

How to improve your touchpoints for even more organic leads



Keep your lead funnel full by ensuring every touchpoint works together for maximum success



Leads, leads, leads...

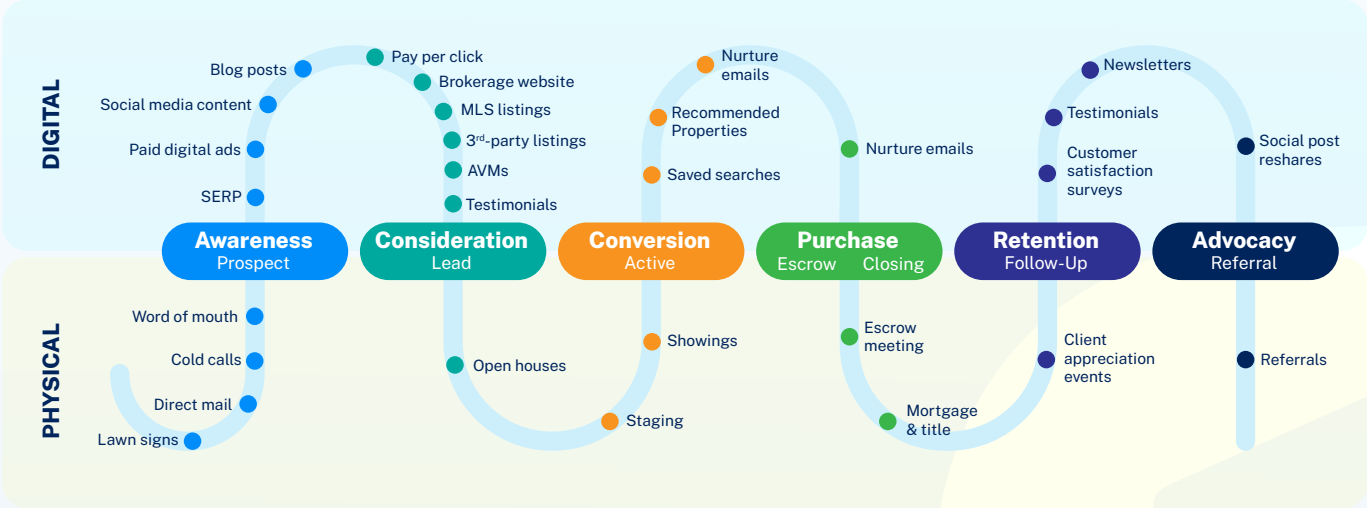
Optimizing real estate lead touchpoints

Leads are the lifeblood of every brokerage. As technology and consumer behaviors have changed in recent years, so too have all the ways brokers reach and stay in touch with potential homebuyers and sellers.

Making sure all the methods you use are working optimally together (and apart) is crucial to ensure your brokerage is maximizing lead capture and setting your team up for success.

Real estate customer journey

Let's look at all the different touchpoints between brokers/agents and home buyers and sellers:



As you can see, there are a lot of different places where real estate professionals get the opportunity to delight their clients... or fall flat.

Digital vs. physical

Since the turn of the century, digital touchpoints have started to outnumber physical ones, reflecting the accelerating transition of all our lives toward the digital realm. But that doesn't mean traditional, physical touchpoints are any less important. Read on to see what we mean.

