Seven ways to generate more leads with Market Leader

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, Market Leader provides innovative, affordable tools for attracting today's consumers—all in one-stop solution!

1. Launch a lead-capture website
With nine out of ten consumers starting their home search online, a polished, personalized website that generates and captures leads is a must. Market Leader's solutions provide real estate professionals with an effective lead-capture site to attract and retain prospects, manage their business, and close more sales.

Each lead-capture site comes with an IDX feed, allowing visitors to search and view the properties from your MLS, plus a registration form to secure every new lead. Market Leader also provides innovative contact management tools with your site to track visitor activity, identify your most motivated leads, enable quick follow up, and help you stay in touch with your entire contact base.

One of the most powerful lead-generation features of your Market Leader site is the ability to create a link from your blog, Facebook, or other social media site to a particular page on your website—such as a specific listing with the price, square feet, and number of bedrooms and baths. You can also link to a page with real estate criteria that you customize for your target market, including foreclosures, waterfront property, or condos in your neighborhood.

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 an ad for a new listing along with a link that takes visitors 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.

One of the many great features of Market Leader’s products is the streamlined Craigslist posting system. Market Leader’s Craigslist poster helps you link your MLS listings to ads, automatically creates HTML code to include links and photos in your ad, helps you keep track of your current and past ads, and provides data on site visits and registrations generated by your ad. When you use Market Leader to streamline your Craigslist postings, you’re able to produce timely, effective ads that will bring qualified leads back to you.

3. Be the neighborhood expert
Attract buyers and sellers with Market Insider, the valuable tool that provides customized reports and statistics of home sales, trends, crime rates, schools, area comparisons, and more—right on your website! Market Insider is fully integrated with your IDX website to generate more leads, develop your reputation as a neighborhood expert, and help you gain repeat visitors.

While home listings are a huge draw for business, Market Insider attracts site visitors who want resources to make better real estate decisions. Become their local agent of choice: Post links on your social media sites and blogs to drive consumers to specific local market data (ex. “Market Trends in Kirkland”) where they can register to learn more. Then use the monthly Market Insider eNewsletter to bring them back to your website again and again.

4. Succeed using social media
Two important social media sites that real estate professionals 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. All buyers have to do is click “Share on Facebook” when they see a home on your Market Leader site that they want to include on their Facebook page. You can also select specific homes you want to showcase on Facebook or create a link to drive visitors back to your site. Don’t just sell all the time—make your Facebook page 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.

5. Leverage your blogs and websites
Market Leader technology lets you add a Search Widget to your existing website or blog in order to drive traffic straight to your Market Leader site. In seconds, you can integrate your entire business, increase your lead flow, and attract motivated home buyers.

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Prospects can start their property search directly from the Search Widget (without leaving your website or blog); choose an area, price range, beds and baths, and more. Once they click enter, they’ll be seamlessly transported to the homes on your lead-capture site that fit their criteria. You’ll see an increased conversion rate and better transaction potential.

6. Purchase pay-per-click ads
Pay-per-click advertising lets you target your niche audience and bring traffic directly to your site through Google 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 particular keywords 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. Plus, the advertising team has years of expertise and has tested many types of ads to see which will produce the most successful results.

7. Capture more clients with Text-to-Lead
In addition to the Internet, today’s buyers use mobile phones to receive up-to-date home information. Market Leader helps agents tap into these leads as well.

Market Leader’s Text-to-Lead (formerly kwkly) is the interactive, text-based system that enables home buyers to get immediate listing information straight to their mobile phone as they pass by properties—while helping you instantly capture and connect with these leads.

With Text-to-Lead, your office’s listings will have signs featuring a single number for consumers to text for full listing information—enabling you to capture new leads every time they inquire about a property. Plus, you can register potential homebuyers to ensure that all of their property inquiries automatically come back to you, rather than your competitors.

Grow your business today
Market Leader can help you attract hundreds of new Internet leads per month, but that’s just the beginning. We also provide the right contact management and marketing tools to help you reach more consumers and follow up quickly with every new lead. By organizing and regularly engaging with your entire contact base, you’ll maximize your conversion rate and increase profits.

Learn more about Market Leader’s online solutions for generating and capturing leads, managing your business, and building your success.

Contact one of our industry experts at 1-888-810-7080 (agents) or 1-877-732-0698 (brokers). You can also visit us at www.marketleader.com.