



The Agent Revenue Generating Playbook

In this playbook, we'll guide you through the steps to generate more revenue by leveraging Lofty's powerful tools for lead management, website traffic, and marketing automation. By following these strategies, you can drive more traffic to your site, engage with your leads more effectively, and ultimately convert those leads into paying clients.

1 Database Import: Building a Solid Foundation for Lead Generation

The first step to generating revenue is importing and organizing your leads into Lofty CRM. Whether you're importing from a previous system or starting fresh, having an organized database is essential for conversion.

Import Leads from Previous Systems or Contacts:

- Google Contacts Sync: Easily [sync](#) your contacts from your Google account into Lofty.
- CSV File Import: [Import your leads](#) using a CSV file to streamline the process. This is a great option if you have a pre-existing database from another CRM or email system.

Build Your Database from Scratch:

- If you don't have a database, start by reaching out to friends, family, or contacts who are homeowners, renters, or interested in buying. Even 5-10 contacts can be a great place to start.
- Make use of platforms like Spokeo to gather contact details based on public records and social media profiles. Focus on neighbors, potential buyers, or sellers in your farm area.



2

Performing Lead CPR: Reviving and Engaging Your Leads

Once your leads are imported into Lofty CRM, the next step is to engage them effectively. Performing “Lead CPR” involves reaching out to your contacts, introducing them to your updated services, and reactivating their interest.

Mass Communications to Revive Leads:

- **Mass Texts:**

“Hi #lead_first_name#, it's #agent_first_name#. We've updated our website to keep you better connected with your home search or home value. I can send over an updated CMA or set up a new search alert. Let me know what works for you!”

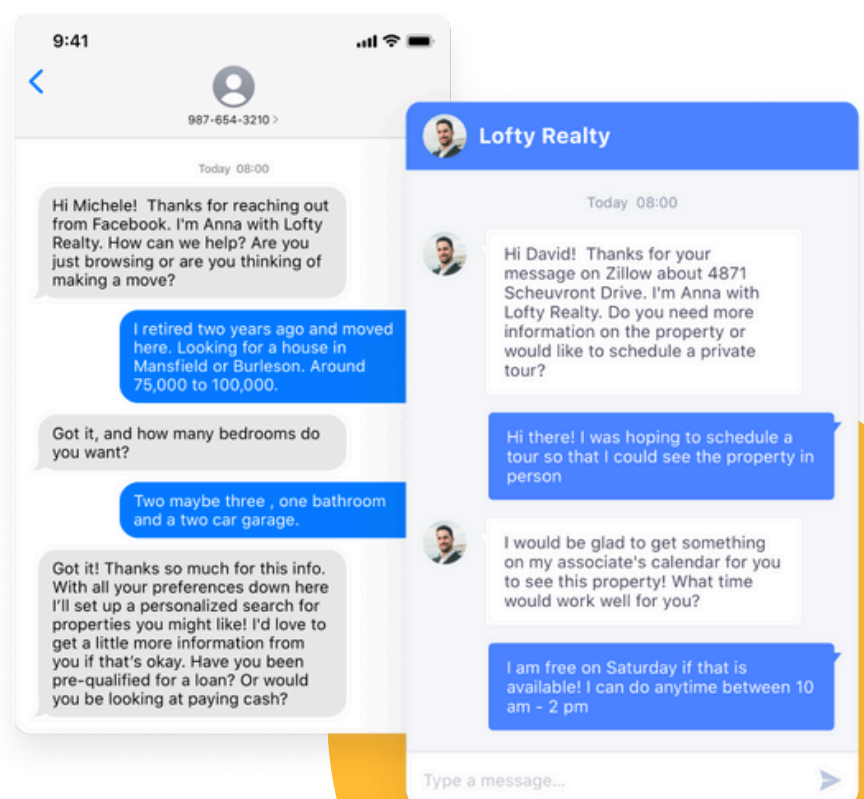
- **Mass Emails:**

“Hi #lead_first_name#, it's #agent_first_name# reaching out to let you know we've updated our website to keep you more in touch with your search or home value. Would you like an updated CMA with the most recent market data or a new property search alert?”

Leverage Lofty AI to Schedule Appointments:

AI Conversations: Use [Lofty AI](#) to start conversations with leads based on their activity on your site. Set AI to monitor behavior and help suggest listings that match their interests.

- Assign AI to prospects and set it to monitor their engagement with specific listings.
- Allow AI to suggest new listings based on prospect activity, and schedule appointments for you automatically.



