

Local Outreach

Local Email/Phone Outreach WWP V2 - 11/07/2024

Define the Niche

- **Niche Focus:** Small- to mid-sized agencies or service businesses struggling with client acquisition.
- **Target Audience:** Marketing managers or business owners handling both client service and acquisition, often stretched thin.

Identify and Connect with Audience Traits

- **Who Are They?**
 - Overwhelmed by multiple responsibilities, and often skeptical of marketing outreach due to past experiences.
- **What Do They Want?**
 - Quick, measurable solutions to ease their workload and provide consistent, quality leads.
- **What Are Their Pain Points?**
 - Struggles with lead consistency and fear of wasting time or money on ineffective methods.
- **Objection Anticipation:** Address skepticism directly by referencing common challenges they face and offering a low-risk first step.

Assess Their Current State and Desired Dream State

- **Current State (Struggles):**
 - Struggle with lead quality and acquisition.
 - Have tried marketing tactics with inconsistent success, leading to skepticism.
- **Dream State (Aspirations):**
 - Reliable, steady client flow and minimal effort on lead generation.
 - Peace of mind and ability to focus more on client service rather than constantly acquiring new clients.

Determine Awareness and Sophistication Levels

- **Sophistication Level - Stage 5I:** Knowledgeable in marketing but may lack nuanced understanding of optimized outreach methods.
- **Awareness Level- Level :**
 - *Problem-aware:* Recognize their challenges in client acquisition.

- *Solution-aware*: Some may be aware of outsourcing or agencies but have doubts.

Clarify the Desired Action (What You Want Them to Do)

- **Primary Actions:**
 - Respond to your outreach email or call.
 - Book a discovery call to learn about your services.
- **Biggest Objections to Address:**
 - **Time Constraints:** Make the initial call brief (e.g., 15 minutes).
 - **Skepticism of New Approaches:** Highlight proven results or specific insights that show you understand their pain points.
 - **Budget Concerns and Risk:** Offer a no-obligation discovery call or a free mini-audit to lower perceived cost/risk.

Develop the Customer Experience Journey (What They Need to Experience)

- **Certainty/Belief:** Establish credibility by referencing specific results for similar businesses or offering value upfront.
- **Trust:** Share insights or a short “audit” tailored to their business to demonstrate your understanding and commitment.
- **Low Perceived Risk:** Position the first step as a simple, no-obligation consultation to reduce hesitation.
- **Pain vs. Vision-Based Messaging:**
 - Emphasize the frustration of inconsistent leads and wasted effort on ineffective tactics.
 - Combine this with a vision of effortless client acquisition to inspire action.

Craft Compelling, Personalized Messages

- **For Emails:** Keep it concise and relatable, speaking directly to their current struggles and future desires.
- **For Calls:** Engage them early by connecting with their challenges and offering quick, practical solutions tailored to their industry

Aiden Tips:

Hit small and mid-sized agencies struggling with client flow.

Go straight to their pain points: bad lead quality, burnout, and skepticism over new marketing promises.

Your email and calls? Short, specific, and confident.

Show them you get their challenges—maybe offer a low-risk, no-pressure intro call or a free mini audit.

Offer clear next steps, like a 15-minute discovery call, and keep it light yet impactful.

This is where you can level up the wwp and copy G.

How to apply

Target Focus: Narrow in on small to mid-sized agencies specifically struggling with client flow. Make sure every outreach piece—email, call script, and follow-ups—clearly identifies this niche, directly addressing the pain points of bad lead quality, burnout, and skepticism around marketing promises.

Direct to Pain Points: In each communication, get straight to their struggles. Highlight the issues of inconsistent lead quality, the constant drain of ineffective strategies, and the exhaustion of hearing promises that don't deliver. Make it clear that you understand these pain points deeply.

Brevity and Confidence: Keep emails and calls short, specific, and confident. Cut any filler and focus on impactful statements that resonate immediately. Your tone should convey expertise without hesitation, making each message feel valuable and worth their attention.

