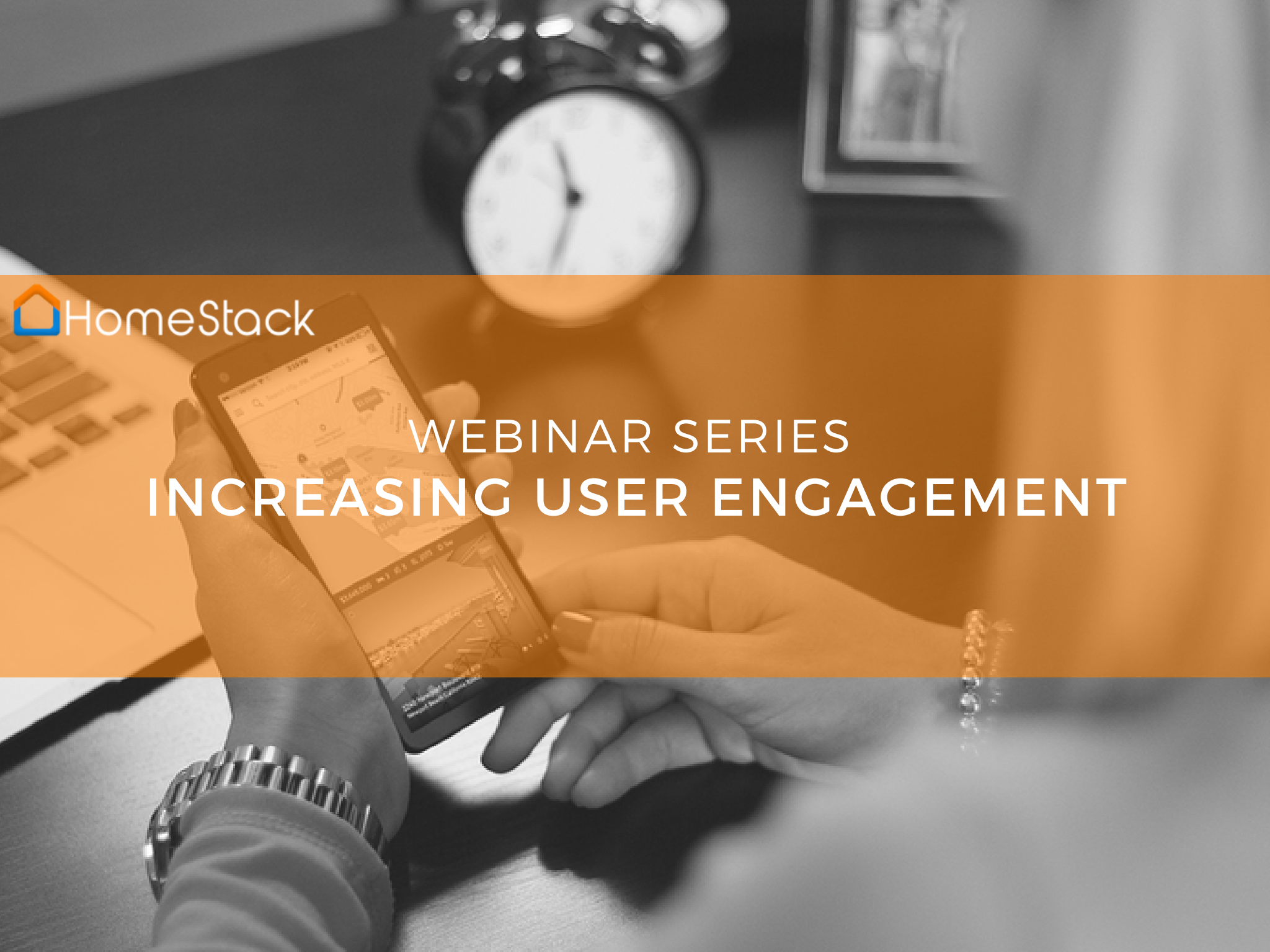


WEBINAR SERIES

INCREASING USER ENGAGEMENT

OVERVIEW

- Main reasons for non-download or low engagement
- Types of users
- Ideas and tips on how to increase downloads
- Easy ways to increase user app usage
- Streamline transactions and the home search process
- Assumption #1: You're using your app and understand basic features.
- Assumption #2: You're already marketing your app and giving it to your current clients and sphere!

