



AUDIENCE POLL

If you received a text message from a colleague wishing you a happy birthday (and it WAS your birthday), you would...

- feel touched
- feel touched and text a thank you
- feel irritated
- meh
- assume it was automated



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WHAT'S TRENDING NOW



EQUAL HOUSING
LENDER

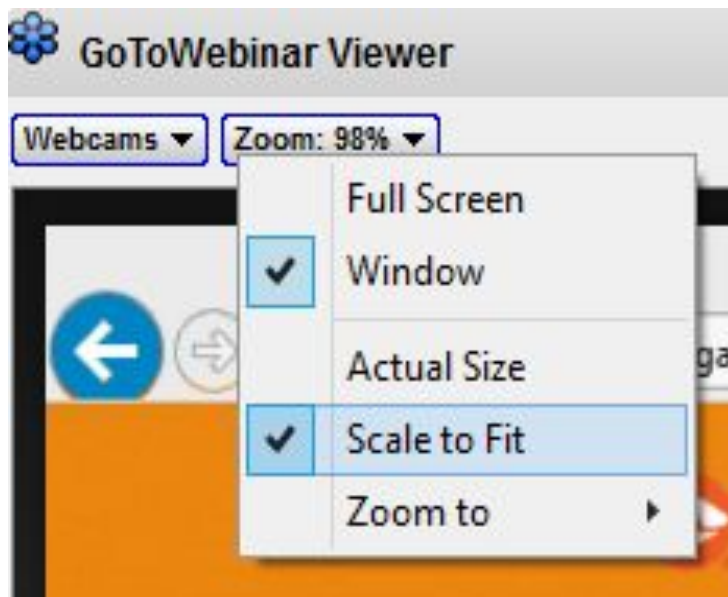
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1) **YOU ARE MUTED FOR THE DURATION OF THE WEBINAR**

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) **THIS WEBINAR WILL LAST 60 MINUTES**

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions



3) **THIS WEBINAR IS BEING RECORDED**

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING



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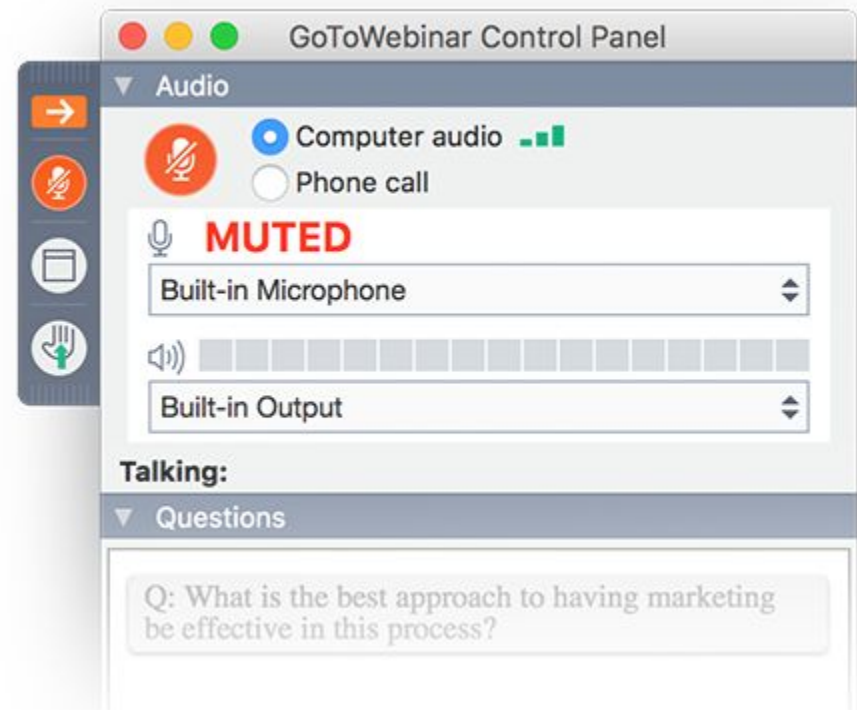
WHAT'S TRENDING NOW

HAVE QUESTIONS? Not A Problem!

Locate the Questions
Panel.

You CAN type a question in
your control panel.

We will do our best to
answer it.



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WHAT'S TRENDING NOW

If we teach it on this webinar series, it's been



Tried



Tested



Approved



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AUDIENCE POLL

Poll Results



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What Is Text Message Marketing and Why Should I Do It?



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SMS Marketing

short message service marketing

SMS marketing uses text messages to send promotional messages, materials, offers and alerts.

What Is Text Message Marketing and **Why Should I Do It?**



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Low Saturation

Only half of professional marketers use SMS Marketing.

Low Cost

At mere pennies per text, campaigns are affordable.

Second Fastest Growing Marketing Platform

Has grown almost 150% in the last 2 years.

