

HOW TO BUILD

EXPLOSIVE

LEAD GEN

HABITS

IN 90 DAYS

**15 Steps To Maximizing Your Website +
Drive Traffic + Grow Audience + Close Deals**

Timeblock

TIMEBLOCK

The first step to performance is creating three marketing scheduled events on your calendar that are recurring to keep you on track. This includes your daily social media post on Instagram (+Stories), Facebook (+Stories), and LinkedIn (+Articles). The second step is scheduling your biweekly VLOG (video blog) that will be uploaded to YouTube, then updated to your website, then posted to social media. This content should be around your geographic area, your ideal positioning strategy (Buyer & Seller), and client success stories. The third step is your scheduled monthly website update, sending the Liftoff Agent team your content such as testimonials, sales funnel videos, backlinking content, past solds, and relevant buyer/seller information. This strategy will keep your website, YouTube, and social media from going static, helping show buyers and sellers you're serious about your MARKETING. This program relies on YOU being accountable to your obligations to timeblock, strategize, and develop your content.



Blogging

BLOGGING

This is an essential part of your overall real estate marketing strategy, by continually providing your audience with content that can be used across multiple platforms (YouTube, Facebook, Instagram, LinkedIn, Website). There are two types of blogging content - Vlogging with video and light text (two paragraphs with call to action at completion) or Written Blogs featuring backlinks, local vendors, geographic news & gossip, real estate market updates, client success stories, and funnel resources & tips. This can be outsourced using our preferred vendor program, or what we suggest is take the time to build this content to use in your email marketing, direct mail newsletters, and social media. The content should be a mix of ideal target market specific, seo focused performance (backlinking), and evergreen content (marketing that can be used for years - i.e. think mortgage calculator or escrow process explanation).



Funnel Content

FUNNEL CONTENT + TRAFFIC

First and foremost, you must always look at your sales funnels as a work in progress. You should be updating these funnels with funnel specific blog content, video playlists, common questions, process and client expectations, powerful resources, and lastly high value content offers and calls to action. There should be no more than three funnels on your website, and you should be able to highlight your real estate expertise in these areas in conjunction with the marketing you produce to illustrate your competitive advantage. Next, you need to focus on getting opt ins, appointments, lead conversion, and views for retargeting is driving people to these pages from your traditional and paid marketing - this includes email drip campaigns, direct mail campaigns, social media post backlinks, cold calling follow up emails, direct message information share, and paid campaign traffic.



Audience Growth

AUDIENCE GROWTH

If you build great content, you need to continuously grow your audience on all your social media channels. This includes setting up time each month to invite all past clients, nurtures, and new relationships to your Facebook personal pages, and next inviting them to your business page, LinkedIn page, and Instagram page. Collect business cards from everyone you know and put them into a box on your desk. Once per month, add these individuals on as many platforms as possible. Next, spend at least 10 minutes per day inviting random people you engage with on social media to follow your pages, connect with you on LinkedIn, and subscribe to your content on YouTube. Your job as a real estate agent is to network and meet people, but that doesn't stop when your not networking face-to-face. It's a full cycle approach of training yourself to always introduce yourself, ask for the contact information, continually upload to your database, invite on social media platforms, and build your audience organically. Once you're ready to put a budget behind audience growth, then you'll be able to upgrade your program to campaigns specifically designed to grow your audience in your local farm area.



Listing Presentations

LISTING PRESENTATIONS

Using your website within your listing presentations can be highly valuable and a great way to share your expert marketing strategy with sellers. This can include examples of your virtual tours, matterports, floorplans, creative social media, real time market updates, video testimonials, seller process overview, all star vendor list, video marketing, past sold properties, and CMA analysis. Flip open your laptop or bring a iPad pro and you've got everything you need at your fingertips.



Review Capture

REVIEW CAPTURE

Our websites come with a custom built review capture page, which you can share with your clients via email, text, direct message, or direct mail. This page includes direct link outs to every review page you have in your arsenal, including Zillow, Realtor.com, Yelp, Google, Reach150, or RateMyAgent. The reviews can also be archived in this page with client testimonial videos, written reviews, and client stories. We can provide you a template email or text to have ready on standby so that you can send after each transaction.



