



Predictive Prospecting - Cheat Sheet

The key to success with any marketing channel is consistency and patience. There is no magical solution, but you will see results by taking advantage of our patented technology and layering on steady marketing practice. Now that you have signed up to take advantage of Likely Seller data, here are some best practices directly from several of our clients. These are methods and habits used by clients and partners of Likely.AI that have seen unparalleled success with their Likely Sellers data.

As with any marketing, timing is essential, and so we suggest that taking the following strategies based on the schedule of the prospect.

1. **Marketing Channels** - Apply a two-channel approach, as stated above, marketing is most effective with multi-channel and repetition.
2. **0 -90 days** - Prospects in this stage should be high touch with Competitive Market Analysis, as this is the time in which the vast majority of true predictions occur
3. **91-180 days** - This is for lower-cost marketing strategies, as this is where 15% -20% of true predictions occur

Over the next twelve months, we will spotlight clients and delve deeper into more detail about their success. Look for these in your monthly prediction delivery email, after which they will also be posted on our website.

Until that time. Here are Best Practices based on their feedback:

Marketing Channels

Direct Mail:

- Send a bi-weekly mail campaign to Likely Sellers – provide rich content with suggestions on getting your home ready to be listed or tips for improving the value of your home
- Call-to-action option 1: the tried and true “We have buyers looking for a home (in your neighborhood /or/ likely yours)”

- Call-to-action option 2: sub-set campaign “How much equity do you have?” utilizing loan-to-value data in Likely Seller toward owners with 40% or more in equity
- Send personalized hand-written notes or letters – include a sticky note on the bottom of the letter with “Call me ASAP my cell is (555)123-1234.”
- Channel partner: [Yellow Letters Complete](#)... below is a testimonial from a client that used yellow letters complete to send out letters.
 - *"In just over a week after sending my first mailer to Likely Sellers, I have received over a 10% response rate, 1 listing, and 13 CMA appointments... it could be higher but haven't had a chance to sync up with my team this afternoon. The response rate to likely sellers, from real sellers, has been so high that I had to put other marketing efforts on hold, just to keep up with the volume of interested sellers!! I still can't believe it, Likely.ai has actually delivered Artificial Intelligence to real estate!!" - Kara W. Broker/Team Founder - Boston area MA*

Digital Marketing (*Facebook and retargeting*)

- Tap into custom FB audience by county using Likely Sellers with Seller FB inline Lead Capture Campaign
- Tap into custom FB audience by county using Likely Sellers Landing Page Visits Campaign (remember to enable pixel for retargeting)
- Retarget Likely Seller campaign with similar display ads as the campaign that got them to visit your site or landing page in the first place
- In your FB and retargeting message ask whether homeowner knows whether their home qualifies for a cash offer

Cold Calling

- Investor script: Looking to acquire good assets for your portfolio (only use if you actually can make an investment or cash offer)
- Survey script: To better understand the current real estate market conditions
- Event script: Put on an event to help educate homeowners on how to make the right decision in 2020 around their most significant asset. Bring together a “Group of Experts,” including Financial Manager, Mortgage Rep, Title, Realtor. Location: Utilize a Title office, Mortgage location, or Realtor Office for the event.
- Buyers in your area script: We have buyers looking for a home in your neighborhood... would you be interested in selling if they wanted to make an offer?
- Call to follow up on direct mail.
- Testimonials:

- *"We got our first listing appointment within the same month as starting with Likely.ai. It was actually during a new ISA training session, while calling Likely Seller predictions... I swear it used to be much more difficult than this!!!" -Casey O. MBA - Santa Barbara, CA*
- [Video Testimonial](#) of Greg M. - Danville, CA

Email Campaign

- Adjust existing Seller campaign – introduce yourself as a local/market expert
- Offer value ad updates on home value, tease your upcoming event
- Topic: What price could you get with an instant cash offer?
- Topic: Do any of your friends or neighbors need help deciding if they should sell?

Texting

- It's good to include in any multi-channel campaign as touchpoint(s) mid-campaign, BUT don't lead with it
- Use to follow up previous marketing touchpoints
- Follow up from direct mail piece four days after mail ships with text to make sure they received it and see if they have questions
- Follow up from door knock visit the following day with a text to make sure they got the door hanger and see if they have questions
- Channel Partner: [KLEVR LEADS](#)

Door Knocking

- Knock only Likely Seller addresses – use Seller scripts or reference home you recently sold and see if they are thinking of selling or know someone considering selling
- Always leave door hangers if no one answers
- Use a special video doorbell hanger that displays your brand contact information
- Be prepared to pitch owner via video doorbell

GEO Fenced Digital Display Ads

- Push display ads and OTT/CTV to all devices within a Likely Seller property... that includes on the TV. This is possible through another channel partnership Likely.ai has formed. You can learn more [here](#).
 - [Video testimonial](#) from Nick S. - Tampa FL. - on his results from targeting Likely Sellers using GEO Fenced digital display ads.

Linked Videos

- [Frank Klesitz, CEO of Vyrat Marketing](#), on how he would market to Likely Sellers.

If you have questions about any of these marketing channels or suggestions contact, success@likely.ai.