

# We're Getting Engaged!

**Brandy Savage** 

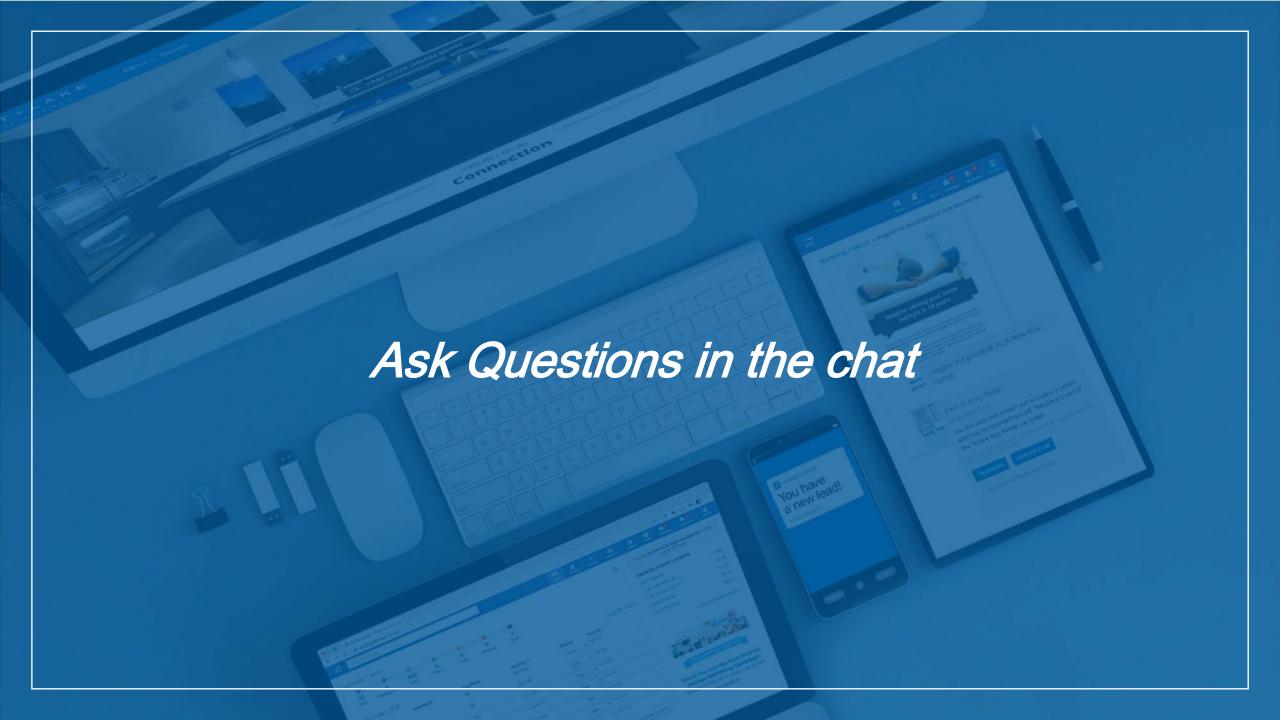


# We're Getting Engaged!



**Brandy Savage** 





#### This Week's Homework

- Must be a member of the Million Dollar Pipeline
   Program Facebook group (requires approval)
- Homework will post at 11:55a PST/2:55 EST
- Reply to that post to enter to win one of 2 \$100 Amazon Gift Cards!
- Winners will be announced Friday at 9am
   PST/12pm EST in the group



# Let's get into this content!

# Let's define engagement!

Engagement is interacting with your contacts, leads, connections, and followers.

Engagement is not Lead Generation!

#### The stages of engagement

#### After the swipe right

- Why should they agree to the first date?
- Are you clearly and accurately presenting what you bring to the table?

#### First Date

- They've responded!
  - Any interaction counts as response (email reply, comments, likes, phone call, first meeting)

#### The stages of engagement

#### Dating

- EQ is MASSIVELY important at this stage
- What are they looking for? Why?
- Ask all the questions, probe deeper

#### The Proposal

- They trust you
- They see you as a partner, not a sales person
- You've got their business

## After the swipe right



Automated campaigns are great at this stage!

Largest segment

Have no demonstrated a real interest

Low effort on your part



What to do

Seasonal Campaigns

Newsletter

Website Content

#### First Date

- Get to know them better
- Do NOT go straight into the sale..unless they do
- A bit more effort
- What to do
  - Get them on a Listing Alert
  - Utilize Quick Text
  - Document important details in Notes
  - Reminders for follow-up...Don't wait 2 weeks to get back in touch







Probe deeper



Continuing documenting



Listing Alerts are still key, send more frequently



## The Proposal

• You've got their business!

• Update their contact details with important information

Buy/Sold date

• Listing Alerts should be laser focused

• Add them to post-engagement campaigns

• Testimonials and Referrals





### **Key Takeaways**

Put these in action today!

Start segmenting your sphere

Different
segments =
Different
engagement
strategies

Automate what
you can to move
your leads through
your pipeline



## What's Coming Up

Weeks 2 & 3 of Summer Series

#### January 26

- Website Mastery
- Become an SEO CEO

#### February 2

- Forging Your 2022 Social Media Strategy
- Social Media Content Trends to Spark Engagement

# Thank You!

## This week's Homework

In the MDPP Facebook group, reply to my MDPP Week 1

Homework post!

2 members will be selected at random to get a \$100 Amazon

Gift Card!

MARKETLEADER.COM17