



2014 NAHB International
Builders' Show®

From Click to Close: Your Online Marketing Roadmap

International Builders' Show • Thu, Feb 6 | 12:30-3:30 PM | South 233

[Tim Costello](#), Builders Digital Experience (BDX), Beaverton, OR (*moderator*)

[Barbara Koenig](#), Koenig & Company, Austin, TX

[David Miles](#), Miles BrandDNA, Englewood, CO

[Melissa Morman](#), The BDX, Surprise, AZ

[Ryan Taft](#), Shore Consulting, Auburn, CA

Session Agenda

12:30 – 1:00pm **Session Overview, Introductions and Big Picture Roadmap** **Tim Costello**

We will start with a quick overview of the session goals and objectives, take a look at the big picture view of your online marketing roadmap.

1:00-1:30pm **Pave the Way – Is Your Website Working?** **Barbara Koenig**

Creating a strong online marketing roadmap starts with your website. What are the common characteristics of a successful website? How do you benchmark your site? What metrics should you be tracking?

1:30-2:00pm **Increase Traffic and Drive Leads** **David Miles**

Now that you understand how to create a successful website, what should you be doing to drive traffic to your site and attract more home buyer leads? We will quickly review some of the tactics that builders today are successfully using to accomplish their goals – PPC, banner advertising, SEO, online real estate portals and more. What is involved? How much should you spend? And more!

2:00-2:10 **Break**

2:10-2:40 **Take the Scenic Route with an Engaging Online Experience** **Melissa Morman**

Next, you will experience the latest technologies and innovations designed to inspire and engage. Today's home buyer has high expectations when it comes to an online shopping experience – are you wowing your buyers at every stage of the home shopping process?

2:40-3:10 **Drive Sales To Close** **Ryan Taft**

Finally, we will bring it all together with some advice on how to make the most of your online marketing efforts. You've built a great website, people are visiting your site, they are engaged and inspired and fill out a lead form. Now what? How you manage and follow up with those leads can make or break your business. We'll make sure you're ready to capitalize on your hard work.

3:10-3:30 **Question and Answer Session** **Tim Costello**