

ONLINE SUMMIT

Spring 2013



**HOW TO GENERATE
AND CONVERT
INTERNET LEADS
INTO CUSTOMERS
FOR LIFE!**

Why Internet Marketing



- It's predictable
- It's not difficult
- It's less expensive than conventional marketing
- Trackable – Know exactly how your marketing dollars are working for you

The Goal



- Generate traffic to your site
- Captures as many leads as possible
- Turn those leads into contacts
- Convert leads to sales
- Create a new referral source

How to get started



- Website – A template website is fine. You do not need to spend a fortune on websites
- IDX solution (IDX is the means in which consumers can view listings on your site)
- Database and email – This doesn't have to be complicated or costly. Much of this can be done through Outlook
- More advanced users will need a full service crm

Landing Pages



- City Related – Set up your landing page by city with a brief description at the top.
- Less is more – The more you have the customer fill out the less leads you receive
- Questions to ask – Financing, Time frame, Homes to sell
- Capture form – Capture a minimum of name and email address – ask for phone number

Traffic



- Google and Yahoo (Bing) – Capture 6%-8%
- Facebook PPC – Capture 3%
- SEO – Capture 2%-3% - If top 2 or 3 position
- Homegain's BuyerLink – Capture 12%-16%
- Affiliate Marketing - Unknown

Impression Marketing



- Pay per Impressions – You will see this in companies like Zillow and Trulia.
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- With Impression Marketing you pay depending on how many times your add shows up, not how many times a customer comes to you.
- Least effective in generating leads

Pay Per Click



- Pay only when someone “clicks” on your site
- Predictable – You will know your conversion rates from clicks to leads
- Flexible – Create as many marketing campaigns as desired
- Cost Control – You can control your entire cost by capping your monthly or daily spend.

SEO – Search Engine Optimization



- Can be time consuming and costly to get started unless you use the right company
- Takes about 6-9 months to get ranked in 20 keywords
- Once set up your lead acquisition costs are reduced dramatically
- Well worth the investment as long as you are patient

Conversion – Step by Step



- Lead comes in, your IDX system should be able to send them an email with login info.
- Thank you Letter from Agent
- Initial List of Properties
- Set up automated updates
- Remember, the first list of properties is about contact not content!

Drip Campaigns



- Keep them short and sweet
- Use Links
- You don't need many drips
- Always keep them relevant, no fluff!
- The most important drip...

Just checking in, making sure you are getting my updates. If there is anything I can do for you don't hesitate to ask. Remember, I can show you any property in (where you live).

Understanding your Buyer



- Not Buying for 4-6 Months or longer
- Do not want emails that are fluff, keep your drip campaigns and email blasts relevant.
- Expect you to work hard to earn their business
- Know there are tons of other realtors and they will not be loyal to you if you don't provide “over the top” customer service.

The Phone Part – Scary!



- Must be made within 24 hours but one to two hours is best.
- Always call at least 1/2 hour after you have sent the initial list.
- Always leave a message each time you call.
- Always be helpful and listen, listen, listen!
- Understand they are just in the research stage and won't be buying a home right then...most likely.
- It's all about attitude – you have 4-6 months to create a great relationship.

The First Call



- Hi, this is Mitch from Tropical Realty. You were on our site, MelbourneHomeSearch.com and I wanted to take a moment to discuss your home search. Do you have a minute?
- I sent you a list of properties earlier, did you get them? I want to make sure I'm sending you what you need. (go over criteria)
- **Always leave a message** – Hi this is Mitch from Tropical Realty, I recently sent you a list of properties and would like to discuss what I'm sending you. Please give me a call back at 321-555-5555.

First Call Talking Points



- Your first call is vital to your success
- Find a bond and you win the customer
- Treat your lead as a referral from a friend
- Are you working with a Realtor?
- When do you plan on moving to the area?
- Why are you moving to the area?
- Do you have any children? How old?
- In what activities do you and your family participate?

Other questions to ask on your call



- Do you have a home to sell? – Most of our listings come from our buyer leads.
- Why have you decided to move at this time?
- When are you looking to move into your new home? – Time frames will help to schedule your call backs.
- If out of area – When will you be in the area to look at homes.
- Have you talked with a lender yet or are you paying cash?

Other hints about the calls



- Try to make contact at least 3 or 4 times calling at various times of the day.
- Create a bond – Get ready for your call by know where you are calling and try to forge a bond quickly. - I.E. talk sports with a guy
- I'm a big believer of getting people off guard by using humor. However, if you are not funny, don't try to be!
- Listen and over perform!

Follow up



- Based on Time Frames.
- Let them know on the first call you WILL be calling back.
- The hardest part of this job is keeping on top of your leads. Phone calls are vital to convert.
- Keep great notes on each call so when you do follow up you can recall the last conversation.

Phone Call Follow up Based on Buying Time Frame



- If buying in 1 year call every 2 months
- At 6 months call every 6 weeks
- At 3 months call once a month
- At 1 month call weekly

If you don't follow up...



- The customers are always on other websites
- They are always registering on other websites
- You don't create loyalty
- Another Agent will earn their business if you don't choose to do so.

Summary



- Keep it fun
- Learn and listen to their needs
- Go the extra mile
- If they want you to take pictures, get a buyer brokerage agreement
- When they send you a list of properties, find others that are better and better priced.
- Help them succeed in their home search and you win!
- Follow Up, Follow Up, Follow Up – If you don't, someone else will.



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Q & A

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