Attracting and keeping leads is crucial to the success of both brokers and agents. How do you build your pipeline with a steady stream of motivated new prospects? While cold-calling, newspaper ads, and bulk mail used to be common strategies, today’s real estate professionals need innovative, economical new approaches for attracting tech-savvy consumers.

1. Launch a lead capture website
With nine out of ten consumers starting their home search online, a polished website that generates and captures leads is a must. Your website should target your specific market with an IDX feed to help consumers view the properties from your MLS, plus a registration form to secure new leads. The best practice is to let prospects view a listing, and then invite them to register in order to view more. To keep buyers engaged and coming back, include up-to-date real estate information relevant to the neighborhoods you serve.

It’s also important to have contact management tools connected to your lead-capture site. These help you track visitor activity, identify your most motivated leads, and stay in touch with prospects. You’ll maximize your lead-to-close rate and increase profits!

2. Post properties on craigslist
Millions of consumers visit Craigslist each month, making this free classifieds site one of the most effective lead-generation tools for real estate professionals. With Craigslist, you can post a new listing along with a link that takes visitors directly to the property on your lead-capture website. You don’t need to get too fancy, either: an attention-grabbing headline (ex. “Best Foreclosure Deals in Town”), appealing photos, and short, compelling content with a clear call to action work best for driving leads. For maximum exposure, post your listings during peak hours at morning and lunchtime, but wait at least 48 hours before posting the same listing again.

3. Succeed using social media
Two important social media sites that agents should leverage are Facebook and LinkedIn.

Facebook can be a powerful source of new business for you and an easy way for consumers to share your real estate information with their friends. Once you start a Facebook page, make sure you post news updates a few times a day, along with links to your website. Don’t just sell all the time—make it fun for visitors! Include questions, photos, and relevant content from your favorite sites. The trick is to get people to engage and post comments. Be sure to keep conversations going by commenting on what your audience is saying.

LinkedIn is another powerful social networking site that allows you to easily market to all of your contacts. You can share updates or simply include a line in your profile describing your business and the communities you serve—along with a link to your website to attract more potential leads.

4. Win business by blogging
A blog is a popular type of interactive website that makes it easy to post information and updates online while encouraging comments from visitors. Target the content of your blog to your particular niche—your neighborhood, for instance—to develop your reputation as a local real estate expert. Build rapport by sharing photos, neighborhood news, and market statistics.

To easily reach your audience and improve the quality of your leads, include “long-tail” phrases in your blog entries that are specific to what you’re offering (ex. “Houses in Seattle for under $300K”). You’re more likely to attract motivated buyers who know exactly what they’re looking for. You’ll also win more leads by including links in your post to the most relevant page on your website, such as listing results.

5. Purchase pay-per-click ads
Pay-per-click advertising is another effective way to target your niche audience and bring traffic directly to your site through Google, Bing and other search engines. A pay-per-click ad usually includes a headline, a brief but compelling description of the benefit they get when they click the ad, and a link to your site. When a consumer types a particular keyword into a search engine, your ad will appear next to their search results. The best thing is you’ll only pay when someone clicks your ad and visits your website. It can often be more cost-effective to purchase pay-per-click advertising with an established vendor that will guarantee a certain number of leads.

Grow your business with Market Leader
While Internet lead generation strategies are crucial to building your business, it’s also important to have the right contact management tools connected to your lead-capture site. These enable you to track visitor activity, identify your most motivated leads, and stay in touch with prospects. By following up promptly and regularly engaging with your contact base, you’ll maximize your conversion rate and increase profits.

Market Leader provides real estate agents and brokers with powerful lead generation and management solutions designed to help them gain the competitive edge.