Low-Risk, No-Pressure Offers: To counter their skepticism, offer a low-risk option like a free mini audit or a no-obligation intro call. Frame it as a “value-first” step where they can get a taste of your insights without any commitment.

Clear, Impactful Next Steps: Every outreach piece should end with a clear call-to-action, such as a 15-minute discovery call. Keep it light—showing that this step is simple, easy, and won't take much of their time, yet impactful enough to make a difference.

Test the Strategy: Once these adjustments are made, test your refined outreach. Track responses to see how well this approach lands, giving you feedback to further optimize or scale. (Refinement starts 11/08/2024)

Draft/Copy Example: Cold Outreach Email

Note to share with AI:

"What might help here is creating a practice of directly linking this new purpose with the sensations and emotions you want to embody when you work. You could even start by taking a few minutes before each outreach session to focus on the feeling of serving, supporting, and uplifting someone. As you visualize the person you're helping, see if you can shift your inner response from caution to curiosity, as if you're approaching them as a friend who's come to you for advice. The more you let yourself feel your intentions in these moments, the more your nervous system will associate outreach with positive purpose rather than risk."

1. Real Estate Focus – Lead Generation & Brand Visibility

Subject: "[Prospect's Name], quick question about expanding your client reach..."

Hi [Prospect's Name],

I'm a marketing specialist here in [City/Town], currently focused on helping real estate professionals like yourself capture more high-quality leads through strategic online channels. I know you might be satisfied with your current efforts, but I've recently been exploring some new targeting tactics that could attract even more high-value clients locally. I'd love to share a couple of ideas and hear more about your goals to see if these insights might complement your existing strategy. Would you be open to a quick chat?

Warm regards,
[Your Name]

2. Roofing Focus – Reputation Building & Customer Trust

Subject: [Prospect's Name], quick note on enhancing [Client Name]'s local reach

Hi [Prospect's Name],

I'm a digital marketing consultant here in the Triad, specializing in reputation-building strategies for roofing businesses like **[Client Name]**. I reached out on **[previous outreach date/method]**, and I wanted to follow up with a few ideas that might resonate.

Many roofers in our area are seeing strong results by using customer testimonials and optimizing local SEO to strengthen trust and expand their presence. For **[Client Name]**, there's a valuable opportunity to deepen your community impact, especially with a more consistent approach across social platforms and local SEO.

To give you a sense of what's possible, I've attached a brief case study showing the results we achieved for a recent client. I'd love to share some insights tailored specifically to **[Client Name]** and explore how a few strategic tweaks could amplify your presence and draw in more local clients. Would you be open to a quick conversation to discuss?

Looking forward to your thoughts,
[Your Name]

3. Flooring Focus – Engagement and Conversion Strategy

Subject: "[Prospect's Name], let's turn those likes into loyal customers!"

Hi [Prospect's Name],

I've been really impressed with the engagement your flooring posts are generating—your luxury

aesthetic is clearly resonating! I've worked with other flooring brands to make small tweaks to their call-to-action approach that help convert views into direct inquiries, successfully turning online interest into loyal clients. If you're open to it, I'd love to share a few targeted strategies that could boost your following and guide more viewers toward your services. Does Thursday afternoon work for a quick chat? Looking forward to connecting!

Best,
[Your Name]

Phone Outreach Script Outline

- **Introduction:**
 - “Hi, this is Steve, a local marketer in the Triad area. Could you help me out? Am I speaking with the person responsible for digital marketing at [Business Name]?”
- **Reason for Call:**
 - Mention industry-specific challenges, e.g., visibility, follower growth.
 - “I'd love to set up a brief 15-20 minute call to understand your current strategies and share ideas for growth.”
- **Confirm Decision-Maker:**
 - “Are you the person to make final decisions if we find a good fit, or should someone else join?”
- **Schedule the Call:**
 - Offer two specific options, e.g., “Would Thursday or Monday work better for you?”
- **Wrap-Up:**
 - “I'll send a calendar invite—feel free to reach out if anything changes. Looking forward to it!”

