

Double Your Website Leads with the 3 Step Conversion Process



**How do you create a bridge between
you and your potential customers?**





Spencer Powell

President, Builder Funnel

Host @ Builder Funnel Radio

About the Speaker

- Digital Marketing for 10 Years
- Reads 35-50 Books Per Year
- Eats at Chipotle 2-3 times per Week
- Has helped generate tens of millions of dollars for his construction clients









Agenda

1. How to get more qualified prospects browsing your website
2. What the 3 step conversion process is (and how to double your leads)
3. How to follow up with these leads so you can close more sales
4. What tracking tools you need to improve over time



BEFORE GOOGLE, HOW DID WE BUY THINGS?







BBC

BUSINESS CULTURE 12:18 PM
GADGETS FUTURE STARTUPS

Recent issues: the future of augmented reality apps

The use of the home button means up more fingerprint sensor. To unlock the phone, you can use your face with a new technology called Face ID. Front-facing camera and sensors create a map of your face to determine if you are the phone's proper owner. It uses a flood light to work in the dark.

When sensor detection is more accurate, it added there was a one in 50,000 chance of a random person being able to unlock your phone with their fingerprint. But those

phones feature called Animo, which serves up personalized content. For example, you'll be able to give your



Facebook's Russia problem: What we know



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China's dark web: Stock takes on emergency warning

Front camera Out projector

What does this mean for us?





**We must adapt our
marketing and sales
process to match the way
people shop and buy**

The Inbound Marketing Methodology



Step 1: ATTRACT



Pull your customers in

How to Attract Your Best Customers

1. Identify Your Ideal Customer (and their burning desires and pain points)
2. Create content so good they can't ignore it
3. Distribute that content in channels where they hang out



Create Your Marketing Persona





BACKGROUND:

Carol is sophisticated buyer and this is not her first home. She has a family and wants to find a great location to raise her two kids. The home she lives in is currently valued between \$200,000 and \$400,000.

Carol is active in the community and invests a lot of time keeping the family healthy and running on schedule. Her husband is the primary breadwinner in the home and often works long hours. Building the right home is a key investment in raising a healthy, happy family.



DEMOGRAPHICS:

- Age: 37-55
- Household income: \$200,000 - \$400,000
- Enjoys tennis, golf, skiing, and running/working out
- Watches ABC Family, TNT and holiday specials

GOALS:

- Find the right location to raise the family
- Select a quality builder – someone she can trust
- Get a home within budget, but is definitely interested in some custom features for her family

CHALLENGES:

- Cost of building new vs. buying an older home and remodeling
- Finding the right location (next to good schools, good shopping)



FREQUENTLY ASKED QUESTIONS:

- How much will it cost per square foot?
- What does the process look like from start to finish?
- How long will it take?
- Can you help me find a good piece of land?
- Do you have floor plans I can look at?
- How customizable are those plans?

Ideal Customer Carol

EXERCISE:
Work on Your Persona

7 minutes



Ideal Customer Carol

**Create Content So Good
They Can't Ignore Your**



What is the Cost of Building a Home in the Poconos?

Posted by [John Holahan](#) on Jul 7, 2017 9:04:00 AM

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760 word blog post



We've been building custom homes for more than 35 years, and without question, the one question we've probably been asked more than any other is, "What is it going to cost to [build a home in the Poconos](#)?" You know what? We really don't mind that

Size

It probably seems pretty obvious, but the square footage of a [home you build](#) has a direct impact on the price. The bigger the home, the more raw materials you need, and that simply costs more. And as a rule, a larger home also takes a bit more time to build. That means you're paying more for labor, so your costs go up somewhat.

Land

Where you build can make a big difference. There are a number of factors that enter into the equation when it comes to property. The size of the lot will obviously impact the cost of the property you're building on. The desirability of the location also influences the price (people pay more for lakefront property). One thing that sometimes surprises homeowners is how preparing a lot for building can sometimes make a big difference. Preparing a lot (grading, getting soil samples, and moving obstacles) can add significantly to the cost of your home.

Customization

One of the great benefits of building a custom home is that you have the luxury of designing it exactly the way you want. But there's a cost associated with that. The more "out of standard" a plan is, the more likely it is to cost more. A home that has a lot of unusual angles or curves is harder to build and takes more time (and often customized materials). That can end up costing you more. It's not bad to add the features or custom touches you want (quite the contrary). We often tell clients that we are delighted to make changes such as adjusting room size, changing window placement, adding additional space, or making first floor ceilings higher. But those changes do affect your final cost.



how much does it cost to build a house in the poconos



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What is the Cost of Building a Home in the Poconos?

<https://www.libertyhomespa.com/poconos.../what-is-the-cost-of-building-a-home-in-t...>

Jul 7, 2017 - The answer to that question, of course, depends on a lot of different factors. In some ways, it's a bit like asking what a car costs. It depends on what kind of car you're buying, which model, and what options you choose. A Nissan Versa sells for about **\$13,000**.

Be careful building a home in Pocono.. (Ross Township ...

www.city-data.com > ... > US Forums > Pennsylvania > Northeastern Pennsylvania

Aug 18, 2008 - Then you have to get **builders** insurance to protect the home being built. Anything in ... Its true there are a lot of extra **costs** in **building**. ... **Do** you have any knowledge of **Pocono** Township? ... **Much** of **Pocono** real estate is hilly.

Thinking of buying land and **building a house**, what to consider ... Jul 13, 2013

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Build on Your Lot Homebuilders in Poconos, PA | NewHomeSource

<https://www.newhomesource.com> > Pennsylvania > Poconos Area

\$216,900.00

There are some 13 **builders** creating **build** on your lot homes in **Poconos**. **Prices** for **build** on your lot homes start at \$194,900, with initial bedroom/bathroom ...

New Construction Homes & Plans in Poconos, PA | 88 Homes ...

<https://www.newhomesource.com> > Pennsylvania > Poconos Area

View the largest selection of new **construction** floor plans in **Poconos**, PA from some of the top **builders** in the nation.

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https://www.trulia.com/.../How_much_will_it_cost_to_build_a_house_in_Arrowhea-4...



Out-ranking:

- City Data
- New Home Source
- Trulia



A Brief Guide to Commuting to New York City from the Hillsborough Area

01 May, 2016, 06:00AM by [Amy Wood](#) in [New Construction](#), in [Buying a New Home in New Jersey](#), in [Hillsborough Township](#), in [Hillsborough to New York City](#), in [Commuting to NYC](#)



Among many other things, Hillsborough, New Jersey has become a popular option for people who want to continue working in New York City, but want to live in an affordable, family-friendly community. As New Jersey homebuilders, we've seen the influx, and we know that one of the most common questions people have is how to get from Hillsborough to the city – which is exactly why we decided to give you a simple guide to commuting.

