

Build your own Real Estate Lead Generation System and PPC Marketing



The lifeblood of a Successful Real Estate Career is driven by two (2) important concepts: **Prospecting** and **Lead Generation**. Did you know that if you know how to create a Landing Page you can create your own Lead Generation System? In this Session we will focus on the largest **Pay-per-Click** System that 90% of Consumers interface with – it is Google Adwords. We will learn how to create a Campaign, Create Ads, Select Keywords, and bid at the appropriate time of the day to generate Leads.!

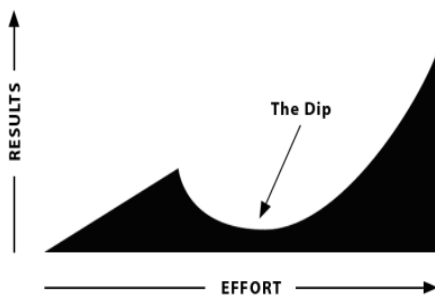
► Handouts – Please Set your Microphone on Mute

- Please make sure you are in **possession** of today's Handout. They are available the morning of the Live Session;
- There are **blanks** that you will need to fill out – the text that appears on the screen "**Red and Bold**" is what you are supposed to transcribe;
- Please **be engaged, interact, ask questions** – and trust yourself and your ability to learn. The Notes you take during the class are more important than the Handout I give you;
- Try your best to **apply** what you learn as quickly as possible; and use the **How-To Videos** to reinforce your learning

► Big Picture - Reflect on these 2 quotes on Success:

- "If you set your _____ ridiculously high and it's a failure, you will fail **above** everyone else's success." – by James Cameron
- "Success is the sum of _____, repeated **day-in** and **day-out**." – by Robert Collier

► Reasons Dips Happen



The major Reasons most Real Estate Agents get into a Dip and lose some of their Mojo are:

- _____ – after all they work for themselves; they are their own boss;
- Lack of Daily and Long-Term _____;
- Lack of Consistency and _____;

The river of Real Estate is _____ and _____ – shiny distractions are all around us!

► An Honest Self-Assessment

- Let's run an **Honest Self-Assessment of your Business _____ and your Real Estate Career;**
- Success** in your Career is grounded in _____. Many agents generate and or are given good leads, yet **poor follow-up systems** hinder the progress of many;
- This Self-Assessment is not about you _____ yourself too harshly, it is about you being **honest** and **constructive** with yourself. Score each statement with a point system from **1 to 10**.

► Questions

1. I am designing **proper written checklists** that I will use for all my listings and follow them diligently. _____
2. I **Plan** my **daily agenda** properly and make sure to **time block** my top 3 daily **prospecting** activities in my calendar. _____
3. I have a **proper listing presentation** that I have rehearsed several times and use it at all my listings appointments. _____
4. When I list a property, I give the sellers a **Written Marketing Plan** including dates. I make sure to complete and communicate along the way. _____
5. I have a **follow-up plan** and I call back all of my **open house leads** after every open house or event I hold. _____
6. I call every Lead **within 15 minutes** of getting it, use the 2-call method, and text them if they are not able to talk, then I implement my **follow-up Plan**. _____
7. My future **commission earnings** are clear, planned, courageous, and will be **managed properly** every time I collect a closing check. _____
8. In the past 6 months I have started at least **4 business projects, Market Reports, or marketing projects and finished them all**. _____
9. My Internet Marketing Strategy is a well-oiled system: **I blog regularly**; I connect very well on Social Media; I integrate **Internet Videos** in my Marketing; and when I **Google myself** I am proud of what comes up. _____
10. I have written my **business plan for 2018** with clear goals; clear **prospecting strategies**; and with personal development and family happiness in mind. _____

► **Results**

Under _____: You are either **Brand New** to Real Estate or you are probably suffering from a _____ and lots of **bad habits**. Consider **meeting with your broker** and discussing your Real Estate Career and how you can put it back on track. A book I recommend for you is: **“Secrets of Selling from Real Estate Masters” by Terry L. Weaver.**

_____: You have not found a firm footing yet, you probably have a 2nd job, or work from home and it’s not good for you. You **do not** plan your _____ properly and/or you push them to another day because you come up with good excuses. Consider this book: **“No Excuses” by Brian Tracy.**

_____: You know what it means to have good habits but you **fall off** the wagon during the business year. You are the kind of person who starts strong and then _____ for an extended period of time. Consult with your Broker or a Coach and consider reading: **“The 7 Habits of Highly Effective People” by Stephen R. Covey.**

_____: You are doing quite well and should not be afraid of _____ your business by at least **30% in 2018**. Stick with your prospecting plan and consider ramping it up. Consider this book so you can stay on track: **“The E-Myth Revised,” by Michael E. Gerber.**

_____: You are an exceptional Agent and need no advice. Start sponsoring and _____ agents. Also make sure you form 3 to 5 lasting business Relationships with colleagues on your level to keep you motivated and energized. A good book for you is: **“Leaders Eat Last” by Simon Sinek.**

Write down _____ you are going work on immediately. Make sure they appear in your **Business Plan** for 2018. Make sure you discuss them with your Success Partner on your next call.

