

HOW TO DRIVE LEADS



TO YOUR LIFTOFF AGENT WEBSITE



Introduction

Welcome Message

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CEO & Co-Founder of Liftoff Agent



Welcome—and congratulations on your new Liftoff Agent website!

You've made an investment in yourself and your business, and naturally, you want to maximize that investment and see a strong return. This guide is designed to show you exactly how to do that.

We created this resource because we've seen too many clients miss out on the full potential of their website by not maximizing lead flow. Our goal is to provide you with a clear, actionable roadmap so you can drive consistent traffic, generate leads, and get the most out of your Liftoff Agent platform.

At Liftoff Agent, our intention is simple: your success. When you win, we're able to continue serving more amazing clients just like you and add even more value to the real estate community.

Through our referral partnership program, we also want to reward you—giving you the opportunity to earn credits toward your services, and potentially even offset your monthly investment through referrals.



Key Outcomes

By the end of this guide, you will:

01

Know exactly where and how to place your website link for maximum visibility

03

Learn how to use your website to save time and streamline your processes

05

Generate appointments directly to your calendar

02

Understand how to drive traffic both online and offline

04

Create more value for your audience and community

06

Build effective SOPs and KPIs to reduce manual work and avoid repetitive tasks

Ultimately, this system is designed to help you leverage technology so you can scale efficiently—without needing to constantly repeat yourself or answer the same questions over and over again.

Let's dive in—enjoy!

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Phase 1:

Foundation

1. Welcome & Overview

- Congratulations on Your New Liftoff Agent Website
- Why This Guide Matters
- Understanding ROI & Lead Generation

2. Backlinking: The Foundation of Traffic

- What Is Backlinking and Why It Matters
- How Backlinking Impacts Google, Yahoo, and AI Search
- Where to Place Your Website Link:
 - Social Media Profiles
 - Email Signatures
 - Business Cards (Physical & Digital)
 - YouTube Channel
 - QR Codes & Offline Branding

Back-link your Website Everywhere.



The first and most important step is to start **back-linking your website across all platforms.**

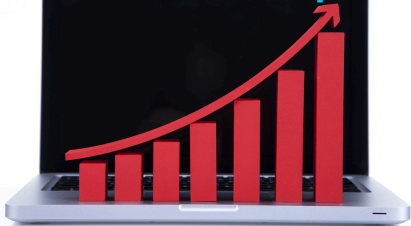
This is one of the simplest and most effective ways to:



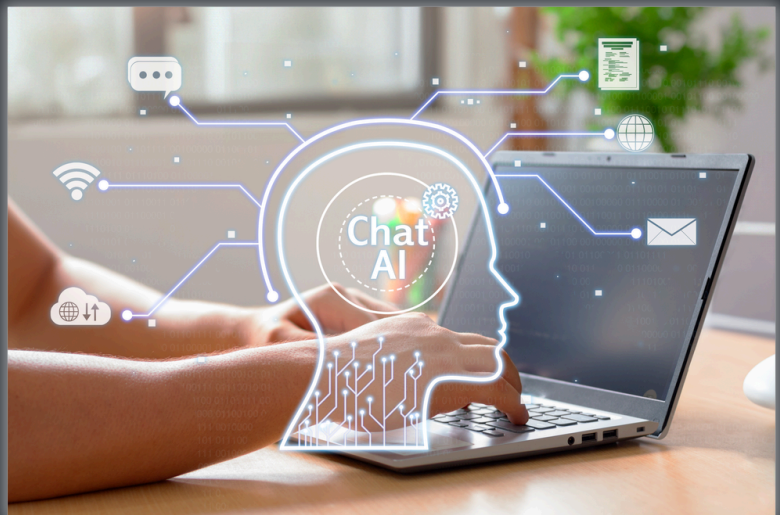
Drive traffic to your site.