Train

You can take a train from Jersey Avenue in New Brunswick to Penn Station in New York for a few dollars one way, but if you are travelling to New York from Hillsborough, you will still need to drive to New Brunswick. The drive to New Brunswick will take about 20 minutes. You will also want to double check the closest train stop to your office in NYC to really evaluate if train commuting is right for you. Of course, once in New York, there are plenty of transit options, so as long as you stay on top of costs, you're spoiled for choice!

Bus

It is possible to take a bus from Hillsborough into the city, but again, you'll need to get to the main transit center in Somerville at **E Main St At Park Ave**, and then take the bus to the New York Port Authority Transit Center. In this case, however, there's a bus that will take you from Hillsborough to Somerville, so if you don't want to drive at all, this is a good option.

Driving

Most people who live in Hillsborough and work in New York either drive themselves or they carpool with other people who make the trip daily. Either way, this is the cheapest and least confusing option. While you may face a little traffic along the way (and get strange looks from New Yorkers who generally don't believe driving is necessary in their city), this is a great choice.

The trip will take about an hour one way, depending on traffic, and you have several options: I-78, I-95, or the Garden State Parkway. Be warned that each of these routes does have tolls, so there will be additional costs to consider on your commute.

Why Choose to Commute?

Even with all of these options, you may still be wondering why so many people choose to live in Hillsborough and commute to NYC. That's another question we get very often as New Jersey homebuilders, and the answer is simple: cost of living.

Consider that the difference to rent property in NYC is more than 180 percent greater than the cost of renting in New Jersey. Then consider that it costs more than 30 percent more to eat in a restaurant in New York City. That's before you even consider purchasing property. Trust us. The cost to commute every day would never come close to the difference in your mortgage rates, and you will certainly get more house for your money in New Jersey.


There are certain industries that require you to work in New York, like publishing or trading, but when you're considering housing options in New Jersey versus NYC, the lifestyle your dollar can buy in Hillsborough blows the competition out of the water. So work in the city, but put roots down in our town. You won't be sorry!

Google

guide to commuting to new york from hillsborough new jersey

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A Guide to Commuting to New York City from Bridgewater
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Jul 28, 2017 - **guide-to-commuting**-from-bridgewater-township.jpg ... **New Jersey** Transit also offers bus service to **New York** City on the 114 Route, which takes ... Somerset County's SCOOT bus serves **Hillsborough**, Manville, Somerville, ...

Reminder: Express Bus Line to NYC from Hillsborough
<https://twp.montgomery.nj.us/new-express-bus-line-to-nyc-from-hillsborough/> ▼
Nov 29, 2017 - An express bus line from **Hillsborough** to **New York** City operates ... **on the** results of an online **commuter** survey conducted by Suburban Transit ...

Hillsborough to NYC commute? (Newark, Edison: transfer, taxes ...
www.city-data.com › City-Data Forum › US Forums › New Jersey ▼
Jun 21, 2010 - 8 posts - 5 authors
I see a lot of posts saying what a nightmare a **Hillsborough** to **NYC commute** would be. I'm just wondering if anyone has any ideas **on the** best ...
Missing: [guide](#) | Must include: [guide](#)

New York to Hillsborough NJ USA - Rome2rio
<https://www.rome2rio.com/s/New-York/Hillsborough-NJ-USA> ▼
How to get from **New York** to **Hillsborough** by train, bus, taxi or car Rome2rio's Travel **Guide** series provide vital information for the global traveller. ... Founded in 1746 in Elizabeth as the College of **New Jersey**, Princeton is the fourth-oldest ...

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New Jersey vs Pennsylvania Real Estate Tax: Who Wins?

12 November, 2014, 07:53AM by [Amy Wood](#) in [Country Classics at Hillsborough](#), in [Country Classics at Belle Mead](#), in [Fox Brook at Montgomery](#), in [Legacy at Morgan Hill](#), in [New Jersey Real Estate Tax](#), in [Pennsylvania Real Estate Tax](#), in [Adult Communities](#)



When it comes time to build a new home, one of the things you can't overlook is what you're going to be spending on real estate tax. It's not an insignificant expense.

The state taxes you pay—including state real estate taxes—vary from state to state. But is the difference between one state's rate and another's worth jumping across the state line? When it

comes to the battle for real estate bucks between New Jersey and Pennsylvania—who wins?

To be honest, the exact rates you'll pay in both New Jersey and Pennsylvania vary according to your exact location and the county you're in. Still, thanks to the folks at www.taxrate.org you can have an idea of the difference.

- *The median Pennsylvania property tax (statewide) is \$2223.*
- *The median New Jersey property tax (statewide) is \$6579.*
- *Unlike New Jersey, retirement income is not taxed in Pennsylvania*

A tax rate that's almost 3x as much adds up to a pretty hefty chunk of change. Again, this isn't an exact apples-to-apples comparison, but it gives you a feel for the difference between the two states. State sales tax for Pennsylvania is at 6 percent, compared to 7 percent for New Jersey.





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Property taxes in PA vs NJ (Philadelphia, Drexel Hill: sales, how ...[www.city-data.com](#) › [City-Data Forum](#) › [US Forums](#) › [Pennsylvania](#) › [Philadelphia](#) ▾

May 13, 2017 - 10 posts - 7 authors

What is your impression of **property taxes** for PA vs NJ in good school districts? Are there areas in PA not too far from Philadelphia that have ...**Property taxes in PA vs NJ** - Philadelphia - **Pennsylvania** - Page 2 ... May 15, 2017Income **Tax** Comparison - **NJ vs PA** (credit, buying a **house**) - **New ...** May 11, 2017Is it cheaper to live in PA vs NJ? - **New Jersey** - Page 3 - City ... Oct 27, 2009

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[Feedback](#)**2019's Property Taxes by State - WalletHub**<https://wallethub.com/edu/states-with-the-highest-and-lowest-property-taxes/11585/> ▾Jump to **Real-Estate Tax Ranking** - **Real-Estate Property Tax Rates by State ...** 51, **New Jersey**, 2.44%, \$4,725, \$321,100, \$7,840 ...**New Jersey vs Pennsylvania Real Estate Tax: Who Wins?**<https://www.country-classics.com/...new-jersey/new-jersey-vs-pennsylvania-real-estate...> ▾Nov 12, 2014 - When it comes time to build a **new** home, one of the things you can't overlook is what you're going to be spending on **real estate tax**. It's not an ...

