



Real Estate Ads

PLAYBOOK

CURAYTOR



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Strategy

A comprehensive real estate advertising strategy can elevate your business to new levels. But where to begin?

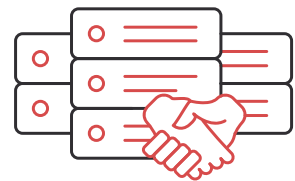
Our approach to ads for our clients starts by focusing on what our clients already have: listings, engaging content and quality reviews. After that, it's a matter of recognizing the strengths of each advertising platform and leveraging them to achieve specific goals.



GROW YOUR AUDIENCE



BUILD YOUR INFLUENCE



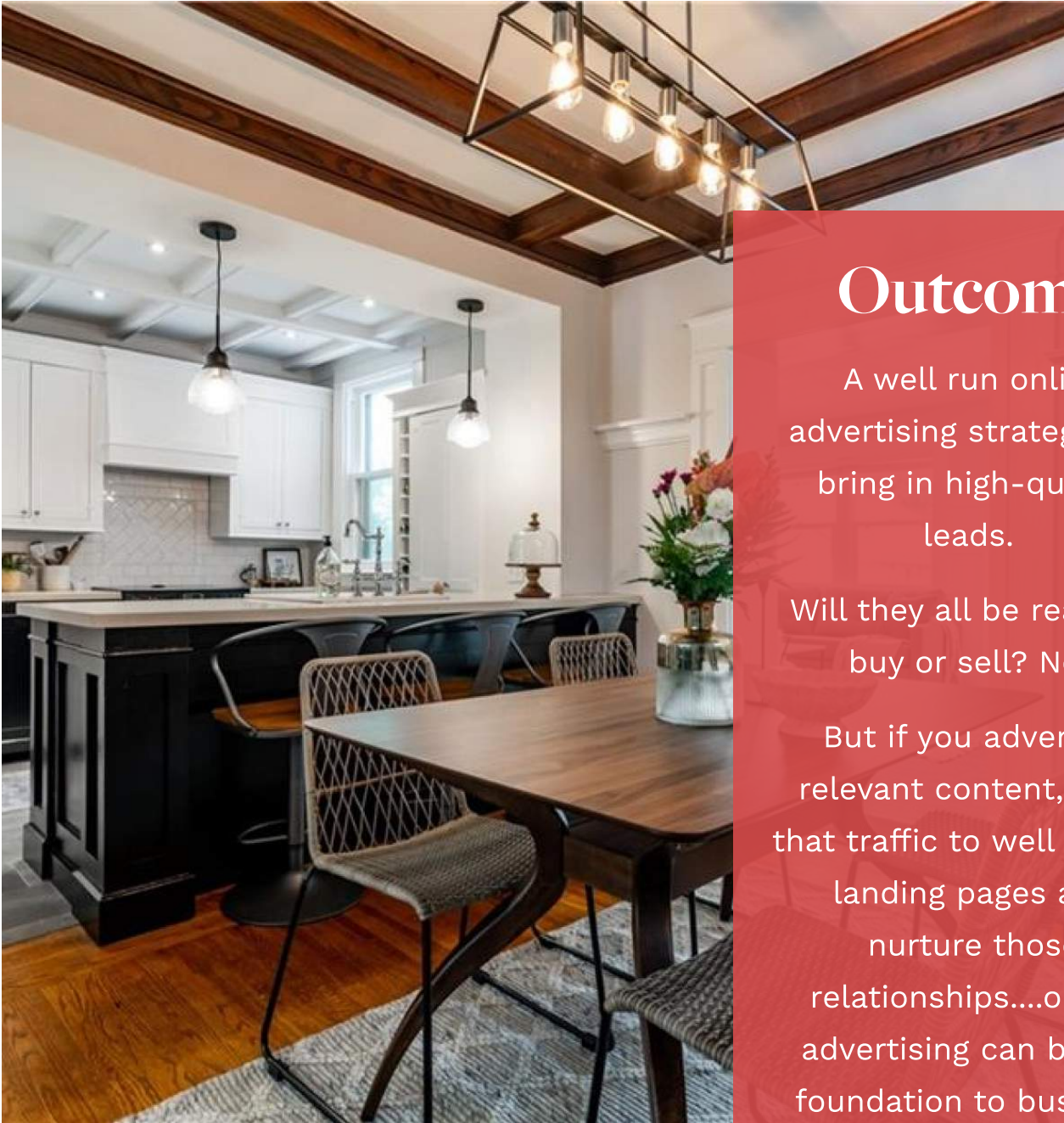
GENERATE SALES



Benefits

A comprehensive advertising strategy will do the following:

1. Drive traffic to your listings and relevant content.
2. Build your database with prospective buyers and sellers in your market.
3. Convert high-intent leads to clients.



