




Understanding Today's Paid & Free Lead Sources
Million Dollar Pipeline Program | Class 1



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The Plan for Today...




5 keys to successful online lead generation

- Free methods to generate more leads
- Paid lead sources to fill your pipeline
- How to decide which lead source is best for you




Today's call will be recorded

The Foundation of MDPP




Lead Engagement

- Master your initial response to leads
- Effectively engage with your contacts
- Turn more leads into clients




Lead Generation

- Market-proof your business
- Generate leads to fill your pipeline
- Strategies to grow your sphere



Technology

- Leverage Market Leader tools
- Provide targeted, relevant content
- Work smarter to convert your leads



It's time to play offense and focus on generating leads to fill your pipeline.

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5 Keys to Successful Lead Generation

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#1 – Have a Plan



- You must have a proactive approach to generating leads
- Plan & budget for each quarter or month
- Be aware of your goals and how you're going to achieve them

#2 – Invest Time, Money, or Both



★ If money is tight, invest time into lead generation.
No time? Consider paying for leads.

#3 – Be Consistent



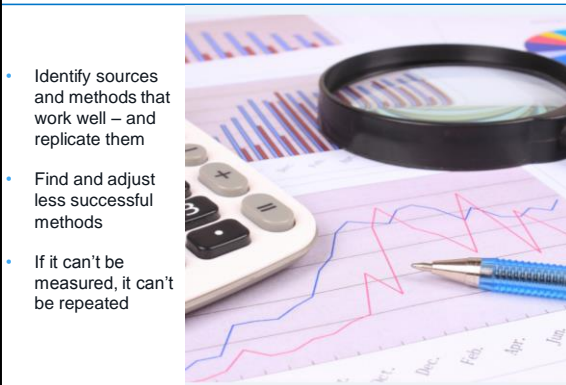
- Leads can take months to convert, even up to a year
- Consistency ensures enough leads in your pipeline all year long
- Being consistent can help you avoid dry spells in your leads and income

#4 – Always Link to Your Website



Everything should be connected, and your website should be at the center of it all.

#5 – Measure & Track Your Results



- Identify sources and methods that work well – and replicate them
- Find and adjust less successful methods
- If it can't be measured, it can't be repeated



Introducing Your Weekly Pipeline Tracker!

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Weekly Pipeline Tracker

Player Profile

2017 Transaction Goal:

Number of transactions YTD

Number of contacts in your database (excluding contacts in the sold and trash status)

2018 Transaction Goal:

Number of Leads needed to meet transaction goal

Lead conversion rates can be tricky, the industry standard takes into account lead follow-up time, the quality of the response, and effective lead nurture processes. The better your lead follow-up and engagement, the better your lead conversion rate will be.

Monthly Lead Generation budget

The industry standard is around a 2-4% conversion rate. So for a goal of say, 20 transactions, you'll need approximately 500-1000 leads to hit that goal, as long as you have a solid lead engagement & nurture plan in place.

Top agents typically put 10-20% of their income into lead generation. Whatever you're able to budget for lead generation, try to view it as an investment in your business, rather than a cost.

Weekly Pipeline Tracker

Time spent on lead generation last week:

Money spent on lead generation last week:

Number of website visitors last week:

Number of new leads last week:

Top 3 lead sources:

1.

2.

3.

Goals for next week:

Number of contacts in your database (excluding contacts in the sold and trash status)

Week 2:

Today:

Did you see an increase in your database contacts over the season?

Week 2:

Today:

If yes, what helped you accomplish this? If no, why?

KEY TAKEAWAYS:

Number of leads:

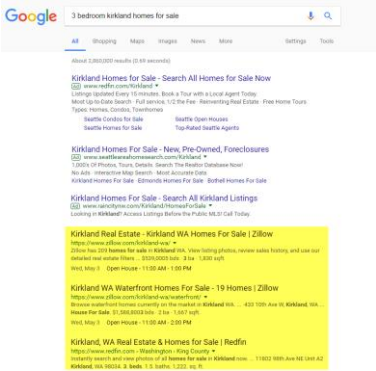
Sources:


Your Plan:

“Free” Lead Sources


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SEO = Search Engine Optimization






Unique content establishes you as an expert



SEO boosts your organic ranking



Typically an investment of time

Simple SEO Tips

- Build “link love” with links to and within your website
- Create unique, informative content to help SEO
- Don’t expect instant results, SEO is a long-term process
- For best results, target hyperlocal or niche markets



Blogging



Local Insights

- Who lives here?
- Specialty shopping
- Transportation culture
- Homes near schools
- Restaurants & dining
- Best parks/hiking trails



From You

- What inspires you?
- Client Comments
- Favorite local images
- Events or fundraisers
- Personal passions
- Your experiences



