

Monthly Postcard Campaign: Address Submissions

Overview: Once you receive a lead through StreetText, put them into a CRM or document to keep track. Once your address submissions are collected in one space, you can begin sending out monthly postcards to prospective clients.

Structure: Choose a date at the start, middle or end of every month. This will be the date in which you send your monthly postcard. Keep this consistent, as people will grow to expect the cards.

Its additionally important to create valuable, impressionistic content. Create information about their local market, include pictures of a home that sold in their area with the cost. Entice them with the content. Keep it changing, and keep them curious!

Once the postcards are sent out for that month, begin creating and printing the cards for the following month.

Important note: Remember that each lead should be on this mailer for a certain period. 4,5 or 6 weeks. Once that duration is over, they should be removed from your list. Address submissions naturally take longer to nurture. It will depend on your market and area what you decide for the duration.

Example:

GET YOUR FREE HOME ESTIMATE TODAY!

Go to:
www.StreetText.com/demo

Simply enter your address in the registration page, and we will send you an estimate of your home value based on recent sales in your area.

Your Logo Here - Your info here

Name:
Phone Number:
Email Address