

Zia Group Reverse Bold Playbook

Updated February 2, 2022



ZIA GROUP

REAL ESTATE. REAL IMPACT.

Basic Plan

1. Start with the prize! Prize should be something really attention grabbing. Like hotel stay at local resort.
2. Confirm with beneficiary (hotel) in writing that we can use their name and likeness in promotions. Ask if they will share our posts/collaborate?
3. Purchase gift card ahead of time.
4. Getting the word out:
 1. We posted on social media 2 weeks in advance that we had a surprise coming up.
 2. One week in advance, we revealed what the surprise was with minimal details (contest, prize, date, how to enter).
 3. The Monday, Tuesday, & Wednesday prior we did teasers, invitations, stories, etc. on our social media to hype it up.
 4. The Wednesday prior, we sent out an email to our entire database to let them know about the contest.
 5. The day of, we schedule an email to go out in batches starting at 11am (the start time) with the phone number to call to enter.
 6. Agents were asked to text/call their top 50 clients before the contest to increase engagement.
5. Date/Time: THURSDAY, May 6th, 11 am - 3 pm. All agents and staff should be available during this time to answer calls. When not answering calls, agents should be working on lead gen (in our experience, agents were all constantly answering the phone).
 1. Four hours might seem like a long time to be sitting in front of a phone, but it FLEW by for us. Plus, it was great for agents to plan ahead and REALLY get some lead gen in!
6. Callers received:
 1. 1 entry for calling
 2. 2 entries for following us on Instagram or TikTok, or liking us on Facebook
 3. 5 entries for providing a referral (per referral)
7. Winner announced MONDAY, May 10th at 3:00pm (to allow for reviews & referrals through the weekend AND to allow for time to get organized!)
8. How we tracked entries: On a google sheet! Each agent had their own sheet, and then staff had tabs on a shared sheet. We tracked reviews individually.
9. Follow up communication: Add any new leads who called to the database, and add all referrals! We didn't write a script out for our agents to use when calling these people back, but you may decide to do so.

Social Media & Email Scripts/Graphics

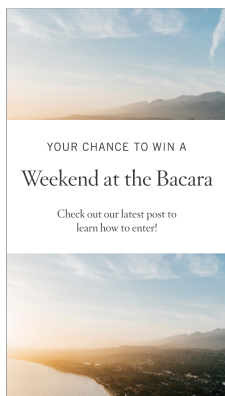
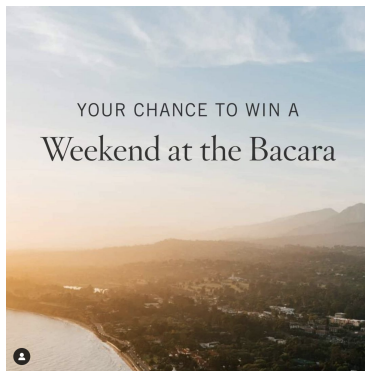
Teaser 2 Weeks in Advance



You don't want to miss this!!!

For the last year, we've been so sad not to be able to gather together with our Zia Group community. In light of this, we wanted to come up with a fun and different way to connect with each of you. Tune in next Thursday to find out exactly what we've got planned—trust us, you don't want to miss it!

Announcement 1 Week in Advance



We told you we had a big surprise planned...

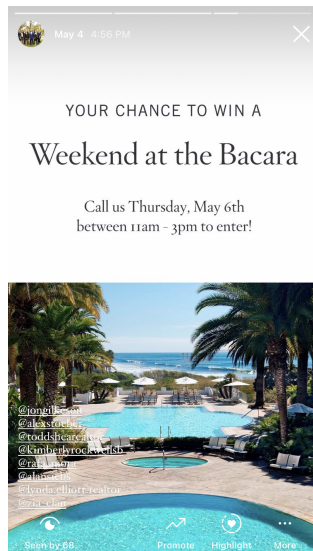
We decided to GIVEAWAY a Weekend at the Ritz-Carlton Bacara!*

Entering the raffle is simple: Call us in ONE WEEK on Thursday, May 6th between 11 am - 3 pm.

That's it! We can't wait to hear from you on May 6th.

