



## Marketing Success Action Plan for Movement LOs

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Welcome to leadPops! Use the checklist below to stay on track for success with your website launch, and ongoing digital marketing + lead generation efforts.

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### **Goals Within Your First 1-3 Days of Signup:**

- ☐ 1. Join the [Private Facebook Group](#)
- ☐ 2. Determine what domain name you want to use. If you don't have one, buy a .com domain at [www.GoDaddy.com](http://www.GoDaddy.com)
- ☐ 3. Purchase a *Security Certificate* for your domain name. This makes your website show as SECURE on all browsers -- it's NOT required, but we recommend it.

Otherwise Google Chrome will show your website as "not secure."

[Click Here](#) to purchase your *Security Certificate* from GoDaddy. Select the \$59.99 option.

We're offering Movement LOs special pricing on installing the certificate and securing your entire website -- it's a \$240 one-time setup instead of our standard \$1,000 setup.

[Click Here](#) to order a full security certificate installation for your website.

If you choose not to add security, skip this step and move to item #4. You can always upgrade your website's security down the road.

If you have questions about the *Security Certificate*, call or email our support team.

- ☐ 4. Fill out the [Website Launch Checklist](#)
- ☐ 5. Once you've completed the *Website Launch Checklist*, it will take 3-5 business days to build, customize, test, and launch your new website.

During this period, please also complete our 5-minute [Client Success Survey](#)

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### **Goals Within Your First 5-10 Days of Signup:**

- ❑ 6. When your new website is ready, we will email you a “temp domain” link. This allows you to review your website to make sure all the information is correct before it goes live.

Keep in mind: additional content, videos, blog pages, etc. can be added later. The leadPops team will help you with those customizations in the future.

For this initial review, the goal is to make sure everything is correct so that we can get your new website LIVE with all the approved content and information.

- ❑ 7. Next, we'll test your lead forms. You must confirm successful Funnels integration with Total Expert or Velocify. During this time, we can also setup text message lead alerts.
- ❑ 8. Once we've confirmed your leads are flowing into your CRM successfully and you're getting new lead alerts/notifications, we will take your new website live!
- ❑ 9. [Sign up for Google Analytics for free](#). Once you do, send us the code and we'll install it on your website for you.

This will allow you see how much traffic you're getting, and give you insight as to which of your marketing efforts are working best.

- ❑ 10. Join the live “*Weekly Movement Launch Orientation Call*” (or listen to the latest recording). [Click Here](#) to view dates/times and book an upcoming call.

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### **Goals Within Your First 10-21 Days of Signup:**

- ❑ 11. Review our “[Lead Follow Up Protocol](#)” and “[Lead Follow Up Script](#)” to get some best practices on following up with new leads you'll be generating.
- ❑ 12. [Update your VM message with a call-to-action](#) (CTA) to promote your website, and start utilizing text messaging as another way to drive new people to your Funnels.
- ❑ 13. [Update your email signature with a call-to-action](#) (CTA) to promote your website, with a CTA button to drive people into your Pre-Approval Funnel.
- ❑ 14. Home Search Leads -- hook up your website's “*Home Search Funnel*” to a preferred Realtor partner's website/home search.

[Email Us](#) a link to the website of one of your partner agents and we'll set it up for you.

- ❑ 15. Insurance Leads -- offer a "Featured Spot" to an insurance partner you can promote on your website. We will hook them up to your leadPops "*Home Insurance Funnel*," which is already built into your website.

An insurance agent will happily pay you \$50-\$100/month (or more) for featuring them on your website and sending them all of your home insurance leads.

Implementing this strategy will not only help your clients and insurance partner, it can basically pay for your leadPops account (and then some).

[Email Us](#) your insurance partner's website or LinkedIn profile and we'll set this up for you.

- ❑ 16. Poor Credit Leads -- if you need help better managing and monetizing your poor credit leads, [Email Us](#) and we'll make an introduction to a trusted credit repair partner.
- ❑ 17. Send the [New Website Launch Announcement](#) email blast, ideally within 2-3 weeks of launching/going live. You can use M3/Total Expert to send this out.

#### **Here's how:**

- ★ Reach out to M3 Support: [m3support@movement.com](mailto:m3support@movement.com) to have your new website URL updated on your marketing materials (this needs to happen BEFORE you send the email out of your account).

- ★ How to find and send out the email template in M3...

Log into your M3 account > Email Templates > Emails > Search: New Website

*Movement's M3 Support Team can help you further with this, if needed.*

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#### **Goals Within Your First 21-30 Days of Signup:**

- ❑ 18. Facebook Ads -- let's discuss and see if our DFY (done-for-you) Facebook Ad service is right for you. [Click Here](#) to book your call.
- ❑ 19. Pay Per Click (PPC/Google Ads) -- let's discuss and see if our DFY Google PPC service is right for you. [Click Here](#) to book your call.
- ❑ 20. Custom content creation/blogging -- let's discuss and see if our DFY content creation service is right for you. [Click Here](#) to book your call.

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### **Goals Within Your First 30-60 Days of Signup:**

- ❑ 21. Share your CURRENT marketing efforts/spend with leadPops over a marketing coaching call -- discuss all online and offline marketing with leadPops so we can evaluate for opportunities to improve your ROI. [Click Here](#) to book your call.
- ❑ 22. Let's examine your top 3-5 current real estate agent partners for opportunities and see if there's room to improve those relationships.

The goal is to add more value and get more business from those agent partners.

Provide us with a list of your top agent names/websites (no more than 5 to start).

We will not reach out to them or do anything other than review their online presence and do a basic opportunity analysis internally for you to see where opportunities exist to strengthen those relationships. [Click Here](#) to book your call.

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### **Ongoing Opportunities -- Your First 60 Days & Beyond:**

- ❑ 23. Send "[Permission to Close Your File](#)" (email blast template and instructions)
- ❑ 24. Let's further customize your website -- add videos, a bio, "meet the team", customized content, a blog, "Local Pros", live chat, etc.

[Click Here](#) to book your call.

*This is ongoing as your website will always be a work in progress and grow over time!*

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### **Additional leadPops Resources:**

- **leadPops Funnels Admin** -- <https://myleads.leadpops.com> (username/password was emailed to you)

*Once you login to the admin, be sure to check out these sections:*

- **Training Library** -- DIY Facebook Ads, Email Blast Templates, Coaching, and more ([located here](#))

- **Marketing Hub** -- additional marketing action plans and guides ([located here](#))
  - **Support Ticket** -- submit a technical or marketing support request ([located here](#))
  - **Sticky Bar** -- add YOUR Funnels to referral partner websites, blogs, single property pages, and much more -- Realtors, Builders, CPAs, Financial Advisors, Insurance Agents, etc. ([located here](#))
  - **The Mortgage Marketing Manifesto** -- [Click Here](#) to get the top-rated book on mortgage marketing
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