Required Paperwork

REQUIRED PAPERWORK

We can upload required paperwork for your buyers and sellers such as disclosures, COVID-19 PEAD-V forms, moving checklists, utility transfer information, buyer and seller questionnaires, and other related documents to help use your website as a tool in your business. Stop trying to dig through email to find these documents, and instead archive them on your Liftoff Agent website.



Property Alerts

PROPERTY ALERTS

Capturing buyers before they turn to Zillow or Trulia property alerts is the best way to keep the nurture prospect from venturing out to other agents. We use a robust and highly detailed search tool from some of the best IDX providers in the country, including RealScout, IDX Broker, and iHomeFinder. These integrated search tools also include property specific landing pages and market updates. USE THIS TOOL it will CHANGE YOUR BUSINESS! Be sure to educate yourself and see the resource knowledge base provided by each of these IDX providers.



Property Valuation

PROPERTY VALUATION

What's your home worth tools need to be simple, easy, and instant. That's where we come in. If you are using CloudCMA or other service providers, the key to utilizing this tool is to always enter your seller leads into the system to get their report. Then use your other comp tools to provide two other reports, so when you go to the listing presentation you can show the three reports you've pulled and how they differ. This will justify your selling price conversation by producing three opinions to compare and provide a range.



Property Landing Pages

PROPERTY LANDING PAGES

Don't share just pictures and videos of your newest listings, also share the property specific landing pages for each property. Why? This allows you to plant Facebook Pixels on potential buyers who may be interested in your property that aren't represented yet. It also allows you to see what type of views, clicks, and overall engagement each property gets outside of video views and virtual tours. Each listing should be a omni presence marketing campaign, using video, still images, virtual tours, Matterport, and property specific landing pages.

The screenshot displays a real estate listing interface. On the left is a dark sidebar with the agent's profile: Danielle Cranston, with options for Search, My Matches, and Interested. Below this is a 'Sign Up' button and a link to 'Sign In'. The main content area features a search bar at the top with the placeholder 'City, Zip, Neighborhood, Address, School, MLS#'. Below the search bar are two large images: an exterior night view of a house and an interior view of a living room. The listing details include a 'Sold' badge, the address '23 Cherry Hills Ct, Alamo, CA 94507', and the price '\$1,805,000' (Listed at \$1,850,000). Below the listing is an 'Open House' announcement for October 13 and a contact form with the heading 'Have any questions?' and the phone number '925-451-6338'.

Lender Referral Funnels

LENDER REFERRAL FUNNELS

Do you have a few lenders you refer out to your potential buyers? Well we can build a capture page that you can share via social media, via text, email newsletters, and direct mail that will ask a few qualifying questions and direct them to the lenders you suggest. There is no obligation to the buyers to use these lenders, but it connects the dots between your lenders and the buyers you have trafficking to your website, social media, and campaigns. You can work with your lenders to hash out resources and information you would like to share in this funnel, or even use video introducing them to your buyers directly!



Facebook Groups

FACEBOOK GROUPS

If you consider yourself an area expert or a real estate niche provider, then we highly recommend you build a community Facebook group page to build a following around your real estate positioning strategy. This is in addition to your standard Facebook business page, Instagram page, and LinkedIn profile. This allows you to cultivate your community, share your evergreen content, have discussions, interview vendors, and provide your potential clients and current clients with more information relevant to your cause. Our team can provide you with a link out to your page from your website.



Video Autofeed

VIDEO AUTOFEED

Our websites include an API YouTube feed to your homepage so that you can share your videos with anyone trafficking to your page. We can also create video subject matter playlists within funnels, vendor pages, past sold pages, client testimonials pages, and city specific pages. The goal with video content is to grow your audience on YouTube by pushing traffic from your social media accounts to your YouTube page to grow subscribers, enroll notifications, and eventually monetize your SEO and page revenue. Video content can be professionally shot, amateur POV shot (from your phone), or virtual tours/slideshows.



