

**HOW TO LEVERAGE
TECHNOLOGY
AND ENHANCE YOUR
BUSINESS**



DISTRACTION

A person wearing a blue suit jacket and dark pants is walking, carrying a brown leather briefcase. The person is wearing a black watch on their left wrist. The background is a light, textured surface.

NO INNOVATION

THINK *OUTSIDE THE*
BUSINESS **& USE**
SMARTER TECH

WHAT DOES THAT
LOOK LIKE?

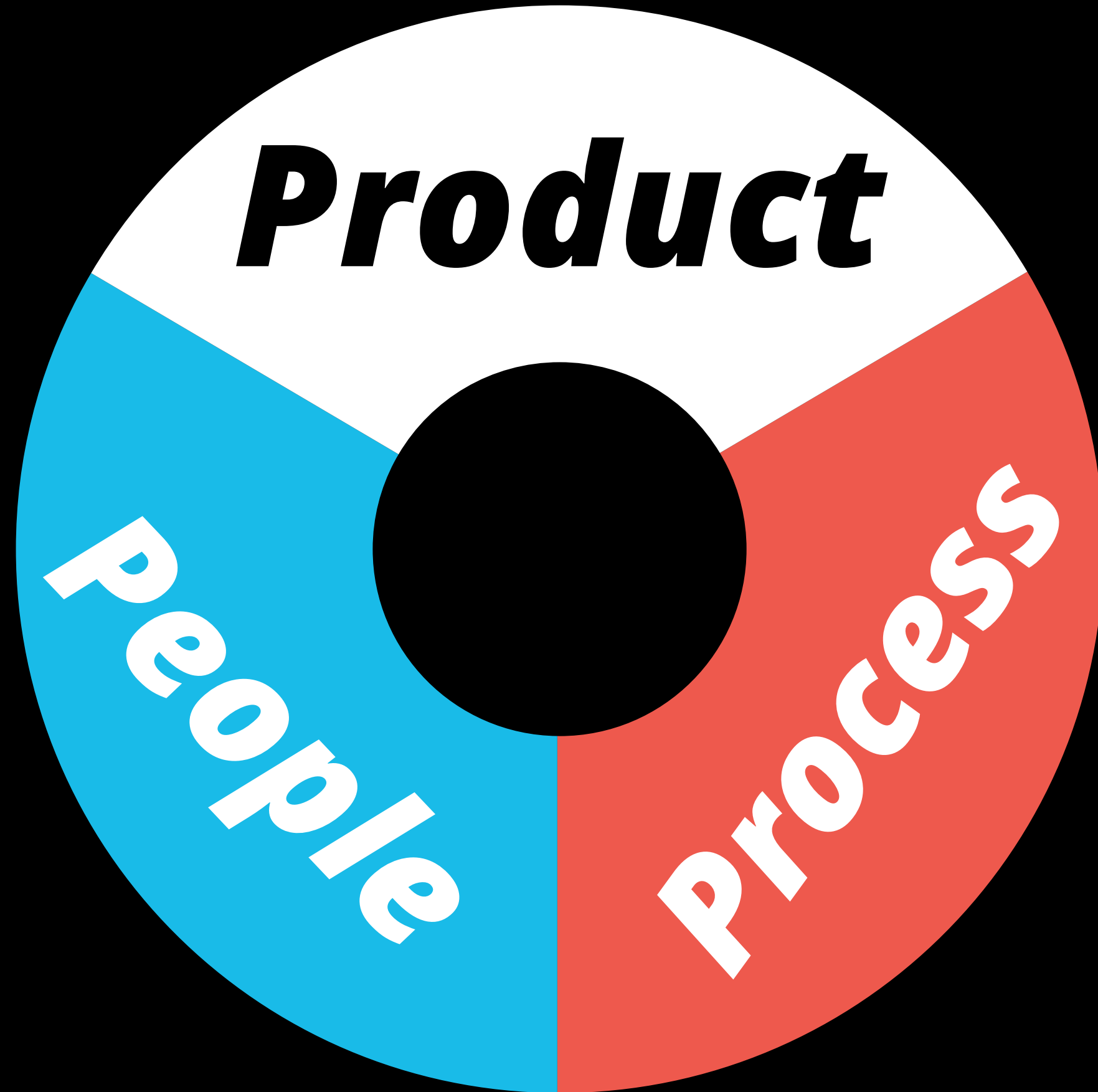
Virtual Tours + Chatbots

facebook









Product

People

Process

Proprocess

