

# Fun Tuesday With NataProperty

Belajar Berjualan Property dgn Strategy Digital Marketing



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# Why Property Agent

- ▶ Big Income
- ▶ Zero Capital (Modal Nol)
- ▶ No Need High Education
- ▶ Property Never End
  - ▶ Everybody need it
- ▶ Free / Flexible Time
- ▶ Everybody Can



# Property Agent Type

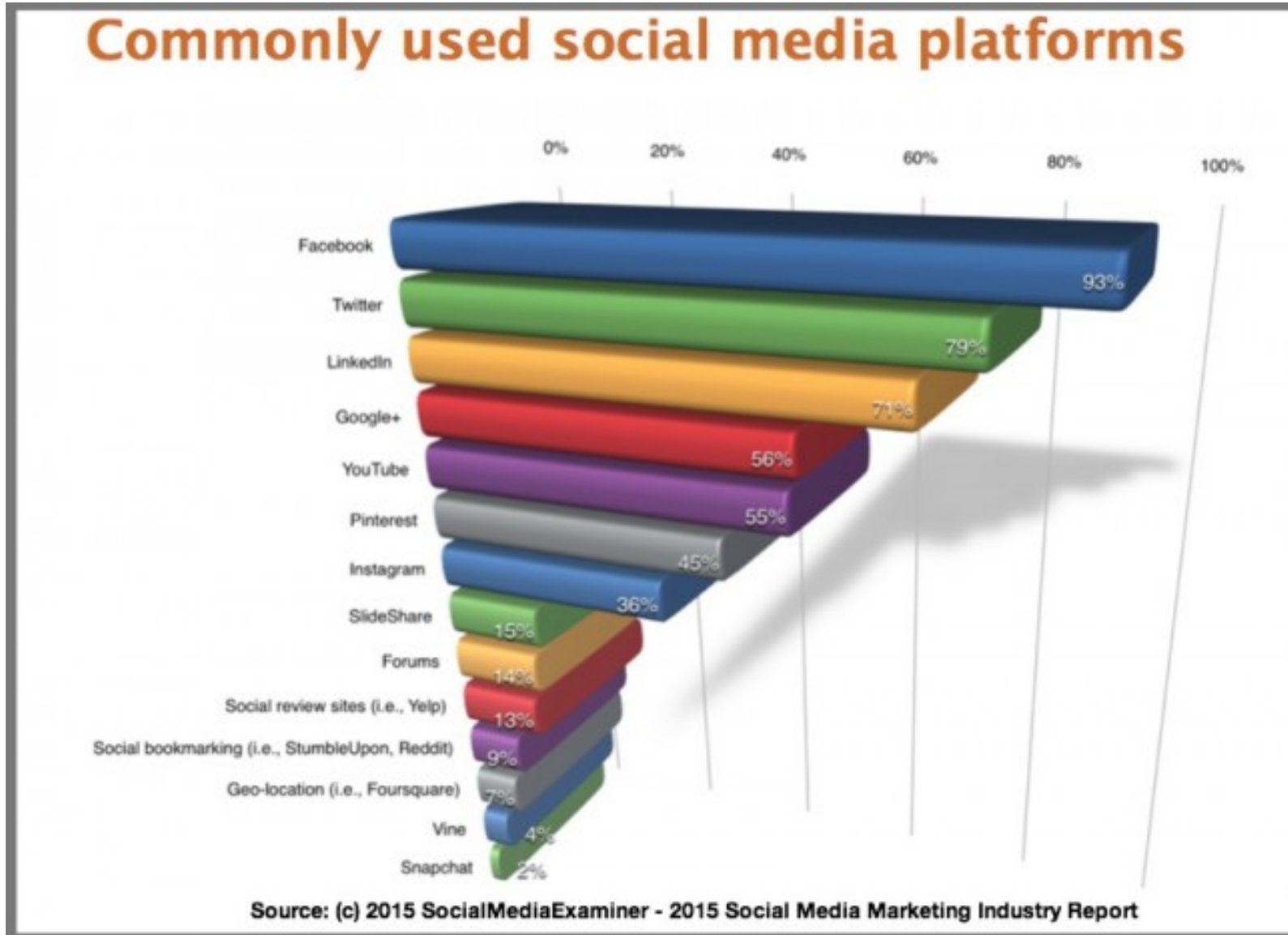
	Traditional Broker	Certified Broker (Agency)
Komisi	● ● ● ●	● ● ●
Tidak Terikat Peraturan Perusahaan	● ● ● ● ●	●
Jaringan	● ●	● ● ●
Variasi Produk	●	● ● ●
Kemudahan Pemasaran	● ●	● ● ● ●
Biaya Pemasaran	● ●	● ● ● ●
Akses Informasi Dari Developer	● ●	● ● ●



