



# Whitepaper:

Why nurturing needs  
to be focused on the  
long-term



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# What is lead nurturing?

Lead nurturing is the art of building and maintaining customer relationships through marketing and communication.

The goal of any successful lead nurturing activity is to move clients down the sales funnel until they're ready to instruct, even if they've already instructed another agency.

## The facts are:



It's unlikely for prospective clients to instruct that same week



It's hard to keep on top of all your warm leads manually.



Delays are natural. Prospects often want to discuss the situation with family and friends



Sometimes, other agents steal or secure the instruction

## That's why lead nurturing is so crucial.



Great nurturing keeps clients interested in the process and aware of their potential gains. After the rush of excitement of a few market appraisals, you can reinvigorate them.



Listings go back on the market often. Sales fall through for many reasons - surveys, buyer financial issues, change of heart, or problems further up the chain, to name just a few. Clients will remember you and may instruct the second time around.



Not only will clients remember you, but they will also recommend you. Lead nurturing can contribute to additional leads.

# The distinction between short and long-term nurturing

We know that 32% of instructions take over a month, and 25% of your achieved database will move within five years, so it's critical to have a long-term strategy and a short-term activation journey.

## It doesn't stop after the appointment.

We can't stress enough the importance of keeping the client long-term. Even if they instruct another agent, retain them within your nurturing journey, and you may still win.

After all, you're 50 times more likely to sell the property if it's been on the market with someone else.

## Clients move regularly

Thanks to data from Dataloft and the findings from the Property Academy Home Moving Trends Survey 2023, we know that while only 23% of home movers anticipate relocating within the next six years, the statistics show that a third are likely to do so.

This figure is even more pronounced among first-time buyers, with 43% thinking they'll stay in their first home for six years or less. In reality, however, only 37% remain for this duration.

With changing locations and lifestyles, staying relevant to your database is essential.



## Nurturing options for agents to consider

Method	Pros	Cons	Personalised Feel	Risk of Unsubscribers
<b>Newsletter</b>	Easy to create and simple to read	Personalised approach	Low	High
<b>Triggers</b>	Easy to create	Unpersonalised, sales strong	Medium	Medium-high
<b>Market update information</b>	Specific personal approach across the journey	You need access to relevant data and the proper presentation to improve engagement	High	Low
<b>Campaigns &amp; news blasts</b>	One-off can be made when needed	Inconsistent, low relevance	Very low	High

### Triggers

#### Positives

- Easy to set up in a tool or software
- Create a few messages and appear to be staying in touch
- Send links to evergreen content

#### Negatives

- Risk over-generalizing your message, making it irrelevant for many recipients
- Create a few messages and appear to be staying in touch
- Risks of embarrassing personalisation no-nos from incorrectly added data

### Newsletters

#### Positives

- Educational content quick to create
- Create a few messages and appear to be staying in touch
- Interesting subject lines can entice clicks

#### Negatives

- Content is required at a high standard to avoid stating the obvious
- It must also appeal to those with little to no interest in property news yet avoid being banal
- By nature unpersonalised, albeit allowing category opt-in
- The design required can be labour-intensive
- Time-sensitive, can't always be prepared in advance

### Market update information

#### Positives

- 41% of consumers switched businesses due to a need for more personalisation. Market update reports reference their road or area
- Low unsubscribe risk
- Low effort - created for you using reliable data, such as that in the Land registry
- Requires no design or adjustments
- Provides consistency

#### Negatives

- You should also back up market information updates with regular one-to-one check-ins from a real agent

### Campaigns & news blasts

#### Positives

- Only create when you need a sale or a lead
- Sales-focused messages may convert a few people
- You could strike it lucky

#### Negatives

- Being very focused on selling now, using us, letting me let, or selling your home can put off prospects.
- A high risk of unsubscribes
- No value add or educational content feels low-market and may be off-brand
- Inconsistent approach

## The best option

One size certainly does not fit all. Research proves that strategically nurturing your leads with targeted content can significantly improve results, and market update reports are a clear winner.

Now more than ever, consumers want personalised experiences. Companies like Netflix and Spotify thrive because they use algorithms to tailor each individual's experience to their tastes and pain points.

Whatever you send, get it right with a customer-first approach.

# How to develop a customer-centric approach to nurturing

## Step 01

### *Start with the right subject line*

**Avoid** the word newsletter; sell with us, and let us let for you... A personalised and appropriate approach should include their property address.

**Shortcodes** allow you to personalise your marketing messages, but these are well-known now. Personalisation is now going well beyond the name!

- ✓ *Property update for 16 Clarkes Avenue*
- ✓ *Important market update for 16 Clarkes Avenue*
- ✓ *What's happening near 16 Clarkes Avenue*
- ✓ *Neighbourhood news for 16 Clarkes Avenue*

## Step 02

### *Start with the right subject line*

While newsletters allow you to talk about your agency, you can include robust information. **Our choices:**

- ✓ Happening house prices
- ✓ The price achieved near them
- ✓ The agent's postcode sectors - the vendor has the option to add/remove from their list to tailor any future MURs
- ✓ Sold in the chosen postcode section over the last 12 months vs the previous
- ✓ Sold properties near vendors' postcode
- ✓ Top transactions in the last three months
- ✓ No. of sold properties by month
- ✓ Avg. price in the last 12 months (Selected area and broader, based on property types)
- ✓ Interactive sold property map.

## Step 03

### *Don't rely on one channel*

Take a **multi-channel** lead nurturing approach. Reaching and nurturing your audience where they are is essential—on multiple channels rather than just email. You should also continue with your social media approach and one-to-one calls.

Boost touches with a mix of content types and channels to increase your interactions and engagement. Keep following up with your leads to keep them engaged and interested and keep your brand at the forefront of your mind.

## Step 04

### *The secret behind a great approach: Lead scoring*

A lead-scoring strategy will help you determine which leads you should focus on. Lead scoring helps you understand whether your leads consist of the right people (explicit scoring) and whether those people show the right level of interest (implicit scoring). With this information in hand, you can treat leads accordingly.





# Mistakes to avoid



## Generic content

Generic or irrelevant content will discourage your leads from moving along the sales path. Personalising an email is not just adding the recipient's name to the subject line.



## Not providing education

Sharing knowledge gives you an edge and sets you apart. You are seen as a provider of quality, helpful information that's relevant to them and them alone.



## Not following up

Research shows that approximately 50% of leads interested in products during an email campaign are not followed up properly. You should use notifications to see which leads showed interest in your market updates or agency news.



# Conclusion

Successful nurturing journeys transcend short-term tactics, emphasising the need for long-term campaigns rooted in relevance and personalisation. Every lead is distinct and has different needs, problems, and concerns. One automated communication, news blast, or newsletter cannot respond to every person, but individual emails and contacts would drown your agency in admin.

That's why we recommend a market update report as the best way to nurture sales leads actively. We know that 32% of instructions take over a month, and 25% of your achieved database will move within five years, so it's key to have a long-term strategy and a short-term activation journey.

***What is the best time to start? Straight away!***

# How Acaboom can help

Acaboom lets you use the power of local market data to keep engagement with your clients beyond the initial appraisal and contact. Whether your client is just not ready to make a decision or even instructs a competitor, it is imperative to stay in touch if we want a chance to win the instruction next time around.

Market update reports can be sent regularly to show the client new properties near them, price changes in the market, or recently sold properties that directly affect them.

They're so impressive that the unsubscribe rate is less than 1% after 12 months, and it opens up another chance to instruct your agency. It's a smart way to stay engaged with your whole database.

***Get a demo today.***