Outcome

A well run online advertising strategy can bring in high-quality leads.

Will they all be ready to buy or sell? No.

But if you advertise relevant content, send that traffic to well crafted landing pages and nurture those relationships....online advertising can be the foundation to business growth.

Advertising Mindset

Setting Expectations

It's important to set the correct expectations before investing a single dollar in online advertising.

It's a numbers game. It's a long-term investment. It's a lot of work.

You will need a high volume of leads. You will need to effectively work those leads in order to see any return.

The chance that your ad gets in front of someone at the exact moment they are ready to buy or sell is very low - so consistency is key.

But it's not all doom and gloom.

Getting in front of as many people as possible, as often as possible, will get you the most "at bats" to find the person that's ready.

ONLINE LEAD CONVERSION RATE

1-3%

Out of every 100 leads, you might get the chance to meet with only 1 person

What are your goals?

Clearly outline your goals for your campaigns. Even with the right expectations, most agents need an early ROI (appointments) or they will pull the plug. Start smart and stay the course.

Listings are your best marketing asset. Use them.

Triple Threat

Successfully promoting a listing can be a triple threat:

- Keeping your client happy = referral and repeat business
- Impressing other potential sellers in the area = generating more listings
- Finding people active in the market = increasing your buyer leads

Connie & Dan - Real Estate
January 5

👉 If you're looking for a luxurious, quiet home in the heart of Marietta, stop scrolling. This fabulously lavish home stuns at every turn — a two-story foyer, full backyard kitchen with wood burning stove, the elegant great room to relax in with a good book and a cup of tea...but of course, that's not all.

- 💎 5 bedrooms, 8 bathrooms, and a total 7,090 square feet
- 💎 Gourmet kitchen with professional Subzero and Wolf appliances and custom cabinets
- 💎 In-ground, heated and lighted Pebbletec pool with jacuzzi and waterfall
- 💎 Two stories of gorgeous cherry hardwood flooring
- 💎 Terrace level with open floor plan — play billiards, watch movies in the theater room or hang out in the entertainment area

With so many amenities in such a great location, you won't want to miss this stunning home. Click here to see full details including price, location, and 90 beautiful photos! 📸
<https://bit.ly/32UADKp>



CARLSON ANSLEY
residential REAL ESTATE

MARKETING PERFORMANCE REPORT

4105 Cougar Point NE

4105 Cougar Point NE is a one-of-a-kind property that deserves a remarkable marketing plan.

Our plan included an omni-channel digital marketing plan focused on driving traffic from Facebook, Instagram, Web Retargeting, and Email Marketing. Our goal is to drive awareness, generate excitement and create conversations with future potential buyers of your home.

Here are the early results from the launch:

18,422

IMPRESSIONS
OF TIMES PEOPLE SAW YOUR MARKETING

11,010

PEOPLE REACHED
OF PEOPLE WHO SAW YOUR MARKETING

611

ENGAGEMENT
OF CLICKS ON THE ADS & PROPERTY PAGE VIEWS



Bonus Tip

Facebook ads convert better than Instagram ads when using a registration form.

Pay Per Click

Demand fulfillment vs demand generation

A PPC click comes after someone has taken the initiative to open up Google and do a real estate related search. They may or may not be ready to transact today, but they're definitely showing signs that they're somewhere in the buyer/seller journey.

TRAFFIC WITHOUT A GOAL IS A WASTE

You have two options to get the most ROI:

Embed really compelling CTAs in the content to keep them around and convert

OR

Leverage a robust remarketing strategy to capitalize on traffic down the road

Joe Taylor Group at Love Local Real Estate - Joe Herrera/Taylor Prince is in Las Vegas, Nevada.
Published by Stefanie Tracey-Calash · June 23 ·

Today's Vegas housing market shares 4 key indicators with the 2008 financial crisis. Does that mean we're headed for a massive real estate collapse? 😱

The experts at The Joe Taylor Group have weighed in...

JOETAYLORGROUP.COM
Is the Las Vegas Real Estate Market Crashing? [Learn more](#)

👍👎 55 74 Comments 13 Shares

Performance for your post		
56002 People reached		
173 Likes, comments & shares		
9874 Post clicks		
0	4432	5442
Photo views	Link clicks	Other clicks
View more details		
Negative feedback		
4	1	
Hide all posts	Hide post	
0	0	
Report as spam	Unlike Page	
173 Likes, comments & shares		
Branded content distribution		
View breakdown		
56002	39961	19447
Total reach	Organic reach	Paid reach
92164	41313	50851
Total impressions	Organic impressions	Paid impressions

Joe Taylor Group at Love Local Real Estate - Joe Herrera/Taylor Prince is in Las Vegas, Nevada.
Published by Sheryll Donerson · July 1 ·

Looking for something fun to do this 4th of July weekend in Las Vegas?

