

14 Day Welcome Campaign

Below you will find 2 separate campaign options. Similar, but slightly different - Both have proven to be effective!

First Campaign Example

First Action: SMS

Delay: 5 Minutes

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage

Silent Hours: PM to AM - What times you wouldn't want the Msg's to go out

Text ---- Hi this is [AgentFirstName] from [LeadVisitedUserWebsite], you were just on our website looking at homes between [LookedAtPriceRange] in [MostViewedCity], did you find what you were looking for? --- [AgentFirstName] [AgentLastName] - Brokerage info

Second Action: Email - Welcome Video Email

Delay: 1 Minutes

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage

Silent Hours: Not necessary as this will go out right after the SMS

Hi [FirstName]

Thank you for registering on my website. I wanted to start by introducing myself (Click on the link below) and to let you know I am here for any questions.

Currently, we have you set up to receive listings in [MostViewedCity] with a price range of [LookedAtPriceRange]. Is this correct? Let me know if you would like to update any of

the search criteria eg bedrooms, baths, price range, area etc. This will eliminate meaningless listings being sent and will also ensure you don't miss out on listings hitting the market.

I would love to hear your plans for your next home and see where I can make the whole process easier for you. Are you a first time home buyer? upgrading-- downgrading? relocating? When do you see yourself in a new home?

Even if it's not for another 2 years, not a problem. I can provide advice along the way. Thanks and I look forward to hearing from you.



[Signature]

Third Action: SMS

Delay: 1 Day

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage

Silent Hours: PM to AM - What times you wouldn't want the Msg's to go out

Hi [FirstName], I sent you some property listings in the [MostViewedCity] area to your email [Email]. Please let me know if you are able to open and view them?
[AgentFirstName]

Fourth Action: SMS

Delay: 2 Days

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage

Silent Hours: PM to AM - What times you wouldn't want the Msg's to go out

Hi [FirstName] How are you? I wanted to check in to see how your search for a new home is going? Are you looking for something soon or in the future?

Fifth Action: SMS

Delay: 4 Days

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage

Silent Hours: PM to AM - What times you wouldn't want the Msg's to go out

Hey [FirstName] I would love to hear your plans for a new home even if you are only browsing for right now but have a future timeline in mind. That is no problem. It will allow me to understand how best to follow up and to provide you with any resources that may be beneficial along the way. Thanks

Sixth Action: SMS

Delay: 6 Days

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage
Silent Hours: PM to AM - What times you wouldn't want the Msg's to go out

Hey [FirstName] Although I know we have not yet had a chat, I just wanted to make sure that the listings are meeting the needs of what you are looking for in a new home? I am here if you have any questions about a listing or real estate in general. Thanks

Seventh Action: Email

Delay: 1 Minutes

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage
Silent Hours: PM to AM - What times you wouldn't want the Msg's to go out

Hi [FirstName],

I hope you are staying safe and well.

Although I know we have not yet had a chat, I just wanted to make sure that the listings are meeting the needs of what you are looking for in a new home?

I would love to hear your must-haves and what your perfect home would include so I can ensure you don't miss out on that perfect match. I am here if you have any questions about a listing or real estate in general. Thanks

[Signature]

2nd Campaign Example

First Action: SMS

Delay: 5 Minutes

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage

Silent Hours: PM to AM - What times you wouldn't want the Msg's to go out

Text ---- Good [Morning,Afternoon,Evening] [FirstName]! Thanks for logging onto my site [LeadVisitedUserWebsite] to browse listings. I am going to set you up to get daily updates of new listings by email. I see you were looking for listings in [MostViewedCity], is your price range [LookedAtPriceRange] and are you looking for [AllPropertyTypes] ?

Second Action: Email - Welcome Video Email

Delay: 1 Minutes

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage

Silent Hours: Not necessary as this will go out right after the SMS

Include a Welcome video please see example below

Email-- Hi [FirstName]

I hope you are staying safe and well. I wanted to introduce myself and check-in with you to see how things are going in your home search. Please don't hesitate to reach out to me as I would like to make the process of finding the perfect home as easiest as possible for you. Thanks and I look forward to hearing from you.

(place video here)

[Signature]

Third Action: SMS

Delay: 1 Day

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage

Silent Hours: PM to AM - What times you wouldn't want the Msg's to go out

Hi [FirstName], I sent you some property listings in the [MostViewedCity] area to your email [Email]. Please let me know if you have been able to open them?
[AgentFirstName]

Fourth Action: SMS

Delay: 2 Days

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage

Silent Hours: PM to AM - What times you wouldn't want the Msg's to go out

Hi [FirstName] How are you? I wanted to check in to see how your search for a new home is going? Are you looking for something soon or in the future?

Fifth Action: SMS

Delay: 4 Days

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage

Silent Hours: PM to AM - What times you wouldn't want the Msg's to go out

Hey [FirstName] I would love to hear your plans for a new home even if you are only browsing for right now but have a future timeline in mind. That is no problem. It will allow me to understand how best to follow up and to provide you with any resources that may be beneficial along the way. Thanks

Sixth Action: SMS

Delay: 6 Days

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage
Silent Hours: PM to AM - What times you wouldn't want the Msg's to go out

Hey [FirstName] Although I know we have not yet had a chat, I just wanted to make sure that the listings are meeting the needs of what you are looking for in a new home? I am here if you have any questions about a listing or real estate in general. Thanks

Seventh Action: SMS

Delay: 1 Minutes

Stopping Clause: Made Contact, Set Meeting, Signed Agreement, Showing, Sold, Garbage
Silent Hours: PM to AM - What times you wouldn't want the Msg's to go out

Hi [FirstName],

I hope all is well. I wanted to thank you again for registering on my website and also check-in to see how your search for a new home is going? Are the listings meeting the needs of what you are looking for?

Let me know if you would like to adjust your search eg. bedrooms, bathrooms, area, price range etc.

I would love to hear your plans for your next home and see where I can make the whole process easier for you. Are you a first time home buyer? upgrading--downgrading? relocating? When do you see yourself in a new home?

Even if it's not for another 2 years, not a problem. I can provide advice along the way. Thanks and I look forward to hearing from you.

[Signature]

Eighth Action: SMS

Delay: 1 Week

**Stopping Clause: Made Contact, Set Meeting, Signed Agreement,
Showing, Sold, Garbage**
**Silent Hours: PM to AM - What times you wouldn't want the Msg's
to go out**

Hi [FirstName] How are you? I wanted to make sure that you were still interested in receiving emailed property listings. Please get back to me so I can ensure those continue to be sent. Thanks!