Roofing - 15 Day Package

Pricing adjustment for the **Central/Western North Carolina** market to align with regional pricing norms while still reflecting the value and impact of the 15-Day Roofing Growth Package.

1. Base Package (Essential Boost)

- **Includes:**
 - Social media optimization (updated cover photos, branded posts, 1-2 story highlights).
 - Mini-site optimization (homepage, lead capture form, and basic UX improvements).
 - **Pricing: \$1,000 - \$1,500**
 - This range makes it accessible for smaller roofing companies in Central/Western NC, where cost sensitivity is a bit higher. It's a solid entry point for businesses needing quick professional upgrades without a major investment.
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2. Standard Package (High-Impact Visibility)

- **Includes:**
 - All services from the Base Package.
 - Seasonal ad campaign for Facebook and Instagram, including ad creative, targeting, and setup.
 - Custom lead magnet for email capture (e.g., a checklist or guide).
 - **Pricing: \$2,000 - \$3,000**
 - This pricing fits companies looking for a more proactive approach to boost visibility and lead generation. It's balanced to account for the cost of managing ads and setting up lead magnets, offering measurable results in a budget-friendly bracket for the area.
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3. Premium Package (Comprehensive Roofing Growth Accelerator)

- **Includes:**
 - Everything in the Standard Package.
 - Review/Testimonial Campaign and quick video case studies.
 - Onboarding funnel for new homebuyers, with automated follow-up emails.
- **Pricing: \$4,000 - \$5,500**
 - This tier gives roofing businesses in NC the full, high-impact growth solution that builds both short-term visibility and long-term client trust. It's tailored for

companies ready to make a bigger investment in local market dominance but still priced for accessibility in the NC region.

Package Elements

Quick Social Media Facelift and Strategy

- **Purpose Integration:** As you design graphics and plan content, visualize these posts from the client's perspective. Think of them as tools to help homeowners feel informed, valued, and supported in their roofing decisions. The goal is not just to attract leads but to provide reassurance and build a sense of community trust.
- **Messaging Angle:** Communicate to the client that this facelift isn't just about making their social media look good—it's about positioning them as a trusted local expert, making homeowners feel they're in good hands when they choose this company.
- **Revenue Potential:** With this positioning, the "Social Media Boost" package becomes a trust-building tool, justifying a retainer to maintain consistency and continuity, enhancing long-term brand perception.

Lead-Generating Mini-Site Optimization

- **Purpose Integration:** Approach the site updates as if you're guiding each visitor through a calm, easy journey from "curious about roofing" to "ready to schedule an inspection." Each design choice should reduce friction, with a mindset of serving and reassuring the visitor.
- **Messaging Angle:** Explain to the client that this optimization will make their site not only more effective but more welcoming. The focus is on creating a user-friendly experience that makes potential customers feel comfortable, informed, and supported.
- **Revenue Potential:** By emphasizing the site's role in building customer trust and reducing hesitation, you can frame this service as a premium investment in customer experience that justifies a higher rate.

Paid Social Ad Campaign for Seasonal Promotions

- **Purpose Integration:** Frame each ad to feel like a helpful reminder rather than a hard sell. A campaign that positions seasonal roofing checks as "peace of mind for your family this winter" shows a genuine care for the audience's well-being.
- **Messaging Angle:** Tell clients that the purpose of these ads is not just to sell but to educate and protect their community. An ad that feels like a service announcement can often outperform typical sales messages.
- **Revenue Potential:** Emphasize to the client that by caring for their local audience, they're building loyalty, which makes each campaign valuable as a long-term investment in customer relationships.

Custom Lead Magnets for Email Capture

- **Purpose Integration:** Create lead magnets that don't just inform but give potential customers a sense of being well-prepared and "in the know." Lead magnets like "5 Warning Signs" can provide real, usable value that genuinely helps homeowners.
- **Messaging Angle:** Position these lead magnets as not just list-building tools but as relationship starters. Each download should feel like a gift to the potential client, building initial trust and goodwill.
- **Revenue Potential:** This approach allows you to frame lead magnets as valuable client education tools, justifying a higher rate for developing high-quality, well-researched resources.