The Industry

- Buying or selling trends
- Where is the market hot?
- Home improvement
- Niche markets
- How to buy or sell
- Financing news and tips

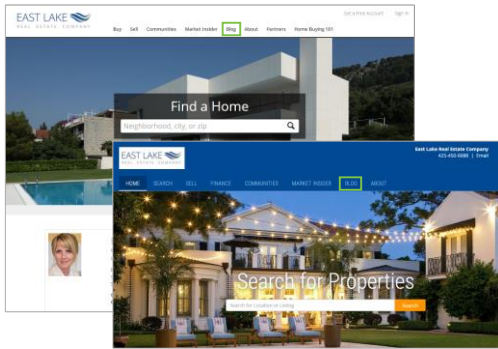


For best results, blog 2-3 times per week...
Consistency is key!

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Integrated Blog



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Farming



Step 1: Size

- Expect around 1% production for every 100 homes
- Set a goal for yourself based on farm size

Step 2: Selection

- Make sure it's close enough to relate to residents
- Target areas that are easy to get to & from

Step 3: Engage

- Direct mail, door knocking, events, market updates
- Be consistent and provide value




Farming is not instant money, but when done right, the reward can be huge.

Let Your Farm Work for You



- Subdivisions
- Condos/townhomes
- Builders
- HOA's
- Waterfront areas
- Golf course communities
- Gated communities
- Targeted mailing lists
- Other niche markets
- Areas with shared hobbies
- School neighborhoods

Facebook

 Don't post only listings, and always drive them to your website.

Maximize Your Open Houses



- Use laptop or iPad to add people to your system as they walk through
- Ask about their search parameters and what they're looking for
- Explain the benefits of being able to search the entire MLS
- Ask them if they already have an agent they're working with

Referrals

- Ensure your clients are satisfied with a post-closing survey
- Stay engaged with your past clients
- Strike while the iron is hot when asking for referrals
- Educate your friends and family on what you do & how well you do it



Paid Leads

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SEM = Search Engine Marketing



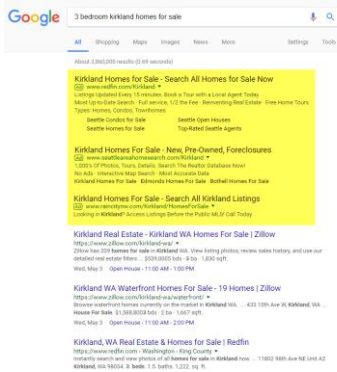
Often includes paid ads for maximum visibility



Can bring more targeted traffic to your website

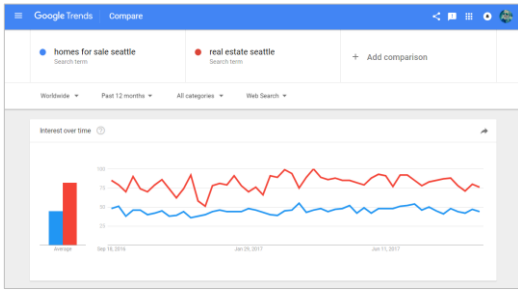


Typically an investment of money



Know Your Ad Words

See how various search terms perform to maximize your SEM efforts



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Listing Portals



Typically at the top of **organic** search results



Can only search or shop in **one** area at a time



Often times the data is **inaccurate** or incomplete



Upon submission, up to **3-4 agents** receive consumer information



Consumers are **forced** to go back **online** and continue their search

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There's No Magic Pill for Success



- ✓ Have a plan to ensure a full pipeline year-round
- ✓ Invest time, money, or both, but invest wisely
- ✓ Be consistent with any lead generation method
- ✓ Always link to your website, it should be the center of it all
- ✓ Measure your results and replicate success

Get All Your Leads in One Place

See all lead source partners in the Integrations section of your Admin menu

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This Season of MDPP...

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It's Time to Play Offense...

MILLION DOLLAR PIPELINE PROGRAM

- Class Schedule:**
All classes begin at 10 a.m. Pacific / 1 p.m. Eastern
- | | |
|---|--|
| 1 Time vs Money: Paid and Free Lead Sources
<small>Wednesday, September 20, 2017</small> | 4 Clone Your Commissions with More Referrals
<small>Wednesday, October 18, 2017</small> |
| 2 Expand Your Reach with Paid Facebook Ads
<small>Wednesday, September 27, 2017</small> | 5 FSBO's, Open Houses, Expired Listings - Oh My!
<small>Wednesday, October 25, 2017</small> |
| 3 Master Social Selling with LinkedIn
<small>Wednesday, October 4, 2017</small> | 6 How to Use Your Website to Generate Leads
<small>Wednesday, November 1, 2017</small> |



Plus, each member will receive a weekly Pipeline Tracker:

- Weekly lead generation tracking
- Measure success and ROI
- Identify areas for improvement

★ You'll receive your tracker after today's class!
