



# 52 REAL ESTATE LEAD GENERATION IDEAS FOR 2022





# ABOUT LEAD GENERATION

## What is Lead Generation?

Lead generation is an essential part of growing your real estate business and marketing it. To be a successful agent, you must implement lead generation strategies that consistently feed your pipeline with real estate leads and stay top of mind by nurturing them until they're ready to hire you.

The [dictionary](#) definition of lead generation: **Lead Generation** (*n*) - The action or process of identifying and cultivating potential customers for a business's products or services.

In other words, lead generation means determining WHO is most likely to want/need your services, creating a relationship with them, and developing that relationship until the lead is ready to use your services.

Your lead generation goal is to gather contact information from potential real estate leads in your target audience. Once they become your lead, your new goal is to schedule an appointment with them. You can attract and generate these leads by providing value to them. You can provide value to them by sharing relevant information, educating them about real estate topics, helping solve their problems, offering products/services, giving recommendations, and providing your expertise.

These valuable pieces come in many forms. You can use them and share them in many different ways to generate real estate leads. That's the reason we created this ebook, to share 52 ways you can generate real estate leads online in 2022!

We hope you find this ebook useful and use the ideas to generate more leads for your real estate business. We hope you grow, find success and exceed your GCI goals for 2022.

Thank you for downloading our guide!





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# 10 REAL ESTATE LEAD MAGNET IDEAS & EXAMPLES

One effective strategy for real estate lead generation is leveraging lead magnets to entice potential leads to share their contact information with you. A lead magnet is a complimentary item or service that is given away with the goal of collecting contact information. They provide valuable knowledge on a topic that educates, informs, and helps the lead fill a need or solve a problem. To maximize lead generation from your lead magnets, you need to maximize its visibility by sharing online. That includes hosting it on your website, promoting it on social media, send it to your contact list through email, and more.

In this section, we'll share 10 lead magnet ideas and examples that you can use to generate real estate leads online.

## 1 Provide real estate tools

One of the most useful tools you can provide a homebuyer is a home search. For home sellers, it's a comparative market analysis. Since these tools are useful and provide value, you can leverage them as lead magnets to gather contact information. The leads you capture with these tools may vary in the stages they're in, but many of them will be in the early stages of their real estate process.

Real Estate Tool 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 and accomplish 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 prepare for their process.

These lead magnets must be about relevant topics to generate leads from your target audience - like steps required to complete a certain process, how to prepare for a process, general timelines, documents needed, parties involved, common terminology, best practices, tips, common FAQ's, etc. Additionally, they should include comprehensive information about its in order to provide the most value to the lead.

Guide and eBook Examples:

- A Homebuyer Guide
- A Home Seller Guide
- How to Get a Mortgage Loan Guide
- Home Improvement Projects that Boost Home Value ebook

## 3 Share infographics about specific topics – not broad

An easy-to-digest, visual graphic that shares information on specific topics, infographics are great for engaging, educating, and generating potential homebuyer and seller leads. The topic of your infographics should be specific and narrow, rather than broad. They should explain a topic that's relevant to potential real estate leads and information they'd find useful.

Infographic Examples:

- The Top 10 Benefits of Homeownership.
- Different 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 lead magnets – like free services. These types of lead magnets include a bottom-of-funnel call to action and can generate potential leads that are further along their real estate journey. Typically, these entail a meeting with the homebuyer or seller, which allows you to charm them with your personality and strength the relationship.

Free Service Request Examples:

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

## 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 into these content feeds, they can receive the most up-to-date information that you share, usually in exchange for their contact information. If you provide enough value through your content feeds, you can build trust and display your expertise, while nurturing the relationship.

Content Feed Examples:

- Personalized-Filtered Listings Alerts
- Real Estate Blog Feed
- Social Media Newsfeeds
- Monthly Newsletters

## 6 Produce informative videos

Since video is the preferred media for content, you can create informative/educational videos to attract and generate real estate leads. For ideas about videos, consider repurposing some of your downloadable content – like your guides and infographics – into videos. So, you should create videos that inform homebuyers and sellers about the real estate process, best practices, tips, common mistakes to avoid, top points of interest in your neighborhood, and other relevant topics.

