

10 Ways REALTORS®

Can Generate More

Local Leads



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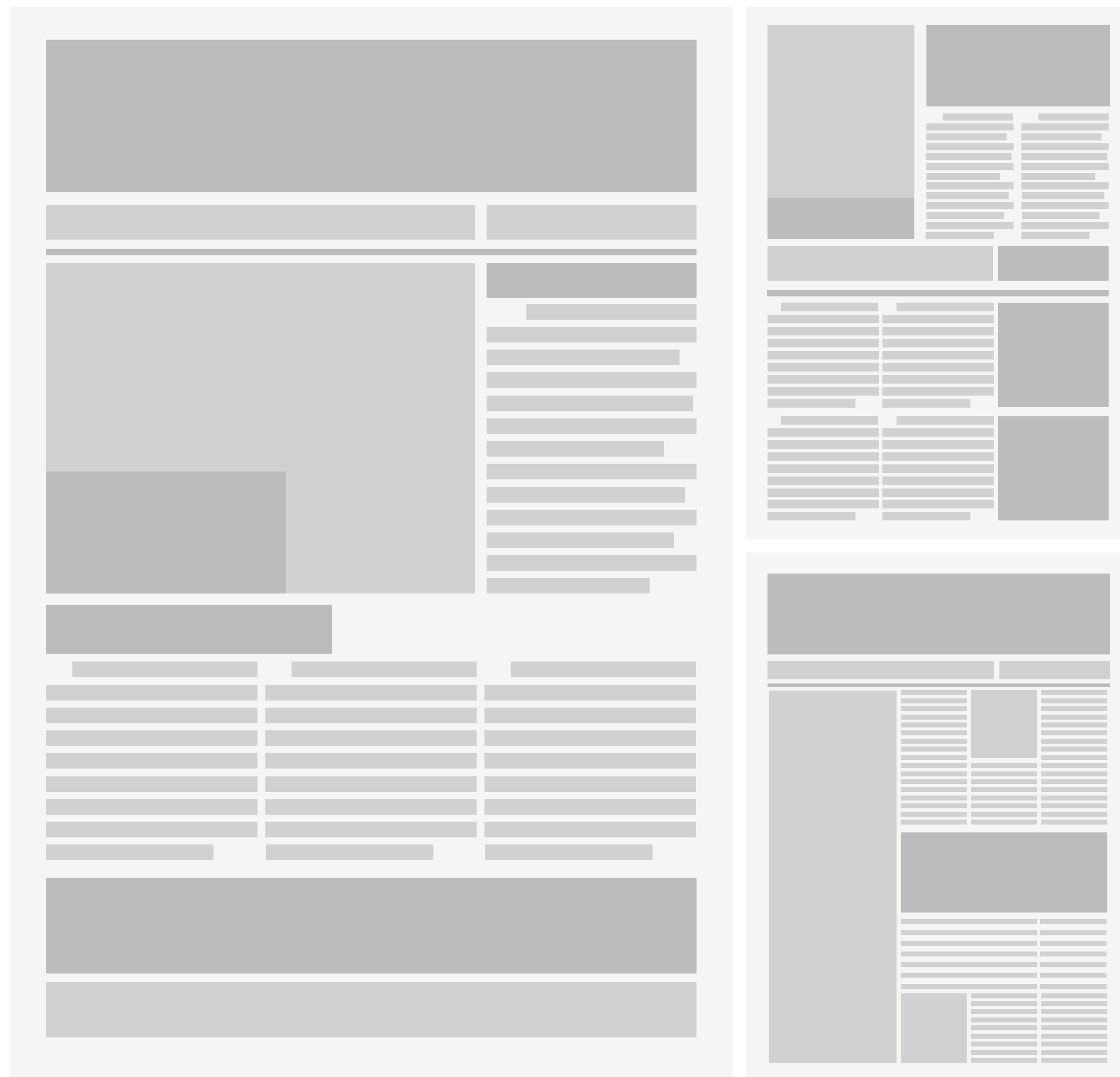
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# Write Articles About Your Community



People are constantly searching for things in your community. When you write articles about your community in on your website, it will rank higher in search engines for various long tail keywords. More people visiting your site organically will generate more leads if you have a compelling CTA (Call To Action) button.



