Online Lead Generation

In today’s real estate landscape, online leads are one of the most powerful sources of new business — but only if approached with the right mindset and strategy. Online leads are different from traditional referrals: they often don’t know you, haven’t built trust yet, and may be earlier in their buying or selling journey. Success comes from speed, consistency, and value.

- Social Media
- Leads21 Program – Prospecting with Online Leads
- Back At You Media – Social Media Automation & Lead Generation
- Remarketer Leads Master Program

Social Media

Introduction: Why Social Media is Your Modern-Day Open House

In today's real estate market, **social media is not optional** — it's essential. Gary Vaynerchuk, a pioneer in modern marketing, says it best: "*Attention is the most valuable asset.*" If you're not capturing attention online, you're missing opportunities every day. Social media is your open house, your farming flyer, your networking event — **available 24/7 to thousands of people**. It's time to stop thinking of it as "extra" and start seeing it as your **core marketing strategy.**

This section will walk you through **specific, actionable ways** to use social media to build your brand, generate leads, and close more deals.

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1. Document, Don't Just Create

Don't overthink content. Document your journey.

- **Behind-the-Scenes**: Show day-to-day life as an agent: staging a listing, attending an inspection, prepping for an open house.
- **Wins and Lessons**: Share success stories AND challenges. Authenticity builds trust.
- **Daily Thoughts**: Post quick market insights, tips for buyers and sellers, or your "thought of the day" about real estate.

> *People don't just want perfect photos — they want access to the real you.*

Key Action: Start filming short clips daily. Even 30 seconds is valuable.

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2. The "Content Pyramid" Strategy

One piece of content can create many. Here's how to apply it:

- **Record a long-form video** (e.g., market update, home tour, client tips).
- **Chop it into micro-content**: 10–30 second clips for Instagram Reels, TikTok, Facebook.
- **Turn key points into graphics**: Market stat infographics, quote cards.
- **Write a blog post or LinkedIn article** from the video.
- **Send an email blast** using highlights.

Key Action: Maximize every piece of effort. One big idea = 10+ posts.

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3. Be Where the Eyeballs Are

"Don't create friction." Go where people already are. For real estate agents today:

- **Instagram**: Stories, Reels, Carousels (perfect for quick listing videos and market updates).
- **Facebook**: Local groups, Marketplace listings, live streams.
- **TikTok**: Fun, relatable short videos — "3 Things to Know Before You Buy Your First Home" style content works well.
- **LinkedIn**: Professional networking, success stories, thought leadership.
- **YouTube**: Longer videos — virtual tours, neighborhood guides, real estate Q&A.

Key Action: Pick 2-3 platforms and be **consistent**.

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4. Engage, Don't Just Post

"Content" without **engagement** is just noise.

- **Comment thoughtfully** on other people's posts.
- **Answer every comment** on your content.
- **DM people** who engage with you. Start conversations.
- **Like and share** posts from local businesses, clients, and community pages.

Key Action: Spend at least **15 minutes a day** engaging, not just posting.

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5. Focus on Community, Not Just Listings

People don't want to be "sold" — they want to connect.

- **Spotlight local businesses** (cafes, gyms, markets) in your stories.
- **Feature local events** (farmers markets, charity runs, festivals).
- **Share client milestones** (with permission) like "Congratulations to John and Jane on their first home!"
- **Create a "Life in [Your City]" series** showing the best parts of living in your market.

Key Action: Become the "Mayor" of your community online.

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6. Paid Ads for Amplification

Right now, social media ads are still a steal compared to traditional marketing.

- **Boost open houses** to a geo-targeted audience.
- **Promote your brand videos** to homeowners in your farm area.
- **Retarget website visitors** with Facebook Pixel ads.

Key Action: Allocate a small monthly budget ($100-$300) to boost your best content.

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7. Consistency Over Perfection

Your first videos will be awkward. Your first posts might flop. **It doesn't matter.**

- Consistency builds trust.
- Volume beats perfection.
- Momentum beats hesitation.

Key Action: Post **something** 5 days a week — even if it's just a market stat, a story, or a selfie at a showing.

Closing Thought: Be a Media Company That Sells Real Estate

"Every business must become a media company."

You are not just a real estate agent. You are a brand. You are a storyteller. You are the bridge between where people are and where they want to be.

Social media gives you the tools — the only thing missing is your voice.

Start today. Stay consistent. Play the long game. The agents who build their brand online now will dominate the market tomorrow.

Leads21 Program – Prospecting with Online Leads

Century 21 Heritage Group Ltd. | Powered by Agent Locator

INTRODUCTION

Leads21 is Century 21 Heritage Group's exclusive online lead generation program in partnership with Agent Locator. At only **$60/month**, this program gives agents access to a professional lead generation CRM and system that would normally cost significantly more when purchased directly.

Agents can then choose their own **monthly ad spend** to control the number and pace of incoming leads. This flexibility makes Leads21 a scalable and cost-effective solution for agents serious about growing their business through online prospecting.