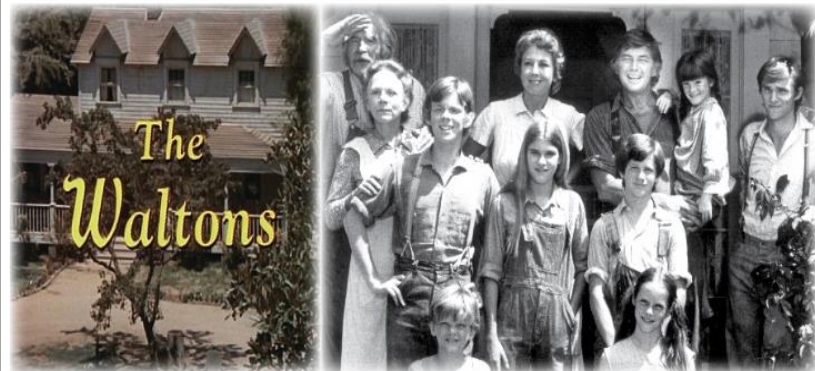
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What to Know About Rochester Area In-Law Homes

Posted by [John Graziose](#) on Fri, Apr 13, 2018 @ 20:04 PM



Years ago, families used to gather around their television sets to watch a show about what we now call a "multi-generational" family that lived together in rural Virginia during the Great Depression. At the time, the show was a reminder of the times when several generations would occupy a single house. Today, that practice is becoming a reality again as increasing numbers of [families are once again living together under one roof](#)—even right here in the greater Rochester area. Here's what to know about Rochester area in-law homes.

Things have changed a bit since the days of the fictional Waltons (who were actually based on a real Virginia family). Today's demands of two-career households coupled with economic strains have motivated more families to bring different generations under one roof. You can add to that the increasingly high costs of retirement homes and assisted living facilities. On top of that, many maturing adults simply prefer to be with their families.

Of course, housing opportunities have changed as well. Today we tend to preserve our privacy a bit more than in days gone by—and housing designs reflect that. [There are floor plans that allow older family members to have their own private space](#) (bedrooms, sitting rooms or family rooms, and even their own bathroom facilities). Some plans even include a kitchen or kitchenette so that older family members can prepare their own meals if they want—and still join the rest of the family at other times.

In some cases, families opt to remodel an existing home or put on an addition to accommodate their extended families. That option often includes having a separate entryway allowing extended family to come and go at their leisure without disturbing other members of the family.

Sherrie and Brenda are clients of ours who were looking for a home that would meet their needs and also provide a safe and comfortable living space for Mom and Dad. [Click here to hear them describe their experience with having Gerber build a home for them that included an in-law suite.](#)

One of the things they loved about the particular plan they picked was that the in-law suite (which contains a bedroom, a living room, a kitchen nook, and its own bathroom) was on the main level. That meant they didn't have to worry about navigating stairs. The floor plan also provides ample space on the upper level where you'll find a master bedroom and bath along with two additional bedrooms and a second bath. There is also an optional Bonus room that can be added.

Even if you're not considering space for aging parents, an in-law suite such as this is ideal if you have older children who need a place to live while they are pursuing their careers.

Because of the increased demand for homes with in-law suites, Gerber has additional floor plans in our In-Law Layouts section. [Click here to take a look at](#) the various option to create a home that's just right for your multi-generational family!



rochester in law homes



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Rochester, NY Multi-Family Homes for Sale & Real Estate - realtor.com®

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Browse our **Rochester**, NY multi-family **homes** for sale. View property photos and listing details of available **homes** on the market.

Homes with in-law quarters, Rochester???? (Gates, Spencerport ...

www.city-data.com > City-Data Forum > US Forums > New York > Rochester area ▼

Oct 27, 2006 - 4 posts - 4 authors

We are relocating to the area of **Rochester**, NY. Specifically the Chili-Gates, Spencerport, Ogden area. I am looking for a home with in-law ...

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Blogging Brainstorm



Distribute Your Content in Channels Where Your Persona Hangs Out





S O C I A L
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How many social
networks are there?





60+

Top Priorities

1. Facebook
2. Instagram
3. Houzz
4. Google My Business (Posts)
5. YouTube
6. LinkedIn

Top Platforms to Cut

1. Pinterest
2. Twitter
3. Snapchat
4. Flickr





Liberty Homes Custom Builders

Published by HubSpot [?] · March 9 · 🌐

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243 People Reached

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26

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0 Report as Spam

0 Unlike Page

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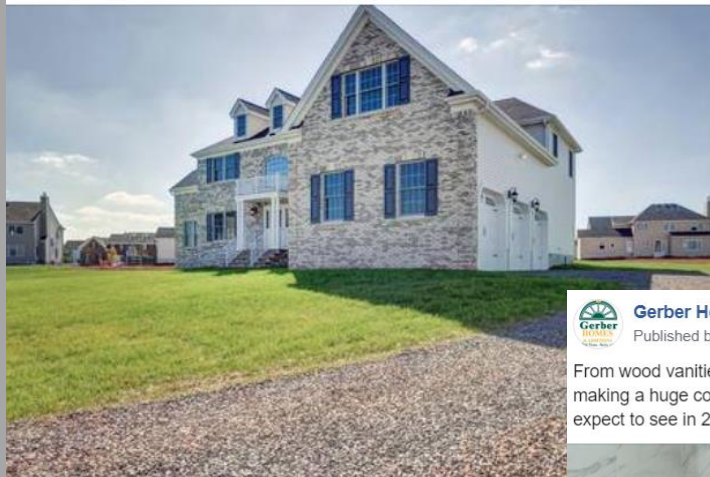


Country Classics

Published by HubSpot [?] · May 16 at 12:01 PM ·

...

