

## More Doesn't Always Mean Better

Timing is everything: Just as your prospects don't want to receive a phone call from the sales representative every day, they also don't want to receive an email or text message each day. In fact, research has shown that social media users will actually unfollow a real estate agent if that agent posts too frequently.

The cadence of your nurture plan must be appropriate to the segment and their places in the buyer journey. For example, you don't want to send a lead who has just scheduled a discovery tour an email asking them to schedule a discovery tour. The frequency should also mirror the lead's level of interest. Your timing can be more aggressive for those individuals who have been highly engaged versus a more long-term plan for those that are just making a casual inquiry.

## Always Optimize

It isn't enough to just put an automated lead nurture program in place. You also need to continue to test and optimize that program based on what's working, what isn't, and what your competitors are doing.

Strategizing and implementing lead nurturing campaigns won't do you much good if you don't track your success (or failure). What are your specific goals of the campaign? Obviously, you want to sell more homes, but when a 55+ home buyer could be two-plus years from purchasing, what other metrics can you use to measure the success of your nurturing efforts? Consider some of these:

- Include videos in your emails and monitor how many views.
- Include downloadable PDFs and measure downloads.
- Encourage readers to register for an event and measure both sign-ups and attendance (implementing an automatic re-engagement nurture series for no-shows is a great tool).

- Nurture leads to tours and again monitor sign-ups and attendance.
- Create a VIP list for grand openings and monitor subscribers engagement.

Keep track of and adjust your lead nurturing strategy according to your data to know what's working and what's not. Your leads are real people, and the only consistency when working in the real world is change. Optimization is an ongoing responsibility.

## Ready, Set, Nurture!

You can't afford not to nurture your leads. Aside from the wasted \$32,000 spent on leads that aren't followed up on, research conducted by [Forrester](#) reveals that marketing teams see an average 20% increase in sales opportunities from nurtured vs. non-nurtured leads. The research also indicates that companies that prioritize lead nurturing generate 50% more sales at a 33% lower cost.

More importantly, chances are pretty good that your competitors also aren't nurturing leads well. Implementing a strong automated program can give you a sound competitive advantage while freeing up your sales team to focus on what they're really good at — selling.



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# We're More Than Homes, *We're a Community*



The NAHB 55+ Housing Industry Council is a community of industry professionals who build and support the strongest growth segment of the housing market today, and through the next decade through exceptional products and services.

We provide access to resources and opportunities that help members collaborate with other 55+ professionals to make deals and valuable business connections, as well as address industry issues.

Learn more and join our community at [nahb.org/why55plus](https://nahb.org/why55plus)



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