However, success with Leads21 requires **time, skill development, and consistent follow-up**. Buying leads alone is not enough. Agents must commit to practicing their conversations, building objection-handling skills, and developing a routine that supports lead conversion.

STANDARD OPERATING PROCEDURE (SOP) FOR USING LEADS21

1. Access and Setup

• Click Here - Leads21.ca to get started and register for the Leads21 program.

• Once registered, you will receive login credentials from Agent Locator.

• Access the system via Agent Locator’s login portal.

• Set your initial monthly ad budget (recommended: $200–$300).

• Complete all onboarding training videos provided by Agent Locator.

2. Daily Workflow

• Log in to the CRM every morning.

• Respond to new leads within five minutes of receiving them.

• Make initial contact via call and follow up with a text and email if there’s no response.

• Leave detailed notes in the CRM after each contact attempt.

• Set a next action or follow-up reminder for every lead, regardless of response.

3. Weekly Habits

• Block off 60 to 90 minutes daily for lead follow-up and nurturing.

• Prioritize new leads and those showing recent activity.

• Review and adjust email and text campaigns based on engagement.

• Categorize leads as Hot, Warm, or Long-Term in the CRM.

• Analyze your pipeline to track conversion metrics and lead sources.

BEST PRACTICES FOR MAXIMIZING RESULTS

1. Speed and Consistency

Responding quickly dramatically increases the likelihood of contact. Consistent follow-up over time is what ultimately leads to conversion.

2. Organized Tracking

Every interaction must be documented in the CRM. Use tags, categories, and reminders to manage your database effectively.

3. Practice Makes Progress

Leads21 is only valuable if you're developing your communication skills. You must learn to overcome objections, handle common buyer and seller hesitations, and sound confident and competent on every call. Regularly roleplay your scripts with a peer or coach.

4. Value-Based Follow-Up

Don't just ask if they're still looking. Send relevant listings, market insights, or content that demonstrates your value. Build trust and credibility with every interaction.

5. Commitment Matters

The program is not a passive income stream. It works **only** if you do. If you're not prepared to follow up consistently, refine your process, and work on your skills, this program will not provide a return on investment.

SUMMARY

Leads21 is a powerful tool for agents willing to take online lead generation seriously. With a deeply discounted monthly rate and full access to a proven CRM system, this program gives agents a

competitive edge. But it only works for those ready to invest time, energy, and effort into turning opportunities into clients.

Click her to watch the Video and Sign Up for more info

Back At You Media – Social Media Automation & Lead Generation

Century 21 Heritage Group Ltd. | Social Media Marketing Made Simple

INTRODUCTION

Back At You Media is Century 21's preferred social media automation platform, designed to help real estate agents grow their online presence, generate leads, and manage engagement with ease.

This tool automatically posts listings, landing pages, and market content directly to your connected social media channels. It creates a consistent brand presence and brings in **organic leads at no cost** to you. Through Century 21's partnership, you gain **free access to the organic automation tools**, which would otherwise be a paid service.

You also have the option to **boost your listings or posts** using ad spend for a wider reach and lead generation. Back At You simplifies this with easy-to-use templates and automatic targeting.

But automation is only part of the equation. For success, agents must learn to manage their CRM, follow up with leads quickly, and build meaningful conversations that convert clicks into clients.

STANDARD OPERATING PROCEDURE (SOP): BACK AT YOU MEDIA

1. Getting Started – Connect Your Social Media

- Visit the **Back At You** login page in the **Brokerage Hub** (Remarketer) Login using your Century 21 Email single sign on
- Connect your Facebook Business Page, Instagram, LinkedIn, Youtube and/or Tiktok via the platform.
- Approve publishing permissions when prompted.
- Choose the content types you want to automate (listings, solds, landing pages, market updates, etc.).
- Customize your posting schedule if desired.

2. Organic Social Media Automation

- The platform will auto-publish new listings, open houses, just solds, and market reports to your connected channels.
- You can **enable or disable individual content types** at any time through your dashboard.
- Add your own posts to complement the automated content — local insights, videos, or behind-the-scenes posts work well.
- Back At You will also provide analytics to help you track reach and engagement.

3. Boosting Listings (Paid Ads)

- From your dashboard, select the listing or content you want to promote.
- Choose “Boost” or “Promote” and enter your desired **ad spend**.
- If you want to Automat your Listing paid ads, click on the setting and Listing Automation (watch video on this)
- The system will auto-create and target your ad, typically using behavioural targeting based on real estate interest and location.
- Monitor results inside the dashboard and adjust spend or targeting as needed.

BEST PRACTICES FOR SOCIAL MEDIA SUCCESS

1. Personalize Your Content

- While automation is helpful, **personal content performs better**. Mix in videos, testimonials, behind-the-scenes stories, and area highlights.
- Use your voice. You’re the brand.

