



# 6 IDEAS FOR LEAD CAPTURE

SKILL LEVELS (B): BASIC (I): INTERMEDIATE (A): ADVANCED

01

## FOLLOW UP (B)

According to NAR, 80% of buyers and sellers are never contacted again by their real estate pro post closing. In almost any scenario where a sale is based on establishing a relationship, there exists tremendous opportunity to generate not only repeat business, but a steady flow of new referral business.

If you do not have a solid follow up strategy, now is the time to establish it. Constantly monitor your strategy and test new ways to keep relationships alive.

02

## LANDING PAGES (A)

A landing page is a single page web marketing effort that often times has its own domain name associated with it. They can be created to market a single listing, a specific niche like golf course or lake properties and much more.

Landing pages combined with an IDX saved search create dynamic ways to optimize the ability to be found organically in search engines. Be sure to add a way to track the traffic to your pages using an analytic program like Google Analytics or StatCounter. Use those metrics to test your pages until you hit the sweet spot!

03

## E-MAIL MARKETING (B)

I recommend learning ALL that you can about e-mail marketing as a strategy. Using a service such as Mailchimp allows you to customize messages to your prospects, previous clients and more.

E-mail marketing, when done correctly, is the most cost effective method of driving traffic to your LIVE Data IDX powered website.

04

## BE SOCIAL (I)

I'm sure you're constantly bombarded by the latest and greatest social media guru that claims to get you a zillion followers and create rivers of revenue. Probably not gonna happen and if you do get a lot followers, they won't be what you expected. You can however capture qualified leads if you treat social media as the relationship building tool that it is. Be helpful. Use it as means to share what you love about the areas you serve. Consumers want to know what you know. They will turn off a steady stream of listings or "salesy" messages. Social media is a tremendous way to build critical top-of-mind awareness of your brand.

05

## BE LOCAL (A)

Provide your prospects with a steady stream of unique local information. Leverage your relationships with local businesses to help tell the stories of the neighborhoods you serve. Associate saved IDX searches with your hyperlocal content and you will have a resource that consumers crave and something that can not be delivered by big 3rd party portals. Use great photos and short video snippets. A creative hyperlocal strategy will keep people coming back to your LIVE data powered IDX website.

06

## BE MOBILE (B)

71% of Internet traffic now originates on a mobile device. Make certain that your IDX home search is mobile compatible and that your website responds to mobile devices by formatting the pages in an easy to view, mobile friendly format. Provide your clients with a link to download the awesome Flexmls mobile app from the Apple app store. Create a call to action on each of your pages for your prospects to create a portal account and that same log-in will work with the Flexmls mobile IDX search!

## BONUS IDEA (B):

BE LIVE! Did you know that as a Flexmls user, the listing data you use every day is up-to-the-second fresh? You never have to worry about the integrity of the information you are providing your clients and prospects. That same unique benefit extends to all of the awesome IDX products we provide. The credibility of LIVE data is something you can market to your prospects.

Take the time in your marketing presentations to let prospects know that data dependability is being put to work for them every second!