

www.masiello.com | www.masiellocommercial.com



ANNOUNCING
Better Homes and Gardens
The Masiello Group's

LAUNCH
OF THEIR NEW
Website

Delta Media Group®'s powerful platform brings enterprise-level technology and online marketing solutions together in one, easy to use interface.

Powered by:



DELTA
MEDIA GROUP

The Masiello Group is now on Delta Media Group's Enterprise Platform

An Integrated Approach to Marketing Technology

The Masiello Group's website development project was focused on simplifying their content and increasing the ease and functionality of their website. The new design allows for clear navigation and a responsive layout for all platforms. Explore The Masiello Group's website to discover all of their new functionality and integrated services.

www.masiello.com

www.masiellocommercial.com

100+
Integrations
and
Open API



Dominating Their Market

Increasing Productivity and Driving More Leads Through an Extensively Integrated Platform

Delta Media Group's platform is complete with IDX property search, full lead-capture and distribution system and advanced outbound marketing tools.

We combine cutting edge technology and modern design with superior marketing features delivering an outstanding customer experience and improving traffic, leads and conversion rates.

They Are Gaining an Edge Over Their Competitors

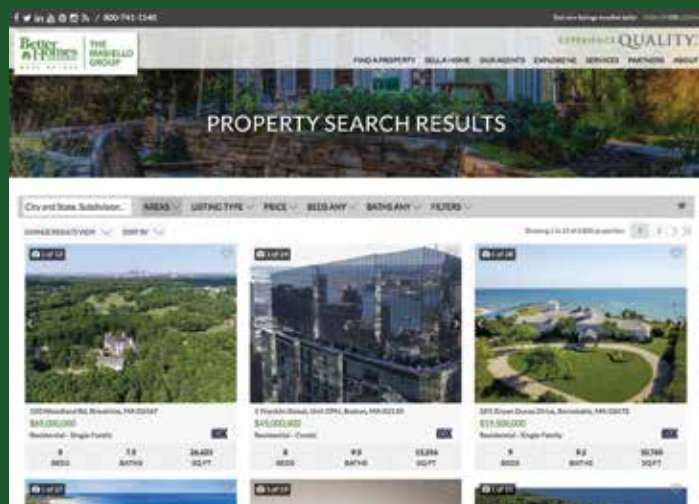
Custom Website

To stay competitive, The Masiello Group must offer clients a rich experience that exceeds expectations with modern features and usability. Delta Media Group® uses the right combination of search, social, content and technical skills to deliver results and grow their clients real estate business.

Benefits:

- ▲ Enhanced Quick Search
- ▲ Advanced Search Form
- ▲ Advanced Map Search
- ▲ Multiple Data Integration Methods
- ▲ Data Count Accuracy & Error Checking
- ▲ High Resolution Image Support
- ▲ Delta Media Group® offers a robust Listing Data Feed API system which can take your listing data and distribute it automatically to other websites.

UPDATED
DATA
EVERY
5 MINUTES



- ▲ Search Open Houses
- ▲ Search Company Listings
- ▲ Search Foreclosures
- ▲ Search Short Sales
- ▲ Search Banked Owned



Get Better Traffic and Leads

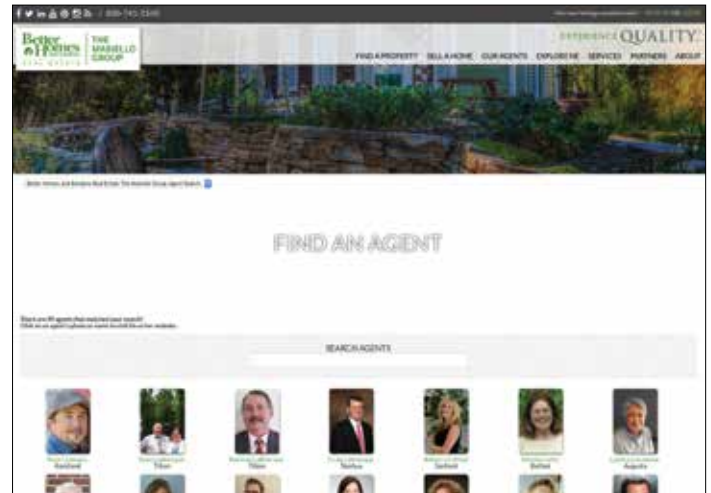
...REALLY

When it comes to SEO, Delta Media Group® has a proven track record for delivering RESULTS.