Direct Mail Capture

DIRECT MAIL CAPTURE

We can build a page on your website or hidden landing pages specifically to capture your direct mail traffic into an opt-in for buyers and sellers, email newsletters, lender referrals, or event registration. One of the biggest mistakes with direct mail is not having a way to measure action, from mailbox to readership to result (appointments, opt in, event registration, downloads), so we help you with this. This is also a great way to retarget to potential clients that may have been receiving your direct mail all along but never attempted to schedule an appointment. Our tracking pixel can help with this by providing very short URL's that are easy for people to enter into their mobile phone browsers or QR codes.



Email Newsletter Capture

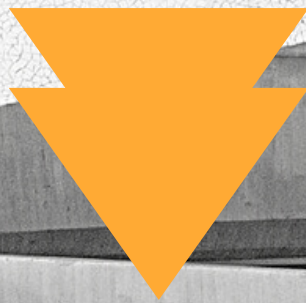
EMAIL NEWSLETTER CAPTURE

We get it...Pop ups can be annoying, but when put into the right places at the right times we can capture email addresses, phone numbers, and other relevant information to help build your database quickly. This includes but is not limited to buyers, sellers, investors, event registrations, social media traffic, video viewers, marketing campaigns, any practically any page on your website where an opt in may be beneficial to providing them more high value content.



NEED HELP IMPLEMENTING THE 15 STEPS?

LET US SHOW YOU HOW WE CAN
HELP WITH YOUR MARKETING.



[SCHEDULE A DEMO](#)



LIFTOFF AGENT'S

Key Performance Indicators

Just building a website isn't going to drive you business, other than organic search results and sharing your links on the appropriate emails, social media, and direct mail campaigns. To build a high performance real estate website that turns into results, you must be committed to three main things:

- ▶ **Time Blocking To Produce Authentic Content By Utilizing Your Sweat Equity**
- ▶ **Allocating An Ever Growing Marketing Budget To Drive Growth On All Channels**
- ▶ **Outsourcing & Relying On Liftoff Agent's Services To Build Long Term Marketing Results**

The best real estate agents who capitalize on digital marketing understand the three points above, and realize that their cost per lead is inevitably going to be lower by keeping a war chest of reinvestment and A/B testing at their disposal. Technology changes, lead sources dry up, and being open to change is imperative. By signing up with us, and then doing nothing, you'll soon find out yourself that this must be a team work approach to maximize your service offering.

continued...

...Key Performance Indicators continued

We can provide you with more information on how to accomplish your performance goals, by looking at the results you're trying to achieve with the budget you're willing to invest. Our websites and programs focus on helping you in these key areas:



Lowest Cost Per Action

Building Views, Gaining Followers, Inviting Connections, Building Subscribers, Growing Members, Harnessing Reviews, Commenting, Asking For Referrals, Receiving Direct Messages



Moderate Cost Per Action

Capturing Emails, Receiving Opt-Ins, Registering Attendees, Providing Downloads, Retargeting



Highest Cost Per Action

Setting Appointments, Capturing Warm/Hot Leads, Nurturing Buyers/Sellers, Building SEO Rank

Your Agent Ultimate Goal: Closing Deals More Deal Consistently At A Lower Cost Per Lead By Producing Evergreen Content, Driving Traffic Using Traditional & Digital Marketing, and Building A Large Database For Referrals & Nurtures

continue to KPI worksheet...



KPI Worksheet

1 Committing to invest

\$

Per Month 

2 Committing to invest

hours

Per Month 

3 Actually Invested

\$\$\$

hours

Lowest Cost Per Action

- Building Views
- Gaining Followers
- Inviting Connections
- Building Subscribers
- Growing Members
- Harnessing Reviews
- Commenting
- Asking For Referrals
- Receiving Direct Messages
- _____

Moderate Cost Per Action

- Capturing Emails
- Receiving Op-Ins
- Registering Attendees
- Providing High Value Downloads
- Retargeting
- Campaign Engagements
- _____

Highest Cost Per Action

- Setting Appointments
- Capturing Warm/Hot Leads
- Nurturing Buyers/Sellers
- Building SEO Rank
- Live Transfer Calls
- Send Direct Mail
- _____