

**MILLION DOLLAR
PIPELINE PROGRAM**

MDPP Workshop: Custom Campaigns to Win More Business



Jenn Tervo
Senior Trainer, Customer Success

market leader

This Season's Featured Agent

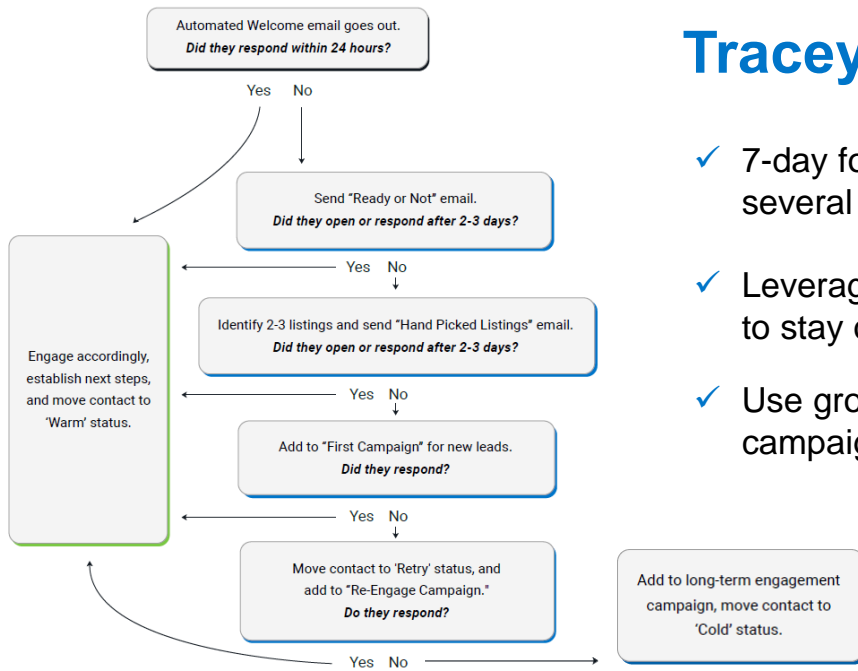


Tracey Todd
Swift Creek Realty
Gainesville, Florida

market leader

Tracey's Process

- ✓ 7-day follow-up, plus several weeks of campaigns
- ✓ Leverage your system tools to stay organized
- ✓ Use groups to add them to campaigns



market leader

The Plan for Today...



How to create custom campaigns for new, warm, and cold leads



Choosing the right campaigns based on your leads



Tips for selecting just the right content for these campaigns



Today's call will be recorded

market leader



Tracey's Process

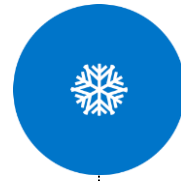
Status, Groups, and Campaigns



New Status



Retry Status



Cold Status

Buyer Group

Re-Engage Group

Cold Group

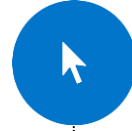
"First"
Campaign

"Re-Engage"
Campaign

"Annual Leads"
Campaign

Day 1

- ✓ New lead comes in
- ✓ Automated welcome email
- ✓ ICW email after 12 hours



Let them
look around

market leader

Day 3

- ✓ Check their engagement
- ✓ Send “Ready or Not” email
- ✓ Review listing alert



If they don't have
an alert, set one up

market leader

Day 6

- ✓ Check their engagement
- ✓ Send “hand-picked” listings
- ✓ Wait 24 hours



Send new *or*
viewed listings

market leader

Day 7

- ✓ Check their engagement
- ✓ Add to “**First Campaign**”



If they engage,
respond accordingly

market leader

After 6 Weeks

- ✓ Check their engagement
- ✓ Move contact to 'Retry' status
- ✓ Add to "Re-Engage Campaign"



Start
Slybroadcast

market leader

After Another 6 Weeks

- ✓ Check their engagement
- ✓ Move contact to 'Cold' status
- ✓ Add to "Annual Leads Campaign"



