

Turn Giveaways Into Lead Gen Gold

Laura Gillott, Lebanon, OR

In today's digital world, leveraging social media for business growth is essential. Laura Gillott's team has perfected a method to convert social media followers into valuable CRM leads and transactions: giveaways.

Step 1: Choose the Right Giveaway

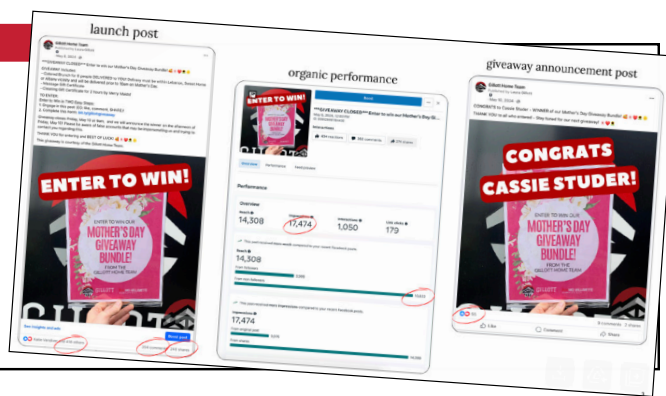
Select the right giveaway item. Tangible prizes like Yeti® coolers or Stanley cups work well, but Laura has found that experiences create more buzz. For example, her team purchased VIP box seating at their local racetrack for \$3,000. Each week, they run a giveaway on social media inviting users to enter a drawing to win those seats.

Step 2: Promote the Giveaway on Social Media

Once you have the giveaway item, promote it where you have an active following. For Laura's team, their Facebook page with 8,000 followers, works great, but they also use Instagram and other platforms.

When promoting the giveaway:

1. Use a consistent design so followers recognize your brand.
2. Clearly list what the giveaway includes.
3. Set a deadline for entries (e.g., "Giveaway closes Friday at 9 a.m.>").
4. Encourage engagement—users must like, comment, or share the post, and complete a form to enter.



Step 3: Collect Valuable Information

To enter the giveaway, users fill out a form. This is where you can collect key information about your followers, such as their real estate interests (e.g., "Are you interested in buying a home, investment property, or getting a market analysis?") that helps build your database. Ask simple, non-committal questions like, "Would you consider buying or selling a property?" and offer multiple-choice answers like, "Yes," "No," or "Maybe." The "Maybe" option often encourages engagement by keeping the conversation open without pressure.

Whenever collecting personal information via a web form, ensure your web form and privacy practices comply with all applicable privacy laws. Also, if you are collecting phone numbers, obtain consent to call or text them to comply with the TCPA and Do Not Call rules.

Step 4: Protect Against Scams

Since giveaways can attract scammers, Laura's team warns participants upfront about false accounts that may ask for personal information. Clarify that your team will never request sensitive details like credit card numbers and will only announce winners publicly.

Step 5: Nurture Leads and Build Your CRM

With participants' information collected, it's time to nurture the leads:

1. **Tag the leads** in your CRM by event and level of interest (e.g., those interested in a market analysis or a home-buying class).
2. **Follow up** with those who expressed an interest in real estate services, like providing a comparative market analysis (CMA).
3. **Invite leads** to future events such as classes, seminars, or new giveaways based on their indicated interests.

For example, from just one Mother's Day giveaway, Laura's team saw 533 sign-ups, which generated 34 CMA requests, 20 referrals, and a wide range of leads interested in other services, such as career nights and home-buyer classes.



Step 6: Convert Leads Into Clients

Once leads are in your CRM, your team should reach out and convert those opportunities into transactions:

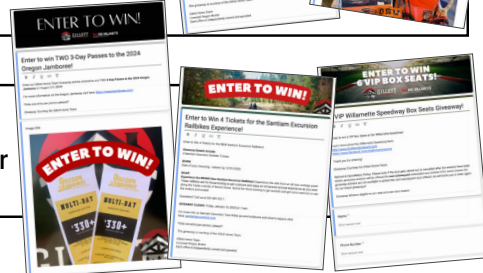
1. Agents or ISAs (Inside Sales Agents) may call leads in a TCPA-compliant way to set appointments or answer questions.
2. Regular follow ups keep your brand top-of-mind and build relationships over time.

From a single five-day giveaway, Laura's team booked eight appointments, showed properties to five clients, and listed and sold one property, all while nurturing additional leads.



Step 7: Scale and Repeat

Laura runs giveaways almost every week, which keeps her brand visible while consistently adding fresh leads to her CRM. For instance, their racetrack VIP seat giveaway in the summer generated over 1,684 sign-ups—each one a potential client for future real estate needs.



TCPA Reminder: Remember to comply with the TCPA and any other federal, state or local laws, including B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

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