12 Real Estate Campaigns to Keep Calls Pouring in From Prospects

Chris Scott & Garry Creath

About Your Instructors

Chris Scott is a real digital estate marketer and shows real estate practitioners how to market themselves to get recognized in their local markets for the service they provide. He hosts weekly webcasts to thousands of real estate professionals every month, manages social media accounts with over 200,000 followers, runs a team that generates over 5000 leads per month, and does marketing for his real estate firm in Austin, Texas.

Garry Creath is a listing expert agent and cofounder of Marketing Club by Paperless Agent. He has more than twenty years of real estate service and sales experience, with an emphasis on the narratives and processes for turning prospects into returning customers. Chris and Garyy are authors of the best selling real estate business book Blueprint: The Agent's Guide to Building a Thriving Real Estate Business.

Lead Generation Made Easy

There is nothing harder or more time-consuming than chasing after new leads and listings. And filling up your pipeline with a steady stream of them is even harder. To do so, you know you need to “get the word out” and market yourself, but it’s far easier said than done.

Doing it yourself requires a lot of your time, energy, and creativity to come up with new, fresh ideas every single month. Your frustrations end today with this Listing Lead Campaign Checklist. They’re tested and proven to work.

When you use these campaigns, you’ll be seen as a true expert, build up an organic “Word of Mouth” reputation, and attract seller leads who want you as their agent.

There’s no need to "reinvent the wheel" – simply take these campaigns and use them without stress or hassle, and you'll keep a steady stream of seller leads (along with new listings) flowing into your pipeline. It only takes a couple hours every month to follow these steps, and you’ll never run out of fresh things to say or do.
The 12 Campaigns

1. Featured Listing Campaign

- We’re going to use real estate as the reason for outreach. By seeing us in the action of marketing real estate, we provide evidence of our competence.
- If you don’t have a listing to market right now, you can do recently solds, partner with other agents to market an open house, or get support from with your broker to get permission to market listings from the firm.
- The first thing you’ll need is a page on your website to market the listing. We refer to this as a property landing page. It’s simple a page on our website with information about the home.
- Here’s an example: [https://www.creathrealestate.com/9709-angelwylde-drive-austin-texas-78733](https://www.creathrealestate.com/9709-angelwylde-drive-austin-texas-78733)

2. Featured Listing Email

- A landing page on your website about the listing alone is not sufficient to get visitors. Google won’t magically reward you with traffic. We use the landing page with information about the property as a reason to email people.

3. Property Marketing Plan

- This is a powerful tool if you want to position yourself above the competition and defeat discounters in your market.
- A property marketing plan is a document that describes everything you’re going to do to market and sell a home.
- Add a link to your property marketing plan in your Featured Listing Email in the P.S. section of your message.
4. Lazy Listing Tour

- Facebook’s algorithm rewards short, interesting videos with great reach and low cost of promotion.
- Using your phone, just record a 1-minute video showcasing a highlight feature of a home, and post on your FB Business Page, then share it to your Personal Profile.
- Use Facebook Ads to promote your Lazy Listing Tour for $1 a day to people in your sphere of influence, people who engage you on social media, and visitors of your website.
- Here’s an example: https://youtu.be/FJ7TWKQNk44

5. Expert Positioning Videos

- Online video is a powerful way to educate your future clients, show your expertise and competence, and stand out in your market.
- As a prospect or lead evaluates whether you’re the right choice for them, they are going to research you online.
- Videos secure those prospects while attracting new ones.
- Here’s an example: https://youtu.be/av49Sn8XHA8

6. Emails to Your Base

- Did you know 76% of home sellers DO NOT hire the agent they used to buy the home. According to NAR, this is a fact.
- Sending messages and providing value to your Base, that is your contacts & connections not only captures more repeat customers, but causes word-of-mouth, recommendations, and referrals to happen.
- Start by publishing useful information online, such as a blog post or video about something real estate related.
- Send an email to all your contacts and connections sharing that blog post or video. Do this once a month.
7. Social Videos to Your Base
   - Since you won’t have contact information for all your connections, record a 1-minute video talking about the blog post or video about the real estate related information you shared by email.
   - Post on social and run $1 a day FB Ad campaigns for 30 days.

8. Social Media to Your Base
   - Post the blog post or video you shared using traditional social posts with images and text.

9. FB Messenger Campaign
   - Follow-up the emails, videos, and social posts you’ve been sharing with your base with a quick note to people you’re connected to on FB via FB Messenger.
   - Just say hello and that you wanted to check in with them. Perhaps research their FB timeline to see if there’s anything you can ask a question about.
   - And that’s it. They’ve been seeing all your other marketing, and if they have a referral or thinking of moving themselves, they will tell you. If not, they will simply appreciate the fact you took the time to reach out.

10. Move-up Buyer Campaign

11. iBuyer Marketing
   - “iBuyers” are the hottest buzzword in real estate right now, and there seems to be two main camps of thought on them…1. “They’re a fad with too small a market share for me to worry about them”, or “Ahh, iBuyers are going to run me out of business!”
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- We believe the truth is somewhere in the middle. iBuyers are making a splash in the industry, that’s for certain.
- Rather than ignore or fear them, we need to figure out a way to use their market presence to our advantage.
- The bottom line is this: we provide value during the real estate transaction process... and iBuyers don't change that!

12. Why Add iBuyers to Your Listing Presentation

Learn how you can get the templates from this presentation!