Faster Response Times from Clients

90% of all texts are read within five minutes of delivery.

High Open Rates

With 98% open rate, texting is hard to beat.

What Is Text Message Marketing and **Why Should I Do It?**



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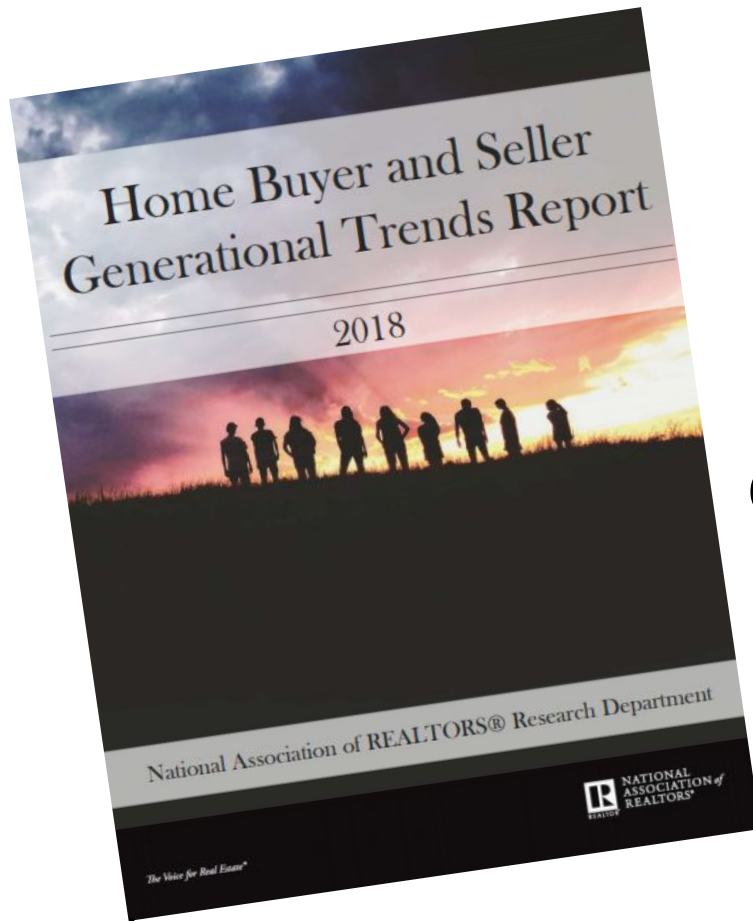
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At 63%,
texts are the third most
popular agent
communication expectation
from potential buyers!
(according to NAR Generational Trends Report of 2018)

What Is Text Message Marketing and **Why Should I Do It?**



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Drawbacks in Text Message Marketing



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1. It can easily offend; people are irritated by unwanted or intrusive texts.
2. Short messages can be time consuming to craft and often cannot be reused.
3. With the 160 character limit, it can be a challenge to make a real connection.
4. It's less effective in reaching an older age demographic.

DRAWBACKS



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What Should I Be Sending Via Text Message Marketing?