Increase Visibility

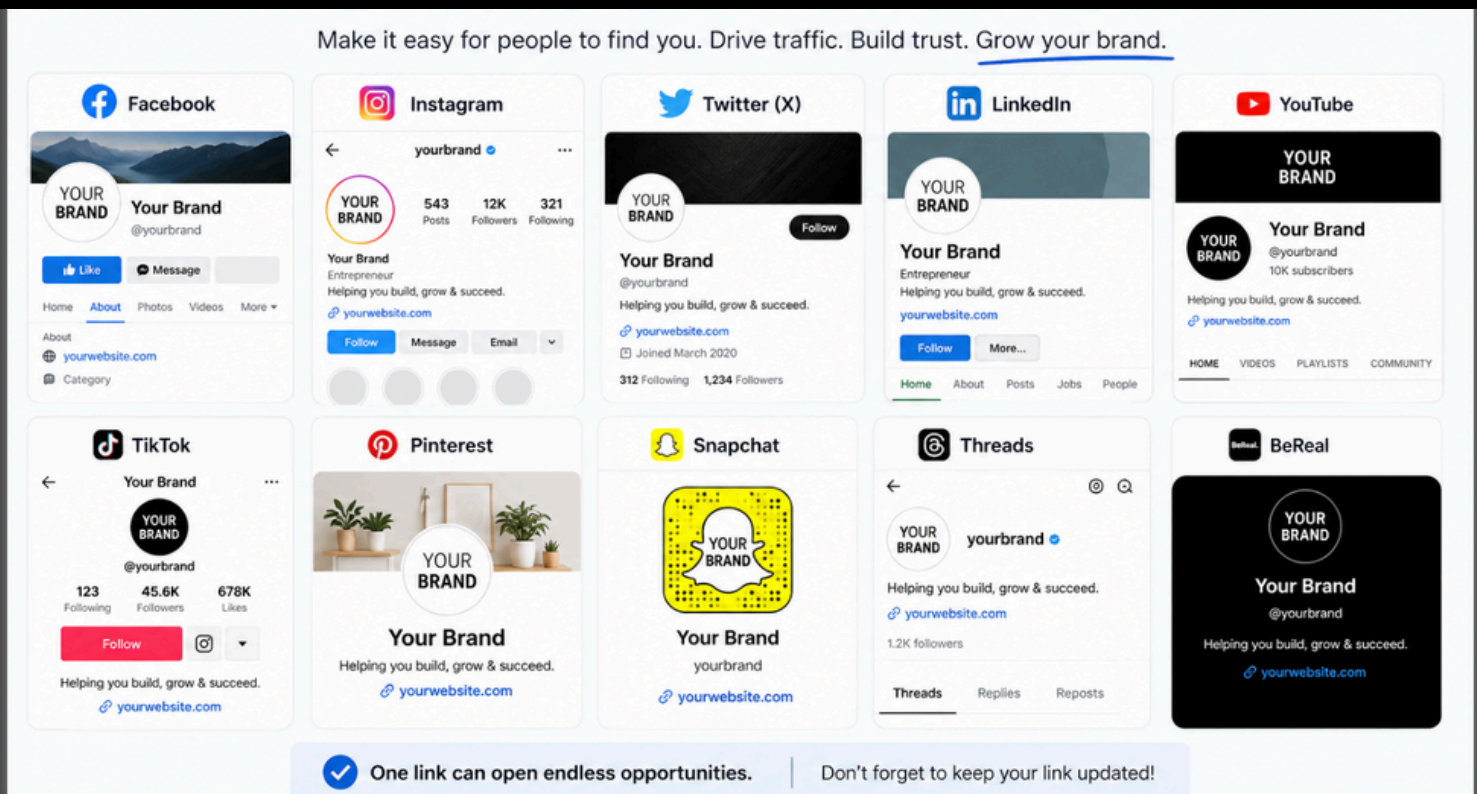


Help search engines and AI platforms (like Google, Yahoo, Bing, and ChatGPT) understand how users navigate from your social profiles to your website



Believe it or not, this directly contributes to **higher search rankings**—both for traditional search engines and AI-driven platforms.

Add Your Website to **All Social Media** Profiles.



Make sure your website link is added to every social media platform you use, including:

- **Instagram (bio)**
- **Facebook (business page)**
- **TikTok (profile)**
- **LinkedIn (profile)**
- **Pinterest (profile)**
- **Any other platforms you're active on**



This ensures that anyone who discovers you online has a direct path to your website.

Include Your Website in Your Email & Business Materials

Your website should also be integrated into your daily communication and networking tools:

- Email signature (every email you send becomes an opportunity)
- Business cards (physical and digital)



Pro tip: Give people a reason to click.

Instead of just listing your website, say something like:

“Access free resources on my website”



Lead with value.

Offering a high-value downloadable guide not only drives traffic but also creates opportunities to capture emails and grow your marketing list.

Make your website impossible to miss by adding it to everything you send and share.

Your email signature, digital documents, and printed materials are everyday touchpoints—use them to consistently drive traffic back to your site.

EMAIL SIGNATURE EXAMPLE



Your Name

Job Title

555-123-4567

youremail@yourbrand.com

www.yourwebsite.com

WHERE TO ADD YOUR WEBSITE:



Email Signature

Include a clickable link in every email you send.



Business Cards

Make sure your URL is clear and easy to read.



Email Newsletters

Link back to your site for more content or listings.



Flyers & Brochures

Add your website for more details and next steps.



Presentation Decks

Include it on the first and last slide.



Text Messages (when appropriate)

Share your link as a quick resource.

BUSINESS CARD EXAMPLE



Your Name

Job Title

555-123-4567

youremail@yourbrand.com

www.yourwebsite.com

EMAIL NEWSLETTER EXAMPLE



Helpful tips.
Exclusive updates.

Visit Our Website



FLYER EXAMPLE



We're here to help your business grow.

Learn more at
www.yourwebsite.com

PRESENTATION SLIDE EXAMPLE

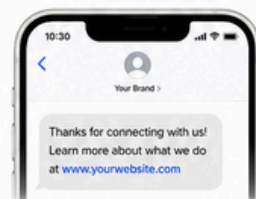


Thank You!

Let's build something great together.

www.yourwebsite.com

TEXT MESSAGE EXAMPLE



WHY THIS MATTERS:

- ✓ Builds credibility and professionalism
- ✓ Creates consistent brand visibility
- ✓ Gives prospects an easy next step
- ✓ Turns everyday communication into lead opportunities



PRO TIP:

Use a simple, clean link (or a branded domain) so it's easy to remember and type.



Optimize Your YouTube Presence.

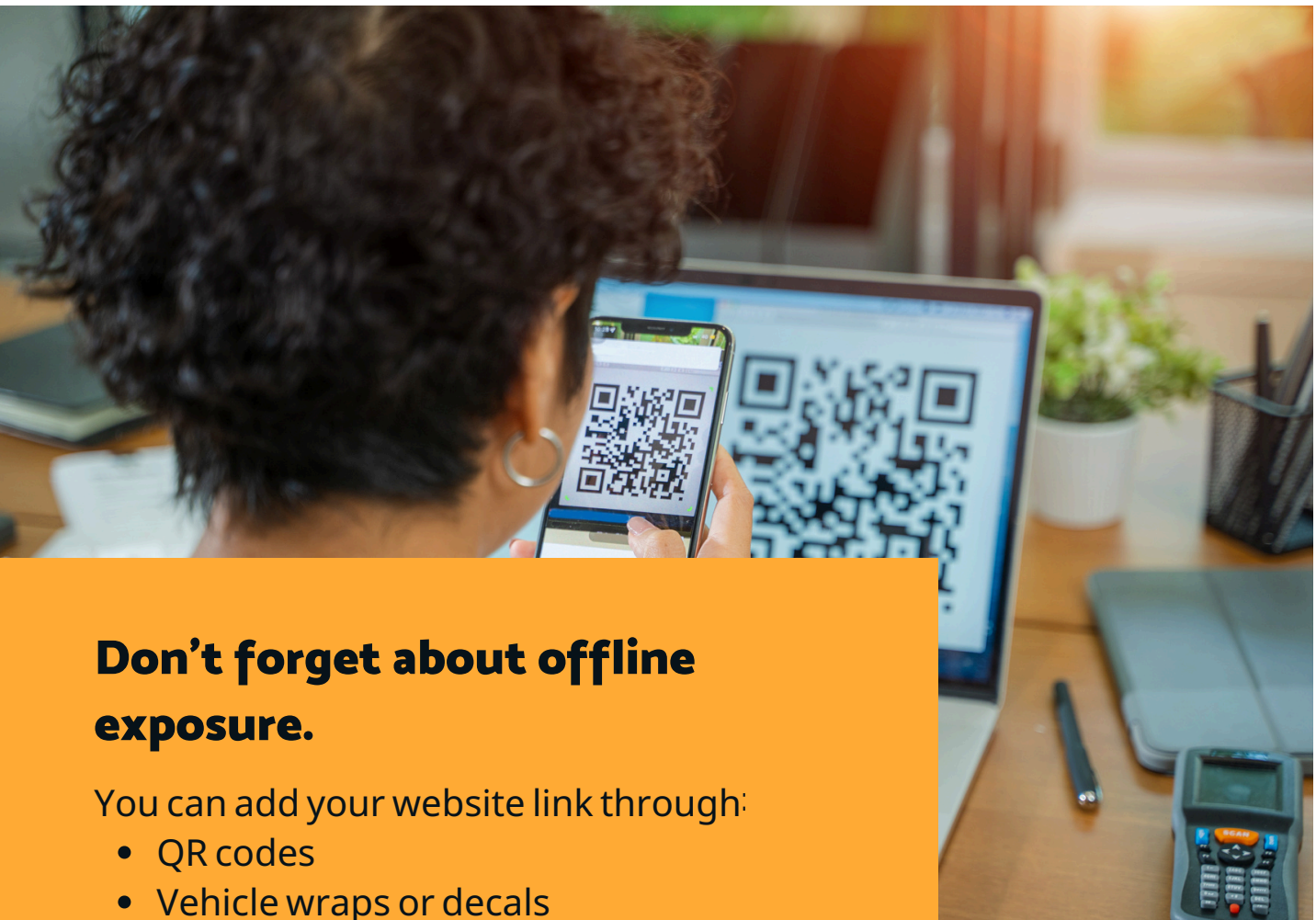
If you're creating content on YouTube, this is a major opportunity.

