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.

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