= TECH

\$100k+ a year

6x on tech

10x on marketing



*But still only connecting
a few times a year
adding basic value*

***Become a top producer
using one tech equation...***

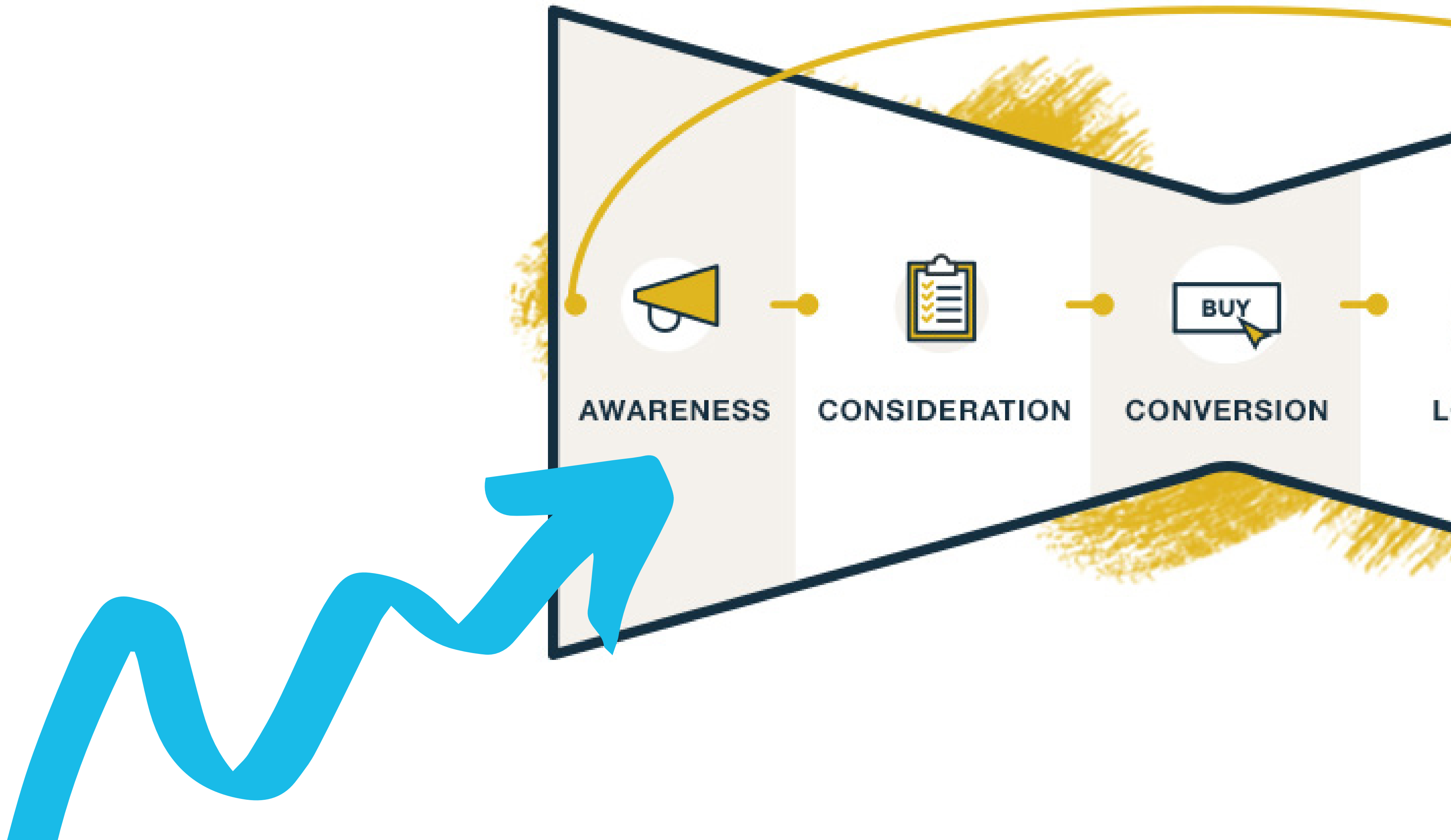
First, it's about trust

$$\mathbf{TRUST} = (C + R + I) / S$$

Credibility
Reliability
Intimacy
Self-Orientation



Source: AWeber Blog





Drivers of Marketing Success



Source: Hubspot

CLOSE THE GAP?

Awareness to Consideration



[INSERT MONTH + YEAR]

KEY:

Holiday

Campaign

Ebook

Webinar

Blog Post

SlideShare

Product Launch

Experiment

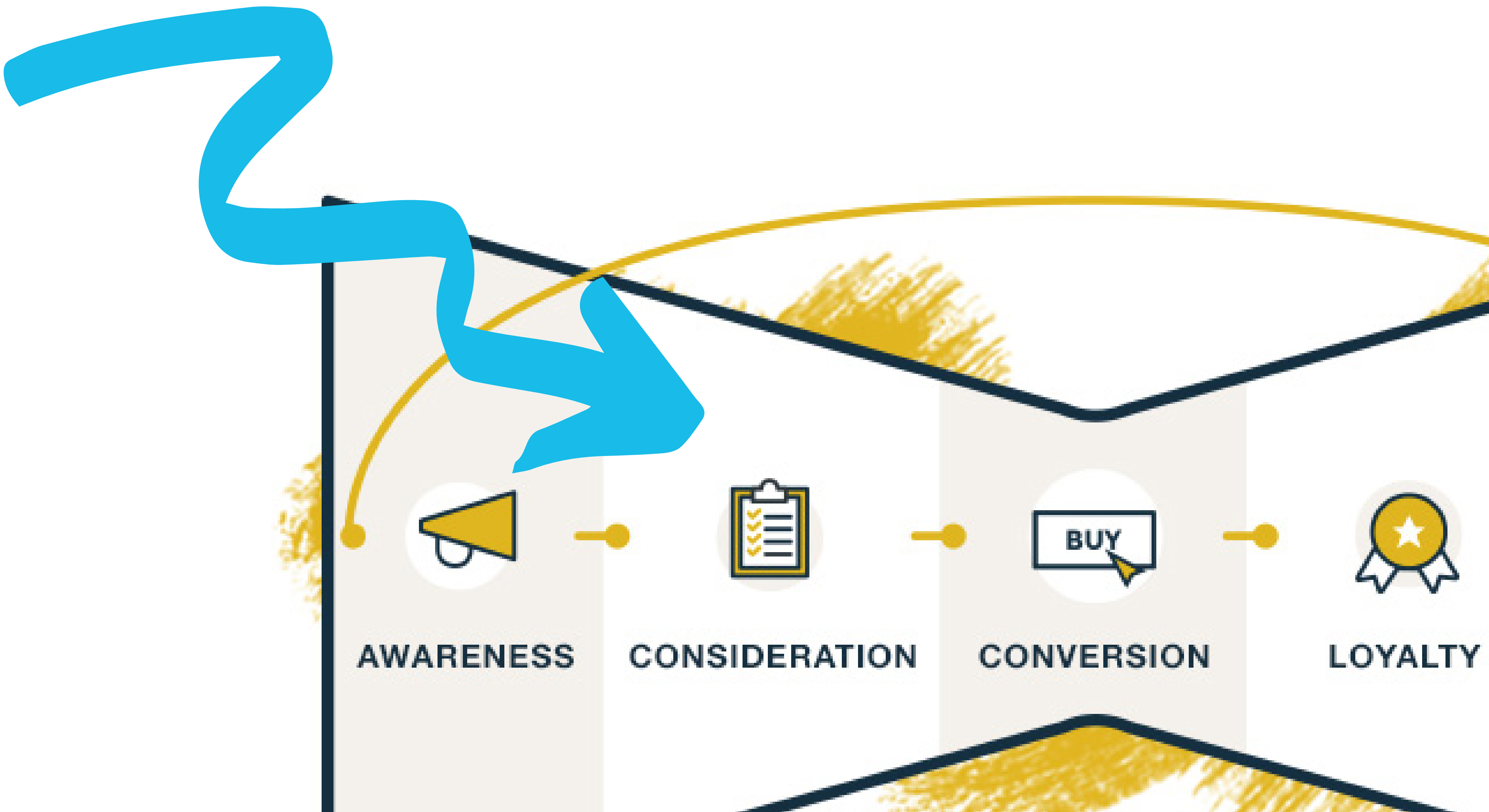
Other

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		New Product Launching		Holiday SlideShare Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Ebook Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		



3 in 4 Americans
admit to using their phone
while on the toilet.



Source: Hubspot

ActiveCampaign >

 AWeber


zapier

 TARS

 ManyChat

CLOSE THE GAP?

Consideration to Conversion

1



2



ManyChat

3

ActiveCampaign >

Page
John Doe Realtor

- Dashboard
- Audience
- Live Chat 1
- Growth Tools
- Engage

- Automation
- Main Menu
- Default Reply
- Welcome Message**
- Keywords
- Sequences
- Settings

Welcome Message

Welcome **First Name** ! 🙌 Thanks for reaching out, I look forward to speaking with you. Until I can get back to you here are some helpful options 😊

P.S. If you ever want to unsubscribe just type "stop".

[Schedule A Call](#)

CTR 50%



Sent

2

Delivered

2

100.0%

Opened

2

100.0%

Clicked

1

50.0%

- Page John Doe Realtor
- Dashboard
- Audience
- Live Chat 1
- Growth Tools
- Engage
- Automation
- Main Menu
- Default Reply
- Welcome Message
- Keywords
- Sequences
- Settings
- Help
- Video Tutorials

Welcome Message

Hey there **First Name**! Thanks for reaching out, I cant wait to follow up with you! In the mean time here are some helpful resources 😊

P.S. If you ever want to unsubscribe just type "stop".

Schedule A Call

Real Estate Tips

+ Add Button

+ Quick reply

Edit Button

Button Title:
Real Estate Tips

Do this when user presses the button:
Open website

Enter URL here...

Additional Actions
+ New Action

Delete Save

+ Text + Image + Card + Gallery + List

+ Audio + Video + File + Delay

John Doe Realtor > Typically replies instantly

Hey there Kelvin! Thanks for reaching out, I cant wait to follow up with you! In the mean time here are some helpful resources 😊

P.S. If you ever want to unsubscribe just type "stop".

Schedule A Call

Real Estate Tips



[Visit website](#)

[Help docs](#)