► Definition of PPC

- _____ stands for _____ **Advertising**; it is also called **cost per click**. PPC is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked;
- Pay-per-click is commonly associated with _____ like Google, Bing, and Yahoo. With search engines, advertisers typically _____ relevant to their **target market**.

► Summary of execution

- Here's a very quick summary of what happens in Google's system, and more generally in online paid placement marketing: someone enters a _____ in a search box, and a **search engine results page** (_____) appears with some text ads at the top and bottom; (no longer on the side)
- Which ads appear is determined by the interplay of the following three things: _____ of Landing Page; the _____; and the _____ created...

► What you need?

1. Website with _____;
2. Website where you can create _____;
3. _____ and Reply System;
4. A Google _____ Account;
5. A Marketing _____.

► Delayed Registration

- To _____ in a Real Estate Website means to allow your Web Visitors to come to your website and search for properties and view listings;
- Then as they delve deeper into the property details a _____ appears asking them to register to continue to view more property details;

The ideal is after _____; some do it after 1 property – yet others do it on the first property. If you can control it experiment with it until you find how your market behaves.

► Landing Pages

A Real Estate Landing Page is a _____ that contains _____ that fit a Narrow and Specific Criteria. For example: All the Properties for Sale in Beaufort South Carolina with 3 Bedrooms+ and 2 Baths+;

A Web Page is called **Dynamic** when its content changes, refreshes, and _____ following the updates of a particular Database such your IDX Feed;

Our Web Visitors don't care about us per se – they care that they have access to view and interact with Properties online – Landing Pages offer the best chance for _____.

► LMS

A _____ (LMS) is an area in the backend of your website that allows you to **see** your leads, their _____, and help you track and control your interactions;

A Good LMS would allow you to _____ your leads; set them on a _____ based on their activities; and track your notes during the _____ period.

► Good News

Google will give you a One-Time **Coupon** _____ in Adwords spending when you spend the first \$25 with them as an **incentive** to get you started;

This is only for new accounts;

Here is the link: <https://www.google.com/ads/adwords-coupon.html>

► IMPORTANT

Google Adwords and **Google Adwords Express** are not the same;

Do _____ use Adwords Express – that platform is best suited for local professionals that are highly localized like plumbers; electricians; bakers; etc...

Remember: Even though you work locally your Buyers could be searching from thousands of miles away – You are _____ and _____.

► What to know

- You do not pay when your Ad **Appears**; you only pay when your Ad is _____;
- You can _____ your Ad Campaign at any time; then resume it at any time;
- When your Budget for the day is reached your ad _____; it will then resume the next day;
- You can _____ what portion of the day your ads will run – say from 9am to 12Noon;
- You _____ – you pay the bid of the competitor below you; Say you are bidding \$1 a click and the other person is bidding \$0.85 – they will appear after you. When a visitor clicks on your Ad you only pay \$0.85;
- Start with a _____ of say \$3 to \$5 a day, monitor your progress and then add to it as you go along;
- Adwords gives you stats to monitor your progress.

► Let's Setup a Campaign

- Go to your Web Browser – I recommend using _____;
- Log in to your Google Account (Gmail Account);
- Open a tab and go to **adwords.google.com**
- If this is your first time follow the prompts to get started;
- At some point they will ask you for your Credit Card of your checking account.

► Create Landing Page

- Pick your _____ – let us say you wish to target Clinton Maryland;
- Create a _____ or make sure you have a Landing Page for all the Homes for Sale in Clinton Maryland;

PS: it is important that you have proper **Meta Tags** – Google relies on Meta Tags to verify the quality of your Ad Campaign;

► Select Keywords

This is a very **important Step** – _____ to Google's Recommendation for Keywords – they are too broad and not very targeted;

Since we are working on Clinton MD our keywords will be: **Clinton MD Real Estate**, Clinton MD Homes for Sale, Clinton MD Condos for Sale; etc...