Make sure your website link is:

- In your **channel profile** (About section)
- In the **description of every video**

You can even go back and update past videos. This can be done by you, a VA, or your service provider like Liftoff Agent.

Leverage Offline Traffic (QR Codes & Branding)



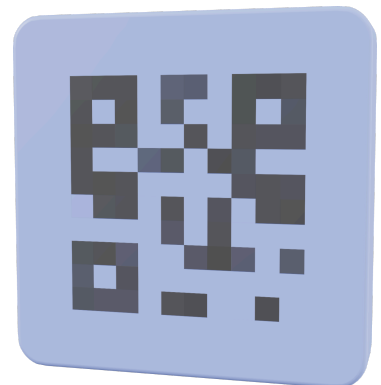
Don't forget about offline exposure.

You can add your website link through:

- QR codes
- Vehicle wraps or decals
- Stickers or signage

A powerful strategy is to connect your QR code to a **high-value guide** (like a local area guide). Think about it—how many people see your car daily? Weekly? Monthly?

That's free exposure and a major opportunity to drive consistent traffic to your website.





Final ✕ Thought



By placing your website link strategically across both **online and offline channels**, you create multiple pathways for people to discover, engage, and take action.

This is how you **maximize your reach, build authority, and consistently drive traffic**—without relying on just one platform.

Phase 2:

Traffic & Content Strategy

3. Intentional Traffic Strategy

- **Moving From Passive to Intentional Traffic**
- **Using Your Website as a Tool for Efficiency**
- **Driving Traffic to Specific Pages (Buyer, Seller, Area, Recruiting)**
- **Creating Value-Driven Funnels**
- **Automating Traffic with Tools (e.g., ManyChat)**
- **Retargeting with Meta & Google Pixels**

Now Let's Dive Deeper: **How to Intentionally Drive Traffic to Your Website?**

Now that we've covered backlinking, the next step is **intentional traffic**. This is where strategy comes into play.

You're no longer just placing your link everywhere—you're **guiding people to specific pages on your website**, with a clear purpose:



To answer their questions.



To save you time.



To position you as the expert in your field.

Your Website Is a Tool –Use It!



Think of your website as a tool in your toolbox.

It does you no good if you don't use it.



To maximize your results, you must intentionally use your website in your daily marketing efforts. This is how you set yourself up for long-term success.

Drive Traffic Through Your Content

When creating content—especially short-form content—you should always be thinking:

“Where can I direct this viewer on my website to add more value?”

Here are a few examples:



Buyer Content

Talking about the home-buying process?

→ Direct them to your **Buyer Page** for a deeper breakdown and downloadable resources.



Seller Content

Explaining how to sell a home?

→ Send them to your **Seller Page** to expand on the process.



Recruiting / Team Building

Speaking about growth, opportunity, or your culture?

→ Drive them to a **Join My Team / Downline Page** with next steps and videos.



Area & Lifestyle Content

Highlighting neighborhoods, schools, parks, or lifestyle?

→ Direct them to your **Area Pages** or encourage them to download your **Comprehensive Area Guide**.

Create a Funnel With Value

ADD VALUE



IMAGINE THIS FLOW:

1. Someone watches your content
2. You direct them to your website
3. They land on a **value-driven page**
4. They download a guide (buyer, seller, or area)
5. You capture their information
6. You now have a lead to nurture

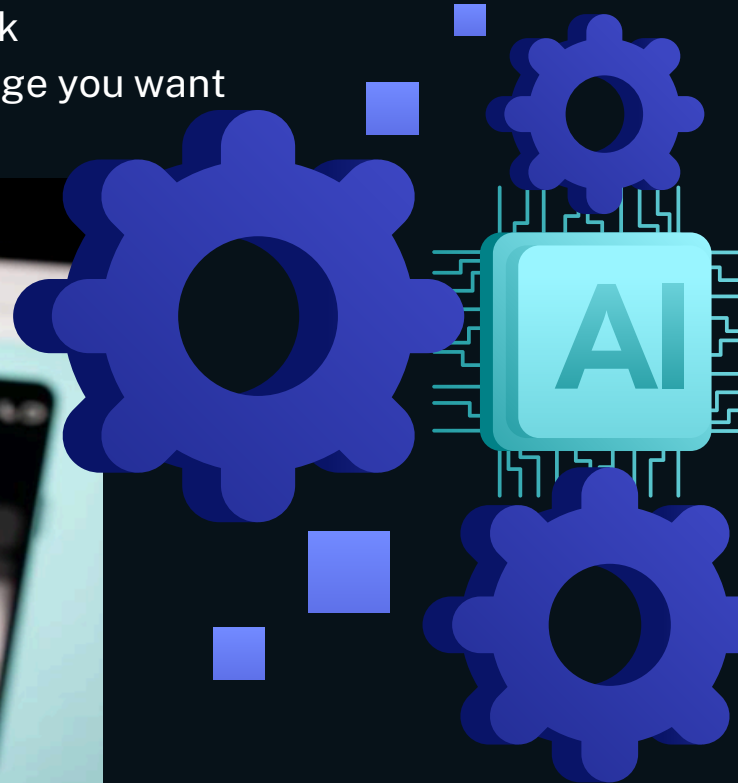
This is how your content turns into **consistent lead generation**.

