



57 Real Estate Lead Generation Ideas **for 2023**



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Get More Leads Online. Close More Deals.

Think of this ebook as your new brainstorming companion. It's bursting with more than four dozen strategies for generating leads online in 2023 and beyond.

And it's here to spark ideas and fuel inspiration whenever you need it – whether you're crafting your business plan, revisiting your marketing strategies, or simply daydreaming about crushing next year's GCI goals.

Here's a quick look at what's inside...

11 Lead Magnet Ideas & Examples

1 Provide Useful Resources

Lead magnets are pieces of content that you provide in exchange for the prospect's contact information. It's a very common and effective marketing strategy because it's a win-win – the prospect gets something of value that they truly want (at no cost to them) and you get to add them to your contact list.

Excellence is the key to success here. Make the resource more than worth the exchange. The tool you provide should showcase your expertise and it should lead them toward going deeper into your marketing funnel.

Lead Magnet Examples:

- IDX Home Search
- Comparative Market Analysis
- Mortgage Calculator
- Recently Sold Properties-

2 Develop Downloadable Guides, Ebooks, and Checklists

One of the first steps a homebuyer or seller takes is researching online. During this time, their goal is to learn about their real estate process. Real estate guides, ebooks, and checklists are so effective at generating leads during the early stages of their real estate journey because they fill this knowledge gap and help them get prepared for the process. Once they're ready to dive in, guess who they're going to call – you!

Guide Examples:

- A Homebuyer Guide
- A Home Seller Guide
- How To Get a Mortgage Loan
- Home Improvement Projects That Boost Home Value.

3 Share Infographics About Specific Topics

Easy-to-digest, visually appealing infographics that share information on specific topics are great for engaging, educating, and generating potential homebuyer and seller leads. The topic should be specific rather than broad. But again, make sure it's relevant to potential real estate leads and provides information they'd find useful.

Infographic Examples:

- Top 10 Benefits of Homeownership
- 3 Types of Mortgages
- 10 Red Flags to Look for During a Walkthrough
- 5 Common Mistakes Home Sellers



4 Offer Free Service Requests

You can incentivize potential leads by offering high-value services for free. These types of lead magnets include a bottom-of-the-funnel call to action and can generate potential leads that are further along in their real estate journey. Typically, this entails a meeting with the homebuyer or seller, which allows you to charm them with your personality and strengthen the relationship.

5 Encourage Opt-ins to Your Content Feeds

Another way you can provide value to your target audience is through your various content feeds. By opting in, they can receive the most up-to-date information that you share in exchange for their contact information. If you provide enough value, you can build trust and demonstrate your expertise as you're nurturing the relationship.

6 Produce Informational Videos

Since video tends to be the preferred media for content, you can create informational videos to attract and generate real estate leads. For ideas, consider repurposing some of your downloadable content – such as guides and infographics – into videos. Or you could create videos that inform homebuyers and home sellers about the real estate process, best practices, tips, common mistakes to avoid, top points of interest in your neighborhood, and other relevant topics.

Free Service Request Examples:

- Free Consultation
- Free Private Showing of a Listing
- Free Home Valuation
- Free Mortgage Consultation With a Partnered Lender

Content Feed Examples:

- Personalized-fileted listing alerts
- Real estate blog feed
- Social media news feeds
- Monthly newsletters

Informational Video Examples:

- The 7 Simple Steps To Sell Your Home
- The Top 10 Mistakes Homebuyers Make
- 10 Ways To Save for a Down Payment
- 8 Tips for Finding Your Dream Home

7 Host a Webinar

Some homebuyers and sellers prefer to learn through a lecture format over reading a guide. Hosting a webinar can be an effective way to educate leads about various real estate topics (and collect their contact information!) while also demonstrating your expertise and showing off your personality.

Webinar Topic Examples:

- How To Win as a First-time Homebuyer in a High Demand Market.
- Top 10 Mistakes Homebuyers Make That Lead to Buyer's Remorse.
- How To Maximize Home Value and Prepare for a Home Sale.
- How To Apply for a Mortgage Loan and Get a Low Interest Rate.

8 Create a Real Estate Quiz

The obvious benefit for you is that quizzes can be a great lead-capture tool. But make sure the quiz you create benefits your prospects in some way too. No one wants to waste their time with a throwaway quiz that's clearly just a marketing ploy in disguise. You can use quizzes to qualify potential leads, for example, or help them (and you!) gauge where they're at in the buying or selling process.

Quiz Title Examples:

- Should You Buy a Home or Keep Renting?
- Which Neighborhood Fits Your Needs?
- Is Now the Best Time for You To Sell?
- How Much Home Can You Afford?



9 Write a case studies about overcoming challenges

Imagine being able to learn more about your prospects (so you can further refine your marketing strategies) **and** generate leads **at the same time**. That's precisely what a well-designed online survey can do for you.