Review and Testimonial Campaign

- **Purpose Integration:** Structure the testimonial collection as a chance to celebrate the homeowners' choice, showing appreciation for past clients. Testimonials should feel authentic and convey the emotions customers feel after a job well done—relief, confidence, and pride.
- **Messaging Angle:** Share with clients that testimonials don't just promote services—they validate the emotions future customers may feel: safe, secure, and relieved. This makes testimonials a powerful emotional driver for new business.
- **Revenue Potential:** With a focus on building emotional connections, this campaign can be pitched as a vital part of reputation management, which many clients will value highly, allowing you to charge a premium for this "Reputation Boost Campaign."

Quick Video Case Studies and Walkthroughs

- **Purpose Integration:** Show each project's story and the homeowner's satisfaction, aiming to make the viewer feel "that could be me." Short video case studies should highlight the relief clients feel after a great roofing job, creating empathy with new leads.
- **Messaging Angle:** Position these videos as not just promotional tools but as authentic testimonials that allow prospective customers to envision their own projects. By sharing these stories, the company isn't selling—they're sharing a community-focused success story.
- **Revenue Potential:** Framing videos as storytelling tools that bring out the purpose and value of the work allows you to charge for the added effort of creating a narrative that resonates emotionally with viewers.

Onboarding Funnel for New Clients or Homebuyers

- **Purpose Integration:** Develop the funnel with a "Welcome to the Neighborhood" approach. This isn't just about getting clients; it's about establishing a long-term relationship by offering something special and helpful to new homeowners.
- **Messaging Angle:** Tell clients that this funnel makes their business look like a neighborly resource rather than just a service provider, setting a foundation of trust and community care right from the start.

- **Revenue Potential:** By framing this funnel as a community-building and customer relationship initiative, you justify it as a strategic, long-term investment, which can command a high price tag, especially if you integrate follow-up nurture emails or seasonal check-ins.

Top Player Analysis - RF

Here's an analysis of the top roofing companies in the Triad NC area, focused on attention and monetization strategies, social media presence, customer experience, and brand differentiation:

1. Super Roofing Company

- **Website:** superroofingcompany.com
- **Social Media:**
 - Facebook: 300 followers
 - Instagram: 13.4K followers
- **Attention and Monetization:** Strong presence on Instagram with a high follower count for the industry, indicating they may focus on engaging visual content that resonates with homeowners or local businesses.
- **Lead Acquisition:** Likely using Instagram as a primary lead generator, focusing on visual appeal to capture attention. Notable social media presence can attract clients looking for visually appealing or aesthetic roofing projects.
- **Brand Differentiation:** Emphasizes its social reach with a larger follower count, which can boost brand credibility and attract clients interested in trendy or visually proven solutions.

2. Best Roofing of Winston Salem

- **Website:** bestroofingofws.com
- **Social Media:** Minimal presence or not disclosed.
- **Attention and Monetization:** Lacks a notable social media presence, indicating a potential reliance on direct referrals, SEO, or local partnerships to drive leads.
- **Lead Acquisition:** Likely focused on organic search and word-of-mouth; may benefit from building a social presence or engaging in local events.
- **Brand Differentiation:** Positions as a top player in Winston Salem, potentially leveraging local expertise and connections over social media outreach.

3. Carolina Professional Roof Systems

- **Website:** carolinaprofessionalroofsystems.com
- **Social Media:**
 - Facebook: 82 followers
- **Attention and Monetization:** Modest social media presence, which could limit reach; likely depends on local SEO or direct community engagement for client acquisition.
- **Lead Acquisition:** Limited by lower social media engagement; could increase reach by enhancing social media strategies or local community networking.
- **Brand Differentiation:** Appears to focus on a straightforward, local approach, which may appeal to customers seeking trusted local professionals without the frills of social media branding.