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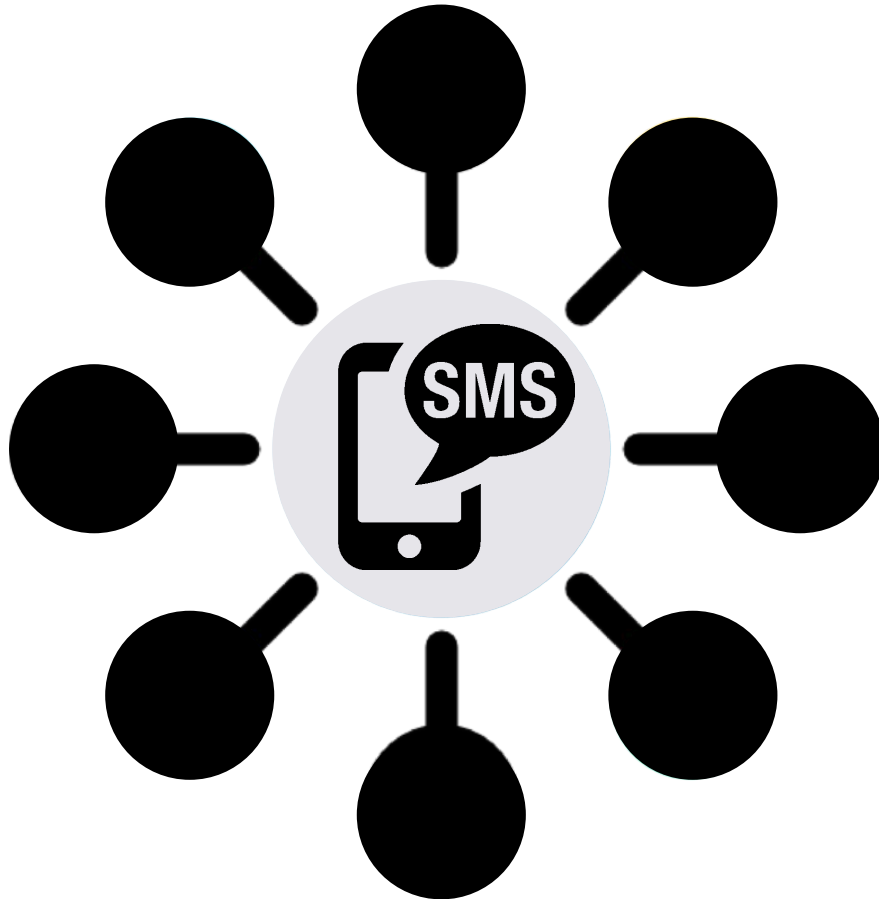
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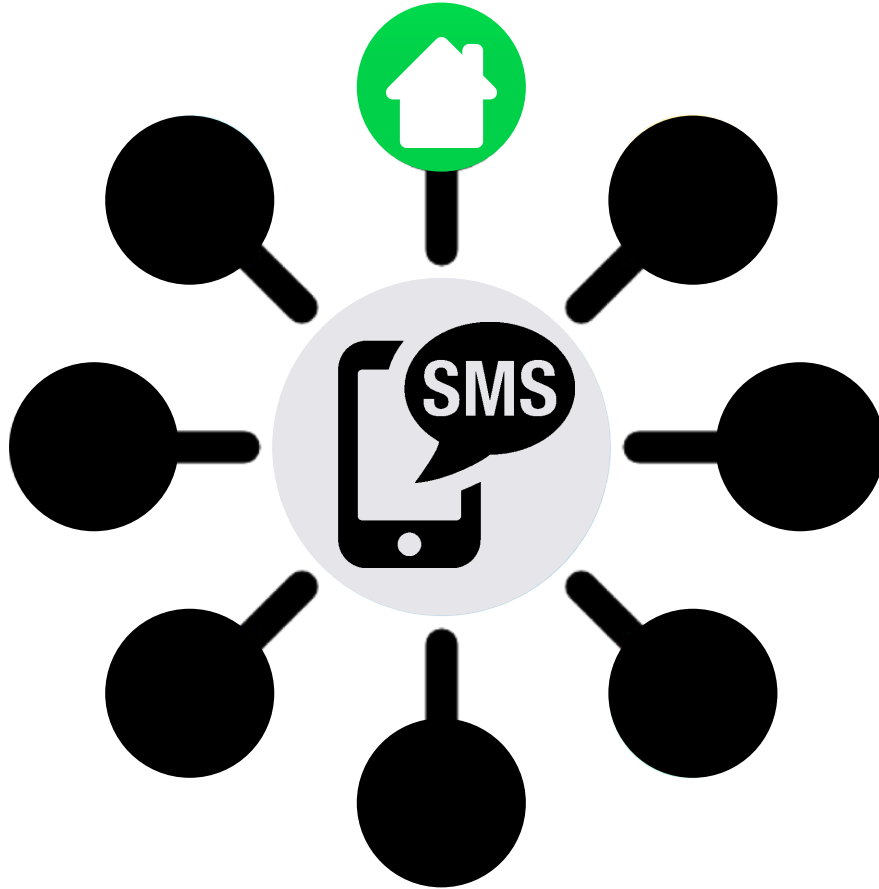
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1) Listing Details