It allows you to acquire valuable, exclusive data about your prospects (and even your current leads and clients, if you want). And it functions as a powerful lead generation tool because, like a quiz, you can capture their contact information and tailor your follow-up according to their responses.

You can design it with [SurveyMonkey](#) or [Qualtrics](#). (They both offer free plans.) And then feature an invitation on your website as a pop-up or through your social media channels.

Examples of Questions You Could Ask:

- Ask about their demographics (e.g., age, location, income, household size).
- Ask about their level of interest in buying and selling.
- Ask which stage of the buying or selling process they're in.
- Ask them how you can help.

10 Write Case Studies About Overcoming Challenges

Before a homebuyer or seller seriously considers hiring you, they'll research your track record and determine if you're qualified to meet their unique needs. So make sure it's easy to find your past success stories on your blog or website – share a problem or challenge you faced, how you approached it, how you solved it, and why all of that matters.

Case Study Examples:

- How you closed on a dream home for a veteran
- How you went the extra mile and creatively solved a problem
- How you adapted your operations during the coronavirus pandemic
- How you closed on a home in a low inventory market

11 Produce Videos Featuring Client Interviews

Success stories that showcase your skills and ability to complete a real estate transaction are always compelling. A video interview can act as a kind of case study or testimonial, but from the client's perspective, not yours. Sharing a client's point of view is generally more effective than your perspective because it doesn't seem as salesy. Most consumers prefer video content, and it's often much more effective in terms of eliciting a response.

Video Interview Topic Examples:

- Their experience buying their home with you
- How you helped them overcome a challenge
- Their expectations and how you exceeded them
- Why they would hire you again

