



TOP 3 DIGITAL LEAD ACQUISITION STRATEGIES

Online marketers claim to have the perfect lead generation formula and sales funnel strategy for your business. Unfortunately, most of them apply to product-based businesses and don't take into account service-based businesses, especially businesses in restricted industries that fall under various regulations.

They also don't take into account the buying cycle for high-stake financial services, like buying a home, taking out a mortgage, or investing.

Until now...

Our agency knows service-based businesses and specializes in the mortgage, real estate, financial services industries. The strategies we've outlined below are our top three strategies for acquiring new leads for our clientele, and we're sharing them with YOU!

STRATEGY 1:

PDF download ► Evergreen mini-webinar ► Email/text follow-up funnel

With this strategy, we deploy a variety of follow-up and nurture techniques including immediate text and email triggers upon opt-in, calendar links to schedule a complimentary call, and ongoing virtual events, as well as ongoing email/text and phone nurturing.

This strategy works great for the mortgage and real estate industries, especially for targeting first-time homebuyers and refinances transactions.

STRATEGY 2:

Quiz funnel ► Text campaign & live phone agent ► Evergreen webinar or mini-class

With this strategy, we immediately deploy a text campaign upon submission of the quiz with the option to connect to a live phone agent, calendar links to schedule a complimentary call, and ongoing educational content, as well as ongoing email, text, and live agent follow up.

This is a great strategy for the mortgage and real estate industries and for some financial service products.

STRATEGY 3:

Evergreen mini class ► Introductory Video ► Video resource library ► Live phone agent & nurture sequence

With this strategy, a custom intro video is sent via text and email immediately after the completion of the first mini-class video, with full access follow-up to a video resource library, calendar links to schedule a complimentary call, and ongoing video content and live virtual events, as well as ongoing email marketing, text campaigns, and live phone agent nurturing.

This strategy works great with all industries but specifically affluent target audiences. They tend to be information collectors and want to know a lot more before they'd consider doing business with you. Video is a great way to establish the know, like, and trust, and customized messaging is the icing on the cake.

As you can tell, digital advertising is our jam, and if you're looking for an agency that specializes in your industry, we'd like to invite you to connect with us!