Informative Video Examples:

- 7 Simple Steps to Selling 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 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 Buyers 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

A homebuyer or seller will typically ask themselves questions to see if they’re ready for their real estate process. As a real estate professional, you’ll do the same to qualify them. Quizzes can be useful tools for homebuyers and sellers because they give answers based on replies to a series of questions. You can use quizzes to qualify potential leads, gather their information, and gauge which stage they’re on in their process.

Quiz 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

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. One way you can provide this information, show off your skills, appeal to these potential leads, and convert them into leads is by creating case studies of your past success stories. Tell your success story by sharing a problem or challenge you’ve experienced, how you approached the problem, how you solved the problem, and your positive results.

Case Study Examples:

- How You Found and Closed On a Dream Home for a US Veteran.
- How You Went the Extra Mile and Creatively Solved a Problem.
- How You Adapted Your Operations During the Covid Pandemic.
- How You Closed on a Home in a Low Inventory Market.

## 10 Record a video interview of a past client’s experience while working with you

Success stories that showcase your skills and ability to complete a real estate transaction can compel a potential lead to hire you – or at least seriously consider you. One way you can leverage these success stories to generate leads is by recording a video interview of your past clients as they share their experience working with you. A video interview is like a case study or a 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. Video is the preferred format for most consumers, and it’s more effective at eliciting emotions and compelling them into action.

Video Interview Examples:

- Ask a Client About Their Experience Buying Their Home with You.
- Ask a Client How You Helped Them Overcome a Challenge.
- Ask a Client About Their Expectations and How You Exceeded Them.
- Ask a Client Why They Would Hire You Again



# 9 WEBSITE REAL ESTATE LEAD GENERATION IDEAS

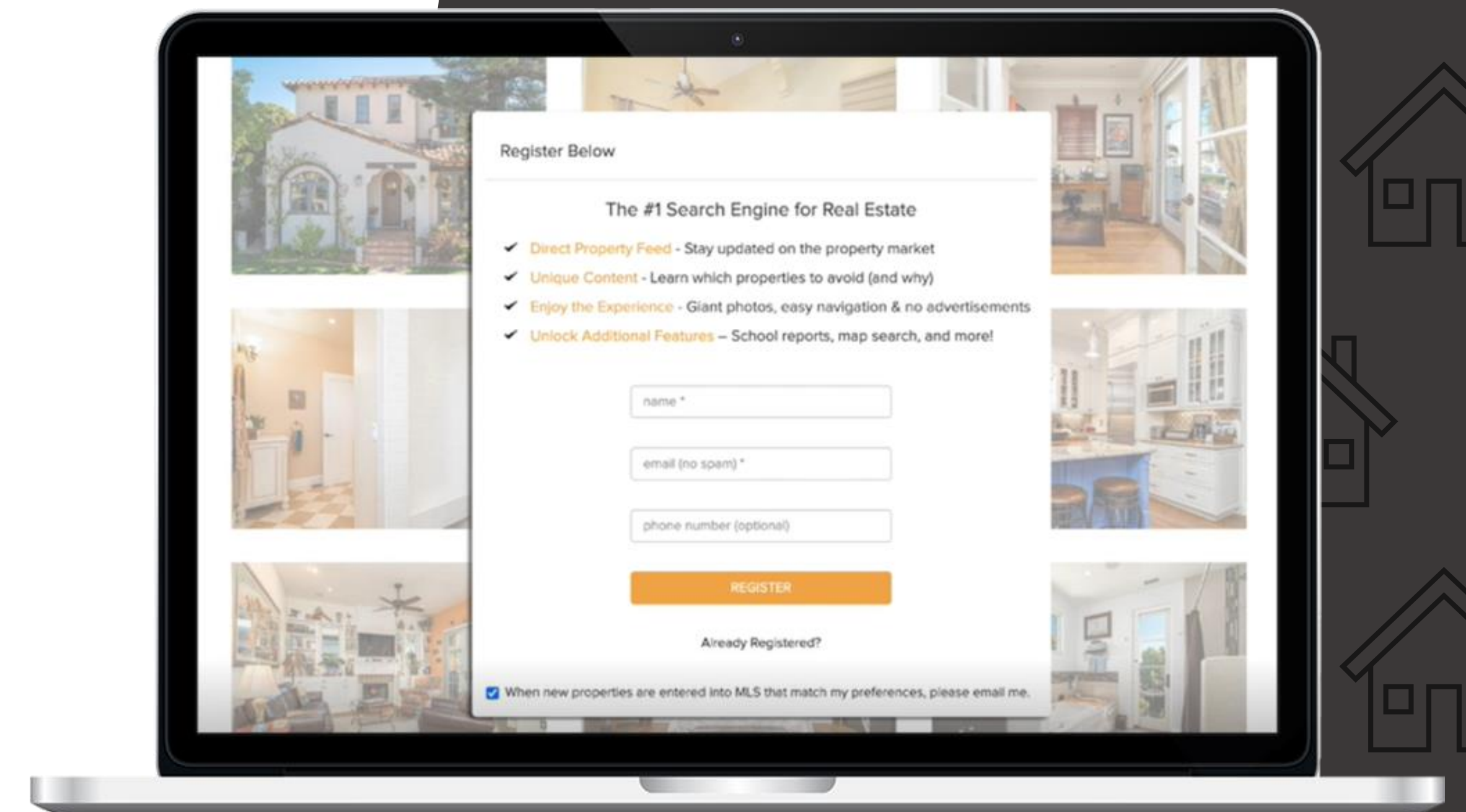
## 11 Optimize your website for local search engines (SEO)