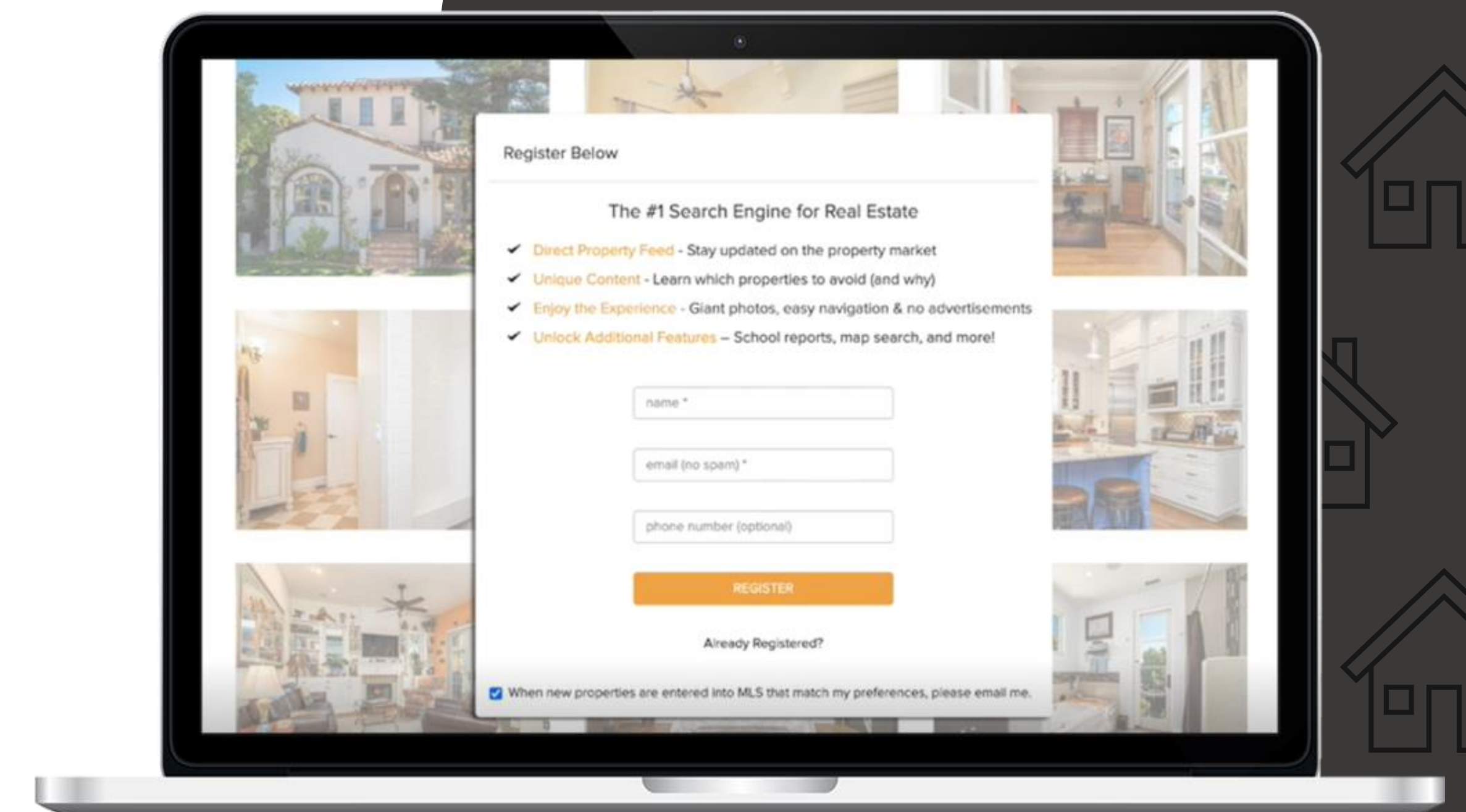


9 Ways To Turn Your Website into a Lead Generation Machine

12 Optimize Your Website for Search Engines

When consumers navigate to your website via a search engine, it's considered "organic traffic." The goal of search engine optimization (SEO) is to maximize your website's visibility by ranking high on search engines results pages (SERPS), thereby increasing your organic traffic. To improve your website's SEO, focus on three areas of your website: value, readability, and keywords. ([Use this free tool to check your website's SEO grade.](#))

- **Value:** When a consumer has a problem, they use a search engine to look up solutions. So, your website's content must educate, inform, or help solve these problems to attract homebuyer and seller leads. For example, your biography, listings, real estate tools, photos, and videos all provide value. The more relevant your website's content is to a person's search, the higher it'll rank on SERPs – which leads to more visibility, increased traffic, and ultimately more leads for you.
- **Readability:** Your website should be free of spelling errors and have a format and structure that's scannable and easy to digest. Using headers to separate topics, bullet points to separate ideas, and bold or italicized font to emphasize words are just a few ways you can use structure and formatting to make your content more reader-friendly.
- **Keywords:** A keyword or keyphrase are ideas or topics that define content on a webpage. You want your website's keywords to match words used by potential homebuyers and sellers in a search engine. Choose keywords for each of your webpages, then include them in the title, headers, paragraphs, and the URL. (Keywords and keyphrases don't have to match a search exactly – "Texas Home Sales" is close enough to "Homes for Sale in Texas.")



13 Add Useful Features to Your Website

To generate more leads, your website should provide features that your target audience searches for and considers to be valuable and useful. This is one of the best ways to attract organic traffic to your website, keep visitors on your site, and convert them into leads. Because so many consumers start their home-buying and home-selling journey online, you're likely to catch them early, before they've contacted an agent.

According to a recent NAR report, these are the top five website features buyers and sellers considered to be very useful:

- Photos (89%)
- Detailed info about properties for sale (86%)
- Floor plans (67%)
- Real estate agent contact info (63%)
- Virtual tours (58%)

In addition to these features, it's also a good idea to offer a home-search tool, a comparative market analysis tool, a list of recently sold properties, the ability to save listings, and neighborhood information.

14 Design Your Website for Lead Generation

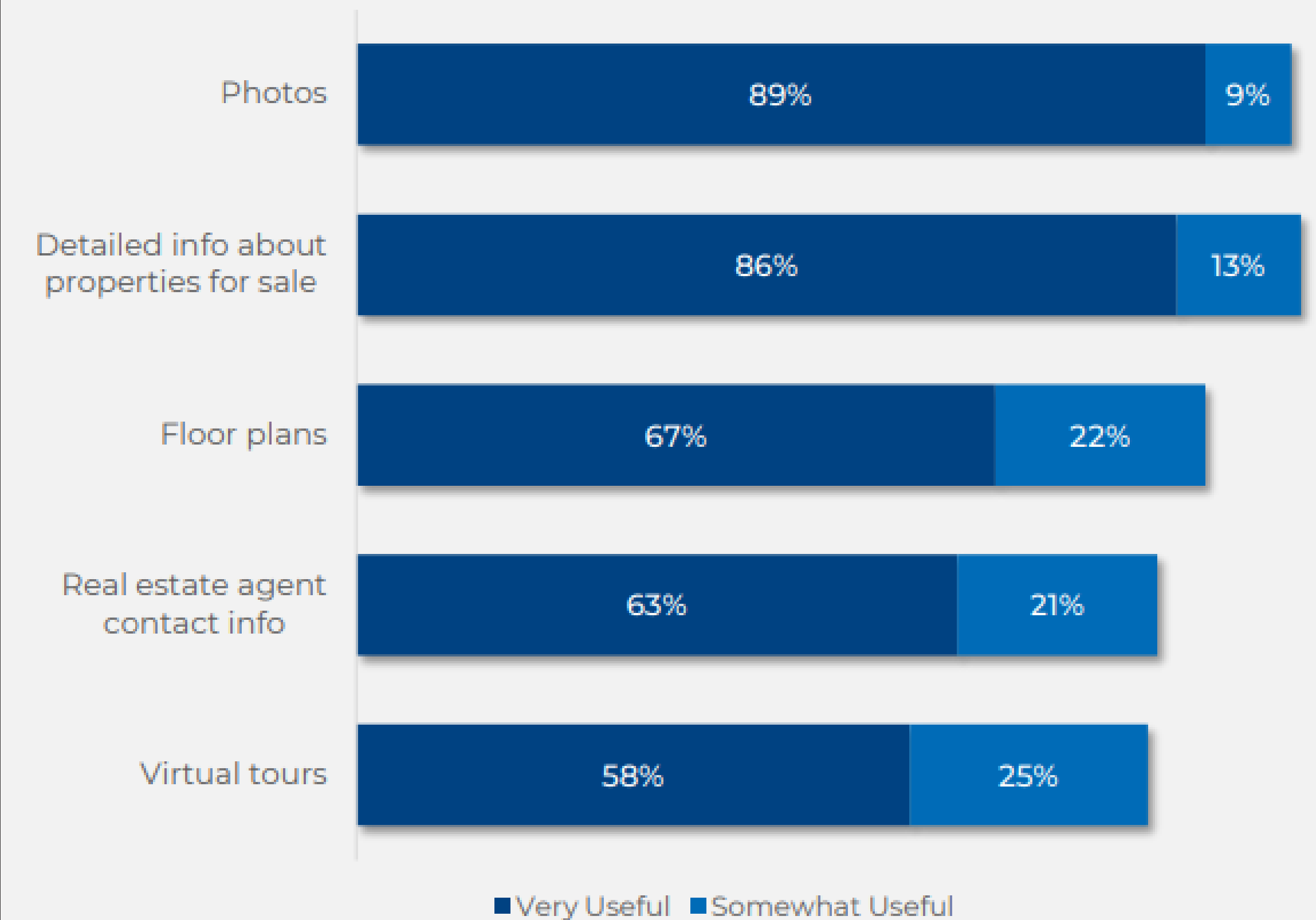
Lead-capture forms are powerful tools for gathering a person's contact information. When a person completes a form, they're added to your CRM and become a lead.

