

## Client Referral Marketing

If your business is based mostly off of referrals, that's great news when it comes to automating your lead generation efforts.

We know that a referral isn't necessarily a slam dunk. We're living in the day and age of the internet. That means, whether we like it or not, the majority of people will go online to do their due diligence and check you out before jumping into a mortgage.

You've already got your audience spreading your name by word of mouth, now you can get even more leads out of those same efforts; we're going to show you how in a few simple steps.

Sure, we want people to pick up the phone and call you, but are you prepared for the silent majority who won't call first?

This is where setting up the right landing pages, Funnels, and lead generation automation tactics can take your referral generation efforts to new heights.

**Ready to get started?**



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Follow these practices with your referral marketing strategies to take advantage of “low hanging fruit”:

- **Lead Capture EVERYWHERE** - with potential clients going online to check you out, it’s imperative that your landing pages and Funnels are connected to any and all websites they may find -- including your referral partners’ websites.

The beauty of integrating your lead generation tools into your referral partners’ websites (and social media profiles) is that you’re able to generate leads for both you and your referral sources – bringing the value of a partnership with you far beyond what most other professionals can bring to the table.

When it comes to your own personal website and/or social media profiles, remember: referrals don’t call to tell you they were on your website for a few minutes but ended up leaving and going elsewhere. Time is of the essence! Make it as easy as possible for referrals to do what you want them to do -- get engaged and tell you what they’re looking for.

- **Dedicate URLs to Your Landing Pages & Funnels** – pick a URL that’s simple and easy for you to refer clients to. With domain names as cheap as .99 cents, it’s a no-brainer to put a landing page or Funnel on a dedicated URL/domain.

This way, when you have conversations with potential clients on the go and don’t have time to jump into details, you can direct them to your landing page or Funnel to get the ball rolling.

Language as simple as, “to get the process started, go to my Home Purchase Qualifier @ [WWW.MY-FUNNEL-URL.COM](http://WWW.MY-FUNNEL-URL.COM). Fill that out -- it only takes about 60 seconds. I’ll instantly receive the details I need to get your customized quote underway, and I’ll follow up with you shortly thereafter to take the next steps”.

This way, you can focus on the task at hand, while giving your potential client instant gratification, and building your pipeline.



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- **Optimize Your Email Signature** - the average working adult checks their email over 100+ times per day. If you're sending out emails to reach past clients and potential new clients without a link for them to get engaged, you're leaving money on the table.

For example, make it simple for clients to find out how much home they can afford by including a prominent call-to- action linking to a dedicated purchase landing page or Funnel.

Or, offer a FREE Refinance Analysis to find out how much money they can save each month along with a link to a dedicated refinance landing page or Funnel.

- **Optimize Your Voicemail** – that's right, you can even optimize your office and personal voicemail for clients. If they're calling to get ahold of you and you can't pick up the phone to help them, give them the tools to move the process forward by directing them to take action. Remember earlier I mentioned having a dedicated URL for your Funnel? This is a perfect place to include that URL for clients to take the next step to a closed loan.

For a great voicemail script, click the below URL:

<https://myleads.leadpops.com/images/marketinghub/OptimizingYourVoicemail.pdf>



## Conclusion

We all know that getting a referral on the phone or in the office is preferred, but in this day and age, that just doesn't happen as often as it used to. That is why it is vital to make sure to tie your landing pages and Funnels into anything and everything to help get those referrals to interact with you. Give them a user friendly way to give you the basic information and you'll get more at-bats and close more sales from those referrals!

To book a marketing consultation on this topic (or other), go to:  
[www.leadPops.com/consult](http://www.leadPops.com/consult)

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership.

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