

Using Automation to Cultivate Leads



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Your **WEBSITE** is your most important sales and marketing tool.

When it comes to home sales, no other instrument compares to the importance of your website. As a new home sales expert, Myers Barnes, states "The website is the new sales model."



So, you've created a well-thought-out, complex marketing plan to funnel prospects to your website. **Congratulations.**

Are you ready for what happens next? In most cases, what happens next is ... nothing.

97% of your website visitors don't take any action. And because they don't act, usually you can't either! Unless they identify themselves, you don't know who they are or how to reach out to them.

It's no longer good enough to have a decent website; you need to have a web strategy to compel your potential buyers to engage with you or allow you to engage with them.

The process starts when you create an attractive call to action, also referred to as a CTA. CTA's are buttons on a website that make an offer such as "download a floor plan," "get a free estimate," or "view our communities." The purpose of a CTA is to move site visitors to give you their information so you can continue to market and nurture them.



In addition, these CTA's allow potential customers to let you know what they are specifically interested in.

At this point, you've grabbed their attention. But you also gained permission to provide helpful information. So now you can educate them as to your offerings, funneling them to the point where they will physically visit your sales center or reach out to you directly.

You're probably asking yourself, "**Come on, Scott, does this strategy work?**" You're currently reading this article, aren't you? And the reason you are is more than likely at some point; you provided your name and email address to learn more valuable marketing tips to increase sales.

Now, watch what happens over the next few days - **you'll receive more information relevant to this topic** - no heavy sales pitch or pressure, but more information.



Approximately **5% of the leads from your website** will be ready to speak to a salesperson. The other **95% would like to do more research.**

For them, you need to have a lead nurturing program. **Lead nurturing** is the bridge between marketing and sales. It's a way to determine if a warm lead is a hot lead.

Lead nurturing is also a way to move a warm lead through the sale process to become a customer.

Lead Nurturing can be and should be automated. You are minimizing sales efforts while maximizing lead quality.

At best, the nurturing process presents potential buyers with choices then delivers pertinent information. Each choice they make provides you with additional information about them, permitting you to customize the message to their specific needs.

For example, a prospect might complete a web form to download a particular floor plan (e.g., four bedrooms/two bathrooms). This information triggers a sequence of automated emails providing additional benefits regarding larger homes coupled with images of families living happily and comfortably in one of your homes. In addition, the email they receive might ask them to click a specific link if they are looking for a site in one particular community or another link if they currently own a parcel of land. Their choices are automatically recorded and added to their contact record. These choices will determine the additional information they will receive.

ABC Builders
Builders & Contractors
555-1212

Download the report, *Why Now Is The Best Time Ever to Buy a New Home*. Simply complete and submit the form below to receive your copy instantly.

First Name *

Last Name *

Email *

Phone 1

I'm interested in:

Starter Home plus

Move-Up Home info

55+ Community Living

This nurturing process increases your prospect's level of interest by continually keeping them engaged while providing relevant information.

At the same time, you're capturing valuable qualification information for your sales team. This information will help prepare them for the first "in-person" meeting. A well-designed nurturing process allows buyers to qualify themselves. It also gives you repeated touchpoints with the prospect. Of course, today's prospects expect a follow-up message, but they still appreciate the well-crafted, personalized message.

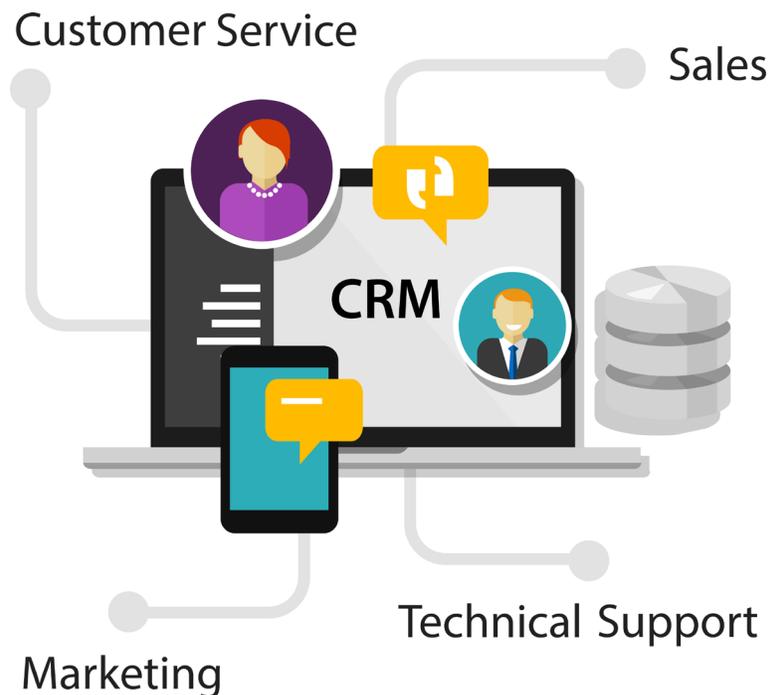
Here's the bottom line: Most potential new home buyers are 2/3 of the way through the buying process before talking to a salesperson. Utilizing an automated nurturing process has the potential to increase the number of leads from your website dramatically! These leads will be better qualified and further in the sales funnel.



Choosing An Automated Marketing System

A **Customer Relationship Management (CRM)** program is integral to automated nurturing; it is only part of the equation. You also need a visually appealing, intuitive website with **multiple CTAs** to enhance the user experience (UX).

Next, you need a complex automated marketing system to track activity and provide timely and helpful client engagement. But, you will also want an automated marketing system simple enough to set up and use, so you don't end up dropping it after six months. Both of these "must-haves" can provide potential buyers with valuable, engaging, and actionable information that your team can manage without much effort.



There are **hundreds** of marketing automation systems out there. They range from proprietary systems to “out-of-the-box” mainstream companies like **Hubspot**, **Keap**, **Lasso**, **Salesforce**, and **Sharpspring**. Of course, there are benefits and drawbacks to each of these systems. But why should you navigate the marketing automation without help?



Power Marketing has decades of experience working with multiple CRM and marketing automation systems. **We understand the reality of complicated programs; no matter how powerful, utilizing them completely most likely doesn't occur.** Our team will help you select the correct software based on your company's needs.

Businesses that use marketing automation have seen a 451% increase in qualified leads. In return, these nurtured leads make 47% larger purchases compared to ordinary leads.

To schedule a marketing automation discovery, call us at **615-257-0057**, or click here to have a **Power Marketing** representative contact you.

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About Power Marketing

Power Marketing is a full-service marketing firm founded in 1992. We specialize in marketing strategy, website design and creation, branding, search engine optimization (SEO), Digital marketing, and builder marketing.