Evaluate cold
leads after a year

market leader

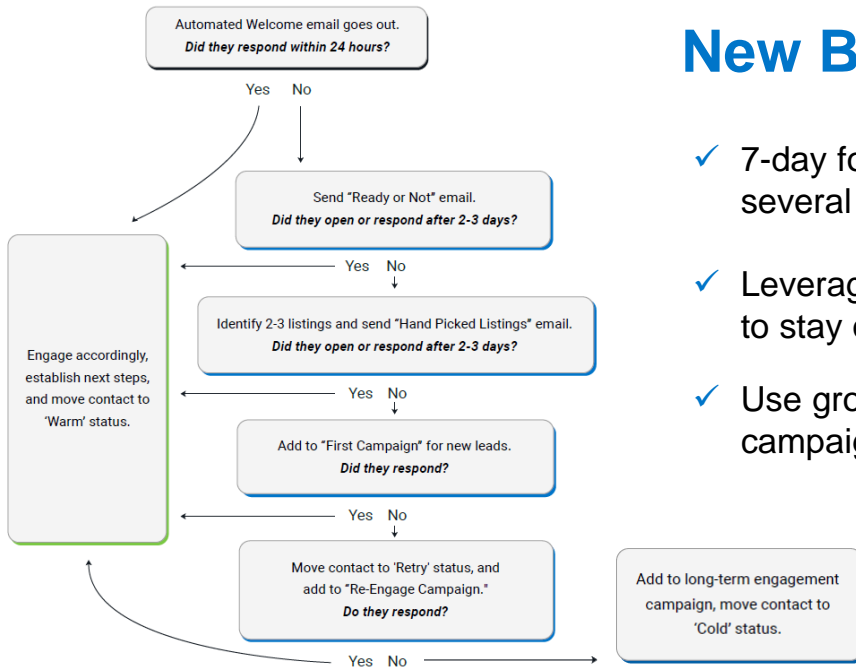


If They Respond

- Stop campaigns and **tailor your follow up**
- Move them to warm or cold depending on their response

New Buyer Leads

- ✓ 7-day follow-up, plus several weeks of campaigns
- ✓ Leverage your system tools to stay organized
- ✓ Use groups to add them to campaigns





Campaign Content

market leader

“1st Campaign”

- ✓ Custom interval campaign
- ✓ Weekly emails for 6 weeks
- ✓ Hand selected templates
- ✓ Average 25% open rate




Designed to get
a response

market leader

----- Thank you for visiting my website! -----

The Home of Your Dreams



So you're in the market for a new home?
What does it take to find the right one?

As a qualified real estate professional, I've helped many people like you find the home of their dreams.


And that's because looking and viewing homes should be the easy part!

I just wanted to check in on your home search. If you aren't aware, you can use my website to look at every property that is available in your entire area, not just one city. Finding homes to browse and potentially walk through shouldn't be hard! Please let me know if you have any questions on how to use the website to view specific properties, area, etc.

Like I said, viewing homes should be the easy (and fun) part! Usually, there are a million other questions to answer and I am here to help. Let me know if you need anything.

How's your home search going? Have you found what you're looking for? 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.


Let's touch base



Please don't hesitate to contact me today so I can get you setup on a customized property search and/or setup a private meeting to make sure you are receiving the best service possible - (904) 495-5612 or tracey@ttoddrealestate.com.

YOU'RE INTERESTED IN BUYING A NEW HOME.

Real Tips from a Real Estate Professional




So you're in the market for a new home? What does it take to find the right one? If you're serious about buying a home, you need a serious, qualified real estate professional who really knows the local real estate market. I can talk to you today about our local market conditions, available listings, and financing considerations that can help make your dream of homeownership a reality.


Call today and we can schedule a time to view some of the properties you've been viewing online - 4259326643.

WHY I AM THE RIGHT AGENT FOR YOU

Tips from a Real Estate Professional



Three words: Professionalism, Perseverance and Passion




Buying real estate can be a stressful and emotional experience. I've been professionally trained, am knowledgeable on current market conditions, and I'm dedicated to bringing you quality service. You can count on me to give you the necessary expertise, the right guidance, and the best service available.


If you don't believe the e-mail, give me a call and spend 5 minutes talking to me about real estate, the housing market and your goals and you will see what I mean - (904) 495-5612.