- ✓ Write about events taking place in your farming area
- ✓ Write about popular restaurants in your area
- ✓ Blog about recent news and attractions in your community
- ✓ Share general real estate news in your particular area. This does not mean recently sold homes (be creative here)
- ✓ Share general real estate news in your particular area. This does not mean recently sold homes (be creative here)
- ✓ When writing articles use long tail keywords. For example: you can write an article about favorite late night eats in your area. Here you are targeting “late night eats in (neighborhood)” as your keyword to rank in search results.



## Promote Your Open Houses Using Google Adwords

So you have an open house and your signs are all over the streets..... However.... If you are looking to get more buzz for your open house the answer is....

## Google Adwords

- 1** Create a campaign targeting the postal code of your open house.
- 2** Run display campaigns about your open house with date & time.
- 3** Potentials neighbors from the postal code will visit your open house who may have missed your signs on the streets.



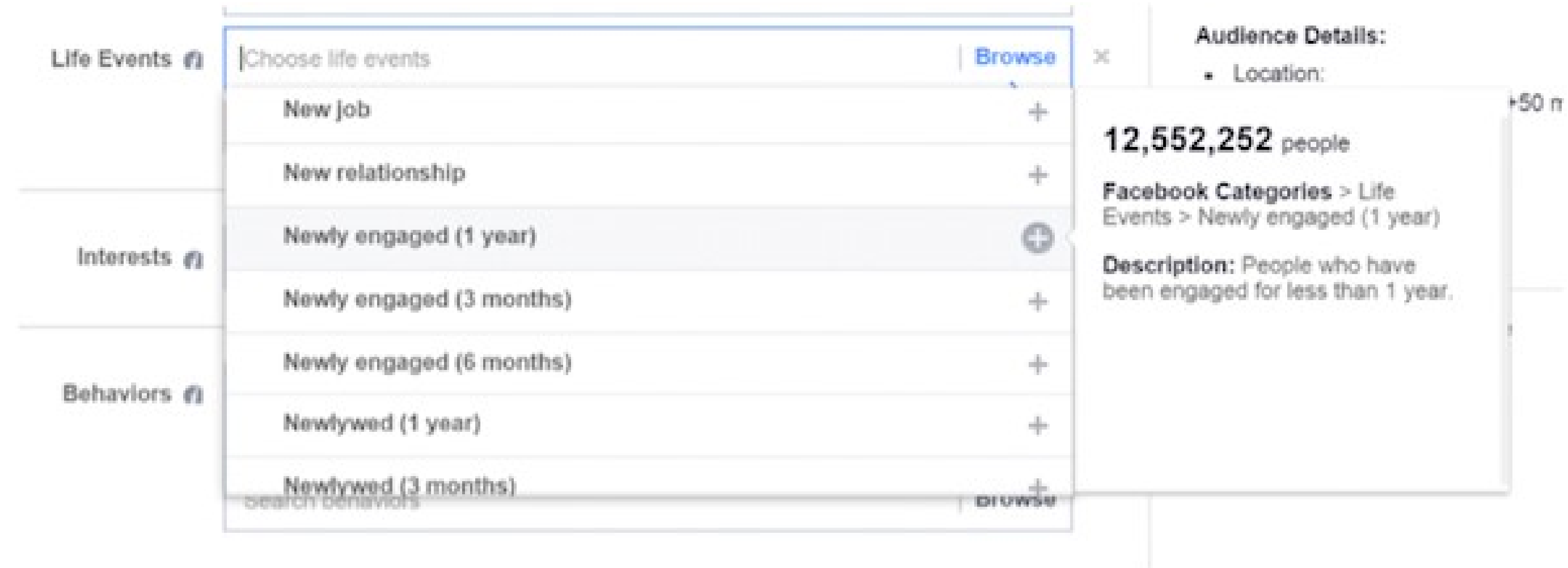
Run Facebook Ads  
Targeting Newlyweds And  
Newly Engaged For Buyer Leads



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One of the most effective ways to generate high quality buyer leads is to target Facebook Ads towards newlyweds and newlyengaged using the Life Events targeting type for your real estate campaigns. Direct them to a compelling landing page and see the inflow of high quality buyer leads come in....

