



**LEAD GENERATION**

# **SECRET SAUCE**

**HOW TO STAND OUT FROM THE CROWD,  
BUILD A SUCCESSFUL PIPELINE,  
AND DRIVE CONVERSIONS.**

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# WHAT'S THE “SECRET SAUCE” FOR SUCCESSFUL LEAD GENERATION?



This guide will provide agents, brokers and teams with a deep dive into strategies to stand out from the crowd, build (and nurture) a successful pipeline, and drive higher conversions.

This guide is packed full of easy-to-implement tips, tricks & strategies, an overview of how Elevate's lead generation technology does 90% of the work for busy real estate professionals, along with a **special lead generation offer** to jumpstart your online lead generation.

# THE STATE OF ONLINE LEAD GENERATION IN REAL ESTATE

In a poll by Elevate, **76% OF REAL ESTATE AGENTS** said that their current lead generation was weak or non-existent.

In another poll by Elevate, **51% OF AGENTS** said they spend less than \$1000/m on leads, **40%** said they have zero spend on leads.

Today, **44% OF REAL ESTATE BUYERS** start their home search online, and **95%** use the internet at some point in the buying process.

Companies with 10 to 15 landing pages **INCREASE LEADS BY 55%**.

**90% OF SALES LEADS** said they'd prefer to be texted, compared to 10% who preferred to be called.

**99% OF TEXTS** are read and have an average response time of 90 seconds.

According to RISMedia, a leader in real estate information, **50% OF ONLINE LEADS** do not convert into customers for at least 12 to 24 months.

**ONLY 2% OF THE LEADS** you receive are ready to move to transaction in 30/60 days.

**THE OTHER 98%** statistically take up to 13 months to move to transaction. These are not BAD leads, these are GOOD leads that aren't ready YET.

## THE ULTIMATE GOAL OF LEAD GENERATION



1

BUILD CLIENT  
YOUR BASE



2

INCREASE REPEAT &  
REFERRAL BUSINESS

# MISCONCEPTIONS TO TACKLE

## MISCONCEPTION: "These leads suck!"

**REALITY:** Before making that judgement, take a step back and evaluate what you are doing to follow up. Is it more than a handful of touches? Often it's not the quality of the lead, it's the quality of the follow-up.

## MISCONCEPTION: "If the lead isn't ready to convert, it's not a good lead."

**REALITY:** A lead that isn't ready to convert within 30 days is not a "bad" lead, it's a lead that isn't ready yet.

## MISCONCEPTION: "Leads are expensive and don't have a good ROI."

**REALITY:** The quality of your follow-up is THE determining factor in your lead ROI. Good quality follow-up will nurture and move leads through the pipeline for you to conversion, providing more than enough ROI.

## MISCONCEPTION: "Leads that aren't converting aren't worth my time."

**REALITY:** Some leads take a long time, but that is why it is so important to have automated processes in place to nurture those leads while you focus on your hotter ones.

## MISCONCEPTION: "Nurturing leads takes too much time."

**REALITY:** Nurturing a lead takes time, but it doesn't need to take YOUR time.  
Automate, automate, automate!

## MISCONCEPTION: "Postcards work better."

**REALITY:** Email allows you to be more proactive because you can see who is engaging with it, automate responses off their actions, and start making follow-up calls immediately.

## TIPS FROM THE ELEVATE TEAM



### YOUR LEADS WORK IF YOU WORK!

The key to successful lead generation is consistent follow-up and a strong nurturing system.