You can use pop-ups on your site and require visitors to fill it out to access highly valuable content like downloadable guides, for example. You can also use embedded forms on your listing pages, contact page, and landing pages to capture contact information.

SEARCH SAN DIEGO PROPERTIES

2,658 HOMES FOR SALE IN

The Top 5 Website Features Buyers and Sellers Found Very Useful in 2021:



15 Start a Real Estate Blog on Your Website

Having a real estate blog on your website provides you with an opportunity to demonstrate your expertise, your knowledge of the local market, and to share valuable information that solves common problems.

Most importantly, you can attract organic traffic to your website by posting about relevant topics and including keywords your target audience uses via search engines.

For example, let's say your target audience searches on Google for a topic such as "property taxes in Boise, Idaho." You could post articles specifically about that topic, using those exact words. As long as you provide valuable, readable content, Google will direct people to your blog. Each blog view is a lead-capture opportunity.

16 Add Neighborhood Insight Pages to Your Website

"Insider" information about neighborhoods in your local market is valuable to potential homebuyers, especially those who aren't familiar with the area or from another state. You can attract these types of homebuyers with SEO-friendly neighborhood reports on your website.

Remember, homebuyers aren't just buying the home, they're "buying" the neighborhood too. So include information that "sells" the neighborhood, such as the area's year-over-year median sold prices, school ratings, crime rates, demographics, parks, and points of interest. In addition to neighborhood insights, include sections for active and recently sold listings for each neighborhood.

17 Include Lead Magnets on Your Website

In addition to blog content, you can also add lead magnets to your site. Lead magnets are pieces of content that you provide in exchange for the prospect's contact information.

For example, you could offer budgeting templates, financing worksheets, a seller checklists, or a how-to guide.

The goal is to educate, inform or solve a problem your target audience experiences. Offering content like that goes a long way to attract new leads, demonstrate your expertise, and gain trust.

18 Set Up Your Google Business Account

When a person searches online for an agent or brokerage to work with, they might search for something like, "Real estate agents in Nashville," for example. A map will appear with nearby brokerages that are relevant to the search. Setting up your business with Google will add your business to the map – which improves your visibility because it'll display your business name there in the search result.

Additionally, your business will get a "knowledge panel" that can include pictures, contact information, details, reviews, information about your business, and a call-to-action button that links them to your site.





19 Invest in Search Engine Marketing (SEM) Ads

SEM ads can display on Google, Yahoo!, and Bing search engine results lists. For now, let's focus on Google because they own the vast majority of the market share and have a much larger audience.

There are two types of SEM Google ads: text and display. Text ads are formatted in – you guessed it – text, and they appear on the search engine results list (SERL). These ads function similarly to how SEO functions – they're ranked and displayed based on keyword relevancy to a prospect's search. These ads populate the top 2 or 3 slots of a SERL and display a "PAID" or "Ad" tag next to it. Display ads are visual and are shown in advertising slots on relevant third-party websites and are partners of the search engine.

20 Install Tracking Pixels for Google and Facebook

Tracking pixels are tools used to mark your website visitors so you can remarket to them. Google's pixel also collects data on your website's visitor activities and behaviors. That way you can learn about where they navigated from, ways your visitors navigate through your website, and more. Both Google and Facebook pixels allow you to target digital ads to website visitors who've gotten marked by your pixels. Google Ads appear on search engine results lists and Google partner websites. Facebook Ads appear on Facebook and Instagram feeds.