4. The Roof Mentors

- **Website:** theroofmentors.com
- **Social Media:**
 - Facebook: 106 followers
- **Attention and Monetization:** Low online engagement indicates a potential opportunity for growth by focusing on either organic content or paid ads to boost visibility.
- **Lead Acquisition:** Likely relies on local referrals or established partnerships; could improve client acquisition with more digital content or customer testimonials to establish trust.
- **Brand Differentiation:** Could appeal to clients valuing traditional customer service; increasing social proof or highlighting unique services may enhance differentiation.

5. Skywalker Roofing Company

- **Website:** skywalkerroofingnc.com
- **Social Media:**
 - Facebook: 2.6K followers
 - Instagram: 437 followers
 - YouTube: 8.58K subscribers
 - X: 136 followers
 - LinkedIn: 121 followers
- **Attention and Monetization:** Strong multi-platform presence, especially with high YouTube engagement, suggests they invest in educating or showcasing expertise through video content, which appeals to detail-oriented clients.
- **Lead Acquisition:** YouTube indicates a high engagement funnel for content-driven lead generation. They might focus on video tutorials, client testimonials, or project walkthroughs.
- **Brand Differentiation:** Well-established across platforms, Skywalker Roofing positions as an expert and an authority, appealing to clients looking for experienced, multi-faceted roofing services. Their branding may convey trust and reliability through consistent content.

6. Mendez's Roofing Services LLC

- **Website:** mendezsroofing.com
- **Social Media:**
 - Facebook: 10 followers
- **Attention and Monetization:** Minimal online presence. Relies heavily on direct word-of-mouth or local search traffic.
- **Lead Acquisition:** Potentially limited reach; social media could be an untapped area for growth.
- **Brand Differentiation:** A smaller, perhaps more locally integrated service. Likely benefits from a reputation of personal service and community trust.

7. Midatlantic Roofing Systems (Winston Salem)

- **Website:** midatlanticroofingsystems.com
- **Social Media:** Not available.
- **Attention and Monetization:** Absence of a visible social media presence implies reliance on direct client engagement or traditional marketing efforts. An online presence could strengthen their reach.
- **Lead Acquisition:** Likely focuses on SEO or partnerships with local businesses; may miss out on direct engagement through social media.
- **Brand Differentiation:** Could differentiate by emphasizing regional expertise and reliability in a non-digital capacity.

8. Hodges Roofing Winston Salem

- **Social Media:**
 - Facebook: 115 followers
- **Attention and Monetization:** Limited engagement online. Likely relies on direct community presence and referrals.
- **Lead Acquisition:** Minimal social media activity; could enhance reach by adding valuable content or expanding to other social platforms.
- **Brand Differentiation:** Likely appeals to a clientele valuing experience and a straightforward approach. Highlighting customer testimonials and local case studies could strengthen their appeal.

Real-Estate - 15 Day Package

Alright, so starting with a short, high-value project to establish yourself is spot-on. Since you don't have testimonials or a case study to lean on yet, **what you're selling here is speed, convenience, and a no-nonsense, high-impact solution that potential clients can feel immediately.** This builds their trust in your ability to deliver results, and in this case, 15 days of focused effort can be a great foot in the door.

Here's how you can refine this to make those 15 days pack a serious punch, even without a portfolio backing you up yet:

1. Zero-Risk “Test Project” Offer

- **Pitch:** Position your offer as a one-off, 15-day sprint with a specific outcome—something along the lines of, “I’ll boost engagement on your social media accounts with optimized design and targeted content for two weeks. If you like what you see, we can discuss a bigger campaign.”
- **Value Proposition:** This is a *commitment-free* test that gives them an easy entry point. They see it as a low-risk way to gauge your value firsthand, while you get a case study and testimonial.
- **Target Outcome:** This is an ideal scope if you’re looking at high engagement for social media, branding refreshes, or rapid landing page design. Focus on something they can see or measure within two weeks, such as a 20% increase in social engagement or a mini-brand revamp.

