

# How Social Connect leads are created

Effortlessly grow your real estate database with leads from Facebook/Instagram



## 1 SOCIAL SCROLLING

A person in your target city scrolls their social media feed.

## 2 EXPERTLY-CRAFTED AD

In their feed, they click on an ad featuring one of your active or sold listings to learn more.



## 3 AUTO-FILLED FORM

Lead details are automatically populated from their social media profile, increasing your likelihood of connecting by providing you with more accurate contact info.

## 4 IMMEDIATE FOLLOW-UP

The lead is sent to your CRM. They immediately receive a welcome text and email introducing you as their agent.



## 5 MULTI-CHANNEL NURTURE

The lead is enrolled in a 4-month automated email and text campaign. MLS reports & visuals are used to engage and educate them on your behalf.

## 6 LEAD IS ENGAGED

Here's where you step in to do your magic and guide the lead through their home buying/selling process. Powerful insights and the complete communication history in your CRM will help you close the deal!

