

High Quality

LEADS

GENERATION

For Realtors



Table of contents

1.	Introduction	1
2.	Six strategies you can use now	2-5

Introduction

Before we really dive deeper into the strategies, let's go through what exactly lead generation is in the realm of real estate.

Lead generation is the process of attracting and converting prospective buyers into leads with a vested interest in your company's product or service. In real estate, generating leads comes with its own set of challenges, including finding the best software and sites to use and employing various customer experience strategies.

To put it simply, the same rules of marketing that apply to a variety of industries are relevant to the field of real estate, and lead generation is a crucial element of a real estate marketing strategy.

Although there are numerous articles and videos about generating real estate leads online, most realtors still use inefficient lead generation methods such as door knocking.

And since real estate is a field where you might have to deal with feast and famine periods, you really have no choice but to be able to fill up your pipeline if you want to be successful.

Six Strategies You Can Use Now

Here are the 6 best lead generation strategies for a rapidly evolving real estate industry to give you the tools to keep the buyers coming in:

Create testimonials of previous clients

95% of people say that reviews – whether positive or negative – influence their purchasing decisions. Video testimonials will increase your credibility. It's the best way to leverage social proof to win more business. That's because when a random customer talks about your business, you get more points with a prospect than by promoting it yourself. In fact, 2 out of 3 people say they'd be more likely to make a purchase after watching a testimonial video demonstrating how a business, product or service had helped someone else.

Yet, you need to be more strategic with how you use video testimonials. You can add these testimonials to your website homepage to give it personality and make people more interested in your brand. But, if you really want to get new leads, you need to be sharing your video testimonials on social media. Here's a step by step process to do that:

- 1.** Have a system for getting testimonials from past customers. Don't wait a month to ask, since a new client who's happily moving into a new home is far more willing to give you a testimonial than one of your long-time clients.
- 2.** You could offer to give a nice closing gift to clients who create a video testimonial about your brand to incentivize them. You can also just have your team interview clients about their home buying or selling experience.

The way video testimonials work is that they improve people's perception of your brand. This makes it easy to convert people who have been on the fence about you into new leads and prospects.

Use social media to boost traffic and awareness

As modern marketing has increasingly gone digital, social media image is now an indispensable component of any marketer's strategy.

Some of the most worthwhile platforms worth investing in include:

- LinkedIn
- Instagram
- Twitter
- Facebook

LinkedIn is the obvious choice because it's geared more towards professional networking but you can attract a lot of traffic and awareness with Instagram and Twitter. Certain Instagram strategies paired with beautiful visuals and short, simple posts will keep you relevant and accessible in the everyday life of any potential clients!

Facebook Ads are another cost-effective lead generation method, allowing you to target existing leads in your database with the Custom Audiences feature. With regards to Facebook, creating a local group around your company can allow clients to share their experiences and give new leads an idea of what may be in store for them as homebuyers.

Run Facebook lead generation ads

Facebook lead generation ads are just like regular ads that show up in your target's timeline. But instead of directing people to a landing page, Facebook lead ads incorporate an easy-to-fill form that users can fill out without leaving the platform. Based on various studies, the less steps people have to complete to enjoy your offer, the better.

Build and optimize your website for conversion

For realtors, there's no better way to show off listings from the MLS than with an IDX (Internet Data Exchange) enabled website. IDX technology syndicates fresh MLS listings directly to the site, allowing leads to see all of the available property listings in your area from it.

Additionally, tools like Slideshare allow you to visually present the latest stats and information in real estate and offer features like lead capture forms. This means that while browsing your slides, a potential lead will be presented with the chance to enter their email in exchange for valuable content. Pop-up ads can be another valuable design element, though they need to be intuitive and non-intrusive so as not to annoy prospects. Other features including a blog page, client testimonials, social media links, content upgrade offers, and even community news can all contribute to bringing your site together as the cornerstone of your online lead generation strategy.

Start a blog and attract organic traffic

One of the best ways to drive traffic to your site is by showing up in the search engines (organic traffic). A well-written, optimized blog will rank high on Google and drive visitors to your website. According to many sources, blogging is responsible for 434% more indexed pages and 97% more indexed links. Blogs on company sites result in 55% more visitors. While there are many ways to gain high quality leads through blogging, it's not as simple as ABC. The first hurdle is creating blogs that actually drive traffic. The second hurdle is capturing leads through your blog posts, but more on that in a second.

The second hurdle is that traffic doesn't automatically translate into sales. So, how can you generate leads through blogging?

Try this simple strategy:

Create remarkable content

It's best to speak to your customers and tailor your content to their needs.

Include CTAs in your best posts

If people read your blog posts and then leave, you're probably going to lose them for good. You're leaving a lot of money on the table. Use lead magnets (gated, ultra-specific info) and pop-ups offering relevant value to generate real estate leads through your blog. When you use pop-ups, make sure you're not disrupting the user-experience. Your offer should align with what users want and your pop-up should be well-designed and easy to navigate away from.

Socialander is one of Africa's leading digital marketing agencies that focuses on helping businesses on the African continent achieve their growth goals through various digital marketing services. We double your business's digital and social engagement efforts into a revenue-generating channel.



info@socialander.com
+234 915 156 0000

www.socialander.com