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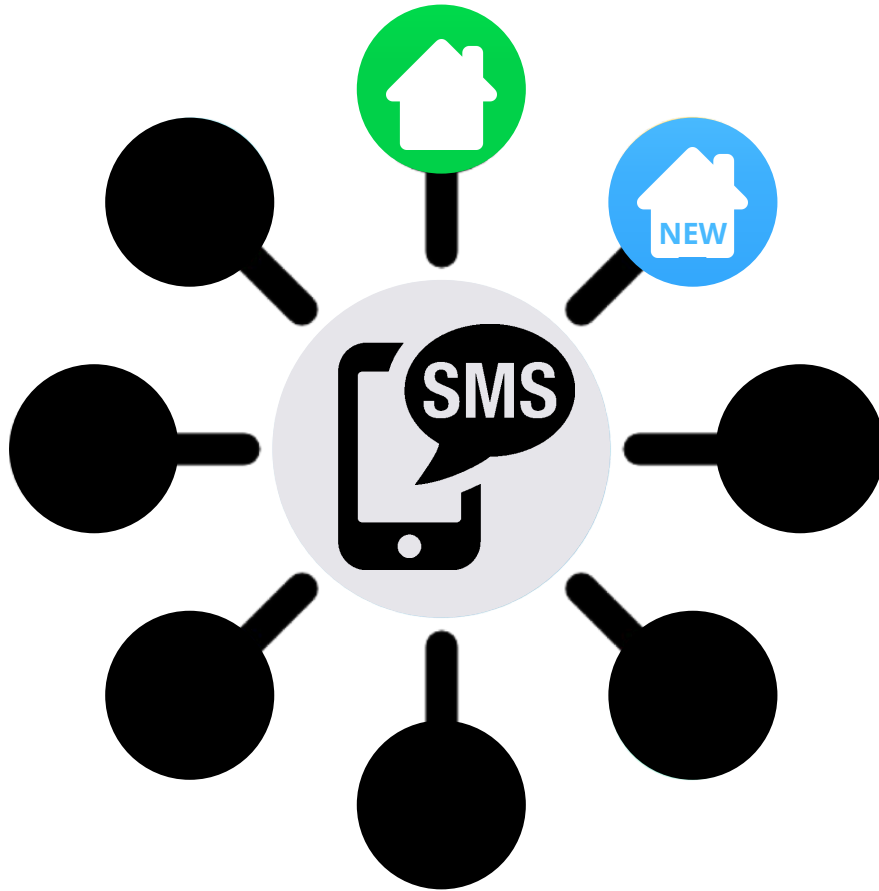
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WHAT'S TRENDING NOW



- 1) Listing Details
- 2) **Listing Updates**



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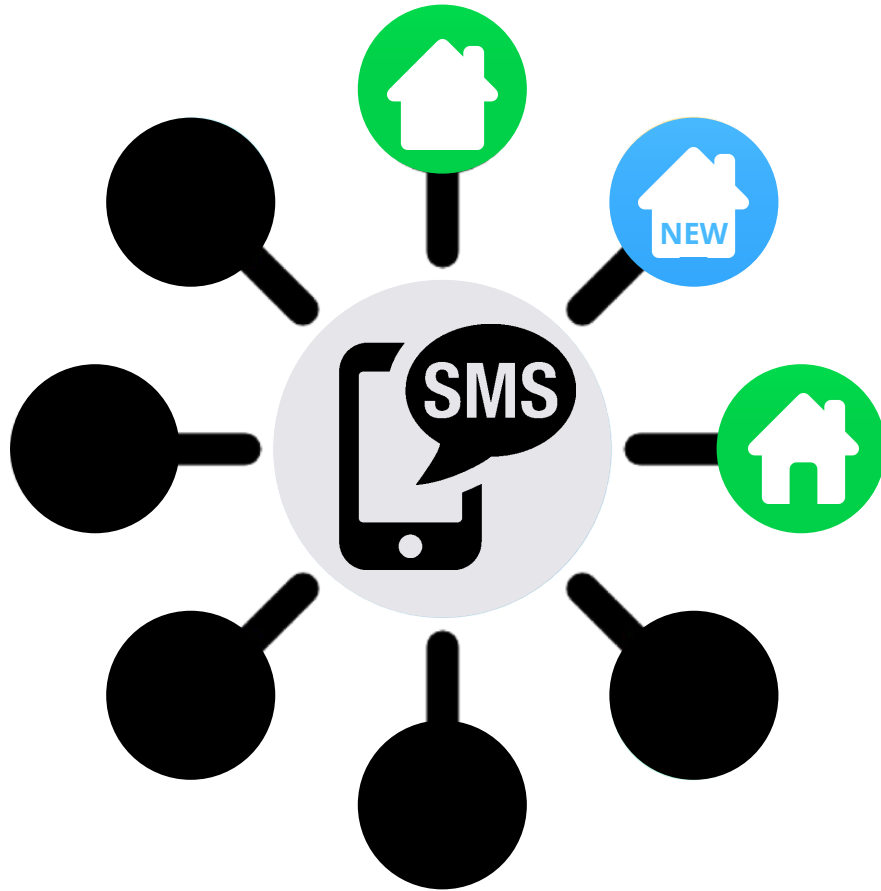
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WHAT'S TRENDING NOW



