

The Ultimate Guide to **Managing Online Leads**

Learn exactly what to do with the people who come to your business from the web. Unless you're working 100% by referral, you'll probably encounter a few online leads. Still, keep in mind that online prospects should only make up a small part of your lead generation strategy.



The Online Customer Journey

There are several levels on the online customer's journey. Remember, an inquiry is not a lead!

What about referrals?



Referrals come in as leads (qualified opportunities), since they were given to you from a trusted relationship. These are the highest quality leads you can generate.

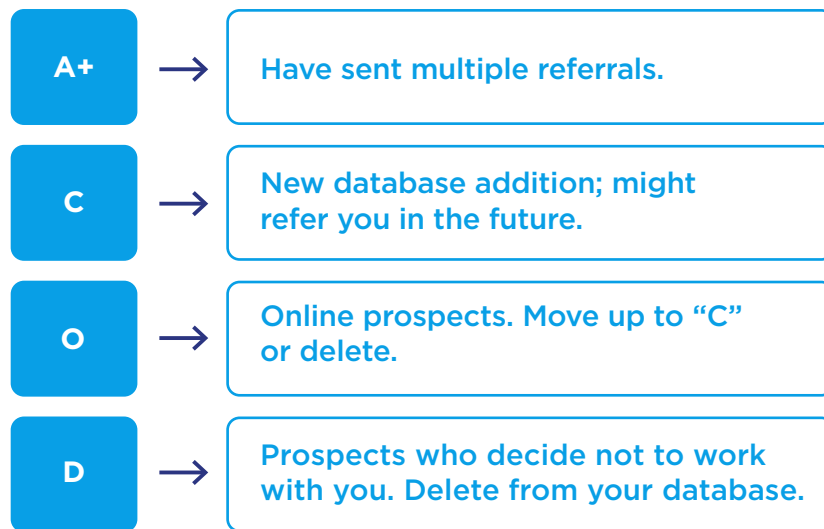
IMPRESSIONS	→	Eyes on your content.
INQUIRIES	→	Person responding to an offer/ad.
PROSPECT	→	Captured email/phone number.
LEAD	→	Qualified opportunity.
CUSTOMER	→	Someone you do business with.

Importing Prospects to your **Real Estate CRM**

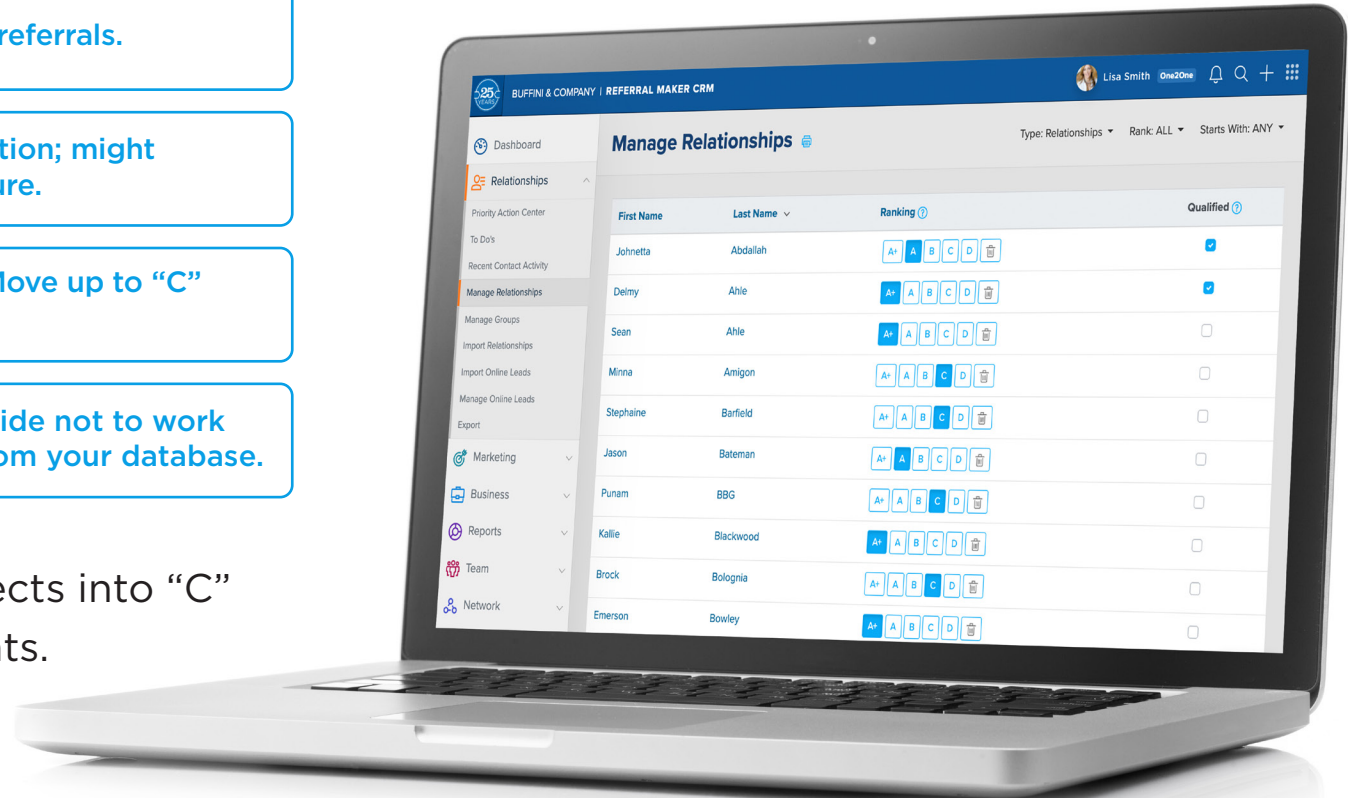
Client Rankings:

A+, A, B, C, D (Delete), **O** (Online)

Keep track of the contacts in your real estate CRM. To identify where they are in the customer journey, we recommend giving them a rank and updating it as the relationship develops.



