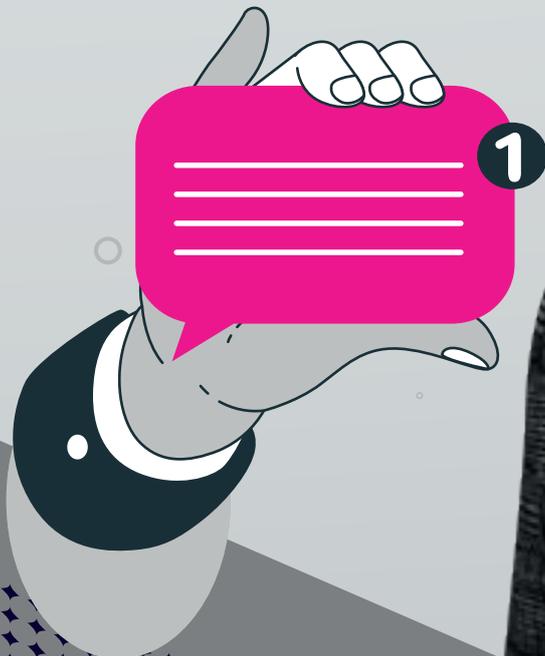


# THE POWER OF **SMS MARKETING** FROM LIFECYCLE

—  
**ROB  
BRADY**

Innovationist at Iceberg Digital





## ROB BRADY

Innovationist at Iceberg Digital, former multi-award winning estate agent in Kent. Working within an independent agency, he was able to organically grow their rental portfolio from 300 to 700 properties within a few years as well as reinventing their entire brand, sales processes, marketing, changing them into an award-winning data driven business. With this experience in implementing these changes, Rob has continued his passion on a larger scale now working with agents across the UK. He has featured on the 'World Class Agency' podcast and is co-Author of Amazon best-selling Sales and Marketing book 'Sales Genius 2'.

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**If I was an estate agent... I would use Lifecycle's SMS marketing tool to directly target an audience with a particular message suited to them.**



WHY?

**The Problem**  
**The Solutions**

WHAT?

**General overview**  
**and description of**  
**what you will do**



HOW?

