

Engage & Convert with Campaigns

Campaigns are an excellent way to stay engaged with your contacts and sphere, but which ones should you use? In this class, we jumped into the Marketing Center and shared the best campaigns for various contact types – from conversion to re-engagement and custom campaigns, as well as step-by-step instructions, tips, and best practices.

Types of Campaigns

Your Market Leader campaigns have three different distribution options: email, direct mail, or a combination of both. And there are two types of campaigns in your Market Leader system; date and interval. In a date campaign, each event fires on a specific date, and interval, where each even fires a specified amount of time after the previous event (e.g. 12 days later than the last). [Learn more](#)

Marketing VS. Campaigns

There are two main types of campaigns in your Marketing Center; there are conversion campaigns, which are specifically intended for new leads, and marketing campaigns, which are more for keeping in touch.

Conversion Campaigns

- Ideal for converting new leads
- Series of reminders & drip emails
- Goal is to generate a response
- When they respond, stop the campaign

Marketing Campaigns

- Designed for staying top of mind
- Informational and/or self-promotion
- Goal is to stay in touch with sphere
- Ideal for past clients & “old” contacts

Ask Yourself Three Questions

When deciding whether to add a contact to a campaign, first ask yourself three questions. These questions are intended to help you decide what type of information you should be providing, based on your lead.

1. Are they a new lead?

- Use conversion campaigns only for new leads, as they are intended to trigger a response
- If you know their needs, provide relevant content, rather than marketing ‘fluff’
- If they respond, stop any conversion campaigns and engage them directly

2. Do you know their needs?

- Provide relevant content based on their needs and search history on your website
- Use only targeted marketing campaigns, if applicable, or simply engage them directly
- Avoid conversion campaigns if you know what they need; they may come on too strong

3. Are they responsive?

- Stop conversion campaign if they respond and engage them directly
- Provide targeted, relevant content based on their response and search behavior
- Evaluate any existing marketing campaigns and make sure they are appropriate

Campaign Reminders

Some campaigns include reminders to prompt a more personal touch. Conversion campaigns, in particular, are built around reminders to guide you through the engagement process, and some marketing campaigns will include sporadic reminders as well. And, when a campaign is coming to an end, you will automatically get a reminder to let you know. [Learn more about working reminders](#)

Build & Customize a Campaign

There are 4 steps to build a campaign in your Market Leader system: name the campaign, review & configure the campaign steps, add contacts to the campaign, and activate the campaign. There are a few different ways you can build and customize a campaign:

- Create a new campaign [Learn how](#)
- Create a custom campaign [Learn how](#)
- Add a step to a campaign [Learn how](#)
- Customize a campaign [Learn how](#)
- Add contacts to a campaign [Learn how](#)

Conversion Campaigns

Conversion campaigns are a systematic combination of automated reminders and emails based off our 10-day plan for new leads. These campaigns are very structured so you can increase your chances of converting new leads. You can also customize these campaigns to re-engage old or cold leads.

- Buyer Lead Conversion Campaign: [Watch the webinar](#)
- Seller Lead Conversion Campaign: [Watch the webinar](#)

Recommendations & Best Practices

When using campaigns, always be thoughtful about the content you are sending, and try to limit yourself to 2-3 campaigns per contact. This will help reduce unsubscribes and ensure you are providing the right amount of content. Here are some campaign recommendations for specific lead types:

NEW LEADS
Million Dollar Lead Conversion
Long-Term Buyer/Seller
Website Visitor – Buyer/Seller
Thinking About Selling?

UNRESPONSIVE LEADS
Long-Term Buyers/Seller
Million Dollar Lead Conversion
Buyer Gorilla Marketing
Seller Gorilla Marketing

PAST CLIENTS
Holiday Campaigns
Green Living Guide
Birthday/Purchase Anniversary
Monthly Newsletter
Seasonal Stay in Touch
Home Care/Maintenance

TARGETED CONTENT
First Time Home Buyers
Move Up Buyers
Mature Market/Retiree
Expired Listings
FSBO – For Sale By Owner
Rent VS Buy