5. Email Blueprint:

Adding good ol’ fashioned email into the mix is a surefire way to improve your results. Some of the prospects you connect with on LinkedIn and Facebook may not be paying constant attention to their inboxes on these social networks. But you better believe they’re looking at their email! In fact, a recent study out of the University of British Columbia revealed that the average person checks their email 15 times a day. There’s just no other way around it. Email is one of the best places to reach your prospects. You can get excellent results with the system, even if you do not integrate email into your approaches. Yet with email, your results will increase.

It’s like anything in marketing. The more places you can reach your prospects where they’re hanging out, the better your odds of booking an appointment with them. We know they’re probably on LinkedIn, and we know they’re probably on Facebook. But we know without a doubt that they are spending lots of time in their email inbox. So why not show up there too? Before I share a couple strategies with you, I want to clarify what we’re NOT talking about here. When you think about email in the context of marketing to your prospects, it’s natural to immediately consider email marketing software such as MailChimp, Aweber, Infusionsoft, etc. These tools are fantastic for permission-based marketing where prospects opt-in to your list, and you send them periodic marketing emails. They’re sent in bulk. You set up the email, and with a few clicks, it sends an automated email to every one of your prospects. If they no longer receive value from your emails, they can click the unsubscribe button and never hear from you again. This is not the kind of email we’re talking about.

I am not recommending that you add people to your mailchimp (or whatever software you use for email marketing) and start sending broadcasts to them without permission. Nobody likes that. Instead, what we’ve seen work tremendously is to layer individual email outreach on top of the messaging campaigns you run within LinkedIn and Facebook. For our purposes here, we’re not importing prospects into email marketing software. The messages you send will be 1-to-1, personalized messages. There is no unsubscribe button. These emails look like something you’d send to a friend, and because of that, they get a great response rate. There are two approaches to consider, as it relates to converting prospects you’ve identified into appointments on your calendar. Think about it this way. If you send a prospect a couple messages on LinkedIn, and they don’t respond, should you give up? Take your ball and go home? No! Maybe they didn’t receive your message, or maybe it got overlooked. Or, maybe they just don’t check LinkedIn that often! By simply sending them an email saying “Hey, just want to make sure you saw my message on LinkedIn…” you’ll get a ton of responses from prospects. Knowing that, why not systematize it? That’s what the email blueprint is all about. And, it’s 100% CAN-SPAM compliant. Meaning that this kind of email is most certainly not SPAM. Think of it as following up with a friend. It’s essentially the same thing.

Certainly you can use email to send cold messages. In fact, we’ve had tremendous success using cold email to generate leads and appointments. Sometimes we teach some of these methods to our students. But what we’re really focused on here is using email in conjunction with a social messaging campaign. It works like this. After you send the scripted messages in your Facebook or LinkedIn messaging campaign, then filter your tracking list and make sure to remove those who responded. Move those who didn’t respond over to the email campaign, and send a couple new messages there. It’s this persistent follow up that generates the greatest results. Not everybody will respond right away. Sometimes it takes a few tries. And remember, we’re not humping legs here. These messages are designed to add value to your prospect’s world. Not to harass them about taking an appointment with you. A well designed email campaign can add 10-20% response rate to the overall system. Over time, that’s a tremendous amount of additional appointments that you don’t want to miss out on!

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