



2019 Business Plan Development

Session 3 — Lead Generation + Calculator



Hosted by:
Doug Cherry

Today's Agenda

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



Doug Cherry

Director of Sales

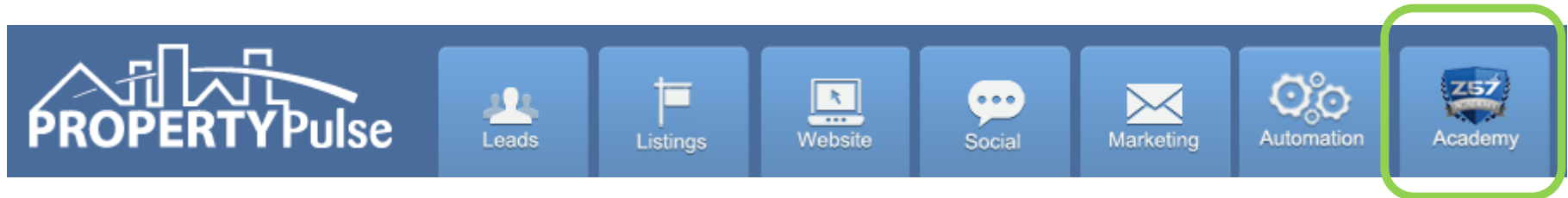
Email: Doug.Cherry@Z57.com

LinkedIn: <http://www.linkedin.com/in/cherrydoug>



Academy Tab in Property Pulse

- Direct link into the Academy Library
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Search



Getting Started

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!



Help Topics

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



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!



