

Direct Mail to Web with The MoveScore

Can I use The MoveScore if I currently or would like to use a Direct Mail to Web marketing system?

Best Practices for Direct Mailing

1. Setup a 6 or 12 month automated postcard campaign that will send a card once or twice a month to the top 5% - 20% of your MoveScore list. This will reduce the amount of time you will have to spend to manage the campaign.
2. When people log onto your website from your postcard mailings, follow up with each lead within 12 to 24 hours MAX, in one of two ways.
 - a. Prepare a CMA then go to the person's home and thank them for coming to your web site. If you have a home estimate tool on your site, try building into your script an apology for technology not being able to understand the true value of their beautiful home. Further explain you truly understand their homes value since you are the local expert. Then hand them the CMA you prepared.
 - b. Call and thank them for logging onto your website, and see if they have any additional questions you can help them with.
3. The in person approach is much more effective. The best time to stop by to drop off their CMA is on your way home in the evening. This is because the odds of someone being home are much better.
4. Based on the persons response setup a follow up program to stay in touch with them appropriately.
5. Direct mail should never be done without some sort of follow up plan in place. Real Estate is a high touch business and as such your marketing efforts have to be high touch as well to be effective.