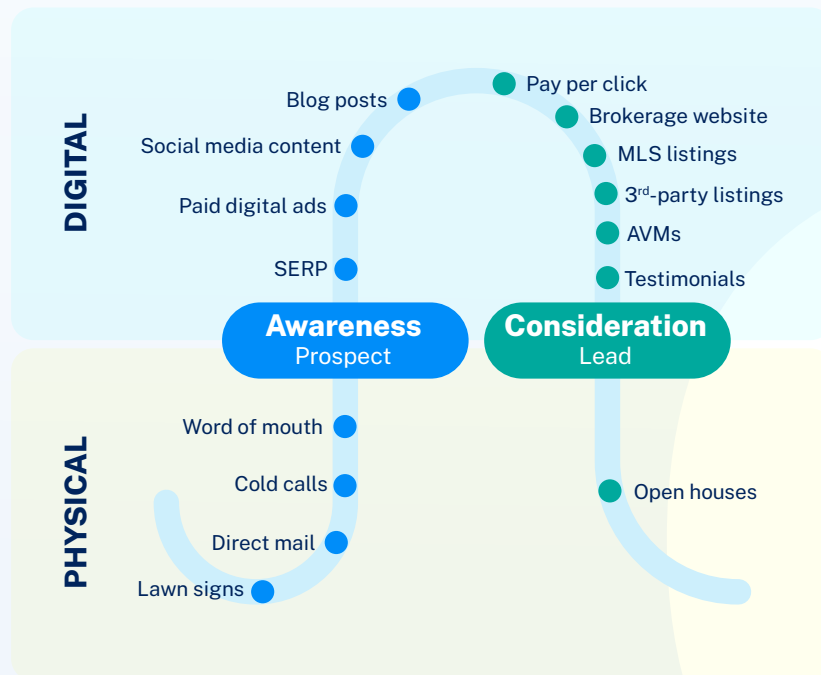
Common sources of real estate leads

Today, with millennials comprising the biggest homebuying group, digital touchpoints are more important than ever. But **the typical agent is between 55 and 60 years old** and not exactly a digital native. The average home seller skews older, too, and seller leads are extremely valuable!



For brokers and agents, this means digital touchpoints are just as important as traditional, analog ones to capture a maximum number of leads and keep their funnels full.

Let's zoom in on some of the most common lead sources brokerages typically rely on and how to make them work better together.



Physical touchpoints



Word of mouth

Word of mouth is still one of the **most important** sources of leads.

Are you likelier to try a new restaurant in your neighborhood because you saw it on social media or because your best friend told you they loved it? Nine times out of ten, you're trusting the recommendation. The same is true in real estate!

The best way to optimize word-of-mouth leads and get people to sing your praises is to make sure everyone your team interacts with has an **amazing customer experience**. So many factors go into a top-notch customer experience: responsiveness, accurate and useful advice, service, and ultimately a successful close. **Technology is an amazing asset** to improve every aspect of customer experience, and the right combination of front office tools can help. More on that soon.



Open houses

It doesn't get much more traditional than a good ol' fashioned open house. Passersby (especially first-time buyers and sellers in the neighborhood) will see your flags and signs and stop by to find out what kinds of properties they can get at a particular price point (or what they can sell for), learn more about the market or neighborhood, or see if the agent feels like the right fit for them.

Open houses are an amazing way to **connect with consumers face to face**, share expertise, and drum up leads from people who are ready to buy right now or just starting to flirt with the idea of buying or selling their home. Just make sure you have a way to capture their information (or for them to capture yours), for example:

- Guest book or sign-in sheet
- Business cards
- Social media account information
- QR and text/call codes



Yard signs

It may sound counterintuitive, but maybe the most traditional lead-gen method in real estate, the yard sign, is still a great way to drum up leads, **especially valuable seller leads!**

Catchy yard signs with a name and a phone number are great, and brokers can optimize them even further to make it easier for leads to respond and for agents to capture leads' contact information (and interest):

- By integrating scannable QR codes
- By adding text and voice codes for automating listing information sharing over the phone

How do QR codes work?

QR codes are incredibly useful and work like online links. Thanks to integrated smartphone cameras, anyone can read them!

Users take out their cameras, point, and tap to go where you want to take them! Put QR codes on any printed material and send users to your website, contact form, or listing! Way easier than dialing a number or typing in a URL.

Want to give it try? Scan this one!





Flyers and direct mailers

Takeaway listing flyers are another analog and low-budget way to get your name out to both buyers and sellers. Agents can distribute them via flyer holders on yard signs or at open houses. The biggest drawback is that branding, formatting, and printing flyers takes time, so brokers can **optimize this touchpoint by automating** the first two tasks and giving leads multiple ways to get in touch, including the same QR codes and phone numbers as yard signs!



Cold calling

Despite what you might think about this old-school lead generation method, it's still working exceptionally well for a lot of brokers and their agents, especially the ones who know how to **turn cold calls into warm leads** by developing a strategy and sticking to it.

This might mean contacting all the FSBO properties in your area, especially if you live somewhere with a lot of them, touching base with the owners of expired listings, especially in niches you specialize in, and contacting homeowners on the same block or in the same neighborhood as your other listings (why wait for them to see your yard sign when you can reach out first?).