8 Real Estate Lead Generation Ideas for Facebook

21 Post With Prospects in Mind

To use Facebook to generate leads, you must post content and start conversations that are actually going to be valuable for your target market. There are so many ways you can engage them that we couldn't possibly list them all. But here are several ideas to get you started:

- share relevant and actionable statistics
- talk about market trends
- relay information about your local market – prove you're the local economy expert
- educational videos
- post infographics
- use polls to learn about your followers
- explain new laws that affect homeowners and renters
- announce upcoming community events
- share testimonials
- post replays of your recent webinars or interviews
- ask engaging and constructive questions
- offer tips, advice, and recommendations
- drive traffic to your site – post links to your active listings, recently sold homes, resources, blog posts, case studies, and lead magnets



22 Stay Active: Comment & Reply

The more you engage on social media, the more visible you'll be. The more helpful and service-oriented you are, the more leads and followers you'll attract.

Go through your newsfeed and groups and look for posts about real estate or about something local – posts for which you can provide value, share your expertise, educate, offer solutions, provide advice, or share recommendations. Think of your comments and replies as opportunities. Think of them as conversation starters that will become direct messages that will eventually develop into appointments.

23 Spark Conversations With Facebook Messenger

You can send direct messages through most social media networks. Facebook's version of this is called Messenger. There are two ways you can use Messenger to cultivate leads.

First, identify the right candidate – people who are potential homebuyers or sellers. If you see a real estate-related post, reply with helpful follow-up questions about their situation, answer their questions, and provide insight. If they're responsive, see if you can move the conversation to Messenger where you'll be more likely to go deeper and turn it into a phone call, email, or appointment.

The second way is to identify potential homebuyers and sellers in your network and direct-message them. Target your audience or life stagers (e.g. retirees, newlyweds, new parents, etc.). That way you can tailor your messages to their specific needs. Start with a tidbit about how you're connected to them, and then ask questions to find out whether they might be interested in buying or selling.

24 Record on Facebook Live

Facebook Live allows you to record a livestream. It's a great way for real estate agents to increase engagement online. Live videos automatically go to the top of the newsfeed and stay there. They can also be saved as stories so users can view them later. You could use it for sneak previews of listings, open houses, community events, webinars, Q & A sessions, and so much more.

25 Start a Facebook Group

Facebook Groups is a useful tool that you can use to farm your neighborhood, build an online community, and stay connected with your local network. You can create your own group and post about topics that are relevant/valuable to your ideal prospects.

Sure, it may not produce leads right away. But over time, you'll be setting yourself up to be perceived as the local real estate expert and the agent who genuinely cares about the community.

Building rapport and credibility little by little in simple ways over the long haul can yield a significant ROI.

26 Join Local Facebook Groups

Instead of creating your own, you can start conversations and generate leads by joining existing local Facebook groups. The groups you join should be related to your community or real estate, but don't underestimate hobby groups like pet owners, gardening groups, sports groups, church groups, political groups, and so on. Start conversations. Post questions. Share your stories. And when it's appropriate to do so (without being too salesy), offer advice and be service-oriented.

27 Start a Facebook Business Page

Creating your own business page unlocks Facebook's lead-generation potential in a whole new way. You can add things like a call-to-action button (e.g., "Call Now") to your page. You can create ads with lead-capture forms. And perhaps best of all, a business page is more SEO-friendly than a personal page, which means you'll be more visible in Google searches. As an added bonus, business pages add to your validity and credibility, which both go a long way in establishing trust with your prospects (who are all too aware of the prevalence of scammers!).

28 Promote Your Business With Facebook Ads

If you want to maximize your lead generation capability on Facebook (and quickly) create a Facebook business account and start investing in Facebook Ads. Facebook Ads allow you to target specific demographics in your farming areas (think: microtargeting). So, it's an effective tool to promote your lead magnets, listings, and open houses to the right audience.

Your ads can display a photo, album, slideshow, carousel, or video as well as a link to a landing page on your website.

What's the best format? It depends on your goal. For example, if you're looking for homebuyer leads for your listing, an ad with a photo album and link to the listing page would be ideal. Are you promoting an open house? Use an event ad with time and location details.

3 Real Estate Lead Generation Ideas for Instagram

29 Post Content!

Instagram can be a valuable real estate lead generation tool, but don't be overly salesly. It's a good idea to stick to the "80/20 Rule" of social media marketing.

Eighty percent of your posts should provide useful content for your target market (e.g., listings, educational content, infographics, advice, tips, local points of interest, and highlights of business partners).

And twenty percent of your posts should feature promotional content (e.g., list of services you provide, testimonials, case studies, client interviews, and upcoming events).

Instagram posts are often more personal than Facebook but be sure to keep it professional.