What makes a house feel like *home*? Let us know in the comments!
If you like what you see, take a virtual tour of our Classic Carney Model Home: <https://hubs.ly/H0hSSfw0>



Gerber Homes

Published by HubSpot [?] · February 13 ·

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From wood vanities to matte nickel hardware, these bathroom trends are making a huge comeback this year! Check out what other trends you can expect to see in 2019: <https://hubs.ly/H0f-VD30>



REALSIMPLE.COM

These Bathroom Design Trends Will Make a Surprising Comeback in 2019

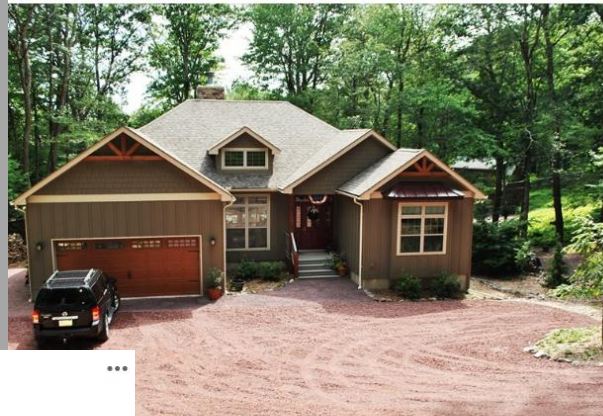


Liberty Homes Custom Builders

Published by HubSpot [?] · May 19 at 9:10 AM ·

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What floor plan is right for you? Learn more about your options with Liberty Homes: <https://hubs.ly/H0hTyNm0>



GTG Builders LLC

May 10 at 12:00 PM ·

...

As summer rounds the corner and you look for ways to spend those long, sunny afternoons, remember that Long Beach Island has long been a golfer's paradise. Not to mention, rumor has it sea air improves your swing. So, grab your clubs and check out these majestic greens by the water 🏌️🌊 <https://www.gtgcustomhomebuilders.com/.../the-5-best-golf-cou...>



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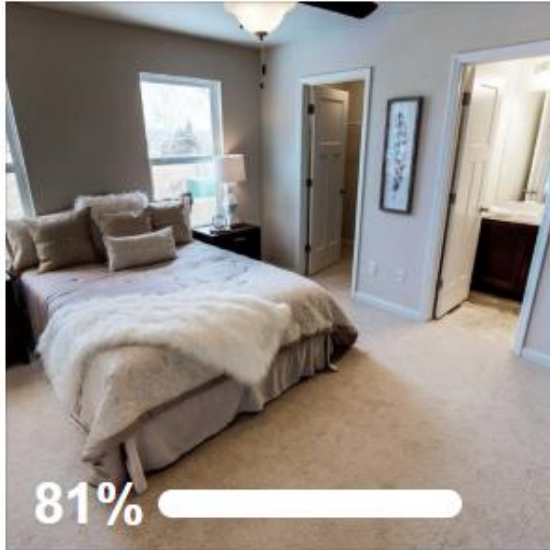
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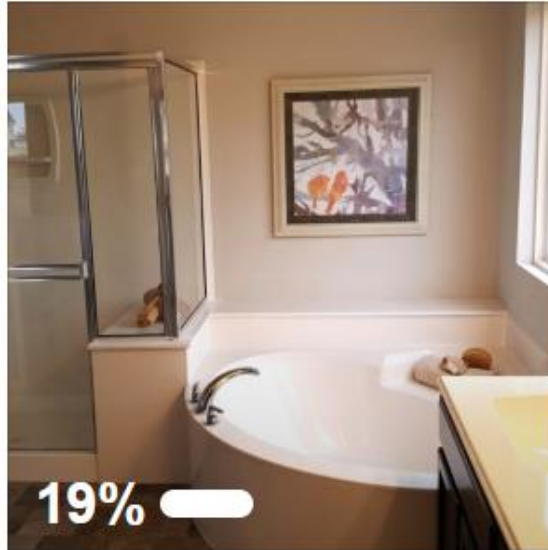
CMS Homes created a poll.

May 3 at 10:49 AM · 🌐

Which luxury matters more to you - a spacious master bedroom or a luxurious corner tub?



Spacious Master Bedroom



Luxurious Corner Tub

This poll has ended.

21 Votes



The Inbound Marketing Methodology





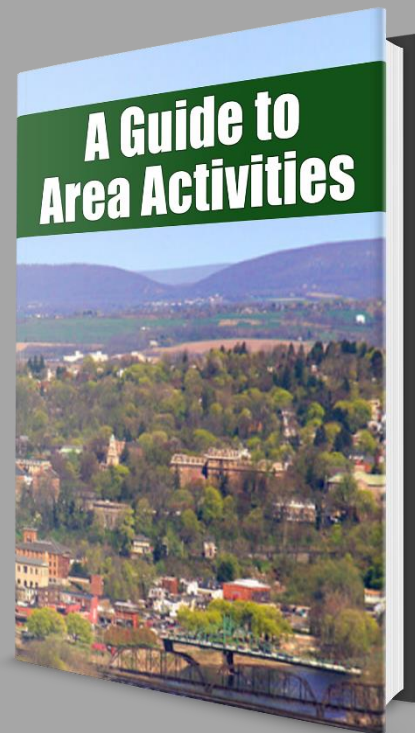
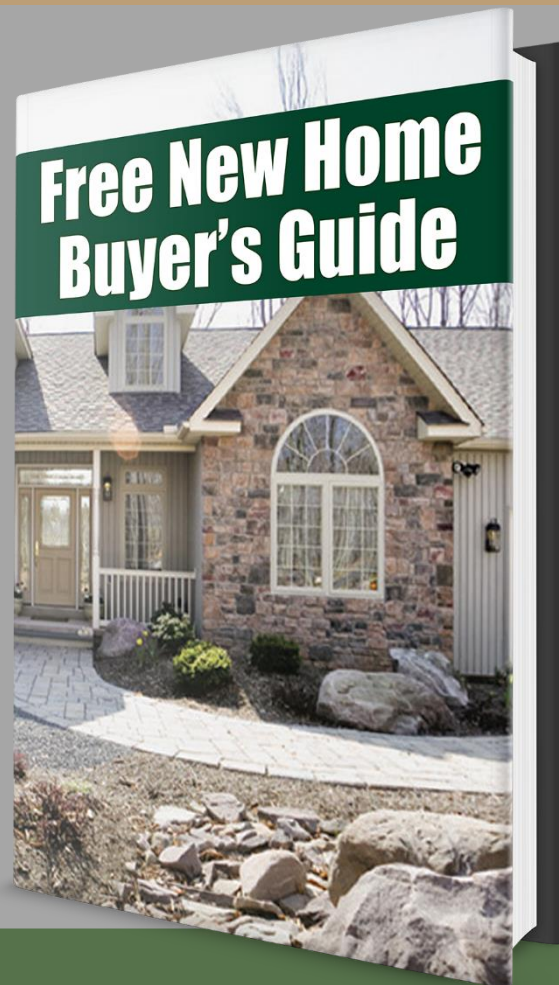
Step 2:
CONVERT

How to Convert More Leads on Your Website

1. Premium Content/Offer
2. Call to Action
3. Landing Page



Premium Content



Poconos Custom Home Blog

5 Historical Sites to Visit in the Poconos

Posted by [John Holahan](#) on Apr 8, 2019 7:00:00 AM



These days, most visitors to the Poconos are drawn by the area's natural beauty, the great nature trails, the [fantastic array of waterfalls](#), and the many [winter skiing](#) activities. The region's history, however, goes back much farther than that. The original inhabitants were Native American tribes including Lenape, Paupack, Shawnee, Minisink, Delaware, and Iroquois.