THE ISSUE

The issue is two-fold:

1. People do not want to download my app
2. People download my app but do not use it

HOW DO WE SOLVE THESE ISSUES?

TYPES OF USERS

User #1 - Active Clients

Active buyers and sellers who are transacting business with you.

User #2 - Known Leads (Prospects)

Potential buyers and sellers who you have met or know of but are not yet doing business with you.

User #3 - Unknown Leads (Prospects)

Potential buyers and sellers who you have not met or know anything about.

INCREASE DOWNLOADS

FOR CURRENT/ACTIVE CLIENTS WHO DO NOT WANT TO DOWNLOAD YOUR APP:

Compromise Method

- "How about we use my app and Zillow (or Redfin, Realtor, etc)"
- "Two tools are better than one and my app can assist in the process."
- Remember...You are the Expert and they should listen to You!

Trojan Text

- Send them a property through the app via text
- They will be excited to see your recommendations and download the app!
- If they ask just say you forgot that they are not using your app

INCREASE DOWNLOADS

FOR KNOWN LEADS WHO DO NOT WANT TO DOWNLOAD YOUR APP:

Share Properties with them via text

- New Properties
- Open Houses

- Share cool updates and insights with your app link
- Facebook message invite
- Don't worry about responses or “no”

INCREASE USAGE

So they've download your app? Congrats!

HOW DO YOU INCREASE THEIR USAGE?

- **Interaction, Interaction, INTERACTION!!!**
  - Think Facebook, Instagram, or your favorite app.
  - You are the key to this!!!

- **How do I know if they are using the app?**
  - Agent Insights!
  - Number of logins, session length and last online
  - For active clients it should be 3-5 sessions/day and average length of 5+ minutes.
  - Even if they are hitting these numbers without assistance you should create interactions!

INCREASE USAGE, CONT.

WAYS TO INCREASE USAGE AND ENGAGEMENT:

- **Share Properties**
  - For current clients share 2 to 3 properties everyday with them through the app based off their criterion.
  - For Prospects share 1 to 2 properties between 2 to 3 times a week based off their Agent Insights Analytics...adjust over time if needed.

- **Friendly Reminders**
  - Continue nudging them to spend time in the app
  - Remind them that the app updates with new properties everyday...they should be looking at the these!
  - Bring it up in conversations..."I was looking in my app the other day..."

- **Positive Reinforcement**

CONTINUED ENGAGEMENT

TO STREAMLINE TRANSACTIONS MAKE SURE YOUR CLIENTS:

FAVORITE

WRITE NOTES

SHARE PROPERTIES

- **Agent Insights**
  - View daily for active clients
  - Utilize all information beside properties viewed such as most search city, zip as well as log in and session length

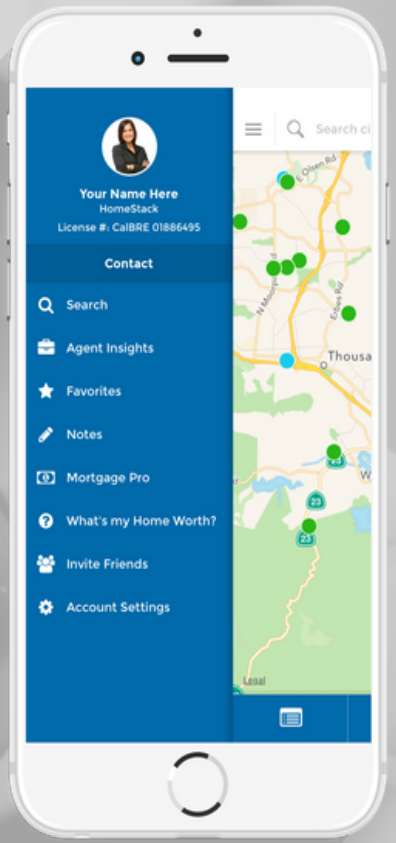
A FEW OTHER TIPS...

REMEMBER:

- You're not going to get everyone to use your app
- Change is hard
- Be confident in your knowledge and your tech... don’t give up!
- Baby steps - try increasing usage for one client to build experience and then expand from there.

LIVE DEMO

HOW TO VIEW
AGENT INSIGHTS



HOW TO SHARE
A PROPERTY