Automate the Process

You can take this a step further using tools like **ManyChat**.

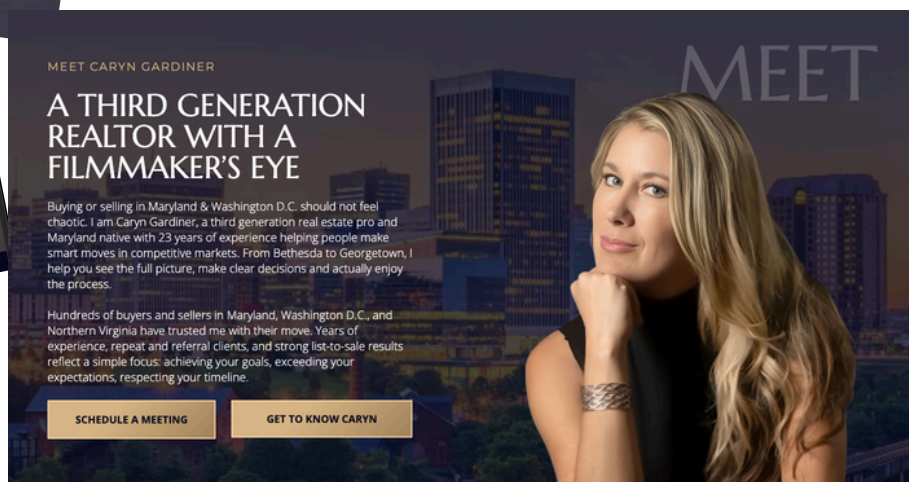
With simple keyword triggers:

- A viewer comments a keyword
- They automatically receive a link
- They're directed to the exact page you want



From there, they can:

- Access buyer or seller information
- Download guides
- Learn about your market
- Book an appointment to work with you



Turn Traffic Into Retargeting Opportunities



Once someone visits your website, the opportunity doesn't end there.

You can install:

- Meta (Facebook/Instagram) Pixel
- Google Pixel



This allows you to **retarget visitors** with simple ads—keeping you and your brand top of mind.

Imagine someone sees your content once...

Then starts seeing your ads consistently after visiting your site.
That's how you build **trust, familiarity, and authority over time.**



Final ✦ Thoughts



Every piece of content you create should have a purpose:

**Drive traffic → Deliver value →
Capture attention → Build trust
→ Convert**

When done correctly, your website becomes more than just a page—it becomes a **lead-generating machine working for you 24/7.**

Now Let's Go Deeper: Using YouTube to Drive Traffic & Leads



This section is specifically for those who are:

- Already using YouTube to passively prospect
- Or considering starting YouTube to build trust, authority, and visibility in their market

YouTube is one of the most powerful tools to **build “know, like, and trust” at scale**—but only if used intentionally.

The Biggest Miss We See

Time and time again, we see agents:

- Invest in a Liftoff Agent website
- Build a YouTube channel
- But fail to connect the two

If you're not actively talking about your website in your videos and driving traffic to it, you are leaving massive opportunity on the table.

Be Intentional With Every Video

Before filming, ask yourself:

“Where do I want to send this viewer after they watch this video?”



Your content should always guide the viewer to a **specific action.**

Buyer Content

If your video is about buying a home:

- Direct viewers to your **Buyer Page**
- Let them know you offer resources and a step-by-step process
- Encourage them to download your **Buyer Guide**



Pro Tip:

Over 50% of YouTube viewers watch on TV.
→ **Add a QR code on screen so they can scan and instantly access your guide.**

Seller Content

If your video is about selling:

- Talk about your experience helping sellers
- Direct them to your **Seller Page**
- Offer your Comprehensive Seller Guide



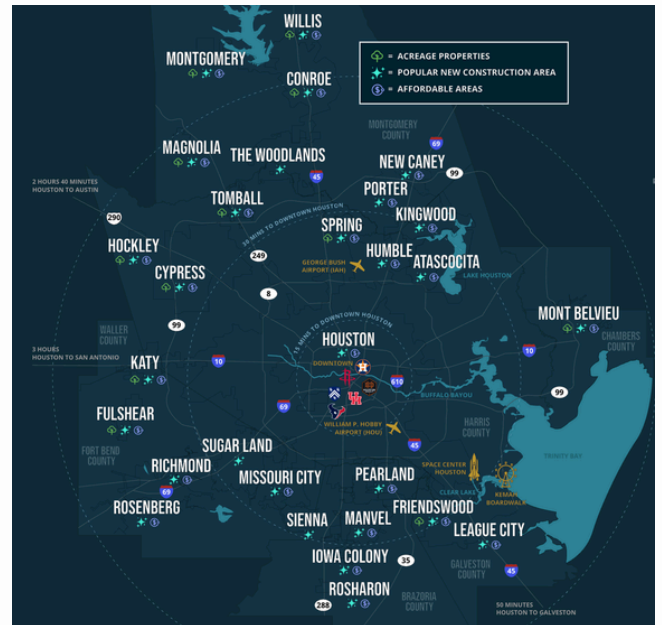
→ **Again, use a QR code on screen for instant access.**



Relocation & Area Content

When discussing neighborhoods, lifestyle, or relocation:

- Show your **coverage area map** on screen
- Explain that viewers can explore more areas directly on your website



Discover The Local Areas
GREATER HOUSTON METRO

As Texas's largest city, Houston blends vibrant culture with opportunities for home buyers and sellers. Its diverse neighborhoods, from historic Heights to modern downtown, cater to various lifestyles. A strong economy in energy, healthcare, and aerospace enhances the city's appeal. With a dynamic culinary scene, rich arts, and numerous parks, Houston ensures a high quality of life.

