



REAL ESTATE MARKETING PLAN

Adding \$125k+ in Gross Commissions

—SLOAN—
MARKETING SOLUTIONS

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INTRODUCTION

This marketing plan includes the exact strategies that if executed on correctly can add a \$100k to \$150K or more in gross commissions to your bottom line.

Brian Sloan here with Sloan Marketing Solutions. For many years I did a lot of things online as a hobby and in pursuit of multiple revenue streams - website design, affiliate marketing, blogging, etc. Then a friend asked me to consider my using my online skills for lead generation. So, I dabbled in it and helped some folks out. However, I ultimately got serious about it and I decided to carve out a niche and put a laser like focus on it. So, with months and months of training I worked to develop specific and successful lead generation skills for those in the real estate market.

What I've found is this: **your sales can improve improve drastically!** So, what's the secret sauce? Now, if there was a secret sauce, why would I hand it over?

Well, it's because the "secret" is not the hard part. I will tell you all you want to know about generating leads. However, it's the strategic implementation that is the difficult part and a very time consuming chore.

A huge issue for realtors is the TIME that they must spend trying to generate leads when the agent should be using their skill set nurturing those leads, selling properties, **closing deals, and increasing monthly commissions!** My question is - do you have a well articulated plan to do just that?

If it were as easy as boosting a Facebook post, we would all have tons of fresh leads all of the time. But, that's not the case. It's much harder and more complicated than that. However, some of the more difficult tasks are tasks that can fill your pipeline with leads and drastically increase your business revenue.

I want you to be freed up from a lot of the monotonous time of cold calling, door knocking, approaching strangers, and going to endless events to **distribute business cards**. It's my desire that you use that time closing deals and have more time for yourself or your family! I want you to know what is possible and how **much money you are leaving on the table** by not having an adequate online lead generation process.

Why am I confident? Well, it's because this stuff works! The strategies are battle tested and I currently implement the same strategies for clients and can give them winning numbers! If you take anything away from this marketing plan, it should be to take action! Whether you start producing more or better content, improve your branding, or simply **bring in more leads**, why not start now and have a free conversation with me? If you are reading this you have clearly already made the decision that you want to improve your business, so start taking the actions that will make that happen. t direction on how to do just that.

3 THINGS REAL ESTATE PROS CAN CHANGE TO ENHANCE THEIR BOTTOM LINE

1

Cut your prospecting & lead generation time substantially

What? But that's part of the gig! Yes, it is. However, this is year 2020! The world has changed. To say the very LEAST, this year many of the old school methods of obtaining new clients are still taking a big hit. Don't misunderstand, cold calling, door knocking, and letter box drops can still bring some results. But it is hard and VERY time consuming! Constant lead generation can take a toll on you and your family. You need to spend as much time as possible on lead nurturing and closing \$\$\$\$ deals!

Although I hope this isn't the case, chances are that COVID-19 will be around for quite a while. So, a huge portion of our population are still very fearful of face to face interaction. So, in the times when you get overwhelmed, run out of time to do the old school things, or the world CHANGES your ability to do those things - your income will more than likely decline, or at best plateau.

Relying on standard methods & referrals may achieve you some level of success. However, it is exhausting and real estate professionals need and deserve a more efficient and profitable lead generation strategy. You can only trade so much time for money until you need to take the next step and outsource those time consuming tasks.

2

Have Correct Expectations About Your Leads

An agent must have correct expectations about leads that are generated online. Like circle prospecting and many other prospecting strategies you are essentially making first contact with a potential lead who doesn't know you. However, with Messenger Marketing the potential lead has actually reached out to you first by asking for the property information you are offering. Therefore, they are much warmer than a cold call. Using Messenger Marketing to build an online database that you consistently nurture is a proven pathway to success! You don't just need another lead. You need a large database of leads!

The benefit of these leads is that you are following up with someone who isn't completely ice cold and has made an inquiry about your property or you in particular.

3

Have Systems In Place For Follow Up and Nurture leads

An experienced lead generating marketer can hand you some fine prospects and good leads on a monthly basis. However, you must have robust, but simple systems in place to move a lead down your pipeline. The vast majority of the high producing agents at least use a simple Customer Relationship Management (CRM) system. If not, many deals - representing much income - will fall through the cracks. Unless you have a process where you are prompted to contact and nurture leads, you WILL leave an amazing amount of money on the table for the year.

A COMBO OF HIGH TECH & HIGH TOUCH IS THE WINNING FORMULA



MESSENGER MARKETING. WHY?



85%+ open rates & 60%+ Click Through Rates



Facebook Messenger is an uncluttered marketing channel not yet tainted with the expectation of having to avoid so much spam. It's like email marketing on steroids.