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Topics: [Poconos Lifestyle](#), [History](#), [Poconos Vacations](#), [Poconos Living](#)

Best Towns to Visit in the Poconos

Posted by [John Holahan](#) on Apr 4, 2019 9:19:00 AM



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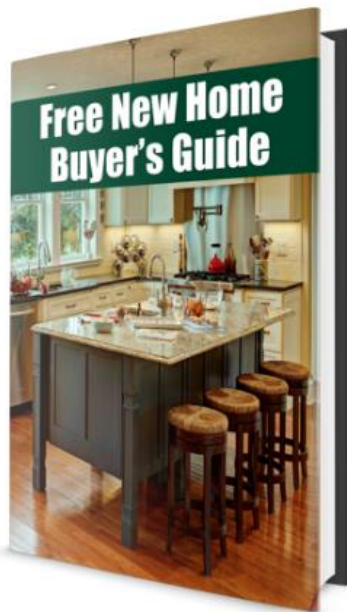
Call to Action



A Free Guide to Building a Custom Home in the Poconos

Interested in building a custom home in the beautiful Pocono mountains? As one of Pennsylvania's celebrated destinations, the Poconos provide the perfect location for vacations, retirement, or family living. This free guide will walk you through all the information you need to start your journey towards your dream home! Some of the information covered includes:

- How to Budget for a Custom Home
- Finding a Home Site
- Selecting the Perfect Builders and Designers
- Creating Your Ideal Floorplan
- Designing Your Indoor and Outdoor Living Spaces



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Download Now

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Last name*	<input type="text"/>
Phone Number*	<input type="text"/>
Email address*	<input type="text"/>
Timeline for Building a New Home*	<input type="text" value="- Please Select -"/>

Download Now

Landing Page

You can see that there are a number of factors that can affect the final cost of your home. Variations like that why most reputable builders (Liberty included!) will price their homes “starting at . . .” You have a baseline price and then you can know exactly what specific changes to the original plan will do to your final price.

At Liberty Homes, we have homes that start as low \$131,900 and others that begin at \$245,900. That provides you with a baseline for budgeting. Your final cost will depend on elements such as [size](#), [location](#), [design](#)—and finishing touches. It really comes down to what you really want from your home—and [what your budget will accommodate](#).

That's why coming up with [a realistic budget for the home you plan to build](#). Figure out what you can *really* afford and then work with a builder to design and build a home that fits your budget. If you're looking for help in doing that, I'd encourage you to [download our free Planning a Custom Home Guide](#). In addition to practical help for sticking to your budget, it will also provide you with design tips, help in considering location, advice for picking the right builder, and more.



Other examples of Calls to Action



Join the Liberty Homes Newsletter!



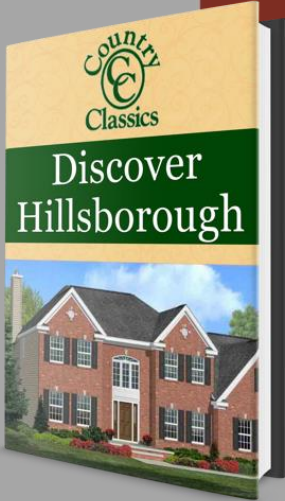
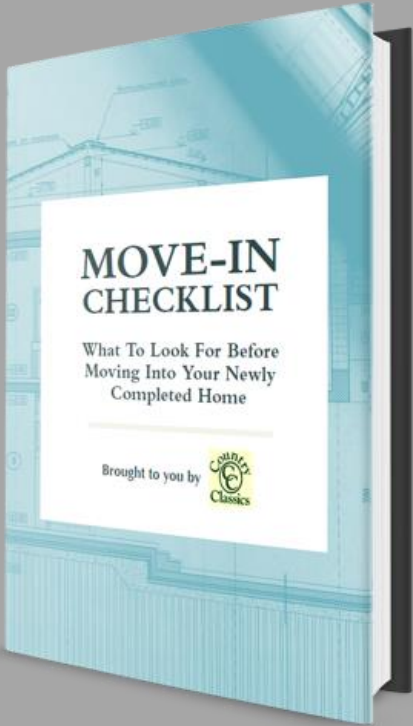
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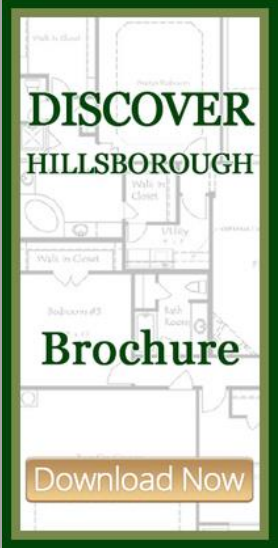
Energy Efficiency
CHECKLIST

-  **Insulation**
Check your home for areas that need extra insulation. Adding insulation can help reduce energy costs and improve indoor air quality.
-  **Quality Windows & Doors**
Check for gaps and leaks around windows and doors. Sealing them can help reduce energy costs and improve indoor air quality.
-  **LED Lighting / LED Bulbs**
Switching to LED lighting can help reduce energy costs and improve indoor air quality.

