Today's Agenda

- The Concept of Lead Generation
- Fundamentals of Lead Generation
- Lead Generation Calculator
- Open Questions

Doug Cherry
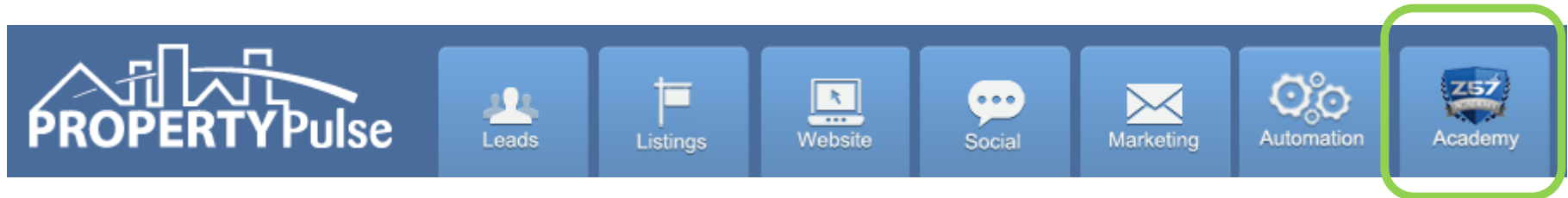**Director of Sales**
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LinkedIn: http://www.linkedin.com/in/cherrydoug

Academy Tab in Property Pulse

➢ Direct link into the Academy Library

- Recordings
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Enter keywords and PropertyPulse search topics here ....   [Search]

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1. What's Next
2. Onboarding
3. IDX Paperwork

Getting Results
Learn the ins-and-outs of the PropertyPulse program for the best results.

👥 Search Engine Marketing (SEM)
Get the most out of a SEM traffic program. Learn more now!

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General PropertyPulse Help Topics:
Leads, Listings, Website, Social, Email, Automation and User Settings

⚙ Troubleshooting
Browse troubleshooting articles to get you back on the path to success!

🖥 Basic Design Edits
Ready to modify your website? Learn how to make basic edits.

🎥 Webinars
Sign up for learning webinars on how to enhance your program.

💳 Billing
For billing questions – click here!

📎 Paperwork
MLS IDX Paperwork
Domain Transfer Form
Domain Release/Update Form

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Gifts for Attending

➢ Attend each live session for a chance to win $50 gift card
- Drawing is done live at the end of each session
- Always one winner and must be in attendance to win

➢ Attend at least 3 out of the 5 sessions and receive upgrades
- Up to 15 **New Slider Images** for your website
- ALL agents that attend at least 3 sessions will be rewarded!

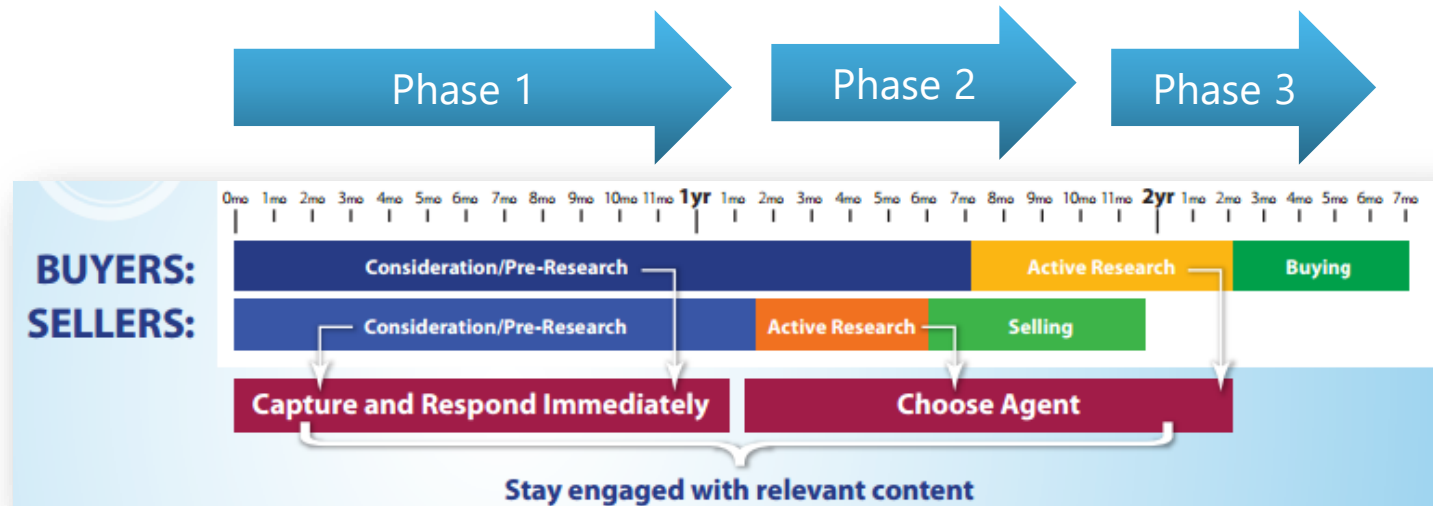➢ 2 GRAND PRIZE Winners! All customers who attend at least 3 out of the 5 sessions of Series 2 will be entered to win a FREE MONTH OF SERVICE!

