

Social Media

Using Lead Magnets

kw EMPOWER
KELLERWILLIAMS®

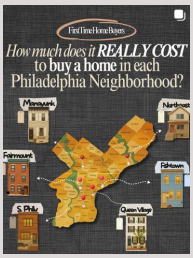
Post with *Purpose*

Andrew Pulini

Attention

Stop The Scroll

Create content people actually want to consume



Value

Can I Solve a Problem?

Provide value connected to your content



Conversation

Get them to Raise their Hand

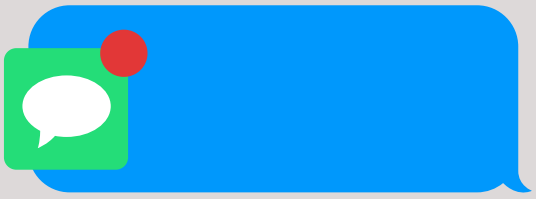
Offer a resource that solves a deeper question



Relationship

Be YOU

Follow up like a human



Client

Build Trust

Trust compounds over time

Step One

Create Engaging Content

My favorite format right now?
Carousels

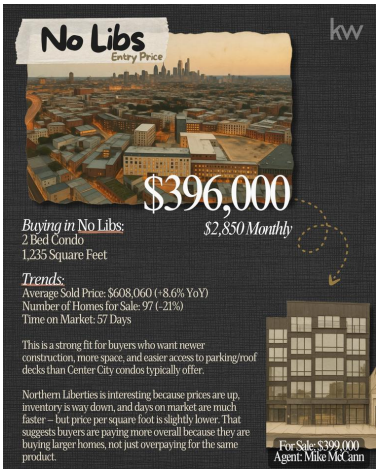
Why?

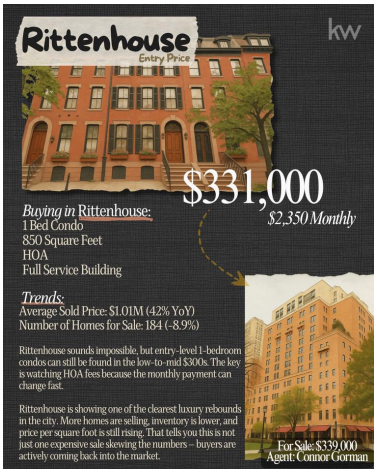
✓ Pattern interruption
✓ More time spent on post
✓ Higher saves
✓ More shares
✓ Curiosity keeps people swiping

Examples:
- Starting price point by neighborhood
- What $500k buys in Philly
- First-time buyer mistakes
- Pros and cons of Fishtown
- Market updates
- New construction opportunities









Step Two

Every Post Needs a Lead Magnet

Content attracts...

Lead Magnets **convert**...

Most agents post content **without any destination**

Too many agents say:

- “Link in my Bio”
- “Shoot me a DM”
- “Call me if you need anything”

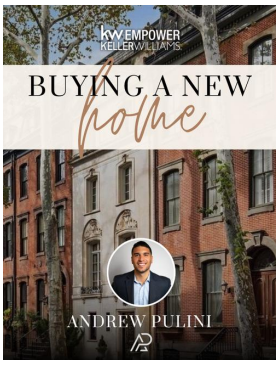
Make it EASY for people to raise their hand and show their interested in your expertise

Lead Magnets

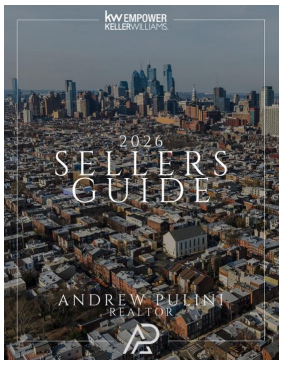
A valuable resource someone wants enough in exchange for a conversation

My Favorites:

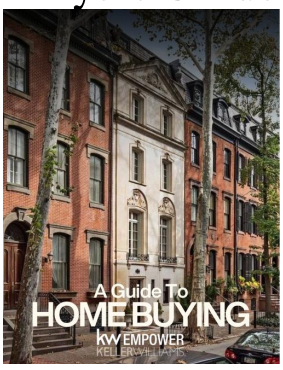
FTHB Guide



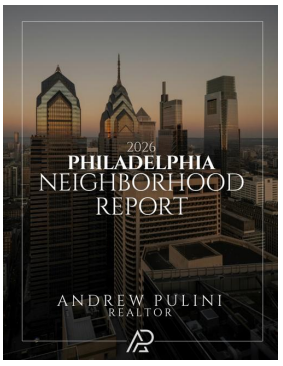
Sellers Guide



Buyers Guide



Market Guide



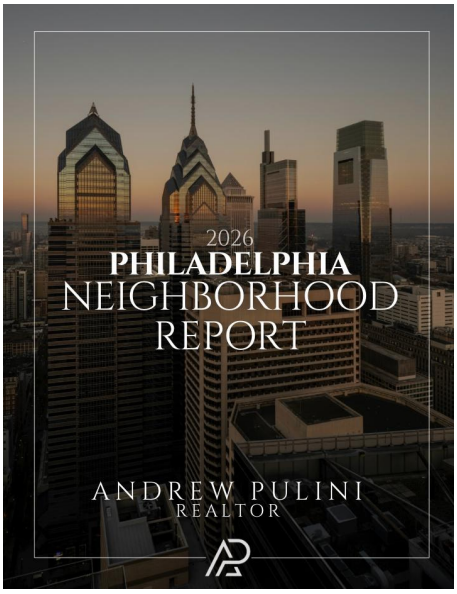
Neighborhood Guides

Your guide helps them understand:

- Down payment options
- Closing costs
- Credit scores
- Mortgage process
- Mistakes to avoid

Best Posts:

- Rent vs Buy
- Interest rates
- First-time buyer mistakes
- Affordability posts



Market Report

People don't really want statistics.
They want certainty.
They want answers to:

- Are prices rising?
- Should I wait?
- Is inventory improving?
- What's happening in my neighborhood?

Best Posts:

- Market updates
- Home price trends
- Inventory content
- Interest rates



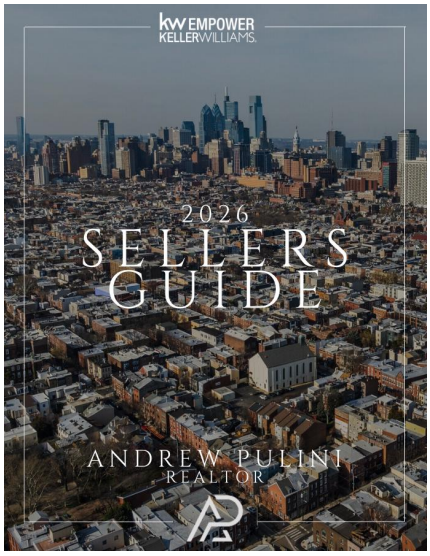
Sellers Guides

Sellers are asking:

- What's my home worth?
- Should I renovate?
- How do I prepare?
- What costs should I expect?

Best Posts:

- Listing content
- Home value posts
- Downsizing content
- Market updates



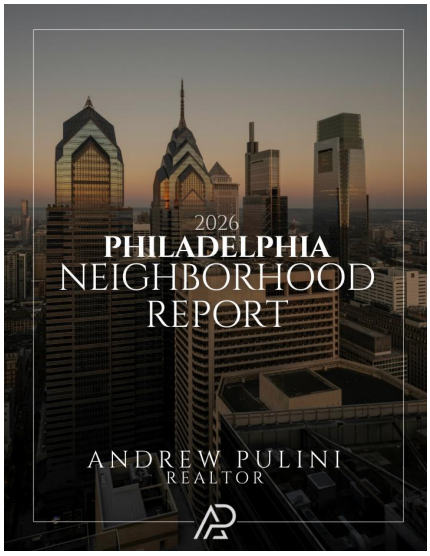
Neighborhood Guides

People don't buy houses.
They buy lifestyles.
Neighborhood guides answer:

- Restaurants
- Coffee shops
- Parks
- Schools
- Commutes
- Average prices
- Walkability

Best Posts:

- "What $500k Gets You"
- Best neighborhoods
- Moving to Philadelphia
- Pros and cons videos



