

# SCALE SMART BLUEPRINT

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## 6 Reasons Most Agents Struggle with Paid Marketing

Paid digital marketing on social media is one of the most effective & reliable ways to generate consistent listings today. However, many real estate agents have a tough time making paid ads work. Here are 6 main reasons why:

### 1. Spending Money on the Wrong Audience

Without knowing exactly who to target, agents often pay for ads that don't reach the right people.

### 2. Only 3% Are Ready to Transact Now

People ready to transact are the most expensive to acquire and we have no rapport with them. The remaining 97% who will transact in the next 3-9 months are cheaper to go after but they need to be communicated to differently and nurtured over time.

### 3. Ads That Don't Grab Attention

Boring or unclear ads fail to make people click or take action.

### 4. No Process to Find What Works

Many agents don't try many experiments with their offers, images, headline & copy. They don't monitor results or iterate towards a solution that works.

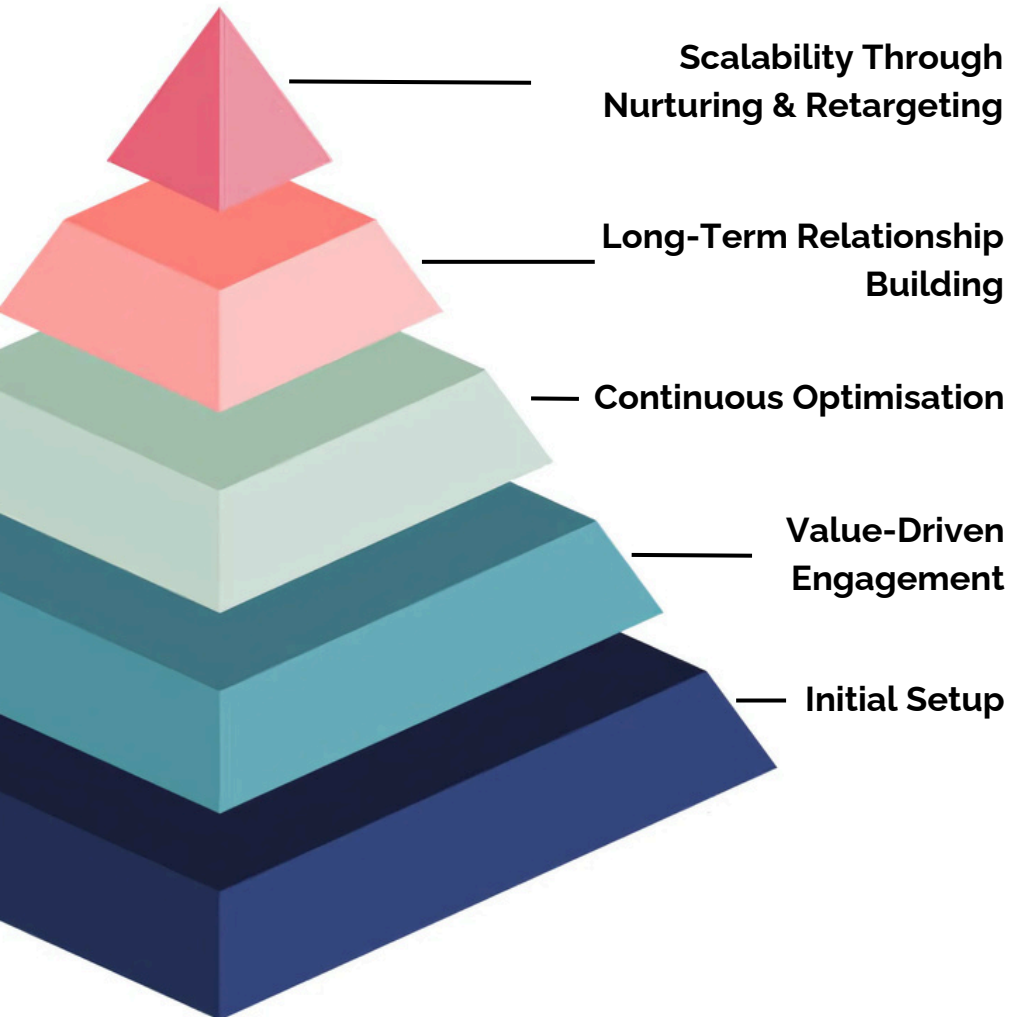
### 5. Buying Bad Leads

Lead generation services optimize for lead volume and not conversion. Lead quality is more important and the ability to convert them. That takes a partnership.

### 6. Not Leading with Value

Many agents focus on selling upfront or themselves instead of solving potential clients' problems or building trust.

# Consistent Scalable Results from Digital Marketing come from Solid Foundations



# Our Deliverables Checklist - Page 1/2

## 1 Initial Setup

- ☐ **Website Marketing Scripts:**
    - ☐ Implement Facebook Pixel, Google Tag & Google Analytics
  - ☐ **CRM and Automation:**
    - ☐ Connect Facebook Leads to CRM
    - ☐ Automate lead notifications to the client via email & sms
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## 2 Foundation

- ☐ **Key Audiences:**
    - ☐ Identify ideal client profile
    - ☐ Leverage existing clients database to create lookalike audience & include/exclude audiences
    - ☐ Auto-update audiences from CRM
    - ☐ Ensure CRM changes update relevant Facebook audiences
  - ☐ **Ad Funnel Strategy:**
    - ☐ Map out key stages (eg, awareness, engagement, conversion)
    - ☐ Define lead handover process and follow-up sequence
  - ☐ **Persuasive Email Sequence:**
    - ☐ Develop a system to nurture non-converting leads
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## 3 Retargeting Campaign Launch

- ☐ **High-Value Content Offer:**
  - ☐ Develop and implement high-value content offers for retargeting
- ☐ **Strategy:**
  - ☐ Launch a continuously running retargeting campaign
  - ☐ Persuasive system to engage users who have interacted with ads, visited the website, or engaged with email list communication

# Our Deliverables Checklist - Page 2/2

## 4 Listing Leads Campaign Launch

- ☐ **High-Value Content Offer:**
    - ☐ Develop and implement a high-value content offers to attract leads
  - ☐ **Ad Creative:**
    - ☐ Approve ad visuals, copy, and call-to-actions
    - ☐ A/B test creatives for optimization
    - ☐ Disable losers & scale winners
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## 5 Optimization & Reporting

- ☐ **Performance Reviews:**
  - ☐ Schedule weekly/bi-weekly reviews to discuss metrics
  - ☐ Refine targeting, creative, or messaging as needed
- ☐ **Feedback Loop:**
  - ☐ Ensure consistent feedback on lead quality
  - ☐ Adjust campaigns based on closed sales and client input

## Book your Free Strategy Session (worth \$2500)

\$2,500 Value

### Get Your Free Custom Paid Marketing Strategy

- ✓ Ideal client profile and pain point identification
- ✓ Detailed marketing strategy for both immediate wins and long-term pipeline building
- ✓ Step-by-step implementation guide - not just high-level theory
- ✓ 90-day Action Plan with clear milestones and targets
- ✓ Ready for your team to execute immediately
- ✓ Yours to keep - no strings attached, whether you work with us or not

#### Why give away such valuable insights for free?

Because we practice what we preach - leading with value. We're demonstrating our expertise and building trust by actually helping you first. It's the best way to show you we know what we're talking about.