Step-up Your Campaign Game

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The Plan for Today...

- Campaign basics & best practices
- When to use campaigns and when not to
- How to setup and edit a campaign
- New features and functionality!!

Today’s call will be recorded

Your Market Leader Campaigns
Types of Campaigns

- **Lead Conversion:** Convert new leads, specifically designed to elicit a response
- **Home and Garden:** Home improvement and green living for past clients or sellers
- **Monthly Newsletter:** Monthly content to stay engaged with your sphere
- **Prospecting:** Can be very targeted content, promotes you and your expertise
- **Repeat & Referral:** Birthday & holiday content to stay top of mind with past clients

Campaign Distribution Options

1. Email
2. Direct Mail
3. Combination of Both

Campaign Delivery Options

- **Date Campaign:** Events fire on specific dates
- **Interval Campaign:** Each event fires after X days
The Beauty of Interval…

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 not end if you keep adding contacts.

Jan → Feb → March → April → May

Is a Campaign the right choice?

New Leads

- Use conversion campaigns only for new leads.
- If they respond, stop conversion campaigns.
- If you know their needs, engage & provide relevant content.
- If they don't respond, add to Monthly Newsletter or generic prospecting campaign.
Sphere & Past Clients

- 90% of consumers say they would use their agent again, yet only 10% do
- Use Monthly Newsletter or holiday greetings to nurture your sphere

“Old” or “Cold” Leads

- Add to Monthly Newsletter or generic prospecting campaigns
- You can also use a conversion campaign to re-engage them
- At this point, the goal is to elicit a response of some kind

What’s New?!?
Campaigns just got Better!

- My Campaigns Dashboard
- Campaign performance report
- Enhanced group functionality

Add Contacts to a Campaign...

- From your My Campaigns dashboard
- By adding them to a group that's already on the campaign
- From the individual contact summary
- By adding contacts in bulk from the all contacts

Step-up Your Campaign Game

- Use conversion campaigns for new contacts, and stop the campaign if they respond
- Use other campaigns to engage with your sphere, past clients, and “old” or “cold” leads
- Add groups to a campaign, then as you add contacts to that group, they’ll be added to the campaign too!