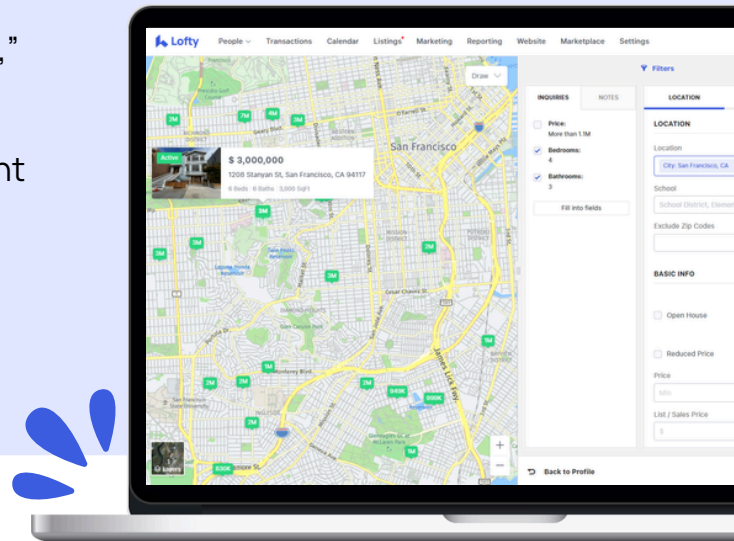
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Setting Up Search Alerts & Market Reports: Keep Leads Engaged

Keeping leads engaged is vital. By setting up search alerts and market reports, you provide value to your contacts, which helps nurture the relationship and keeps them coming back to your website.

Set Up Property Alerts: If a lead has already shown interest in specific property types or neighborhoods, setting up property alerts is key.

- Go to the lead's profile, select "Engagement," then choose "Property Alerts."
- Set a generic search alert for leads who might not have responded yet to encourage them to visit your website. The more they interact with these alerts, the more likely they are to engage with you.



Enable Auto Market Reports: Sending [automatic market reports](#) is a great way to provide ongoing value to your leads.

- Navigate to the Marketing tab and select "Auto Property Alerts."
- Enable auto market reports for specific areas (City, Zip Code) and set the frequency (e.g., weekly, bi-weekly, or monthly).
- These reports provide your leads with up-to-date market data, trends, and home values, which can help initiate meaningful conversations about buying or selling.

4

Drive More Visitors to Your Website

The more traffic you drive to your website, the more opportunities you have to convert visitors into leads and, eventually, clients. Here's how to create an effective strategy to attract website traffic and boost your revenue.

Free Ways to Drive Traffic:

Create Listing Search Campaign Landing Pages:

[Create landing pages](#) for specific property types, market conditions, or neighborhoods. These pages will drive traffic directly to your website, where visitors can find more information or sign up for alerts

Examples:

- “Check Out These Price-Reduced Homes in [Area]!”
- “Don’t Miss These Just Listed Homes in [Area]”
- “What’s Your Home Worth in [Area]?”

Use Social Media to Drive Traffic:



Facebook: Join local Buy/Sell/Trade groups and post your listings. Consider starting a neighborhood group to establish yourself as the local expert.



TikTok: Create short 30-60 second videos highlighting new homes for sale in your area. Focus on local features and neighborhood amenities to catch the attention of potential buyers.



Instagram: Share engaging Instagram Stories with a direct link to your listing landing pages. Use call-to-action buttons to encourage visitors to click and learn more.



LinkedIn: Leverage your professional network on LinkedIn by sharing market updates, listing news, and local real estate insights. Link directly to your landing pages for additional engagement.



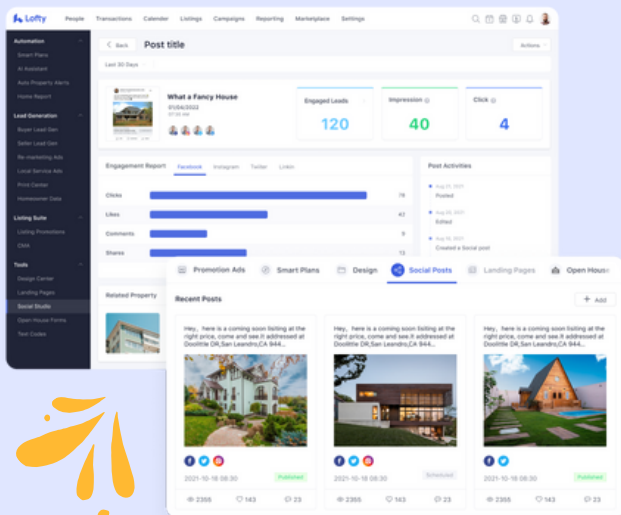
Google My Business: Publish updates and landing pages on your Google My Business account twice a week. This boosts your SEO and local search presence.