*The prize will be a gift card to the Bacara for \$1,500—use it how you'd like! Whether it's a relaxing staycation weekend or a half dozen trips to the spa, we know you'll benefit from some R&R after this difficult year we've had.

Monday-Wednesday Reminder Stories



We also had agents record videos using the following scripts that we posted on our Instagram & Facebook stories Monday, Tuesday, & Wednesday leading up to the event. It is important that all videos are shorter than 60 seconds to post on FB & IG stories.

Script One:

Hey there! This past year the real estate market has been as busy as ever, but we've really missed the opportunity to gather together—like at our (insert favorite ZG event here). We thought we'd try something different to reconnect with you all, so that's why we are going to giveaway a weekend at the Bacara to one lucky winner! How can you enter? Call us between 11:00am-3:00pm on Thursday May 6th, and be sure to visit our Instagram or Facebook pages for more details--we look forward to hearing from you & catching up!

Script Two:

Hey Zia Group friends & clients! We miss you! Not being able to gather together like we normally do at (insert favorite ZG event) has been such a bummer for us, so we thought we'd try something different—a virtual contest! Entering the contest is super easy—all you have to do is call us on May 6th between 11am-3pm! Check out our Instagram or Facebook pages for details. Looking forward to hearing from you & reconnecting!

Script Three:

This year has been tough in so many ways. The isolation has been difficult, and so has the added stress of virtual learning for our kids, restrictions on travel and ultimately on community. That's why Zia Group is giving away a weekend at the Bacara—a wonderful staycation meant for relaxing and rejuvenating after this long year! Entering the contest is easy, all you have to do

is call us on May 6th between 11am-3pm! For more details on how to enter, visit our Facebook page or Instagram!

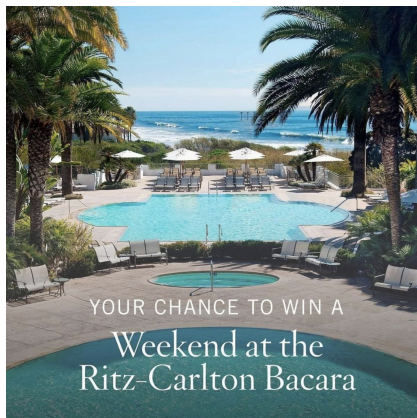
Script Four:

Hey everyone! Just two more days until our Weekend at the Bacara giveaway contest begins! Call us on Thursday May 6th between 11am-3pm for your chance to win a weekend at the Bacara! For details go check out our Facebook and Instagram pages. Talk to you on Thursday!

Script Five:

Call us tomorrow to enter our giveaway contest! One lucky winner will soon find themselves poolside at the Bacara for a wonderful staycation. Entering the contest is super easy, just give us a call tomorrow between 11am-3pm—that's tomorrow, Thursday, May 6th. For more information about entering and how to increase your chances of winning, visit our Facebook or Instagram pages!

Post at the Start of the Contest



IT'S GIVEAWAY TIME!

Call us NOW (before 3 pm PDT) to enter the contest to win a getaway weekend at the Ritz-Carlton Bacara Resort.*

805-456-3635

*One lucky winner will receive a gift card to the Bacara for \$1,500—to use as they'd like! Whether it's a relaxing staycation weekend or a half dozen trips to the spa, we know you'll benefit from some R&R after this difficult year we've had.

**Results will be posted on Zia Group's Instagram & Facebook pages on Monday, May 10th.

Email 2 days before (Tuesday)

We recommend you DON'T include the number to call on this initial email...

Subject line: Free weekend at The Ritz-Carlton Bacara in Santa Barbara



Zia Group is giving away a weekend at the Ritz-Carlton **Bacara**!

To enter, call Daniel Zia at 805-456-3635 on May 6th between 11am and 3pm!

Hey Zia Group friends & clients, we miss you! Not being able to gather together this past year like we normally do has been such a bummer for us, so we thought we'd try something different—a virtual contest!

We're giving away a weekend at the Ritz-Carlton **Bacara**!* Entering the raffle is simple: *Call Daniel Zia at 805-456-3635 on Thursday, May 6th between 11 am - 3 pm.*

That's it! We can't wait to hear from you on May 6th!

*The prize will be a gift card to the **Bacara** for \$1,500—use it how you'd like! Whether it's a relaxing staycation weekend or a half dozen trips to the spa, we know you'll benefit from some R&R after this difficult year we've had.

