



# Old-school vs. New School: From Print Marketing to Social Media

By Alex Camelio

# Welcome Our Speaker

## Alex Camelio

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# New School vs. Old School

They both work, and amazingly, in very similar ways, but why...? What are the common factors?



# The Common Method

- Step 1: Create a FREE Irresistible Offer
- Step 2: Drive Traffic to Capture Leads
- Step 3: Follow Up  
(A “Lead Funnel” as it’s now called)



# Mastering Step 1 & 2

## Let's break it down:

- Bait Ideas
  - Educational Flyer
  - Free Resource
  - How-To Video
  - A Free (plus shipping) Book
  - White Paper
- Traffic Source Ideas
  - Advertising
  - Social Media
  - Email
  - Print/Mail



# Step 1: Creating Your Free Bait



Understand Your Ideal Client and Offer to create your bait:

- Educational Flyer
- Free Resource
- How-To Video
- A Free (plus shipping) Book
- White Paper

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# Understand Your Ideal Client

- What keeps them awake at night, indigestion boiling up their esophagus, eyes open, staring at the ceiling?
- What are they afraid of?
- What are they angry about? Who are they angry at?
- What are their top 3 daily frustrations?
- What trends are occurring in their businesses or lives?



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# Understand Your Ideal Client

- What do they secretly, ardently desire most?
- Is there a built-in bias to the way they make decisions?  
(Example: engineers =exceptionally analytical)
- Do they have their own language?
- Who else is selling something similar to them, and how?
- Who else has tried selling them something similar, and how has that effort failed?



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# Understand Your Offer

**Build a List of Product/Offer  
Features and Benefits**  
*(Notice: **NOT** Service)*



***Think Tank!***



# Educational Flyer Examples

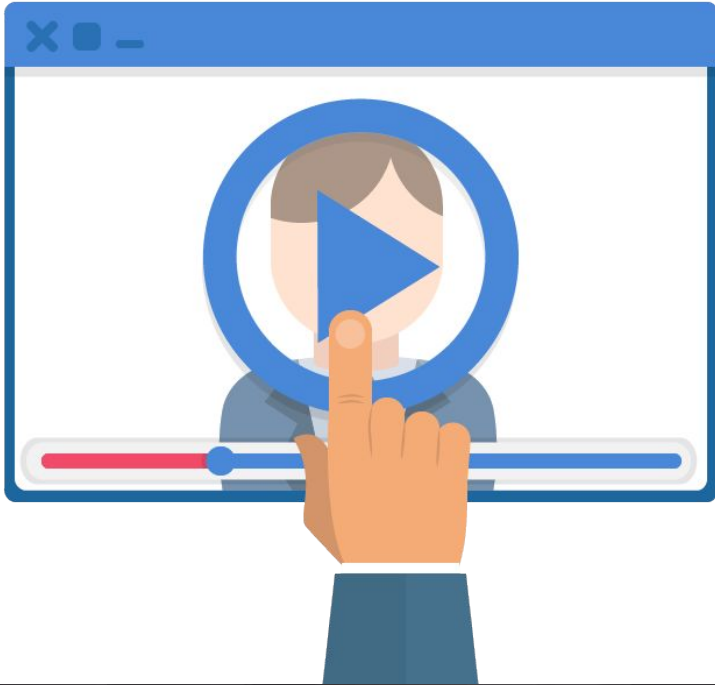


## User Your Bait to Pre-Qualify

- 5 Tips To Get the Most Money For Your Home
- The 8 Things Everyone Must Know Before Buying a Home



# How-To Video Examples



- 8 Secrets For Saving Thousands When Finding, Buying, and Financing Your Next Home
- How To Avoid 7 Costly Mistakes When Selling Your Home

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# A FREE Book (plus shipping)



User Your Bait to Pre-Qualify

- Sign Up for a FREE Copy of...
- Find Books Based on Your Targeted Demographic
- Understand Your Costs

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# Additional Resources



User Your Bait to Pre-Qualify

- A List of Your Favorite Vendors
- A Local Subscription or Tickets

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# Step 2: Drive Traffic to Bait

Old AND New both work! AND the principles and goals are the same!  
(Again)



# Step 2: Drive Traffic to Bait

- Advertising
  - Google
  - Facebook Ads
  - Instagram Ads
- Social Media
  - Personal Page
  - Business Page
- Internet Search
- Email Campaigns
- Print Advertising



# What's Our Goal?

- Get It Looked At
  - Look Like Wanted Media
- Get It Read (and ideally kept)
  - Great Headlines
  - Captivating Copy
- Get A Response
  - Using CTA's Effectively





# Get It Delivered & Looked At! (mail)

- First Class vs. Bulk Mail
- Live Stamps vs. Meter Indices
- Individually or Ink-Jet Addressed
- The Sneak Up (when to use it)
- Intimidating Imprints



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# Get It Delivered & Looked At! (e-mail)

- From “Alex Camelio” not “Agent Inner Circle”
- List Quality Matters
- To: “First Last”
- Try not to use too much “advertising” style copy.