The Concept of Lead Generation

The Concept of Lead Generation

A. Understand your target audience

Consumers want to hide behind the wall of the internet while they are gathering content (Phase 1).

The Concept of Lead Generation

The quality of an online lead is determined by the quality of the response...

The Concept of Lead Generation

B. Relevant Content vs. Value Proposition

VS.
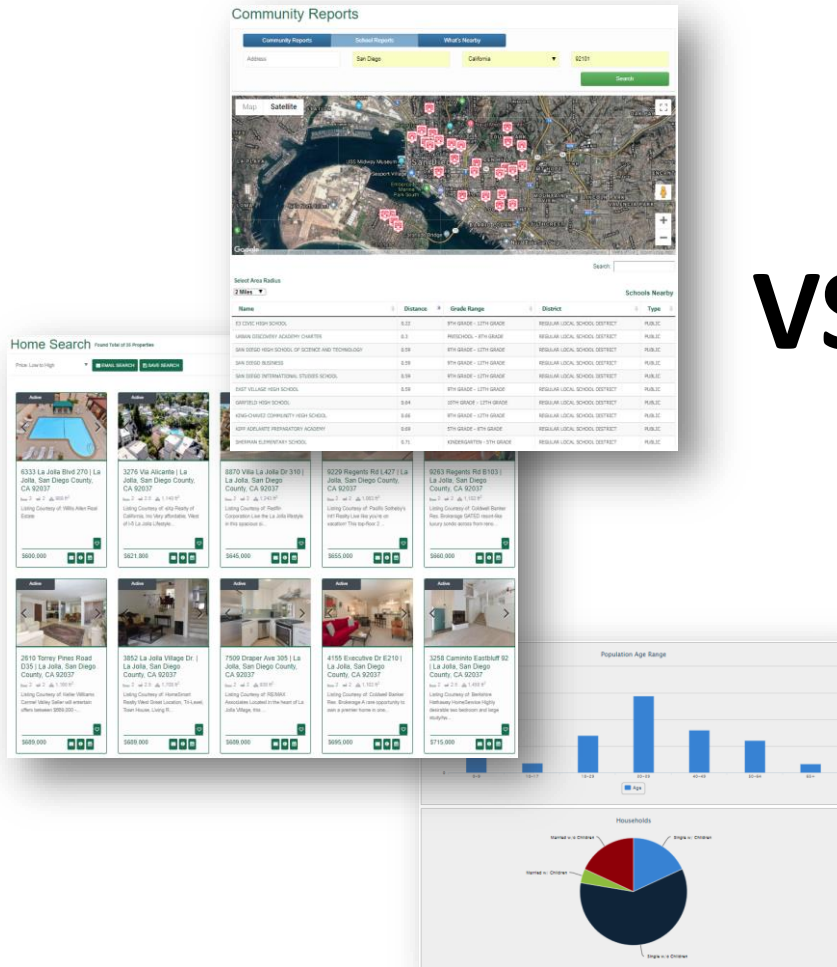
The Concept of Lead Generation

C. Lead Sources: Things to Consider

1. Your level of commitment determines number of sources
   - *Start with 2-3 different sources*
2. Your market
   - *Understand your own market and which sources will perform better*
3. Your time
   - *How many hours per day or per week can you invest?*
4. Your money
   - *Focus on key partnerships*
5. Your transaction goal
   - *How many total leads are needed*

