

Unresponsive Lead Campaign

FIRST ACTION: SMS

Delay: 2 Minutes

Is this [FirstName]?

SECOND ACTION: EMAIL

Delay: 1 Minute

Subject: Did I Scare you Off?

Hi [FirstName],

You recently registered on [LeadVisitedUserWebsite] and you've been receiving listings from me for quite a while.

Many people just browse casually, which is fine. Do you mind letting me know if this was the case with you or you are seriously contemplating moving within the next year?

Is there a good time to give you a call to discuss the wants and needs when it comes to your next home?

[Signature]

THIRD ACTION: SMS

Delay: 3 days

Hi [FirstName],

Are there any listings that you find interesting? [AgentFirstName]

FOURTH ACTION: EMAIL

Delay: 1 Week

Subject: Is this even your real email?

Hi [FirstName],

I'm just wondering if this is really your email? If not, then someone else is getting some pretty cool listings to their inbox.

Anyways, please let me know if these are any good or maybe you'd like something changed.

[Signature]

FIFTH ACTION: SMS

Delay: 1 Week

I know this may be bold to ask since you keep ghosting me :D Would you be open to a quick Zoom meeting just to touch base and see if there is anything I can help you with when it comes to your home search?

- [AgentFirstName]

SIXTH ACTION: EMAIL

Delay: 2 Weeks

Subject: You know I once sold a home to Justin B?

Nice guy he was a plumber from [MostViewedCity]

He's one of the fantastic people that I have access to that can help any questions you have during the home purchase process.

It's important to note that I don't receive anything from recommending someone to you during your search. I recommend them because they do work and put your needs above all others when you work with them (much like I do)

I'd be happy to send you over a list of my preferred partners. Reach out anytime

Have a great day

[Signature]

SEVENTH ACTION: SMS

Delay: 30 Days

I'm getting worried [FirstName] I haven't heard from you in a while. Have you fallen and can't get up? Want me to send help? - call me [AgentFirstName]

EIGHTH ACTION: EMAIL

Delay: 30 Days

Subject: My Contact Info

Hi [FirstName]

I just wanted you to make sure that you have my contact information. Consider me the google of the local real estate market.

Reach out with any questions.

[Signature]

NINTH ACTION: EMAIL

DELAY: 60 DAYS

Subject: [FirstName] a lot has changed

Hi [FirstName]

I understand if your situation may have changed or the initial search criteria don't match your needs anymore. Please let me know and I'll adjust accordingly.

Please reach out to me whenever you feel like it.

[Signature]

TENTH ACTION: SMS

DELAY: 214 Days

Happy Anniversary!!! wow so many memories so many laughs is what I would be saying if we'd have met anyway thanks for signing up on [LeadVisitedUserWebsite] a year ago today. Let me know if you are still in the market for a home I'd love to help [AgentFirstName]

ELEVENTH ACTION: EMAIL

Delay: 1 Minute

Subject: Happy Anniversary!

Hi [FirstName],

Happy Anniversary!!! Wow, so many memories, so many laughs is what I would be saying if we'd have met face to face Anyway, thanks for signing up on [LeadVisitedUserWebsite] a year ago.

Let me know how things are going and if you have any questions I am here to help you and assist in any way I can.

Have a great day,

[Signature]