SHOW NOTES

$1.4MM in Fees From Just PPC. Cody Hofhine & Brandon Bateman Share How to Add Digital Marketing

With Brandon Bateman, the Bateman Collective; and Cody Hofhine, Utah Sell Now

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Listen to this episode on YouTube at https://youtu.be/1rwvVZgH_90.

About Brandon Bateman and Cody Hofhine

Brandon Bateman started a digital marketing company as a sophomore in college and never looked back. After volunteering to do digital marketing for companies, he started the Bateman Collective and is now the premiere digital marketing company for wholesalers across the country. Bateman Collective handles all digital marketing, from SEO to PPC to Facebook and Instagram ads, as well as designing and creating content for those platforms.

Cody Hofhine started wholesaling in 2015 and has built his company into one of the largest real estate investment companies in Utah. He is now expanding into Dallas, TX and San Bernadino, CA. Cody fully embraced digital marketing through the Bateman Collective after some less-than-stellar experiences with other digital marketers.

Connect with Brandon at brandon@batemancollective.com and Cody on Instagram at @codyhofhine or Facebook at codyhofhine.

Show Notes

Brandon and Cody discuss how proper digital marketing boosted Cody's wholesaling business to new heights, generating $1.4 million in 2020. They discuss what works and what doesn't, and what a real estate investor should look for when hiring a digital marketing company.

Top 5 Takeaways from Brandon and Cody:

5. Search Engine Optimization (SEO) is important, but it is a long-term strategy. The leads you get will be high quality, but don't count on getting those leads for 10-12 months.
4. Don't waste time trying to do SEO yourself. If you crunch the numbers, it's not worth your time to build your SEO. Hire someone to do it for you.
3. Facebook and Instagram produce very good leads, but they may not be "right now" leads.
2. Pay Per Click (PPC) produces the highest quality and hottest leads.
1. Get the PEND (Probate, Evictions, Notice of Default, and Divorce) list from your local title company, courthouse, or local attorney. It's gold and is updated daily in some locations.

Bonus Takeaway: When you get a PPC lead, get on it fast! If you can't get them on the phone, drive to their house. These are hot, ready to sell leads.

About Steve Trang

Steve Trang is the founder of the Real Estate Disruptors movement and host of the Real Estate Disruptors Podcast. He started his podcast in the middle of 2018 to inspire wholesalers and real estate agents to double their incomes by adding a second leg to their business. The podcast has now grown to ten thousand followers with new members of the community sharing their success story every week.

Steve's goal is to create 100 Millionaires. One of his favorite quotes is from the great Zig Ziglar: "You can have everything in life you want, if you will just help enough other people get what they want." He heard this quote when he first got into real estate, and it has stuck with him throughout his entire career. In fact, it's essentially one of the core values Steve lives by.

Connect with Steve at linkedin.com/in/stevetrang, facebook.com/stevetrang, instagram.com/steve.trang, stevetrang.com, or realestatedisruptors.com.