Text and voice codes*

Maria sees your yard sign and texts the code to the number listed. She automatically receives a new contact (you!), a link to your listing, and her phone number gets added to your CRM. If she calls instead, she gets to hear a customized property description and still gets added as a lead!

Try it out! Text the code to the number shown above to see how it works.

*Text codes currently US only.

Does your digital marketing suite come with a **full promotional toolkit** — complete with flyers, QR codes, listing hotlines, live chat, and more?

Ours does!

[Learn more](#)

Digital touchpoints

Your digital touchpoints are just as important as the traditional ones, not least of all because they give you **much more reach for much less money** (many of them don't cost anything at all!). Your online presence and digital touchpoints need to be spot on to make sure leads not just find you, but fall in love with you!



Search engine results page (SERP)

If a lead initially found you using one of the analog, physical touchpoints mentioned earlier, you can be sure the next thing they'll do is search for you online. The rest of your leads will find you online from the start, probably by typing, "Homes for sale in..." into their favorite search engine. In fact, **nearly everyone begins their search for a real estate agent online** these days.

So, what's the secret to appearing at the top of the search engine results page? There are a few key ingredients: firstly, there are things you can see, like a website (more on that soon) and content (like blog articles, videos, social media posts, etc.). Next, there are things you can't really see, the most important of which is search engine optimization, or SEO.

Search engine optimization

Think of search engine optimization like this: it's an ever-changing strategy where you pay attention to and improve hundreds of tiny details that, over time, help your website **rank on the first page** of search engine results. There's a lot you can do to boost your site's SEO yourself, but it takes a lot of time and effort your team might not have. Instead, we recommend working with a partner who really knows how to help your website rank higher, so you can focus on why you have a website in the first place: converting and nurturing leads!

Looking for tips to get your website to rank higher?

Look no further!



Website

Your website is your brokerage's **digital storefront**. You want to make sure it helps you put your best foot forward and showcases your team, your listings, and your expertise. The same goes for your agent websites, which are hopefully all connected to your brokerage and office sites to give your team extra visibility while helping you all rank higher.

The first key to any website is **making sure people can find it**. You could have the best brokerage website on the internet, but if it never shows up in search results, leads won't be pouring in. This is why SEO is so important.

Once you've gotten traffic to your website, you'll also want to make sure it has plenty of ways to attract their attention, capture their interest, and convert them to leads.

Some effective things you can include are:

- Savable property searches
- Free home valuations
- [Recommended properties](#)
- [Blog articles](#)
- Buyer and seller guides
- Contact forms
- And more

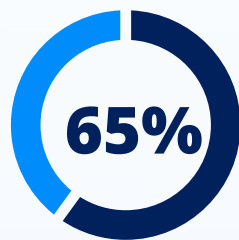
Each of these assets speaks to a different type of lead. The more you have, the likelier your website will generate the leads you want.



Social media

Social media is an *incredible* source of leads and a great way to **showcase your brokerage with minimal investment** (social media accounts are free!).

The average American spends 2.5 hours on social media every day, and by some estimates, 8 in 10 Americans have a social media account. That means **a lot of opportunities to connect with leads** online, build your brand, network with colleagues, and more. It also means a lot of potential eyeballs for your listings! But here's another shocking figure:



Of real estate business comes from an agent's sphere of influence



Only 1 in 10 agents is effectively marketing to their sphere

The biggest social media platforms for real estate agents are Facebook, Instagram, Twitter, LinkedIn, and YouTube, and with the right strategy, they can become incredibly valuable marketing tools for your business.