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More Examples of Calls to Action



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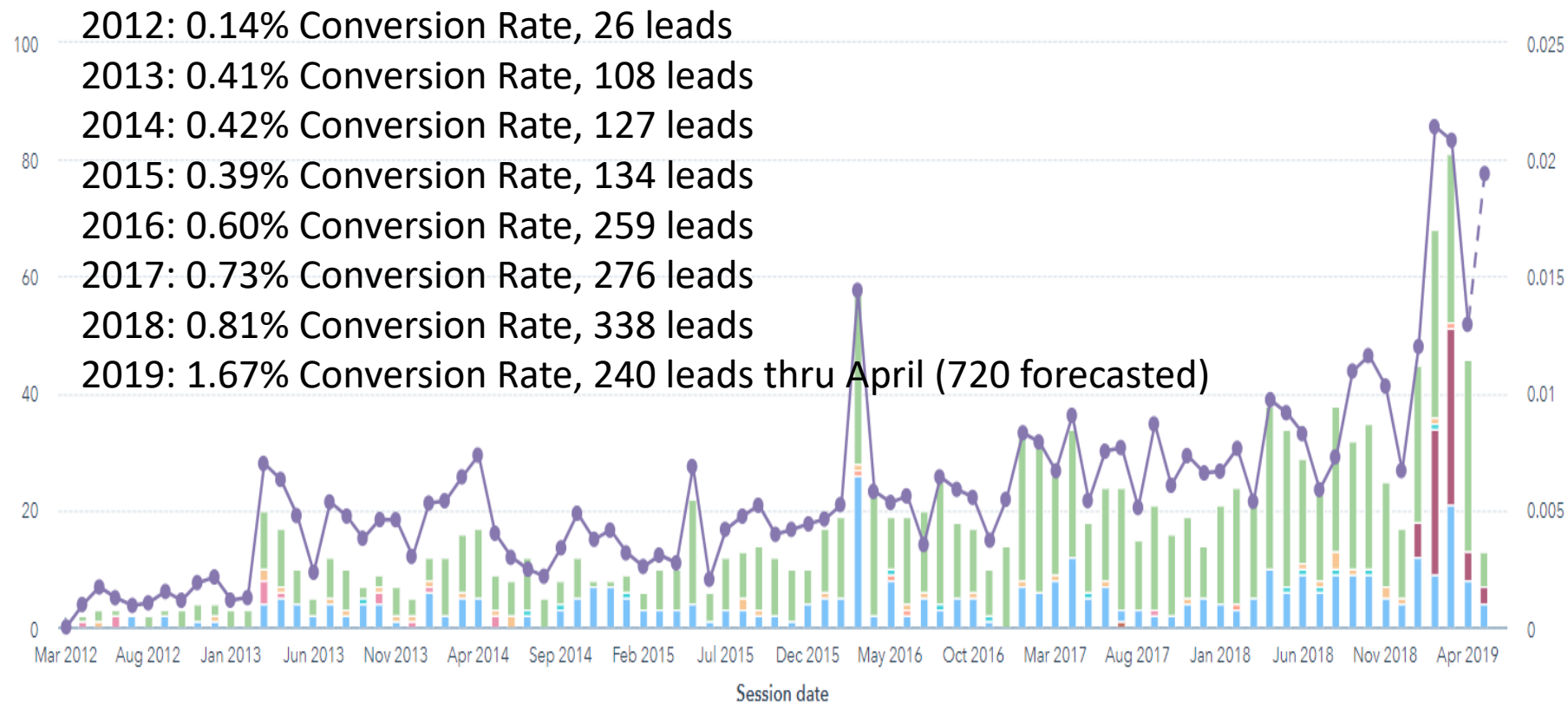
Does it really work?



New contacts ▾ and Contact conversion rate ▾

Style: Combination ▾

● Session to contact rate ● Organic search ● Referrals ● Social media ● Email marketing ● Paid search ● Paid social ● Direct traffic ● Other campaigns