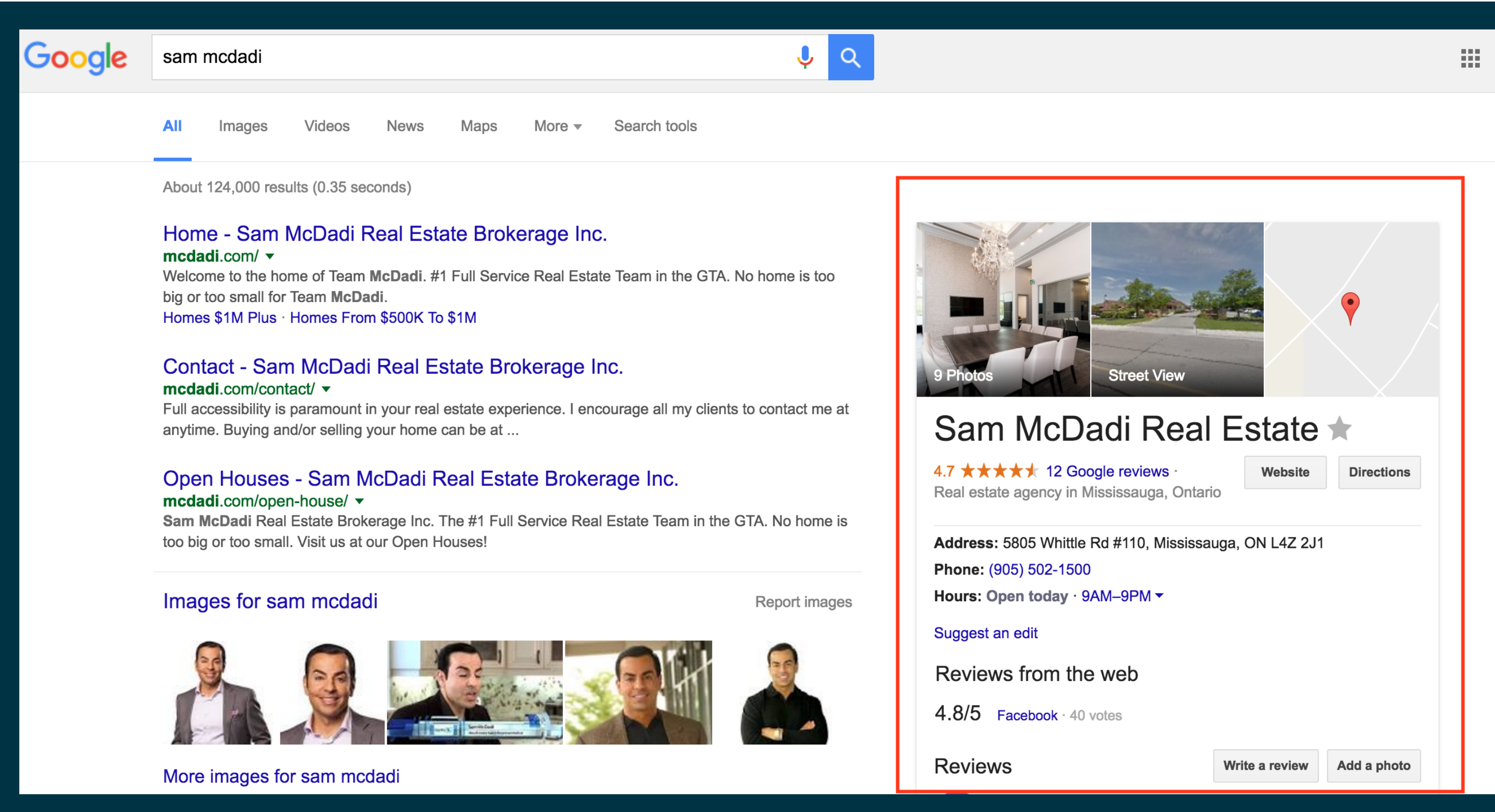


**Don't share this trick with other REALTORS® unless you are ready to give away your buyer leads**



## Verify And Optimize Your Google My Business Profile





Go to [google.com/business](https://google.com/business) and verify your real estate business. You need to fill out all the information. Try to be as detailed as possible. Add some pictures and make sure you select real estate under the category section. Verifying your Google My Business profile takes about 2 weeks and they send you a final postcard with a PIN for address verification. Once everything is verified you will start seeing your business appear on Google when someone searches for Real Estate in your area.