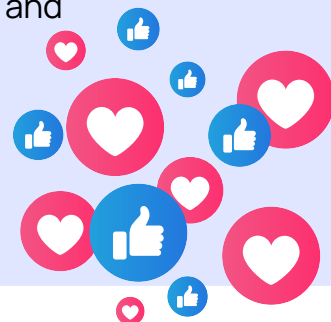
Paid Ways to Fill Your Pipeline with Lofty

Listing Blast: Set up a 4-week [Listing Blast](#) campaign for your current listings. This strategy helps you fill your funnel with leads that can later be nurtured through search alerts and market reports. You can also track engagement to refine your follow-up approach.

Zip Code Blast: Dominate your local market by running [Zip Code Blast](#) campaigns. These ads target specific neighborhoods or zip codes where you want to establish your presence and attract more local leads.



Social Studio: [Social Studio](#) allows you to easily create and schedule social media content. With one-click publishing, you can share listings, market updates, and helpful resources across multiple platforms (Facebook, Instagram, LinkedIn, Google My Business). This amplifies your social media presence and drives more visitors to your website.



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Converting Website Visitors into Leads:

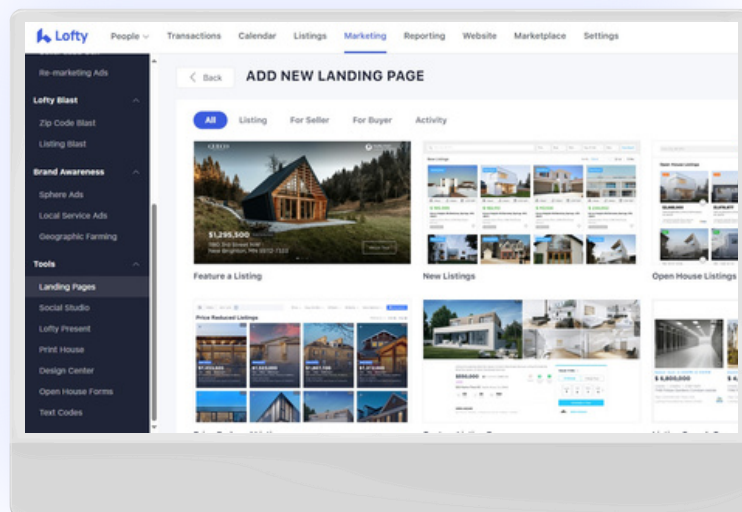
All of the above strategies will drive traffic to your website, but the key to generating revenue is converting that traffic into high-quality leads. Here's how you can do that:

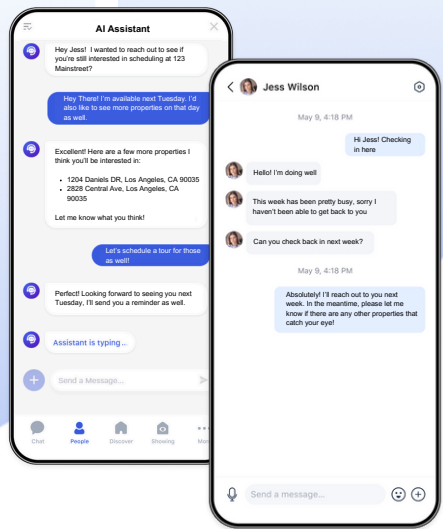
Optimize Your Landing Pages:

- Ensure your landing pages are optimized for lead capture. Include strong calls-to-action (CTAs) that encourage visitors to provide their contact information in exchange for valuable resources (e.g., home value reports, exclusive listings, market updates).

Follow Up with Automated Emails:

- Use Lofty's automated email system to follow up with leads who have visited your website. Send them tailored information based on their behavior (e.g., what properties they've viewed or how they interacted with your content).





Nurture Leads Through Continuous Communication:

- Regularly engage with your leads through personalized text messages, emails, and phone calls. By staying in touch and providing ongoing value, you increase the chances of converting them into clients.



By following this Revenue Generating Playbook, you can maximize your lead generation efforts, drive more traffic to your Lofty website, and ultimately convert those leads into clients. Whether you're using free strategies like social media marketing or paid tools like Listing Blasts and Zip Code Blasts, every action you take will bring you closer to closing more deals and growing your business.

Remember, the key to success is consistency. Keep engaging with your leads, providing valuable content, and leveraging Lofty's powerful tools to automate your marketing efforts. By staying proactive and strategic, you'll see a steady increase in traffic, leads, and revenue.

Ready to put this playbook in play?

Start driving more traffic to your website, automate marketing campaigns and convert more leads into closed deals with Lofty's all-in-one platform.

[Visit Marketplace](#)

