

# KWU COURSE BLUEPRINT

## Course Title

Internet Lead Generation

## Audience

Experienced agents, Mega Agents, and Mega team members

## Summary of Performance Gap Analysis

Observation	Recommendation
1. Many agents' websites are not set up to deliver what Internet consumers want from a real estate website, and as a result, they are not capturing many leads from their websites.	1. Show students data on what Internet consumers want and teach them how to get consumers to register in exchange for desired information.
2. Many agents do not know how to drive large volumes of traffic to their websites.	2. Show students how to advertise their websites in their offline marketing and on the Internet to drive consumers to their site.
3. Many agents do not have a follow-up system that takes into account the extended time frame of Internet leads.	3. Show students examples of effective follow-up systems for Internet leads and teach them to integrate their strategy into their contact management software.

## Course Objective

Students will learn how to create an effective Web presence, generate a massive amount of leads to it, and convert those leads into business.

## Elements to Achieve the Objective

1. Identify the mind-set and models of success for the Internet.
2. Identify the Internet Economic Model.
3. Identify the elements of a great website.
4. Discover how to drive traffic to your site.
5. Discover how to properly capture, cultivate, and convert Internet leads.
6. Identify the Internet Budget Model line items and expenses for an Internet presence.
7. Identify the two key hires for the Internet Organizational Model.

**Duration**

1 day (7 hrs. 15 mins.)

**Class Size**

12–50

**Facilities, Equipment, and Materials Requirements**

Quantity	Item	Description/Notes
?	Student manual	consult course roster for appropriate numbers
1	Instructor manual	
1	LCD projector	
1	Laptop	with Internet connection
1	Flip chart	with markers

Chapters and Headings	Notes on content (Questions, Issues)	Brief description of exercise(s)	Time for exercises	Time for chapter	8:30 – 5:00 Timing
<b>Chapter 0 Objective: Review the objectives, expectations, and roadmap for the course.</b>			No more than 60 minutes		
<b>Chapter: 0.</b> Introduction <b>H1: 1</b> Ground Rules <b>H1: 2</b> Why You Are Here <b>H1: 3</b> What You Will Learn <b>H1: 4</b> How You Will Learn				30 mins.	8:30–9:00
<b>Chapter 1 Objective: Identify the mind-set and models of success for the Internet.</b>					
<b>Chapter: 1.</b> The Internet in Real Estate <b>H1: 1</b> The Internet <b>H1: 2</b> The Goal of a Real Estate Website <b>H1: 3</b> What Is an Internet Lead? <b>H1: 4</b> The Online Consumer Experience <b>H1: 5</b> Internet Mythunderstandings <b>H1: 6</b> The Four Key Models		<b>Lecture and discussion</b> <b>Discussion:</b> What has the Internet allowed you to do that you couldn't do before? <b>Activity:</b> Aha!'s or Content Quiz and Action Plan	2 mins.  5 mins.	1 hr.	9:00–10:00  Break 10:00–10:15
<b>Chapter 2 Objective: Identify the Internet Economic Model.</b>					

