



# DATA-DRIVEN DECISIONS

## FOR PREDICTABLE VICTORY

Tracking & Measuring to Always Know the Way Forward

### Scott Reynolds



COMPASS



@thereynoldsteam

# At a GLANCE

It's hard to know which plays to run if you don't know what's working. Scott Reynolds knew what wasn't working for him: not knowing... That's why Scott completely transformed his marketing department to make data-driven decisions based on analytics and tracked results.



**Vero Beach,  
Florida**

PRIMARY MARKET



**\$450k**

AVERAGE PRICE POINT



**21**

YEARS IN REAL ESTATE

## 2022 PRODUCTION STATS

**353**

TRANSACTIONS

**\$161,000,000**

SALES VOLUME

**\$4,120,000**

GCI

### CORE CLIENTELE

- ✓ Investment
- ✓ 2nd home

### PRODUCTION

**65% | 35%**  
Buyers | Sellers

### TEAM STRUCTURE

- ✓ 27 agents
- ✓ 12 staff members

# Scott ON COACHING



I love my coaching. I've had several coaches and each one has really kept me in line and pushed me from being an agent that was in production to growing a fairly large team. It's also helped the department heads we've hired over the past few years to grow and develop. So it's been a game changer for me.



## BY THE NUMBERS

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**400%**

Increase in leads generated by marketing team

**3**

Marketing team members

**5**

AdWords campaigns run per month

**5**

Blog posts per month using optimized keywords

**26+**

Marketing metrics tracked consistently

**\$2,600**

Digital marketing monthly budget

**225**

5-star Google reviews

**269**

Zillow reviews





## THE STORY

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In January 2023, Scott Reynolds initiated a complete overhaul of his marketing department and strategy. Prior to this, the company's marketing could best be described as haphazard and inconsistent. Essentially, they were creating brochures and providing support to the sales team. Scott decided to not only shift their processes but the company mindset around marketing, viewing it as a combination of lead generation and brand development meant to advance the entire business long-term.

One of their biggest focus areas was in their ability to track and measure results. Scott always had the vision to initiate projects, but he realized that he was completely in the dark as to the impact these projects were having. This new focus allows the marketing team to gather valuable insights and make data-driven decisions.

Scott quickly began to realize that having this data available made it easier to not only drive more business but to scale his business. Now he could see what could be delegated, what could be redirected, and what could be enhanced. He laid the groundwork for a series of systems to streamline the processes and push for new growth.



## THE STRATEGY

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### FORMALIZING SOPS AND SUPPORT

- To operationalize their efforts and drive scalability, the marketing department took several key steps:
  1. Establish clearly defined roles and responsibilities for the team.
  2. Create Google Sheets to track all of their ad campaigns, social media statistics, and goals.
  3. Begin geo farming in order to effectively target specific areas.
  4. Clean up their CRM (Boomtown) and begin checking it every day for new leads. Then tag them accordingly by which marketing initiative they acquired them from.
    - i. Next, add these leads to the tracker to calculate the cost per lead.
    - ii. When these leads close a property, the transaction coordinator records their source in SisU, allowing them to determine the ROI for a specific lead source.
  5. The marketing department holds weekly staff meetings to discuss goals, progress updates, and encourage support among team members.
  6. Identify where the workload was uneven and hire accordingly. By hiring people in the right roles, the team became more efficient and were able to tackle larger projects.
  7. Drive focus based on key performance indicators. Continue to refine and simplify, removing unnecessary complexities.

### TRACKING EVERYTHING

- Some of the metrics to track:
  - Ad spend
  - Leads generated
  - Leads generated per source
  - Campaign reach
  - Cost-per-lead
  - Client ROI at closing



## THE STRATEGY

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### SEARCH ENGINE OPTIMIZATION (SEO)

- To stay current with the latest trends and keywords, the marketing director regularly conducts Google keyword research.
- Use trending keywords to not only title existing videos but also to determine what videos to shoot.
  - Once a month, the marketing director checks to ensure their content remains aligned with the current trends and audience interests.
- This strategy also factors into their initiative to ensure that their website is regularly updated and optimized to maximize user experience and search engine visibility.
- Their blog is a top traffic driver to their website. Therefore they prioritize creating engaging blog content that is optimized with relevant keywords. This also serves to establish Scott as an expert with his local audience.

### GOOGLE BUSINESS PROFILE

- The team works diligently on keeping their Google Business Profile (GBP) up to date in order to increase visibility and attract potential clients.
- Include relevant keywords in not only the title, but also all posts and picture captions.
  - Scott's team even strategically uses keywords when responding to reviews.
- To encourage reviews, they have set up automations that prompt customers to leave a review after a transaction or interaction.
  - These prompts drive clients to use keywords in their own reviews.
- Use calls to action (CTAs) on GBP in order to highlight products and services.
  - Consider what action you most want users to take and then put it into words. You want them to take the next step to explore what you have to offer.
  - Strategically place CTAs where people are most likely to click them.
- Post updates to GBP every day. Consistency is key.
- Use updates to inform on timely information such as business hours, special events, or promotions.
- Geotag all photos. Adding location tags enhances the likelihood of appearing in location-based searches.