#### STEPHANIE ALPHONSO

National Business Development Consultant, Elevate

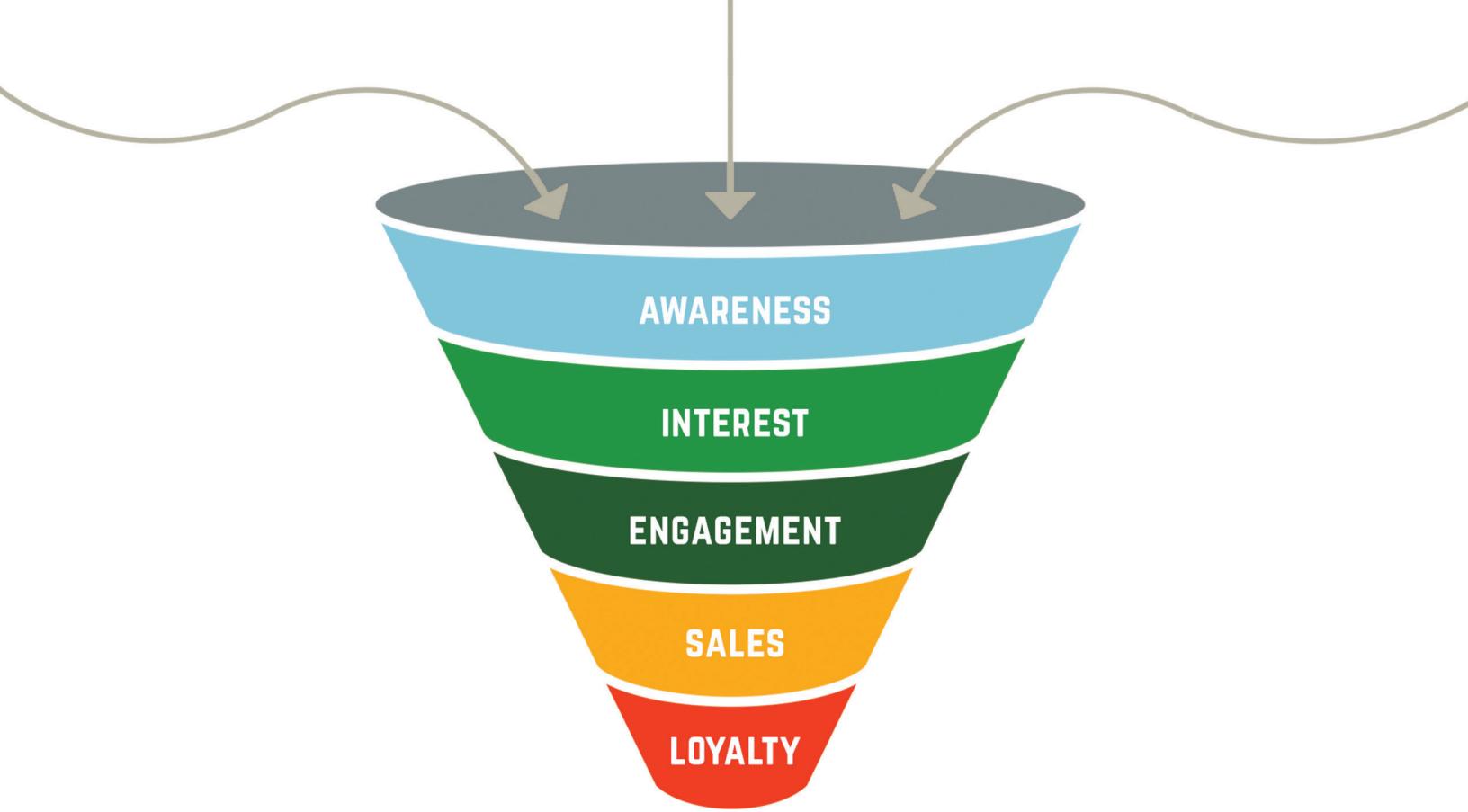


### COMMUNICATE YOUR VALUE!

Have an automatic follow-up system in place that can routinely communicate your value to your leads across multiple channels.

#### DOMINIQUE NEALOND

Success Coach, Elevate



You want campaigns and a strategy that fill all of the levels of your lead funnel.

## AWARENESS

Campaigns designs to connect interested buyers and sellers with who you are (free market valuation, gated educational content, Pay Per Click leads).  
Top-of-funnel campaigns.