Constellation1 social media tips

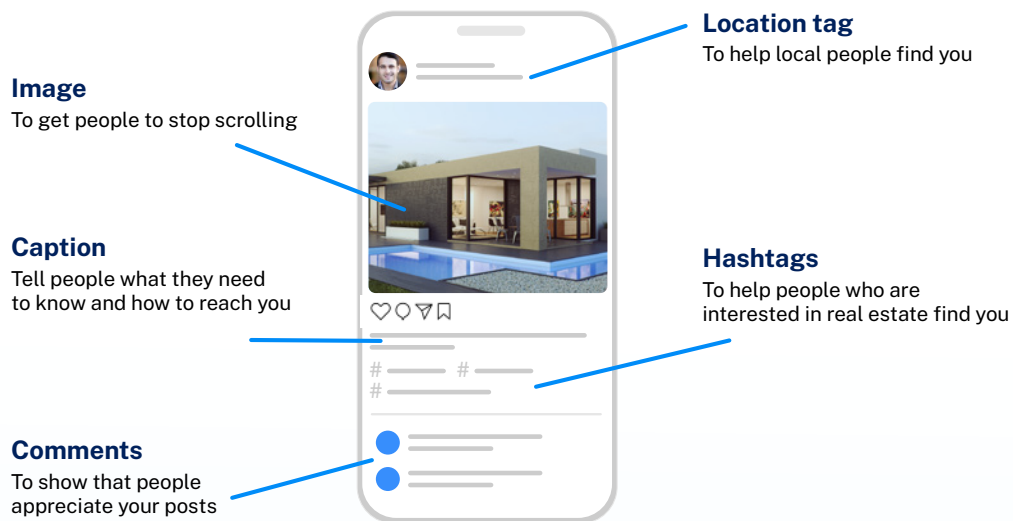
Tip #1: Consistency

Regular, consistent posting across platforms is essential for success. This can be time-consuming, and agents are already busy. Plus, the typical agent, who is over 50, might not feel comfortable creating social media content. Thankfully there are lots of tools available to make this easier.

Tip #2: Engagement

People are on social media to be... social! This means it isn't just about posting, it's about answering questions, sharing advice, and building a community. With the right digital marketing tools, you can spend less time worrying about what to post and more time interacting with your following.

The anatomy of a successful social media post



[Social media publishing](#) is an easy way to **boost the effectiveness** of your social media strategy without spending a fortune. Using a digital marketing suite with integrated social publishing can help your agents automate their posts on all their favorite platforms, including their active listings, scroll-stopping homebuying tips, industry news, and more. This gives every agent on your team a consistent social media presence that serves as a foundation for their own unique content. Plus, with the right tool, each post can also be branded to your brokerage, letting your brand and expertise shine even brighter.

Learn how top performers at Carpenter Realtors close up to 3 deals per week (\$20+ million per year) with help from Constellation1 Digital Marketing Suite

[Read More About Carpenter Realtors](#)



Pay-per-click campaigns

One of the easiest ways to get leads is to buy them with a pay-per-click (PPC) campaign. Companies like [Market Leader](#) and [Offrs](#) let teams fill their funnels by purchasing monthly subscriptions to lead feeds. PPC campaigns are a very common method many brokerages use to supplement their organic lead efforts.

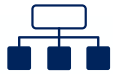
Overreliance on PPC could handicap your brokerage in the long run, but adding it to the mix can help keep your streams diversified and flowing.

Traditional + digital: tying everything together

Nurturing: the other piece of the lead puzzle

A well-balanced mix of lead sources means **the top of your funnel will always be full**. But no matter how your leads come in, it's important to action them quickly and efficiently and make sure none of them fall through the cracks.

To do this, you need effective [customer relationship management \(CRM\) software](#) that allows you to:



Capture leads from all sources

How easily does your CRM capture leads? If there's friction, your leads will drop out of your funnel or agents and admins will make data entry mistakes that make leads unactionable. CRMs should capture information automatically and seamlessly.



Respond to leads quickly

Most leads will go with the first agent who responds. Ensuring your team can follow up fast is crucial for making sure you get the lead – not someone else. Responding within the first minute increases conversion exponentially!



Route leads to the right agents

Responding quickly is important, but so is pairing each lead with an agent who has complementary skills and expertise. This is where lead routing can be very beneficial, because if the lead doesn't feel like their agent is the right fit, they'll take their business elsewhere.



Customize your nurtures

So, you've captured the lead and paired them with the best agent. Great! But online real estate leads can **incubate for anywhere from 6 months to 2 years!** You need [robust nurture features](#) to keep your leads warm and your brokerage top of mind.

Need help getting your touchpoints to work together?

Every brokerage runs on leads, but too many brokers haven't optimized their touchpoints or built a front office that helps them **attract, capture, nurture, and delight** their leads.

Constellation1's suite of front office solutions helps you boost your organic lead generation, capture more leads, keep you top of mind, and create customers for life.

Request a callback from our front office experts to learn more.

[Request a Callback](#)

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