Content and Brand: Two Keys to Your Success

From a potential buyer or seller’s initial research, to the moment when they actually become a buyer or seller—the lead generation and conversion process can be long. According to a study by Market Leader and Hebert Research, this process—from start to finish—can take as long as 27 months for buyers and 21 months for sellers. But, whether a consumer becomes a lead on your website weeks, months, or even years before buying or selling, your initial approach should be the same: to provide excellent service and expertise. Excellent service and expertise, as well as Smart Lead Technology, are what keep leads coming back to your website every day, every week, or every month.

Since the buying and selling process can be long and complex, finding consistent success with leads requires a focus on four main pillars: speed, insight, content, and brand. Speed refers to your ability to reach out to leads quickly, both during your initial conversation and throughout the conversion process. Insight means that you’re using the tools at your disposal to make sure you know everything you can about a potential lead, ensuring you can provide relevant information. That brings you to the third and fourth pillars of Smart Lead Technology—content and brand. That’s what we’ll talk about in this white paper. After you’ve reached out quickly and collected insight and data about your potential client, it’s time to start providing the value they crave with your content and brand.

**Content is king**

Once you’ve made initial contact with a lead, gotten them to register on your website, and found out everything you can based on the searches they’re doing on your site and the conversations you’ve had, it’s time to take that information and make it work for you, in the form of relevant content that demonstrates your value and expertise.

The number one thing great content can do for you is keep the conversation moving forward between you and your buyer or seller. Each time a lead utilizes your website to gather and collect information, it opens up a window of opportunity for you to reach out and provide content that is relevant. Buying or selling a home can be intimidating, so it’s important to keep providing helpful, easily digestible content that guides them through the process. Expand their knowledge with market reports, inventory trends, and similar listings, so your leads can address the common buyer and seller issues of motivation, timing, money and self-esteem. By providing a wealth of useful content, you’re ensuring you’ll be the first agent they think of when they are ready to take the next step.

Utilize Smart Lead Technology tools and your Marketing Center to put leads on automated campaigns that are relevant to a specific lead, based on the insight you have gathered. Additionally, include some more personalized communications. Consider the following options:
For buyers:
- Listing alerts
- Recommended listings
- Neighborhood information
- Community information
- Comparables in the neighborhood
- Market Insider information
- Market Insider Monthly Newsletter

For sellers:
- An initial home value
- Comparables in the neighborhood
- Home price history/forecast for your local market
- Advice about timing their sale
- Inventory and local trends
- Percentage of REO, foreclosures, and short sales in the area
- Listed versus sold percentages
- Market Insider tips
- Market Insider Monthly Newsletter

Your Market Leader system—powered by Smart Lead Technology—is equipped with two features that can help you build a powerful brand: your lead capture website and the Marketing Center. Your lead capture website collects information every time a lead visits your site, ensuring that you have the details you need to respond with personalized service. And, the Marketing Center tab offers customizable email, direct mail, and other marketing solutions that help you boost your brand as you deliver personalized content to leads and clients.

As you create campaigns that define your brand, make sure you’re also communicating your brand effectively and efficiently wherever your sphere extends: on your website, in your social media, at open houses, in advertising, and anywhere else potential clients interact with you. Your brand should be evident to consumers during every step of the conversion process. Every interaction with a lead is an opportunity to build your brand’s reputation. Respond quickly, using insight to provide relevant content, and you’ll be strengthening your brand!

Build your brand

As you’re sending valuable content to potential clients, your brand will start to emerge. What is your brand, exactly? Your brand encompasses three parts: your personal reputation, who you are as a real estate agent, and what you can offer clients. Think of it only as your personal brand—not your brokerage’s brand, or your team’s brand, but your singular brand.

Ongoing education

To learn more about making these concepts and strategies work for your real estate business, join the Million Dollar Pipeline program at MarketLeader.com/mdpp.