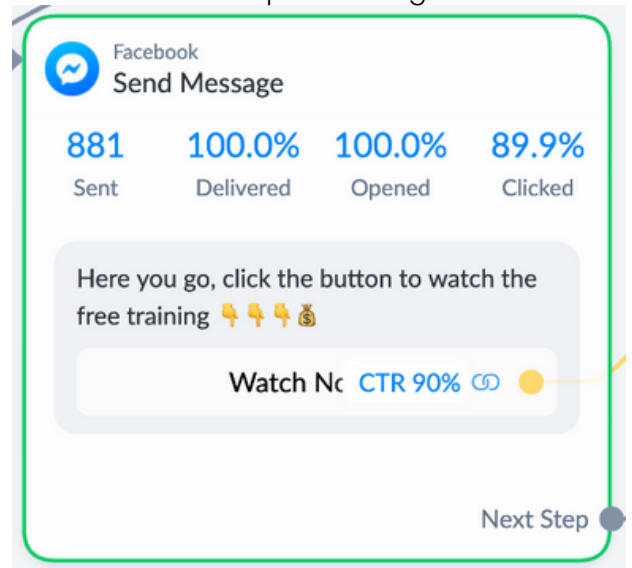
What does this mean?

It means that the information and followup messages you send to your database gets through to them... AND they are likely to respond because it's easy and comfortable to do so.

I use the the worlds largest Messenger Marketing platform "Manychat."

A combination of Messenger Marketing along with email followups can enhance the process as well. However, the open rates for email marketing are getting lower and lower. Messenger marketing works!

Example message



REAL RESULTS \$\$\$



The Messenger ad campaigns that I run are battle tested so we can predict with a high degree of confidence the results projected. It's all about building your database month by month. And remember, these are people who reached out to you!

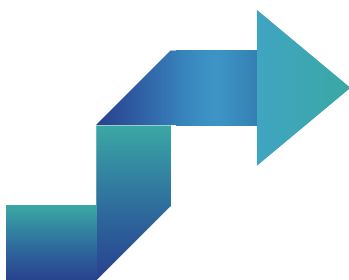
It's cost effective!! Leads bought by brokers and agents from the giant real estate lead companies can easily cost \$20 to \$60 each.

With our seller lead magnet campaign we will be generating highly motivated sellers and moving them through a messenger funnel to drive them to inquire for an appraisal. Therefore we pay a little bit more for these leads - around \$4.00 - \$6.00

As the database grows we cultivate and retarget the database with more ads and follow up messages direct to their messenger inbox.

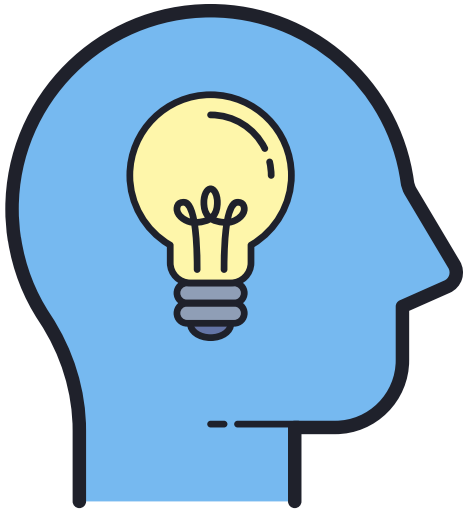
This ongoing cultivation makes sure that we are consistently generating leads, getting appraisals and driving traffic back to your website or continue increasing the ad spend to get new clients.

Even if you only got and converted 2 additional listings per month. What would that do to your yearly bottom line?



*A Strategic Real Estate Lead Generation
Approach For 2020 And Beyond!*

Significantly Increase Your Monthly Profits!





SCHEDULE YOUR CALL WITH BRIAN

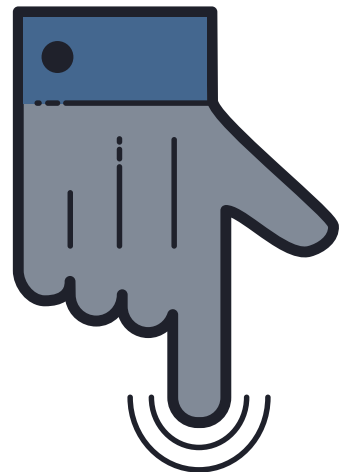
Free 15-Minute Demo Call

We can do this on a Zoom call or just a phone call. After the call you will have a clear understanding of the next steps you can take for your business to start generating consistent and reliable results that you can directly correlate to new listings & real growth!

Get a time on Brian's calendar to schedule your call today and we look forward to speaking to you soon!

THIS CALL IS PERFECT FOR:

-  Real estate agents, team leaders & agency owners who want to scale their business.
-  Real Estate Professionals looking for a reliable agency that can make their company a priority.



Click to Schedule a Call
Quick, Easy No Pressure!

Or request more information:
Email: Brian@SloanMarketingSolutions.com
SloanMarketingSolutions.com

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