Objective: Turn “O” prospects into “C” clients, and later, “A+” clients.



Referral Maker® CRM — This real estate CRM from Buffini & Company lets you rank leads and prospects and track communications all in one place!

Provide Value

After receiving an online prospect through social media or your website, get in touch quickly by sending a value-add piece that demonstrates your competence and character. Don't forget to follow up!

What to Send

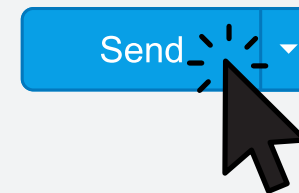
- ✓ General market update.
- ✓ Buyer/seller checklist.
- ✓ Mistakes buyers/sellers make.
- ✓ Value of a real estate agent.
- ✓ Top reasons to buy/sell this season.
- ✓ The value of homeownership.

Pro-Tip:

Schedule 30 - 60 minutes each day to manage online prospects.

Need Ready-to-Send Content?

Buffini & Company Referral Maker[®] PRO Members have access to a wide selection of ready-to-send marketing emails and flyers on the real estate market and buying/selling a home.



Schedule an Introductory Meeting

For prospects willing to move forward, schedule a face-to-face introductory meeting. This can be done via video conference or in-person.

Meeting Objectives

- ✓ Introduce yourself.
- ✓ Explain the process and how you work.
- ✓ Discuss their reactions to the value-add piece.
- ✓ Set expectations about the current market.
- ✓ Determine if they are ready to buy/sell.
- ✓ Turn a lead into a customer.



Deliver Exceptional Service

Once that lead becomes a customer, it's up to you to deliver quality service to transform them into advocates of your business. Here are a few ways to give exceptional service.

Deliver Pop-Bys

Drop off small appreciation gifts to remind them that you are never too busy for their referrals both during and after the transaction.

Write Personal Notes

Check in with these clients after the transaction to thank them for their business and congratulate them on the new place.

Stay Top of Mind

Send them on-going monthly value-add mailers and corresponding eReports on topics like real estate, home improvement and finances to stay top of mind.

Client Appreciation Events

Invite these clients to appreciation events during the year to thank them for any referrals they send their way.



Get the Right Tools

Monthly Marketing Kit

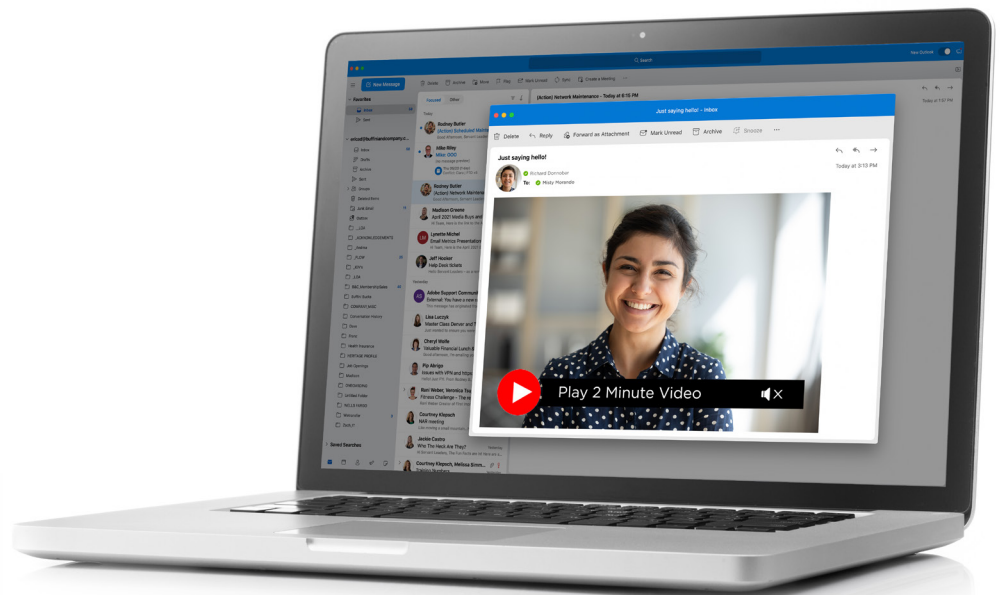
This monthly marketing kit provides ready-made value-add mailers and eReports on a variety of different topics, including real estate, home improvement, finances, personal growth and life hacks. Get personal notecards and creative Pop-By tags to level up your client service.



Join **Referral Maker® PRO** Membership and get the tools you need to get organized and add value to your relationships!

Referral Maker® CRM is included with your Membership:

- Track, sort and rank relationships.
- Always know who to call, write or visit.
- Add-on Video Messaging and embed personalized videos in your emails or text messages.



Learn more about Referral Maker PRO: buffiniandcompany.com/rmpro