“Re-Engage Campaign”

- ✓ Custom interval campaign
- ✓ Weekly emails for 6 weeks
- ✓ Hand selected templates
- ✓ Average 24% open rate



Designed to stay top of mind



WHY I AM THE RIGHT AGENT FOR YOU

Real Tips from a Real Estate Professional



Three words:
Professionalism,
Perseverance and Passion



Buying
emotion
profession
on current
dedicate
You can
necessa
and the

Let's touch base

FOR
SALE

Please don't hesitate to contact me today so I can get you setup on a customized property search and/or setup a private meeting to make sure you are receiving the best service possible - (904) 495-5612 or tracey@ittoddrealestate.com.

If you don't believe the e-mail, give me a call and spend 5 minutes talking to me about real estate, the housing market and your goals and you will see what I mean - (904) 495-5612.

Hi,

Many of my buyers feel that real estate websites only tell half the story about that home. If you are not ready to start touring homes, I have a VIP buyer service you might really appreciate.

I can send you plat maps, tax information, videos, or additional photographs and sale history on any property that is for sale currently or has sold in the past.

Can you think of anything you need right now?



Are you on the

HUNT FOR A NEW HOME?

ing market, finding the right home can be tough. You need to spot quickly and be ready to move fast. Searching online only gives you . Putting together a plan of what you really need and want, then time going will give you the best picture.

oday so I can help you with your home hunt. I can send you new as they hit the market and help you find the home of your dreams.

My time is your time and love showing homes as much as negotiating wins!

Hi,

Would you like to view some properties this week? What day and times work best for you?

Subject: Life Alert or Just Busy?

Hi,

I've tried to reach you a few times to see how I may assist you in your property search, but haven't heard back which tells me one of three things:

- 1) You're all set with a new place and I should stop bothering you.*
- 2) You're still interested but haven't had the time to get back to met yet.*
- 3) You've fallen and can't get up and in that case let me know and I'll call someone to help you....*

Please let me know which one as I'm starting to worry!

I can be reached at 425-952-5422 or info@searchingyourtown.com, a quick call, text or e-mail and I will be able to sleep a little better at night.

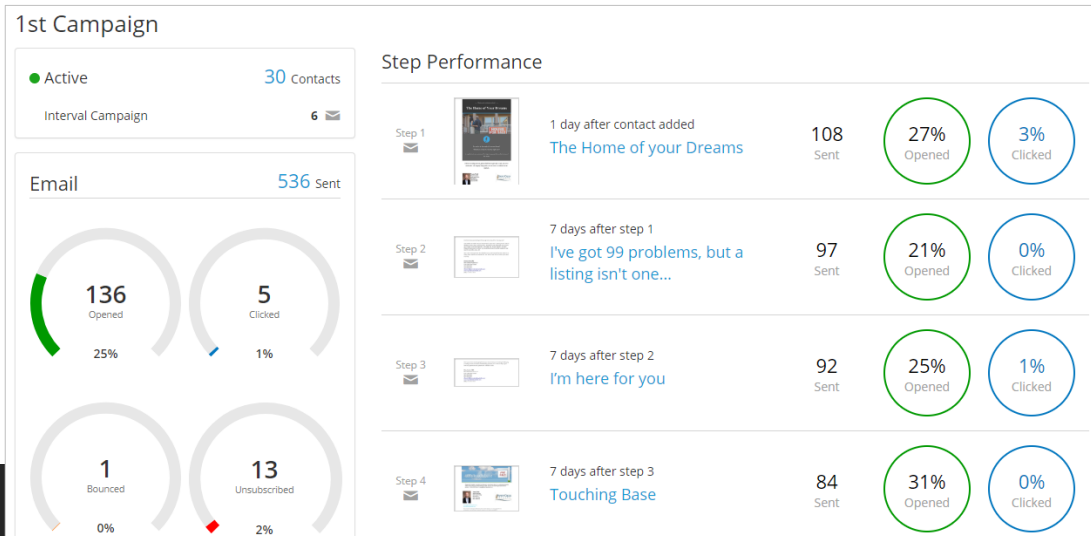
“Annual Leads Campaign”

- ✓ Custom interval campaign
- ✓ Monthly emails for 1 year
- ✓ Hand selected templates
- ✓ Average 16% open rate