2. “Quick Win” Social Media Engagement Package

- **Scope:** Offer to create 10–15 pieces of branded content (graphics, captions, and a simple engagement strategy). Schedule this content over 15 days across their primary platform (typically Instagram or Facebook).
- **Process:** Use your graphic design background to create eye-catching, high-engagement posts that speak directly to their audience’s pain points, needs, or desires. Pair these with specific call-to-actions that drive comments, shares, and follows.
- **Results:** Position this as a “test drive” for them to see your quality and speed in action.
- **Pricing:** \$500–\$750 for the 15-day test, with the promise of increased pricing as results grow and the scope expands.

3. “In and Out” Landing Page Refresh

- **Scope:** Use your UX and design skills to refresh a single page on their site. This could be a homepage, lead magnet page, or product page—somewhere traffic is already landing but not converting well.
- **Process:** Work quickly, emphasizing user experience improvements, mobile responsiveness, and an engaging, client-centric design. Test and optimize the page’s calls to action to encourage lead capture or booking a call.

- **Results:** Let them know this is an “instant uplift” project to capture more leads or increase conversion by 15%–20%.
- **Pricing:** \$600–\$1,000 for this short, impactful page revamp.

4. Micro-Funnel Setup for Immediate Lead Capture

- **Scope:** Create a 2-step funnel to drive leads from a social media ad (could even be an organic post) straight to a simple, well-designed landing page.
- **Process:** Design a straightforward landing page with your graphic and UX skills, focusing on a single call-to-action (like booking a call or downloading a lead magnet).
- **Results:** Set a clear expectation—tell them you’ll aim to generate 10–20 qualified leads within the 15 days, with the understanding this is an introductory “test” and you’re just getting started.
- **Pricing:** \$700–\$1,200, which is on the low side for a funnel but helps you establish a track record.

Using Purpose and Mindset to Fuel Outreach

- Take that mindset advice from the “Sales Simulator 9000” and lean into the *value-driven* approach in outreach. Approach each prospect with an offer to help them solve a problem they’ve likely had on the back burner.
- Show you understand what they need (increased engagement, better conversion, a social media facelift) and why you can give it to them without a huge commitment.

Finding Those First Clients

- Go through your social media, LinkedIn connections, or even local business networks and identify potential clients who clearly need help with their web design, social media engagement, or branding presence.
- Position your offer as a *limited-time beta project*—they get access to your services for 15 days at a discounted price in exchange for a testimonial and feedback.
- Make it clear they’re getting a high-impact, short-term solution without a long-term contract, and that if they like the results, you can discuss ongoing work.

Summary Strategy for 15 Days

1. **Design an irresistible “beta” test offer** that feels like a no-brainer.
2. **Engage quickly** with a bold, results-focused email or DM that emphasizes speed, value, and results.
3. **Leverage every ounce of feedback** from this project to refine your pitch and build credibility.
4. **Secure a testimonial** at the end of the 15-day sprint, plus ask them to refer you to other businesses if they’re impressed.

This way, you're creating a fast feedback loop that lets you refine your approach and start stacking wins, no matter how small they may seem at first. Keep the projects lean but high-value, and you'll be well on your way to solidifying yourself in this space.

Top Player Analysis - RE

Mark Spain Real Estate

- **Reach:** This brand's got its finger in a few pies, pulling 20K on Facebook, 12.8K on Instagram, 9.2K on X (Twitter), and a decent showing on LinkedIn with 6K.
- **Strengths:** Well-rounded across platforms. This balance hints at a deliberate, omnichannel strategy.
- **Weaknesses:** No YouTube or TikTok presence here. They're missing a chance to leverage visual storytelling for high engagement.
- **Analysis:** Mark Spain Real Estate has the follower count to play in the big leagues but lacks the punch in modern, visually focused platforms like TikTok and YouTube. Expanding here could turn this all-rounder into a fan favorite.

