TUESDAY TECH TIPS

A weekly update of real estate related tech news and tips

Need a change?

If you are a real estate agent in the Danville, San Ramon, Alamo, Diablo and Dublin area and you'd like to work with a broker that "gets" technology, come and talk with me!

I am the manager of Berkshire Hathaway Home Services Drysdale Properties offices in Blackhawk and Danville. Let's explore the possibilities!

The Blog

For the past 9 years I have been publishing a weekly blog for real estate professionals. Each week I find some new app, software program or some new gadget that I think will be helpful to you in your business. Occasionally, I slip in a little sales training that I think you would useful too.

And on rare occasions I publish a rant about something that rubbed me the wrong way. Check it out:

http://www.RealtyTechBytes.com

Get Smart with Online Advertising

Just the other day I was having a conversation with one of my new agents about how to find new buyer or seller prospects. Since I knew that he was very conversant with using Facebook, Instagram, Snapchat and LinkedIn, I suggested that he do some Facebook advertising to generate leads.

His reply was that he'd done so, but didn't get any results. After some close questioning, I discovered that he had good exposure, and even some clicks, but he had not captured any leads.

What was the problem? As it turned out, he was sending the clicks on his ads to his web site's home page. You might be wondering "what's wrong with that? After all, isn't that the purpose of running the ads?"

Here is the problem. You've done the research and have decided on a target audience that you want to reach and that you want to offer your services as a listing agent (Or buyers agent, either way it's the same principle) and you construct your ad accordingly.

Your targeting is good (as was his as evidenced by the clicks he obtained) but when they get to your website they find that there is too much information about all facets of real estate and very little about why they should hire you as the listing agent. He simply wasn't delivering what the ad had promised, so the visitors he had paid for,

Here are some useful Links

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(For when I can't be there)

TopProducer Help

http://www.topproducer.com/campus/top-producer/top-producer-help

zipForms Help

https://www.youtube.com/user/zipLogix/featured

Docusign Help

https://support.docusign.com/

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who were interested in hearing about his services, simply clicked away.

The solution to his problem, and yours, is the creation of what is called a landing page, otherwise known as a squeeze page. A squeeze page is just simply a page on your existing website that serves one purpose. That purpose is to deliver what you promised in your ad and to exchange that information for some contact information.

The beauty of squeeze pages is their simplicity. For instance, if I am advertising a way for sellers to get an evaluation of their home's worth, all that I want on that page is some branding and a form to fill in to get the information they want. That's it. I don't need testimonials, I don't need a list of satisfied customers or any of the other things that we clutter up our websites with! All that needs to be there is what was promised in the ad.

Here is a simple process to follow for success with lead capture

1.Decide who your target audience is and be able to describe them
2.Determine what their "pain" is that you can fix (i.e. They want to know the value of their home)
3.Create a landing page on your web site that contains your solution to their problem
4.Create an ad that you can use to attract the people that need your solution

It doesn't get any more difficult than that. Granted, the implementation is much more detailed and you may want help in doing some of this. The first place to look is your brokerage's tech support and or marketing people as they may already have that built into the services they offer you.

Failing that, here is a Google search that will give you a number of companies that can do this for you: https://www.google.com/search?client=safari&rls=en&q=real+estate+landing+pages&ie=UTF-8&oe=UTF-8

Implement this process and you will see your lead generation take a dramatic leap upwards!