- 1) Listing Details
- 2) Listing Updates
- 3) **Open House Follow-up**



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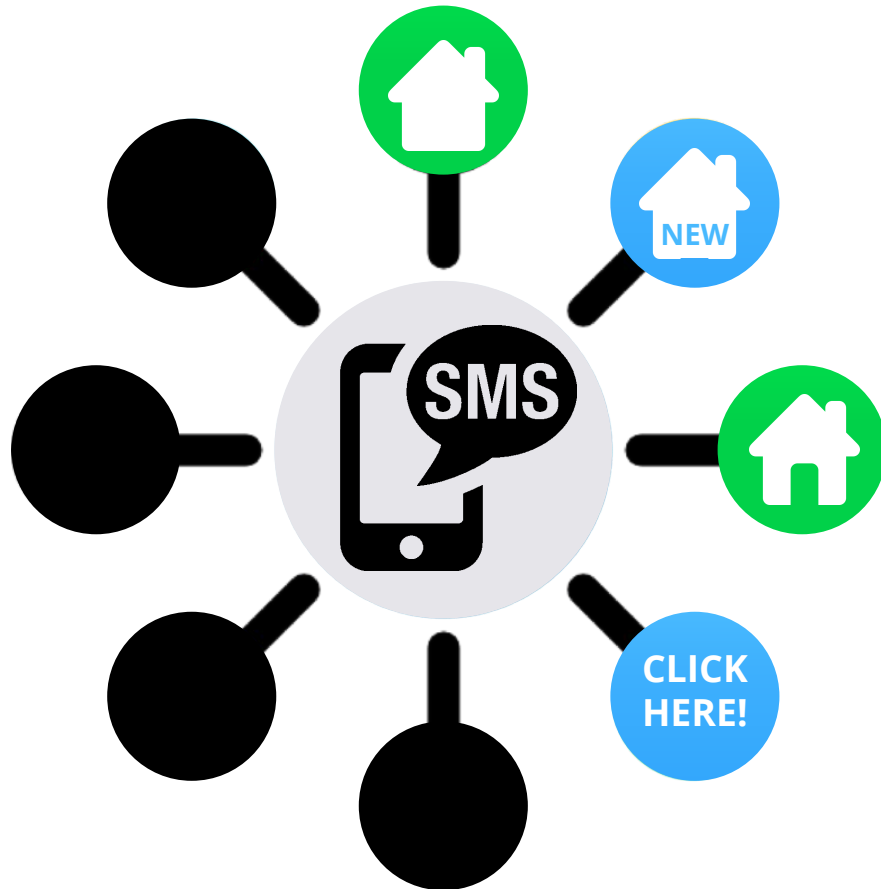
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What's Trending Now



WHAT'S TRENDING NOW



- 1) Listing Details
- 2) Listing Updates
- 3) Open House Follow-up
- 4) **Misc Call To Action**

Carrier fees for data usage may apply



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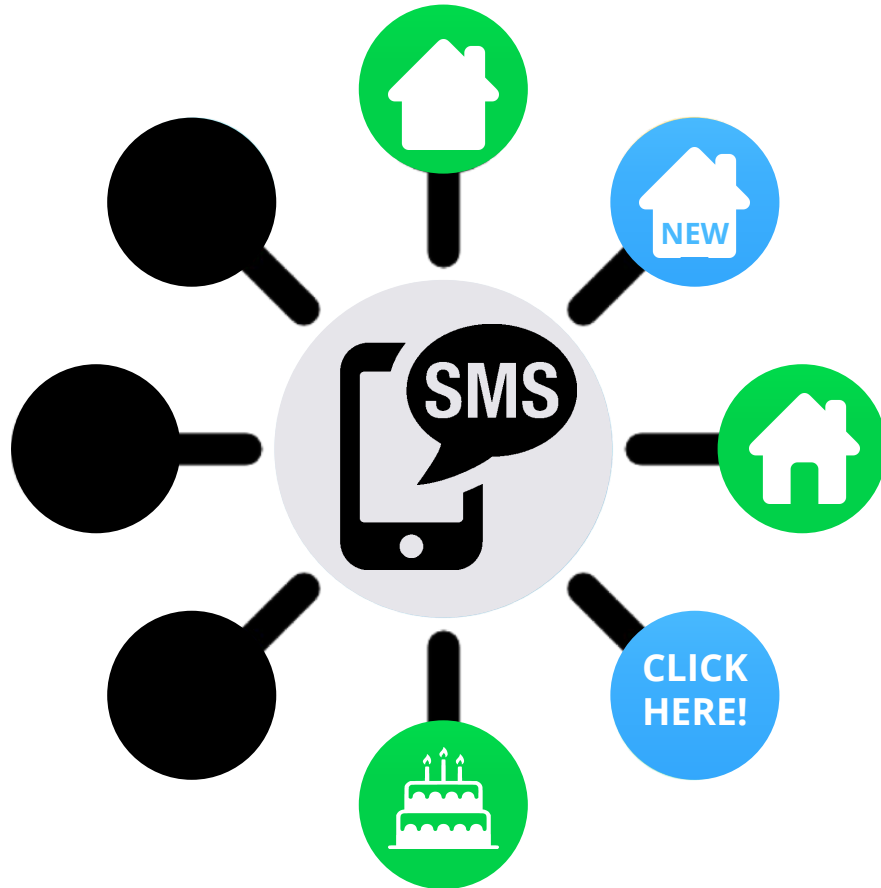
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What's Trending Now



