



Boost Your Engagement with Campaigns



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The Plan for Today...



How to create pre-built and custom campaigns



Leveraging automation to stay top of mind

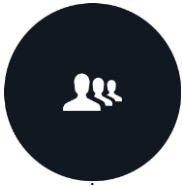


Tips for selecting which campaigns to use – and when



Today's call will be recorded

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Choosing the right
audience

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Campaigns: **The Basics**

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2 Types of Campaigns

Date Campaign:

Events fire on specific dates

Interval Campaign:

Each event fires after X days



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How Interval Works...



Contacts added to a date campaign will start at the **next scheduled event**



Contacts added to interval campaigns will always start at the **beginning of the campaign**



An interval campaign will **never end** if you keep **adding contacts**

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Campaign Delivery Options

1. Email

2. Direct Mail



3. Combination of Both

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Print Campaigns

- Add print steps to any campaign
- \$25 “bank” in system
- Automatically replenish when gone
- The system does the work for you!



Boost conversion
by 28%

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Building a Campaign

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Prebuilt Campaigns

1. Name the campaign
2. Add or remove steps
3. Add groups or contacts
4. Activate the campaign



Adding groups will enable automation!

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Custom Campaigns

1. Name your campaign
2. Add desired steps
3. Repeat step 2 as needed
4. Add groups or contacts



Tailor your message
to your audience

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Our favorite **campaigns**

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New Leads

Buyers

Sellers

Past Clients

Buyer/Seller Gorilla Marketing

Lead Conversion Campaigns

Long Term Buyer/Seller

Long Term Buyer

Website Buyer Visitor

Rent VS. Buy

Buyer Gorilla Marketing

Long Term Seller

Seller Gorilla Marketing

Website Seller Visitor

Expired Listings

Holiday Greetings

Best Bet Home Improvements

Birthday or Anniversary

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Exciting & New marketing

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Offbeat Holiday Campaigns



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Targeted Campaigns



Cold Buyer and Seller Campaigns



Post-Closing Referral Campaign

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New Thanksgiving Greetings



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QUESTIONS?

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