I am giving you 2 links to a comprehensive list of all the keywords in Clinton MD, one as a Word Document the other in PDF format: <http://bit.ly/clinton-keywords-doc> or <http://bit.ly/clinton-keywords-pdf> - just replace with your location and your state.

► Create your Ad

Make sure you mention in your Ad the _____ you are targeting;

Try to include the word _____ as in _____;

Something Like:

Homes for Sale Clinton MD

Find your Dream Home

Real Estate in Clinton MD, Free MLS Access, Maps, Pics, Prices, Mortgages

You only have limited space with your Ads – experiment until you find the one that resonates

► More Ad Examples

Clinton Homes for Sale

Real Estate, Free MLS Access

Homes for Sale in Clinton MD, Free MLS Access, Maps, Prices, Pics, Mortgages

Clinton MD Real Estate

Homes for Sale Free MLS Access

Newest Clinton MD Homes for Sale, Free MLS Access, Prices, Pics, Maps, Schools

► Select your bid Strategy

- Most of you should follow Google's Recommendation for the most part and select an _____;
- You can also choose to set a limit on how much you can or will spend on the cost per click; it is called a _____;
- Or even dig deeper and bid manually for each keyword – this can be tedious for many of you!

► Let's learn the Jargon

- Let's learn some of the terms you will be encountering and what they mean:
- Campaign:** The first level of the AdWords structure. A campaign consists of one or more Ad Groups and each ad group has a set of ads and keywords. Most of you only need _____ Campaign.
- Ad Group:** Contains one or more Ads with a targeted set of keywords and/or placements. It is best to use _____ for each Ad Group.
- Impressions:** The number of times your Ad appeared in the Search Results Page;
- Clicks:** The number of times your Ad was clicked on by a Visitor;
- Average CPC:** Average Cost per Click;
- Average Position:** This tells you where your Ad is appearing in relation to other Ads – if your bid is too low that number will be higher; I like _____.
- Destination URL:** This is the URL of the _____, or where the visitors will be directed when they click; Your audience does not see it in the Ad;
- Display URL:** The domain of the Website where the landing page is resides;
- Quality Score:** A rating System that Google uses to correlate your Landing Page, _____, Keywords, and the Ad you are running. You do not control this – try to have focused ads by location.

► Adwords Video

- This is a Step by Step How-To Video focused on **How-to setup a Google Adwords Campaign with Ads, Keywords, and proper Budget;**
- URL: <http://bit.ly/key-ppc>
- Note: All bit.ly URLs are Case Sensitive.
- Some of you may benefit from watching it prior to creating a campaign.

► Advice

- You will not have a meaningful way to measure your results until you have run your campaign _____;
- When analyzing your progress look back _____ and see what your stats reveal about your Campaign;
- Don't listen to all the recommendations Google gives you especially if the keywords they are asking to select are not highly _____;
- Run some Ad Campaigns at the _____ – these ads do not generate a lot of leads, but if a Seller is looking you may end up being the only at the top of the page;
- Learn to be patient and only ad new Ad Groups when you can _____. Most of you should focus on one location with a starting budget of _____ – this should generate about 7 to 12 leads a month depending on your market;
- Continue _____ on a regular basis – you want to connect both with your Ads and with your **Organic Content**;
- _____ – both on the phone and in person – if you find yourself sitting in the office too long something is not working right;
- Brokers: Consider a _____ or **Referral to Play** System and create an Ad Campaign for the benefit of your office via Lead Rotation. You may need to call an expert or call me to walk you through it.

→→→ Easy Assignment

- Review** the course notes and turn them into action;

- Study if it is appropriate for you to launch your own Adwords Campaign – **proceed thoughtfully**;
- Set aside daily time to call 3 to 5 of your **past clients** and or **Sphere of influence**; chat with them then ask them to **refer** business to you;
- Make sure you look them up on Social Media and **connect** with them.

► Certificate

- For those of you who wish to take the final 50-Question Exam and Earn your **i-FASTTRAC Certificate of Completion**, here are the Steps & Requirements:
- You must have **completed the Participant Commitment** Form and abided by it during the course;
- You must have attended **all 24 Sessions**;
- You must have completed **all 24 Quizzes**;
- You must be a **full member** of the site with a picture and Proper Bio;
- You must have at least **5 friends** from our network;
- You must have held at least **one Open House**, must have **tweeted** at least once using the hashtag #LiveTrainingRE, and must have **blogged** at least once!

► Testimonials

- If the training so far has been meaningful to you, Kevin and I, request that you visit our **Testimonials** Section in the website and share your Thoughts, and how the training is helping you grow your business!
- Especially if you can send us a **Video Testimonial** – that would be awesome!
- Thank You!** 😊
