



Online Leads

Playbook

kw Where Entrepreneurs Thrive

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Telemarketing

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Welcome to the Online Leads Playbook

**When markets shift,
our businesses become
uncertain.**

This is because the math that has previously governed our conversion rates, expenses, and revenues change. Things stay uncertain until businesses find their new numbers based on the new market conditions.

For real estate agents this means that they will have to do more lead generation to close the same amount of units that they had in years past.

“Not getting lead generation done day in and day out may suffice in a hot market, but it will put you out of business in a cold one.”

- Gary Keller

When real estate agents don't have enough leads, there are only two ways to get more: create them or buy them. They are created through prospecting and marketing and bought through third-parties. While prospecting and marketing is a tried and true method, online leads are growing in popularity for real estate agents. There is a pretty simple reason: they have the possibility to be reasonably cheap, easy to implement, and can scale quickly.

Most online leads are “top of the funnel” leads. This means that the leads that are generated are still in the curiosity stage of their buying or selling process. They will require more frequency and intensity of conversation to convert them over time. A more expensive, yet valuable option, is to purchase warm connections and even appointments. These are a great option for agents that are willing to pay a higher rate per lead that may be closer to transacting.

Lead

Warm Connection

Appointment

Contract

Closing

**When implemented properly,
online leads can be a great
source of generating more
business.**

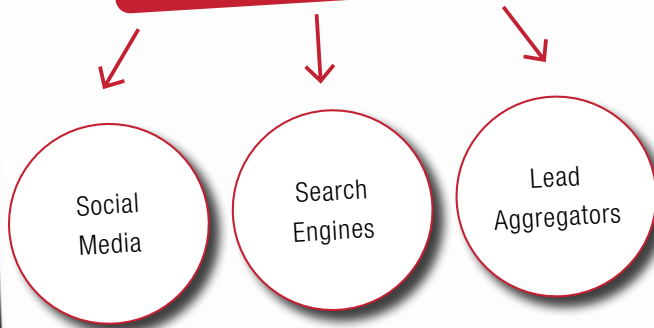


More leads = more warm
connections = more
appointments = more closings
and more closings is
everyone's goal!

The most common sources of online leads are Social Media, Search Engines, and Lead Aggregators. Examples include Facebook (Social Media), Google (Search Engine), and Realtor.com (Lead Aggregator). These are commonly used by real estate agents because they often reach a large number of people.



Online Leads



This playbook is broken down into two parts:

Part 1: Understanding Online Leads

Part 2: Generating and Converting Online Leads

They are designed to take you through the journey of understanding where to buy online leads, how to convert them, as well as best practices for creating ads through Facebook and Google.

ONLINE LEADS

PART 1

UNDERSTANDING ONLINE LEADS

1. What Are Online Leads?
2. How Much Do They Cost?
3. How Many Leads Can I Expect to Generate?
4. Where Is The Best Place To Start?

1. What are Online Leads?

The simplest explanation of online leads is that they are leads you can buy online. Commonly referred to as bought leads, online leads are purchased in various stages of their lifecycle through platforms like Facebook, Google, and lead aggregators like Realtor.com. The stages can be anywhere from top of funnel to ready to speak to an agent.

PAID SOCIAL ADS

Paid Social Ads are ads that are posted on social media. You have probably seen all types of ads on Instagram, Facebook, or TikTok. Leads are generated when the consumer clicks through an ad and enters their information on a website, landing page, or lead generation form. The company who placed the ad, or in this case the real estate agent, chooses their budget for the ad and pays the social media platform once the click through is made. These are top of funnel leads.

SEARCH ENGINE ADS (commonly referred to as Pay-Per-Click ads)

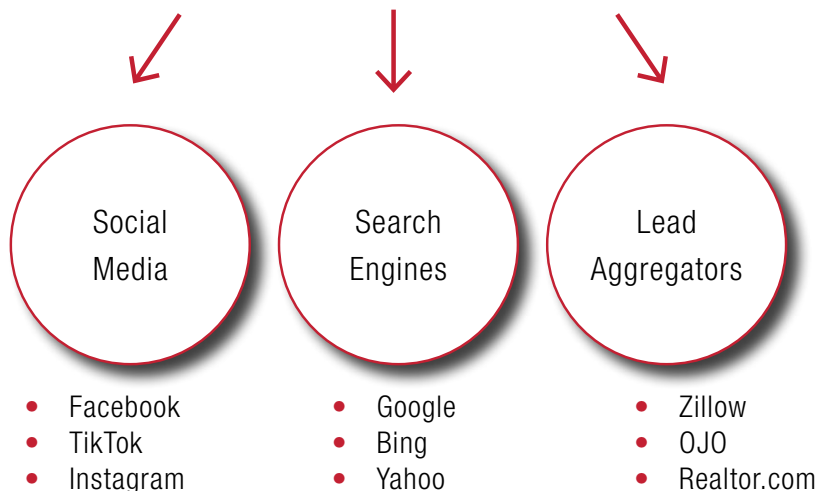
Search Engine Ads are ads created and populated on search engines like Google, Bing, or Yahoo. An example of these would be the 3-6 real estate companies you see on the Google results page if you searched for "Austin Real Estate". The company that posted the ad is charged when a consumer clicks on the ad. This is why they are called Pay-Per-Click (PPC) ads. These are top of funnel leads.

LEAD GENERATION COMPANIES (commonly referred to as Lead Aggregators)

Third-Party Sites like Zillow, Offrs, 72SOLD, and Realtor.com offer leads to real estate agents for a fee. Websites like Zillow will offer leads or referrals. Depending on where the lead is in their life cycle the fee may vary from a flat monthly fee or a per lead fee or a referral fee per transaction. These can be top of the funnel leads, warm connections, or appointments.

Any of these types of online leads are worth exploring if you're looking to increase your lead generation and you are willing to follow up with people over time to convert them into clients.

Online Leads



2. How Much do They Cost?

It is important to understand how implementing something new will impact your business financially, especially in a shifting market.

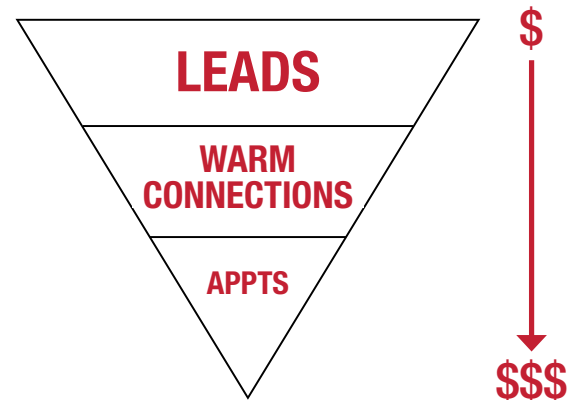
Online leads are becoming a viable lead generation tool for real estate agents because they can be a fast and cheap way to generate more leads. Since there are options for the type of lead that one can buy, the price can vary greatly. The rule of thumb is that **the closer to consummating a transaction a lead is the more money you are going to spend on that lead.**

The cost will vary based on the service provider that generated the lead and the type of lead that was generated.

Top of the funnel leads usually cost less than \$12 per lead and average between \$2.75 and \$3.50 when created in Command on Facebook.

Companies like 72SOLD charge \$1,500 per month plus a 25% referral fee at closing and users can expect 2-4 listing referrals per month which usually results in at least one new listing. In comparison, Market Leader has a monthly platform cost of \$139 per month and charges \$25 per lead generated. Each company is going to have a unique set of offerings so it's important to understand their features when comparing prices.

Below are the 5 most commonly occurring ways for online platforms to collect money for leads and appointments. Some platforms charge more than others based on the program that is selected.



5 MOST COMMON WAYS ONLINE PLATFORMS COLLECT MONEY FOR LEADS AND APPOINTMENTS

1. Recurring monthly platform fee
2. Cost per click
3. Cost per lead
4. Referral paid at closing
5. Fee per exclusive zip code or market area

Wherever you decide to start, the first thing you should do is determine how many transactions you want to close from online leads and the amount of money to spend each month purchasing those leads. Using paid social ads or search engine ads to generate leads will allow you to control your expenses because they work on a budget set by you per ad and will get you the most top of funnel leads for the least amount of money. In contrast, you may spend more per month on a company offering warm connections or appointments, and will sometimes pay a referral fee on those closings. Either way, you're building your pipeline for more closings short or long term.