<p><b>Chapter: 2.</b> The Internet Economic Model  <b>H1: 1</b> Know Your Numbers  <b>H1: 2</b> The Internet Economic Model  <b>H1: 3</b> Your Economic Model  <b>H1: 4</b> The 3 Opportunities of the Internet Economic Model</p>		<p><b>Lecture and discussion</b>  <b>Activity:</b>                  Students will calculate the Internet Economic Model based on 17 transactions.  <b>Activity:</b>                  Aha!’s or Content Quiz and Action Plan</p>	<p>10 mins.          5 mins.</p>	<p>45 mins.</p>	<p>10:15–11:00</p>
<p><b>Chapter 3 Objective: Identify the elements of a great Internet presence.</b></p>					
<p><b>Chapter: 3.</b> The Internet Lead Generation Model: Create and Maintain Your Internet Presence  <b>H1: 1</b> The Internet Lead Generation Model  <b>H1: 2</b> Elements of a Great Website  <b>H1: 3</b> Target Marketing with Multiple Websites  <b>H1: 4</b> Stealth Websites  <b>H1: 5</b> Template or Custom Website?</p>	<p><b>NOTE:</b> Do not get bogged down in the “Elements of a Great Website” section of this chapter. Use the PowerPoint and section timing suggestions to guide you through the material.</p>	<p><b>Lecture and discussion</b>  <b>Activity:</b>                  Potential Domain Names  <b>Activity:</b>                  Content for Your Site  <b>Activity:</b>                  What’s Wrong with This Site?  <b>Activity:</b>                  Aha!’s or Content Quiz and Action Plan</p>	<p>5 mins.  5 mins.  5 mins.  5 mins.</p>	<p>1 hr.</p>	<p>11:00–12:00  Lunch 12:00–1:00</p>
<p><b>Chapter 4 Objective: Discover how to drive traffic to your site.</b></p>					
<p><b>Chapter: 4.</b> The Internet Lead Generation Model: Lead Generate for Traffic  <b>H1: 1</b> Internet Lead Generation  <b>H1: 2</b> The Path of the Internet Consumer to the Agent  <b>H1: 3</b> Offline Marketing  <b>H1: 4</b> Search Engine Marketing  <b>H1: 5</b> Related-Sites Marketing  <b>H1: 6</b> Measuring Success</p>	<p><b>NOTE:</b> Do not get bogged down in the “Search Engine Marketing” section of this chapter. Use the PowerPoint and section timing suggestions to guide you through the material.</p>	<p><b>Lecture and discussion</b>  <b>Discussion:</b>                  Your Main Marketing Messages  <b>Discussion:</b>                  Where else should you market your site?  <b>Activity:</b>                  Aha!’s or Content Quiz and Action Plan</p>	<p>2 mins.  2 mins.  5 mins.</p>	<p>1 hr.</p>	<p>1:00–2:00</p>
<p><b>Chapter 5 Objective: Discover how to properly capture, cultivate, and convert Internet leads.</b></p>					
<p><b>Chapter: 5.</b> The Internet Lead Generation Model: Capture, Cultivate, and Convert Leads  <b>H1: 1</b> Lead Capture  <b>H1: 2</b> Lead Cultivation  <b>H1: 3</b> Lead Conversion</p>		<p><b>Lecture and discussion</b>  <b>Discussion:</b>                  What reports could you use to capture leads?  <b>Activity:</b>                  Your Conversion Scripts  <b>Activity:</b>                  Aha!’s or Content Quiz and Action Plan</p>	<p>2 mins.  5 mins.  5 mins.</p>	<p>1 hr.</p>	<p>2:00–3:00 Break 3:00–3:15</p>
<p><b>Chapter 6 Objective: Identify the Internet Budget Model line items and expenses for an Internet presence.</b></p>					

<p><b>Chapter: 6.</b> The Internet Budget Model  <b>H2: 1</b> The Importance of Budgeting  <b>H2: 2</b> Lead Generation Budget  <b>H2: 3</b> Internet Budget Model  <b>H2: 4</b> Internet Chart of Accounts Definitions</p>		<p><b>Lecture and discussion</b>  <b>Activity:</b>                  Students will create a budget based on closing 17 transactions.  <b>Activity:</b>                  Aha!'s or Content Quiz and Action Plan</p>	<p>10 mins.  5 mins.</p>	<p>45 mins.</p>	<p>3:15–4:00</p>
<p><b>Chapter 7 Objective: Identify the two key hires for the Internet Organizational Model.</b></p>					
<p><b>Chapter: 7.</b> The Internet Organizational Model  <b>H1: 1</b> Two Key Internet Hires  <b>H1: 2</b> The Path to Internet Leverage  <b>H1: 3</b> Are You Ready to Hire?</p>		<p><b>Lecture and discussion</b>  <b>Discussion:</b>                  What parts of your Internet presence could an assistant help maintain for you?  <b>Activity:</b>                  Aha!'s or Content Quiz and Action Plan</p>	<p>10 mins.  5 mins.</p>	<p>45 mins.</p>	<p>4:00–4:45</p>
<p><b>Chapter 8 Objective: Create an action plan to focus your efforts.</b></p>					
<p><b>Chapter: 8.</b> Putting It All Together  <b>H1: 1</b> Review the Four Key Models  <b>H1: 2</b> Internet Lead Generation Action Plan</p>		<p><b>Lecture and discussion</b>  <b>Activity:</b>                  Course Aha!'s or Content Quiz and Action Plan</p>		<p>30 mins.</p>	<p>4:45–5:00</p>
<p><b>Timing Totals</b></p>			<p><b>1 hr. 30 mins.</b></p>	<p><b>7 hrs. 15 mins.</b></p>	