



TO: ALLAN KLEER, CEO OF THE KLEER TEAM
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DATE: July 8TH, 2011
SUBJECT: INCREASING THE INTERNET MARKETING BUDGET

While our current Internet marketing strategy includes only the company website, it is becoming increasingly important that we diversify our Internet marketing strategies to increase our revenues. With the emergence of social media sites such as Twitter, Facebook, and Youtube, new opportunities have opened up to market our services online through these mediums. In order for us to reach the audience located in these sites, we will need a 20% increase in our current marketing budget.

Where The Money Will Be Spent

Social networking site Facebook has over **300 million** users and is one of the most visited sites on the Internet. It is very important that we advertise our services to these users for more exposure. More importantly, Facebook offers advertisement at a very affordable cost. Each ad campaign can be designed to reach the target market. The ads on Facebook can be preset to target users of specific age, genders and locally, nationally, and/or globally, providing us with the advantage to target our audience efficiently. Therefore, Facebook ads will have a higher ROI than other marketing campaigns currently used by The Kleeer Team.

An important feature of Facebook is the Facebook Page. It is recommended by experts that small businesses such as The Kleeer Team, take advantage of this feature to attract people seeking Real Estate services. Facebook Page offers users to interact directly with the company and leave feedback, ask questions, or suggestions on the page which other users will find useful and learn more about our services. An appealing design and use of videos, pictures can be applied easily with very little cost.

Twitter, a micro-blogging site, with over **145 million** users is another social media tool to market our services online. The primary use of Twitter will be to update about our company on a daily basis and the Real Estate industry in general. Many people online prefer short and quick answers to their questions. Twitter's 140-character update will allow us to inform them and offer our monthly specials quickly and efficiently.

Online Mass email is another medium to reach the audience to market our services. Mass email can be used to update our potential and past clients about our latest services, offers and specials on a weekly or monthly basis. Updating clients on a weekly or monthly basis will keep them stay interested in our services. Many companies offer mass email services as low as \$30 per month.

Blog is an excellent tool that can be set up at a low cost and publish content frequently or on a bi-weekly basis. While other tools are used to publish short information, blog can be used to publish long or short articles along with graphs, pictures, videos and other analytical tools that will be helpful not only to the people but also a great way to feed the search engines with good content, which in turn will drive traffic. Today, Blog is part of every business website that helps traffic to the company's main site due to its dynamic nature.

Youtube is a popular video hosting website. Youtube is the second most searched website and 4th most visited web site on the Internet. It is very important that we publish videos about our services and provide useful information regarding the industry. While the uploading videos to Youtube are free, we will need additional funding to buy recording equipments, editing softwares, and marketing on Youtube ads.

Additionally, the success of these campaigns can be monitored very closely. With the use of free tools, such as Google Analytics, each campaign can be monitored to track its effectiveness. Tools such as Google Analytics will provide us with specific information such as users' location, search terms, frequency of visits, number of unique visitors, and returning visitors. With these statistics, it can easily be discovered whether the campaign is successful or needs adjustment to meet the budget.

Below is a graph that shows the marketing budget for small, medium and large businesses:

