

Real Estate PPC Made Simple: A Curaytor Guide



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Table of Contents

1. Introduction	2
2. Before You Start: Setting Expectations	3
Section 1: Understanding Pay-Per-Click Advertising	4
1. Why PPC is more important than ever for real estate agents	4
2. Who PPC is for	5
3. What PPC can help you do	6
Section 2: Types of PPC Campaigns	7
1. Listing Promotions	8
2. Google Search Ads (High-Intent Buyer or Seller Campaigns)	9
3. Google Display Ads (Awareness + Retargeting)	10
4. YouTube Ads (Brand Awareness + Education)	11
5. Google Local Services Ads (Seller & High-Intent Buyer Leads)	12
6. Meta (Facebook & Instagram) Retargeting Campaigns	13
Section 3: Let's Build a Google Search Campaign	14
1. Define Your Goals	15
2. Choose Your Target Area and Budget	15
3. Research and Select Keywords	16
4. Write Compelling Ad Copy	17
5. Create a Dedicated Landing Page	18
6. Set Up Conversion Tracking	18
7. Launch, Monitor, and Refine	19
8. Putting It All Together	19
Section 4: How Curaytor Can Help You Grow With PPC	20
1. What We Do Differently	21
2. Why It Works	22

Introduction

At Curaytor, we've helped hundreds of real estate teams generate thousands of deals (representing millions of dollars in closed volume) through pay per click (PPC) advertising.

Google Ads offers something no other platform can: the ability to show up at the exact moment someone is looking to buy or sell a home. Instead of interrupting a scroll on social media, PPC meets people where they already are: searching for answers, listings, and local expertise.

That's what makes PPC so powerful for real estate. It's not about creating interest; it's about capturing it. You're pulling motivated buyers and sellers who are already in motion toward your website, your listings, and your brand.

For agents who want to build a consistent pipeline, test messaging quickly, and scale what's working, PPC is a key component of every modern digital marketing plan.

This guide is designed to give you a quick overview of a multi-billion dollar industry. We'll explain the why, the what, and the how. If you're already clear on why, go ahead and skip to Section 2 where we break down examples of specific PPC campaign types, then walk you through exactly how to build a new lead-generating campaign.

Before You Start: Setting Expectations

A strong PPC strategy can create a steady flow of opportunities, but it's not a shortcut—it's a system. Before you invest a single dollar, here's what to know:

1. PPC is a traffic engine, not an instant ROI machine.

Real estate PPC campaigns are a great way to find prospects with high-intent. That doesn't mean it's an instant source of buyers and sellers. It's a way to fill your pipeline and have more conversations, not have more closings overnight.

2. Consistency outperforms intensity.

Running ads for a few weeks rarely tells the full story. Campaigns need time and budget to gather data and optimize. The agents who see results are the ones who review performance weekly, refine copy and targeting, and commit for at least 90 days.

3. Follow-up determines success.

Even the best ad can't compensate for poor follow-up. The agents who win with PPC have systems—automated texts, personalized emails, and fast response times—that turn interest into appointments.

4. Align PPC with the rest of your marketing.

Your ads work best when they connect to a well-designed landing page, clear immediate follow-up, and a nurture plan. Each click should have a clear next step. (We'll help you with these elements in Section 3!)

When you treat PPC as part of your broader marketing ecosystem (and not just as a standalone silver bullet), it can become a reliable driver of growth for your business.