2. Consistency Builds Trust

• Posting consistently helps build brand recognition and trust. Back At You keeps your presence steady, even when you’re busy with showings or clients.

3. Maximize Boosted Posts

- Use boosting strategically for:
- New listings in competitive markets
- Unique properties needing exposure
- Open houses with tight timelines
- Monitor performance and tweak targeting when necessary.

CRM & CONVERSION STRATEGY

Leads generated from Back At You (especially from landing pages or ads) are automatically funneled into your connected CRM. Managing these leads properly is key.

1. Immediate Response

• Aim to contact new leads **within 5 minutes**. Response time drastically affects conversion.

2. Lead Tagging & Categorization

- Use categories such as “Buyer – Online Lead,” “Long-Term,” or “Needs Financing” to sort your database.
- Set follow-up reminders and add notes after each interaction.

3. Nurture Campaigns

- Set up email/text drip campaigns for cold or long-term leads either in your Agent Locator (Lead21 Program) or in Remarketer's Lead Master upgrade program
- Send value-added content (e.g., market stats, listings, buyer guides).

4. Skill Development

- Learn how to handle typical online objections like “just browsing” or “not ready yet.”
- Practice guiding the conversation toward setting an appointment — the real goal of lead conversion.

SUMMARY

Back At You is a powerful automation and lead-gen platform built for busy realtors. With Century 21, you get organic automation **at no cost**, and the flexibility to boost content for lead generation when desired. Combine this system with proper CRM management and conversational skill-building to unlock its full value.

**Also see our section of the Playbook with regards to Leads21 and/or Remarketer

Automation creates opportunity — but **you create conversion**.

Remarketer Leads Master Program

Century 21 Heritage Group Ltd. | Advanced Lead Nurturing & Marketing

INTRODUCTION

The **Remarketer Leads Master Program** is an advanced marketing and lead nurturing system designed to help real estate agents effectively engage with their sphere of influence and generate new leads. Building upon the foundational **Business Master Program**—which is provided at no cost to Century 21 Heritage Group agents—the Leads Master upgrade offers enhanced features such as:

- **Automated lead nurturing** with personalized content
- **Dynamic landing pages** optimized for lead capture
- **Seller market updates** to keep clients informed
- **Integration with social media platforms** for targeted advertising
- **Big Lead gen boost to your current Website** Vow access to really get ahead

This upgrade requires a separate subscription and is ideal for agents looking to elevate their marketing efforts and convert more leads into clients.

STANDARD OPERATING PROCEDURE (SOP): REMARKETER LEADS MASTER

1. Enrollment & Setup

- **Access**: Log in to your Remarketer account using your Century 21 Heritage Group credentials.
- **Upgrade**: Navigate to the subscription settings and select the Leads Master upgrade.
- **Payment**: Enter your payment details to activate the subscription.
- **Confirmation**: Upon successful payment, you'll receive a confirmation email with access to new features.

2. CRM Integration

- **Import Contacts**: Upload your existing contacts into the Remarketer CRM.
- **Segmentation**: Categorize contacts based on criteria such as buyers, sellers, past clients, and prospects.
- **Automation**: Set up automated drip campaigns tailored to each segment to ensure consistent communication.

3. Landing Page Creation

- **Templates**: Utilize the pre-designed templates to create landing pages for listings, home evaluations, and neighborhood reports.
- **Customization**: Personalize each landing page with specific property details, images, and calls-to-action.
- **Deployment**: Publish the landing pages and integrate them into your marketing campaigns.

4. Social Media Advertising

- **Ad Creation**: Use the platform to design and launch targeted ads promoting your listings and landing pages.
- **Budgeting**: Allocate a budget for each campaign and monitor performance metrics to optimize ROI.
- **Integrate:** With the connection with a Zapper account, you can connect to many top lead generation systems

5. Seller Market Updates

- **Setup**: Configure automated market update emails for your seller clients, providing them with the latest information on neighbourhood listings and sales.
- **Frequency**: Determine the frequency of these updates (e.g., weekly, bi-weekly) based on client preferences.
- **Monitoring**: Track engagement metrics to identify interested sellers and follow up accordingly.

BEST PRACTICES FOR MAXIMIZING RESULTS

1. Consistent Communication

Maintain regular contact with your sphere of influence through automated emails, newsletters, and social media updates to stay top-of-mind.

2. Personalization

Tailor your messages and landing pages to address the specific needs and interests of each client segment, enhancing engagement and conversion rates.

3. Performance Analysis

Regularly review analytics provided by Remarketer to assess the effectiveness of your campaigns and make data-driven adjustments.

4. Continuous Learning

Stay updated with the latest features and best practices by participating in Remarketer’s training sessions and webinars.

SUMMARY

The Remarketer Leads Master Program offers a robust suite of tools designed to enhance your marketing efforts, streamline lead nurturing, and ultimately increase your conversion rates. By leveraging its advanced features and adhering to best practices, you can effectively grow your real estate business and provide exceptional service to your clients.