2. Realty ONE Group Results

- **Reach:** Heavyweight on Facebook and Instagram with 37K and 20.9K, respectively.
- **Strengths:** Dominates the classic platforms, which tells us their target audience is traditional and might favor the stability of these spaces.
- **Weaknesses:** Missing LinkedIn, YouTube, TikTok, and X—potentially leaving younger, digitally savvy buyers out of the loop.
- **Analysis:** They're solid, but leaning heavily on Facebook and Instagram keeps them in a fixed demographic. Expanding to LinkedIn could add a professional edge, while YouTube and TikTok would let them reach younger markets.

3. Sotheby's International Realty

- **Reach:** A corporate powerhouse with a monstrous 123K on Facebook and 577 on Instagram, carrying the "luxury" vibe.
- **Strengths:** Facebook dominance, likely due to a refined audience that values luxury and exclusivity.
- **Weaknesses:** Oddly absent from the fast-growing video and youth platforms.
- **Analysis:** Sotheby's could do better with short-form content that screams elegance—an area TikTok and Instagram Reels are made for. Their audience craves lifestyle inspiration and visual spectacle; they just need to bring it to new platforms.

4. Dickens Mitchener

- **Reach:** Respectable 21K on Facebook, 9.9K on Instagram.
- **Strengths:** Consistent across established platforms, solid for trust and brand reputation in a localized market.
- **Weaknesses:** Minimal presence beyond Facebook and Instagram.
- **Analysis:** They're likely doing well in a specific region, but the next level would be cross-posting content to LinkedIn and experimenting with video tours on YouTube.

5. High Performance Real Estate Advisors

- **Reach:** They've got 1.7K on Facebook and 2.5K on Instagram, along with a small LinkedIn following.
- **Strengths:** Niche following but with plenty of room to grow, suggesting they might be a newer, up-and-coming brand.
- **Weaknesses:** Lack of presence across major platforms. Not a top player yet in terms of followers.
- **Analysis:** This brand should leverage content hooks that draw attention to their "high performance" approach—behind-the-scenes, expert tips, and industry insights would play well on LinkedIn and YouTube.

6. Marti Hampton Real Estate

- **Reach:** Modest 4.8K on Facebook, 5.3K on Instagram, 613 on YouTube, and a standout 9.2K on LinkedIn.
- **Strengths:** Excellent LinkedIn presence—a rare strength in this lineup. They're positioned for credibility and B2B growth.
- **Weaknesses:** Underwhelming across other channels, especially on visual platforms like YouTube.
- **Analysis:** This brand has untapped potential. With LinkedIn working, they're set for industry influence but could increase visibility by investing in video content on YouTube and TikTok for high engagement.

7. Savvy + Co. Real Estate

- **Reach:** 4.4K on Facebook and a stronger 10.7K on Instagram.
- **Strengths:** Higher traction on Instagram signals a millennial-focused strategy.
- **Weaknesses:** Missing in action on video-focused platforms where authentic, in-the-moment content thrives.
- **Analysis:** This brand's Instagram game is decent, but video content on TikTok or YouTube Shorts could make them top-of-mind for younger, trend-focused buyers.

Final Takeaways

- **Overall Recommendation:** Every player here needs to sharpen their platform strategy based on their brand's demographic target. The best move? Embrace video. TikTok, YouTube, and Reels on Instagram could skyrocket visibility for those who play the game right.
- **Biggest Missed Opportunity:** Ignoring LinkedIn and TikTok. These platforms can be goldmines—LinkedIn for credibility and professional engagement, TikTok for reaching fresh eyes ready to explore.
- **Who to Watch:** Mark Spain Real Estate and Marti Hampton Real Estate have strong foundations, but with strategic moves, they could completely change the game.

Maximize Conversions

Following up with those 51 Real Estate agents is **absolutely the right starting place**. You've already cracked the door open, which means they've seen your name, even if only in passing. Now, it's time to go back in, strategically.