Step Three

Matching Content with Lead Magnets

Content Topic	Lead Magnet
What $500k Gets You	Neighborhood Guide
First-Time Buyer Mistakes	Buyer Guide
Home Prices Rising	Market Report
Is Now A Good Time To Sell?	Seller Guide
Best Neighborhoods In Philly	Neighborhood Guide
Interest Rates	Buyer Guide
Market Update	Market Report
Downsizing	Seller Guide

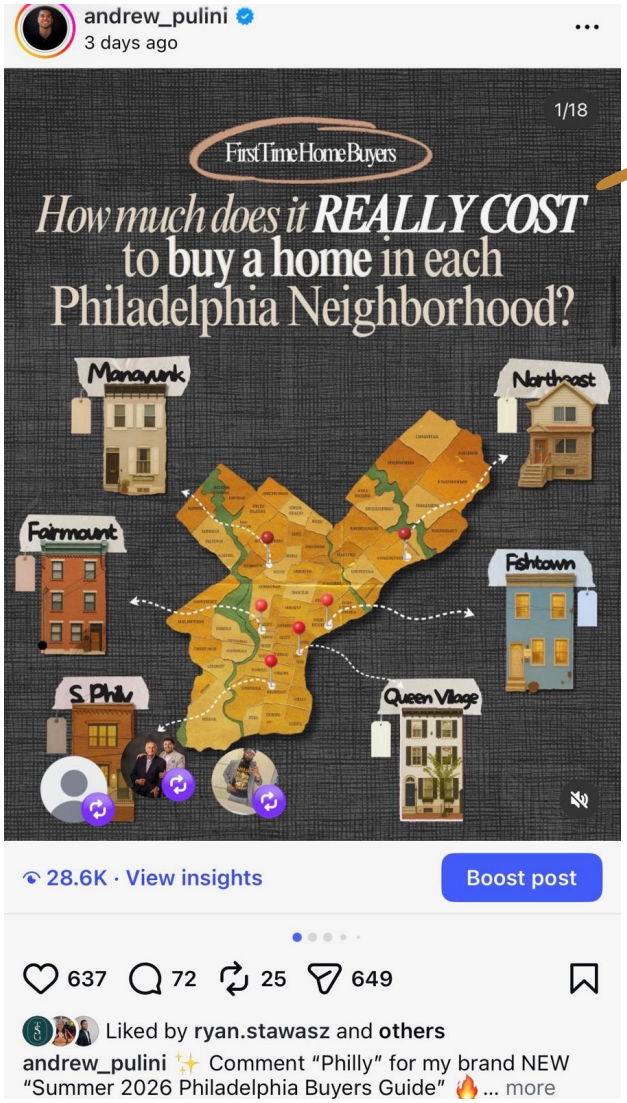
Step Four

Distribution

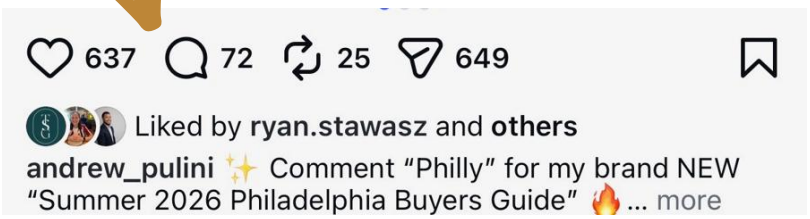
I use ManyChat to easily distribute lead magnets. I've created separate playbooks on ManyChat so shoot me an email for that step-by-step process to utilize for your business.

When someone comments:
"GUIDE" or "REPORT"

