



“Niched Funnel Framework”

Here's a step by step framework for growing your real estate business by focusing your marketing efforts around 1 specific niche customer or property type.



“Niched Funnel Framework”

A few caveats before we get started:

- 90+% of your competitors are generalists - There's lots of opportunity in differentiation.
- Just because you “niche down” doesn't mean you're excluding other business.
- “Buyer focused” niches actually generate a lot of listing leads.
- You'll probably end up working less and making more money.

“Niched Funnel Framework”

Components

- Traffic Sources
 - Start with 1, then layer in extra. We still like FB Lead Form ads.
- Lead Magnets / Offers
 - List of Properties, Webinar, Video, PDF, Consult
- Automated follow ups
 - Short Term Conversation Starting Drip Campaigns
 - Property Alerts
 - Longer Term Drip Campaigns
 - Retargeting
 - Mortgage Partner / ISA's
 - Mobile App
- Manual Follow Ups
 - Send something cool weekly (or even daily if you can.
 - Respond to inbound inquiries daily!



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Traffic Sources

- Organic/Seo
 - Blogs & Youtube Videos can rank.
 - Your website can not rank(for the most part, unless you focus on very long tail.)
 - This source is best handled by creating your “send cool stuff weekly” content.
- Ads On Other Networks
 - Youtube PPC, Tik Tok, Insta, Linkedin, etc.
 - FB and google are still king but you can layer these in later once you have them running smoothly for your niche.
- Offline
 - Billboards, park benches, bobblehead dolls, tv, radio, spotify, etc.
 - Best tested after you have above sources running.



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Traffic Sources

- FB Lead Forms
 - Low intent, low cost per lead.
 - Accurate contact info, including cell number
- Google / Bing Pay Per Click
 - Higher intent, a little more expensive
 - Contact info user submitted (not always accurate)
- Direct Mail
 - Puts something physical in prospect's hands
 - Very targeted, high intent.
 - Slow. Can feel expensive but can also roi better than anything else when done right.



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Lead Magnets / Offers

- Something interesting enough that someone will trade you their contact info to get it.
- Niched Property Lists
 - Fixers, Foreclosures, Condos in a price range, homes in a school district, properties with 3+ acres, waterfront, new construction, etc..
- FREE Reports / Videos / Webinars
 - 7 repairs that'll make your home sell for more,
 - 5 Creative financing ideas for self employed entrepreneurs
 - How to buy your first fixer upper and finance the cost of repairs... etc
 - 3 Little Known First Time Home Buyer Programs for



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Automated Follow Ups

- Automated follow ups
 - Short Term Conversation Starting Drip Campaigns
 - Send the thing they asked for via email
 - Few “quick question” texts
 - Property Alerts
 - Can be auto-set up in systems like kvCORE.
 - Or you can go into your mls and configure
 - Longer Term Drip Campaigns
 - Not super necessary if you’re doing alerts, and “something cool” every week. But a good practice is to chop up pieces of your lead magnet and send as part of your drip.
 - Retargeting
 - Ads that follow people around on FB, Google, etc reminding them they were interested.
 - Direct Mail follow ups (can be auto triggered).



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Automated Follow Ups cont'd.

- Assistants / ISA's / Mortgage Partners
 - Use in house assistant to call/text leads manually.
 - Pay 3rd party ISA services.
 - Push your leads to your mortgage team so they can follow up from the financing side free of charge.
- Mobile App?
 - If you have one, definitely encourage people to download it!
- Home Valuations
 - If you have a home valuation tool like Homebot or HomeIQ definitely try to get as many people on it as possible.
- Bridge Pages
 - Thank you video before you send the lead magnet



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Manual Follow Ups

- Send something cool weekly (or even daily if you can.)
 - More of the thing they opted in for.
 - “Highest price new construction home in area”
 - “Tips for first time buyers”
 - Etc.
 - Open house invites
 - Webinars
 - Local News / Deals from Businesses
- Serve your warm inquiries fast!
 - If you do all of the above people will be emailing and calling you day in and day out. Anytime this happens, make it a priority to reply and over deliver!



Thanks For Watching!

This video was designed to be an early module in the “Nicheful Thinking” section of the <http://Wakeup.RealEstate> website.

Continue below for more details, etc..