SECTION 1:

Understanding Pay-Per-Click Advertising

Why PPC is more important than ever for real estate agents

In today's search-driven landscape, PPC isn't just an add-on—it's a visibility engine. Here's why:

- **High Intent, High Value.** People who click on real estate ads are already in the research or decision phase.
- **Control and Precision.** PPC allows you to target by city, neighborhood, and keyword phrases like "homes for sale in [Your Market]," ensuring your ads appear when and where it matters most.
- **Synergy With Other Marketing.** Your ads don't just capture leads, they give you a larger audience to communicate with and boost your brand. Each impression supports your organic efforts on social and search, keeping you top of mind when prospects are ready.
- **Future-Proof Visibility.** As third-party cookies phase out and SEO becomes more competitive, PPC remains one of the most reliable ways to get your listings and brand in front of high-intent consumers.
- **Demand Fulfillment.** Unlike with social media marketing where you are trying to generate interest, PPC ads are designed to target people who are actively interested in your services.

Who PPC is for

Pay-per-click advertising is ideal for agents and teams who:

- I want predictable lead flow. PPC lets you turn visibility on or off like a faucet. You control the budget and pacing.
- Have strong follow-up systems in place. PPC shines when paired with a CRM or automated nurture plan, since most leads need multiple touchpoints before they're ready.
- Need listing or brand visibility fast. If you've just launched a listing, expanded into a new market, or want to dominate searches for your name or farm area, PPC delivers immediate reach.
- Already publish helpful, hyperlocal content. Not all PPC leads convert immediately. But agents who publish interesting content have the chance to build trust with those new PPC leads in their database over time.

What PPC can help you do

1. Drive traffic to your website
2. Build your database with prospective buyers and sellers
3. Convert high-intent leads into clients
4. Nurture lower-intent leads

If your goal is to grow your database, increase listing exposure, or attract motivated buyers and sellers, PPC is one of the fastest ways to get measurable results.

With the right structure—clear goals, strong creative, and consistent optimization—your ad spend doesn't just drive clicks. It builds relationships, listings, and long-term brand equity.

So, let's get started. First, we'll take a look at the most common types of ad campaigns that real estate agents run, and why.

SECTION 2:

Types of PPC Campaigns

There's no single "best" PPC campaign for real estate. Each one serves a slightly different purpose—some build awareness, some generate seller inquiries, and others capture ready-to-act buyers. The right mix depends on your goals, budget, and market conditions.

Below are the most common PPC campaign types agents use successfully, where they perform best, and the kind of leads they tend to attract.

1. Listing Promotions
2. Google Search Ads (High-Intent Buyer or Seller Campaigns)
3. Google Display Ads (Awareness + Retargeting)
4. YouTube Ads (Brand Awareness + Education)
5. Google Local Services Ads (Seller & High-Intent Buyer Leads)
6. Meta (Facebook & Instagram) Retargeting Campaigns

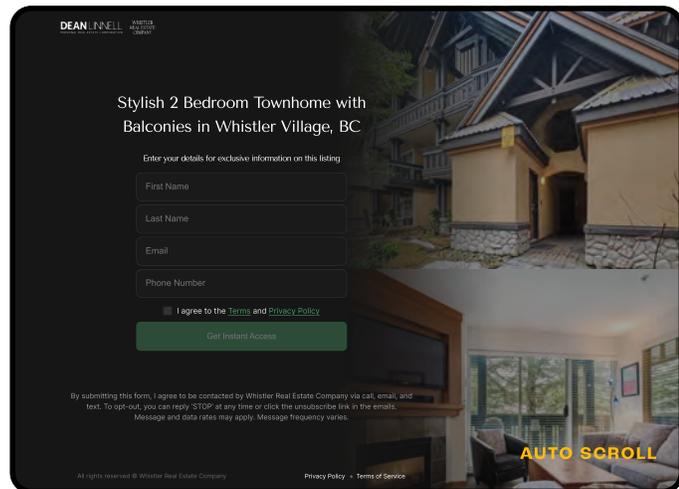
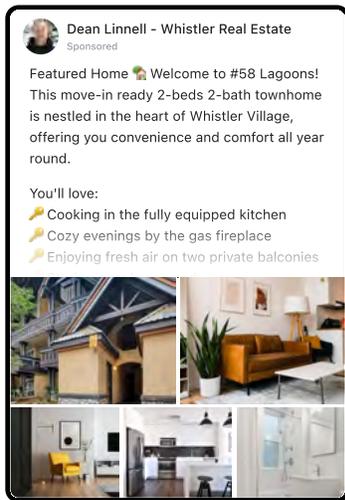
1. Listing Promotions

Platform: Google Search, Google Display, and YouTube

Goal: Drive traffic and inquiries for active listings

Best for: Buyer leads who are actively browsing homes online

These ads highlight individual listings or open houses and are designed to capture people already searching for properties in your area.