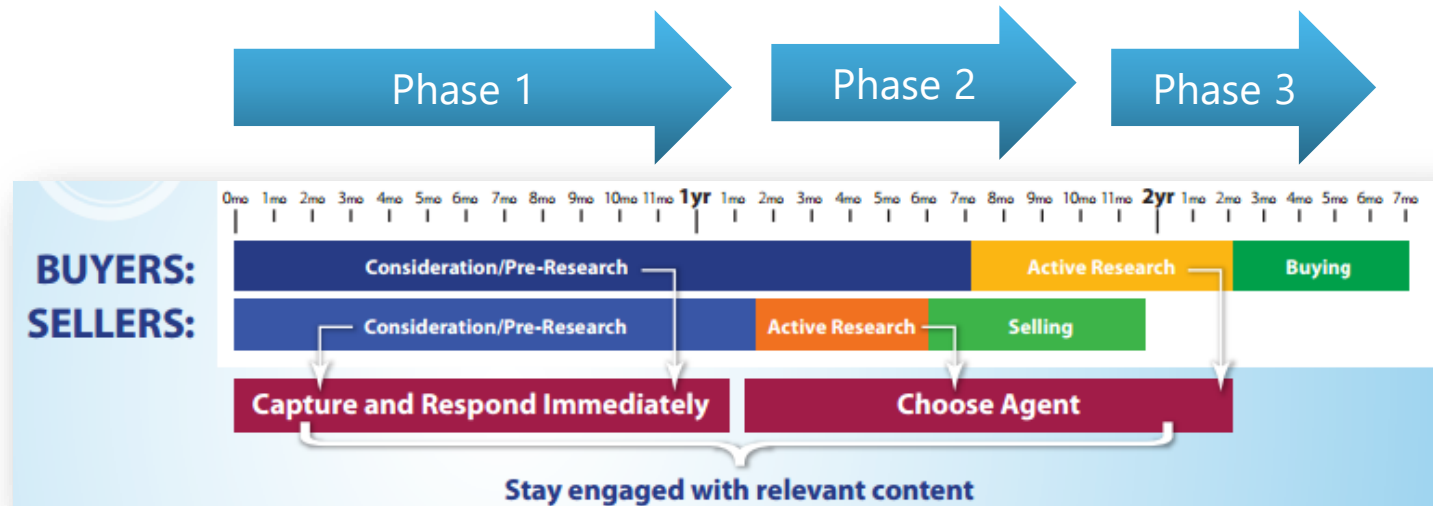


The Concept of Lead Generation



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

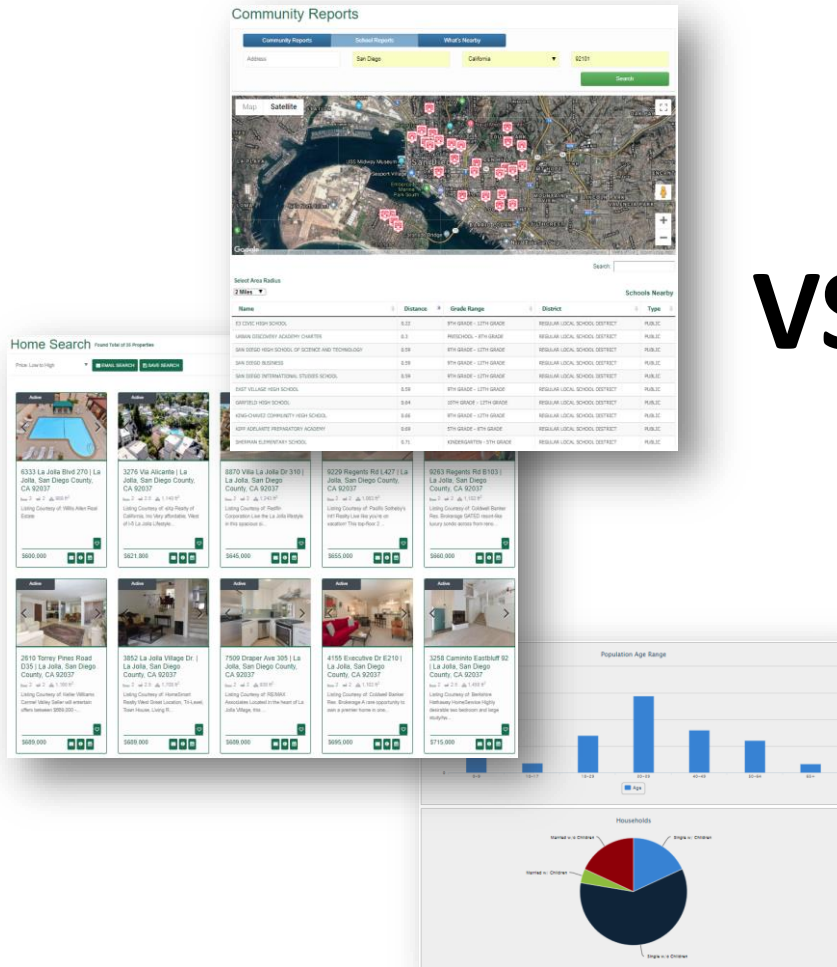
The quality of an online lead is determined by the quality of the response...