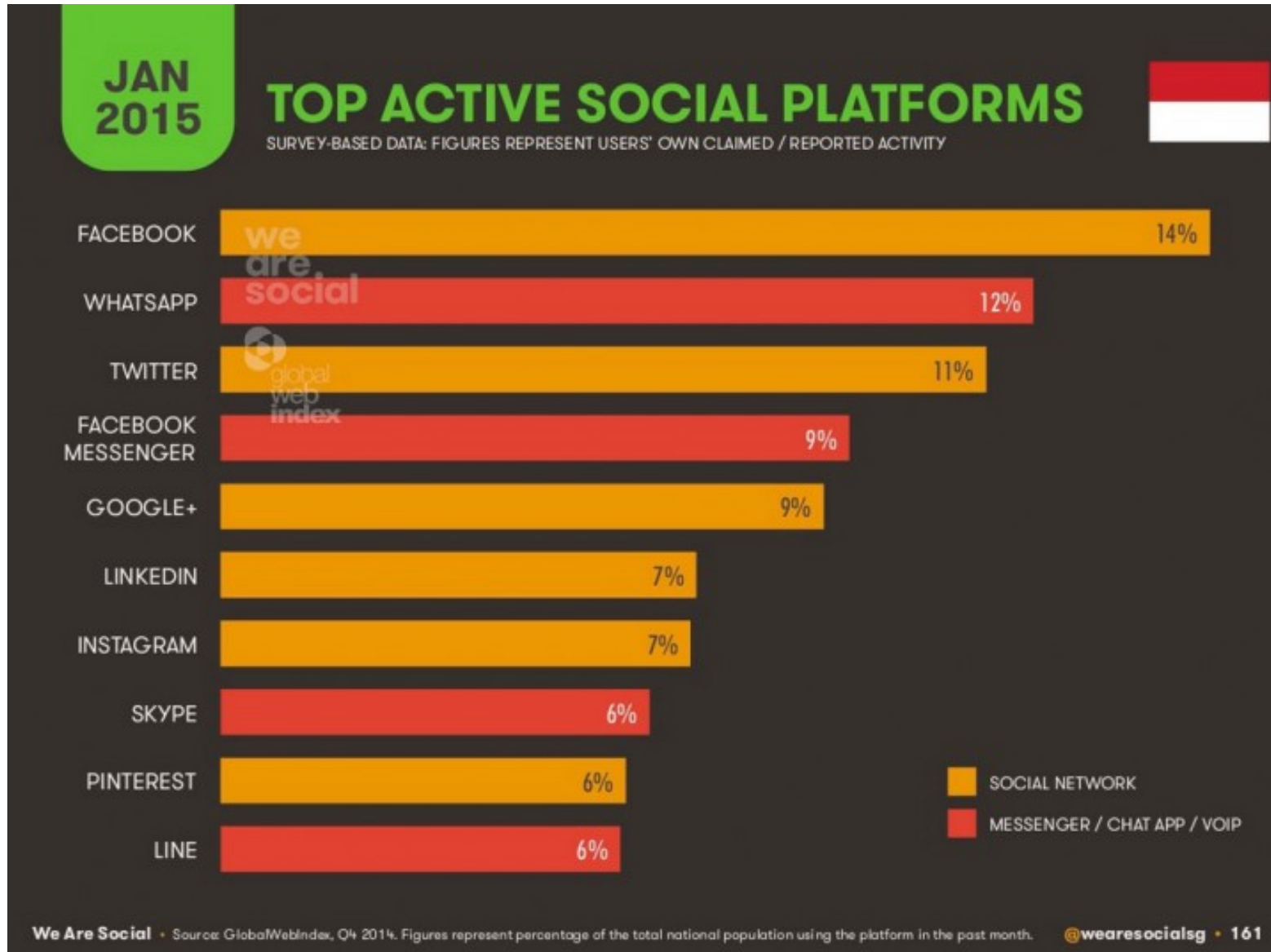
# How to Become Property Agent

- ▶ Its about People
- ▶ Delivering Information (as it is from Developer)
- ▶ Learning about property law & Cycle
- ▶ Selling is Easy
  - ▶ Time, Commitment, Focus, Adopt, Effective & efficient
- ▶ Creative
  - ▶ Utilize Digital Campaign
- ▶ Take a Risk
  - ▶ Money for ads, call, texting, create browsur

# Top Social Media



# Top Social Media @Indonesia



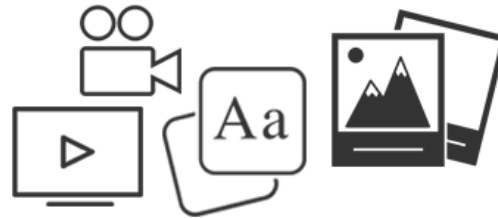
# Are you Marketing on the right Social Media Platform

**60%**  
out of 5.4 Million

The percentage of the Singapore population that uses Facebook



You are able to reach out to a large growing target audience



Able to support content types such as visual, text, video or all three.