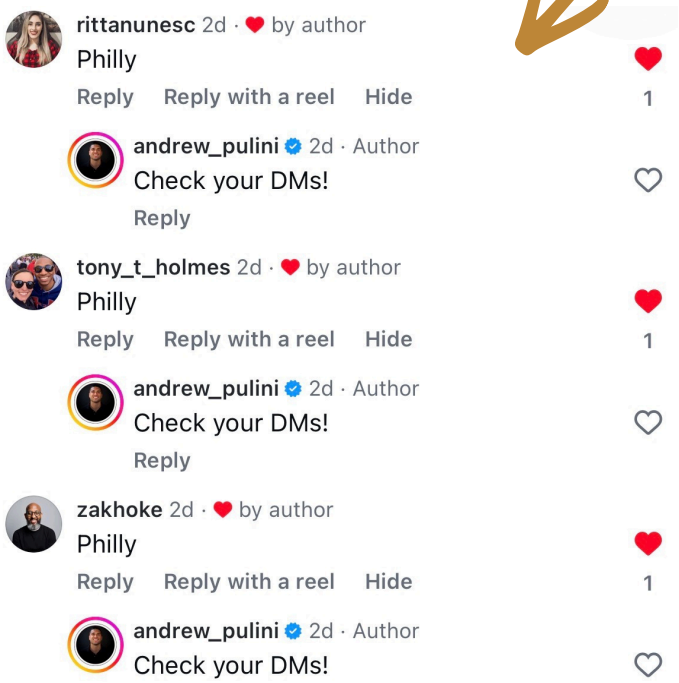
They automatically receive the resource.
No friction.
The value goes directly to them.

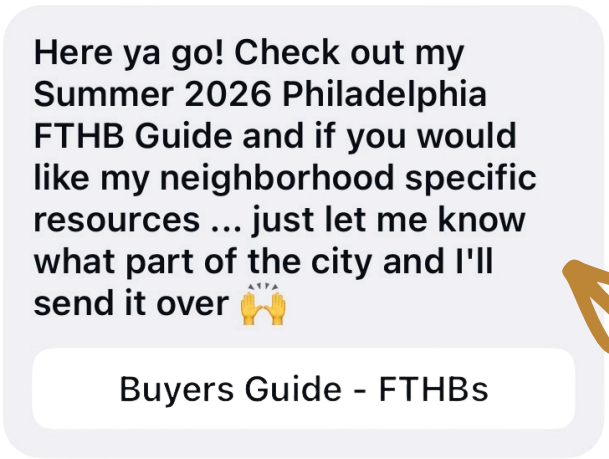


Create Content "Philly" for my Guide



Viewers Comment "Philly"

