

ATTRACT  
REGISTER  
INCUBATE  
DETECT  
CONVERT

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# LET THEM EAT DOUGH

Web leads not "cooked" properly

Incompatible with "real world"

Conversion rate too low

# CONVERSION

On-line.....

single digit      2-5%

Off-line.....

double digit      10-35%

Why? Low commitment.

90 seconds to submit form.

Visitors not ready to transact

## 3.2 BEER

1 in 10 traditional conversion

Why try 1/30?

Internet released prematurely

Not ready for the market

Dough

# THE BANGKOK SOLUTION

Cheap labor in Bangkok?

or

Specialized RELO lite?

No high touch.

Low cost

Only part of the solution.....

# THE AUTOMATED SOLUTION

Risk. Burn out agents

Fix? Lender/broker adapts? NO

Warm up with people? Tech? YES

Automate distillation

# TECHNOLOGY RULES

Content...Analytics...Email/Phone

Embed good agent in software

Good agent knows

Content/Analytics/Engagement

But can't afford to.

90d lead is cold. Too far out.

# FIVE STEPS PROGRAM

ATTRACT

REGISTER

INCUBATE

DETECT

CONVERT

# ATTRACT with CONTENT

Home buyer wants

Anonymous

Content

Control

1% buying each month

3% in buy zone, 97% NOT.

Engage 97% AND transactors

# REGISTER with CONTENT

Register 2% vs teens

MLS vs Comps

Harvest emails

Build circulation base.

# INCUBATE and DETECT

Early contact closes 65%

21 day mortgage window

Leads like eggs.

Require warmth, turning

Analytics: SF condo vs Marin SFR

Mine what you have

Detect buy zone

# Analytics

## OUTPUTS

Behavioral tools mine portfolio  
Detect entry into “buy zone”  
Loan offers precisely timed  
Effective, measurable CRM

## INPUTS

Registration

Click-stream

eMail response

Segment?

Loan Type?

Urgency:

30 Day  
Transactors  
delivered  
daily to  
your call  
center

7:37	ksa1th	capenda	mc=ne	me=ol	2011-7-5-4:37:6
7:37	Charles	cashin	charles	cashin	21209250170
9:59	Celeste	Cjici	celeste	ol	440-572-572
7:77	Jeanne	Klimssk	jeannek	20eud	619-423-496
2:53	Morison	Morison	morison	ic@transden	619-423-718
6:56	Jhm	Shafchuk	jshafch	hu@lemp	727-372-3357
1:24	Fomzen	Mesousner	tommes	mc=stret	906-600-0077
5:16	sue	wells	sue	wells@mc.d.ccm	906-600-4090

# STOPRUNOFF

There's an overlooked channel in  
your own portfolio.

Mine it!



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# 'Gram Campaign

**WelcomeGram**  
33% response

**ContentGram**  
55% response

**LeadGram**  
20% response

**FollowupGram**  
40% response