The Concept of Lead Generation

D. Determine your audience...

	Millennial	Generation X	Baby boomers	Traditionals
Your action	Increase web presence and diversify your lead sources	Value neighborhood data and amenities	Make sure content they are looking for is always accessible	Answers to traditional marketing

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Fundamentals of Lead Generation

Diversification

- What is Organic?
- What is Paid?
- Organic vs Paid
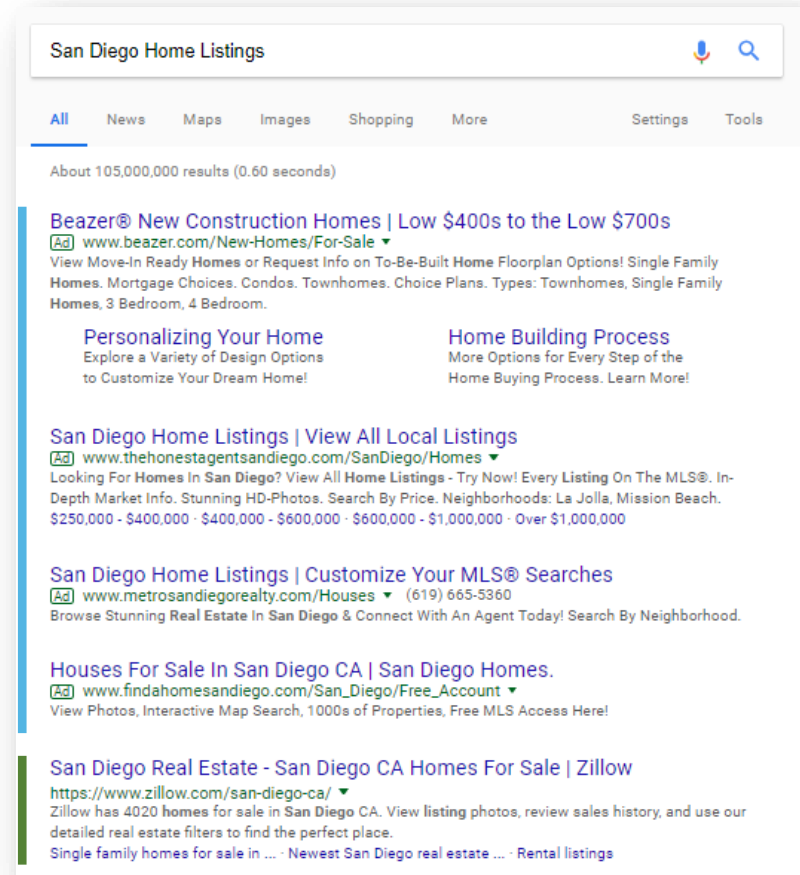
Diversification