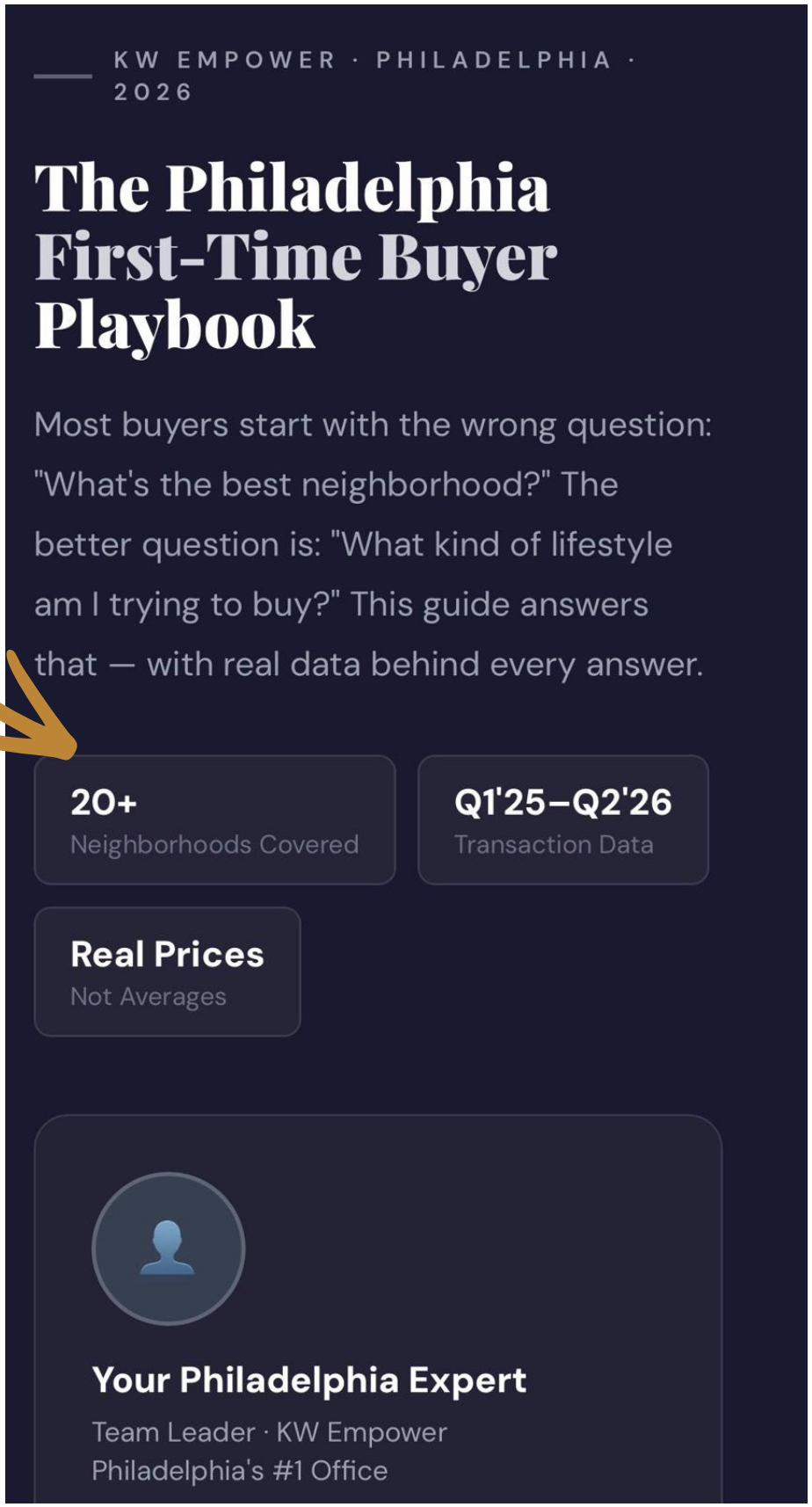




Automtically Sends to them

I created this lead magnet straight through Claude

Email me at: Andrew@kwempower.com to learn more about this...



Step Four

Follow up with Personality

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24 hours later, I send a message:

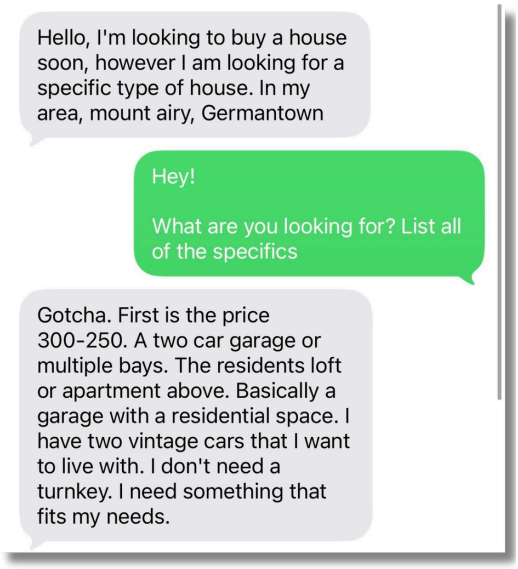
"Hey Sarah! Just shot you a follow - if there's is absolutely ANYTHING I can ever help with in the future, please don't hesitate to reach out to me!

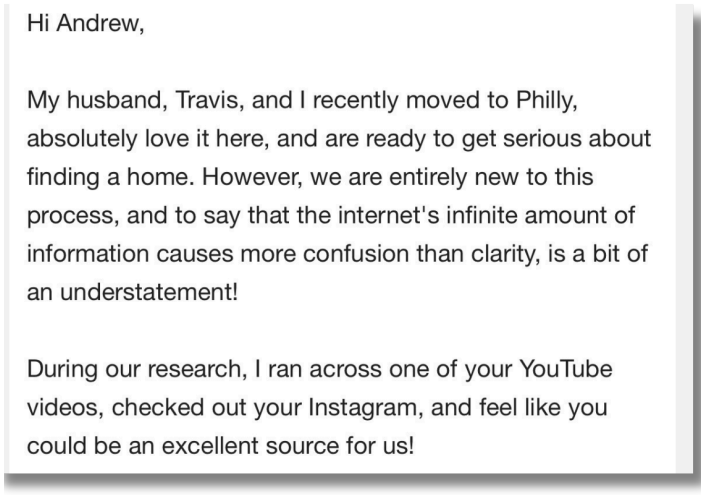


Andrew Pulini
215-805-7035

2

...and then the conversation really starts after they respond to that.





Step Five

Stop Posting and Hoping

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