30 Record Instagram Live, Stories, Reels, and Highlights

- Instagram Live is like Facebook Live. It allows you to livestream while viewers comment.
- Stories are like a recorded video but aren't live; you can edit them.
- Reels are like Stories, but you can edit them with more effects and combine multiple videos.
- Highlights are the saved Live recordings, Stories, and Reels on your profile.

Generally, Reels receive more engagement than the other video formats, so they're effective for engaging and generating leads from your followers and those outside your network. You can use Reels to show off a listing, offer helpful tips, teach processes, or disprove common myths, for example.

31 Promote With Instagram Ads

Similar to Facebook Ads, Instagram Ads are a powerful tool you can leverage to increase engagement and generate leads, whether or not they follow you. Since Facebook and Instagram are owned by the same company, you can create Instagram ads through Facebook's Ads Manager. These ads follow the same structure as Facebook Ads, too, in that they include text, a visual, and a link to your website. To create an ad, follow the same process as you would with Facebook, then indicate Instagram as one of your placement options.



3 Real Estate Lead Generation Ideas for Twitter

32 Tweet, Tweet, Tweet

Twitter posts (i.e., “tweets”) are similar to Facebook posts but have a character limit on their captions: 280 characters. You should use Twitter to post similar content as you would on Facebook and Instagram, and you can follow the same comment/reply strategies.

So to generate leads on Twitter, share links to your listings, lead magnets, and real estate tools from your website. Encourage discussion by retweeting interesting real estate articles, asking questions, and sharing useful information.

33 Promote Your Business With Twitter Ads

You can use Twitter Ads to expand the reach of your tweets and promote them to specific audiences. The best way to use these ads as a way to generate leads is to promote your listings, open houses, real estate tools, lead magnets, and blog posts.

34 Use Hashtags

All of the social media networks allow users to hashtag, but they’re most effective on Twitter.

A hashtag (#) designates a topic for a post (e.g., #realestate). Posts with the same hashtag are grouped together so it’s easier to find posts with the same topic.

How does that help you generate leads? Think of hashtags like doorways or portals. Whenever a prospect follows or engages in some way with a hashtag, they’re led into one specific “place.” In a way, it’s like creating an audience segment to which you can direct your marketing efforts.

It’s well worth your time to research popular hashtags, strategize, and create your own.



4 Real Estate Lead Generation Ideas for Pinterest

35 Pin Posts on Pinterest

Pinterest can help you boost traffic to your website and create more opportunities to capture leads. It allows users to collect, categorize, and save images and links to virtual boards. A saved image on Pinterest is called a “pin” and you can create pins for different types of buyers, sellers, your blog, and more.

Just like any other social media platform, the fresher your content, the better your results will be. Your real estate Pinterest followers want to know what’s new in the industry. They want the hottest local information and real estate tips and insights available. Much of the content that’s on the internet today is old and overused. So gain the upper hand by producing something new and posting a variety of content regularly. To drive traffic to your website and generate leads, post links to your lead magnets and blog posts.

[Click here to get 50 ideas for generating leads on Pinterest.](#)

36 Create Local-Specific Boards

You can attract and inform people interested in learning about specific communities by providing useful insights and information. For example, you can pin graphics of local parks, points of interest, small businesses, information about community leaders, local market reports, information for out-of-state homebuyers, and any other bits of info you can think of that would be helpful for your local community.

[Check out this example of a local board.](#)

37 Join Local Group Boards

One of the best ways to maximize visibility and generate leads for free on Pinterest is by joining and actively contributing to a local group board. These types of boards focus on specific topics, similar to Facebook Groups. Not only does it help you “rub shoulders” with potential leads, but it also expands your reach. Your Pinterest audience can be as large as the groups you’re part of – when you post a graphic to a group that has 5,000 followers, for example, you have the potential to create a huge number of impressions.

[Here’s an example of a real estate group board.](#)

38 Promote With Pinterest Ads

You can target specific audiences and generate real estate leads with Pinterest ads, just as you would with the other top social media platforms. These ads look similar to a regular pin and display on your target audience’s home feed and search results list. Ads can be formatted as a photo, video, carousel, collections, or shopping and can link to your lead magnets, listings, and specific pages on your website.



4 Additional Social Media Lead Generation Ideas

39 Connect With Business Professionals on LinkedIn

LinkedIn is a social network for business professionals, so it can be a very effective way to expand your network and generate high-quality leads. Just like the top four social networks (Facebook, Instagram, Twitter, and Pinterest), you can use LinkedIn to share industry information, local market reports, lead magnets, and blog posts. You can join or create groups to reach a niche audience and create ads to target specific audiences according to location or job title.

Most importantly, you can use LinkedIn to network with other local and out-of-state real estate professionals and lenders. Once you've established a relationship, you can develop a referral exchange agreement and leverage their audience to generate your own real estate leads.