## Advantages

- ✓ People Can Call Your Business Directly From A Google Search
- ✓ Clients Can Leave A Review On Your My Business Profile
- ✓ Verified My Business Profile Helps With Local SEO





## Run Facebook Retargeting Ads Segmenting Audiences



# Facebook Custom Audience Retargeting

- ✓ Inside Your Facebook Ads business manager click on the business manager icon on the top left and select audiences.
- ✓ Create a custom audience for people landing on your home evaluation page.
- ✓ Create another audience for potential home buyers looking at MLS listings on your website. You can give both these audiences any name you want.
- ✓ Install the Facebook Pixel Code for the respective audiences on your website. If you did everything correctly so far...anyone visiting your website will be tagged and added into the custom audiences.
- ✓ You can run a brand new Facebook campaign targeting these visitors and the cost per click for a remarketing campaign is generally lower compared to traditional CPC campaign.
- ✓ Facebook audience retargeting works amazingly not only for converting abandoning visitors into new leads but also for branding purposes since your ad will appear on the newsfeed of potential clients.



Share Just Sold & Just Listed On Social Media Even If It's Not Your Listing.

# Social Media Tips

- ✓ Post your listings on Facebook, Twitter, Google+ and other social media channels.
- ✓ For most REALTORS® chances are you will not have a steady stream of listings and just solds for your farming area. In this case, ask other agents in your office or team whether you can promote their listings on your social media account. Almost everyone will agree to it and just like that you have more content to promote to your followers.
- ✓ Use local hashtags when sharing a new listing or just sold post. Local hashtags may include the neighborhood name, real estate keywords, brokerage name etc. in order to generate even more organic reach on social media.



## Optimize Your On-Page SEO

**Add Keywords  
To Listing URL's**

**Make sure all  
images have  
alt tags.**

**Write Articles  
On Other Local Sites  
For Backlinks**

**Ensure Your Website  
Is Mobile Friendly**

**“ It's easier to beat Zillow and Trulia  
than you think ”**

**Use Meta Keywords  
& Description Tags  
For Other Search Engines**

**Update Your  
Website Blog  
Consistently**

**Use Schema  
Structured Data  
On All Pages For  
Better Rankings**

**Minify CSS &  
Javascript To  
Improve Website  
Speed For Better  
SEO**



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## Improve Your Landing Pages



Use a landing page software to create & deploy high converting landing pages.

Align Your Ads & Landing Pages In Teams Of What The Ad Says And What The Landing Page Conveys

Always A/B test your landing page with new colors, images and headings.

Define your target audience first even before creating a landing page for home sellers & buyers.

Use A Call To Action (CTA) that literally asks the lead to take an action.

Example: Instead of sign up or learn more use terms like "Find my home value"