A. Social & Facebook

1. Posting

2. Paid Advertising

3. Virality

Diversification

A. Website

1. Lead capture

2. Landing Pages

3. Data
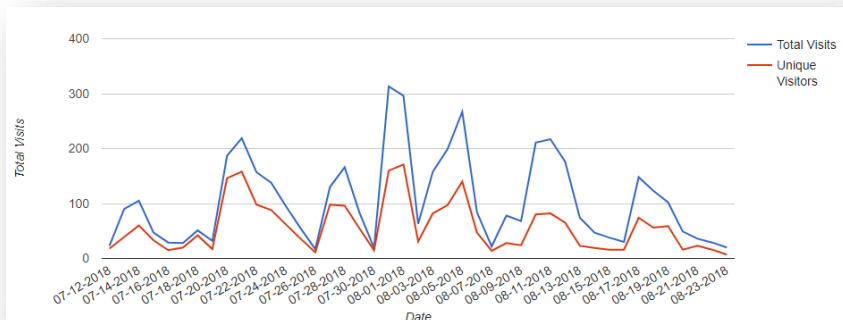
Diversification

A. Website

a. Lead Generation through…

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Referral Leads
- Social

Traffic Sources

- Direct
- Paid
- Referral
- Organic

33.9%
61.3%
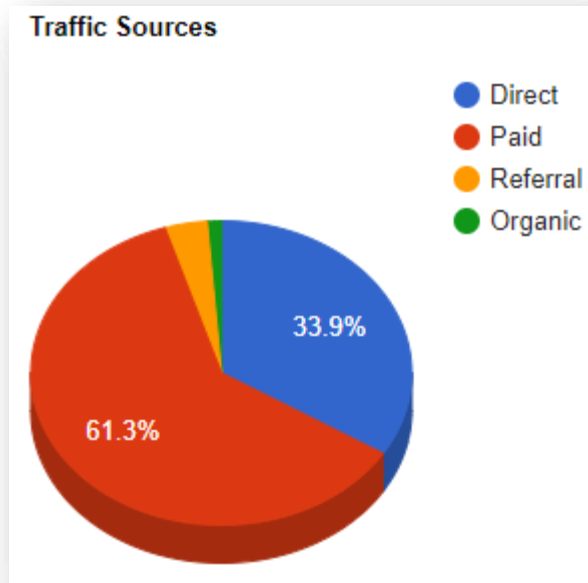
Select Traffic Source

All Traffic ▾

Source / Medium	Visits	Unique Visitors	% of New Visit	Average Pages/Visit
(direct) / (none)	141	74	52.48 %	1.68
google / cpc	132	88	66.67 %	1.54
bing / cpc	64	54	84.38 %	1.73
buyerlink / cpc	59	46	77.97 %	2.58
m.facebook.com / referral	10	7	70.00 %	1.00
facebook.com / referral	4	4	100.00 %	1.25
google / organic	4	1	25.00 %	1.25
bing / organic	1	1	100.00 %	1.00
l.facebook.com / referral	1	0	0.00 %	1.00

Z57 SEM: Capture with Major Search Engines

Google

4 bedroom homes for sale in nashville

Google Search   I'm Feeling Lucky
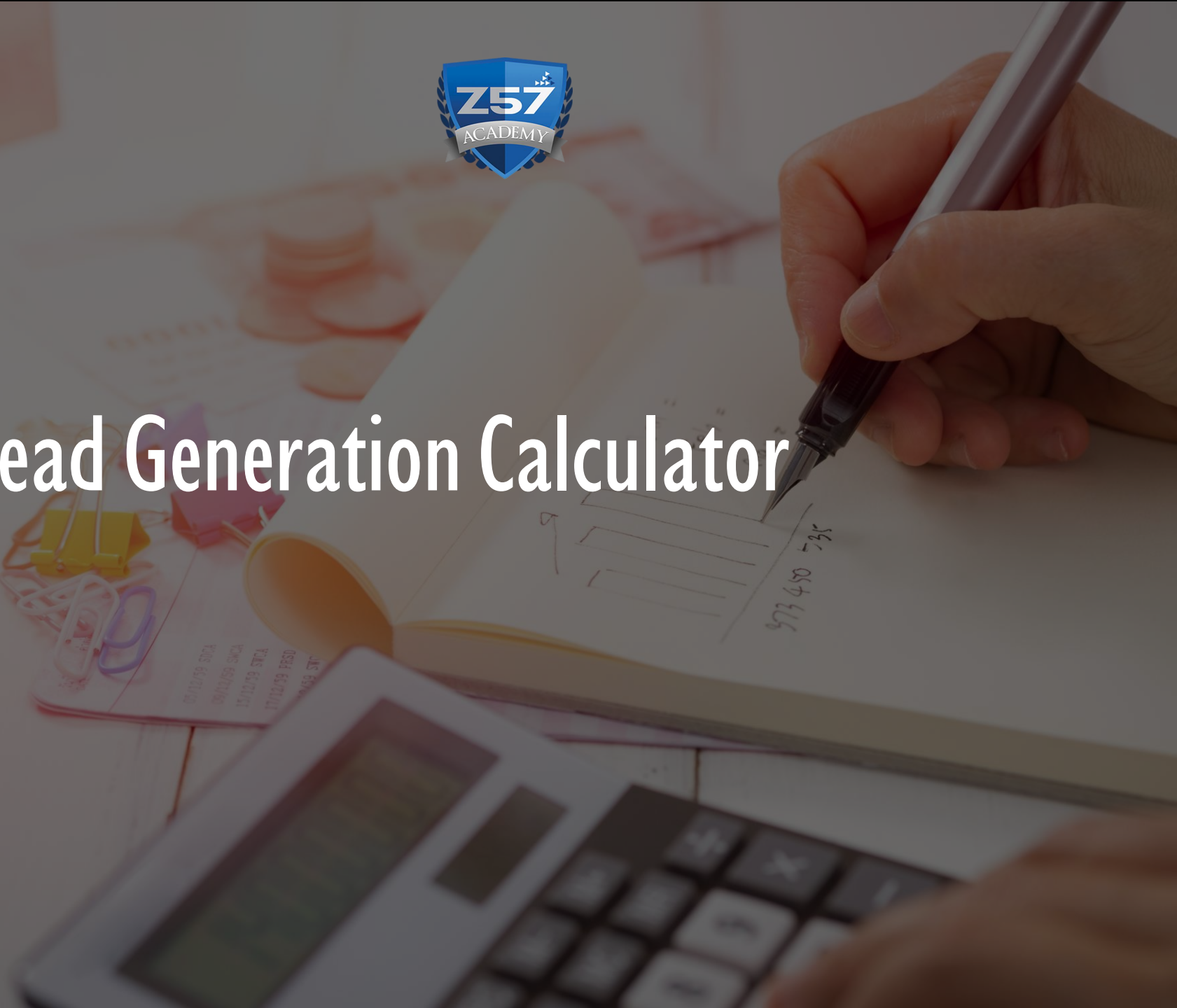
Consumer Experience