**Step by**  
**step guide**

# WHY?

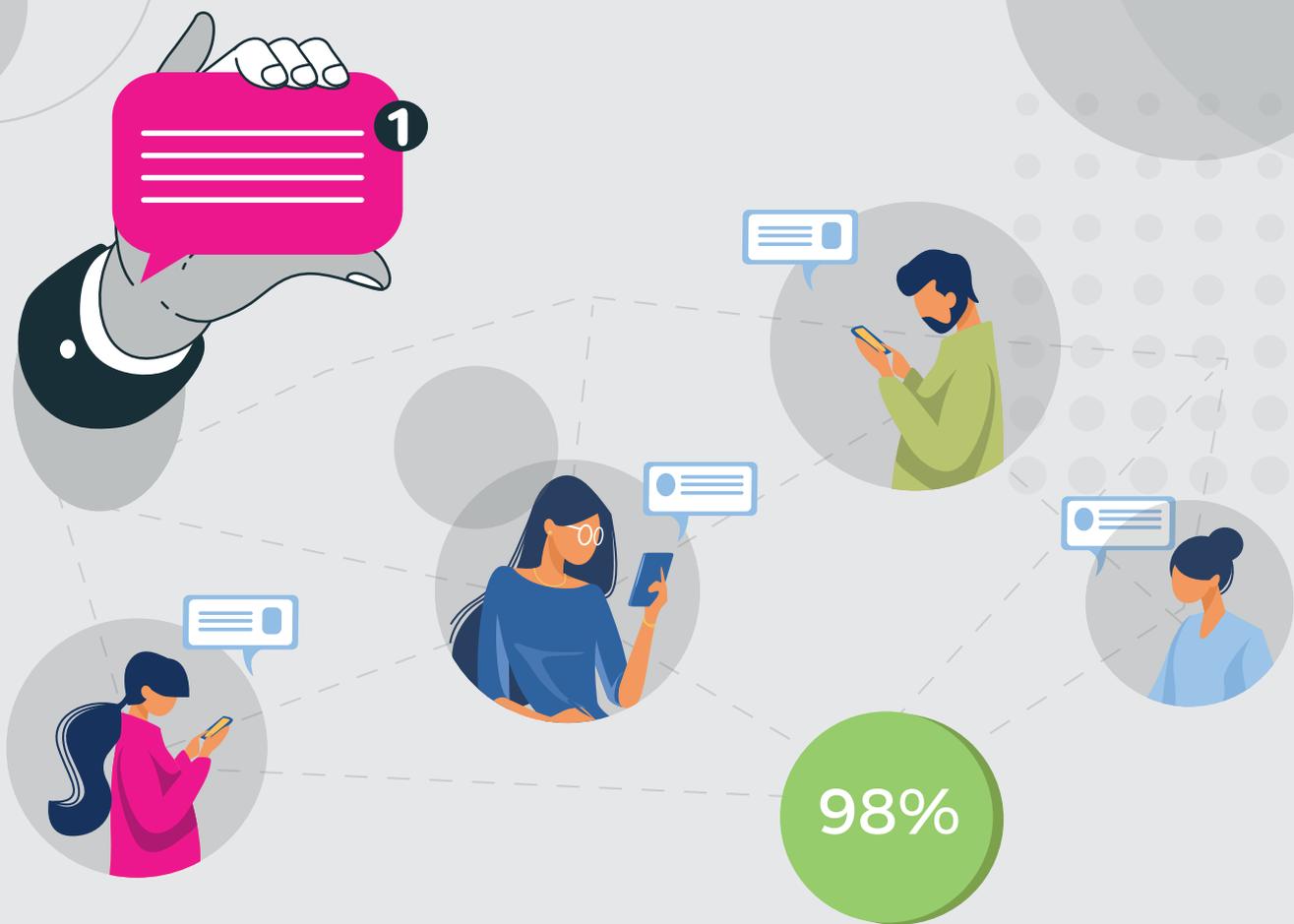


## THE PROBLEM

Consumers see on average between 6,000-10,000 adverts a day! Many of these adverts are ignored by people without them even realising. The brain decides automatically to ignore these adverts unless it knows, likes or trusts a brand or person.

When targeting your audience, one of the cheapest ways is email marketing. It helps a consumer to get to know you, and distribution is free, but expect click through rates to be low for that reason, since you will be competing with lots of other companies also doing email marketing. How many times have you opened a busy mailbox to go through what interests you and ignore the rest? Whilst the average click through rate is around 2.5% from an email campaign, we do also believe in the power of an unopened email and you should see this as a long-term strategy for your audience to get to know you.

Another option is social media to find a new audience or retarget an existing audience, with another message, all the while working them down your marketing and sales funnel. This is far more cost effective and trackable than traditional marketing such as leaflets and letters, and also very smart and convenient with Lifecycle's powerful integration with Facebook. However, how can you cut through the noise with an instant direct message to your audience, without it being drowned out and perhaps not even noticed?



## THE SOLUTION

Lifecycle's SMS marketing tool allows you to cut through the noise of a crowded marketplace and directly message a chosen audience. Whilst you could explore other messaging platforms such as Facebook's Messenger and Whatsapp, statistics show that 98% of SMS messages are still opened.

With Lifecycle working out your chosen audiences dynamically, unlike other messaging platforms, you can directly target specific audiences with very relevant messages for them. There is no need to upload a list of phone numbers etc making this type of marketing a cost effective and trackable way of reaching a person or persons.

# 2 WHAT?



## **GENERAL OVERVIEW AND DESCRIPTION OF WHAT YOU WILL DO**

If you want to target potential vendors or landlords, that are known in Lifecycle, but who are yet to use you, why not work on a targeted SMS marketing strategy? You could either provide relevant information to them by SMS messaging, with a link to a blog that they would find useful based on what audience they are in, send them legislation updates or it could be a simple text message to an audience simply telling them that if they ever want an up to date property valuation, without wanting someone to visit then they can use your SDV tool and include a link to your Lifecycle Social Distancing Valuation Tool.

# 3 HOW?

## If you are an estate agent doing lettings:

### Step 1



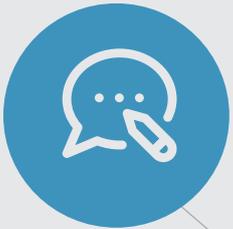
Create a blog regarding the Tenant Fee Act. The blog could provide an update to landlords on what this new Act means to them as a private landlord or a landlord who used another agent who hasn't provided them information on this. This type of information will show you as an expert in your field and also as an agent who is aware of the importance of being compliant. Title of the blog could be 'Are you in Breach of the Tenant Fee Act?'

### Step 2



Once the blog is created, copy the link for it. Work out the audience you wish to target from within audiences in Lifecycle. This could be a landlord with the status of 'Long Term Prospect' or 'Instructed Another Agent'. Then, within Lifecycle, go to Marketing & Autopilot>>SMS>>Tick Chosen Audience

### Step 3



In the SMS box, you can write a message along the lines of 'TENANT FEE ACT UPDATE - Are you compliant? Find out here how it can affect you. - Then copy and paste the link to your blog (when sent, this link will be shortened).

### Step 4



You can send this immediately or schedule your SMS by using the clock icon next to the 'Send' button.