Add conversion tracking to your thank you pages to better track conversions



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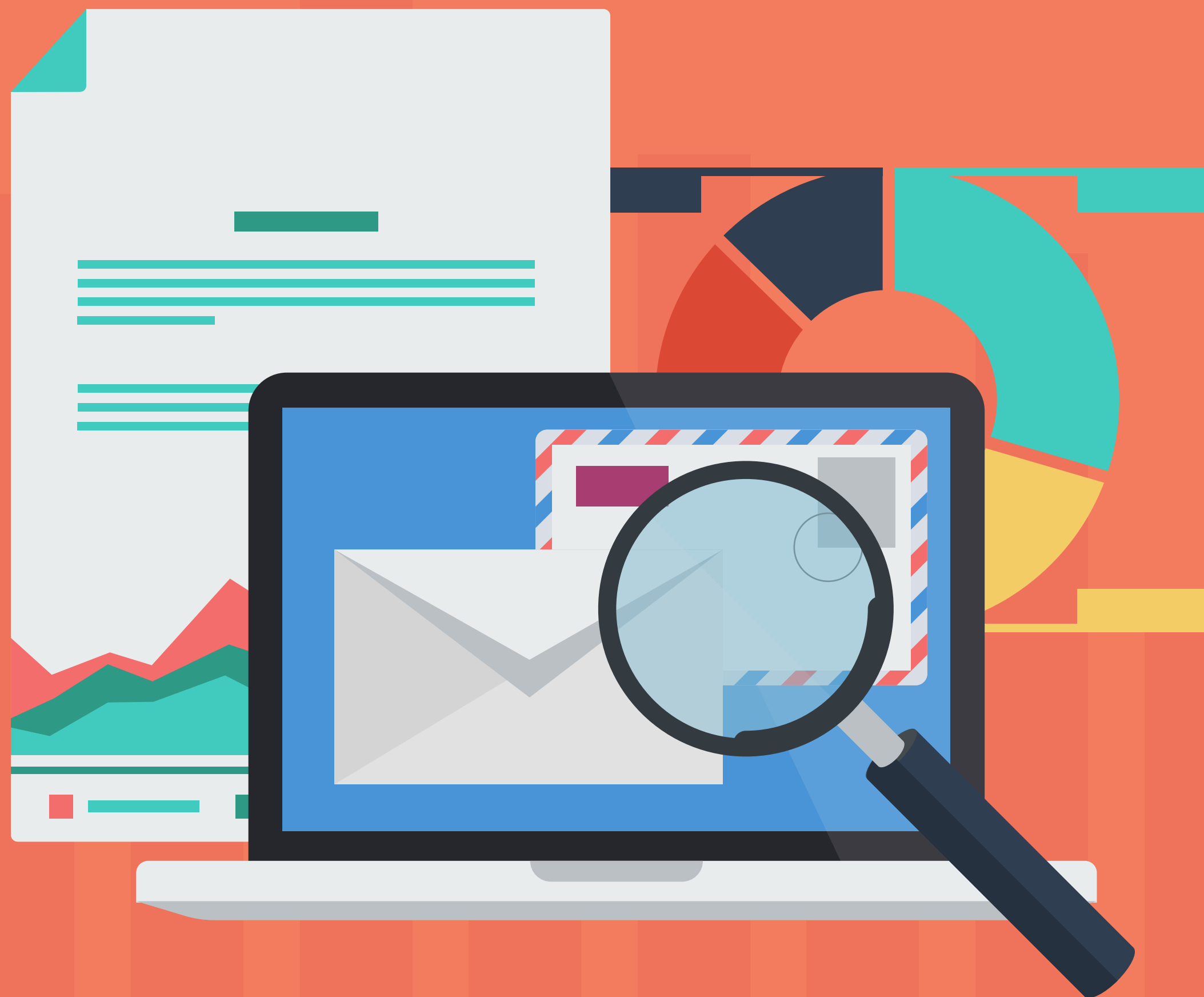
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# Build A List Of Emails With Opt-in Forms



# Email Marketing



- ✓ Create a well designed opt-in form for users to subscribe to your website content or newsletter. Use Sumo Me or Optin Monster to easily create opt-ins for your website.
- ✓ Send personalized emails using Merge Tags. Most email marketing softwares allow you to use merge tags that substitutes the name and other information with each contact details. This increases user readability.
- ✓ Offer valuable real estate related content as well as share useful information about your area.
- ✓ Build an email marketing sales funnel for buyers and another email marketing funnel for sellers.
- ✓ The opt-in form in your website should provide some sort of a value to the user for them to share their information in exchange for something that they want.