WHAT'S TRENDING NOW



- 1) Listing Details
- 2) Listing Updates
- 3) Open House Follow-up
- 4) Misc Call To Action
- 5) **Personal Message**



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WHAT'S TRENDING NOW



- 1) Listing Details
- 2) Listing Updates
- 3) Open House Follow-up
- 4) Misc Call To Action
- 5) Personal Message
- 6) **Referrals**



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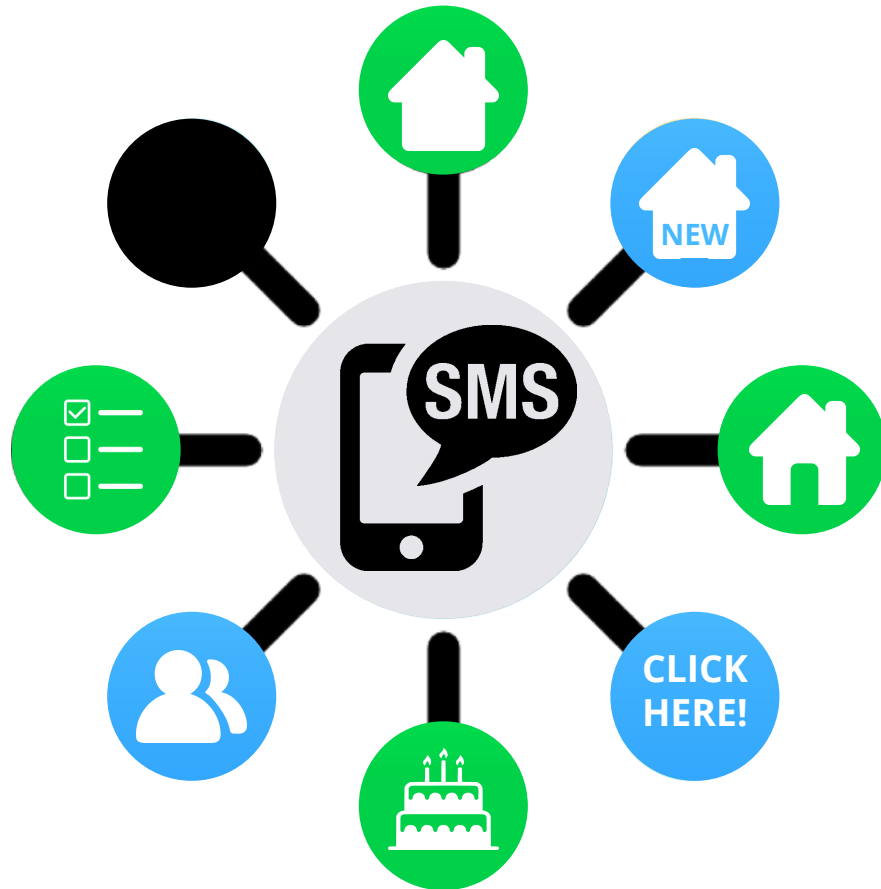
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What's Trending Now



WHAT'S TRENDING NOW



- 1) Listing Details
- 2) Listing Updates
- 3) Open House Follow-up
- 4) Misc Call To Action
- 5) Personal Message
- 6) Referrals
- 7) **Surveys/Polls**



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What's Trending Now



WHAT'S TRENDING NOW



- 1) Listing Details
- 2) Listing Updates
- 3) Open House Follow-up
- 4) Misc Call To Action
- 5) Personal Message
- 6) Referrals
- 7) Surveys/Polls
- 8) **Appt. Reminders**



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WHAT'S TRENDING NOW

1. **Dialogue** *"Two new homes just hit [domain.com](https://www.domain.com). Have you seen them, John?"*
2. **Ask a question** *"Emma, was curious, what's the ideal timeframe for selling your home?"*
3. **Give it a personal touch** *"234 Fifth Street with massive yard and stunning kitchen just came on the market! Might be perfect for you. Wanna see it?"*
4. **Be More Productive** *"Is 5pm still good for our call?"*

EXAMPLES



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What Are Text Message Marketing Best Practices?



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What Are SMS Marketing Best Practices?

Be timely!

Send Open House reminders 1 hour prior to event.

1



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What Are SMS Marketing Best Practices?

Use Keywords

“Text Maple to XXX-XXX-XXXX for info on this home” to enable people to easily request more information.



2



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What Are SMS Marketing Best Practices?

Start Slowly - *Gain expertise*

- Target a small group of people prior to texting thousands.
- Add yourself / spouse as recipients.
- Learn as you go – adjust based on feedback.



Carrier fees for data usage may apply



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What Are SMS Marketing Best Practices?