The Original Living in Houston TX Team is here to guide you through a smooth real estate journey.

Best Areas to Live in Houston Texas! [All Suburbs Explained]
Living in Houston Texas (The Original!)

HOUSTON'S HOTTEST NEW SUBURBS!

Watch on YouTube



→ Use a QR code to make this seamless.

Instead of hoping they watch multiple videos, guide them to:

- Explore other areas
- Watch related videos (via your playlists)
- Search for homes
- Download your **Area Guide**
- Discover local spots (restaurants, shopping, etc.)
- Connect with you on social media

Make Your Guides Visual & Exciting

Bring your guides to life:

- Show them on screen
- Highlight the value
- Pair them with a QR code

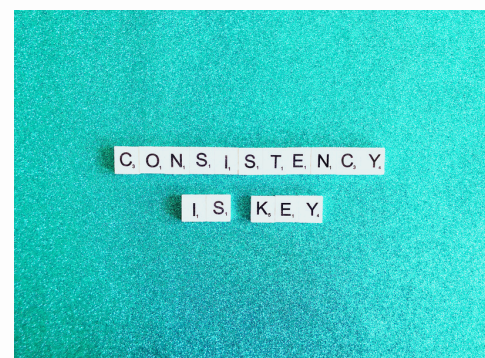
Create curiosity and give viewers a reason to take action.



Always Include Your Website Link

Every single video should include your website link:

- In the description
- In pinned comments
- Mentioned verbally in the video



Use Intake Forms to Qualify Leads

Drive viewers to intake forms on your website:

- Buyer forms
- Seller forms
- Relocation forms

Ask key questions like:

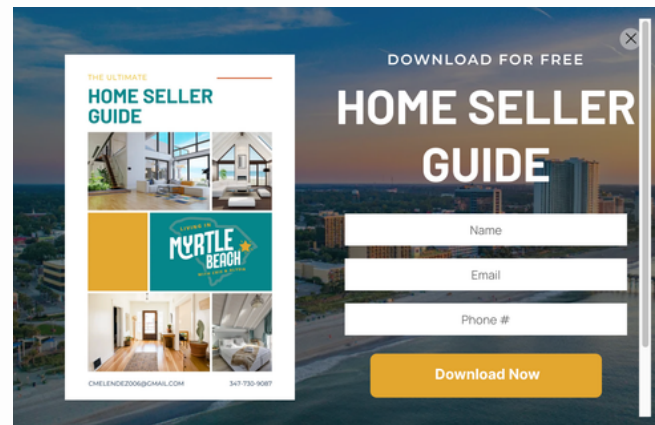
- Timeline (3, 6, 12 months?)
- Budget
- Pre-approval status
- Need for a lender



A screenshot of a digital intake form for a 'Houston Guide'. The form is titled 'DOWNLOAD YOUR HOUSTON GUIDE NOW!' and features a background image of the Houston skyline. It includes input fields for 'Name', 'Email', and 'Phone #', a checkbox for 'Do you have any real estate questions?', and a 'Download Now' button. A small inset image shows the cover of the 'Houston Guide' with the text 'Tips to Relocating and Living Life in Houston'.



A screenshot of a digital intake form titled 'RELOCATION TO MD, D.C. & VA?'. The form includes input fields for 'Name', 'Email', and 'Phone', a consent checkbox, and an 'ACCESS YOUR FREE GUIDE' button. The background features a cityscape and the text 'YOUR GUIDE TO LIVING IN MARYLAND WASHINGTON D.C. & NORTHERN VIRGINIA'. It also includes the 'CG' logo for Caryn Gardiner and a 'WATCH OUR VIDEOS' button with a 'SUBSCRIBE' link.



A screenshot of a digital intake form titled 'HOME SELLER GUIDE'. The form is titled 'DOWNLOAD FOR FREE' and includes input fields for 'Name', 'Email', and 'Phone #', and a 'Download Now' button. The background features a cityscape and the text 'THE ULTIMATE HOME SELLER GUIDE'. It also includes a 'MUTILE BEACH' logo and contact information for 'CHELENDEZ2008@GMAIL.COM' and '347-730-9087'.

This allows you to:

- Save time
- Qualify leads upfront
- Have more productive conversations

Imagine booking appointments with people who have already given you everything you need to guide them effectively.

Set Intentions Before You Hit Record



Before filming, get clear:

What value am I delivering?

Where am I sending the viewer?

What action do I want them to take?

When you combine:

Value + Clear Direction + Strong CTA = Results

What This Looks Like in Action



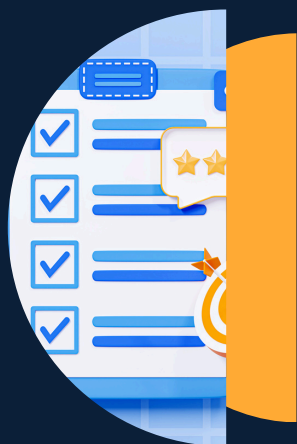
We are currently seeing clients achieve:



01 50+ leads per month



02 20+ appointments set



03 With many leads completing intake forms in advance.

This gives you more control, better conversations, and a higher likelihood of converting clients.



Final ✕ Thought



Your YouTube channel is not just for views—it's for conversion.

When you:

- Add value
- Direct traffic
- Capture information
- And follow up with intention

You turn content into a predictable pipeline of business.



Phase 3:

Lead Nurture
and Conversion

6. Email Marketing Campaigns

- Driving Traffic Through Email Campaigns
- Campaign Strategies for:
 - Relocation Clients
 - Buyers
 - Sellers
- Encouraging Website Engagement & Guide Downloads
- Building Long-Term Nurture Systems
- Integrating Email with Retargeting & Social Media

7. Offline Marketing: Mailers, Door Knocking & Print

- Turning Print Marketing Into Digital Traffic
- Using QR Codes on Mailers & Door Hangers
- Creating Curiosity-Driven Messaging
- Seller Campaign Funnel Example
- From Mailer → Website → Lead → Appointment

8. Open Houses & Listing Marketing

- Driving Traffic from Open House Events
- Using QR Codes to Capture Leads On-Site
- Open House Landing Page Strategy
- Listing-Specific Landing Pages
- Leveraging Photos, Videos & Guides
- Improving SEO Through Listings
- Downloading the Open House Journey Guide

Email Marketing: Driving Traffic & Staying Top of Mind

The next segment of this guide focuses on email marketing campaigns and how to use them intentionally to drive traffic back to your website.

