

MILLION DOLLAR
PIPELINE PROGRAM

Engage & Convert with Campaigns



Jenn Tervo
Senior Trainer, Customer Success

market leader

The Plan for Today...



The different types of campaigns and how to leverage them



How to setup, customize, and activate a campaign



Use conversion campaigns to win more business



Today's call will be recorded

market leader

Why Use Campaigns?

- Convert new contacts
- Engage your sphere
- Stay top of mind
- Show your expertise
- Work your farm or niche
- Trigger a response



Your Market Leader Campaigns

2 Types of Campaigns

1. Email



2. Direct Mail



3. Combination of Both

2 Types of Campaigns

Date Campaign:

Events fire on specific dates



Interval Campaign:

Each event fires after X days



Adding Contacts

- Add them via a group or individually
- Adding them to a group will add them to any campaigns associated with that group
- You can only remove them the same way they were added



Marketing

- Designed for staying top of mind
- Informational and self promotion
- Good for staying in touch with sphere
- Ideal for past clients & old leads



Conversion

- Ideal for converting new leads
- Series of reminders & drip emails
- Designed to trigger a response
- If they respond, stop the campaign



When to use a Campaign

New Contacts:

- Conversion campaigns
- Avoid 'fluff' marketing
- Treat 'old' leads as new

Niche & Past Clients:

- Engage with campaigns
- Stay top of mind

Conversion Campaigns

Combination of automated reminders and emails:

Phase 1:

- Reminders for hands on follow-up

Phase 2:

- Automated emails to stay engaged



10-Day Plan for Buyers

Day 1

- **Research** your new lead!
- Text or call if you have a number
- Send welcome email confirmation
- Change their status to **Retry**

Day 4

- Check to see if they've been on your website or opened any emails
- Send relevant listings; if there are no listings, send the **Day 4 email**

Day 9

- Check to see if they've been on your website or opened any emails
- If they haven't, send the **Day 9 email**
- Add them to the **Market Insider News letter** or Monthly New sletter

Day 3

- Check to see if they've been on your website or opened any emails
- Review listing alert, or set one up for them (weekly or twice weekly frequency)
- Send **Day 3 email**

Day 6

- Check to see if they've been on your website or opened any emails
- Send relevant listings; if there are no listings, send the **Day 6 email**

Day 10

- Change status to **Cold**
- *Optional:* Add to drip campaign (Long Term Buyer or Buyer Gorilla Marketing)
- **Conversion Campaign** emails will start



When they respond to you, stop the campaign and follow-up accordingly

market leader

?

Ask Yourself 3 Questions

market leader

#1

Are they a
new lead?



If They're a New Lead...



Use conversion
campaigns only
for new leads



If you know their
needs, provide
relevant content



If they respond,
stop conversion
campaign



#2

Do you know their needs?

If You Know Their Needs...



Provide relevant content based on their needs



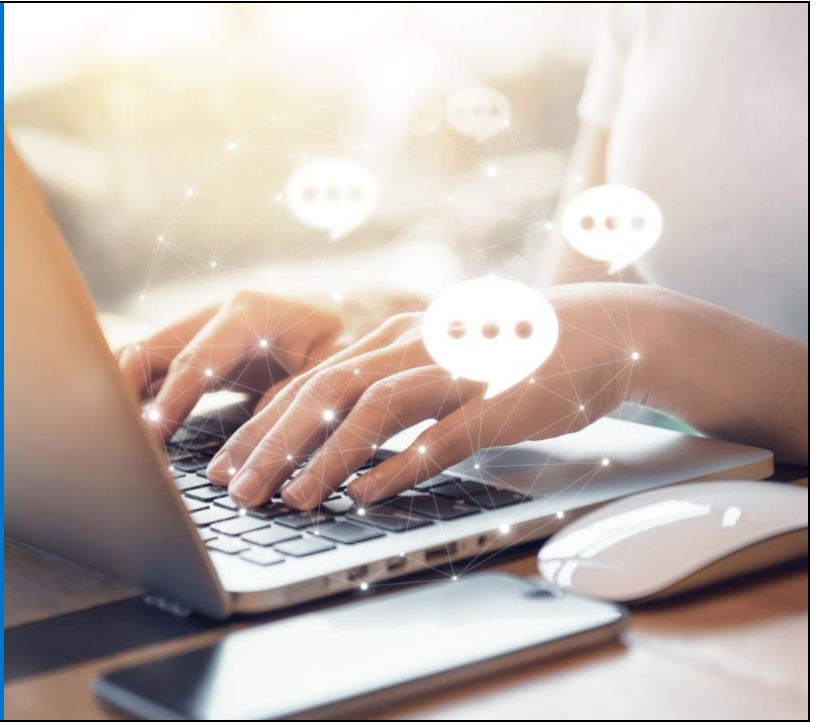
Avoid conversion campaigns if you know what they need



Use targeted or timely marketing campaigns

#3

Are they responsive?



If They're Responsive...



Stop conversion campaign if they respond



Provide content based on their response



Evaluate any existing marketing campaigns



Building a Campaign

market leader

4 Steps to Build a Campaign

1. Name the campaign
2. Review & configure steps
3. Add contacts
4. Activate the campaign





Let's Get Custom

Use a Template:

- Remove unwanted steps
- Add desired steps
- Lather, rinse, repeat!

Create From Scratch:

- Add desired steps
- Lather, rinse, repeat!

Recommendations & Best Practices

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



- Be thoughtful when assigning campaigns
- Limit yourself to 2-3 campaigns per contact
- Customize campaigns for re-engagement