ONLINE LEADS COST EXAMPLES

#1 PAID SOCIAL ADS



INSTAGRAM

Ad Spend: \$75

1. Cost Per Lead: \$3.00
2. Number of Leads: 25
3. Closing GCI: $\$9,000 - \$75 = \$8,975$
4. Cost per Closing: \$75



FACEBOOK

Ad Spend: \$100

1. Cost Per Lead: \$4.75
2. Number of Leads: 20
3. Closing GCI: $\$15,000 - \$100 = \$14,900$
4. Cost per Closing: \$100



TIKTOK

Ad Spend: \$500

1. Cost Per Lead: \$5.00
2. Number of Leads: 100
3. Closing GCI: $\$12,000 - \$500 = \$11,500$
4. Cost per Closing: \$500

**Note: All numbers are a snapshot in time and will vary for each ad or person for a variety of reasons. The key is finding the numbers that apply to you.*

#2 SEARCH ENGINE ADS



GOOGLE

Ad Spend: \$600

1. Cost Per Lead: \$40
2. Number of Leads: 15
3. Closing GCI: $\$15,000 - \$600 = \$14,400$
4. Cost per Closing: \$600



BING

Ad Spend: \$420

1. Cost Per Lead: \$35
2. Number of Leads: 12
3. Closing GCI: $18,000 - \$420 = \$17,580$
4. Cost per Closing: \$420



YAHOO

Ad Spend: \$500

1. Cost Per Lead: \$25
2. Number of Leads: 22
3. Closing GCI: $\$12,000 - \$500 = \$11,500$
4. Cost per Closing: \$500

**Note: All numbers are a snapshot in time and will vary for each ad or person for a variety of reasons. The key is finding the numbers that apply to you.*

#3 LEAD AGGREGATORS



ZILLOW

Monthly Spend: \$500

1. Cost Per Lead: \$60
2. Number of Leads: 8
3. Closing GCI: $\$24,000 - \$60 = \$24,940$
4. Cost per Closing: \$60



72SOLD

Monthly Spend: \$1572

1. Cost Per Lead: \$393
2. Number of Leads: 4
3. Closing GCI: $\$18,000 - \$393 = \$17,607$
4. Cost per Closing = \$393



REALTOR.COM

Monthly Spend: \$700

1. Cost Per Lead: \$100
2. Number of Leads: 7
3. Closing GCI: $\$22,500 - \$700 = \$21,800$
4. Cost per Closing: \$700

**Note: All numbers are a snapshot in time and will vary for each ad or person for a variety of reasons. The key is finding the numbers that apply to you.*

3. EXPECTATIONS ON LEAD FLOW

LEARNING VS. EARNING

LEARNING MONTHS

A common misconception when first buying online leads is that there will be a lot of leads, all shopping in the price range that you desire, and they will all lead to a sale. While this may eventually be true, the first few months after starting to purchase online leads will be best described as “learning months”.

Learning which content attracts the most leads may be the most difficult part of generating online leads through paid ads. Paid Social Ads/Search Engine Ads generate top of the funnel leads where the leads are largely still in the exploratory part of their home buying or selling journey. This means that they may not even be sure that they want to buy or sell or will be more than a year out from making that decision. These leads will need to be nurtured for a long period of time in order to achieve conversion.

In comparison, when you purchase leads through Lead Generation Companies, you will most likely be buying warm connections or appointments. These leads have already been qualified and are ready to speak to an agent. Because they’ve already made the decision to buy or sell, there is a greater immediate conversion rate as they are naturally closer to consummating a sale.

EARNING MONTHS

Once you’ve learned how a specific online lead source works from lead to appointment to closing, and you fully understand what your cost for a closing is, you're now ready to move from “learning” to “earning” where your money was “dumb money” to “smart money”. Please just remember that you must always pay attention to two things:

1. What works and gets you from lead to closing
2. What a closing costs

If you do this, you will always be in the best position to waste as little money as possible when you buy a lead while minimizing what you earn from the resulting closings.

Depending on what kind of leads you decide to buy, or if you choose to test multiple types to find what works best for you, it’s important to understand that lead generation and conversion takes both time and consistency.

3. WHERE TO START

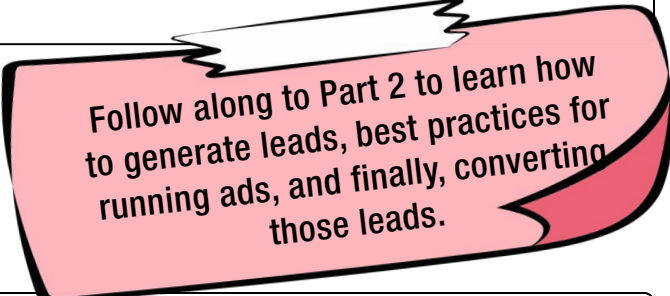
Now that you understand what online leads are and what goes into their pricing, you're ready to choose where you want to start.

The following graph shows you several companies that offer leads in different stages of the lifecycle.



Leads	Warm Connections	Appointments
1. Command: (Facebook and Instagram) 2. Google Ads 3. Bing 4. Other CRMs: BoomTown, Cinc, Chime, Brivity, RealGeeks 5. Fast Expert 6. Clever 7. Ideal Agent 8. Bold Leads 9. NextDoor	1. OJO 2. Opcity 3. Realtor.com 4. Ylopo 5. Zillow 6. Google Local Services 7. AND MORE!	1. 72SOLD 2. PrimeStreet 3. Homelight 4. Mello Homes 5. Dave Ramsey 6. Zillow 7. AND MORE!

You already have access to the easiest place to start: COMMAND. Command's integration with Facebook is the easiest, fastest, and possibly cheapest place to generate online leads. Leads in Command cost \$3.50/lead or less on average and can automatically be added to your database to kickstart follow up.



Follow along to Part 2 to learn how to generate leads, best practices for running ads, and finally, converting those leads.

Part 1 explained what online leads are, how they are priced, and where to buy them. Part 2 is going to explain how to generate leads, best practices for running ads, and finally converting them.

While there are a lot of great options to choose from, Part 2 will discuss Facebook in Command as a Paid Social Ad platform and Google Ads as a Search Engine (PPC) platform.

ONLINE LEADS

PART 2

GENERATING AND CONVERTING ONLINE LEADS

1. Generating Leads

1. What Are Online Leads?
2. How Much Do They Cost?
3. How Many Leads Can I Expect to Generate?
4. Where Is The Best Place To Start?

2. Targeting Best Practices

1. Interests
2. Keywords

3. Converting Leads

1. Speed to Lead
2. Master the Conversation
3. Consistency Over Time

4. Inspect What You Expect

1. Cost per Click
2. Cost per Impression
3. Conversion Rate

1. GENERATING LEADS

UNDERSTANDING FACEBOOK & GOOGLE ADS

FACEBOOK ADS

appear in feeds and stories of members that match the interests you're trying to target or a specific group of people. This is a popular method for generating online leads because you can easily target people that already know your brand or expose it to a new audience that you want to capture.

GOOGLE ADS

appear when a consumer searches for relevant keywords on Google or a partner platform. This is another popular method for generating online leads because the consumer is actually searching for a product. They are generally one step closer to wanting to speak to an agent or find specific information pertaining to housing that they are searching for.

Another Google product gaining popularity is Google Local Services. Google Local Services allows businesses to advertise themselves and the products they offer. Similar in concept to Facebook and Google ads, Local Services is only advertising the business so it doesn't require any creative ad techniques to generate leads. Consumers simply click on the business they want and can call or set an appointment right there, they call this "click to talk". These are going to be warmer leads because they are choosing to speak to an agent in real time which also makes them far more expensive than a top of funnel lead. Google Local Services also works on a budget model, but only charges for every lead that is actually related to your business or service. This is another great option to generate high quality online leads!



Something that both Facebook and Google have in common is the goal of attracting the right audience and then capturing information. Creating an effective and value providing ad will ensure that you generate the most leads possible. There are a few ways to do that: Identify who you are trying to attract, create captivating content, and capture the lead.

IDENTIFY WHO YOU ARE TRYING TO ATTRACT

**First Step to
generating leads
through ads:**

Identify who you are trying to attract. Generally, real estate agents are targeting buyers and sellers, however you can also use ads to expand your brand awareness or attract talent.

Once you've identified who you are trying to attract, you need to consider **targeting a specific group of people** that will see the ad. This means that you know you want to attract buyers, but maybe you want to create an ad that targets First Time Home Buyers specifically. As an overall practice there are many ways to target an audience.