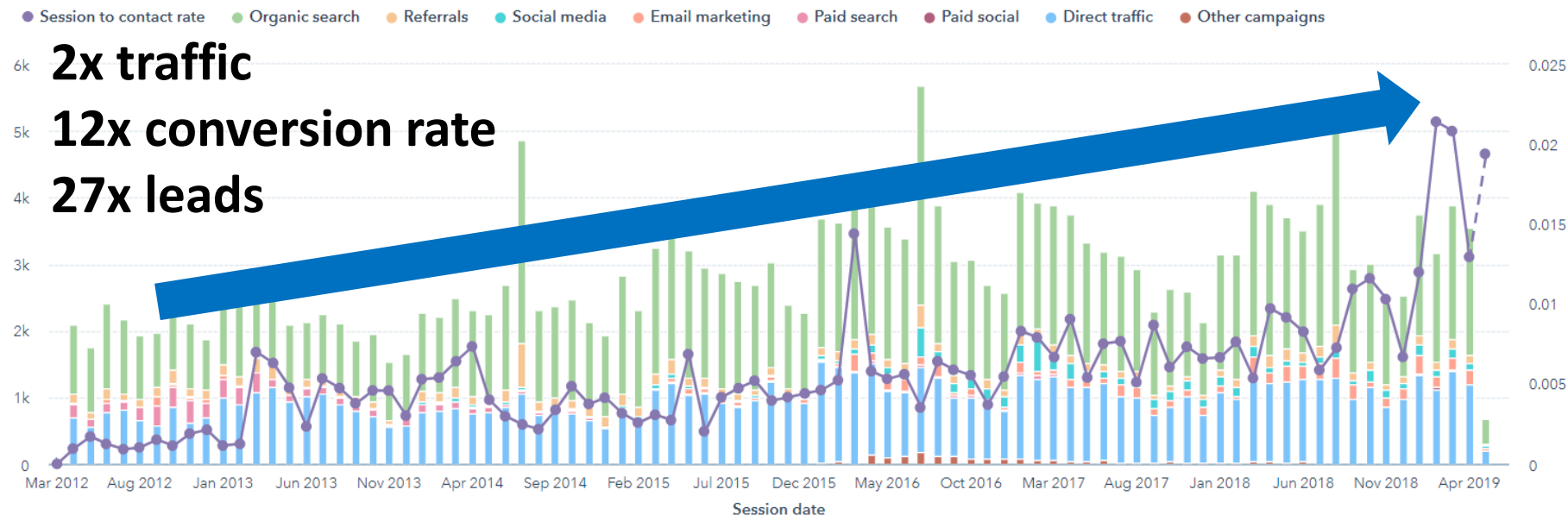
Two Levers



Two Levers: Traffic and Conversion Rate

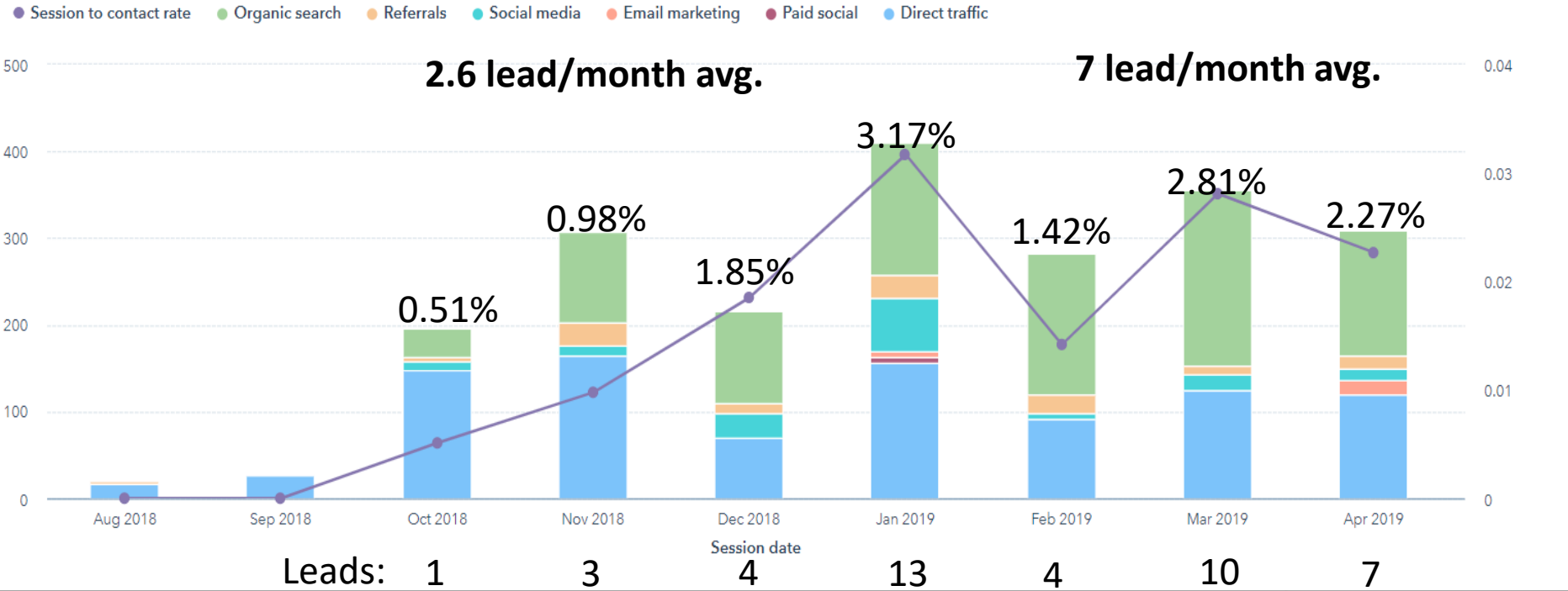
Sessions ▾ and Contact conversion rate ▾

Style: Combination ▾



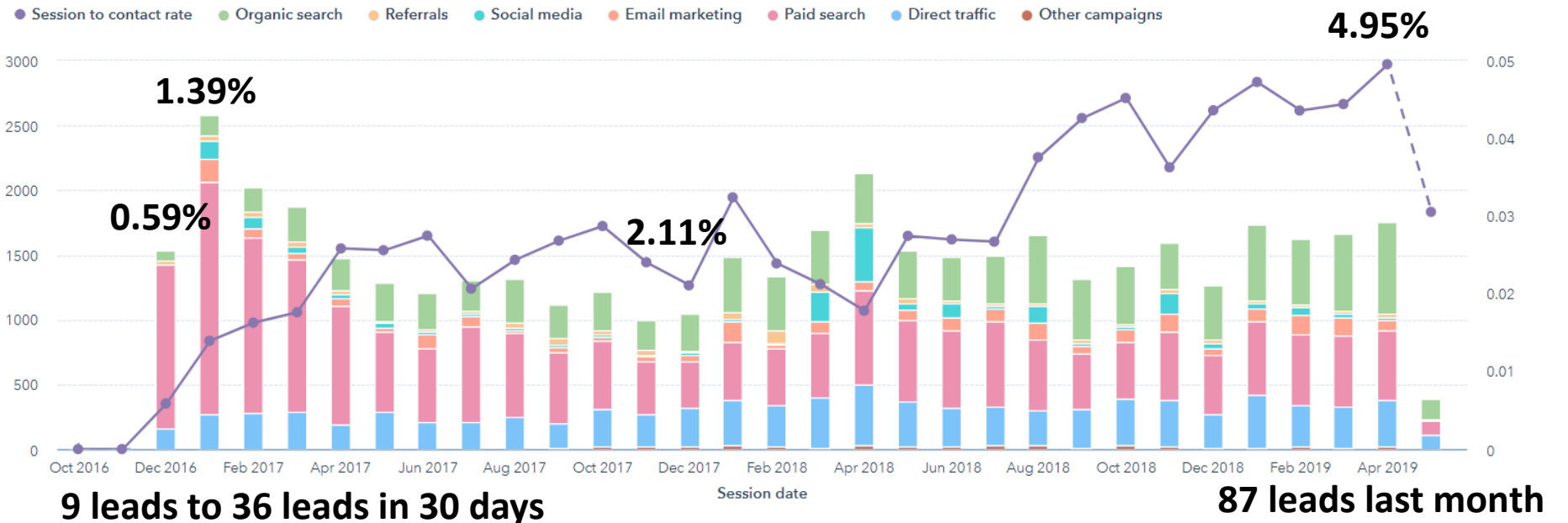
Sessions ▾ and Contact conversion rate ▾

Style: Combination ▾



Sessions ▾ and Contact conversion rate ▾

Style: Combination ▾



The Power of Two Levers: Traffic and Conversion



The Inbound Marketing Methodology



Step 3: Nurture



Email has a median **ROI** of 122% –
over 4x higher than other marketing
formats including social media, direct
mail, and paid search.

(DMA and Demand Metric)



More than 21% of all
messages are opened **within
the first hour of sending.**

(GetResponse)



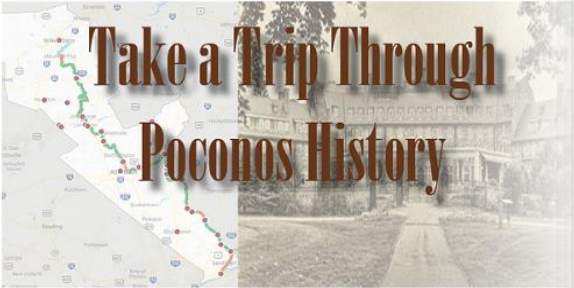
BRANDING





Give to get

Featured Blog #2



5 Historical Sites to Visit in the Poconos

These days, most visitors to the Poconos are drawn by the area's natural beauty, the great nature trails, the fantastic array of waterfalls, and the many winter skiing activities. The region's history, however, goes back much farther than that. The original inhabitants were Native American tribes including Lenape, Paupack, Shawnee, Minisink, Delaware, and Iroquois.

