



USING AUTOMATED FOLLOW UP SEQUENCES “CHEAT SHEET”

WHAT IS IT?

- Put your expertise on autopilot. By implementing an informative and empowering series of communications for new leads that have expressed interest in a potential home sale or purchase, you are scaling your informed knowledge and also accelerating your pipeline with little lift on your end.

3 WAYS TO IMPLEMENT TODAY

1. Set Up a lead capture form onsite:
 - a. This allows you to get leads into your funnel
 - b. Tip: Don't get too complex, simply ask for their email for updates or ask them if they'd like to learn more.
 - c. Enter your automated follow up sequences so they can be nurtured and become educated to make a decision to use your services.

Where to start: *Speak with whoever is managing your website, and see how you can implement a lead capture form. (I.e. [Getbuyside.com/Contact](https://www.getbuyside.com/contact))*

2. Create 4-5 email touches that empower them to understand the home buying or selling process, so when they're ready, they only think of you.

Where to start: *Research best real estate email nurturing strategies from a source like [Inman.com](https://www.inman.com) or [RISMedia](https://www.rismedia.com) for ideas.*

3. Personalize, personalize, personalize: You've received an email with your name in the subject line. This is personalization. By doing so, you create a personal touch and relevance - resulting in direct action. **It works.**

Where to start: *Most email marketing platforms allow you to inject a first name into a subject line, check out [Mailchimp's guide here](#).*

THE BENEFITS

- Increase engagement and education across all of your digital properties.

- Deliver a consistent message and narrative to your audience so that they have already “checked the boxes” that they need to before enlisting your help.
- Scale your expertise by setting up your automations once, and letting the program run for you.
- Tailor the experience by putting your consumers down a predefined path that ultimately leads them to you.

If you learned from this sheet or have more questions, please reach out to training@getbuyside.com or visit our Help Center at www.support.getbuyside.com!