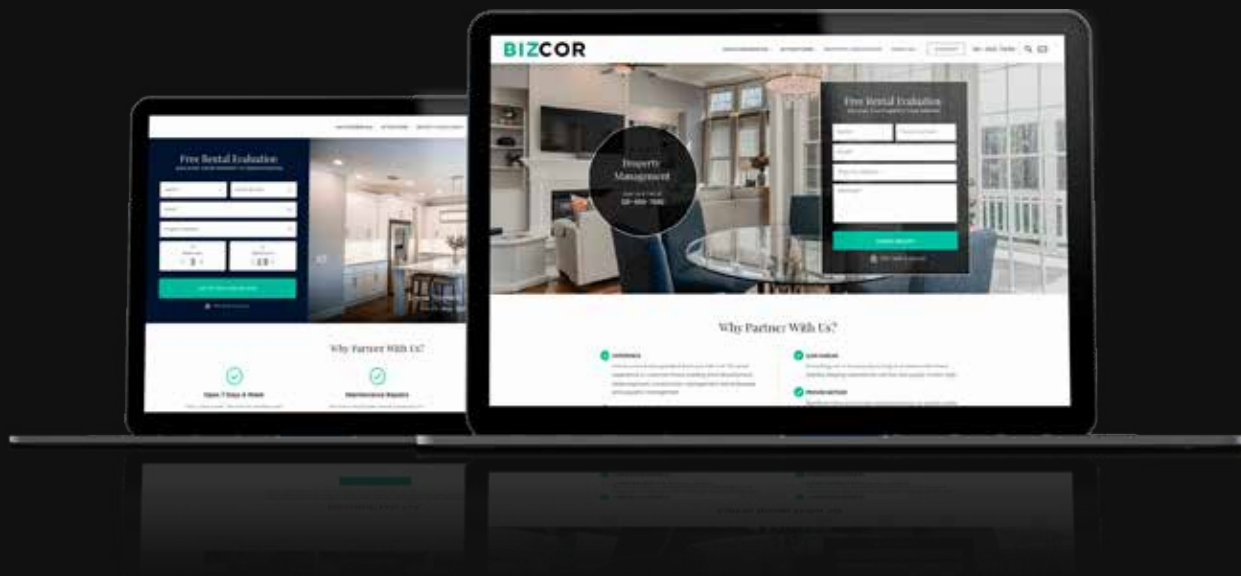


# HOMEOWNER ACQUISITION



**BIZCOR®**



# SEO

## TRACKING CONFIGURATION

OUR TEAM WILL WORK WITH YOU TO OBTAIN “GOOD DATA”  
AND IMPROVE REPORTING

- ☑ Configure goal tracking within Google Analytics.
- ☑ Utilize advanced contact forms to track conversions by visitor source.
- ☑ Establish baselines for tracking average property revenue and incoming lead revenue.



## OFF-LINE AUDIT

### Links

- Missed backlink opportunities (brand name mention without link)
- Negative backlinks external from Google Console
- Competitor link analysis
- Recommend or configure authoritative local directory links

## MONTHLY RESIDUAL SERVICES

### ON-SITE SEO

#### Content Development

- Bizcor will create 10 pages of landing page content per month, in addition to 2 blogs per month. This content will be a mixture of Property Management, Direct Booking, and Local Area Guide landing pages.

#### Site Optimizations

- Meta data audits / revamps based on keyword positioning reports
- Misc monthly optimizations
- Title / meta tags
- Bolding
- Internal linking
- HTags
- Track property management keywords

### OFF-SITE SEO

#### Citation Development

- Sign up for premium listing with Yext
- Configure and register data with large data aggregators
- Manually check, verify, change, and develop citations
- Manually locate, fix, or setup authoritative local citations

#### Google / Bing / Yahoo

#### Local Optimization

- Optimize local business pages
- Help you to develop a post-checkout review process

#### Advanced Conversion Tracking / Reporting

- Inquiry, email, and online reservation reports to measure SEO ROI
- Real-time keyword positioning and traffic reports
- Monthly Data Studio Reports



# PPC

## ✓ **Initial Setup**

### ✓ **Ad Copy Creation**

BIZCOR's PPC specialists will create a minimum of two pieces of ad copy for every ad group. Our PPC specialists will start the process using Client's messaging suggestions and will tailor the ad copy to the necessary specifications.

### ✓ **Banner Ad Creative Design**

Utilizing BIZCOR's creative Ad templates, we will create remarketing ads that are compelling and proven to convert.

### ✓ **Conversion Tracking**

BIZCOR will ensure conversion codes and tracking are integrated into the website to track inquiries.

## ✓ **Account Build**

Upon completion of the above tasks, BIZCOR's PPC specialists will organize information into a complete, optimized PPC account. This will be sent to Client for review, selection and approval.