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

	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



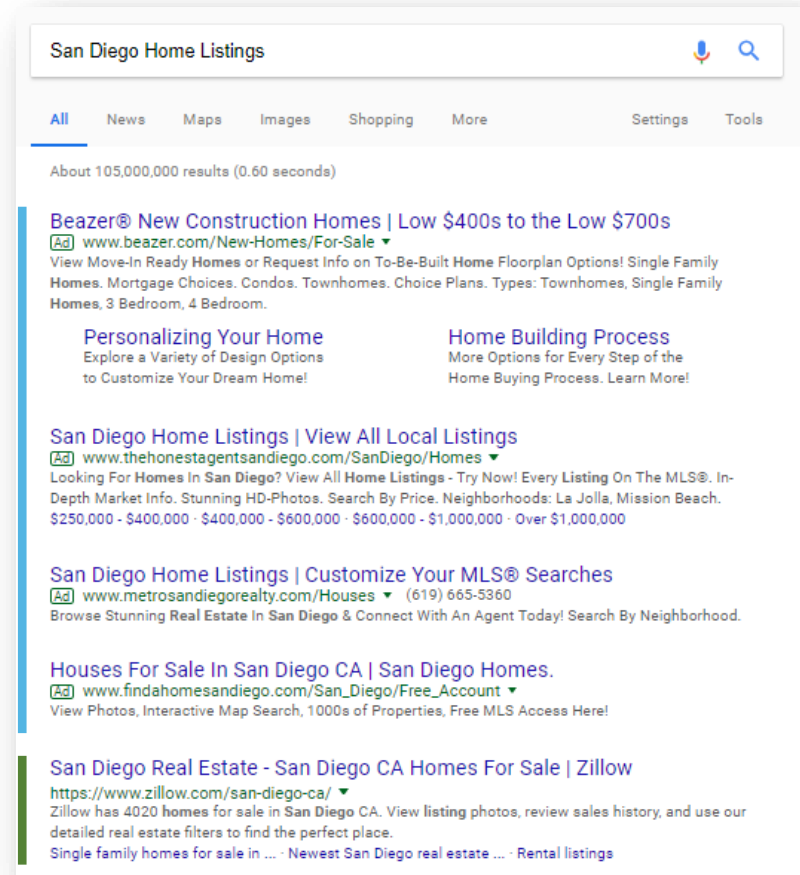
Fundamentals of Lead Generation

Diversification

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

Paid
















Organic




Diversification








A. Social & Facebook


1. Posting


Scheduled Posts		Previous Posts					
Post		Start Date	End Date	Time	Post Day(s)	Schedule	Actions
	The best type of fun is the type you can find in your own backyard. Or if you're not your thing, what else would you want in your backyard? http://imbertallmanhomes.com/	09/07/2018		08:00 pm		Specific Date(s)	 
	Happy National Book Day! Do you prefer paper books or e-books? The smell of paper books is great but so is the convenience of an e-book. Help us decide! http://imbertallmanhomes.com/	09/06/2018		12:00 pm		Specific Date(s)	 
	Now that the kids are going back to school, what are YOU going back to? http://imbertallmanhomes.com/	09/04/2018		10:00 am		Specific Date(s)	 
	Happy Labor Day! http://imbertallmanhomes.com/	09/03/2018		09:00 am		Specific Date(s)	 
	It's a new month! What are your September goals? http://imbertallmanhomes.com/	09/01/2018		07:00 am		Specific Date(s)	 


2. Paid Advertising





**Social Posting**


**Ads Manager**

**Facebook Page**

Featured Listings on Facebook

Create a CMA Ad

Generate more seller leads!




What's Your Home Worth?
propertypulse.z57.com

Is Now the Time to Sell?
propertypulse.z57.com

How has the market affected your home's value? Get a home value estimate today!

Place Ad

Customize



What's Your Home Worth?
propertypulse.z57.com

What's Your Home Worth?
propertypulse.z57.com

How has the market affected your home's value? Get a home value estimate today!

Place Ad

Customize

3. Virality




Diversification

A. Website

1. Lead capture

Interested in a property? Tell me how I can help!

 Sign up with Facebook

or

Sign Up with Email

Name


Email

Phone Number

Comments

SEND

2. Landing Pages

 **Sold Home Values**


Search Criteria

Address City Select state 92121 2 miles


[+More](#)

Find Sold Homes

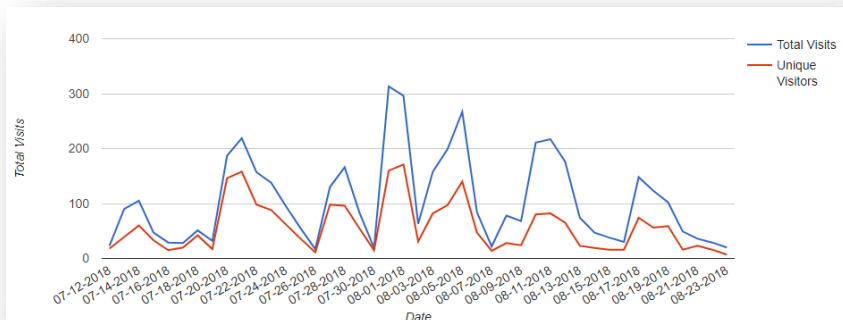
Loading Recent Home Sales...