When sending email campaigns, your goal should always be to **maximize engagement while guiding recipients to a specific destination**—most often, your website.

Always Have a Clear Destination

Every email you send should answer this question:

“Where do I want the reader to go next?”

Your website should be that destination.



Relocation Campaigns



If you're working with relocation clients, your email campaigns are a powerful way to stay top of mind—especially for those who are **8-12 months out**.

In these emails, you can:

- Remind them about your **Relocation Guide**
- Encourage them to explore your **website for area insights**
- Direct them to your **YouTube channel** for ongoing updates

Many of these clients may not yet be subscribed to your YouTube channel—this is a great opportunity to bring them into your ecosystem.

This approach creates a **passive prospecting system** that nurtures long-term clients over time.

Buyer & Seller Campaigns



For buyers and sellers, your email campaigns should reinforce the value you provide and guide them to specific pages on your website.

For Buyers:

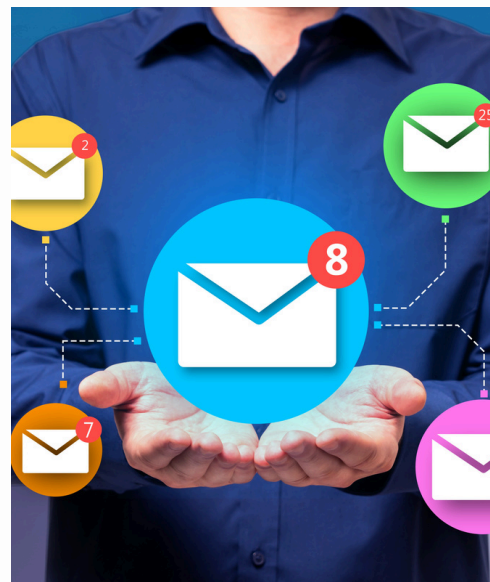
- Direct them to your **Buyer Page**
- Encourage them to download your **Buyer Guide**
- Showcase testimonials and your process
- Invite them to complete an intake form



For Sellers:

- Send them to your **Seller Page**
- Offer your **Seller Guide**
- Highlight your results and strategy
- Encourage them to take the next step

The goal is to move them from **interest** → **engagement** → **action**.





BUILD **TRUST** **Through Consistent Value**

Your website should feel like a living, evolving resource.

When clients see that you are:

- Continuously adding value
- Updating resources
- Providing helpful information

They gain confidence that you are the right person to work with.



Leverage Retargeting for Maximum Impact



By having:

- A Meta (Facebook/Instagram) Pixel
- A Google Pixel

You can stay in front of your audience even after they leave your site.

Driving traffic to your website also creates another powerful opportunity: **retargeting**.

Combine that with:

- Social media presence
- YouTube content
- Ongoing email campaigns

...and you've built a **complete marketing ecosystem** that keeps you top of mind everywhere.

This Is Your System

When done correctly, your system looks like this:

Email → Website → Value → Engagement → Retargeting → Conversion

This is how you:

- Maximize every touchpoint
- Stay in front of your audience
- And create consistent opportunities for new business



Final ✕ Thought



Email marketing isn't just about sending updates—it's about guiding people through a journey.

When you consistently direct traffic to your website and provide value at every step, you position yourself as the trusted expert your future clients are looking for.

