SCALE SMART BLUEPRINT

PAY US ONLY WHEN YOU GET RESULTS

ACCELERATE WITH AI

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 <u>and</u> 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.
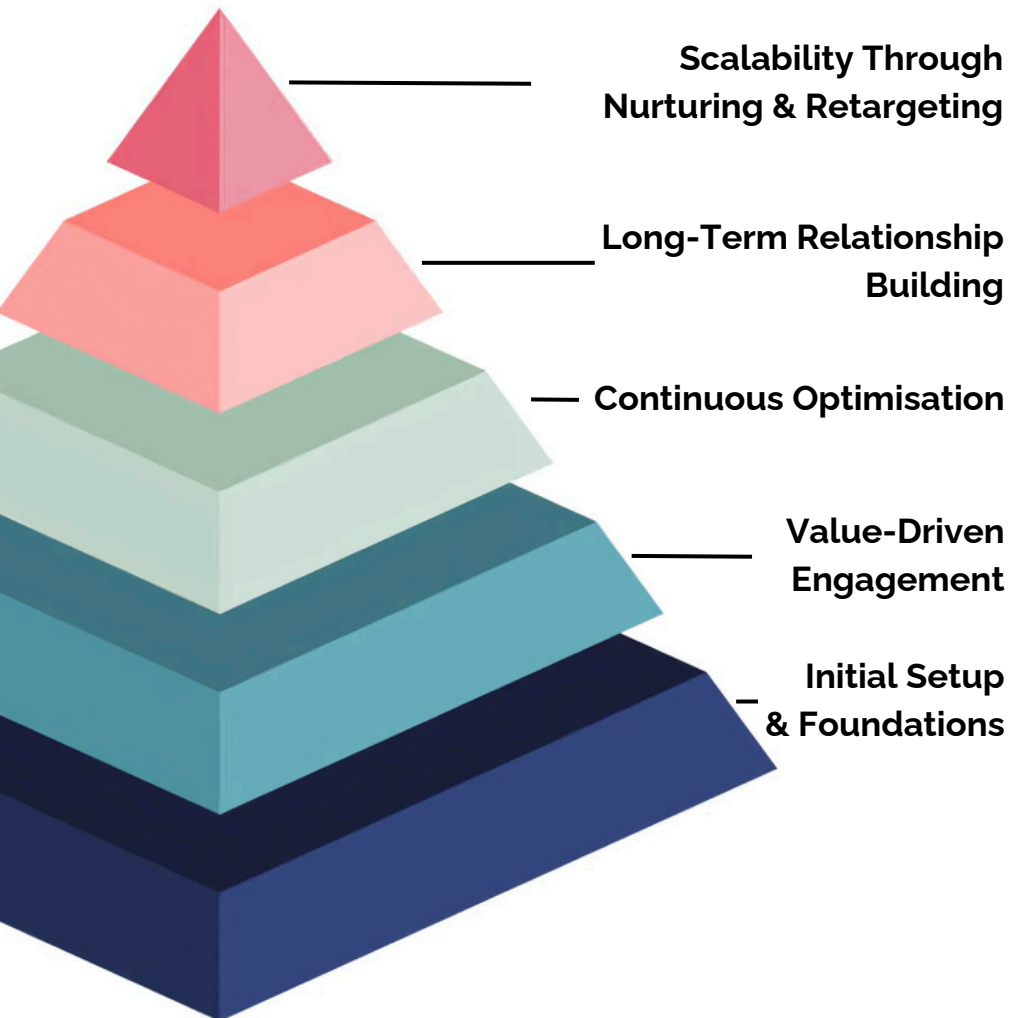
5. Buying Bad Leads
Lead generation services optimize for lead volume and not conversion. Lead quality is more important and the ability to convert them. That takes a partnership.

6. Not Leading with Value
Many agents focus on selling upfront or themselves instead of solving potential clients' problems or building trust.

Consistent, Scalable,
Paid Social Media Marketing Results
come from Solid Foundations

Scalability Through Nurturing & Retargeting

Long-Term Relationship Building

Continuous Optimisation

Value-Driven Engagement

Initial Setup & 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

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

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.