**Results will be posted on Zia Group's [Instagram](#) & [Facebook](#) pages on Monday, May 10th. If you don't reach us, please leave a message with your name & phone number and we will call you back to enter you into the contest.

Email at the Start of the Contest

We used a similar email to the first one, but this time with a countdown widget & we sent it in batches so that not everyone got the email right at the same time and called us all at once.

Subject line: Only a few hours left to win a weekend at The Ritz-Carlton Barbara



00 00 00 00
DAYS HOURS MINUTES SECONDS

Call Daniel Zia at 805-456-3635 between now and
3pm to win a free weekend at The Ritz-Carlton
Bacara!

Hey Zia Group friends & clients, we miss you! Not being able to gather together this past year like we normally do has been such a bummer for us, so we thought we'd try something different—a virtual contest!

We're giving away a weekend at the Ritz-Carlton Bacara!* Entering the raffle is simple: Call Daniel Zia at 805-456-3635 between NOW and 3pm TODAY. That's it! We can't wait to hear from you!

*The prize will be a gift card to the Bacara for \$1,500—use it how you'd like! Whether it's a relaxing staycation weekend or a half dozen trips to the spa, we know you'll benefit from some R&R after this difficult year we've had.

**Results will be posted on Zia Group's [Instagram](#) & [Facebook](#) pages on Monday, May 10th. If you don't reach us, please leave a message with your name & phone number and we will call you back to enter you into the contest.

Once again, call Daniel Zia at 805-456-3635 between NOW and 3pm TODAY for your chance to win. Good luck!

Text/Email/Voicemail Scripts

Calling your top 50 VIP clients:

Hi [name], How are you doing?...I'm calling because Zia Group is doing a raffle/contest where we are going to be giving away a Weekend at the Ritz-Carlton Bacara! I really wanted to make sure you didn't miss the opportunity. To enter, all you have to do is call me on Thursday, May 6th between 11am-3pm. Looking forward to hearing from you then!

On the day of the contest, Update your voicemail to the following:

Thank you for calling [your name] with Zia Group. If you are calling to enter our contest, please leave your name, number, & email address so we can enter you into the raffle. Due to a high volume of calls, we will call back in the next 1-2 days. If you're calling to schedule a showing, please hang up and call our showing coordinator at 800-SHO-WING. That's 800-746-9464. If you're calling for any other reason, please leave me a detailed message with your name & phone number, and the reason for your call and I will call you back as soon as possible. We do have someone monitoring all voicemails for anything time sensitive. Thank you!

Answering a Bold Contest Call:

Hi this is [your name] with Zia Group, how can I help you?

Wonderful, thank you so much for calling. I'd be happy to add you to the raffle. Could I get your full name and phone number? Could I also get your email address? Great! I've entered you into the raffle.

Referral ask option 1:

Are you interested in increasing your number of entries in the raffle? There are a few easy ways you can do so:

- 1. If you leave a review for me & my team, you'll receive an additional 2 entries.*
- 2. If you refer a friend or family member who might benefit from my real estate services, you'll receive an additional 5 entries! We are always looking for more people to help, do you know anyone who fits that description? (for each referral)*
- 3. If you tell a friend about our contest, and they call me before 3pm today, you'll receive 3 more entries!*

If you'd like to leave a review, I'd be happy to email/text you links for where you can leave us a review.

Referral ask option 2:

While I have you on the phone, can I ask you a quick question?

You may or may not know, but inventory in Santa Barbara is incredibly low right now, and we have many buyers eagerly looking to purchase homes. Would you, or perhaps someone you know, consider selling to one of my buyers? (mention 5 extra points where it feels natural)

Before hanging up:

Just so you know, we'll be announcing the winner this Monday on our social media, be sure to follow us on both Facebook and Instagram so you don't miss it!

Script for calling back a voicemail (if they don't answer)

Hi [person's name], this is [your name] calling on behalf of Daniel Zia. We wanted to confirm with you that you have been entered into our giveaway contest!

If you're interested at all in increasing the number of entries you have in the contest, we have a few options for ways you can do that:

1) For 2 additional entries, Leave a review for us on Facebook, Zillow, or Google.