Typical ad format: "Home for Sale in [Neighborhood] – See Photos & Price"

Pro Tip: Pair these with a landing page that includes photos, a short neighborhood description, and a simple lead form.

Listing promotions are also great for impressing potential sellers. When homeowners see how actively you market listings, they start imagining you doing the same for them.

Launch Full Listing Campaigns in 90 Seconds

The all-in-one, AI-powered platform for solo agents and teams to build landing pages, run social ads, and generate seller reports. All in just a few clicks.



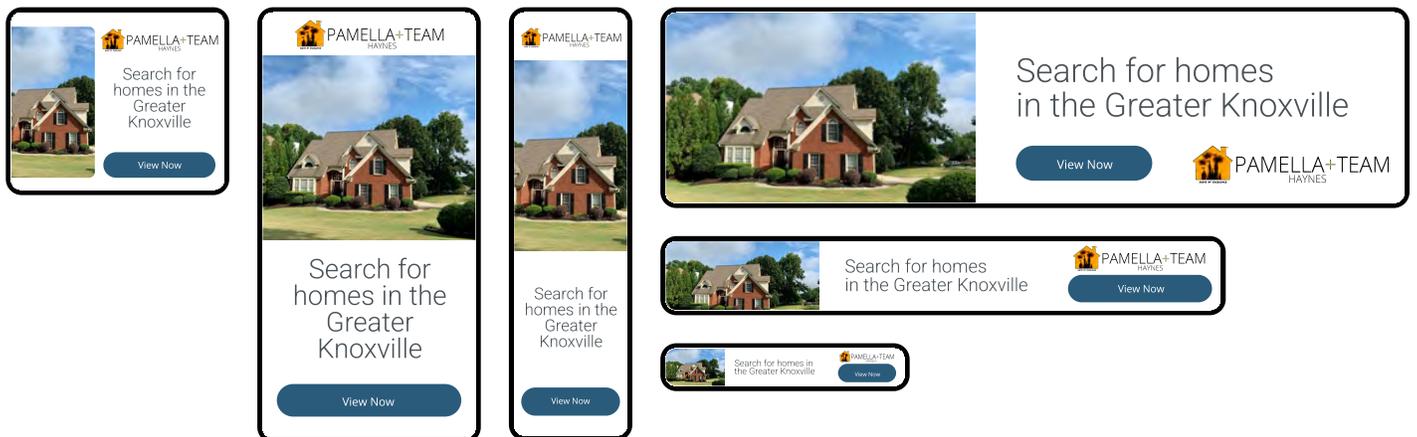
3. Google Display Ads

Platform: Google Display Network

Goal: Keep your brand visible across news, lifestyle, local websites, YouTube, and Gmail

Best for: Awareness and retargeting warm traffic and building brand recognition

Display ads are visual banners that follow users across the web. They're cost-effective and ideal for staying top-of-mind after someone visits your website or landing page.



Lead quality: Moderate; clicks are inexpensive but conversion rates are lower than Search

Pro Tip: You can build a “negative list” that removes pages that are less likely to convert.

4. YouTube Ads

Platform: YouTube (via Google Ads)

Goal: Build authority, trust, and familiarity with your brand

Best for: Brand awareness, education, and building local authority and nurturing cold audiences

Video ads allow agents to show up before, during, or after videos about local neighborhoods, moving tips, or home improvement. They're a natural way to demonstrate expertise and personality.