Read More

Home Deals & Packages



Chateau + Land Package



Greetings,

The annual Greater Pocono Home and Outdoor Living Show is right around the corner! Support your local community and discover the latest and greatest your local home builders, remodelers, and vendors have to offer!

Interested in attending the 2019 Greater Pocono Home and Outdoor Living Show? [Click here to RSVP and claim a free ticket - limited time offer!](#)



2019 Greater Pocono Home and Outdoor Living Show

Saturday, March 23rd, 2019 9:00 AM - 5:00 PM
Sunday, March 24th, 2019 9:00 AM - 4:00 PM

Kalahari Resort & Convention Center
250 Kalahari Boulevard
Pocono Manor, PA 18349

Liberty Homes Booth: #4 and #5

[2019 Greater Pocono Home and Outdoor Living Show Website](#)

Welcome to your April Newsletter where we discuss all things home building, remodeling, Rochester, and Gerber Homes. This month, we take a look at our [New Model Home in Briarwood Estates](#) and our two new blogs: [Preparing Yourself for Kitchen Remodeling in Your Rochester-Area Home](#) and [Don't Forget These Numbers When Calculating the Mortgage on Your Rochester-Area Home](#). Read on to learn more about what's new with Gerber Homes this month! Please feel free to reply to this email with any questions that you may have about home building, remodeling, Rochester, or Gerber Homes!

Warm wishes,

John Graziose



Preparing Yourself for Kitchen Remodeling in Your Rochester-Area Home

Remodeling the kitchen in your Rochester home can have an enormously wonderful impact on your whole house. Of course, there are a lot of things to consider before you begin construction. There's the basic design to consider. There may be flooring to choose and cabinets to pick out. On top of that, you've got fixtures and lighting to figure out. There are a lot of details, but the process can actually be fun and exciting. If you're looking for help with these kind of details...

Read More



Don't Forget These Numbers When Calculating the Mortgage on Your Rochester-Area Home

For many people planning to build a new home in the Greater Rochester area, getting a good handle on what their mortgage payments are going to be is a critical early step. As a matter of fact, it's smart to get your finances in order *first* when building a new home (and [here's an article that talks about why that's true](#)). It can be easy to focus just on the final monthly payment. There are, however, other numbers that will...

Read More

“I’ve been getting so much info from your blog for so long, I figured we should work together.”

“Even though we’re meeting for the first time, I feel like I know you.”

“You answered all my questions on your website – I love the transparency.”

“I feel like I can trust you.”



















The Inbound Marketing Methodology



Step 4: Analyze



Analyze and Improve								
<input checked="" type="checkbox"/>	SOURCE <small>⬆</small>	SESSIONS <small>⬇</small>	SESSION TO CONTACT RATE <small>⬆</small>	NEW CONTACTS <small>⬆</small>	CONTACT TO CUSTOMER RATE <small>⬆</small>	CUSTOMERS <small>⬆</small>	BOUNCE RATE <small>⬆</small>	SESSION LENGTH <small>⬇</small>
<input checked="" type="checkbox"/>	Organic search	30,374	1.22%	371	5.66%	21	43.67%	3 minutes
<input checked="" type="checkbox"/>	Direct traffic	18,677	0.71%	133	9.77%	13	56.55%	173 seconds
<input checked="" type="checkbox"/>	Email marketing	3,057	0.07%	2	0%	0	56.46%	103 seconds
<input checked="" type="checkbox"/>	Referrals	2,336	0.43%	10	10%	1	40.41%	3 minutes
<input checked="" type="checkbox"/>	Social media	1,850	0.32%	6	16.67%	1	75.68%	57 seconds
<input checked="" type="checkbox"/>	Other campaigns	191	0%	0	0%	0	37.17%	3 minutes
<input checked="" type="checkbox"/>	Paid social	104	66.35%	69	0%	0	95.19%	5 seconds
<input checked="" type="checkbox"/>	Paid search	2	0%	0	0%	0	0%	21 seconds
	Total	56,591	1.04%	591	6.09%	36	49.59%	174 seconds

Analyze and Improve						
	Campaign 	Sessions 	Contacts (First Touch) 	Influenced Contacts 	Closed Deals 	Influenced Revenue 
	Homearama 2018	2,044	5	1,626	22	\$6,253,424
	Remodeling a House, Creating a Home eBook	45	1	1,951	27	\$6,103,630
	Sales Email	531	1	820	16	\$5,428,366
	New Home Design Guide	25	0	1,009	17	\$4,302,148
	Remodeling	196	2	1,338	19	\$3,922,594
	John Explains Video Series	52	1	1,083	18	\$3,869,181
	Custom Home Guide	26	1	1,111	12	\$2,555,455
	Homepage Redesign	0	0	842	14	\$2,530,885
	Free Rent	0	0	1,281	10	\$1,913,130
	Remodeling Services	13	0	1,134	5	\$1,744,900
	Total	2,932	11	12,195	160	\$38,623,713

**If you can't measure it,
you can't improve it**



Tools You Need

1. CRM/Contact Database
2. Marketing Analytics Tools/Campaign Reporting
3. Marketing Tools
 - Email
 - Social Media
 - Blog
 - SEO
 - Landing Page
 - Workflows/Triggers
 - Lead Capture/CTAs/Forms



Sample Monthly Activity Plan to Increase Traffic and Conversions

- 4 Blogs per Month
- Search Engine Optimization
- Social Media
 - Facebook 3-4x/week
 - Instagram 3-4x/week
 - Houzz (1-3 new projects/month)
 - Google My Business 1-2x/week
- New Conversion Campaign 1x/quarter
 - Premium Content
 - Landing Page
 - Call to Action
- Email Marketing 2-4x/month
- Monthly Analytics Report and Analysis

Create the bridge – capture leads in research mode before they get away.



A Quick Re-Cap

1. Build Your Marketing Personal (Ideal Customer)
2. Put the Tracking Tools In Place to Measure Your Efforts
3. Create Content So Good They Can't Ignore You
4. Use the 3 Step Process to Double Your Leads
5. Send Consistent Email to Build Your Brand and Close More Deals

My Challenge to You....

Go double your leads from your website in the next 60 days.



Spencer Powell

President, Builder Funnel

Host @ Builder Funnel Radio

About the Speaker

- Digital Marketing for 10 Years
- Reads 35-50 Books Per Year
- Eats at Chipotle 2-3 times per Week
- Has helped generate tens of millions of dollars for his construction clients





Need help? Send an email to:

hello@builderfunnel.com

FREE BONUSES & TOOLS + SLIDEDeck

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