THE MOST COMMON ARE:

- 1. Geographic:** You are targeting a specific city or neighborhood. Targeting a popular area, city, or neighborhood is a preferred method. Also referred to as Farming.
- 2. Interests (Primarily used with Paid Social Ads):** You are targeting a group of people with common interests like golf or boating. Platforms have collected a lot of information on what people enjoy and are interested in. The messages and visuals can be created to match the audience you are targeting.
- 3. Demographics*:** You are targeting people of a certain occupation, education level, or current homeownership status. An example would be focusing on recently retired people or recently graduated young adults.
- 4. Custom Target Audience (Primarily used with Paid Social Ads):** With this option, you are targeting a specific list of people that will see the advertisement in their feeds or searches. This is the best way to target your sphere of influence to stay top of mind.
- 5. Keywords (Primarily used with Search Engine Ads):** This option allows you to use keywords to target an audience. An example of this would be "selling my home in Austin". Keywords are vital to a successful Search Ad.

The main difference between Facebook and Google Ads is the tools they use to help you target consumers. Facebook focuses on interests, while Google focuses on keywords. Combining any of the above options with each other will aid in your targeting efforts for a successful ad.

CREATE CAPTIVATING CONTENT

**Second Step is
to create
captivating content**

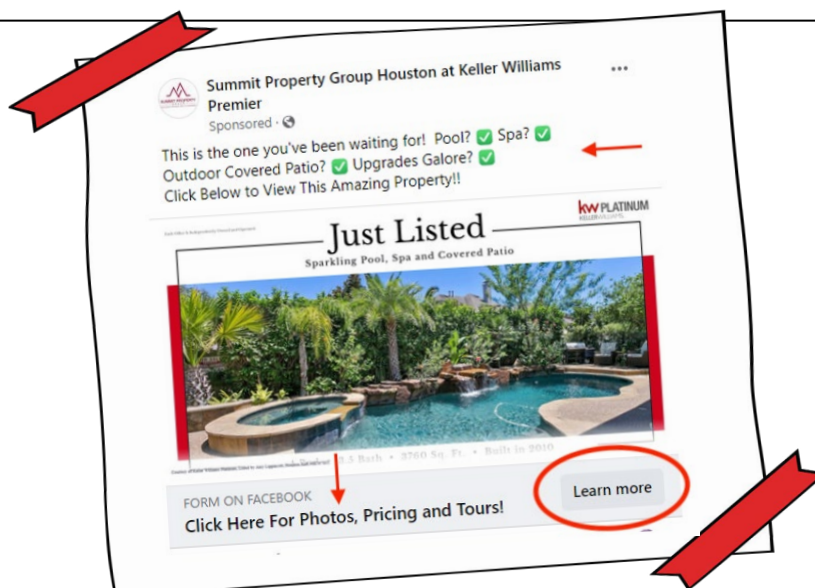
Facebook and Google show their ads differently, so it's important to consider how each should be created to capture the attention of the most people.

FACEBOOK

The goal of a powerful Facebook ad is to “stop the scroll”. Your ad should be captivating enough that consumers want to stop scrolling to click on your ad.

When creating a captivating ad through Facebook there are 4 main things you should focus on:

- 1. HEADLINE:** The headline should be short and sweet. It can be Call-To-Action (CTA) or a short declarative sentence.
- 2. MAIN COPY:** The copy of the ad should be specific to the audience. If the target is buyers, then you need to create specific language around purchasing a home that will entice them to click on the ad. The body of the ad should be concise and help the consumer to understand the answer to their problem or details about the offer you have presented is just a click away. Use a combination of uppercase and lowercase text to highlight words or ideas, emojis, and bold type to draw more attention.
- 3. PICTURE:** Using a high resolution photo or video will capture the consumer's attention easier. Use bright colors, pictures of real things/objects, and avoid busy patterns.
- 4. BUTTON LABEL:** This is the button they click on from your ad. Options include “Learn More”, “Sign Up”, “Contact Us”, and “Apply Now”. Learn More is a passive call-to-action to get them to click to see what is on the other side of the ad. Whichever you choose, it should match what you're advertising.



GOOGLE ADS

The goal of your Google ad is to be the answer to the question the consumer is asking. Being clear on the value you're providing is directly related to how many people will click on your ad.

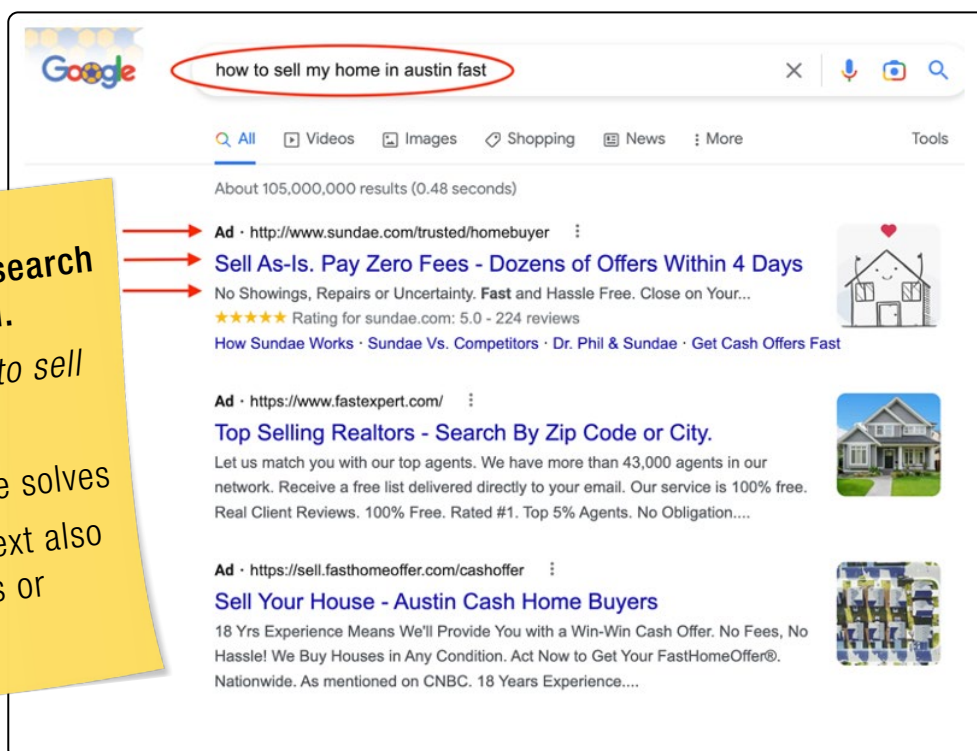
When creating a captivating ad through Google there are 3 things to focus on:

1. **HEADLINE:** This is the first thing consumers will notice because it's the largest text. The text should show the solution to their problem and be most closely related to their search.
2. **DISPLAY URL:** The URL shows above the headline in smaller font. This will show them where they will be taken when they click on the ad. It's important the the URL isn't misleading or off topic.
3. **DESCRIPTION TEXT:** Similar to Facebook's "main copy" the description text is your opportunity to solve the consumer's problem. Using 1-2 sentences, you should be able to entice the consumer to click on your ad.

This example shows a Google search and the ads that are populated.

The consumer searched "how to sell my home in austin fast".

You will notice how the Headline solves the problem. The Description Text also shows solutions in a few words or sentences.



Take a look at the back of the Playbook for image examples from Command.

LEAD CAPTURE

**Third Step is
Lead Capture.**



This is how you actually capture the leads information. Everything you've done up to this point is to get them to enter their information. There are a few options where the consumer can go after they click on your ad: a lead capture form, landing page, or a website.

LEAD CAPTURE FORM

Facebook recommends using their Lead Capture form. This is because the consumer has to enter their information before they get directed to what they want to see. Google offers a similar Lead Capture Form to serve the same purpose.

WEBSITE

Websites can serve several different purposes as the end goal of your ad. If your ad is designed to draw the consumer into a portal to search for available properties you may choose to use your agent website. Once they are on your agent site you can capture their information by using the "forced registration" feature in Command. This allows consumers to view a certain number of properties before being prompted to enter in their information.

LANDING PAGE

Landing Pages can be a powerful tool to provide a direct solution. If you're advertising an open house or a single property, you can use Landing Pages built in Command to direct the consumer to that information. Your landing page can be equipped with a lead form to capture contact information. With landing pages, the consumer is not forced to enter their information.

The end goal of any ad is to collect contact information.

Keeping this goal in mind when creating your ad from start to finish will ensure that you attract as many people as possible to click on your ad and provide their information!

Reference Tech Play [#8](#), [#15](#), [#17](#), and [#20](#) to learn more about how you can use technology in this section.

2. TARGETING BEST PRACTICES

Targeting effectively is crucial to a successful ad. As previously mentioned, Facebook targets specific audiences using Interests and Google uses Keywords. Below, we will provide best practices on using Interest and Keywords.

