

How to Set Up and Run a Successful Cold Calling Marketing Campaign



Importance of Marketing and Lead Generation

- If I had to start all over again without any money or any connections I would spend 100% of my time focused on marketing and lead generation.
- With real estate investing the person that controls the deal flow is typically the one that makes the most money.
- You cannot control dealflow without having consistent marketing in place.

Your Marketing is Only as Good as Your Data

- The ROI you get on any marketing campaign is tied directly to the quality of your Data
- We pull our data from public records, data aggregator services and also organically.
- Great places to get high quality data are:
 - City Offices (Code Enforcement, Tax Assessor, Utility Dept)
 - Property Radar
 - Propstream
 - Civil Court

Lists That I am Marketing to:

- Probate
- Code Enforcement
- Evictions
- Driving for Dollars
- DOJ with Equity
- Non-Owner Occupied with Equity
- Water Shut Off
- Owner Occupied with Equity and Age Filter
- Tax Delinquent
- Fire Damage

The Pros and Cons of Cold Calling

The Pros

- Cost Effective
- Easier to build rapport and make a human connection
- Can be Easily Outsourced

The Cons

- A lot of Practice to Master
- Mentally Draining
- Fear of rejection
- Angry Sellers
- Time Consuming

Tools You Will Need to Set Up a Cold Calling Campaign

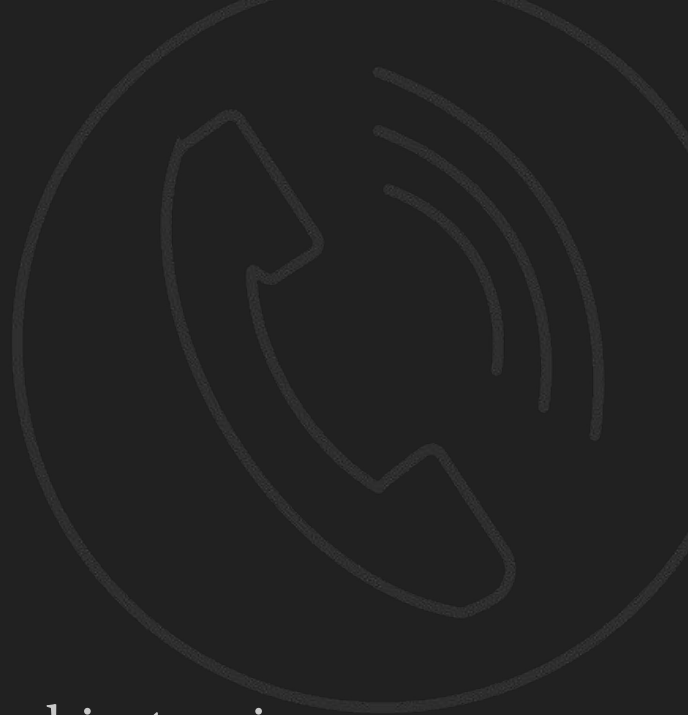
- Marketing Budget
- Data Source
- List Management
- Phone Numbers
- Skip Tracing
- Automatic Dialer
- CRM
- Scripts
- Alligator Skin

Determining Your Marketing Budget

- The most successful marketing campaigns are the ones that are done consistently
- “Prepay” for your cold calling budget for 6-9 months (ideally 12 months) upfront
- Typical start up costs
 - Data (\$500-\$2500) - Frequency will vary
 - Skip tracing (\$500-\$1000) - Frequency will vary
 - Dialer (\$100-\$200) - Monthly
 - CRM (\$100-\$200) - Monthly

Data Source and List Management

- The most popular data companies
 - www.propstream.com
 - www.propertyradar.com
 - www.listsource.com
- The most popular list management and skip tracing
 - www.batchleads.io



Cold Calling - DIY Version

- Once you have established the systems and budget you need to start cold calling your biggest investment will be your time
- I recommend time blocking 2 different calling sessions per day
- Based on the studies from MIT and Harvard the best times to reach people are between 4:00pm-6:00pm and 9:00am - 11:00am
- Set daily, weekly and monthly goals for the number of dials, contacts, appointments set, offers made, and contracts
- Track your KPIS

Cold Calling - Outsourced Version

- You can either hire a cold calling company or train your own callers
- I use a company called - Call Magicians
- Callers will do the “dirty work” for you and should be pushing “qualified” leads into your CRM
- Listen to call recordings and give feedback and/or training

Scripts for Cold Calling

- There are 2 scripts that you need to master to become good at cold calling
 - Script 1 - Lead Qualification (cold caller/lead manager)
 - To qualify leads (decision maker, timeframe, desire to sell)
 - Script 2 - Acquisitions (Acquisitions Rep/Closer)
 - Dive deep into motivation, build rapport, determine price, appointment setting

Conclusion

- Cold Calling is easy to implement but hard to master
- You will increase your likelihood of your success with cold calling if you can do the following:
 - Prepay your marketing budget for 12 months
 - DIY - Time block 3-4 hours per day to call
 - OUTSOURCED - Time block training and call reviews
 - Set daily, weekly and monthly goals and track your KPI's



**“Pick up the phone
and start dialing!”**

Questions?