Lead quality: Warm; these leads may not be ready now, but they'll remember your brand later

Pro Tip: Keep videos short (15–30 seconds) and use captions—most people watch without sound.

5. Google Local Services Ads

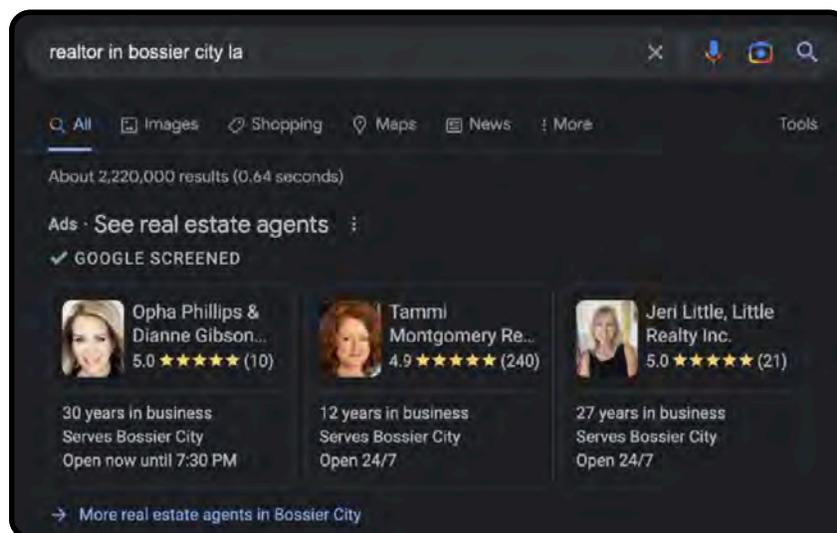
Platform: Google Local Services (Pay-Per-Lead, not per click)

Goal: Get direct calls or messages from local prospects

Best for: High-intent buyer and seller leads

(real estate agent near me, listing agent [city])

These ads appear at the very top of Google results with a “Google Screened” badge. They’re ideal for agents focused on inbound inquiries.



Lead quality: Very high. These are live calls or messages from users ready to connect

Pro Tip: Ensure your profile, reviews, and response rate stay strong—Google rewards responsiveness with more visibility.

6. Meta Ads(Facebook & Instagram) Retargeting Campaigns

Platform: Meta Ads Manager (Facebook & Instagram)

Goal: Re-engage website visitors, video viewers, or email audiences

Best for: Facebook & Instagram retargeting campaigns nurturing leads who have already interacted with your brand

While technically not search-based PPC, Meta ads are still pay-per-click campaigns that complement Google Ads beautifully. They reach users scrolling on social media with listing updates, success stories, or educational posts.



Lead quality: Warmer over time; works best as part of a multi-touch strategy

Pro Tip: Use short videos or carousel ads with testimonials, “Just Sold” highlights, or market updates to maintain trust and momentum.

SECTION 3:

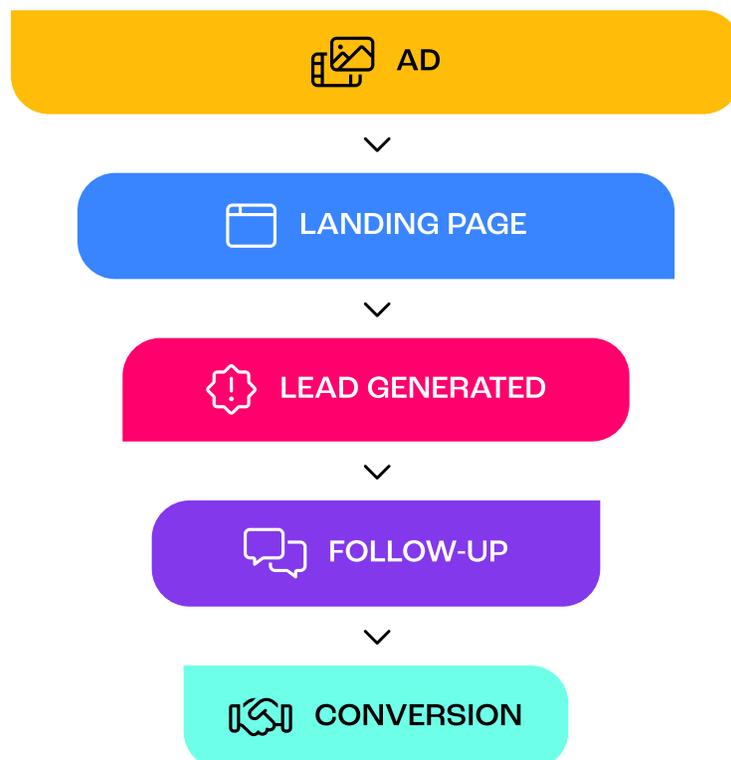
Let's Build a Google Search Campaign

Of all the examples we outlined in the last section, Google Search Ads are one of the most straightforward and effective ways to reach high-intent buyers and sellers right when they're looking for an agent or a home.

These ads appear at the top of Google's search results when someone types in a term like "realtors near me" or "homes for sale in [your market]." Because users are actively searching, these clicks are among the most valuable in digital marketing.

Here's how to build a simple, effective campaign from start to finish.

Anatomy of a High-Performing PPC Funnel:



Step 1: Define Your Goal

Before writing a single headline, decide what success looks like. Are you trying to:

- Generate buyer inquiries for specific listings?
- Capture seller leads for home valuations?
- Drive traffic to your website or blog?

Every campaign should have one clear goal. That goal will guide your targeting, ad copy, and landing page.

Start with a lead generation goal that sends people to a dedicated landing page, not your homepage.

Step 2: Choose Your Target Area and Budget

Select the cities, ZIP codes, or neighborhoods where you want your ads to appear.

Smaller, well-defined areas usually perform better than broad regions.

When it comes to budget, start with an amount that allows Google to collect data, typically \$15–\$30 per day per campaign. Adjust as you see what's working.

Pro Tip: Use "Location Presence" targeting so your ads only show to people in your area, not those just researching from elsewhere.

Step 3: Research and Select Keywords

Keywords are the backbone of your campaign. They determine when your ads appear. Start with a small, focused list of 10–15 terms.

Example Headline Options:

- “homes for sale in [city]”
- “[city] real estate agent”
- “sell my house in [city]”
- “best realtor near me”

Use **phrase match** or **exact match** keywords for better control over when your ads appear. Avoid broad match until you’re comfortable analyzing results.

Pro Tip: Create a short “negative keyword” list (like jobs, careers, Zillow, Craigslist) to block irrelevant traffic.

Step 4: Write Compelling Ad Copy

Your ad should mirror what someone just searched for. Keep it clear, local, and results-focused.

Example Headline Options:

- "Top [City] Real Estate Team | View Homes for Sale"
- "Sell Your Home in [City] | Free Market Report"
- "Local Realtor Experts | [City] Homes for Sale Now"

Include at least:

- 3 headlines (30 characters each)
- 2 descriptions (90 characters each)
- Your business name and website link

Pro Tip: Use callouts or site links (like Free Valuation, Recently Sold Homes, Get Market Updates) to increase click-through rates.

Step 5: Create a Dedicated Landing Page

Your ad should lead to a page that continues the same conversation. If your ad says *“Find homes for sale in Austin,”* your landing page should immediately show those listings—or an easy way to get them.

Strong landing pages include:

- A headline that matches the ad
- A clear benefit (“Get the latest listings before they hit Zillow”)
- A short form (name, email, phone)
- Social proof (reviews or sold stats)

Pro Tip: Keep the path to conversion short and direct. While Brand Campaigns do prioritize sending traffic to your home page, we recommend narrowing the focus of your campaigns. That means a landing page with a very clear CTA.