INTERESTS

The interests you decide to target will vary depending on the audience you are attracting through your ad.

- You should target real estate websites like Zillow, Realtor.com, and Trulia because these companies spend a lot of money on brand awareness. Since they are commonly known, it's assumed that most consumers know and use these sites.
- Should you want to target higher income households, use interests like Financial Planning, Real Estate Investing, Stock Market, Investments, and Houses.
- If you're targeting first time home buyers, you could find success targeting interests like house hunting, first time home buyer, and mortgage rates.
- Other real estate interests you could target might be home buyer assistance, interest rates, homes, real estate, realtor, mls, and apartments.com.



If you're targeting a specific area with a lot of golf courses for example, a best practice would be to combine real estate interests with interests that match the audience like golf. trying to attract, create captivating content, and capture the lead.

KEYWORDS

Slightly different from interests, keywords can be full phrases rather than just words.

- Keywords should be closely related to the ad offering or objective.
- Using negative keywords can also be beneficial for weeding out unwanted leads. These are keywords you do not want to show up in your search.
- Use longer phrases like "real estate agents in austin" to get closer matches.
- Understand popular keywords by researching keywords often. You can use websites like tools.wordstream.com to search keywords and how often they are searched.

The most important concept behind keywords is identifying which ones will get you the most clicks. This is done by testing and researching constantly.

3. FOLLOW UP AND CONVERSION

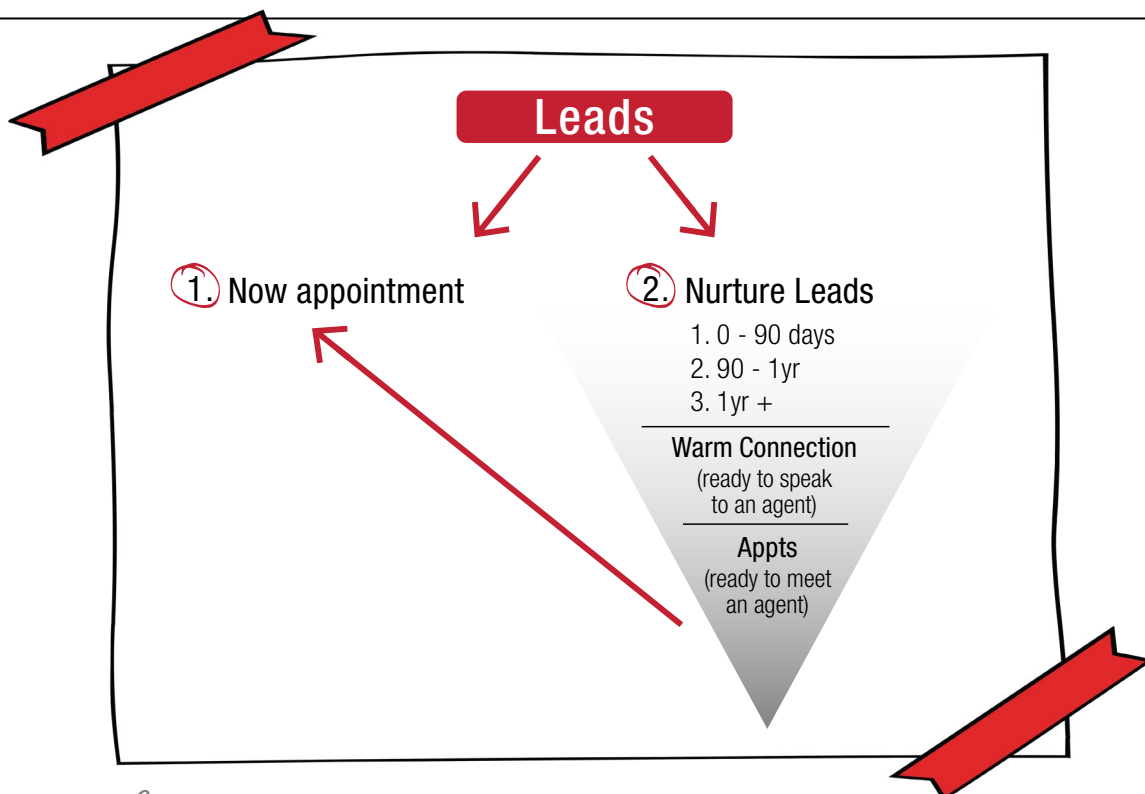
Not all leads are created equal. Lead quality can differ greatly based on the source where the lead was generated from as well as the direct offer that the consumer was responding to. The lead who clicks a photo of a home to see more pictures and the lead who completes a form requesting to speak to a real estate agent are two very different types of leads. The former will transact someday and the latter is likely to want to transact now. The key to all lead generation is understanding that the battle is always fought at the top of the funnel and that at some point everyone is a buyer or a seller. All leads are great leads!



Converting online leads can be a long process, but when done effectively there is great return. The average Online Lead takes anywhere between 6 and 18 months to convert to a closing. When buying warm connections, that timeline can dramatically decrease. Even more so when buying appointments.



Once leads are generated they need to be qualified. This means understanding WHY this person clicked on the ad and WHEN they wish to transact. Best practice would be for an ISA or a real estate agent to contact the lead and qualify it. All the leads that come into the top of your funnel will fall into two buckets: now business and future business. The now business is handled immediately. Future business needs to be nurtured and become part of the sales pipeline.



In order to qualify and convert the largest number of leads into clients, there are 3 primary keys to success:



1. Speed to lead
2. Mastery of the Conversations
3. Consistency Over Time

SPEED TO LEAD

In order to initially qualify the greatest number of leads, the speed by which the lead is contacted is essential. Contacting the lead within 2-5 minutes of when received greatly increases the probability of qualifying them and ultimately converting them.

MASTER THE CONVERSATION

Having a powerful conversation the first time you are interacting with a lead is important to build rapport and help the consumer get the best experience possible. Your approach and mindset play a big part in the conversation.

Top of the funnel leads are typically future business and do not like to be approached too strongly. They will need the time and space to allow them to search on their terms. Always coming from a place of value and ask the right questions.

Now business has their mind set and they are ready to go. Your approach will be more direct and your value proposition will be reflected in how you can help them as soon as possible.

THE KEY CONVERSATION POINTS FOR QUALIFYING ANY LEAD IS REFERRED TO AS LPMAMA:

1. **Location** - Where do they want to buy or sell a home?
2. **Price** - What is their ideal price range?
3. **Motivation** - When do they want to move?
4. **Agent** - Have they signed a buyers agreement or a listing agreement with a real estate agent?
5. **Mortgage** - Have they been preapproved?
6. **Appointment** - When would they like to meet to discuss this move?

CONSISTENCY OVER TIME

As your lead pool grows, you must continue to follow up with leads. Converting online leads is a long game. Generally online leads that are followed up with effectively aim to have a 1% conversion rate to closing. This time to convert and the conversion rate can decrease or increase based on lead type, skill level, and follow up.



A FEW HELPFUL TIPS FOR INCOMING LEADS:

1. Set up Tags. Using tags for Neighborhoods will allow you to retarget those leads down the road. Helpful tags might be: "Facebook Lead", "ADDRESS", "NEIGHBORHOOD" or "ZIP CODE".
2. Set up Smart Plans to automatically kick off when a new lead comes in. Set it and forget it! Use the search feature to find Facebook specific smart plans.
3. Build out Opportunities. Setting up Hot, Nurture, and Watch stages Opportunity stages will allow you to easily keep track of your leads and the frequency and intensity at which you should be following up with them.
4. Your KW Command mobile app should be downloaded to your mobile device, and notifications should be turned on so you can receive notifications instantly when leads begin to be captured. Speed to lead!

At the end of the day, online leads are converted over time. It's common not to see your work come to fruition until months after generating your first leads. You shouldn't be discouraged by the amount of time it takes to convert. All leads are great leads!

Reference the Tech Play [#21](#) and [#22](#) to learn more about how you can use technology in this section.

4. INSPECT WHAT YOU EXPECT

When working with any lead generation, we are concerned with the conversion rate. We want to understand if our money and efforts are paying off. When running ads to generate online leads, there are a few more metrics to look out for.

Cost per click (CPC): This is the metric that measures how many consumers click on your ad. The ultimate goal with any ad is to get as many clicks as possible as that will be directly related to how many consumers enter their information. A good CPC can be as high as \$20.00 or more on Google, but it could be as low as \$2.00 on Facebook.

Cost per mille (CPM): This is also known as cost per thousand impressions. Impressions are measured by how many people view the ad. You should always consult with the company on how they measure impressions. For example, some websites may count views from the same person which would inherently increase your CPM, but not the audience. On average, a good CPM is between \$1.00-\$3.00.