As a strategic partner, Delta Media Group® is an extension of your marketing team that focuses on developing and executing the right strategy to produce solid, measurable results.

Benefits:

- ▲ SEO Software
- ▲ On-page Optimization, Link Building, Local Optimization
- ▲ Custom Content
- ▲ Market Demographic and Trending Data
- ▲ School Data and Nearby Amenities
- ▲ Sold listings Data
- ▲ Facebook Connector
- ▲ Customer Review Ssharing
- ▲ Third Party Lead Parsing
- ▲ AVM Tool
- ▲ Free Site Redesign Every 12 Months
- ▲ Mortgage Leads System - Lead Capture and Distribution
- ▲ INREX Drive Time Search
- ▲ Progressive Web Apps w/Push Notifications



Agent Mobile CRM

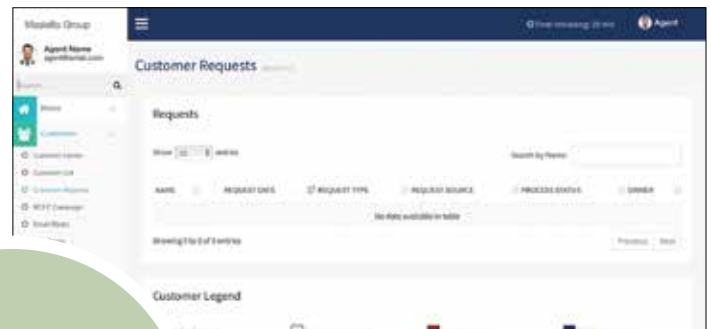
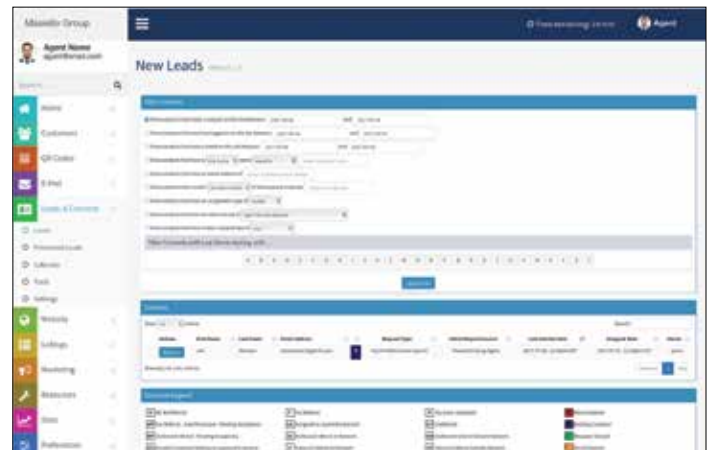
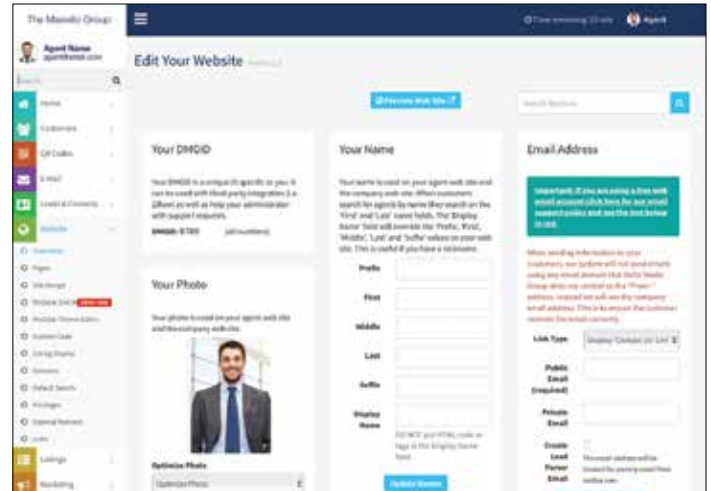
Streamlining the Organization and Communication with Their Clients