 Robert Realtor, REALTOR®
800-899-8148
heretohelp@z57.com

Robert Realty
10045 Mesa Rim Road Suite 3
Del Mar, CA 92121

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3. Data

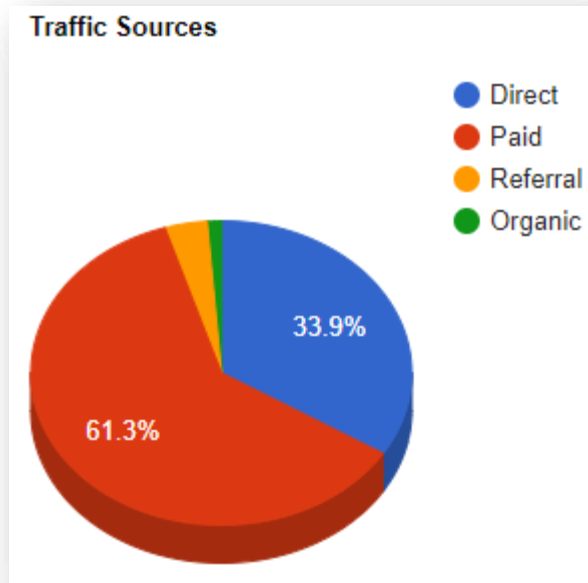


Diversification

A. Website

a. Lead Generation through...

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



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



4 bedroom homes for sale in nashville

Google Search

I'm Feeling Lucky



Consumer Experience

Google

4 bedroom homes for sale in nashville, tn

All Maps Shopping Images News More Settings Tools

About 206,000 results (0.53 seconds)

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Ad www.homesnap.com/Radley-Raven/4-Bedroom ▼
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4 Bedroom Homes For Sale | Free Real Estate Newsletter
Ad www.homesnap.com/Adam-Loew/4-Bedroom ▼ (858) 342-8232
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Nashville Homes For Sale | Trusted by Families Since 1971 | era.com
Ad www.era.com/Listings-For/Nashville ▼
Find The Right **Home** for You With Our Trusted Agents & Up-to-the-Minute Resources
Free Home Search App · Fast Phone Notifications · Up-to-the-Minute Insights · Innovative Real Estate
Types: Single Family Homes, Townhouses, Condos
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Ad www.franklinhomes.com/ ▼
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[Real-Time Updates](#) · [Filter Search Results](#) · [Browse Hi Res Photos](#) · [No Ads](#) · [Easy-To-Use-Tools](#)

Nashville, TN 4-Bedroom Homes for Sale - realtor.com®
<https://www.realtor.com> > [Tennessee](#) > [Davidson County](#) > [Nashville](#) ▼
Search and view photos of **4-bedroom homes for sale in Nashville, TN**. Realtor.com® has property listings for homes with 4 bedrooms in the Nashville area.