Referrals

- Social referrals
- Word of Mouth (WOM)
- Stay engaged with clients, even after the sale

Lead Generation Calculator

Lead Generation Calculator

2019 Lead Generation Calculator

Use this tool to calculate the amount of leads needed to reach your monetary real estate goals!

STEP 1	STEP 2	STEP 3	STEP 4
ENTER your Gross Commission Income goal, Average Selling Price, Compensation %, Split %, and Lead Conversion % in the **green fields**	Use the results in the blue column to determine the amount of homes, total leads, leads per month, and lead mix needed to reach your goals in STEP 1	Use the pie chart to understand the data and to make decisions on marketing efforts	**ENTER** your monthly leads into the **orange ACTUAL column** to help you keep track of your progress. Use the **% OF GOAL** column to determine amount of goal reached

STEP 1 — INPUT DATA

	GOALS
GCI goal	$200,000
ASP	$300,000
Compensation %	3%
Split %	70%
Lead conversion %	2%

Notes:
National Average Lead Conversion Rate: 2-3%

Ledgend:
GCI: Gross Commission Income
ASP: Average Selling Price

STEP 2 — ANALYZE RESULTS

	PROJECTIONS
Total Closings	32
Total leads	1587
Leads per month	132

	LEAD MIX
Organic Leads	33
Referral Leads	20
Social Leads	26
Paid Leads	53

STEP 3 — STRATEGIZE BASED ON RESULTS

LEAD MIX PIE CHART

Organic Leads 25%
Paid Leads 40%
Referral Leads 15%
Social Leads 20%

■ Organic Leads ■ Referral Leads
■ Social Leads ■ Paid Leads

STEP 4 — TRACK PROGRESS

	PROJECTIONS	ACTUAL	% of Goal
Jan	132		0.0%
Feb	132		0.0%
Mar	132		0.0%
Apr	132		0.0%
May	132		0.0%
June	132		0.0%
July	132		0.0%
Aug	132		0.0%
Sept	132		0.0%
Oct	132		0.0%
Nov	132		0.0%
Dec	132		0.0%
Total	**1587**	**0**	**0.0%**

Lead Generation Calculator

1. ENTER your Gross Commission Income goal, Average Selling Price, Compensation %, Split %, and Lead Conversation % in the green fields

STEP 1
ENTER your Gross Commission Income goal, Average Selling Price, Compensation %, Split %, and Lead Conversation % in the green fields

INPUT DATA

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Lead Generation Calculator

2. Use the results in the blue column to determine the amount of homes, total leads, leads per month, and lead mix needed to reach your goals in STEP 1

STEP 2

Use the results in the blue column to determine the amount of homes, total leads, leads per month, and lead mix needed to reach your goals in STEP 1