## THE STRATEGY

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### GOOGLE PPC

- With the assistance of a third-party provider, Scott's team generates 600 to 700 leads a month from Google PPC (pay-per-click) ads. These leads come at the relatively low cost of about \$12.13 per lead, with an additional management fee of \$600.
  - Working with a third-party provider allows the team to focus their efforts on serving these leads and converting them into clients.
- Scott's team plans to refine their strategy to focus on buyers who already possess a clear understanding of their preferences.
  - By focusing on things such as "Vero Beach homes for sale with private pool," or "gated communities," they aim to attract higher quality leads.
  - Although higher in cost, they come with a stronger intent to purchase.

# Scott's 3 Action Items **FOR SUCCESS**

**1**

Hire someone to do your marketing and tracking, because you can't do everything.

**2**

Track everything: social engagement, leads, followers, etc... This helps you pay attention to your results and improve over time.

**3**

Educate yourself. Find a group to mastermind marketing trends with.

# 6 Things Scott Will Do **MOVING FORWARD**

**1**

Stay ahead of trends by learning from top marketers.

**2**

Make their digital marketing more focused on their farming area and a specific lifestyle.

**3**

Utilize collaborative digital marketing with feeder markets.

**4**

Optimize website and blog to increase conversion rate.

**5**

Refine email marketing campaigns.

**6**

Work with his Tom Ferry coach to help keep him accountable and implement these ideas!

# Scott's TOOLKIT



## Marketing Tracker Template

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Template of the marketing tracker utilized by the team.

## Marketing Recap

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Overview of the Reynolds Team's marketing performance report shared with agents.

## Google Business Profile Tips

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The Reynolds Team's tips for building a Google Business Profile page.

## Marketing Team Responsibilities

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Overview of the Reynolds Team's structure and responsibilities.

## Display Ad Examples

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Collection of display ads deployed by the Reynolds Team.

<b>Digital Ads + GeoFarming Postcards + Ads</b>		
<b>Week</b>	<b>Leads Generated</b>	<b>Total Marketing Spend</b>
January 1/1-1/11		
January 1/11-1/18		
January 1/18-1/25		
January 1/26-2/1		
February 2/2-2/8		
February 2/9-2/15		
February 2/16-2/22		
February 2/23-3/1		
March 3/2-3/8		
March 3/9-3/15		
March 3/16-3/22		
March 3/23-3/29		
<b>QUARTER 1</b>	<b>0</b>	<b>\$0.00</b>
March 3/30-4/5		
April 4/6-4/12		
April 4/13-4/19		
April 4/20-4/26		
April 4/27-5/3		
May 05/04-05/10		
May 05/11-05/17		
May 05/18-05/24		
May 05/25-05/31		
June 6/1-6/7		
June 6/8-6/14		
June 6/15-6/21		
June 6/22-6/28		
	<b>0</b>	
<b>Quarter 2</b>		
<b>TOTAL</b>	<b>0</b>	

[Tap to go to the marketing tracker template](#)



[Tap to go to the marketing recap](#)

# Tips to Build a Strong Google Business Profile

## PICTURES

- As many as possible and geotag with location/keywords using: "geotag.com".
- Include exterior photo of office building.

## BUSINESS TITLE

- Include keywords you want to rank for in your title- "Top Realtor in \_\_\_\_"
- Don't make it long only use your primary city.

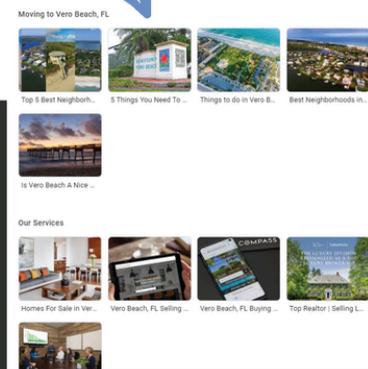


## REVIEWS

- When asking for a review request a "5-star review".
- Do not use the shareable link for reviews- send URL of your GMB profile.

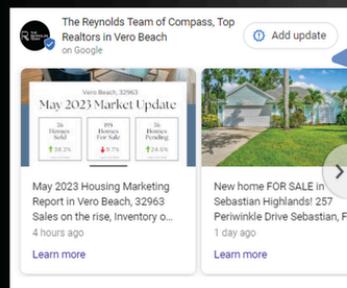
## PRODUCTS

- Include CTA's to your website.
- Include keywords you want to rank for.
- Include most popular blogs.