Close More Deals in Less Time

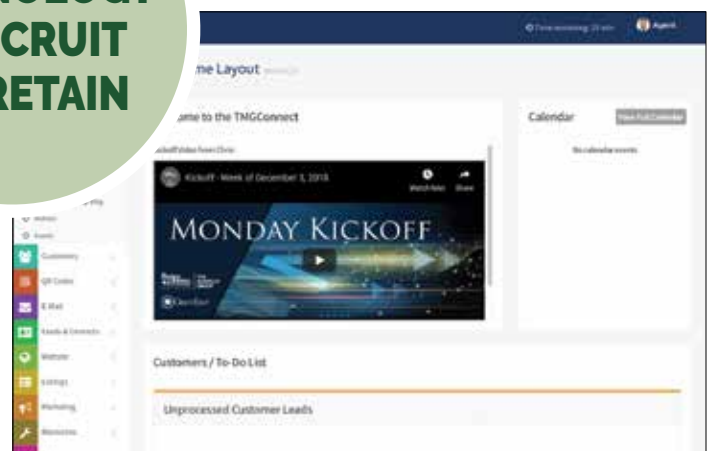
Delta Media Group®'s CRM software is built specifically for real estate professionals to manage their contacts more effectively, close more deals and provide better service by having all of their customer data in one easily accessible location.

Benefits:

- ▲ Fields for Lead Records
- ▲ Action Plans
- ▲ Lead and Contact Lists
- ▲ Email Templates
- ▲ eCards
- ▲ Smart Drip Campaigns
- ▲ Lead Capture Forms
- ▲ Printable Listing Flyers
- ▲ Integrated Print Mailing Labels
- ▲ Lead Scoring
- ▲ IDX Search Tracking
- ▲ Tracked Email Marketing
- ▲ Interactive Lead Visibility
- ▲ Track Property Searches, Saved Properties, Views and More
- ▲ Sync Google or Office365 to DeltaNet®. Includes Contact, Calendar View, Calendar and Mail Sync



**TECHNOLOGY
to RECRUIT
and RETAIN**



OPEN HOUSE CONNECTOR

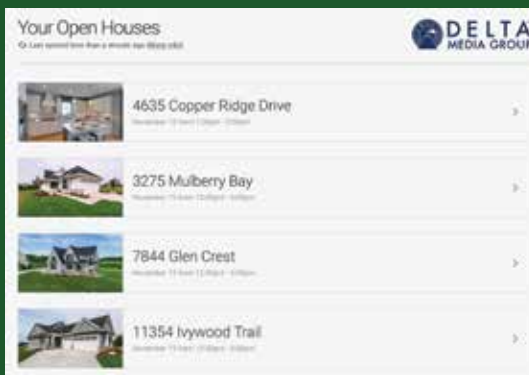
COLLECT AND CONVERT MORE LEADS

Delta Media Group® designed a tool for real estate agents to know and keep track of the prospects that toured their open houses.



DON'T MISS ANOTHER LEAD

Delta Media Group®'s Open House Connector allows agents to have visitors sign in on a mobile device, customize a registration form, and send all their contact information instantly to DeltaNet® where you can sign them up for drip marketing campaigns.



