6

Mobile Engagement

7

Can Go Viral



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Create Your Own

1

Create Your Account



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2

Verify Your Account




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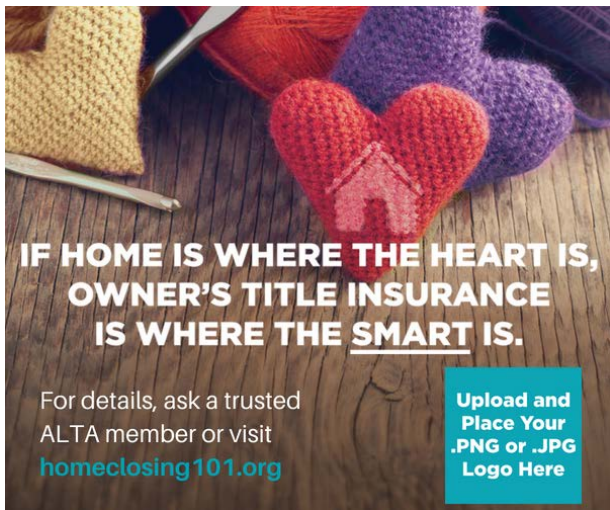
3

Select ALTAprints Ad



**IF HOME IS WHERE THE HEART IS,
OWNER'S TITLE INSURANCE
IS WHERE THE SMART IS.**

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Place Your
.PNG or .JPG
Logo Here



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For details, ask a trusted
ALTA member or visit
homeclosing101.org

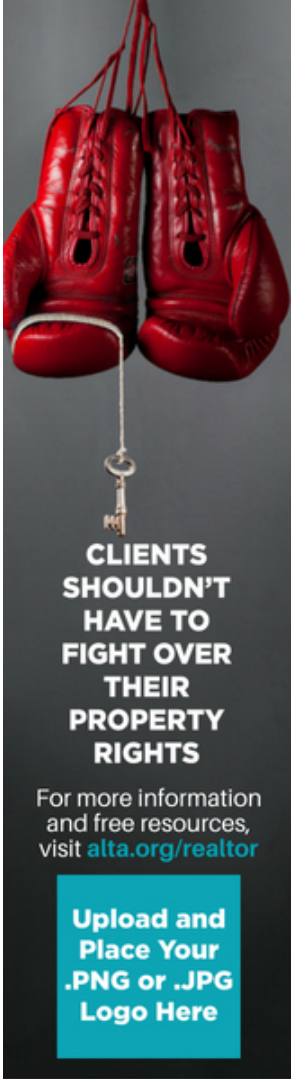
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4

Customize the Design



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5

Add Your Logo

6

Save Your Design



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We Can Do It!



How to Place
a Google Ad



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What's Available



BLOGS

Longer, wordier content
for email & social



MARKETING FLYERS

Packaged content,
ready to go



RACK CARDS

Great for first time
homebuyers & REALTORS



PRINT ADS

Creative, vibrant ads
for use anywhere



POWERPOINTS

Three presentations for
homebuyers & REALTORS



REALTOR RESOURCES

Exclusive REALTOR only
material available for free



SOCIAL CONTENT

Scripted social media content for all platforms



DIGITAL ADS

Animated digital ads for the most popular websites



RESOURCES

Templates, education & how-to docs to help your business succeed

HOP Spanish Language Suite

ALTA has translated the five most popular HOP education materials into Spanish for ALTA members to better reach out to wider segments of their marketplace.



OUR INDUSTRY EXPLAINED.

This document has proven extremely effective for networking conversations, real estate agent meetings and training of new (and old) staff.

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HOP
HOMEBUYER OUTREACH PROGRAM



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Get Started



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Questions



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Contact Us

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