GENSTONE REALTY

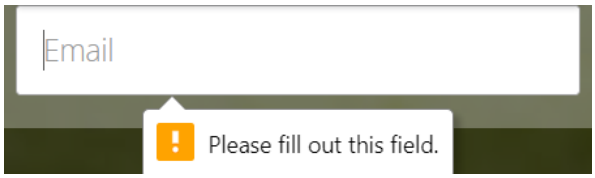
kvCORE PLATFORM

How a Landing Page Generates Leads

1. When a person views your created landing page on your social media accounts and is ***intrigued to learn what you posted***, the person clicks on "See the List Now."



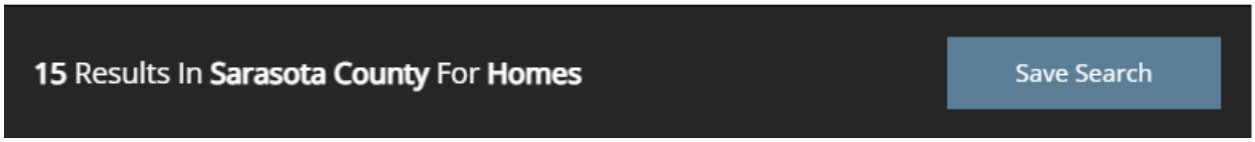
2. The potential lead is requested to provide an email address to view the list. The proposition of a landing page is when you give me an email address, you may see what I prepared for you. That is different from a squeeze page where the person begins looking at your search, and after clicking on two properties, the site asks for an email address.



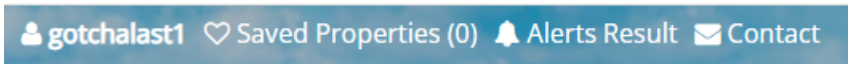
3. The lead enters an email address, and optionally, a phone number. *(Your previous decision to make the phone number required or not determines whether it is necessary to continue.)*



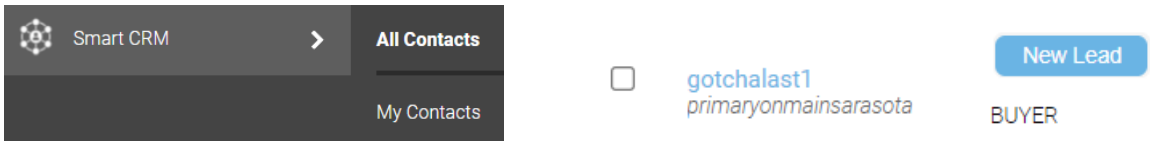
4. When the lead clicks to see the list, the landing page search displays so the lead may review the properties and save the search if desired.



5. Also, your website auto pre-registers the lead on the front end, so when the lead returns, no login is required.



6. Immediately in Smart CRM "My Leads," the lead name from the email address displays, plus the landing page Hash Tag to alert you how you generated the lead as you follow up. If you specified "Buyer" in the landing page setup, the classification of the lead is "New Lead – Buyer."



7. The lead is also automatically added to the Smart Campaign of "Default New Lead – Buyer." In addition, if the lead provided a phone number, a text message is automatically sent seven minutes later stating:

Content	Hi, thanks for requesting property info on our site. Just curious, are you actively searching for a property... or just browsing right now?- {agent_first_name}

8. If the lead only provided an email, the next day, the lead receives an auto email stating:

Name	Buyer - first email
Subject	re: searching properties
Content	Thanks for checking out {agent_site_url}. Are you looking to buy soon or just browsing at this point? Regards, {agent_first_name} {agent_last_name} {office_name} {agent_cell_phone} {agent_email} In order to help you stay informed and find a great deal on your next real estate purchase, you'll receive occasional communications by email, text & phone. Our intention is to provide you with the best service possible, but if you ever aren't happy with the quality of the content, you can easily unsubscribe anytime.

9. If provided a phone number, the Smart Campaign directs you to call at specific intervals.

DAY 2	Call and DONT leave VM	Call	system	→	agent	Edit		
DAY 2	Are you an investor?	Text	agent	→	contact	Preview	Edit	
DAY 3	Call and leave VM	Call	system	→	agent	Edit		

10. All leads are not immediately ready, so keep the Smart Campaign in place. Ask for a phone number at some point to have the ability to call and text to help keep you "top of mind," so the lead will use you when the lead is finally ready to move.