**Make sure you keep your statuses within Lifecycle up to date, its so important so you can ensure people are in the right audiences.**

## Step 5



Once sent, review over the next few days, by using Proactive within Lifecycle, to see if there is any activity in the landlord section under 'Book More Market Appraisals' or 'Book More Instructions'. You will be able to see what the landlords journey is so far, how they have been interacting with you and if there is a chance to reach out to them or if you should continue this strategy with other updates.

## If you are an estate agent doing sales:

### Step 1



Within Lifecycle, head to leads>>Social Distancing Valuation and copy the link.

### Step 2



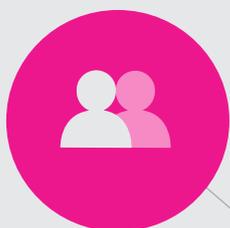
Within Lifecycle, head to Marketing & Autopilot>>SMS

### Step 3



In the SMS box, you can write a message along the lines of; 'Looking to move in the next year but not yet ready to see us? Want to know the value of your home to see what you can buy next? Simply click the link below, provide some details and we will send you a report within 24 hours without needing to visit' then paste the link to your social distancing valuation (when sent, this link will be shortened).

### Step 4



Send this out to either of the following audiences from within Lifecycle; 'All Contacts who have done an Instant Valuation' or 'Long Term Prospect Vendor'



## Step 5

If a lead comes in, simply head back to the 'Social Distancing Valuation' section within Lifecycle, review the information provided, convert to a market appraisal, add a price and send it to the customer. Follow up with a call 24 hours later to make sure they received it. They are now in your tracking system so whenever they open their market appraisal or go back on your website, you will be notified. They will also be sent your automatic marketing emails from Lifecycle informing them when you sell a property nearby.

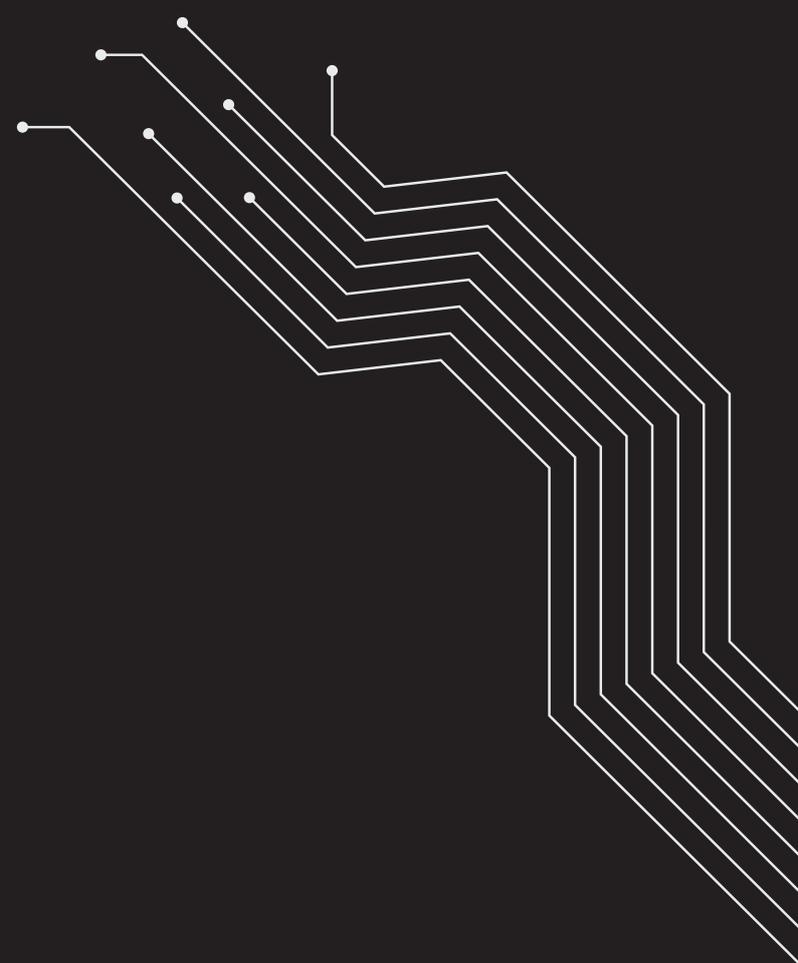
You can use the SMS marketing tool in Lifecycle to send a really targeted message directly to an audience which will be read in most cases. You could highlight key dates regarding legislation or industry changes to the consumer, provide interesting information or alerts which will help you keep your company at the top of their thought process when either making a decision to sell or let their home or if they are looking to change estate agents. It allows you to cut through the noise and be informative and relevant when other agents will not be able to do this in such an effective way unless they use Lifecycle.



**Ask a question in a text and provide a link to the answer.**



**Do not spam your audience with texts regularly. A text message needs to be of interest to them not to you, and it should click through to a link.**



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### Social Media

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