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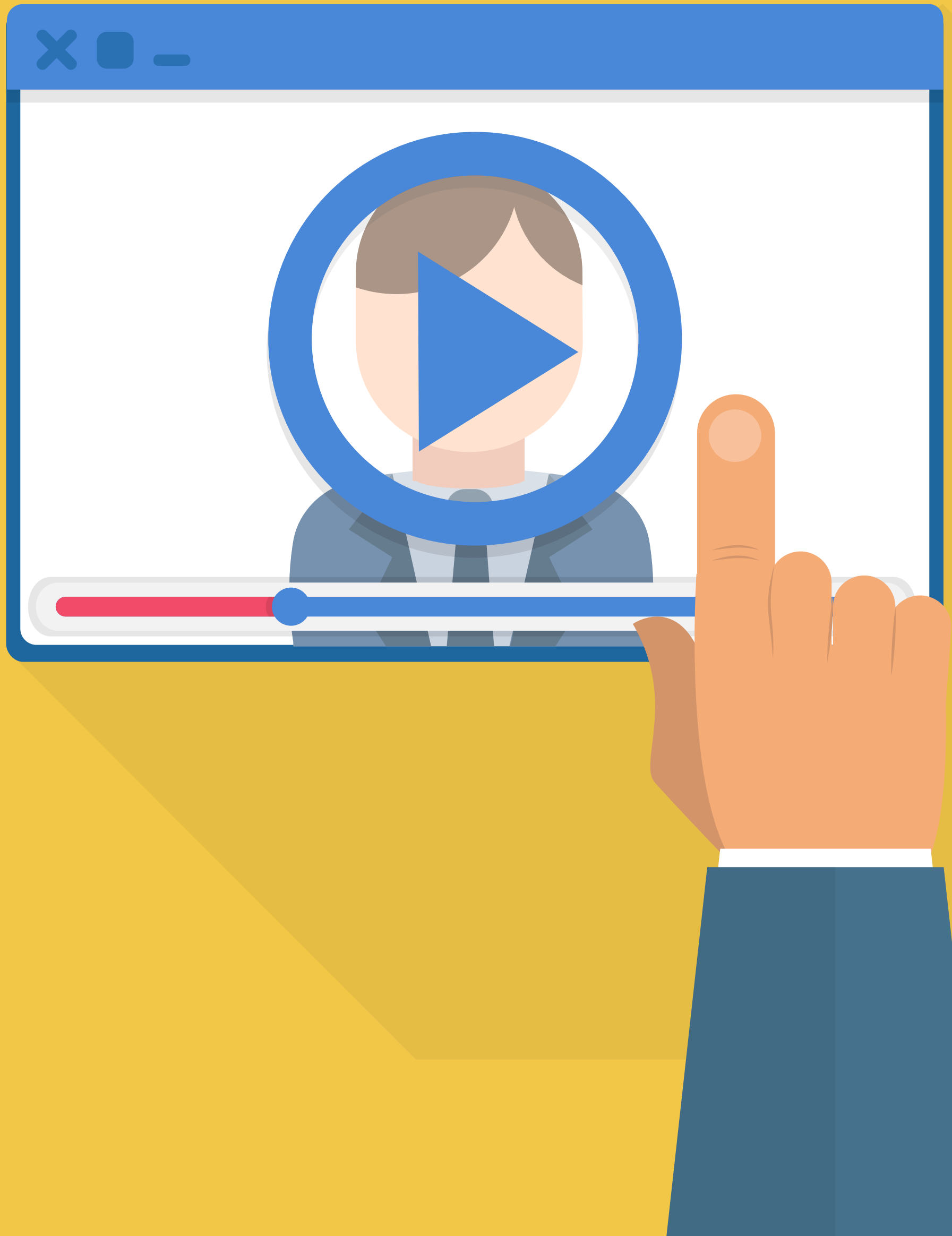
Host Free Webinars For Home Buyers  
And Home Sellers



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# WEBINARS



- ✔ One of the most effective ways for generating new leads and customers is to host a webinar offering valuable insights about the real estate marketing for local buyers and sellers.
- ✔ Hosting a webinar is very easy these days and requires very little technical knowlege.
- ✔ The webinar should be free for all attendees and you should offer them an incentive to stay till the end. For example, a home buyer ROI excel sheet template.
- ✔ If you want your webinars to be most effective then run a Facebook Ads campaign a few days before the start of your webinar in order to confirm a of potential attendees for your session.
- ✔ Redirect your visitors after the webinar to an opt-in form where they can fill up their information or provide additional details for their incentive that you promised at the start of the webinar.



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**If you implement these ten tactics you will definitely generate more high quality leads and referrals online. At Parkbench, we have developed a system that can transform you in the Local Leader® for your neighborhood.**

**Visit: [realtor.parkbench.com/localleader](https://realtor.parkbench.com/localleader)  
Built by REALTORS® for REALTORS®**