And 2) Do you know anyone interested in buying or selling Santa Barbara area real estate in the next year or even 10 years? If so, please refer them to us with contact information. You'll receive an additional 5 entries for each referral. You can email contact information to team@ziagroup.com and we will reach out to them to see how we can help.

We'll be announcing the winner on Monday afternoon on our Facebook and Instagram pages, but will also contact the winner directly. Thanks & have a great weekend!

Script for emailing someone who left a voicemail (if they don't answer)

Hi [name],

We wanted to confirm with you that you have been entered into our giveaway contest!

If you're interested at all in increasing the number of entries you have in the contest, we have a few options for ways you can do that:

1) For 2 additional entries, Leave a review for us on Facebook, Zillow, or Google. If you are leaving it anonymously, please send us an email so that we can track it, otherwise we will keep an eye out for any reviews. **(tip: include links to each of these)**

2) Do you know anyone interested in buying or selling Santa Barbara area real estate in the next year or even 10 years? If so, please refer them to us with contact information. You'll receive an additional 5 entries for each referral. You can email contact information to me, I'll log the additional entries, and give the information to Daniel or one of our agents to follow up with them to see how we can help.

We'll be announcing the winner on Monday afternoon on our Facebook and Instagram pages, but will also contact the winner directly. **(tip: include links to each of these)**

Thanks & have a great weekend!

Tips & Mistakes to Avoid

1. *The prize is really important.* As stated before, make it something really attention grabbing. “A Weekend at the Ritz-Carlton Bacara” was (in our opinion) much more enticing than the other options we came up with.
2. *In all of your advertising ahead of time, DO NOT share the phone number to call to enter.* Many people will see “contest & phone number” and call immediately. This will mean that whoever is answering the phone won’t necessarily be prepared, AND it decreases the chances of that person calling back during the contest. Learn from our experience and don’t provide the number until the contest starts.
3. *In your advertising, DO NOT share all of the options for entering the contest.* ONLY share that they just need to call. While you’re on the phone, you can then introduce the idea of multiple entries. This keeps it much more simple, and then you don’t have people leaving a review but not calling you. You will have the opportunity to talk to EVERYONE this way!
4. *Think ahead about the day of the week when you want to have the contest and when you will have results ready.* We specifically chose to have the contest on a Thursday because we figured people might be winding down their work week and be more able/willing to take 5 minutes out of their day to call. We also then had time to CALL EVERYONE BACK on FRIDAY because we had so many voicemails. It also allowed us to give people through the weekend to send us referrals & leave reviews.
5. *Have agents answer calls from their own database/leads.* If you can, send out the database-wide email with personalization (like mail merge) so that you can send the email from specific agents on your team and include THEIR phone numbers. This made it much easier for us to manage, and that way we had most leads going directly to the agents they were already assigned to/working with. We didn’t have anyone talking to a lead that was already being nurtured by another agent.
6. *Have a separate line set up for staff to answer.* We had staff answer another line that was directed toward leads who were NEW or currently unassigned (or belonged to our lead agent--he has WAY too many in his database to make it feasible to answer!). Any that were unassigned leads or NEW leads were then connected to an agent for future follow up.
7. *Schedule script practice ahead of time for agents & staff.* A lot of our staff were far less experienced on the phone/using scripts than our agents, and we wish we had thought ahead to do this!
8. *Plan to have enough people on deck to call everyone back!* We did not anticipate the number of callers we would get, which meant we also didn’t know how many voicemails we would have (over 100!!)--and it took a while to call everyone back. We also ended up using an email script to follow up with a lot of voicemails since we weren’t able to reach everyone we called back. (See script section for this email script)
9. *Think about everything you want to track on the sheet.* We decided to track phone numbers & email addresses, but I do wish we had asked people HOW they heard about the contest.
10. *Think about post-contest communication.* We didn’t think about this at all! But after

announcing the winner on our social media, we decided we should email anyone who called in--just to thank them for participating and tell them that we are looking forward to the next one. It was a logistical challenge to make sure everyone was in our database and categorized correctly so we could email them directly--we so wish we had planned ahead for this part!

Email with instructions sent to our Agents

Hi Agents!