## INTEREST

Getting to know your leads through educational videos, webinars, blog articles, social posts, and through your email reports

## ENGAGEMENT

Your lead is actively engaging with your content, commenting on your posts, clicking more frequently on your emails & messaging, and starting the conversation with you.

## SALES

Your lead is ready to convert. You begin working with them to list / buy their home and are walking them through the process.

## LOYALTY

The ongoing relationship management phase of your lead's life-cycle where you continue to engage with them so that they refer their friends to you, and will be repeat customers when they are ready to buy or sell again.

# SO WHAT'S THE SECRET SAUCE?

## LEVERAGING AUTOMATED SYSTEMS & PROCESSES

Grow your list with consistent marketing by leveraging **ORGANIC** and **PAID** traffic while engaging your sphere of influence with automated systems to help you increase your repeat and referral business.

# LEAD NURTURING

## YOUR FOCUS SHOULD START WITH...

Your website. The front door to your business, your online fingerprint, and the centerpiece for all of your online lead generation.

**MUST BE USER-FRIENDLY.** (*Simple. Neat. Clean.*)

**MUST BE MOBILE-FRIENDLY.** (*75% of real estate searches are done on mobile devices!*)

**MUST INCLUDE AN MLS-FED IDX SEARCH.**

**MUST INCLUDE LEAD CAPTURE INTO A CRM FOR FOLLOW-UP.**

**IS YOUR WEBSITE PORTABLE?** (*If you changed brokerages, could you bring it with you?*)

## HOW DO YOU DRIVE TRAFFIC TO YOUR SITE?

**FREE**

ORGANIC  
SOCIAL MEDIA POSTS  
BLOG POSTS  
SEO

**PAID**

PAY-PER-CLICK  
SOCIAL MEDIA  
BOOSTED POSTS  
FB & GOOGLE ADS

## BEST PLATFORMS FOR DRIVING ORGANIC TRAFFIC TO YOUR WEBSITE



THERE ARE DIFFERENT DEMOGRAPHICS ON EACH PLATFORM.

YOU WILL BE IN FRONT OF A DIFFERENT AUDIENCE ON EACH PLATFORM.

ACTIVITY AND ENGAGEMENT ON THESE PLATFORMS  
DRIVES TRAFFIC NATURALLY BACK TO WEBSITE.

BE CONSISTENT WITH CONTENT ON YOUR PLATFORMS.  
(*Real Estate, Lifestyle, Tips & Tricks, Hyper-Local*)

MAKE SURE YOUR BRANDING IS CONSISTENT ACROSS ALL PLATFORMS.

BE EASILY RECOGNIZABLE.

## DYNAMIC WEB PRESENCE

When your various social media platforms and channels are linking back to your website to collect those engaged leads & prospects.

## BEST PLATFORMS FOR PAID TRAFFIC TO YOUR WEBSITE



### SEARCH-BASED MARKETING - SEARCH ENGINES LIKE GOOGLE

Specific, intentional searches.

Leads looking for something specifically in your criteria.

Further down the lead funnel into Interested.

Accelerate traffic to your website.



### INTERRUPTION-BASED MARKETING - FACEBOOK ADS & BOOSTED POSTS

Put in front of people who may not be looking or interested.

Lower conversion rate when compared to google leads.

Top of funnel / awareness in the lead lifecycle.

**TIP:** When it comes to real estate lead generation, a good rule of thumb is to spend 20 percent of your time generating leads, and 80% of your time converting them.

# CAPTURE & CONVERT IN YOUR CRM

Your leads have been introduced to you, they have raised their hand, they have given you their information. Have a good CRM that is collecting that data and moving them onto the next step.

## WHAT SHOULD YOUR CRM BE DOING?

1. Collecting and segment leads from all your different lead gen sources (*website, posts, ads, gated content, etc.*)
2. Building out lead profiles using data collected from those sources  
Full name, address, age, occupation, education, income level, SM profile, estimate of home value. Triggering follow-up actions and notifications.
3. Tracking your leads' behaviors, actions, searches, etc.  
on your listings and website, and sending you notifications based on that engagement.  
(*New/changed searches, increased email opens/clicks, etc.*)
4. Moving your leads through the sales funnel for you through those automated processes & workflows.