We've got you covered! Read our latest blog post for tons of local fun, day parties on the Strip, and where you can catch the best fireworks in the city 🎆

JOETAYLORGROUP.COM
Things to Do on the 4th of July in Las Vegas [Learn more](#)

👍👎 111 12 Comments 47 Shares

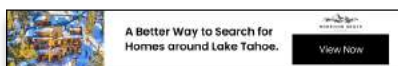
👍 Comment Share

Performance for your post		
48189 People reached		
213 Likes, comments & shares		
5390 Post clicks		
0	3140	2250
Photo views	Link clicks	Other clicks
View more details		
Negative feedback		
0	1	
Hide all posts	Hide post	
0	0	
Report as spam	Unlike Page	
213 Likes, comments & shares		
Branded content distribution		
View breakdown		
48189	20789	28094
Total reach	Organic reach	Paid reach
59898	21157	38741
Total impressions	Organic impressions	Paid impressions

What to Run
Lean into high quality, compelling content with related landing pages.

Google Display Ads

You can get very cheap clicks on Google Display, for less than \$0.25, which can generate a lot of traffic for your site.



Want to take a deeper dive into the world of real estate advertising and Google?

[Read The Guide](#)

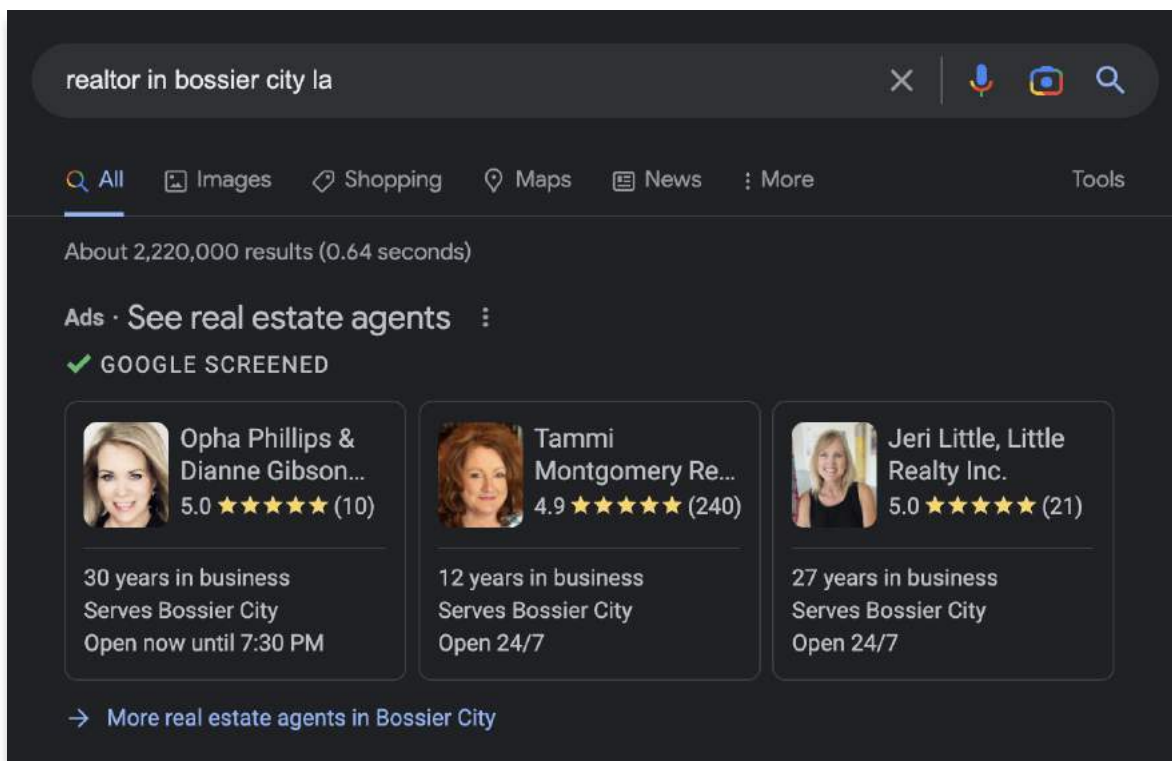
Google Local Service Ads

Connect with high-intent leads at critical moments.