Conversion Rate: Conversion Rates can be measured in a number of ways. More commonly, you will want to measure how many of those leads turn into transactions. However, it's also important to measure how many leads you get from any one ad.

Understanding how the ad performs will help set you up for success with ads you create in the future. You can easily start to test what works for you by doing AB testing. This means that you can run one ad with certain interests, photos, and content compared to another ad with a different set of interests to see how they perform against each other. The more you determine what works best to generate the most amount of leads will help with conversion later on.

There is no perfect science to running ads. What works for you may not work for someone else. **Get creative** and know that the more you try, the better they will get.

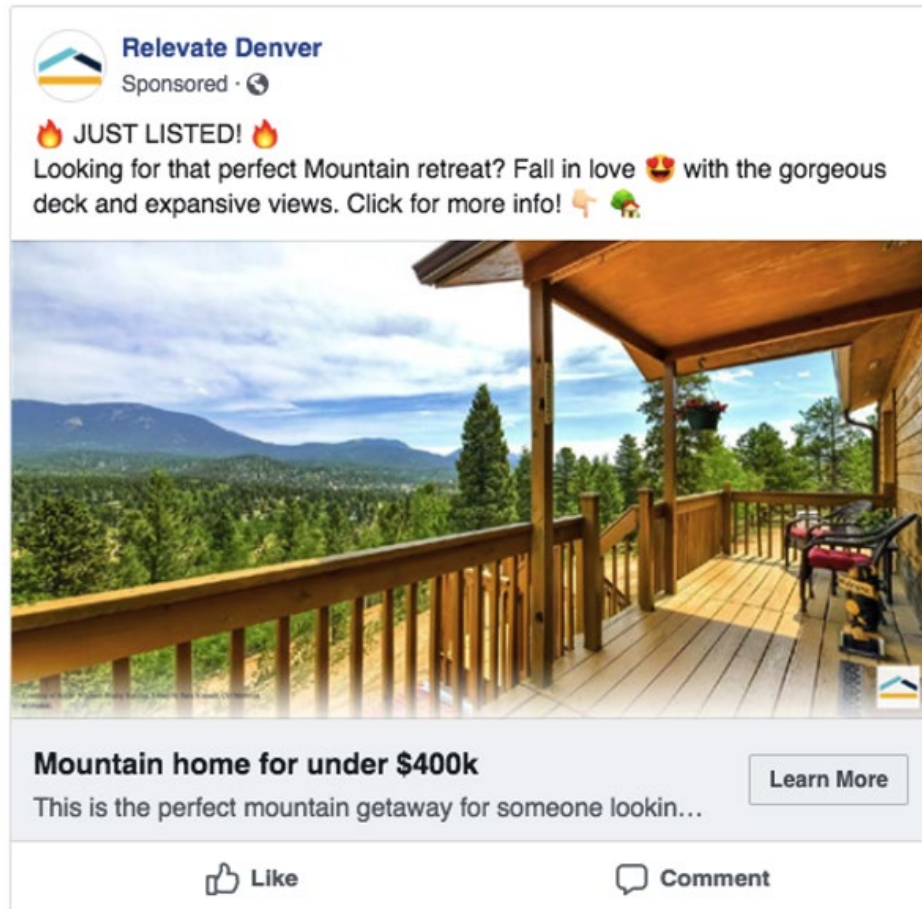
Case Studies

CASE STUDY #1

Platform: Facebook via Command

Ad Purpose: Advertise Listings

Lead Capture: Facebook Lead Capture Form



7 days

\$18.84
1592 impr.

\$0.22
136 clicks

\$1.15
26

\$30
\$30 total

TOTAL INVESTMENT: \$30

Results

Total Clicks: 136

CPC: \$0.22

Total Impressions: 1,592

CPM: \$18.84

Leads Received: 26

Cost per Lead: \$1.15

Of the 26 leads, there were 2 appointments set and 1 client taken.

The listing closed at a GCI of \$12,000!

Case Studies

CASE STUDY #2

Platform: Facebook via Command

Ad Purpose: Attract Listings

Lead Capture: Facebook Lead Capture Form

Marty Miller - Keller Williams
Sponsored · 🌐

Are you a resident of The Falls at Green Meadows? Did you know that home prices in The Falls have increased dramatically over the past 12 months? To receive an update on what homes are being listed/going under contract for in The Falls, click here!

What Could You Do with \$52,919?

That's The Average Sales Price Increase Over the Past 12 Months for the Falls at Green Meadows

MARTYMILLER.KW.COM

What's Your Home Worth?

Multiple 🏠🏠🏠 in 🌳 The Falls at Green Meado...

[Learn more](#)

TOTAL INVESTMENT: \$114.54

Results

Total Clicks: 115

CPC: \$0.99

Total Impressions: 2,947

CPM: \$0.39

Leads Received: 4

Cost per Lead: \$28.75

Over a 10 month period, there were 4 appointments set and 2 listing clients taken.
The first listing client closed with a GCI of \$15,000!

Case Studies

CASE STUDY #3

Platform: Google Ads

Ad Purpose: Advertise Listings

Lead Capture: Forced registration on their website

<https://www.relevatehomes.com> :

[Relevate | Serving your real estate needs in Denver, Colorado ...](#)

Use **Relevate Homes** search engine to find **real estate** by price, bedrooms and more. We have every listing from every **real estate** company in the area.

[Search](#) · [Buying](#) · [Selling](#) · [About Us](#)

Example Keywords for this ad would be:

real estate

houses for sale

real estate agency

sell your home

real estate agent

sell home

real estate broker

home evaluations

properties for sale

sell my home

TOTAL INVESTMENT: \$3,498.7

Results

Leads Received: 188

Cost per Lead: \$18.61

Relevate ISAs were able to make 107 warm connections and 12 appointments. 1 client was taken (so far) and closed with a GCI of \$17,500.

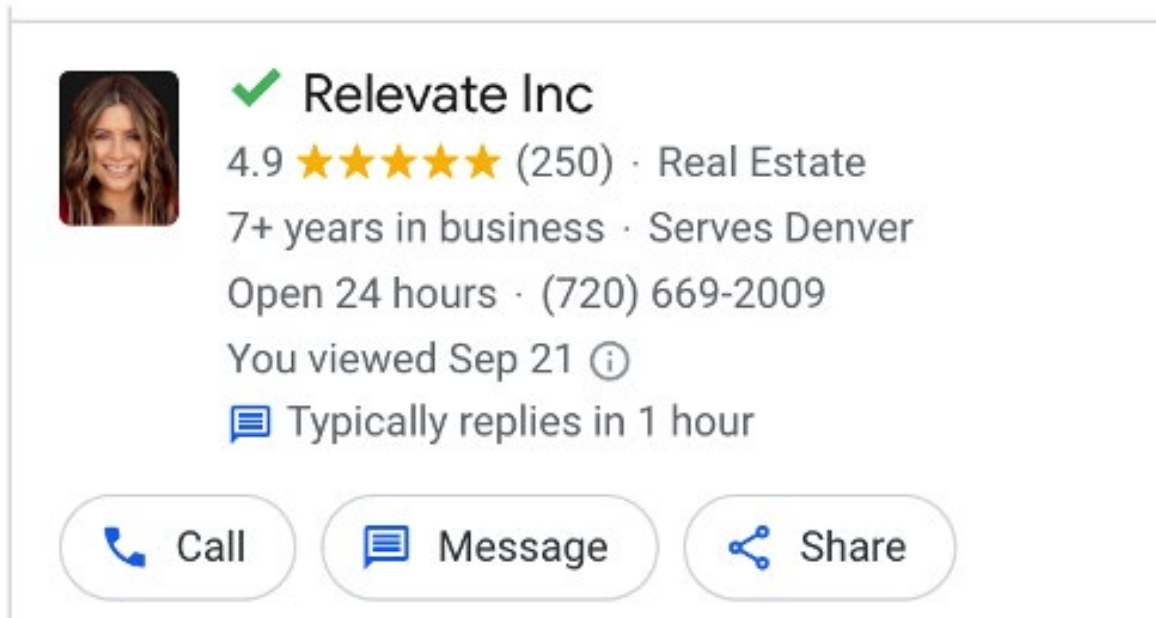
Case Studies

CASE STUDY #4

Platform: Google Local Services

Ad Purpose: Brand Awareness

Lead Capture: Lead Form/Direct Phone Call (click to call)



TOTAL INVESTMENT: \$16,912.14

Results

Leads Received: 368

Cost per Lead: \$45.96

Relevate ISAs were able to make 300 warm connections and 190 appointments. 19 clients were taken for a total GCI of \$240,732.12.