CUSTOM

ONE-WAY

Integrate ManyChat with ActiveCampaign

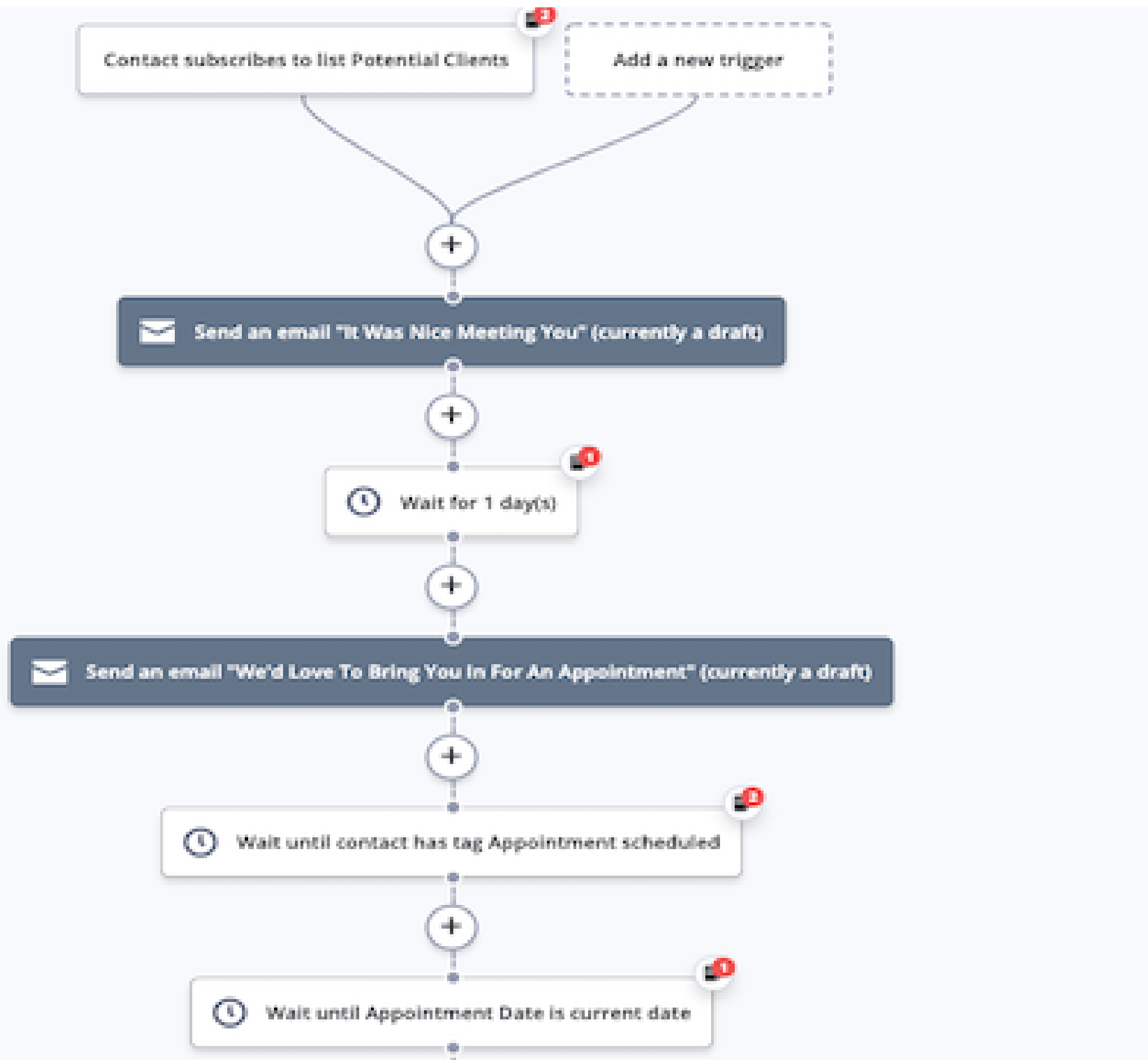
Automate and Combine Facebook Messenger and SMS to Grow Your Business

ManyChat is a Chat Marketing platform. Automate your Facebook Messenger and SMS with two-way conversations for marketing, sales, and support, built with our visual drag n' drop flow builder.

This integration will allow users to connect their ActiveCampaign accounts to ManyChat seamlessly. This will enable you to add a subscriber from your ManyChat account to the Contacts list in your ActiveCampaign account.