Align with your entire marketing plan

- Consider SMS as a component of a larger marketing plan that includes email, phone, and direct mail.
- Promote/Reinforce your other marketing including direct mail, email newsletter, and blog posts.
- Send links as shortened URLs.
- Use similar verbiage used on your website, blog, and newsletter.

4



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What Are SMS Marketing Best Practices?

Get permission - It's the Law!!

- Recipient Must Have Opted In
- Must Identify Yourself
- Must Include Clear Opt Out Option

You must have permission to send mass text messages. Include opt-in disclaimers on your webforms, open house sign-in pages, lawn sign riders and more.

5



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How Do I Start Text Message Marketing?



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Carrier fees for data usage may apply



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DIY SMS Integration with 1000s of Apps



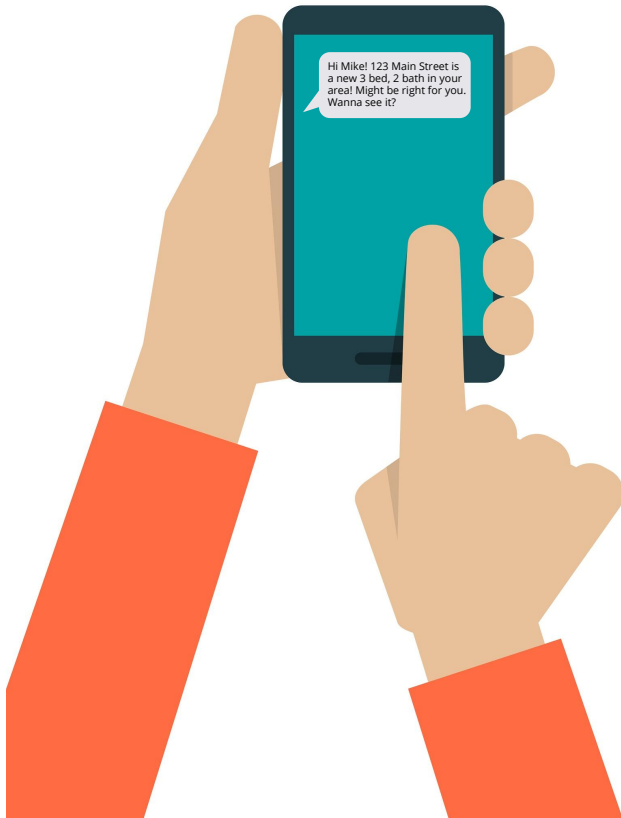
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Integrated Solutions / CRM



Need one source of truth for ALL
communication
(Voice, email, SMS)

Full history of communication

Segment & message sphere without
exporting to 3rd party apps



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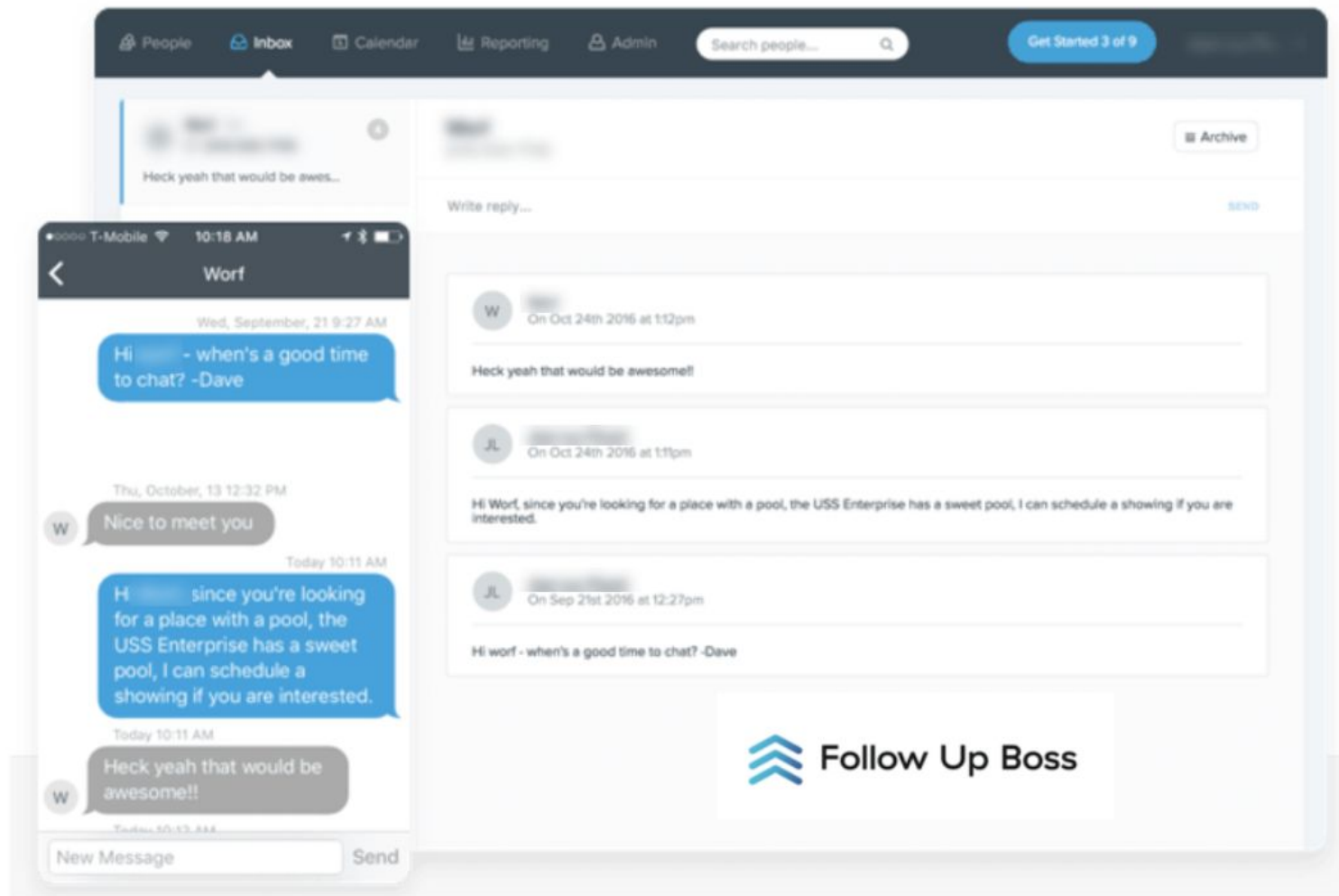
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John Doe Ph.D. texted [redacted]
a few seconds ago

