

ADS PROCESS

THINGS TO KNOW:

What's a Display ad?

These ad campaigns let you reach a relevant audience with visually engaging ads as they browse millions of websites, apps, and Google-owned properties, such as YouTube, to achieve your marketing objectives. Display campaigns are a great way to expand your reach and stay top of mind with an audience beyond just Google Search.

What's a Search ad?

These ad campaigns are text ads on search results that let you reach people while they're searching on Google for the products and services you offer. It's great for driving sales, leads, or traffic to your website, as you can show your ads to people actively searching for your products and services.

What's the Ads Workflow?

This workflow is specifically for the people who have clicked on the ads we run for you. They get tagged with something like "GoogleLead" and then added to the workflow. The workflow then triggers a text to go to you, the LO, saying you have a new potential client that will be receiving emails on your behalf (emails including helping them see why Essex is a good choice for them and so on to get them to be more drawn into using you as their LO for their future home purchase). It also triggers an email and text to the potential client saying we saw they were interested in possibly getting a mortgage with Essex and an LO will be in touch with them shortly. (*The potential client will have the option to opt out and unsubscribe from the emails at any point.)

1. Run Ads on Google and/or FB

Ads run on YouTube, Google, or on websites that choose to allow Google advertisements. Ads will target a very specific audience. Before we run the ad, you can choose if you want a search or display ad or you can let us decide.

2. Ad gets Clicked

Once the lead clicks on the ad, they are taken to a specific landing page.

3. Lead Fills out Form

This form is on the landing page when the potential client clicks on the ad. The form asks questions pertaining to name, age, credit score if they know it, and more.

4. Info Goes to SureFire

Info goes into SureFire and is either entered directly into the LO's contacts or is added to a round-robin then added to the designated LO's contact list. The contact is also tagged with a tag of your choice and then added to the ads workflow automatically.

5. LO Notified to Contact Lead

Once the contact is entered into SureFire and then entered into the designated LO's contact list, the very first workflow trigger is to notify the LO that they have a lead and for the LO to contact the lead.

6. Ad Workflows Does It's Thing

Ads workflow triggers several emails and texts to the potential client over the course of 3-6 months (you can decide the timeline). The workflow will also assign you, the LO, tasks to do to keep in contact with the potential client.

7. Lead Submits Application

Once the lead decides to use you as their LO, they are then removed from the workflow and you take over everything from there on out helping them through the loan process.