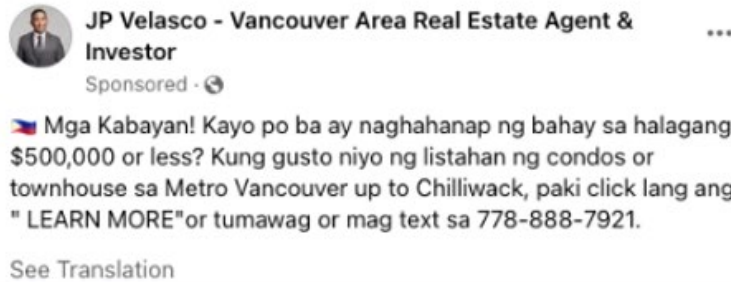
Case Studies

CASE STUDY #5

Platform: Facebook/Instagram via Command

Ad Purpose: Attract Listings

Lead Capture: Facebook Lead Capture Form



TOTAL INVESTMENT: \$30

Results

Total Clicks: 390

CPC: \$0.08

Total Impressions: 2,975

CPM: \$0.01

Leads Received: 32

Cost per Lead: \$0.082

After 7 months from lead capture, one of the leads was converted to a buyer. The buyer has since referred two additional buyers that both closed a year later.

“

“You simply need to pick the results you want and match the effort those results require.”

- Gary Keller and Jay Papasan (Shift)

“Live at the top of the funnel!”

- Gary Keller

”

Online leads are proven to be an effective and scalable lead generation activity. Gary and Jay live at the top of the funnel. They have a firm understanding that the more leads that come into the top ultimately results in more closings at the bottom. Let's not forget, if it doesn't come into the top line, it never shows up in the bottom line.

**Using this playbook, you can start creating more leads
TODAY.**

Pro-Tip: Ad Copy using AI

1

First, click on the AI Icon then "Apply".

Text

Personalize your ad's messaging

Body Text (Required)

Beautiful New Home in (City) Just listed at (Price)

Headline (Required)

Street Address

Characters (19/125)

2

If you don't already have anything written, you can either write something in or click "Suggest with AI".

Write with AI

Create ad copy using AI and apply to your Body Text with just one click.

Body Text (Required)

Beautiful New Home in (City) Just listed at (Price)

CHANGE STYLE SUGGEST WITH AI

Artistic

Practical

Vibrant

Caring

Emotional

APPLY

customer's lead submission

Custom Landing Page URL

https://

3

Then, click "Change Style". Select a style from the list to see the differences in tone and copy. Click "Write Again" as many times as it takes for you to find a version you love! You can also edit any verbiage or add emojis once you're done.

artistic

Body Text (Required)

This single family home in Hutto is the perfect spot to unleash your creativity! An open floor plan with high ceilings & natural light makes it ideal. Plus, you'll love its granite countertops and backsplash - express yourself here!

CHANGE STYLE WRITE AGAIN

Artistic

APPLY

vibrant

Body Text (Required)

Come and enjoy this stunning single family home in Hutto! Show off your social side with an open floor plan, perfect for entertaining friends & hosting parties. You'll love the high ceilings that fill each room with natural light plus modern granite

CHANGE STYLE WRITE AGAIN

Artistic

Practical

Vibrant

APPLY

practical

Body Text (Required)

This single family home in Hutto is perfect for those who appreciate quality! With high ceilings & natural light, granite countertops and backsplash - you'll love the attention to detail. Show off your creative side here with an open floor plan that's

CHANGE STYLE WRITE AGAIN

Artistic

Practical

APPLY

emotional

Body Text (Required)

Welcome home to a tranquil sanctuary! This single family abode features high ceilings, bright open floor plan and modern granite. Relax in comfort or host get-togethers with ease - Hutto has it all!

CHANGE STYLE WRITE AGAIN

Artistic

Practical

Vibrant

Caring

Emotional

APPLY

Custom Landing Page URL

https://

Used for the "Learn More"

caring

Body Text (Required)

Experience the perfect home for bringing people together! Enjoy high ceilings, a bright open floor plan and modern granite in this stunning single family home. Host parties with ease or spend quality time relaxing - Hutto has it all!

CHANGE STYLE WRITE AGAIN

Artistic

Practical

Vibrant

Caring

APPLY

Custom Landing Page URL

https://

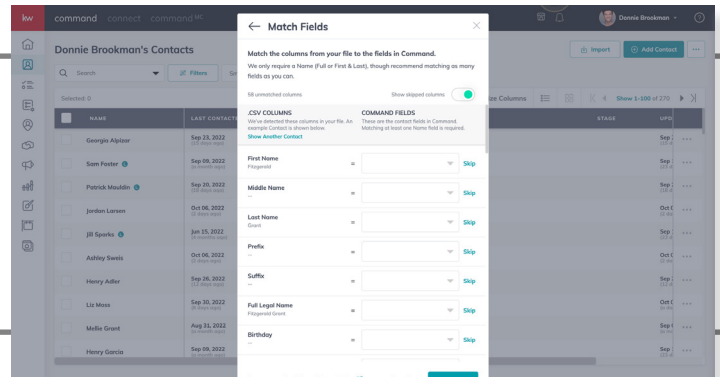
#8 LEAD CAPTURE

Leads can be added to KW Command manually, file import, from another CRM/Technology provider through API Nation, or captured from the associated consumer experience.



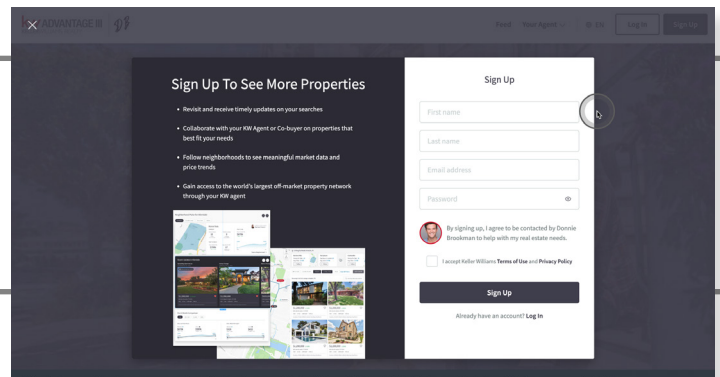
CONTACT IMPORT

1. Open Command > Contacts
2. Select "Import"
3. Download template or upload a custom file
4. Map fields
5. Continue to Import



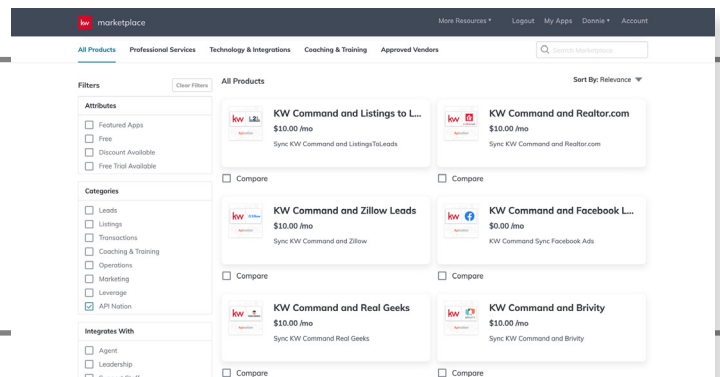
CONSUMER LEAD CAPTURE

Leads captured from KW agent sites & mobile app will be mapped to Command > Contacts. Command's Campaigns applet also has social ad lead capture forms built in.



API NATION [MARKETPLACE]

API Nation can be purchased in the Marketplace to bidirectionally sync contacts between Command and 22 popular systems. Options range from Google, iCloud (Apple), Realtor.com, Zillow, and more.



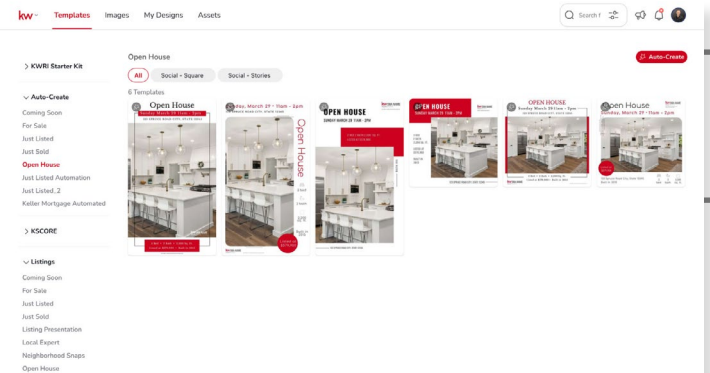
#15 **CREATE MARKETING MATERIAL**

Command's Designs applet allows agents to customize hundreds of social or print design templates. Preferred materials, DBA logo, headshot, & team images can be saved as custom assets. Select collections offer design automation. Choose open house collection, select listing, provide open house details, confirm agent info, and create six different templates automatically.