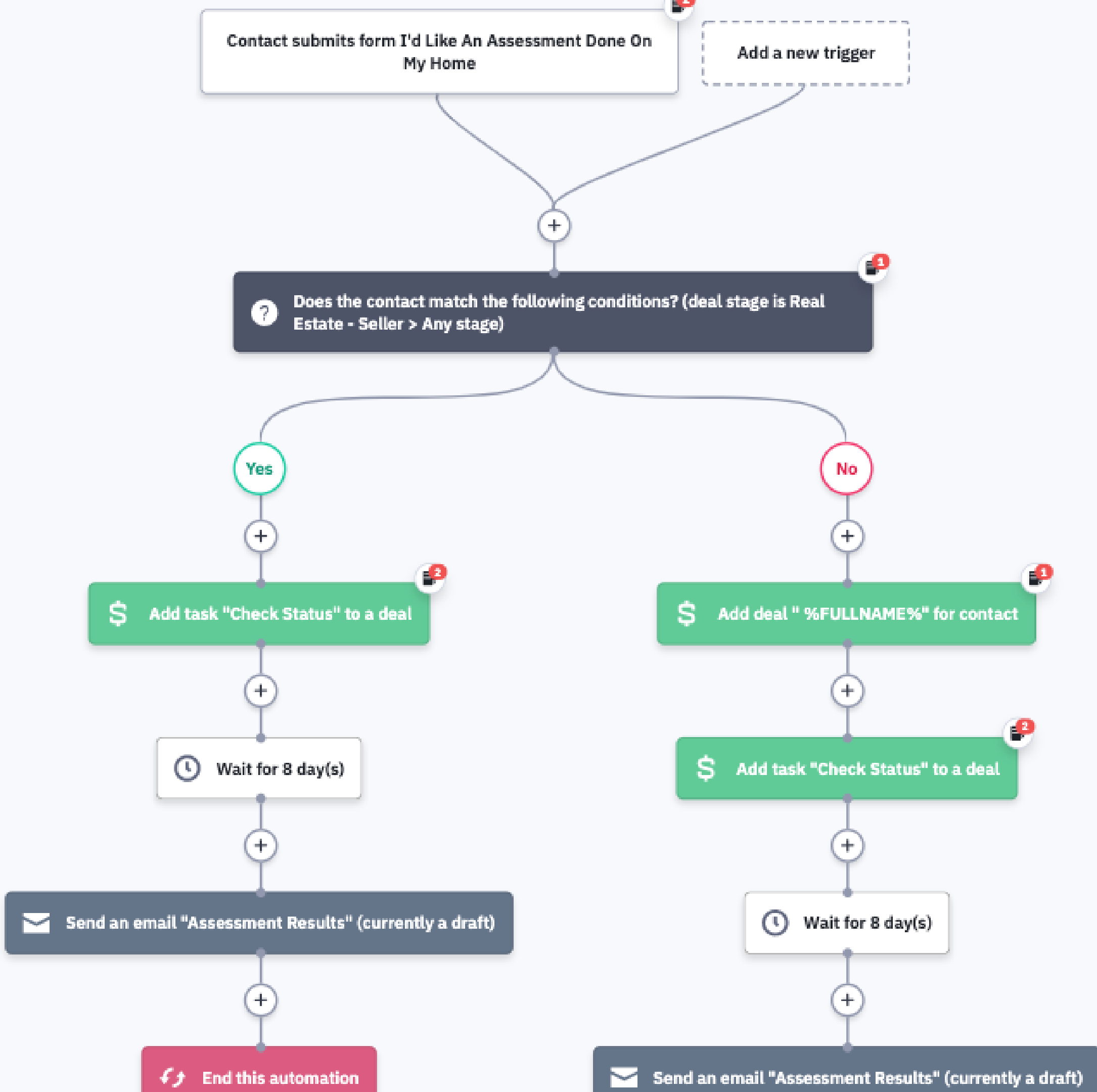
Reach millions of new customers, sell them exactly what they need, share coupons and promotions, with analytics, and much more. ManyChat also integrates with Shopify, PayPal, Stripe, Google Sheets through third-party integrations like Zapier and Integromat.