### ✓ **Facebook Targeted Audience Marketing**

Target absentee homeowners on Facebook using email addresses, and serve remarketing ads to previous visitors of your property management page

### ✓ **Callrail Implementation**

Callrail Implementation - Get advanced Call & Form tracking to better understand revenue generated and ROI from each ad source

# MONTHLY SERVICES

In addition to the initial setup, BIZCOR's PPC specialists will provide the following services on a monthly basis, for the term of the agreement:

- ✓ Keyword bid management
- ✓ Keyword expansion
- ✓ Campaign monitoring and bid adjustments
- ✓ Ad copy testing and revisions
- ✓ A/B site testing
- ✓ Remarketing via Google GDN / Facebook Ads
- ✓ Remarketing ad creation
- ✓ Email tracking
- ✓ Bi-Weekly reports.

**Recommended Monthly PPC Spend: \$400**

# SNAIL MAIL MARKETING

## ADDRESS ACQUISITION

### Absentee Homeowner Address Acquisition

- Locate address information for absentee homeowners in the area.
- Build a list of addresses for potential homes that can be targeted utilizing our snail mail campaign.
- Convey this list of homeowner addresses to the client or whoever will be sending out the postcards designed in the design process.
- Bizcor will direct client on how to utilize [printrunner.com](http://printrunner.com) to print and mail Property Management Postcards
- Bizcor will set up Postcard Tracking with a vanity domain, UTM tags, and QR Codes to track open and clickthrough rates on postcards sent out to prospective owners.

### Absentee Homeowner Email Acquisition

- Use a variety of tools to locate Email and Phone Numbers of absentee homeowners.
- Build a list of this contact information that can be targeted using email marketing.
- Convey this list of contact information to your email marketing team.



These reports should be run monthly - and a database should be created of all addresses / contact information we've acquired, as well as which ones have already been targeted.



# POSTCARD DESIGN

## Our Design Process

- The BIZCOR team will utilize the intake form and interview from the Brochure onboarding process to integrate value proposition. Once our design team is completed with the initial concept design, we will present it to you for revision or acceptance.

## Delivery

- We will deliver this postcard to you in 300dpi format for best possible printing quality.

## Measuring Success

- Our team will guide you in capturing data to track the success of the mailers that you distribute, including:
  - Tracking codes
  - Vanity URLs
  - Analytics configuration



# STREAMLINE CRM AND LSI INSIGHTS

## GET MORE LEADS INTO YOUR PIPELINE

Leveraging our absentee owner prospecting area, you will be able to organize and implement business process. Keep track of business development efforts and improve outreach efforts. Keep track of leads through every stage of the deal and give your business developers a designated area to be more effective.

### ✓ **Prospecting Center**

Give your business development team a designated area to mine absentee owners to scale-up their pipeline. Allow your team to be more efficient in their outbound efforts and measure their success.

### ✓ **Lead Management**

New inventory leads are the most valuable leads to any property management business. This is why we created a dedicated pipeline management area to create accountability and incubate leads more affectively.

### ✓ **Email and CMS Center**

This dedicated communications area will give your business development team space and organization to improve growth.

### ✓ **Contract Management**

Manage all contracts for owner acquisition in one central space. Keep track of who opened a new contract, signed and rejected. Then store signed contracts in a central area for complete organization.

### ✓ **LSI Data & Projections**

Leveraging our LSI Tools integration, we give you the ability to generate rental projections quickly. This is one of the most powerful lures for prospective owners and will help stack your pipeline.

### ✓ **Owner Management**

This section of the CRM module keeps track of all owners within your portfolio of properties. Great for business development and to refer back to in future scenarios.

### ✓ **Pipeline Reporting**

Want to gauge scalability within your management company? Perfect, with our pipeline reporting, you will be able to quantify what the future looks like and scale operations more affectively.

### ✓ **Property Creation**

Instantly create properties within the system upon closing a new deal! This will save you a ton of time by instantly migrating data gathered during the courting process.



## TESTIMONIALS



“

*We have enjoyed our collaboration with Bizcor over the years. Last year-- we brainstormed together and embarked on a new vacation rental homeowner acquisition strategy in which Bizcor helped us realize our vision.*

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### **New England Vacation Rentals**

JOANNE LOGIE | FOUNDER AND PRESIDENT

“

*I love how they understand our business and we always appreciate how they can take our wishes and turn them into a great SEO/digital marketing plan. We have definitely seen a nice increase in our potential homeowner leads! Thank you Bizcor!*



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### **Magnolia Villas**

CARLOS VIEIRA | BUSINESS DEVELOPMENT

A dark, moody photograph of a person's hands typing on a laptop keyboard. The image is dimly lit, with the primary light source coming from the laptop screen, which is partially visible on the right. The person's left hand is in the foreground, with fingers positioned over the keyboard. A gold-colored watch is visible on their left wrist. The Bizcor logo is superimposed over the center of the image, with the word 'BIZ' in teal and 'COR' in white. The background is a dark, out-of-focus interior space.

**BIZCOR®**

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