Google LSAs

These ads will produce actual “come list me” or “be my agent” calls.

Volume is low and unreliable but worth it for the few GOLD leads that come through.



Bonus Tip

You only pay when Google send you a lead - **so there is no cost unless your phone rings.**

Landing Pages

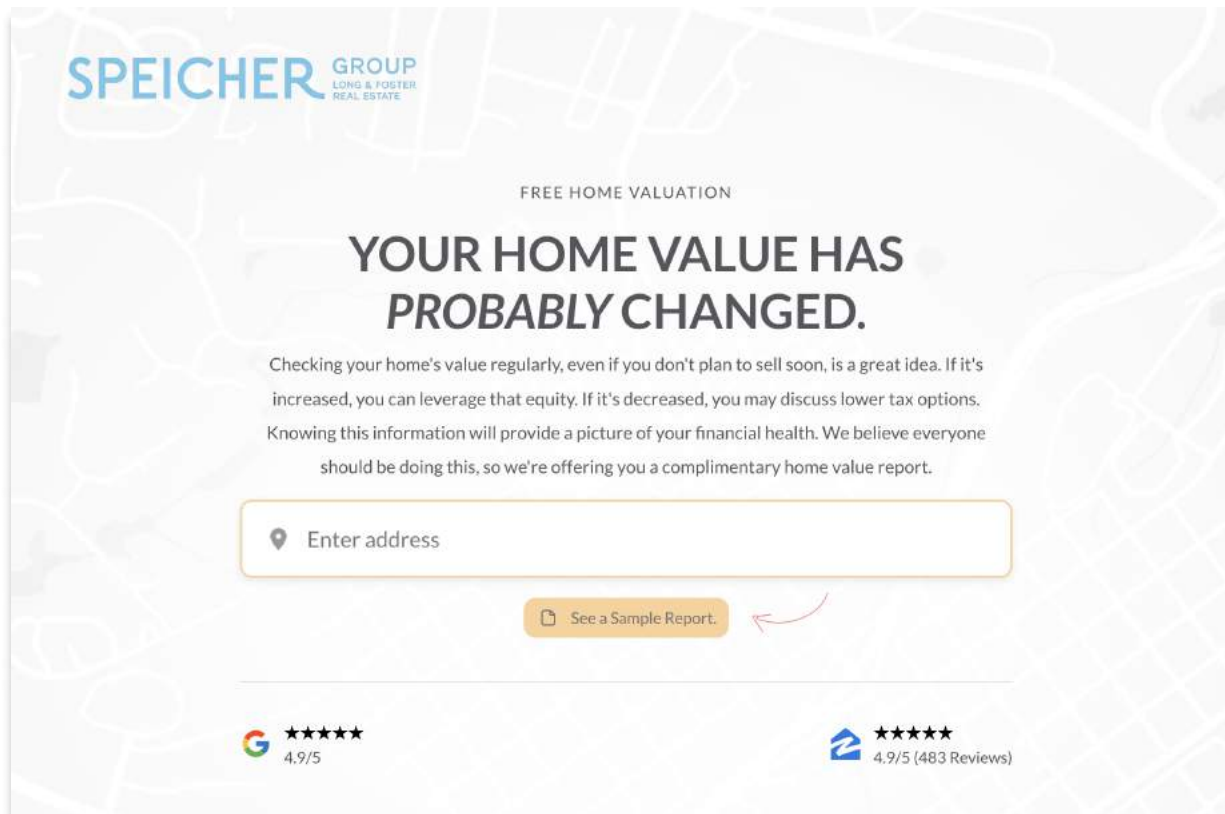
Key to conversion

What is a landing page?

A landing page is a standalone web page, created specifically for a marketing or advertising campaign. Landing pages are different from other web pages in that they don't live in the evergreen navigation of a website.

What is the purpose of a landing page?