40 Publish Videos on YouTube

YouTube is a partner of Google. So depending on the keywords used in a Google search, YouTube videos have the potential to appear at the top of search engine results pages. Also, YouTube's algorithm groups similar videos and plays them automatically when a video ends. All of that is good news for agents looking to generate leads with their video content.

So here's an idea: create a YouTube channel that's specifically related to your local real estate market and desired areas. Then publish videos and group similar ones into a playlist.

For example, you can publish videos about points of interest in your neighborhood, an informative video about various real estate processes, tips and advice, video testimonials, biographies... and on and on we could go. The options are virtually endless. (Don't forget to add links to your website in the description!)

After you've uploaded your videos, you can post them to social media, share them via email, and embed them into your website to multiply their lead-generating potential.

41 Use Reddit To Generate Leads

Reddit has groups (called “subreddits”) for almost every city in the USA. (If it doesn’t, that’s an opportunity for you to create one and use it to cultivate real estate leads.) There are numerous real estate groups that you can join too. The super-specific communities you’ll find on Reddit present you with perfect opportunities to learn from other real estate professionals and engage with potential clients.

To generate real estate leads on Reddit, follow the same principles as you would on all of the other social media platforms – be helpful, answer questions, offer recommendations, and spark conversations. Do what you can to migrate conversations towards a direct message and eventually to a phone call.

42 Keep Up on Special Occasions

Start paying close attention on social media when prospects are celebrating a special occasion – a birthday, wedding anniversary, work anniversary, a career milestone, etc. (Facebook and LinkedIn, for example, allow you to turn on notifications for these kinds of events.)

Why? Because that’s your cue to show you genuinely care about them as a person. (The key word there is “genuinely.” Don’t be cheesy and fake about it, because most of us can usually tell the difference between heartfelt and salesy.)

No need to be long winded. Just make it a simple touchpoint. Reach out to them in a direct message with a quick, authentic, personalized note of congratulations or whatever the occasion might call for.

Sometimes that’s all it takes to remain top-of-mind so that when the time comes for them to buy or sell, they think of that one agent who always remembers their special day.

4 Ways To Leverage Your CRM for Lead Generation

43 Automate Highly Focused Email Campaigns

A highly focused email campaign is a sequence of emails that sends to a specific group of cold contacts over a given timeframe with the goal of warming them up. Your sequences should focus on specific topics, such as “how to buy a home for the first time,” for example.

Each email you send should guide the reader down your marketing funnel and nudge them closer to scheduling an appointment.

For example, let’s say you’ve decided to generate home seller leads who are 65 years old or older from your CRM. Your campaign schedule might look something like this:

- Day 1: You could start your email campaign with an email about how people 65 years old are struggling with their retirement savings and the benefits they'd receive from downsizing.
- Day 5: You could have your CRM automatically send an email with several recently sold homes in their neighborhood.
- Day 10: It sends your comparative market analysis.
- Day 12: Your CRM sends an email with a home seller’s guide.
- Day 15: You send them an offer for a free listing consultation.

44 Send Personalized Emails

Research has proven many times over that personalized emails are more effective than generalized emails. So personalize your emails as much as you can – not just plugging in the contact’s name, but really tailoring the content to fit their specific situation. For example, set up automated emails with newly active listings that meet the criteria of a prospect or lead’s saved home search.

45 Set Up Behavior-triggered Emails

When someone engages with you or your marketing tools online, you’re more likely to convert them into a client if you respond quickly. Automated behavior-triggered emails are perfect for following up to keep the conversation going. You can set up behavior-triggered emails for specific actions. For example, when someone inquires about a listing, you can send them an email that provides available days and times for viewing. Or if they use your CMA tool, you could send them an email that offers a free listing consultation.

46 Deliver Valuable Information With a Newsletter

Another effective strategy for nurturing and generating leads from your CRM is through a monthly newsletter. Keep it centered on the freshest information for your specific neighborhoods. To get the best results from your newsletters, include topics like neighborhood news, events, new laws/regulations, market trends/statistics, price increases, lead magnets, active listings, and recently sold homes. The “80/20” social media marketing rule applies here too: deliver useful information eighty percent of the time and share promotional content twenty percent of the time.

3 Ideas for Engaging Your Sphere of Influence To Get Leads

47 Produce Testimonials from Recent Clients

If one of your goals is to generate not just leads but **referral** leads, you need to have a system in place to help you do that. That often involves a two-part strategy.

First, be sure you're maintaining strong relationships with current and past clients. Stay connected and reach out to them on a regular basis, without being annoying, of course. Maybe that looks like checking in with them to see how they're settling into their new home after a few months, making sure they have all the right documents for that first year's tax season, or sending holiday cards or a small (but meaningful) gift.

Second, offer incentives for current and past clients to provide testimonials. It doesn't have to be anything big. Maybe you could give them a gift card to a great local coffee shop, for example, or enter them into some sort of giveaway. Make it easy for them to provide testimonials through your site. You could have an entire page dedicated to your referral program with a form or questionnaire.