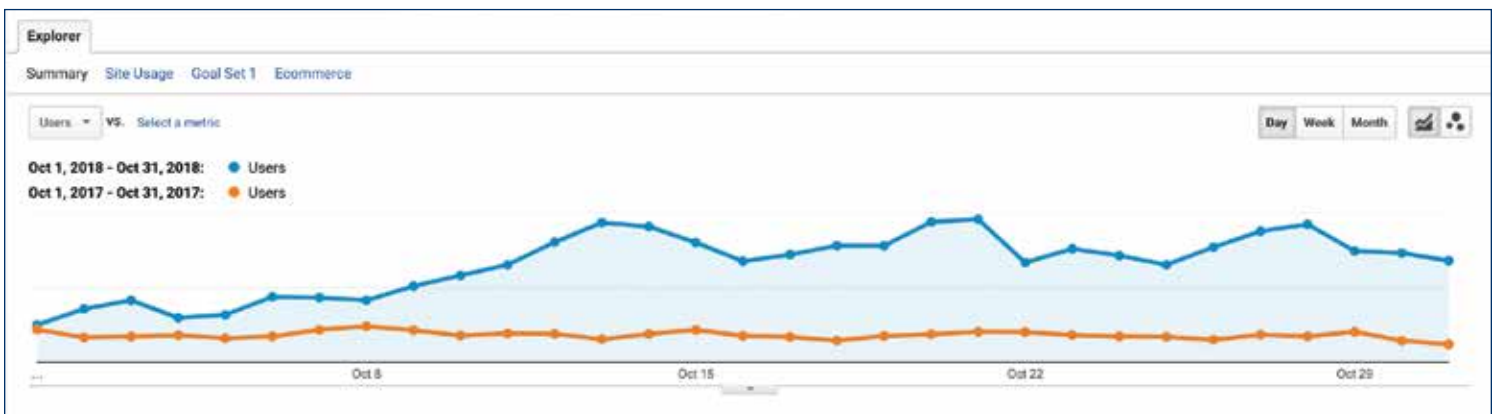
- ▲ Customize Registration Form To Suit Your Needs
- ▲ Collect Open House Registration Information
- ▲ Generate Reports From Open Houses
- ▲ Easily Logs Information In DeltaNet®
- ▲ Automate Follow Up To Potential Customers

SNAPSHOT IN TIME

On average 68% of traffic to real estate websites are on mobile phones or tablets.

These days it's not only important to have a responsive site, but you need a responsive site that is easy to use and converts. As the data illustrates, The Masiello Group's new site is experiencing a tremendous amount of growth from visitors on mobile devices.

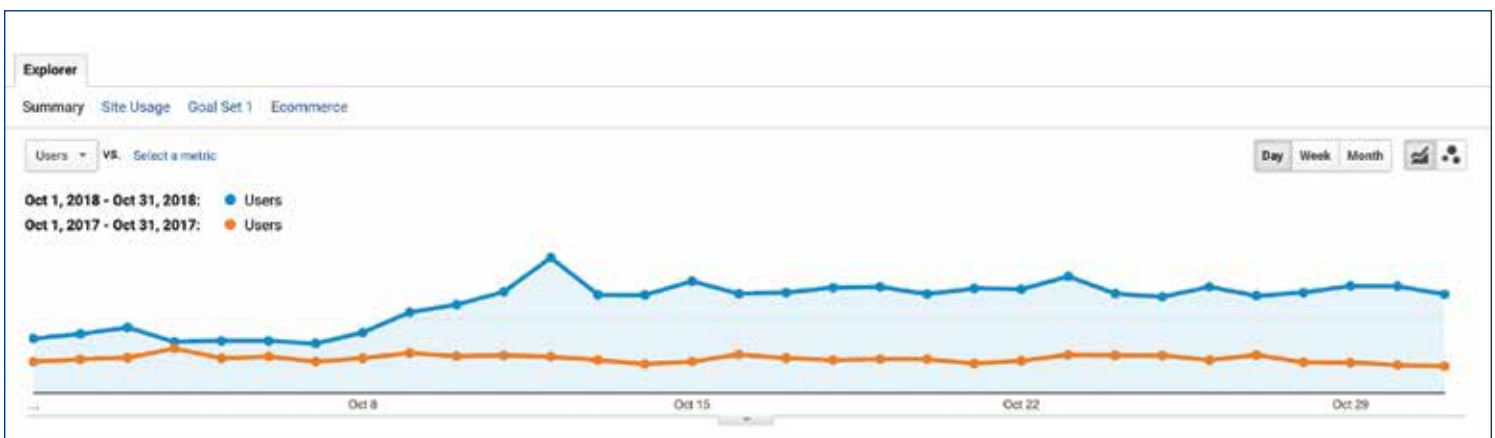
- ▲ Comparing October 2018 vs October 2017, visitors on mobile phones increased 310%, while traffic on tablets increased 145%
- ▲ Over 7% of traffic to the site was on a mobile phone or tablet.
- ▲ 40% of total leads were from visitors on mobile devices.



