

# 10-Day Plan for Website Leads

Day  
1

- Automated welcome email goes out
- Respond fast! Call, text, or send an email
- Change their status to Made Contact



Save all of the emails as [Quick Text](#) templates in your system.

Day  
2

- Research your new lead
  - What homes did they view or save?
  - Are they on social media?
- Send them relevant listings



Be sure to [download and activate the Market Leader mobile app](#) for an even faster follow-up!

Day  
4

- Check to see if they're engaging with you
  - Did they come back to your website?
  - Are they opening your emails?
- Review their listing alert (or create one)

Day  
6

- Check to see if they're engaging with you
  - Did they come back to your website?
  - Are they opening your emails?
- Send more relevant listings



Leverage [contact status](#) and [reminders](#) to help keep you on track.

Day  
8

- Check to see if they're engaging with you
  - Did they come back to your website?
  - Are they opening your emails?
- Add them to the Market Insider Newsletter



If a contact responds, stop this plan and engage based on their response.

Day  
10

- Change status to Cold
- Add to drip campaign to stay top of mind: Long Term Buyer or Buyer Gorilla Marketing



Your goal with new leads is to respond fast, provide relevant content, and keep them coming back to your website. This follow-up plan helps you respond to every lead, while using your Market Leader tools to provide targeted, relevant content.

# Automated Welcome Email

Hello, my name is \_\_\_\_\_ with \_\_\_\_\_. You're signed up on my website, and I wanted to introduce myself and let you know there is a real person behind this website.

My website will remember you, so you can look at properties and local community info whenever you like, hassle free.

If you have any questions at all, please don't hesitate to ask. Happy Searching!!



*This Welcome Email will automatically be sent to contacts that register on your website.*



*You should [customize your Welcome Email](#) so it matches your personality and tone. Here is a great template to get you started!*



*During the first 10 days, new leads should get your personal attention, automation can come later.*

## Key Behavior Triggers



### Viewed Homes

*Identify trends or patterns, such as price, home type, or area. This will help you provide them with content that's relevant to their search.*



### Saved Homes

*A step beyond just looking at homes, this is a great indicator they may be further along in their search. Drive by the home and snap a few extra photos, or a short video to send to them.*



### Request More Info on a Home

*Don't just ask if they want to go see the home! Contact the listing agent to get additional details about the property, and lead with service – don't sell.*

### Lead Status Definitions

**New:** No action has taken place.

**Made Contact:** Action has occurred, attempting to engage with them.

**Warm:** Lead has visited website or opened an email from you.

**Cold:** Lead has not visited website or opened an email from you.

**Pending:** Lead is under contract.

**Sold:** Lead has closed (hooray!).

**Trash:** Lead has bad info, and you no longer wish to engage with them.

**Custom:** You can add your own custom statuses too!

Day 1

# New Website Lead Follow Up

Subject: [First Name]?

Thank you for registering on my website. You should have already received an automated email from me, but I just wanted to reach out personally and say hello.

Buying or selling a home can be an overwhelming process, so I'm here to help; if you have any questions at all, please don't hesitate to ask.

I look forward to helping you achieve your real estate goals!



*Speed wins! Send this email as soon as you can.*



*Research your new lead to see what homes they viewed. Check to see if their on social media too!*



*Change their [contact status](#) to Made Contact.*

Day 2

# Send Relevant Listings



*Include this email when you [send MLS listings](#) to your new contact.*



*Be sure the listings you send match the home criteria they've been viewing on your website.*



*If their search criteria doesn't add up, or you don't have enough details to send relevant listings, email them and ask them for more information.*

Subject: Hi [First Name]...

I just wanted to drop and line and let you know I've been keeping my eye out for new listings that match your search criteria, and I found a few you may be interested in.

If these don't quite hit the mark, let me know how I should adjust my criteria so I'm only sending the most relevant listings.

If there's anything else I can do, please let me know.

Day 4

## Review Listing Alert



If a consumer doesn't set up a [listing alert](#), the system will create one after 24 hours. It's always a good idea to review the listing alert frequency and criteria.



For new contacts, we recommend adjusting the listing alert frequency to weekly or twice per week, so they don't get too many emails from you.



You can include a secondary contact (e.g. spouse, parent, partner) to also receive your listing alerts.

- ✓ Check their engagement: Did they visit your website? Are they opening your emails?
- ✓ If they're engaged in any way, change their status to Warm.
- ✓ Review their listing alert to make sure the criteria and frequency make sense.
- ✓ If they don't have an alert, create one for them.

Day 6

## Send More Relevant Listings

Subject: Hi [First Name]...

I found a few more properties you might like. If there's anything else I can do, please let me know. Thanks!



Include the first email when sending relevant listings. If there are no listings that match their criteria, send the second email instead.

Subject: Hi [First Name]...

I've been keeping my eye out for new listings that match your search criteria. If anything hits the market that I think you'll want to see, I'll be sure to send it over. In the meantime, let me know if I can help in any way.



When searching for listings to send, if the map marker is grey, that indicates the contact has already viewed that listing. If it's green, then they have not yet seen that property.

Day 8

## Market Insider Newsletter

- ✓ Check their engagement: Did they visit your website? Are they opening your emails?
- ✓ If they're engaged in any way, change their status to Warm.
- ✓ Sign them up to receive your Market Insider Newsletter.



If you don't have [Market Insider](#), you can add them to your Monthly Newsletter, or simply send them an email with local market data.



When you add a contact to your Market Insider Newsletter, they'll receive the first one in 2 weeks, and once a month after that.



If they're looking in more than one zip code, choose the one they've viewed the most listings in, or you can email them and ask!

Day 10

## Stay Top of Mind



Add them to a [campaign](#). We recommend the Long Term Buyer or Buyer Gorilla Marketing campaigns, along with any holiday campaign.



Set a [reminder](#) to check their engagement every few days for 1-2 weeks to ensure they don't fall off your radar. Then make a plan to reach out to them every few weeks.



Add them to a [contact group](#) for targeted, long term engagement – and to keep your database organized.

- ✓ Check their engagement: Did they visit your website? Are they opening your emails?
- ✓ If no engagement, change their status to Cold
- ✓ If they are engaged, change their status to Warm.
- ✓ Add them to a marketing campaign to stay top of mind.