Lite Plan and Above



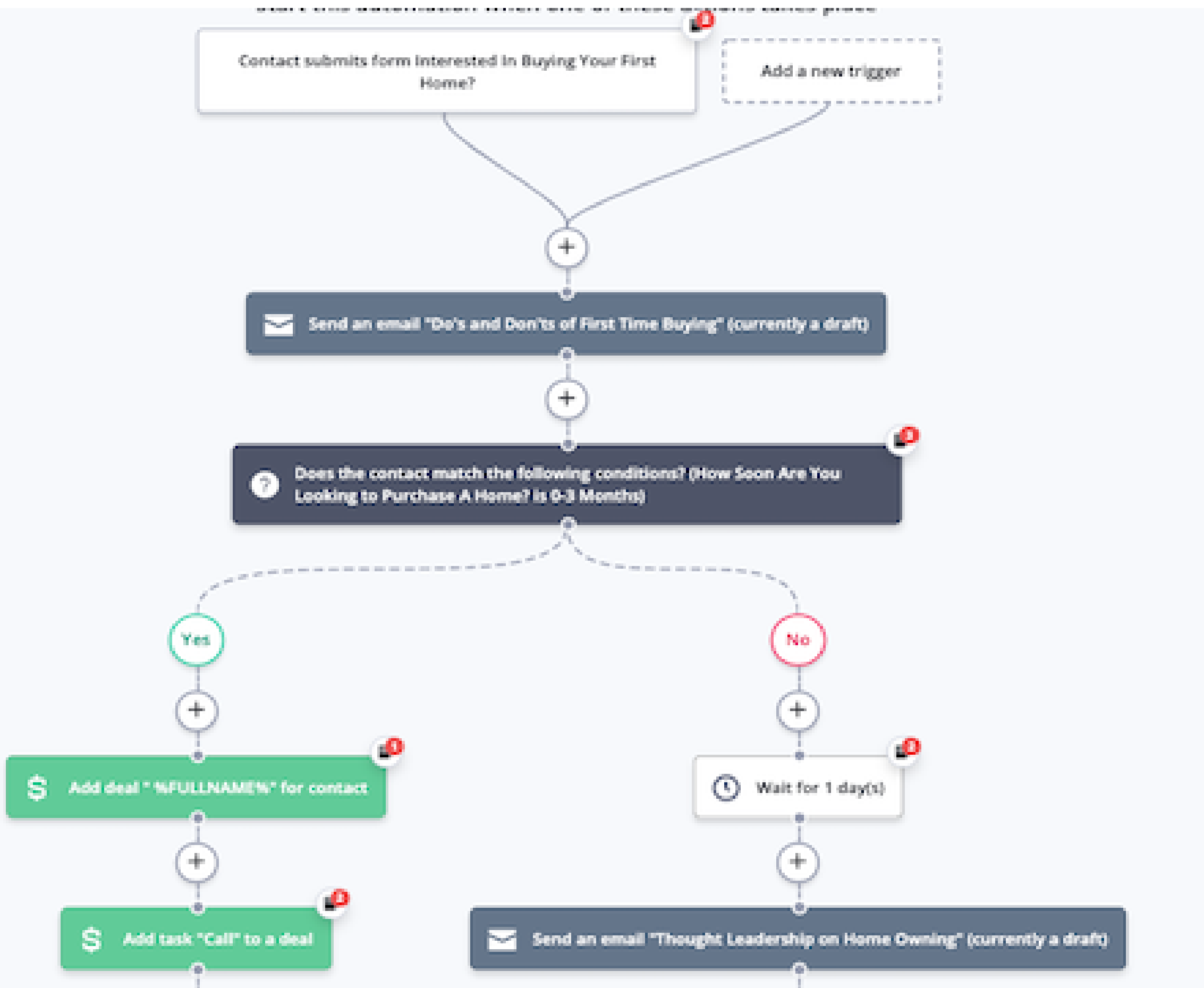
Email Series:

- Build your pipeline
- *Stay in front of potential clients*
- Find qualified leads
- Develop email strategy
- *Encourage prospective home buyers to set up an appointment*



Home Assessment:

- Generate leads
- Develop marketing strategies
- Keep leads organized
- Complete home assessment
- Build relationships



- First-Time Homeowner:**
- Fill out form & qualify
 - Segment first-time buyers
 - Create follow-up system
 - *Set up follow-up tasks for them to complete*

TECHNOLOGY
IS NOT SCARY

BUILD A BUSINESS

NOT A JOB

***I'M STILL BETTING
ON THE USA
LONG-TERM***



***I'M STILL BETTING
ON THE
REAL ESTATE
MARKET***

**WHAT'S THE
ONE EQUATION?**

Content marketing
+ Chatbot
+ Re-nurture



 **ABHIGOLHAR**
FASTER BUSINESS GROWTH
LARGER PROFITS
SKILLS & STRATEGIES

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