

30-Day Drip Campaign Template



DR. LUCAS ROOT, PH.D.
from "Real Estate Evolved"

INTRODUCTION TO THE DRIP CAMPAIGN

Consistent, thoughtful communication over the course of 30 days can make all the difference in converting leads to clients. According to Bank of America's findings on multi-touch marketing, leads respond best when they receive multiple, value-driven touchpoints over time. Below is an example 30-day sequence you can copy, paste, and adapt to your own style.

1. Week-by-Week Breakdown

Week 1

Days 1, 3, 5

1. Day 1 (Intro Email)

- **Subject Line:** "Welcome, [First Name]! Let's Begin Your Real Estate Journey"
- **Message (Sample)**

Hi *[First Name]*,

I'm thrilled you're interested in exploring real estate opportunities in *[Local Area]*. Whether you're looking to buy, sell, or simply get acquainted with the market, I'm here to help.

Let's kick off by getting to know your goals. Are you hoping to move in six months or exploring options for the future?

Cheers,

[Your Name]

2. Day 3 (Quick Text Message)

- **Message (Sample):**

Hi [First Name], it's [Your Name]. Just wanted to say hello and see if you have any initial questions about [Area] real estate. Let me know how I can help!

3. Day 5 (Follow-Up Email)

- **Subject Line:** "Still Thinking About Your Next Home?"
- **Message (Sample):**

Hi [First Name],

Hope your week is going well. I just wanted to follow up and share a few quick tips on house-hunting in [Area], including how to navigate new listings or schedule showings efficiently.

Let me know if you'd like to see any current listings or chat more in-depth about your plans.

Warm regards,
[Your Name]

Week 2

Days 8, 9, 10

1. Day 8 (Value-Add Email)

- **Subject Line:** "Local Market Stats You Don't Want to Miss"
- **Message (Sample)**

Hi [First Name],

Curious about the current market in [Area]? I've compiled the latest local market stats in a quick tip sheet. Learn about average home prices, time on market, and more. I'd love to hear if any of these stats surprise you or spark new questions.

Best,
[Your Name]

2. Day 10 (Personal Check-In)

- **Message (Sample):**

Hi [First Name], just checking in. Any thoughts about the tip sheet I sent? Looking forward to hearing your insights!

3. Day 12 (Call-to-Action Email)

- **Subject Line:** "Ready to Dive Deeper?"
- **Message (Sample):**

Hi [First Name],

Are you ready to explore your options more seriously? Let's jump on a quick call to discuss your timeline and key requirements. [Insert a scheduling link or your available times] Looking forward to connecting!

Kindly,
[Your Name]

Week 3

Days 15, 17, 19

1. Day 15 (Testimonial Email)

- **Subject Line:** "Success Story: [Client Name or Situation]"
- **Message (Sample)**

Hi [First Name],

I wanted to share a quick story of a recent client who [bought/sold] a home in [Local Area]. They were able to [overcome a challenge / find the perfect property]. If you're looking for a similar outcome, let me know—I'd love to help!

Best,
[Your Name]

2. Day 17 (Property Alert)

- **Subject Line:** "Just In: New Listings in [Local Area]"
- **Message (Sample):**

Hi [First Name],

A few new properties just came on the market. Here are the details:

- [Property 1 link]
- [Property 2 link]

Let me know if anything catches your eye, and I can schedule a showing at your convenience.

Cheers,

[Your Name]

3. Day 19 (Q&A Opportunity)

- **Message (Sample):**

Hi [First Name],

Have any burning questions about the buying or selling process? I'd love to clear up any confusion or concerns. Reply here or text me, and let's tackle your questions together.

Talk soon,

[Your Name]

Week 4

Days 22, 25, 28

1. Day 22 (Free Resource/Consultation Offer)

- **Subject Line:** "Get My Free [Resource Name] to Streamline Your Search!"
- **Message (Sample)**

Hi [First Name],

I've put together a [checklist/guide/resource] to make your real estate journey smoother. If you'd like a copy, let me know and I'll send it right over—completely free.

Warmly,

[Your Name]

2. Day 25 (Highlight an Event)

- **Subject Line:** "Upcoming [Local Event/Open House]—Want to Come?"
- **Message (Sample):**

Hey [First Name],

I'll be at an upcoming [event/open house] this weekend in [Local Area]. Would you like to check it out? It's a great way to get a feel for the community. Let me know if you want the details!

Best,

[Your Name]

3. Day 28 (Final Wrap-Up or Next Step)

- **Subject Line:** "What's Next for You in [Month/Year]?"
- **Message (Sample):**

Hi [First Name],

As we wrap up this 30-day series, I hope the information has been helpful. If you're ready to move forward—whether buying, selling, or exploring further—let's connect. Whenever you're ready, I'm here to guide you.

Take care,

[Your Name]

3. Sample Copy Snippets

Short Subject Lines:

- “Quick Check-In, [First Name]”
- “A New Listing You’ll Love”
- “Wondering About [Local Area]? Let’s Chat!”

Suggested Sign-Offs:

- “Warmly,”
- “Chat soon,”
- “Cheers,”

Personalization Tags:

- “[First Name]”
- “[City or Neighborhood]”
- “[Your Brokerage/Team Name]”

4. Customization Tips

- **Personalize by Niche:** If you focus on luxury properties or first-time buyers, tailor your content to their interests or concerns.
- **Match Your Brand Voice:** Review your brand voice guidelines from Chapter 1; integrate key phrases, tone, or signature sign-offs that resonate with your unique style.
- **Adapt Frequency:** While the schedule provided works well, don’t hesitate to shift days or combine touchpoints if your audience prefers fewer or more frequent messages.

5. Wrap-Up

Track open rates, click-through rates, and response rates. If certain emails are underperforming, adjust the subject lines, update the content, or modify the timing. With consistent tweaks and ongoing communication, you'll strengthen your connection with leads and empower them to take the next step in their real estate journey.

Use this cheat sheet daily for quick, copy-paste-ready ideas. Remember: Personalized email outreach is a powerful extension of your brand—keep it genuine, relevant, and cohesive.

ABOUT LUCAS



DR. LUCAS ROOT, PH.D.

Lucas is a renowned technologist, community builder, and advocate for ethical AI integration. With a robust background in physics, mechanical engineering, and mathematics, he blends technical expertise with a deep understanding of human systems. As the CEO of SGIC Consulting, Lucas has guided countless businesses toward innovation, empowering leaders to leverage technology for meaningful transformation. As host of the Elements of Community podcast, Lucas explores the art and science of building thriving communities, while his groundbreaking work in AI and sustainable business practices has earned him recognition as a thought leader in ethical AI integration and leadership development.