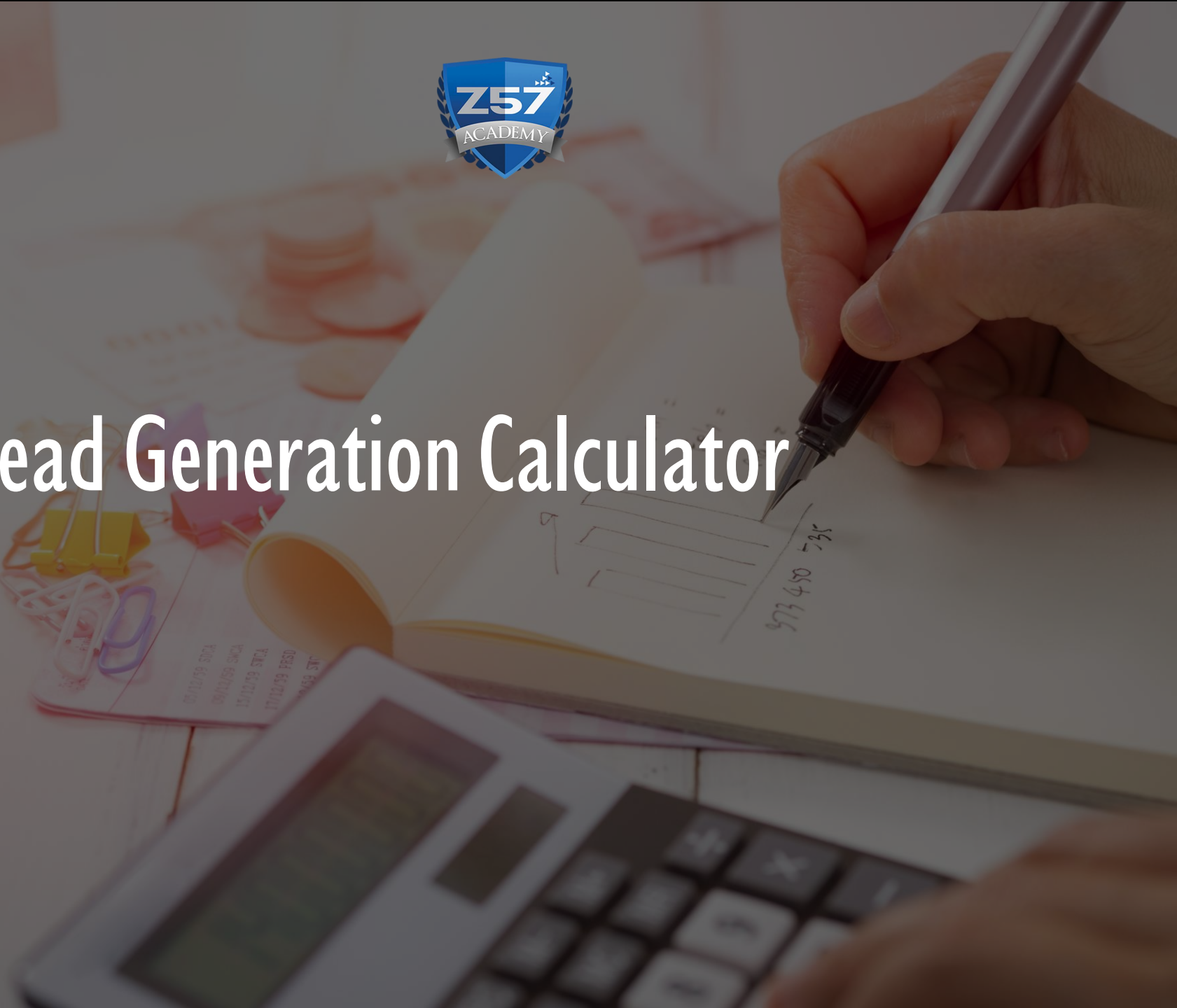
Referrals

- 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																																																																																						
<p>ENTER your Gross Commission Income goal, Average Selling Price, Compensation %, Split %, and Lead Conversion % in the green fields</p>	<p>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</p>	<p>Use the pie chart to understand the data and to make decisions on marketing efforts</p>	<p>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</p>																																																																																						
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Lead Generation Calculator