Here's the final plan for our Reverse Bold campaign! I'll put the main points here at the top of the email. If you're curious to understand *why* we are doing this in these specific ways, you can read the full explanation below.

Basics of the program:

10. Date/Time: February 9th, 11 am - 3 pm PDT. All agents should be available during this time to answer calls. When not answering calls, you should be working on other lead gen!
11. [Script for Answering Calls is attached HERE](#)
12. Callers get:
 1. 1 entry for calling
 2. 2 entries for following us on social media (2 per platform they follow)
 3. 5 entries for providing a referral (per referral)
13. AGENTS: You must track each call and referral on the google sheet provided by Bethany on Wednesday Morning. If you do not add a call or referral to the sheet, **they will not be counted.**

Monday-Tuesday:

- Post on social media & call/text 50 of your top clients to invite them to participate!
Script for call/text:
 - Hi [name], How are you doing?...I'm calling because Zia Group is doing a raffle/contest where we are going to be giving away a staycation at the El Encanto on the Riviera! I really wanted to make sure you didn't miss the opportunity. To enter, all you have to do is call me on Wednesday, February 9th between 11am-3pm. Looking forward to hearing from you then!

On Wednesday:

- Post on social media about the contest WITH YOUR PHONE NUMBER
- Answer calls & log them on the sheet!
- Get appointments and grow your database, maybe sell a house or two!

More details...if you want them

- On Wednesday, February 9th, from 11am - 3pm, all agents will need to be available to answer calls for people entering the contest. We are structuring it so that YOUR clients/database call you directly, via your BoomTown phone numbers unless you

specify otherwise. So, it is imperative that each agent is fully available during this time. If you are waiting between calls, you can use the time to do lead gen! Get your hot buyers/sellers organized! We will have a *muted* zoom call going so that we feel like we are all together in this--when you get a referral we'll come up with some sort of hand signal so everyone can silently cheer you on ;)

- When you receive a call, you will use the attached script: [ANSWERING A BOLD CONTEST CALL](#). When the call is over, you will log the name of the caller, their phone number, if they said they will follow us on social, & any referral details on a google sheet (to be provided by next Wednesday along with a video explanation on how the sheet will work and how entries will be tallied).
- As a side note, on all Zia Group brand content we post about this, we will be directing people to the mainline and staff members will field those calls. If we talk to one of your clients or someone in your database, we will let you know afterwards and any referrals they provide will be connected back to you.
- Also, FYI: callers can get entries for calling (1), following Zia Group on social media (2), and giving a referral (5). Each follow & referral will count for additional entries. We are intentionally NOT providing this information to people ahead of time, but it is included in the script. That is intentional because we want to encourage people to call us and not just follow because it's easier but gets them more points.
- We will bulk import all referrals to your DB FOR you. No need to add anyone to BT yourself.

Social Media Messaging: Please do not post any details other than these to your social media--but please please please post these details!! *We recommend that you don't include the phone number people should call in any of your posts or messages until the DAY of.*

- Prize: Weekend at the El Encanto hotel on the Riviera!* (\$1500 gift card to the hotel to be used however the winner would like)
- How to enter: Call us on Wednesday, February 9th between 11am - 3pm. That's it!
- Winner will be announced on Monday, February 14th on Zia Group Instagram & Facebook
- Must be 18 or older to enter. No real estate agents.
- I've attached today's post graphics to this email if you'd like to post them.

Email to Database Messaging:

- We are developing an email that we will send to your database on your behalf on Tuesday to hype up your DB. It will include the information above and will be "from you"
- Additionally, we are developing an email to send to your database on Thursday right before 11 which will include YOUR cell phone number. Again, you don't need to lift a finger. We'll take care of sending this for you.

Calls to your TOP 50 Clients!!! This is a big one! Please call 50 of your top clients BEFORE Wednesday and invite them to enter the contest. You can include the following information when you call them or this script: [CALLING ABOUT BOLD CONTEST](#)

- Prize: A Weekend at the El Encanto hotel on the Riviera! (\$1500 gift card to the hotel to be used however the winner would like)
- How to enter: Call us on Wednesday, February 9th between 11am - 3pm.
- Winner will be announced on Monday, February 14th on Zia Group Instagram & Facebook
- Must be 18 or older to enter--hopefully you don't need to mention this on your calls OUT haha.