Step 6: Set Up Conversion Tracking

If you can’t measure it, you can’t improve it. Make sure you have:

- **Google Tag Manager** installed
- **Google Analytics 4** connected to your site
- **Conversion goals** tracking form submissions or button clicks

This data helps you identify which keywords, ads, and landing pages produce real leads.

Step 7: Launch, Monitor, and Refine

Once your campaign is live, check in weekly. Watch for:

- Click-through rate (CTR) above 10%
- Cost per lead trending downward
- Search terms triggering your ads

Pause underperforming keywords and scale the ones that bring results.

The first 2–4 weeks are in learning mode. Give Google enough time and budget to collect performance data before making major changes.

Putting It All Together

When you align your keywords, ad copy, and landing pages around a single, clear goal, Google Search Ads become a predictable source of traffic and leads.

It's not about being the loudest—it's about being present at the exact moment someone needs your expertise.

SECTION 4:

How Curaytor Can Help You Grow With PPC

You don't have to figure this out alone.

Running a high-performing PPC campaign takes time, testing, and constant optimization. That's where our team comes in.

At Curaytor, we've managed millions of dollars in ad spend for real estate agents and teams across the U.S. and Canada, helping them grow their businesses and become the top listing agents in their markets.

Our approach combines the precision of Google Ads with the power of your brand—so every click turns into a chance for connection, not just traffic.



What We Do Differently

1. Done-for-You Campaign Setup

We build and manage Google Search, Display, YouTube, and even fully-custom campaigns that align with your market, goals, and budget. Our ad specialists handle targeting, keyword strategy, copywriting, and conversion tracking, so your campaigns launch right and keep improving over time.

2. Real-Time Reports and Transparent Data

You'll always know what's working. Leads, impressions, and clicks are tracked through your Curaytor dashboard, and if anything's unclear, you'll have ongoing check-ins with our team of experts.

Plus: you won't be the only one to experience peace of mind. Curaytor Seller Reports with auto-updating marketing stats make it simple to show your sellers exactly how you're promoting their property across Facebook, Instagram, YouTube, email, and more.

3. Integrated Systems That Work Together

Because PPC doesn't exist in a vacuum, we connect your campaigns to the rest of your marketing ecosystem: your website, CRM, and ongoing email outreach. The result is a complete lead-generation funnel built for real estate, not guesswork.

4. Ongoing Optimization and Support

We don't just "set it and forget it." Our team monitors performance, adjusts bids, tests new creative, and ensures you stay ahead of changes in Google's algorithms and ad formats.

Why It Works

When your PPC strategy is built around the same principles as your website, social media, and email marketing, the leads you generate experience a more well-rounded representation of your brand. That's why Curaytor clients consistently see stronger lead quality, lower costs per lead, and more conversions over time.

We help combine data-driven precision with thoughtful creative campaigns, turning search intent into long-term relationships and closed deals.

Curaytor

Ready to See What PPC Can Do for You?

Whether you're running your first campaign or scaling what already works, we can help you get there faster.

We build campaigns that don't just attract leads—we attract the right ones.

So if you're serious about growing your brand and your business, let's talk.



The screenshot shows a real estate website interface. At the top left is the logo for 'DEAN LINELL REALTY'. On the right, there are links for 'Marketing Metrics' and 'Marketing Campaigns'. The main heading is 'Marketing Insights' with a subtext 'Last updated: Oct 23, 2025'. Below this is a large image of a modern house with a balcony. Overlaid on the image is the text: '4335 Northlands BLVD #58, Whistler, BC has been viewed 28,650 times'. Below the image is a section titled 'MARKET UPDATE IN WHISTLER'. A small paragraph of text follows, and at the bottom of this section is a button that says 'View all properties referenced in Dean's video here. →'.