How to be a Smarter Real Estate Marketer

Join 750+ happy businesses growing with LeadSquared

By Ashish Gupta
Agenda for the Webinar

✓ Capturing Inquiries from Various campaigns
✓ What is “Smart View” and how we use it
✓ Generic Workflow for Real Estate Industry
✓ How to execute sales and marketing by “Automation”
✓ Real Estate Market Analysis
✓ How to Empower Field Sales Team via LeadSquared Mobile App
✓ Facebook Retargeting and Google Adword Data Sync
✓ LeadSquared Umbrella for Real Estate Use Cases
✓ Report You should be looking at
LeadSquared Touch Points for Sales Execution in Real Estate Sector

New Property Sales
- Rental Property Sales
- Ready to Move in Property Sales
- Resale Property
- Commercial Property

Indirect Sales
- Partner Lead Capture Attribution
- Restricted Access for Partners
- Entry and Conversion Source Tracking
- Geo-Tracking of Partners
- Performance Reporting

End User
- Broker
- Investor
- Corporate
LEAD CAPTURE AUTOMATION
Capture Enquiries and Sales from All Your Channels

- Google AdWords
- facebook
- IVR/Telephony
- Gmail
- YouTube
- 99acres.com
- Olark
- magicbricks.com
- Walk ins
- Contact Form 7
- Zopim
- Events
- TV, Radio etc.
- Instapage
- LiveChat
- Zapier
Capture Inbound Phone Calls as Leads

Identify the campaigns generating the maximum number of calls and reinvest accordingly.
Capture Leads and Subscribers from All Online Sources – Website

Still looking for your dream home?

Look no further.

Book a home tour today

605-227693
Campaign Level Tracking in Facebook Lead Ads

1. Larry Builders
   Book a 3 BHK at any of our properties across Bangalore and get free AC and LED TV.

2. Sign up by providing your info below.
   Email: @gmail.com
   Submit

3. You're all set.
   Our representative will connect with you shortly!

Visit www.larrybuilders.com
Create Beautiful Landing Pages to Capture Leads and Their Requirement

Get Expert Advice

Your Name
Your Email
Your Phone No.
Preferred Location
Type of Property
Minimum Budget
Maximum Budget

SUBMIT
GCLID Tracking in Google Adwords

- Source
- Medium
- Campaign
- Ad Group
- Keyword
- Match type
- Ad Creative
- Etc.
Capture Leads from All Sources into a Single Platform
What all channels do you use to get enquiries?
LEAD MANAGEMENT AND DISTRIBUTION
Automatically Distribute Calls to Your Sales Agents

Lead Fills in Landing Page Form
Specifies Requirements

Call Received at Tele Calling Center
Forwards It to Respective Sales Agent Based on Specification

Leads Get Captured Automatically in LeadSquared

LeadSquared Automatically Assigns Call to Sales Agent
Call is assigned to Sales Agent based on Specification

Sales Agent 1
Based On Urgency

Sales Agent 2
Based On Lead Type

Sales Agent 3
Based On Location

Sales Agent 4
Based On Budget

Call Gets Distributed Automatically When a Sales Agent is Not Available
Use Advanced Distribution, Redistribution and Capping Logic

Round Robin

Availability based distribution

Performance based distribution

User 1

User 2

User 3
Not available

Stop allocation when leads/user/day = 20
SALES PRIORITIZATION
How to create different segments by 

“Smart View”

➢ My Daily Leads
➢ My Pending Task
➢ Prospects with Site Visit Today
➢ Budget Specific View
Market Analysis

Buyer age Group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>18 to 24</td>
<td>50</td>
</tr>
<tr>
<td>25 to 34</td>
<td>36</td>
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<tr>
<td>35 to 44</td>
<td>22</td>
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<tr>
<td>45 to 54</td>
<td>16</td>
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<tr>
<td>55 to 64</td>
<td>14</td>
</tr>
<tr>
<td>65 and above</td>
<td>12</td>
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</tbody>
</table>

