

MILLION DOLLAR
PIPELINE PROGRAM

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Attracting & Engaging Today's Buyer

Million Dollar Pipeline Program | Class 2



Jenn Tervo



Jon Price

The Plan for Today...



Using links to attract more buyers to your website



Strategies to maximize your engagement



A look at our all-new lead conversion campaign!



Today's call will be recorded

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Links to Attract Buyers

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What Buyers Want



Pictures and details of homes for sale



Education on the home buying process



Market and neighborhood information

★ Nearly 90% of buyers find online websites extremely useful in their search.

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Your Landing Pages

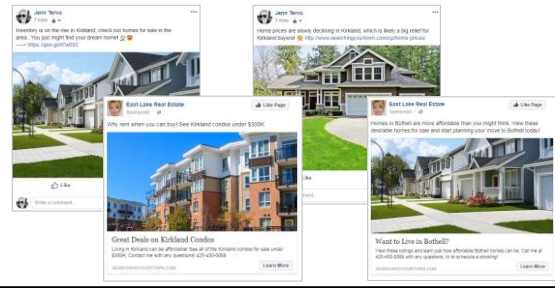
The screenshot displays two overlapping website pages. The background page is titled 'Listing Search Results' and shows a grid of property listings with photos and details. The foreground page is titled 'Custom Pages or Blog' and features a 'Market Insider' section with a line graph showing housing market trends. The graph plots 'Sold vs. Listed' prices over time, with a blue line for 'Listed' and a green line for 'Sold'. Text on the page includes: 'We have seen a month of selling price decreases for home prices in KID Island.' and 'Listing Search Results'.

Your Links Should Always...

- Provide instant gratification for consumers
- Provide **exactly** what the link describes
- Be obvious what they should do and expect



Get Your Links in Front of Billions





Engage with Links



Listing Search Link



Subject: *[First Name], your search just got way easier*

I noticed you were looking for homes in [area] around [price], so I took the liberty of creating a search for you. If you click the link, it'll take you to properties that match your criteria so you can browse properties as they hit the market.

[URL]

Since my website updates frequently, I recommend bookmarking this URL so you can truly search with one click and see the most up-to-date listings.

If you're criteria changes, let me know so I can update your search link.

Happy hunting!



Custom Page or Blog Link



Subject: [Topic] information for you

A lot of my buyers have questions on [topic], so I thought I'd share my [custom page title] with you – It has tons of great information on [topic].

[URL]

If you have any questions (on any topic), please don't hesitate to ask – I'm here to help!
Thank you very much.



Offer Listing Alert for Secondary Contact



Subject: Question for you, [First Name]

I've set you up to receive new listings twice a week, do you have a [partner/spouse/sibling/parent] that you'd like to receive these property emails as well? That way you can both receive the same properties and you can discuss which homes you like or don't like.

As always, don't hesitate to call or email me if you have any questions.
Thanks!





Buyer Lead Conversion Campaign



Mindset is Everything



The majority of effort with online buyers occurs **before** working with them



Timing is Also Everything...



Days **1-10** and **90+** are the most critical for online lead conversion



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The Process at a Glance



You get a new buyer lead

Respond fast with initial follow-up

Start lead conversion campaign

Convert or long term engagement

★ Online leads can take up to a year to convert, so the goal is to stay top of mind!

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10-Day Plan for Buyers

- | | |
|--|--|
| <p>Day 1</p> <ul style="list-style-type: none"> Text or call if you have a number Send welcome email confirmation Change their status to Retry Create a reminder for 2 days out | <p>Day 3</p> <ul style="list-style-type: none"> Send website how-to email Review or setup listing alert <ul style="list-style-type: none"> Weekly or twice per week Set reminder for the next day |
| <p>Day 4</p> <ul style="list-style-type: none"> Have they been back to your site? <ul style="list-style-type: none"> If yes, send Listings Text or call if you have their number Set reminder for 2 days out | <p>Day 6</p> <ul style="list-style-type: none"> Have they been back to your site? <ul style="list-style-type: none"> If yes, send Listings Send Market Insider email Review viewed listings and alert criteria Set reminder for 3 days out |
| <p>Day 9</p> <ul style="list-style-type: none"> Have they been back to your site? <ul style="list-style-type: none"> If yes, send Listings <ul style="list-style-type: none"> If no, send email asking why Add to Market Insider Newsletter Set your reminder for the next day | <p>Day 10</p> <ul style="list-style-type: none"> Change status to cold if no response Set reminder for 3 weeks out <ul style="list-style-type: none"> Do nothing for 3 weeks <ul style="list-style-type: none"> Unless they contact you |

★ Our 10-day plan is designed to convert leads, and is now an active campaign!

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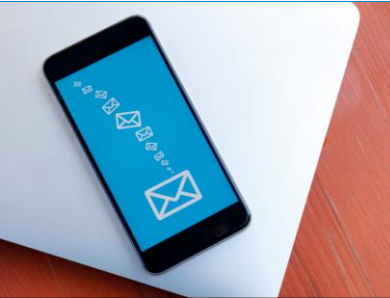
Phase 1: 10-Day Plan




- ✓ Activities for hands on follow-up
- 📅 Reminders appear on days 3, 4, 6, 9, 10
- 🔄 Clear reminders when follow-up is complete

Phase 2: Long Term Engagement

- 📅 Starts after the initial 10-days
- ✉ Automated drip emails to stay top of mind
- 📧 Campaign emails run for 8 months





Your Initial Response


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Nothing is a Replacement for YOU

- Campaigns don't give license to be lazy
- Allow your service and expertise to set you apart
- Your initial response is *wildly* important



Automated Welcome Email



Hello, my name is Ellen Smith, with East Lake Real Estate. You just signed up on my website so I wanted to introduce myself and let you know there is a real person behind this website. If you have any questions at all, please don't hesitate to ask.

Happy Searching!

★ Automatically sent to new leads after they register on your website, and includes their login and password

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If You Have a Phone Number...



You were looking at properties on my website, and I wanted to introduce myself. Tell me a little about your experience with the search process so far. If you are like most people I have talked with, this entire process can be pretty confusing!

How long have you been looking online? What has helped you? What hasn't?



Initial Response

- ✓ Respond FAST (call, text, or send email)
- ✓ Change status to *Retry*
- ✓ Add to Million Dollar Buyer Lead Conversion campaign



Subject: [First Name]?

Thank you for registering on my website. You should have already received a welcome email with your login information, so you can see all properties directly from the MLS.

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!

Thank you very much!



Leads from Other Sources




Subject: [First Name]?

I just received your note (via [lead source]) about the home on [123 Main Street] in [Enter City]. How can I help? My name is _____ and I'm with [lead source] and [company name].

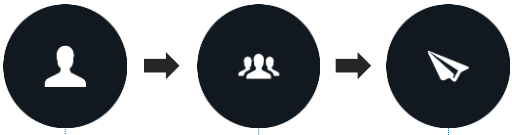
P.S. I'm going to send you an email with a login and password to my website, so you can browse up-to-date MLS listings, hassle free. Happy searching!




Automation at its Finest

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Marketing Automation, FTW!






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graph LR; A((Contacts)) --> B((Groups)); B --> C((Campaigns))
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Contacts	Groups	Campaigns
New contacts come into your system (Lead or Seller)	Automatically assign them to groups based on the contact type	Add them to campaigns based on group assignment

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Get Prepped for Success

-  Create groups for your new contacts
-  Get familiar with the campaign content
-  Clear out old reminders or follow-up requests