The screenshot displays the elevate CRM software interface. On the left, a vertical sidebar lists navigation items: Dashboard, Contacts, MLS Search, Assets, CMAs, My Site, Email Editor, and Help. The main dashboard features four key metrics: New Leads (12, 2 Unviewed), Active Clients (9), Tasks Today (15, 3 Overdue), and GCI (30000, 29.8k left). Below these, a table lists three new leads: Miranda Wagner (Seller, New, 05/28/20, Consumer site), Chana Hebert (Seller, New, 05/28/20, Zillow), and Yurem Ingram (Seller, New, 05/28/20, PPC). Each lead entry includes activity counts (Views, Faves, New Matches) and engagement buttons for Message, Call, and Mail.

# LEVERAGING EMAIL & TEXT CAMPAIGNS

The quality of your follow-up processes and workflows is critical to how the quality of your lead & their experience with you. Follow-up MUST start immediately, MUST be consistent, and MUST provide value. This is where services like Zillow fall short, and where a CRM with a smart workflow will excel.

## HERE'S AN EXAMPLE OF PROCESS & WORKFLOW FOR A NEW LEAD:

Lead fills out a form and runs a search on your website, then is dropped into your CRM...



### IMMEDIATE:

Automated introduction/welcome email and confirmation text message.



### DAILY:

Automated reports emailed directly to their inbox with new listings and updates based on their searches on your website.



### OVER THE NEXT 30 DAYS:

Automated drip campaign with additional information.



### MONTHLY NEWSLETTER:

Automated (*Include both real estate and lifestyle content, market updates, new listings, local news of interest.*)

## YOUR LEAD FINALLY CONVERTS INTO A SALE, NOW WHAT?



### IMMEDIATE:

A congratulations email (*And don't forget the "Just Sold" announcement to your sphere & social channels with their client testimonial.*)



### MONTHLY:

Continue the automated newsletter to stay top of mind.



### QUARTERLY/BI-ANNUAL:

Automated text or email touch checking on them, the family, and asking for referrals.



### ANNUALLY:

Automated "Happy Move-In Anniversary" and "Happy Birthday" touches.



# SUCCESS STORIES

"Online lead generation sucked...until I found Elevate. Now I'm making more money than ever before!"

**LARRY M.**

"I closed a \$600K transaction in my first month of Elevate Lead Generation."

**DENIS P.**

"My pipeline has never had so many great leads. I've doubled my pending transactions."

**MARK L.**

"104 leads, 12 appointments and 3 pending transactions in my first 60-days of Elevate."

**JACK T.**

"Thanks to Elevate, I'm at 3x in transactions this year."

**JENNIFER K.**

"The power of good lead generation is definitely in the follow-up. I automate all of mine using Elevate."

**KIMBERLY W.**



## FREE GAP ANALYSIS FOR BROKERAGES

Request your FREE Gap Analysis with the Elevate Brokerage Development Team to see how you can provide comprehensive, competitive marketing tools and technology for your agents.

[BOSS.TRYELEVATE.COM](http://BOSS.TRYELEVATE.COM)



## FREE ONLINE MARKETING AUDIT FOR AGENTS

Schedule your one-on-one walk-through with an Elevate Success Coach. We'll look at all of your current social media marketing and offer tips, tricks and suggestions for improvement.

[TRYELEVATE.COM/SOCIALMEDIAREVIEW](http://TRYELEVATE.COM/SOCIALMEDIAREVIEW)



## FREE DAILY MARKETING TIPS TO YOUR INBOX

Receive daily marketing tips direct to your inbox from the marketing masterminds at 3sixtyfive.agency, our full service creative and digital marketing agency.

[3SIXTYFIVE.AGENCY](http://3SIXTYFIVE.AGENCY)