Offline Marketing: Mailers, Door Knocking & Print Media

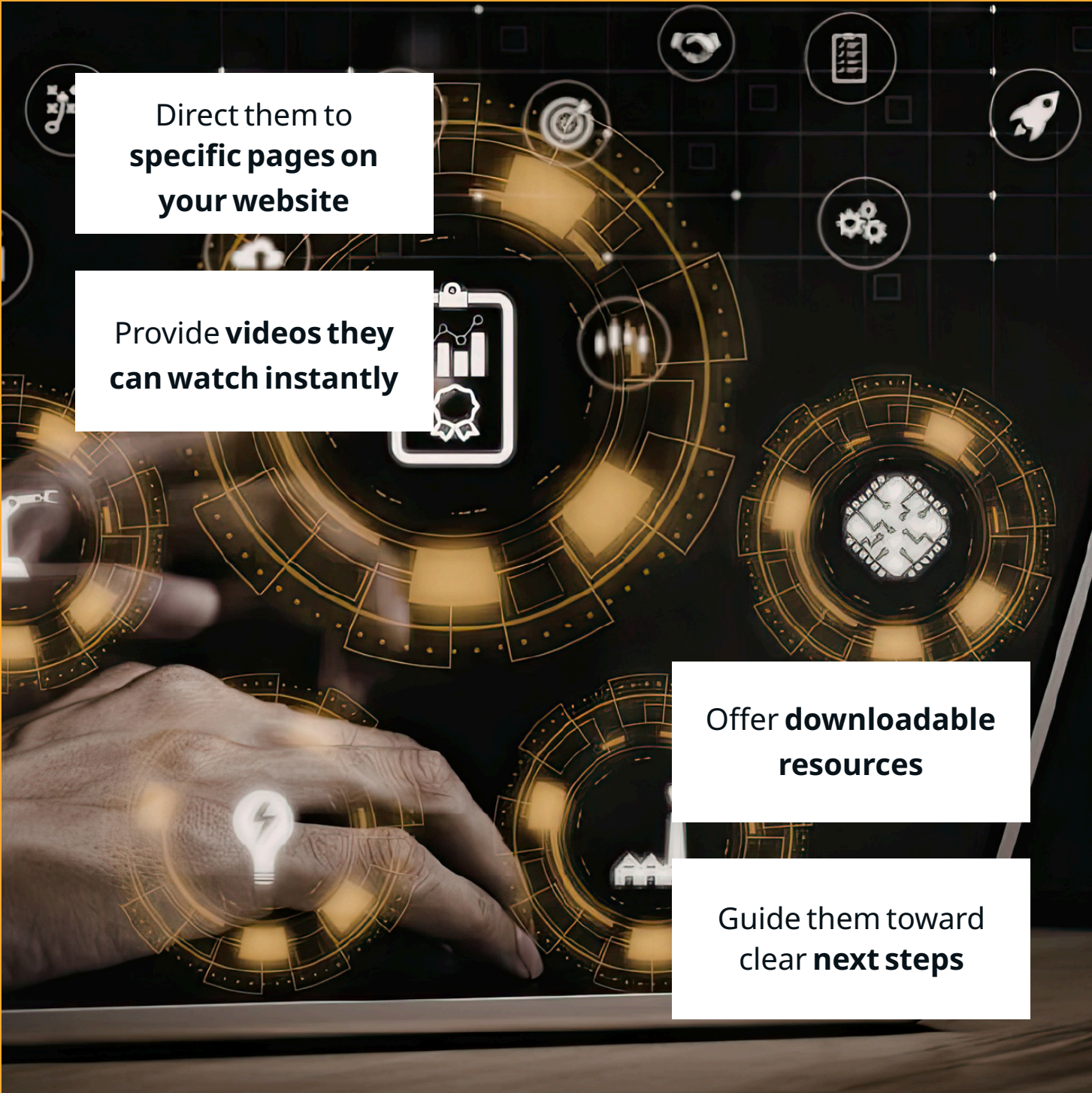


Now let's talk about how to leverage **mailers**, **door knocking**, **door hangers**, and **print media** to drive traffic to your website.

Your website can be an incredibly powerful tool in your offline marketing—especially when paired with **QR codes**.

Turn Print Into a Digital Experience

Instead of sending people to a phone number or just your name, you can:



Direct them to **specific pages on your website**

Provide **videos they can watch instantly**

Offer **downloadable resources**

Guide them toward clear **next steps**

This creates a seamless transition from **offline curiosity** → **online engagement**.

Using QR Codes Effectively

When using mailers or door hangers, keep your message simple and intriguing:

“I’d love to meet you—I have something important to share. Scan the QR code.”

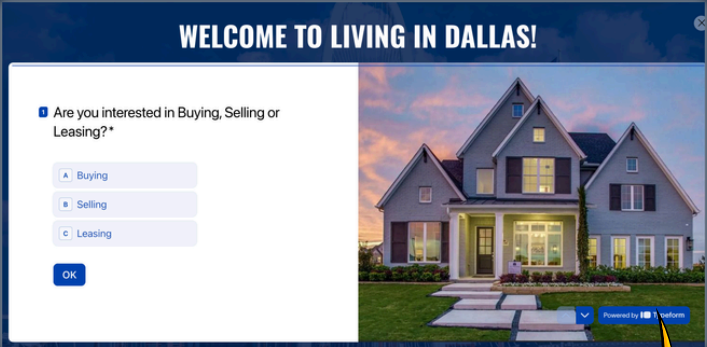
Curiosity drives action.

Once they scan the QR code, you can guide them into a structured experience on your website:

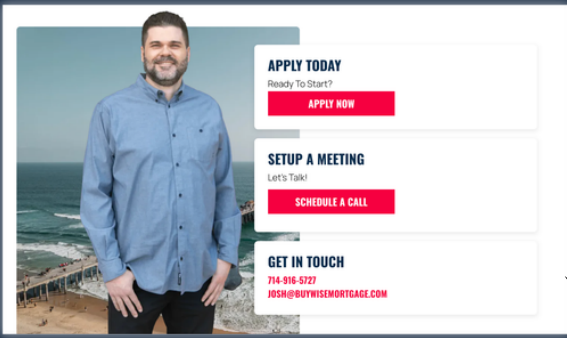


WATCH THE VIDEO

LEARN MORE ABOUT THE MARKET



FILL OUT THE INTAKE FORM



BOOK A MEETING



Example: Seller-Focused Campaign

If you're targeting homeowners:

- ✓ 1. Send out a mailer or door hanger with a QR code

- ✓ 2. Direct them to a **seller-focused landing page**

- ✓ 3. They watch a video explaining the opportunity

- ✓ 4. They enter their information

- ✓ 5. They're guided to a second page with additional value

- ✓ 6. They can:
 - a. Download a **Seller Guide**
 - b. Request a **home valuation**
 - c. Explore next steps

From there, they enter your ecosystem:

- ✓ **Email campaigns**

- ✓ **Retargeting ads**

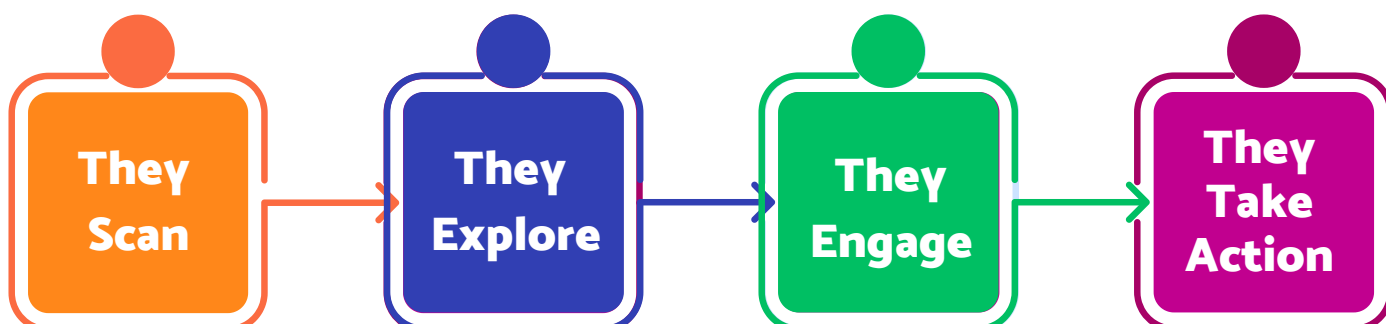
- ✓ **Ongoing follow-up**

Before you know it, what started as a simple mailer can turn into:

- ➔ **A website visit**
- ➔ **A lead**
- ➔ **An appointment**
- ➔ **A signed listing**

Guide Them Step-by-Step

Think of this process as guiding someone down a path:



Even something as simple as someone casually browsing your site on a Friday night can turn into a serious inquiry when the system is set up correctly.

WE BUILD THIS FOR YOU

The best part?

You don't have to build these landing pages yourself.