Create different content that appeals to your target market.



Encourages 2 way communication between brand and audience



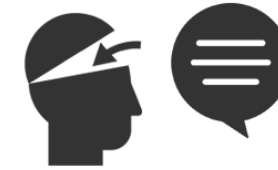
You are able to develop a relationship with your potential consumers

# Are you Marketing on the right Social Media Platform

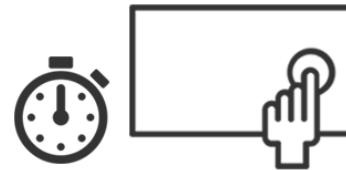
## TWITTER



Micro-blogging, embodies the concept of short, sweet and concised messages



Suitable for no fluff, easily digestible & memorable messages



Time sensitive platform, beneficial for real time interactions



Allows you to provide fast, convenient and quick customer support



Has popular functions such as hashtags & trends



By utilising these functions, you can stay relevant & present with your consumers

# 49%

The percentage of Singaporeans who are on Twitter



You are able to reach out to a large pool of Twitter users



# Are you Marketing on the right Social Media Platform

## INSTAGRAM



**Content is king where high emphasis is placed on visually pleasing images**



**Easy for you to stand out & showcase your brand's personality and identity**

# 53%

**The percentage of youths aged 18 - 29 years old who uses Instagram**



**It will be more effective through visual marketing to target the younger demographic**



**You are able to mix serious and fun images to pique their interest**



**You are able to share certain key moments with your consumers**



# Why Facebook

- ▶ Memiliki lebih dari 1 Milliar pengguna
- ▶ Setiap detik ada 5 FB Profile baru dibuat
- ▶ Rata-rata orang buka facebook adalah 20 menit / hari
- ▶ Lebih dari 510,000 comment diposting setiap menit
- ▶ 42% Marketers mengatakan bahwa facebook sangat penting untuk mereka
- ▶ 53% dari pembeli online membeli via / berdasarkan lead dari facebook pages
- ▶ Mereka yang belanja dengan lead dari facebook rata2 membelanjakan \$100
- ▶ 51% fans akan membeli sesuatu dari BRAND yang mereka LIKE
- ▶ 68% Marketers mengatakan facebook ads sangat effective



# Why Facebook

We don't have a choice



# Facebook Page

- ▶ Jauh berbeda dengan personal akun
- ▶ Facebook page adalah sebuah tools / pages / minisite untuk bisnis anda
- ▶ Dapat decide url yang dimau

Personal Akun	Facebook Page
Personal Use	Various Topic, informational use
Interaction	Interaction
Limited to 5000 friend	Unlimited reach



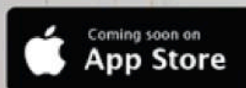
# Facebook Page x NataProperty How To

- ▶ Create FB Page Account
- ▶ <https://www.facebook.com/pages/create.php>
- ▶ Pick Your Category
- ▶ Set Profile Picture
- ▶ Create the “About” Section
- ▶ Set page audience
- ▶ Set Cover Image
- ▶ Posting
  - ▶ Find 2-3 suitable project from nataProperty
  - ▶ Dateng ke acara gathering nataProperty
- ▶ Promoting via Ads



# NataProperty App

- Beli NUP & Booking Online
- Buat Ilustrasi Pembayaran Cicilan & KPR
- Cek available unit online
- Sharing Produk Knowledge, brosur, gambar, dll via Line/WA/email dengan mudah
- BONUS Closing Fee jutaan rupiah



## MAU JADI AGEN PROPERTI?

Yuk download dan dapatkan berbagai bonus dan kemudahan berjualan rumah/apartemen dari developer-developer terkemuka di Indonesia!



**NATAProperty**





# Benefit Join Nataproperty

- ▶ Akses ke developer2 terkemuka
- ▶ Free Smart Selling Tools
- ▶ Free Office & support untuk ketemu customer / prospek
- ▶ Free Belajar produk knowledge
- ▶ Free mentor untuk berjualan property
- ▶ Komisi yang transparan dan lebih besar
- ▶ Mendapatkan kesempatan yang luas untuk memperoleh unlimited income





Thankyou