Influence/Decision Making on web

- Property Photo
- Property Info
- Virtual Video
- Interactive Maps
- Builder Reputation
- Reference
- Email/SMS for instant Information

Consumer Expectation:

- Instant Call/Email/SMS while surfing on web (Email should have proper content not just banner or image)
- Information Push of related Properties
- Scheduling Visit to the property
MARKETING AUTOMATION
Send Relevant Messages to Leads Based on Their Actions & Stages (Dynamic Content)

*Dynamic content on web requires integration

- **Lead Created**
  - Requested for call back

  - **Send Email/SMS/Push Notifications**

  - **If/Else**
    - Clicks on the offer + requests a call back
      - **Yes**
        - Change stage to “Opportunity”
      - **No**
        - Set task for agent to call
      - Keep sending offers periodically
Segment Leads Based on Their Requirements

Lead Enters Their Requirements

LeadSquared Segments Leads
Based on Criteria like Property Type, Budget, Location etc.

If/Else
Property Matching Leads Requirement is Available

Yes: Send an email along with brochure and testimonials of existing customers
No: Send an email along with pictures of property models and estimated completion date

If/Else
Property Matching Leads Requirement is Available

Yes: Send them details of properties closely matching their requirements from other projects
No: Send an email along with pictures of property models and estimated completion date
Activity of the lead is Had a phone
Polls
Field Team
TRACKING via
Mobile App
Check In – Check Out

• Enable location services from the mobile device

• Allow the app to track location.

• The report "Field Sales Tracker" which is available on the web client will help sales managers view the path travelled by the sales users.

Reports home :

>>User activity Reports
>>Field sales tracker
Activity detail for Harsh on 23-February-2018

Total distance covered - 79.234 km.
Leads/Broker/Investor Near Me
Leads can also be shared from the lead details screen.

LeadSquared Android app now support multiselect dropdown field in add lead and edit lead forms.

With new android app, you can listen to the recorded call from the mobile app.
Polls
Track Lead Activities + Notify Sales Person to Take Action

Leena Roy
Female, 35 years
Lead Score 15

- **Web pages visited**
  Track the pages most popular among the visitors, the time spent on each page, and the offers they find most interesting.

- **Communications tracking**
  Track the forms filled by the users, the emails being sent to them, the links that they click, phone conversations that happen etc.

**Sales notifications**
Notify the sales person when an important activity occurs, like when a lead asks for a call back.

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Lead Score Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:34 AM</td>
<td>Viewed Crystal Villa, Bangalore page for 5 secs</td>
<td>+5</td>
</tr>
<tr>
<td>8:21 AM</td>
<td>Filled Need a call back for product details</td>
<td>+10</td>
</tr>
<tr>
<td>8:09 AM</td>
<td>Send email with subject “We’ll get back....”</td>
<td>+0</td>
</tr>
<tr>
<td>7:30 AM</td>
<td>Notify sales person to call him back</td>
<td>+0</td>
</tr>
</tbody>
</table>
Capture All Sales Interactions with the Lead

Easily capture how your user's interact with leads.
Keep Updating the New Information Captured about the Lead

And use it to laser target your marketing and sales actions
Real Estate Specific Reports

• Budget and Stage Analysis
• Sales Activity Analysis
• Task Analysis Report
• Lead Assignment Report
• User Productivity Summary
• Lead Dashboard
• Lead Distribution Analysis - 2 fields
• Leads Not Contacted
Make a Highly Efficient Sales Team With

MARKETING AUTOMATION  LEAD MANAGEMENT  SALES PRIORITIZATION  SALES EXECUTION  MARKETING, SALES & REVENUE ANALYTICS

Some of our clients

nestaway  sriramprojects  PBEL  Accurate Developers  Enzyme Tech Park  ACRON
India’s most loved Customer Acquisition Platform

View LeadSquared reviews