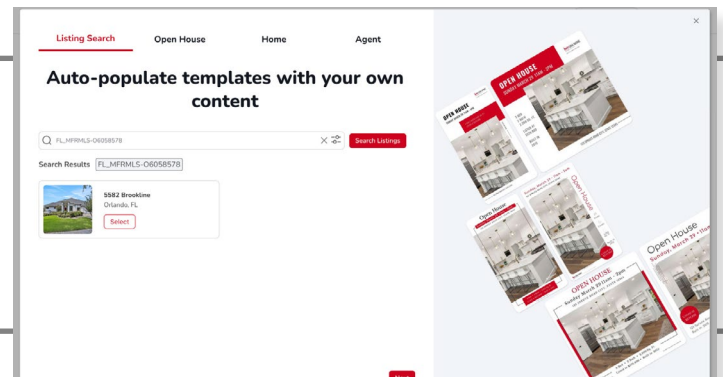
SELECT AUTOMATED COLLECTION

1. Browse automated collections on left menu
2. Choose "Auto-Create"



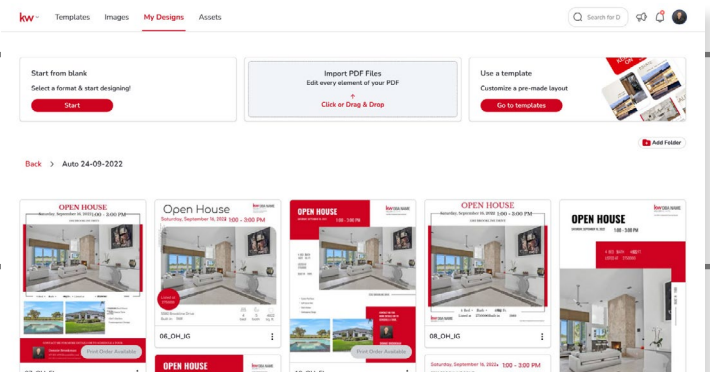
CONFIRM DETAILS

1. Search for Listing
2. Confirm Open House details
3. Confirm property details
 - a. Brought in from MLS
4. Confirm Agent info



VIEW COMPLETED DESIGNS

1. All templates from collection will be added to folder
2. View, download, or save any template desired



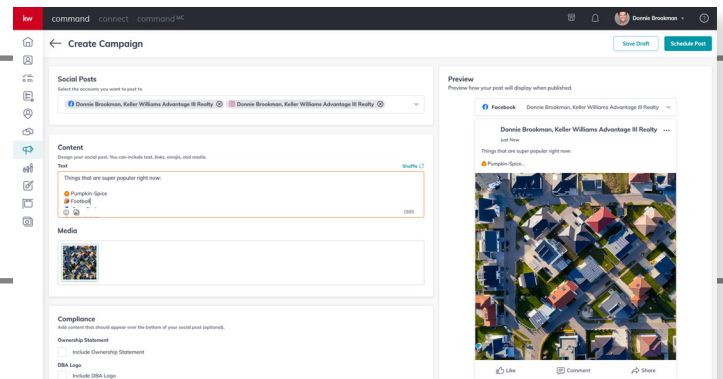
#17 **USE MARKETING MATERIAL (PRE MADE)**

Command offers a variety of “ready to use” marketing pieces. HTML Email Templates, Social Media Posts, Direct Mail, & SmartPlans are some examples.



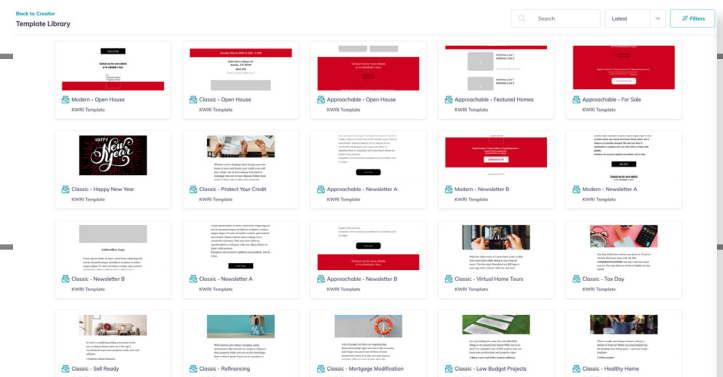
QUICK SOCIAL POSTS

1. Campaigns > Social Posts
2. Browse “Quick Posts” and use share button
3. Choose to publish immediately or schedule post



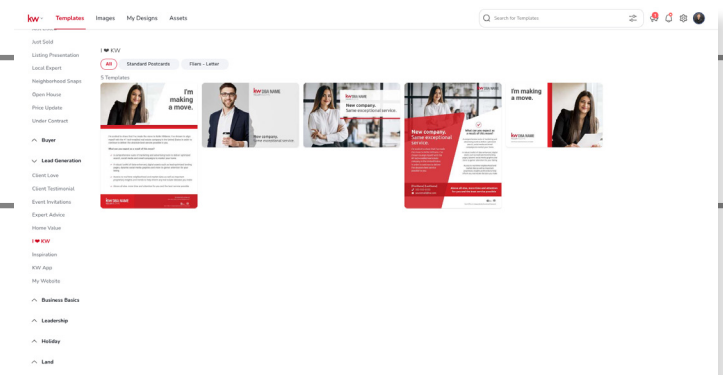
HTML EMAIL TEMPLATES

1. Campaigns > Email
2. Create Campaign > Email
3. Browse 70+ ready to use templates



POSTCARDS AND FLIERS

1. Designs > Create Design > Print
2. Lead Generation category > I ♥ KW

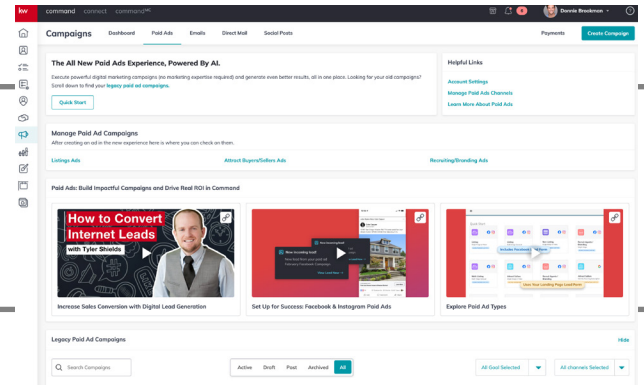


#20 RUN PAID SOCIAL MEDIA ADS

Agents can run paid ads through Command on Facebook, Instagram, and Google. Campaigns creates an easy button for agents to build a variety of ad types to both create awareness of their brand and generate new leads directly in their Contacts database. Lead settings allow the agent to tag and trigger SmartPlans to bring immediate follow-up automatically. Agents can choose listings to advertise and leverage AI to create ad copy easily.

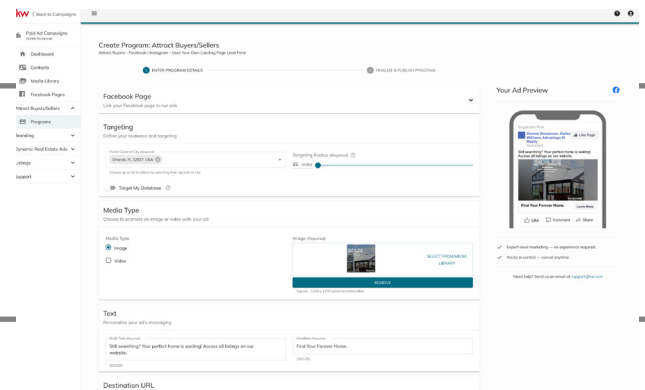
CREATE PAID AD

1. Navigate to Command > Campaigns
2. Select "Paid Ads" tab
3. Choose "Create Campaign" and select Paid Ad



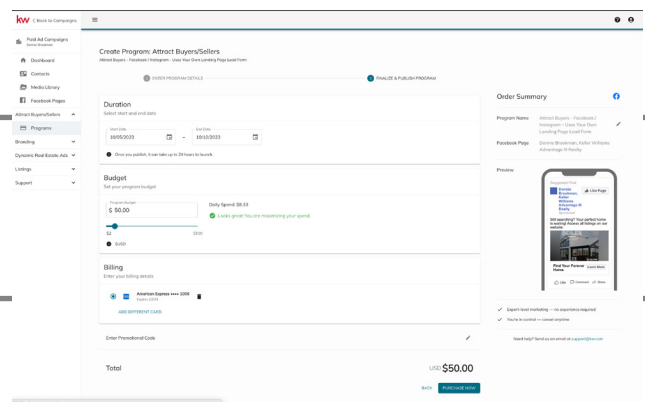
SELECT YOUR AD TYPE

1. Choose Ad Type
2. Select Listing (for listing ad types)
3. Customize targeting, media, and text (Option: Use AI to autogenerate text)
4. Proceed to the last step



