

# Real Estate Property Manager Campaign

**Step 1** – Build a list of real estate property managers (RPM) for Gold Coast & Brisbane from realestate.com.au

Collect: First Name/ Surname/ land line#/ mobile#/ email address/ fax#/

Office street number & street name/ Suburb/ Postcode/ state

**Step 2** – Create series of 4 SMS text message that promote RPM to click through to digital flier outlining promotional bonus offer on 4 of our top repairs services

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## **SMS1 – Lock Repairs**

[headline]

“Tenant Complaint”

[body copy]

Lock Repair Service

Special Introductory Bonus Offer

SAVE 44% OFF Normal Price

Now Only \$149 Normally \$267 SAVE \$118

If you have tenants complaining about lost

or broken keys to glass sliding doors, hinged or sliding

security screen doors then let us fix the problem.

Click here for full details

[Tel:1300 882 482](tel:1300882482)

Windowrevival.com.au

Sliding Door & Window Repairs

1

## **SMS2 – Glass Sliding Door Roller Replacement**

headline]

“Tenant Complaint”

[body copy]

Sliding Door Roller Replacement

Special Introductory Bonus Offer

SAVE 32% OFF Normal Price

Now Only \$88 plus parts

Normally \$130 SAVE \$42

If you have tenants complaining about struggling to open  
a glass sliding door then let us fix the problem.

Click here for full details

[Tel:1300 882 482](tel:1300882482)

Windowrevival.com.au

Sliding Door & Window Repairs

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**SMS3 – Re Mesh Damaged Fly & Security Screens**

headline]

“Tenant Complaint”

[body copy]

Re meshing Fly and Security Screens

Special Introductory Bonus Offer

SAVE 32% OFF Re meshing Service

From Only \$39\*

If you have tenants complaining about  
Insect bites then let us fix the problem.

Click here for full details

[Tel:1300 882 482](tel:1300882482)

Windowrevival.com.au

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#### **SMS4 – Fix Rattling Noisy Windows**

headline]

“Tenant Complaint”

[body copy]

STOP Noisy Rattling Windows

Special Introductory Bonus Offer

SAVE 32% OFF Re felting window openings

From Only \$39\*

If you have tenants complaining about

Disturbed Sleep due to Rattling windows

then let us fix the problem.

Click here for full details

[Tel:1300 882 482](tel:1300882482)

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**Step 3** – Create Infusionsoft campaign: load sms messages and digital fliers. The first sms should be sent in wk0.

Link each sms to the corresponding digital flier. The second sms should be scheduled to be sent out at start of wk4. The Third sms should be scheduled to be sent out at beginning of wk 7. The forth sms should be scheduled to be sent out at beginning of wk10.

#### **Notes:**

1. Digital Fliers for each of the four services promoted in sms to be found in dropbox under Jorel RPM referral campaign.
2. Test this approach against a single flier with all four special bonus offers, send each off to 100 RPM.
3. Once a RPM responds then stop campaign running to them and schedule them to receive digital Newsletter each quarter and receive a scheduled call from telemarketing tech rep.