

*Elevated Photography*



Home of the EXPOSURE ENGINE  
**NOW WITH VIDEO POWER**

**&**  
**Social Networking**  
YouTube  
Google Video  
AOL video  
FaceBook

Maximum Listing Exposure  
We push to 99 Sites!

Our Social Networking Sites:



**active rain**  
Real Estate Network  
[View my profile](#)

**Featured Real Estate Agent:**



[Visit my tour gallery](#)  
**Dennis Ireland**

Click To take Tour



**In This Issue:**

- **Technology Update: BlueLaVaMedia Invades Social Networking Sites**
- **BlueLaVaMedia to host Social Networking Webinar**
- **This month's free virtual tour winner**
- **Marketing Tip**
- **Productivity Tip**
- **BlueLaVaMedia Resources and Downloads**

According to the 2007 NAR Profile of Buyers and Sellers, 84% of all buyers and 87% of first time buyers use the internet as an information resource during their search for a home. In the 25-44 age group this number jumped to 91% of all home buyers. Also, according to the same survey, 33% of all buyers are using now using social networking sites with 19% using them at least a few times a week.



As you know, we are always working hard at keeping you ahead of your competition at BlueLaVaMedia and that's why we have added this new powerful marketing tool. In just one click, your virtual tour can be submitted to popular social bookmarking and networking sites such as: Digg, Delicious, Furl, Facebook, FriendFeed, MySpace, BackFlip, LinkedIn, Reddit, Twitter, StumbleUpon, Technorati, Mixx and Bebo. Now you, your customers, and their friends can bookmark your virtual tours on these powerful sites!

With a click of the mouse, viewers can add your virtual tour to their social networks. *Imagine your virtual tour becoming a viral marketing tool virtually overnight.* Team BlueLaVa has unleashed yet another powerful property marketing tool that helps you stay competitive in an aggressive real estate market!



Just click Share Tour and then Click Social Bookmarks.

Now just Click on the icon at the bottom of the screen on the web sites that you already have an account with, enter your login and password and the virtual tour will be added to that site.

**Free Social Networking and SEO Webinar**

Attention TAAR Members:

BlueLaVaMedia will be hosting a FREE instructional webinar. "How to get the most out of social networking sites." When used properly these sites will not only help your virtual tours and video

**YOU WILL LOVE OUR:**

**Vibrant Weekly Hit Report  
Included with every tour  
[Click to see Hit Report](#)**



**And Rave About Our:**

- Single Property Sites
- Search Engine Optimized Tours
- Panoramic Sign Riders
- Virtual Tour CD's
- 2D & 3D Floor Plans
- Agent/Owner Tour Audio
- Night Shots
- Custom Flyers & E-Mail Flyer
- Professional Voicing
- Lock Box Certified
- Fully Insured

Proud Member of TAAR



tours rise to the top of the search engines, but they will also have a significant impact on your personal websites ranking too. This instructional webinar will be FREE to all TAAR members but we only have 200 seats available so it will be on a first come first serve basis. We will be announcing the date very soon so keep an eye out in our next newsletter for registration, date and time. If you want to learn more about search engine optimization and social networking, this is one webinar you won't want to miss!

## Free Virtual Tour Winner



Congrats to Julie Gorter of Coldwell Banker Great Lakes. You have won a FREE Virtual Tour! Please contact Jim Blue to claim your prize!

Would you like to win a FREE VIRTUAL TOUR from us? Simply click on the button below to apply.



## Marketing Tip

### Know What You're Spending:

Don't know which marketing efforts are working and which are not? Take some time this month and revise your marketing strategy to include offer codes or special website links that will tell you exactly which leads are coming from where. Unless you know exactly how much you are making from each ad you are running, you will never know which advertising media is working the best for your business.

Use your free Hit Stats tool on your BlueLaVaMedia virtual tour to see exactly where your traffic is coming from. If you want to link your virtual tour to an ad and be able to see exactly how many people are visiting the virtual tour directly from that advertisement, then simply add the following code to the end of your virtual tour link that we deliver to you with your tour.

This is a normal tour link:

<http://rtvpix.com/RE-4467-NM3XET-01>

To be able to track the source of your tour in hit stats, simply add the following code to the virtual tour link that you are using.

<http://rtvpix.com/RE-4467-NM3XET-01?referrer=RecordEagle>

or

<http://rtvpix.com/RE-4467-NM3XET-01?referrer=MyMagazineAd>

Add this code to all of the links that you use in your marketing efforts and you will have an accurate system to calculate your traffic sources and know exactly how much you should be spending in each publication. (Or how much you should not be spending!)

## Productivity

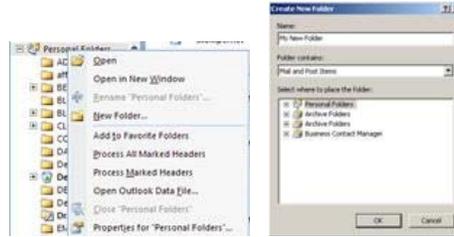
### Tip

#### Using email Filters in Outlook:

Looking to get more done, but always find yourself spending too much time sifting through emails just to find the one that you need? Set up email filters in Microsoft outlook to organize your email into folders the second it arrives. This will clear up your inbox and allow you to allot your time

more effectively.

First, set up a new folder in your 'Personal Folders' by right clicking on 'Personal Folders' and Selecting 'New Folder'. Then name your new folder.



Next, go to **TOOLS > RULES and ALERTS >** and click on 'New Rule'.

Follow the instructions to set up your new rule for messages to be moved into your new folder. Following this process you can set up as many rules as you would like to clear up your inbox and automatically organize your incoming email!

---

## Resources & Company Information

**Download Our**

[Real Estate & Property InfoPack Here](#)

[Real Estate Fact Sheet](#)

[Business & Commercial InfoPack Here](#)

**Contact Us Today:**

PO Box 1943 Traverse City MI 49685 Local: 231-946-1360  
Toll: 877-941-8687

Email: [Info@BlueLaVaMedia.com](mailto:Info@BlueLaVaMedia.com)

Website: [www.BlueLaVaMedia.com](http://www.BlueLaVaMedia.com)

Our mailing address is:  
LaVaWorks, LLC  
7191 East Leelanau Hills Drive  
Traverse City, MI 49684  
Our telephone:  
231-946-1360

Copyright (C) 2008 BlueLaVaMedia a Division of LaVaWorks, LLC All rights reserved.  
If you do not wish to receive email communications, discounts, coupons and special offers from us you may [click here](#) to unsubscribe from future e-mailings. Please note that email and promotions are sent out once monthly at the most.