LAUNCH YOUR AD

- a. Review ad duration
- b. Set ad budget
- c. Confirm details and launch ad



#21 CREATE FOLLOW-UP PLANS

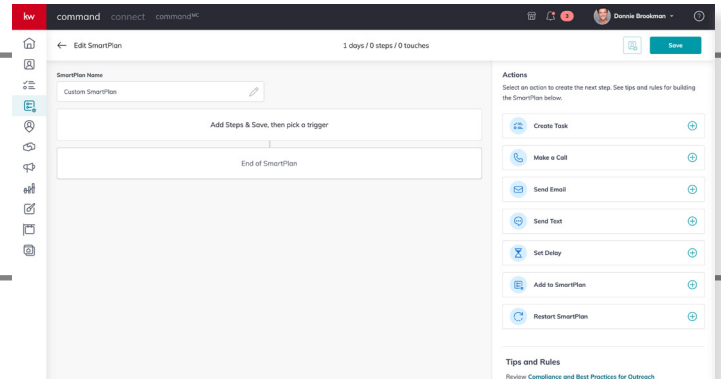
Command's SmartPlans applet provides an extensive library of follow up plans and the ability to create a custom SmartPlan from scratch. Agents can choose to publish custom SmartPlans for all associates to access a copy. SmartPlan steps can be separated with time delays (days), be set to repeat, or trigger another SmartPlan. Custom tag triggers can be added to automate the activation of a SmartPlan.



CREATE A SMARTPLAN

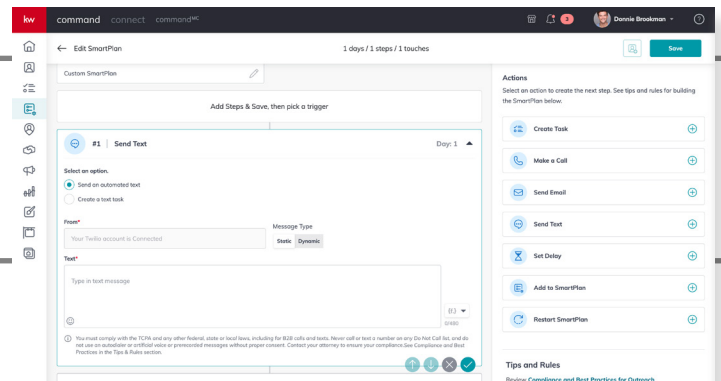
1. Open SmartPlans and choose "Create"
2. Add steps from right to customize plan

**Teams can also designate an assignee for each step - either Rainmaker or Contact assignee.*



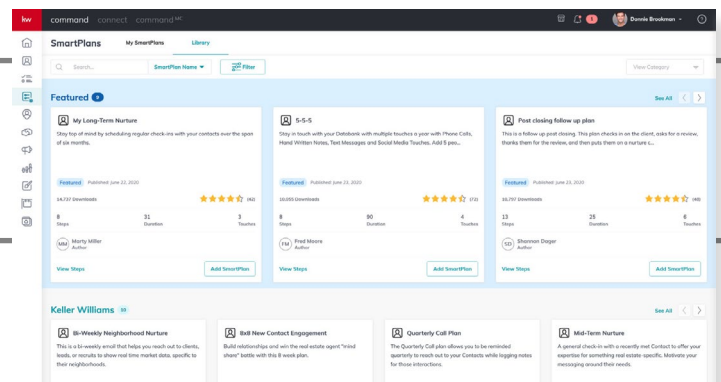
CUSTOMIZE STEPS

1. Send an SMS Step: Dynamic
 - a. Dynamic texting will store up to five messages to cycle through as the plan repeats



BROWSE SMARTPLAN LIBRARY

1. Browse agent and KWRI created SmartPlans
2. Choose "Add SmartPlan" to download a copy to your library



WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance. KWRI makes no warranties, either express or implied, with regard to the information and programs presented in these materials. KWRI will not accept liability for any loss or damage of any kind that you incur as a result of the use of any content provided by KWRI.

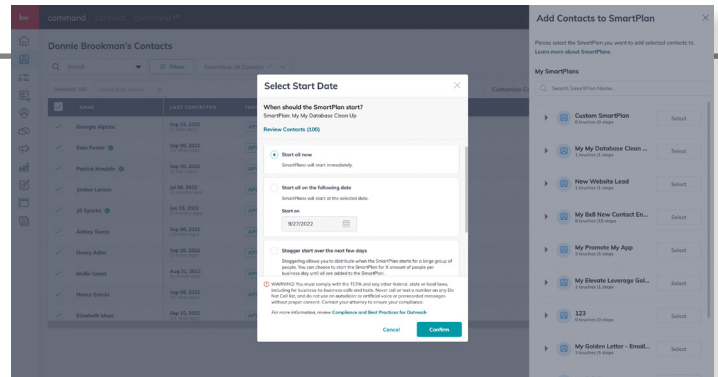
#22 USE FOLLOW-UP PLANS

SmartPlans can be applied to contact records individually and in bulk through multiple paths. Options for scheduling the start date of the SmartPlan are available. Stagger start is optional when adding contacts to a SmartPlan in bulk. Stagger start helps manage the number of daily tasks/calls. SmartPlans can be triggered by adding a contact tag and individually set from the Command App.



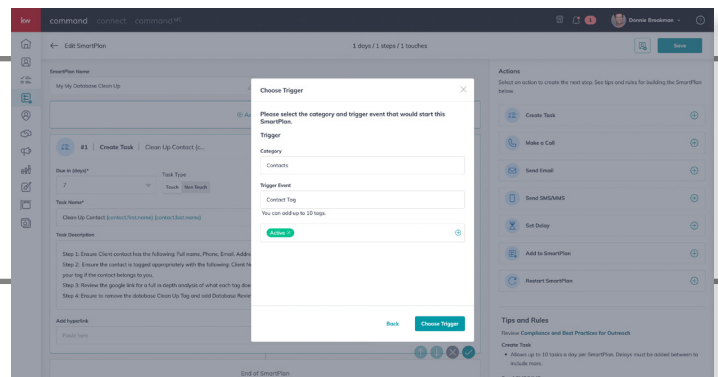
ADD TO SMARTPLAN (BULK)

1. Open Contacts and filter to desired list
2. Select contacts
3. Choose "Add to SmartPlan" from bulk action menu
4. Select SmartPlan
5. Choose Start immediately, schedule to start, or stagger start



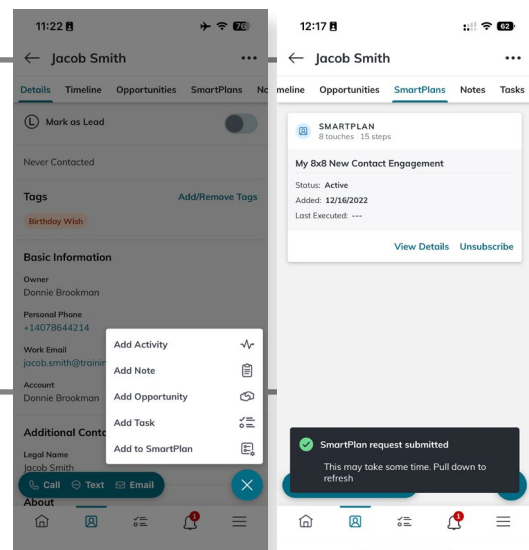
CONTACT TAG TRIGGER

1. Create or open an existing SmartPlan
2. Choose "Add Trigger"
3. Add/create contact tag that will trigger the start of SmartPlan when added to contact



SMARTPLANS (COMMAND APP)

1. Open contact record
 2. Select blue + button
 3. Choose "Add to SmartPlan"
- OR
1. Tap on "SmartPlans" tab
 2. Choose blue + and select SmartPlan



WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance. KWRI makes no warranties, either express or implied, with regard to the information and programs presented in these materials. KWRI will not accept liability for any loss or damage of any kind that you incur as a result of the use of any content provided by KWRI.