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

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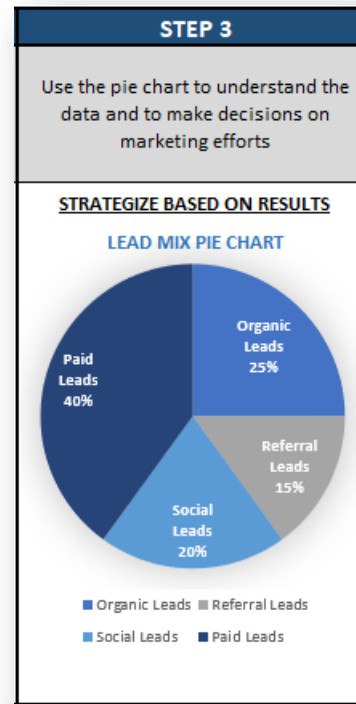
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STEP 2	
Use the results in the blue column to determine the amount of homes, total leads, leads per month, and lead mix needed to reach your goals in STEP 1	
ANALYZE RESULTS	
	PROJECTIONS
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	LEAD MIX
Organic Leads	33
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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			
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	PROJECTIONS	ACTUAL	% of Goal
Jan	132		0.0%
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Sept	132		0.0%
Oct	132		0.0%
Nov	132		0.0%
Dec	132		0.0%
Total	1587	0	0.0%





Upcoming Sessions

Upcoming Sessions

3. **Budgeting & Calculator**
– *LIVE* on 12/10 @ 12PM PST
4. **Ask The Expert**
- *LIVE* on 12/17 @12PM PST



Online Workshops & Coaching

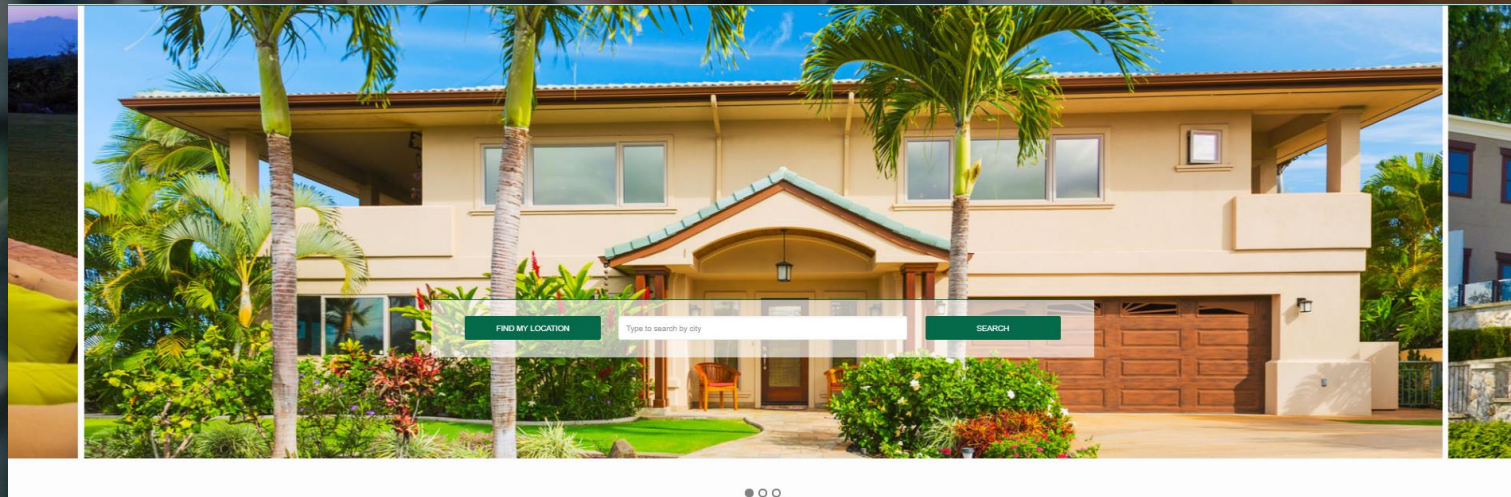




Attend 3 of the 5 sessions in Series 2 to win

Upgraded slider images!

(\$99 value)





RAFFLE TIME!!

The lucky winner wins a \$50 gift card!