ANALYZE RESULTS

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Lead Generation Calculator

3. Use the pie chart to understand the data and to make decisions on marketing efforts
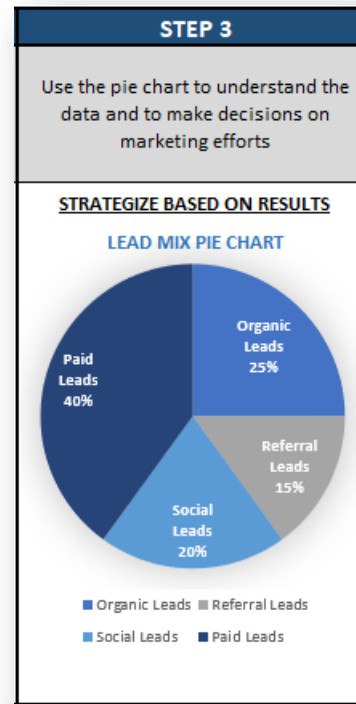
Lead Generation Calculator

4. ENTER your monthly leads into the orange ACTUAL column to help you keep track of your progress. Use the % OF GOAL column to determine amount of goal reached

STEP 4

ENTER your monthly leads into the **orange ACTUAL column** to help you keep track of your progress. Use the % OF GOAL column to determine amount of goal reached

TRACK PROGRESS

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Nov	132		0.0%
Dec	132		0.0%
Total	**1587**	**0**	**0.0%**

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Upcoming Sessions

Upcoming Sessions

3. **Budgeting & Calculator**
   – *LIVE* on 12/10 @ 12PM PST

4. **Ask The Expert**
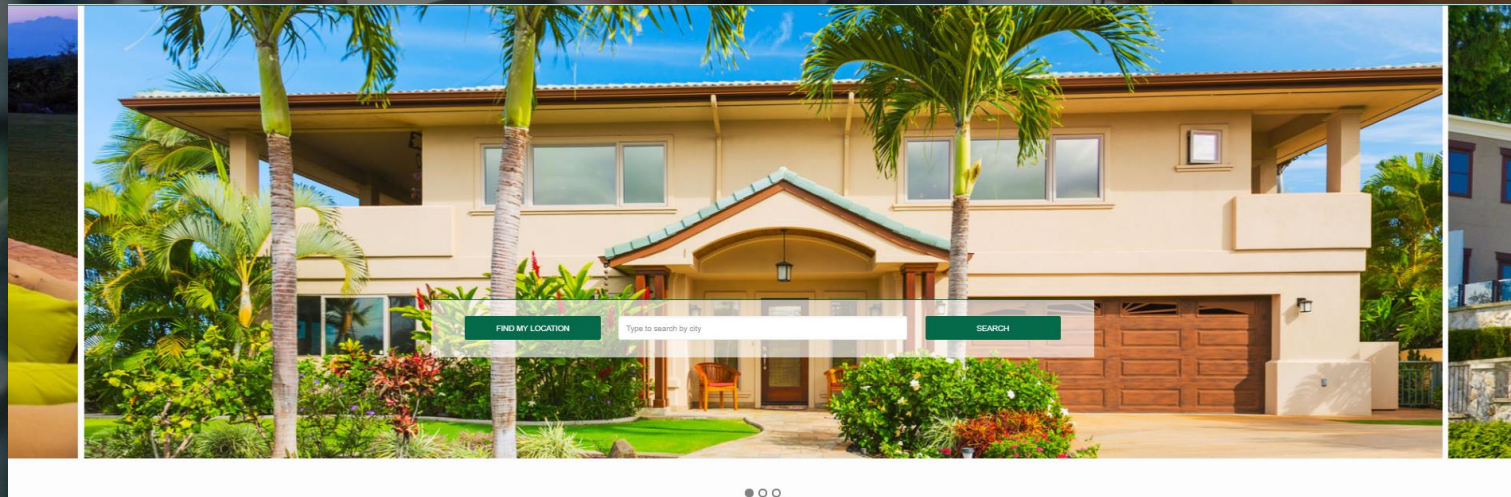   - *LIVE* on 12/17 @12PM PST

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RAFFLE TIME!!
The lucky winner wins a $50 gift card!