We Target Your Audience **Better**

"What's My Home Worth" and "Search for Homes" just don't cut it anymore.



Amazing Brands We Work With

We are fortunate to be working with the top names in the industry.



This ensures everything is optimized to capture attention, deliver value, and convert leads.

When you work with Liftoff Agent, we can create custom landing pages specifically for:

- Mailers
- Door hangers
- Print campaigns

NEXT STEPS

If you'd like to move forward with a custom landing page for your offline marketing campaigns, or if you have any questions, reach out to: support@liftoffagent.com



Final ✕ Thought



Offline marketing isn't dead—it's evolving.

When you combine **physical outreach with digital strategy**, you create a powerful system that turns everyday interactions into real business opportunities.



OPEN HOUSES: TURNING TRAFFIC INTO LEADS

Now let's talk about how to leverage your open house events and listings to drive traffic to your website—and ultimately generate a strong return on investment.

Start With the Right System

At an open house, especially a busy one, you won't have the opportunity to speak with every guest in depth.

That's why it's critical to have a system in place that allows you to:

- Capture attention
- Provide value
- Collect information
- Guide next steps

This is where your website and landing pages become extremely powerful.



USE QR CODES FOR YOUR **OPEN HOUSE**

**SCAN
ME!**



A simple and effective strategy is to place **QR codes throughout the home.**

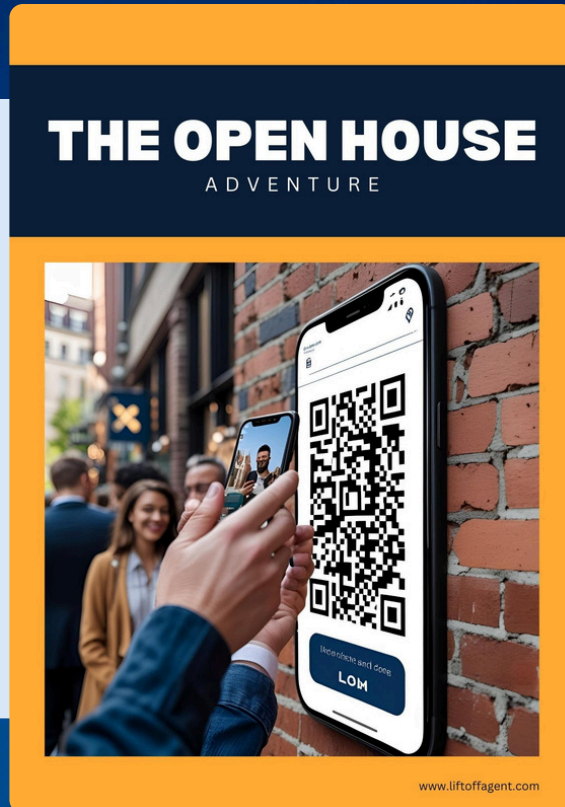
When guests scan the code, you can direct them to a dedicated landing page where they can:

- Watch a video of the property
- View professional photos
- Learn more about the home and surrounding area
- Download an area or buyer guide
- Fill out an inquiry form
- Schedule a follow-up appointment

This ensures that even if you don't speak to every visitor, you're still capturing leads and providing a high-value experience.

DOWNLOAD THE OPEN HOUSE JOURNEY GUIDE

We've created a comprehensive resource to walk you through this entire process step-by-step.



You can download the Open House Journey Guide under the “Resources” section at [Liftoff Agent.com](http://LiftoffAgent.com).

This guide goes deeper into:

- Landing page strategy
- QR code placement
- Lead capture optimization
- Follow-up systems



LISTING-SPECIFIC LANDING PAGES

If you have an active listing, we can also build **custom listing landing pages** for you.

This is something we often discuss during your initial strategy call, but if it hasn't come up yet—consider this your opportunity.

Here's how it works:

- Your photographer/videographer captures the content
- Liftoff Agent builds a dedicated landing page featuring:
 - Property videos
 - Professional photos
 - [Optional] before-and-after visuals
 - Area insights
 - Downloadable guides
 - Inquiry forms for the listing



DISCOVER MYRTLE BEACH'S NEW CONSTRUCTION HOMES

**CHECK
THIS OUT**



MAXIMIZE EXPOSURE WITH SEO

By creating listing-specific pages, you're not just showcasing the property—you're also improving your **search engine visibility**.

This allows you to:

- Gain more exposure online
- Attract additional buyers
- Leverage content you're already creating



Leverage What You're Already Doing

You're already hosting open houses.

You're already creating content for listings.

Now it's about maximizing those efforts by connecting everything back to your website.

...

Final * Thought



When done correctly, your open house becomes more than just an event—it becomes a **lead generation system**.

Guests walk in...
Scan a QR code...
Engage with your content...
Enter your ecosystem...
And eventually become clients.

Be sure to download the **Open House Journey Guide** to go even deeper into this process—and start maximizing every open house moving forward.

CONGRATULATIONS—YOU MADE IT TO THE END!



Congratulations on making it through the guide!

We truly hope you found value in everything we covered—from backlinking across your social media, to leveraging automation tools, to driving traffic through short-form content, YouTube, door knocking, open houses, and email marketing campaigns.

By now, you should have a clear understanding of how to:

- **Drive traffic to your website**
- **Provide value at every touchpoint**
- **Capture leads and build your pipeline**
- **Create a system that works for you consistently**

NOW IT'S TIME TO EXECUTE!

You now have the blueprint.

The only thing left... is execution.

The biggest factor in your success moving forward will be your ability to take action and implement what you've learned.

WE'RE HERE TO SUPPORT YOU



At Lifftoff Agent, we're here to serve and support you every step of the way.

If you have any questions, need help building landing pages, or want assistance connecting any pieces we discussed—please don't hesitate to reach out. Our goal is to ensure everything is aligned and working together seamlessly for your success.

Our Mission Is Your Success

We genuinely want to see you win.

Your growth allows us to continue doing what we love—serving amazing clients like you and elevating the real estate community.



Final ✕ Thought



We appreciate your trust, your business, and the opportunity to be part of your journey.

Wishing you, your team, and your family continued success, growth, and abundance.

May you experience true “**liftoff**” in your real estate business.

Not a client yet?
Scan the code and let's talk strategy!





www.liftoffagent.com