## UPDATES

- Treat it like social media- ideally post daily.
- Post listings, sold, price reductions, etc.
- Post open houses as events.



## Marketing Department SOP

Revised 1/24/23

### Purpose

The Marketing Team's purpose is branding and lead generation for The Reynolds Team.

### Roles & Responsibilities

**Role:** Marketing Director, Janice Reynolds

#### Responsibilities:

- Manage Marketing Team projects and keep up with weekly tasks & schedules
- Create marketing materials and keep up to date
- Keep the website updated and optimized
- Central Beach Farming-create newspaper ads, postcards, events, manage Facebook group, track all leads
- Create agent postcards, mailings, misc materials for listings, solds, farming
- New development marketing
- Assist with listings marketing-video planning, writing description, advertising
- Onboard new agents & staff-photo, building profile, ordering supplies
- Plan and execute Team and client events
- Create and order Team swag

**Role:** Social Media Strategist, Danielle Almanzar

#### Responsibilities:

- Create, track and schedule content to grow channels organically-FB, Instagram, TikTok, Twitter, LinkedIn, Pinterest, Google Business, Google LSA, Youtube, and Website Blog.
- Strategize with videographer on video ideas for all platforms: scripts, vision, & format.
- Track and send Google review requests
- Create, track and manage high intent digital lead generation campaigns: cable TV commercials, OTTP campaigns, paid social ad campaigns, QR code campaigns, etc.
- New development paid advertising campaigns- designing, executing, and tracking.
- Design and send weekly buyer emails to active leads to re-engage leads.
- Design and send e-card and monthly newsletter to agents' SOI & past clients with referral CTA's.
- Manage past client Facebook group with events & giveaways with referral CTA's.
- Assist agents with their social media questions and content, create a trainual guide with tips and tricks, and keep agents updated with the latest trends.

**Role:** Videographer. Tarik Johnson

#### Responsibilities:

- Schedule, film and edit:
  - Agent videos to highlight real estate, themselves, local businesses, listing
  - Agent coming soon/sneak peek/listing highlight videos on location.
  - Scott's market update videos
  - Sales Manager recruiting videos
  - Bi-weekly podcast
  - Team commercials and special projects
  - Team and client events
- Work with Social Media Strategist for YouTube Strategies to generate more subscribers and turn them into leads.

**Home Value Calculator**

Have you Lost Equity in Your Home? Find Out Today Using Our Home Value Calculator.

THE REYNOLDS TEAM

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**Home Value Calculator**

Last Month Over 2,000 Homeowners Decided to Sell Their Home in IRC. Learn Why Here.

**Calculate Your Home's Equity**

Is It Time To Sell Your Home? - See for Yourself.

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The Reynolds Team

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Thinking of Selling? Calculate Your Home's Equity Using Our Home Value Calculator.

**Learn More**



## Top Local Real Estate Team.



Local Real Estate / Marketed Internationally.



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Local Real Estate / Marketed Internationally.

The Reynolds Team

[Learn More](#)

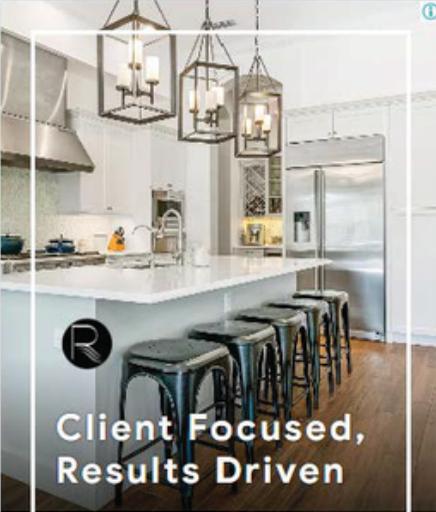


## Top Local Real Estate Team.



Local Real Estate / Marketed Internationally.

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**R**

### Client Focused, Results Driven

Local Real Estate /  
Marketed Internationally.

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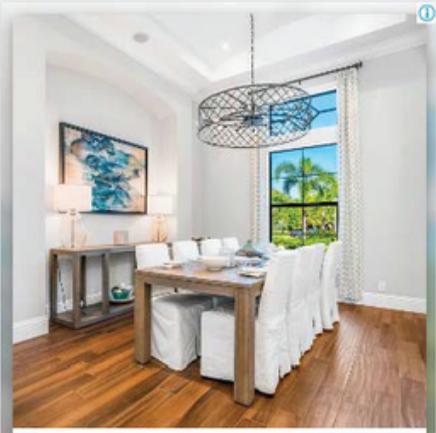


**R**

### We Do More.

Our dedicated Team works  
together to find the right buyer  
for your property.

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