Perfect! At Warp 5 that's only about 20 minutes if you take the Delphic Expanse Beltway. See you then!



[redacted] texted John Doe Ph.D.
a minute ago

How's tomorrow at lunch? I'm only a couple of light years away...



John Doe Ph.D. texted [redacted]
4 hours ago

Hi [redacted] - Re: 142 Azati Prime, when's the best time for me to call? [redacted]



Follow Up Boss



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WHAT'S TRENDING NOW

The screenshot shows the LionDesk CRM interface. The left sidebar contains navigation links: Dashboard, Contacts (selected), Properties, Deals, Marketing, Communications, Tasks, Calendar, Documents, Reporting, Settings, and Online Help. The main area displays a list of contacts under the heading 'Filter Contacts'. Above the list are buttons for 'Add New Contact', 'Saved Filters', 'Bulk Actions', 'LionDesk Power Dialer', and 'Import Contacts'. The contact list has columns for 'Owner', 'Hotness', 'Name', 'Email', 'Phone (Mobile)', 'Tags', 'Status', 'Source', 'Last Comment', 'Next Task', and 'Created'. A context menu is open for a contact, showing options: 'Call Mobile' and 'Text Contact'. The contact's phone number is 'M +1 (818) ...'.

Owner	Hotness	Name	Email	Phone (Mobile)	Tags	Status	Source	Last Comment	Next Task	Created
[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	3/18/2019
[blurred]	[blurred]	[blurred]	[blurred]	M +1 (818) ...	[blurred]	New	Zillow Lead	[blurred]	[blurred]	3/17/2019
[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	3/12/2019
[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	New	Virtual Results	[blurred]	[blurred]	3/12/2019
[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	3/7/2019



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LionDesk™

Dashboard

Contacts

Properties

Deals

Marketing

Communications

Tasks

Calendar

Home > Marketing

Templates

Auto Pilot Drip Campaigns

Contact Lists

Text/Call 2 Sell

Search Contacts ...

+ Add New Code

Text 2 Sell - Short Codes

	Short Code	Total Texted	Total Clicks	Long URL	Short URL (Use for Tracking Clicks!)	Text Auto Response (Your client will receive this)	Contact Source	Start Auto Pilot Drip
<div><div>Edit</div><div>Remove</div></div>	stone	3	0	http://www.../173-218008120/	http://lionlead.us/Di... <div>Remove</div>	Your gate code ...3 (you must enter the #). Come on it and follow the signs http://www...		



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What Are Some Text Message Marketing Resources?



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Resources

- [Zapier.com](https://zapier.com)®
- [Twilio.com](https://www.twilio.com)®
- iMessage Mac App®
- [LionDesk.com](https://liondesk.com)®
- [FollowupBoss.com](https://followupboss.com)®

RESOURCE



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SO, ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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1. The first step is to identify the key components of the system. This includes understanding the hardware, software, and network architecture.

HOMESALE

Questions or Comments?
Support@virtualresults.com



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Notes and Replay from Today's Presentation

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<https://www.pnc.com/agent-alliance>

View the Replay at

VirtualResults.com/pnc-replay



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