Here's How You Can Follow Up to Maximize Conversions:

1. Hit Them with a "Test Project" Offer Right Out the Gate

- **Messaging:** Be direct about why you're reaching out again. Frame the follow-up as a chance for them to benefit from a limited, high-value service at a no-brainer price.
- **Subject Line:** "Quick Social Media/Website Revamp—Boost Engagement in 15 Days" or "Real Estate Social Media Makeover in 2 Weeks Flat."
- **Message Body:** Highlight the exact value of this "beta project." You're offering them a tangible improvement in their social presence, UX, or engagement—something they can see within two weeks. Reinforce that this is *no long-term commitment*, just a simple, powerful boost to their visibility.

2. Add a Scarcity Trigger

- Let them know you're only taking on a few clients at this price point or within this timeframe. This scarcity factor can nudge them into a quick decision, especially if they're on the fence.
- **Phrase it like this:** "I'm only offering this 15-day sprint to the first 3 agents who respond."

3. Pitch the "No-Risk" Factor

- Many agents don't want to risk time or money on services they're unsure about, especially if you're new to them. Offer a money-back guarantee or frame it as a "test run" to ease them in.
- **Example:** "If you don't see a clear boost in engagement by the end of 15 days, you owe me nothing."

4. Position the Offer with Specific, Tangible Outcomes

- Agents are driven by numbers. Emphasize what this 15-day test project can do for them in clear terms: "Expect a 20% boost in engagement" or "Gain 10–20 qualified leads."
- Outline the exact areas you'll target based on their previous response. For example, if a previous outreach involved social media, emphasize what kind of short-form video or carousel content you'd create and how it would work for them.

5. Personalize Each Follow-Up

- Scan their social media and website quickly. Note any areas where you see potential gaps—whether it's a lack of video content, unengaging visuals, or clunky website UX.

Mention this specifically in your follow-up, showing you're already thinking about how to help their unique needs.

- **Example Message:** "I noticed you haven't been using video content for Instagram—this is a huge opportunity to pull in more views from local prospects. In this 15-day trial, I'll create some scroll-stopping video content that boosts your visibility with no extra effort on your end."

6. Create a Fast "How It Works" Visual Guide

- Drop a short, graphic-heavy PDF that explains the process. One page, max. Show the steps you'll take, how quickly they'll see results, and testimonials or feedback from others if you have any.
- **Keep it simple:** "Step 1: We chat for 15 minutes. Step 2: I create tailored content for 2 weeks. Step 3: You see more engagement, or you pay nothing."

Sample Follow-Up Script:

Subject Line: Quick Real Estate Social Boost—15-Day Test

Body: "Hey [Agent's First Name],

Wanted to circle back since I first reached out! I'm offering a quick, no-risk 15-day sprint to a few select agents to boost engagement and visibility on social media—perfect for drawing in more local clients, fast.

Here's how it works:

- **Two Weeks of Custom Content:** I'll create [mention content type—video, graphics, posts, etc.] for your Instagram/Facebook, driving more engagement from your ideal buyers.
- **No Risk to You:** You'll see measurable improvements in engagement, leads, or visibility. If you're not satisfied, you owe me nothing.

Only taking on 3 agents at this offer, and I'd love to help your brand stand out. Let's chat for 15 minutes to get started!"

Closing Tips

- **Aim to lock in calls within 24–48 hours** of the follow-up email, so they stay warm.
- For anyone who responds but doesn't immediately commit, let them know you'll circle back in two weeks when you're rolling out the next round of offers.

With these 51 agents, this follow-up is exactly what you need to spark their interest. With persistence, this should generate traction and get you some powerful case studies to drive future outreach.

Final Outreach

Subject: [Contact Name], Last Chance to Explore Growing Your Digital Reach

Body:

Hi [Contact Name],

I wanted to reach out one last time to see if you're still open to discussing ways to elevate your online presence and engage more effectively with your audience. I specialize in digital marketing for real estate professionals, helping brands like yours build visibility and trust locally through tailored social media strategies and online optimization.

If there's interest, I'd love to set up a quick call to share a few ideas on how we could work together to enhance your brand's appeal. If now isn't the right time, I completely understand, and I wish you continued success.

Thanks again for considering this, and I hope to connect soon!

Talk soon,
[Your Name]