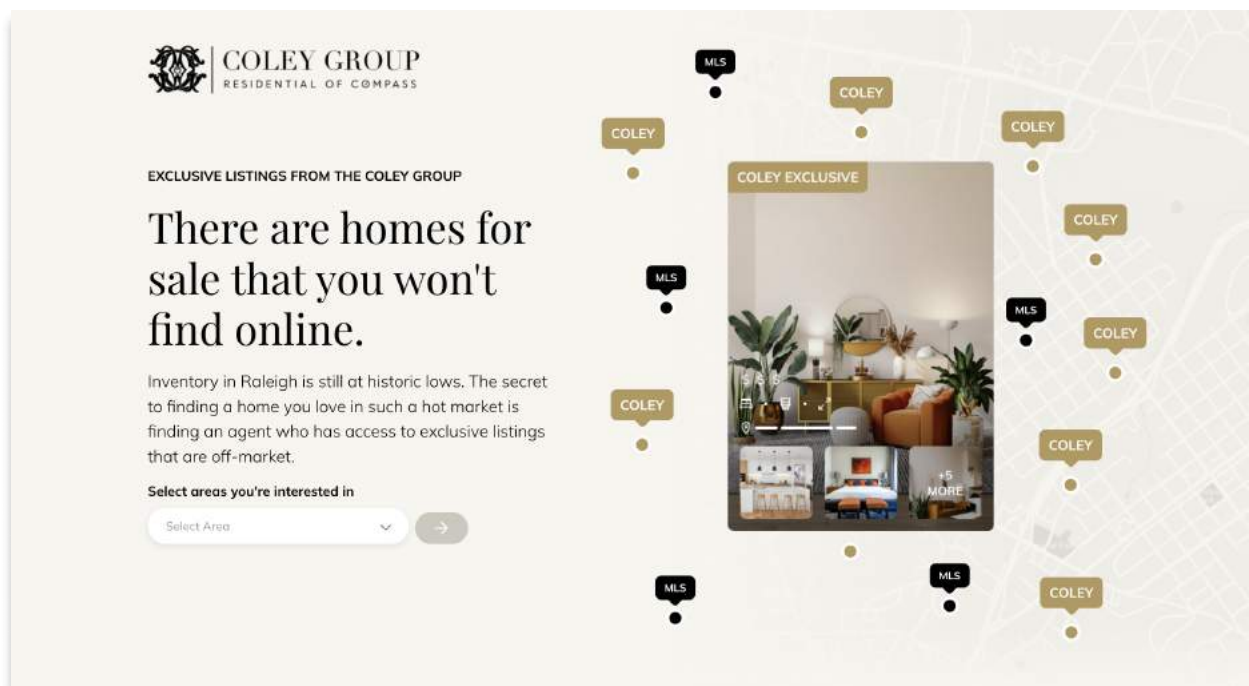
The purpose of a landing page is to convert visitors into leads. The objective is to capture contact information in exchange for something of value.



Build a Better Landing Page

Headline 70% of visitors to your landing page will bounce. It's critical that your headline and subheadline are benefit driven.

Imagery The image or video that accompanies the headline in the hero should convey what life could be like on the other side of your offer.



LET'S WORK TOGETHER

Want help finding an off-market property?


Our inventory of off-market properties get snatched up quickly - so if you've had your eyes on buying, the time to act is now.

Call to Action The CTA is arguably the most important element on a landing page. It leads to the desired outcome: conversions.


Benefits The section just below the fold should articulate the benefits the visitor will receive as a result of engaging with you.

FREE REPORT


WHAT YOU'LL GET IN YOUR (FREE) HOME VALUE REPORT



A Data-Driven Estimate
We use real data to estimate what your home's selling price would be in the current market.



Comparable Properties
All the details on other properties like yours in the area that an appraiser might use during your home's evaluation.



Hyper-Local Information
Exclusive insight into real estate market trends specific to your community - something you can't find anywhere else.

OUR REVIEWS

THOUSANDS OF BUYERS AND SELLERS HAVE CONQUERED THEIR IMPOSSIBLE

[See More](#)

With the help of The Speicher Group, just thumb through these whenever you need a confidence boost. If it's possible for them, it's possible for you.

★★★★★

Kathleen is by far the best Realtor we have ever had! As a native of the area, she is very knowledgeable of the market and real estate laws. She accommodated her schedule to ours, responded to our questions within just a few minutes and ensured we had all the information we needed to help us make the best choice. She explained, in detail, each step of the home buying process; ensured we received the best negotiated deal; worked with the lender and title company to keep the process on time. Overall, she worked hard on our behalf. Kathleen has a positive, friendly attitude that makes you feel confident that she has your best interest. No matter what your home buying experience is, Kathleen should be your agent!

Julie Ritchie
Zillow

★★★★★

Amy offers a unique experience to what can be a very daunting process of selling your home. You can tell she genuinely loves meeting people, getting to know them on a personal level, understanding what is important to them, and ultimately representing them in an ethical way is what sets her apart. She makes you feel like you are her only customer and goes the extra mile to ensure everything goes smoothly. She's an incredible resource and someone who advocates masterfully in your best interest.

Dave Arendes
Zillow

Social Proof This is one of the most effective ways to increase the desire for a product. Client testimonials tap into the basic human instinct to follow the actions of others.