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# Great Headlines for Any Traffic

## From Annoying Pest to Welcome Guest

- Create a Headline that Captivates - Examples:
  - Who else wants \_\_\_\_\_?
  - Are you \_\_\_\_\_?
  - How to \_\_\_\_\_.
  - If you are \_\_\_\_\_, you can \_\_\_\_\_.
  - Thousands (millions) now \_\_\_\_\_ even though they \_\_\_\_\_.



# Get It Read! (And Responded To)

Headlines should ideally speak to 3 main categories to deliver Emotional Marketing Value

Intellectual	Empathetic	Spiritual
Words which are especially effective when offering products and services that require reasoning or careful evaluation.	Words which resonate in with Empathetic impact often bring out profound and strong positive emotional reactions in people.	Words which havethe strongest potential for influence and often appeal to people at a very deep emotional level.

<http://www.aminstitute.com/headline/>

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# Headline Examples

## Subject Line or Facebook Ad

- Are you renting and saving up to buy a home? Get my free report: 4 Quick Ways To Buy A Home With Little Down In Area - click here to download a copy.
- Hey friends in Area! I just finished updating a free report called: 6-Steps For Selling Your Area Home For TOP DOLLAR -- if you're thinking of selling your home soon (or know someone who is),  
CALL TO ACTION

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# Get It Read! Captivating Copy

- Write Your Copy
- Re-Write Your Copy
- Send A Mock-Up
- Cool Off
- FINALLY - Let's Send It!



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# Techniques to Write Your Copy

- Strategy #1: Intimidation
  - Limited Number
  - Most Will Buy
  - You Will Buy Only If
  - You Can Buy Only If
  - Only Some Can Qualify



# Techniques to Write Your Copy

- Strategy #2: Demonstrate ROI
  - Sell Money at a Discount
- Strategy #3: Ego Appeals
  - Keeping Up With the Joneses



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# Techniques to Write Your Copy

- Strategy #4: Strong Guarantee
  - Basic Money-Back
  - Refund and Keep the Premium
  - Redundancy
  - Free Trial Offer
  - Focus On It!



# Techniques to Write Your Copy

- Strategy #5: Tell A Story
  - Great Storytelling Sells



Now GO WRITE! ... and write... and write!

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# Rewrite for Strategy

- Rewrite Without Constraint
- Frustrate English Teachers
- A Double Readership Path
  - Compulsive
  - Analytical
- Say It Again... and again...



# Rewrite for Style

- Improve Readability - <https://readable.io>
- Extend Your Headline
- Be Entertaining
- Appeal to the Senses
- Use Impact Words
- Be Authentic



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# Spark IMMEDIATE Action

- Limited Availability
- Premiums (Multiple)
- Deadlines
- Discount For Fast Response
- Sweepstakes and Contests
- Ease of Responding



# Use Graphic Enhancements

- Bullets (■ ■ ■)
- Numbering (1,2,3)
- Underlining
- **Boldfacing**
- Varied **type**
- **HANDWRITING**
- Boxes
- Lines of Asterisks  
\*\*\*\*\*
- **Highlighter**
- *Subheads*



# Target Your Traffic

- Print Advertising
- Online Advertising
  - Google
  - Facebook Ads
  - Instagram Ads
- Email Campaigns
  - Lists/Groups



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# Is Print Back?

YES!!! ... but WHY?!?!

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# How Can We Target Print?

- Sales Letters
- Newsletters
- Postcard
- Recipes
- Calendar or Schedules
- Partner Offers
- Magazines



# Targeting Facebook Ads

Target your demographics based on your competition:

- Real Estate
- Real Estate Company
- Likely To Move
- Any Interest

Detailed Targeting  INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors Suggestions Browse

<b>Social media marketing</b>	Interests
<b>Multi-level marketing</b>	Interests
<b>Affiliate marketing</b>	Interests
<b>HootSuite</b>	Interests
<b>\$75,000 - \$100,000</b>	Demographics
<b>\$125,000 - \$150,000</b>	Demographics
<b>\$100,000 - \$125,000</b>	Demographics
<b>\$50,000 - \$75,000</b>	Demographics
<b>Buffer (application)</b>	Interests

**Connections**

**Placements**  
Show your ads to the right people

- Automatic Placements (Recommended)**  
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)
- Edit Placements**  
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

**Audience Definition**

Your audience selection is fairly broad.

**Audience Details:**

- Location:
  - United States
- Age:
  - 18 - 65+
- Placements:
  - Facebook Feeds, Facebook Right Column, Instagram Feed and Audience Network

Potential Reach: 216,000,000 people

**Estimated Daily Reach**

**5,500 - 15,000 people on Facebook** of 150,000,000

**4,100 - 11,000 people on Instagram** of 49,000,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

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# Competitor #1

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

keller williams	Suggestions	Browse
Keller Williams		Interests
Keller Williams Realty		Interests
Keller Williams Realty		Employers
Keller Williams Realty		Employers
Keller Williams Luxury Homes		Interests
Keller Williams Realty Spokane		Interests
Keller Williams Realty, Inc.		Employers
Career With Keller Williams Realty		Interests

### Audience Details:

- Location:
  - United States
- Age:

**3,823,200** people

Interests > Additional Interests > Keller Williams Realty

**Description:** People who have expressed an interest in or like pages related to *Keller Williams Realty*

[Report this as inappropriate](#)

Connections ⓘ

Comments

your ads to the right people



# Competitor #2

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

century 21	Suggestions	Browse
Century 21 Real Estate	Interests	
Century 21	Employers	
Century21 France	Interests	
Century 21 (department store)	Interests	
21st century	Interests	
Century 21 Real Estate	Employers	
Century 21 Department Store	Employers	
Century 21 Action Plus Realty	Interests	
CENTURY 21 Profissionais do Imobiliário	Interests	

Connections ⓘ

ments

our ads to the right people

- Location:
  - United States
- Age:

3,630,690 people

Interests > Additional Interests > Century 21 Real Estate

**Description:** People who have expressed an interest in or like pages related to *Century 21 Real Estate*

Report this as inappropriate

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# Target Your Audience

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

**Century 21 Real Estate**

Add demographics, interests or behaviors | **Suggestions** | **Browse**

[Exclude People or Narrow Audience](#)

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

**Century 21 Real Estate**

Add demographics, interests or behaviors | **Suggestions** | **Browse**

and **MUST ALSO** match at least ONE of the following ⓘ x

Add demographics, interests or behaviors | **Suggestions** | **Browse**

**EXCLUDE** people who match at least ONE of the following ⓘ x

Add demographics, interests or behaviors | **Browse**



### Audience Definition



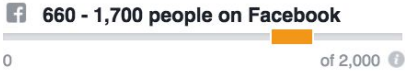
Your audience is defined.

### Audience Details:

- Location:
  - United States: Huntington (+25 mi)  
New York
- Age:
  - 18 - 65+
- Exclude:
  - Interests: Keller Williams Realty
- People Who Match:
  - Income: \$75,000 - \$100,000
- And Must Also Match:
  - Interests: Century 21 Real Estate
  - Behaviors: Likely to move
- Placements:
  - Facebook Feeds, Facebook Right Column and Audience Network

Potential Reach: 3,100 people

### Estimated Daily Reach



This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

# Narrow Your Ad Copy

- Location Based
- Age Based
- Exclusions
- Matches
- Narrow Matches
- Potential Reach



# Recap

- Step 1: Create a FREE Irresistible Offer
- Step 2: Drive Traffic to Capture Leads
- Step 3: Follow Up  
(A “Lead Funnel” as it’s now called)



# Step 3: Follow Up

Let's break it down:

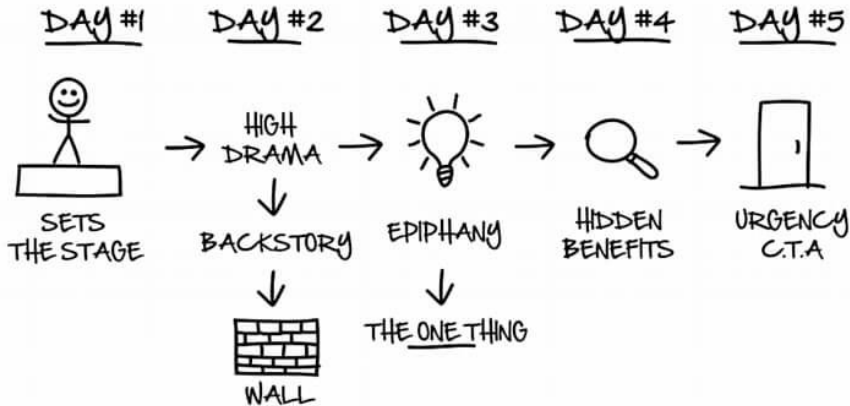
- Use an automated email sequence to make yourself an “attractive character” to your audience.





# Use a Soap Opera Sequence To Build Your Attractive Character

## SOAP OPERA SEQUENCE



Use Email Follow Up to  
Convert into a Prospect

- Tell A Story
- Build Your Character
- Close the Sale



# Email Automation Tricks

- Setup your automation to resend a the same basic version of email 1 multiple times until they open it, and then trigger the rest of the automation.
- Create Long Automated Sequences that Cycle the Previous 5 Concepts (I've seen up to 45 days.)
- Follow Up Weekly after your daily interaction tops.



# More Email Tricks

- Promise Other Bait Items
- Drive them toward other things:
  - Facebook
  - YouTube
  - Instagram
  - ... and more
- Give Them a Reason to Follow Along and Look for the Next Email
- Use Emojis in Subject Lines



# Track Everything

To understand your cost per lead, cost per prospect, and cost per customer, you must effectively track everything.

Items to Set Up:

- Google Analytics
- Facebook Pixel
- Email Campaign Links
- HotJar (if you want to get fancy)



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# Recap

- Step 1: Create a FREE Irresistible Offer
- Step 2: Drive Traffic to Capture Leads
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# Old and New Both Work



- At the end of the day, we're all **HUMANS**.
- Our psychology responds to advertising and marketing in much the same way across multiple mediums.



**Thank You For Your Time!!!  
Now get to it! :)**

**<https://agentinnercircle.com/old-new-work/>**

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