Organic Search

Search Engine Optimization has to be at the core of any online marketing strategy. The Masiello Group leveraged Delta Media Group®'s SEO service and it's paying off big time.

- ▲ October 2018 vs October 2017, organic search traffic is up 229%.
- ▲ Organic search accounts for 53% of total traffic to the site.



Increased **TRAFFIC** and **LEADS** In The First 2 Months!

Total Website Traffic **+345%**

Organic Traffic **+438%**

Leads..... **+74%**



“ We found that with Delta Media Group® they had the entire package we were looking for in a partner for our software program. They have their own marketing, design and technical teams that work together to give us the best product that our agents will adopt easily”

Lorainne DeVaux
Director of Marketing
Better Homes and Gardens Real Estate -
The Masiello Group

View Our Story 
www.deltagroup.com/masiello

Chris Masiello, President and CEO of Better Homes and Gardens Real Estate: The Masiello Group, describes the onboarding process that Delta Media Group® brings to the table.



LAUNCH IN 90 DAYS

ON-TIME...ON-BUDGET

Partner with the leading real estate technology platform for successful brokerages.



DESIGNED TO TAKE YOU TO THE NEXT LEVEL

Delta Media Group® understands that needs arise and you don't have a year to get a revolutionary idea into place for your team. At Delta Media Group® we have an amazing team of experts trained to bring your ideas to life coupled with an amazing platform that empowers us to be more efficient.

GOING BEYOND YOUR EXPECTATIONS

We're innovators that automated the real estate industry.

- ▲ No Waiting List
- ▲ Schedule Your Launch At Your Convenience
- ▲ Enable New Platform Enhancements & Upgrades Anytime
- ▲ Dedicated Onboarding & Training Team
- ▲ Fully Integrated Online Marketing Platform
- ▲ 100's Of Integrations At No Additional Cost
- ▲ **NEW** Pipeline Manager, Open House Connector™, Web Push Notifications and much more

We always have room for you in the DELTA MEDIA GROUP® FAMILY

The Delta Media Group® Difference

Expert Design and Technical Teams



What makes Delta Media Group® different from our competitors? It's our innovative blend of marketing and technology.

Since 1994 Delta Media Group® has been the enterprise marketing and business management solution for real estate professionals. Delta Media Group® partnered with The Masiello Group to help them efficiently navigate their business pipeline from lead to close.

Our innovative team of creative experts consists of professional web developers, programmers, graphic designers, marketing and technical support staff. We continuously work to find ways to help you grow and streamline your business.

We're committed to the highest in quality service to ensure you and your team are fully trained to maximize productivity and profitability.

We Stand Above the Rest:

- ▲ Weekly "Tech Tuesday" Live Training Video Series
- ▲ SEO with Smarter Online Tactics
- ▲ Greater Efficiency Tools for Brokers, Agents and Buyers Including Seamless Third-Party Integration
- ▲ Superior Industry Knowledge of over 20 Years Experience Building Real Estate Web Solutions
- ▲ Seamless On-Boarding, On-Site Training and Ongoing Support
- ▲ Blog on Real Estate Marketing and Technology
- ▲ Tech Support



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BETTER HOMES AND GARDENS

The Masiello Group

CAPTURE



ORGANIZE

and TRACK LEADS



Delta Media Group® will save Better Homes and Gardens - The Masiello Group time, money and resources by creating a solid integrated platform for all their business needs.