Whatever these two approaches end up looking like for you, the end goal is to build up an extensive list of testimonials you can draw from for promotional use on your site, on social media, and through any third-party marketing partner you might work with.

48 Work With Partners and Friends in Your Network

Another way to drive traffic to your website and generate leads is by working with influencers, friends, and business partners. The person you partner with can add your information and your website to their website, and vice-versa. You'll find that it's relatively easy to network in this way because it's mutually beneficial for both parties and they'll be glad to combine audiences.

This wider social circle is full of high-quality prospects and excellent referral sources. All of whom are more likely to choose you over a stranger without a shared interest.

49 Attend Online Networking Events

Yes, look for ways you can get connected with your target market – conferences, events, and meetups. But don't forget about events that put you in contact with local business owners, contractors, investors, landscapers, marketing experts, and anyone else who could become part of your team.

You don't even have to travel to build your network. Explore [Facebook Groups](#), [Meetup](#), and real estate conferences with a virtual option such as [Inman Connect](#) or [NAR](#) conventions and meetings.

3 Unconventional Real Estate Lead Generation Ideas

50 Use TikTok To Generate Leads

Yes, TikTok. It might not work for all agents. But for some, it can be a massive source of leads. [One agent](#), for example, apparently received hundreds of inquiries after posting just one listing on TikTok.

It may seem surprising at first. But keep in mind – short-form video content has been effective for years and years now. It provides just the kind of easy, “low-bar” experience that piques the interest of many real estate prospects.

Examples of TikTok Content You Could Post:

- Virtual tours of a home
- Quick tips for first-time homebuyers
- Open house promo
- Local market updates

51 Be a Guest Blogger

If you love writing and instructing, being a guest blogger can be an excellent way to generate leads. It expands your reach – the blog’s audience becomes your audience – and it can give your SEO power a significant boost. Meanwhile you’re building a larger network of potential referral sources along the way.

Some agents seek mutually beneficial relationships that allow them to swap posts (i.e., they post your article on their site, and you post their article on yours). Or you could pitch your posts to websites you like or websites that attract your ideal prospects.

52 Leave Voicemails With Slydial

[Slydial](#) is an app that allows you to go directly to your prospect’s voicemail inbox. There are three main advantages to this out-of-the-box real estate marketing strategy.

First, it’s personal. It’s one thing to see a flier on your doorknob or a newsletter in your mailbox, but there’s something unique about hearing an agent’s voice. Leaving a voicemail allows you to make the interaction feel more friendly and less transaction-oriented.

Second, it increases the chance you’ll reach those who ignore calls from numbers they don’t know. Cold calling can be demoralizing because so few actually answer. But by going straight to voicemail, the odds of connecting with a prospect may tip in your favor.

And third, you have the option to automate your messages, which has the obvious benefits of increasing efficiency and freeing you up focus on other things.

5 Third-party Lead Generation Ideas

53 Leverage Third-party Listing Websites

[NAR studies](#) have shown that most homebuyers (especially Millennials) begin their search online. Typically, that means they end up on sites like Zillow, Trulia, Realtor.com, Homes.com, and Craigslist because these sites provide a ton of valuable information.

So the idea here is to meet your prospects where they are. Place your listings and contact information on sites such as the ones mentioned above and leads are sure to come your way.

54 Try Third-party Website Ads

To take the above strategy to the next level, you can purchase ad space on sites like Zillow, Trulia, and Realtor.com to increase visibility for your listings and generate leads that way.

Popular companies like those will strategically place ads throughout their site to target specific segments in their audience where the likelihood of clicks increases. All you have to do is purchase the ad space and wait for the leads to come streaming in.

55 Manage Your Reputation on Review Websites

Review websites such as Yelp! and Google aren't likely to generate leads for you. But they can certainly do the opposite. So, take the time to develop (and protect) your profile on any review websites you're on (including the other sites we already mentioned above).

Respond to comments – both the positive and negative ones. Show that you're present, active, and that you care about clients' experiences. And that alone may be all that it takes to turn an inquisitive prospect into a warm lead.



56 Get Noticed on Mobile Apps

[NextDoor](#) and [Ring](#), for example, have mobile apps with built-in community groups that provide prime lead generation opportunities.

Build relationships with your neighbors. Share local updates, prompt upcoming events, answer questions, and be available to recommend services (especially yours!) whenever those kinds of questions come up.

57 Outsource Some of Your Lead Generation

As you've noticed by this point, there are dozens and dozens of ways to generate leads online. But among the easiest and most efficient is to have lead generation done for you by a team of experts.

Businesses, such as [Zurple](#), empower real estate professionals to maximize their commission income potential by providing consistent lead flow from target areas. In addition to their lead generation service, Zurple also offers a complete marketing solution that includes automated follow-up systems, customizable lead magnets, and much more.

Knowing you'll have a steady flow of leads generated for you each month means you can spend more time focusing on supporting your clients and building your network.

See firsthand what online lead generation and automated engagement software can do for your business. [Request a Zurple demo.](#)



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