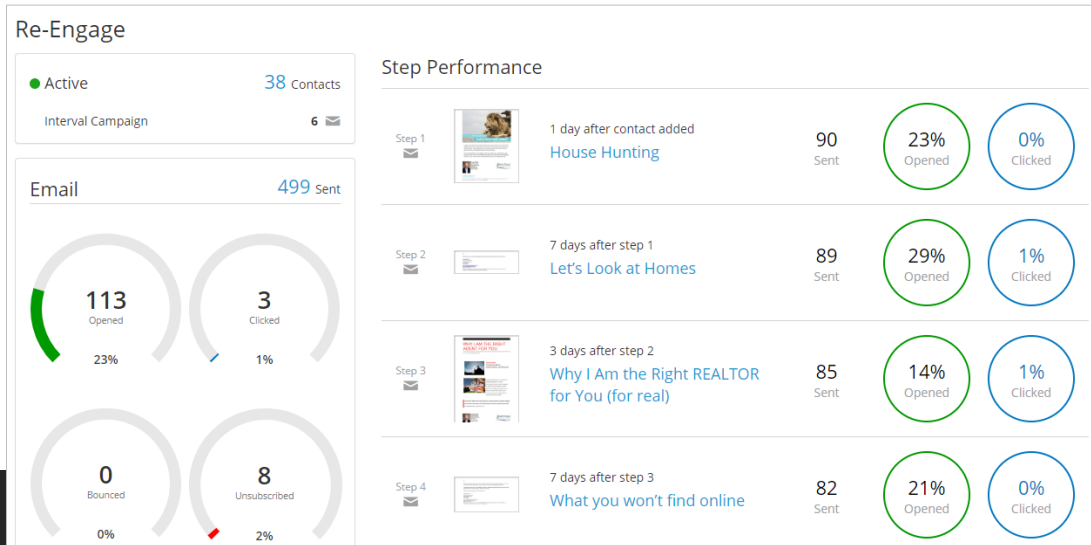


Long-term
engagement

Track Campaign Performance

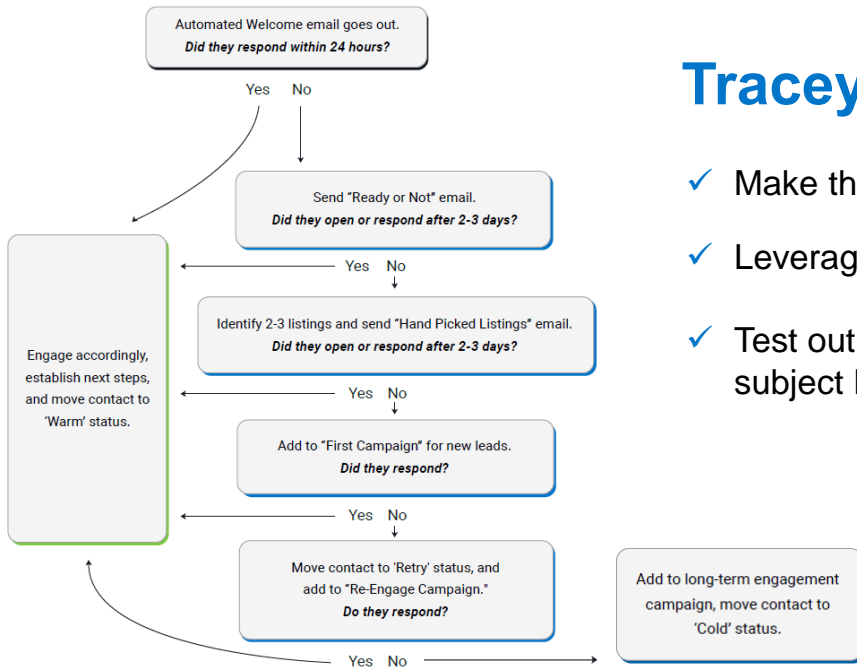


Track Campaign Performance



Tracey's Process

- ✓ Make this process your own
- ✓ Leverage groups and status
- ✓ Test out different emails and subject lines



Status, Groups, and Campaigns



New Status

Buyer Group

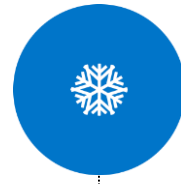
“First”
Campaign



Retry Status

Re-Engage Group

“Re-Engage”
Campaign



Cold Status

Cold Group

“Annual Leads”
Campaign

market leader

QUESTIONS?

Want more?

Visit Learn.MarketLeader.com