When consumers navigate to your website via a search engine, it's considered organic traffic. The goal of SEO is to maximize your website's visibility by ranking high on Search Engine's Results List (SERL). To improve your website's SEO, focus on three areas of your website: valuable/relevant content, readability, and keywords. These areas must align with Google's algorithm to improve SEO, increase organic traffic to your website, and increase opportunities to generate leads. Use this [free tool to check your website's SEO grade](#).

- **Content:** When a consumer has a problem, they use a search engine to look up solutions. So, your website content must educate, inform or help solve these problems to attract homebuyer and seller leads. These types of content include your biography, listings, real estate tools, photos, videos, and other information on your website.
- **Readability:** Your website should be free of spelling errors, and format/structure that's scannable and easy to digest. Using headers separate topics, bullet points to separate ideas or run-on sentences, and using bold or italic 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 key phrase 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, the URL. Keywords and phrases don't have to match a search exactly - "Texas Home Sales" is close enough to "Homes for Sale in Texas."

The more relevant your website's content is to a person's search, the higher it'll rank on SERL's - which leads to more visibility, which increases traffic even further. More traffic means more opportunities to capture leads.

It's easier for potential leads to find your website if their search closely matches your website's keywords. They'll spend more time on your website if your content is highly relevant, valuable, and readable. If they spend more time on your website, they're more likely to convert to a lead - plus your website improves its rank on SERL's.





## 12 Add very useful website features that your target audience wants

To generate more leads, your website should provide features that your target audience searches for, finds valuable, and are useful to them. This is one of the best ways to attract organic traffic to your website, keep them on it, and convert them into a lead. According to the [National Association of REALTORS® Research Group's Real Estate in a Digital Age Report](#), the top five website features buyers and sellers found very useful were:

- 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, you should also have a home search tool, a comparative market analysis tool, recently sold properties, the ability to save listings, and neighborhood information. Useful website features should be easy for your visitors to find and use. So, try to make them as visible and simple as possible.

Since potential homebuyers and sellers find these features very useful, they'll search for them online and use them during the initial steps of their respective real estate processes. By including the features on your website, you can attract these buyers and sellers in their early stages.

## 13 Design your website for lead generation

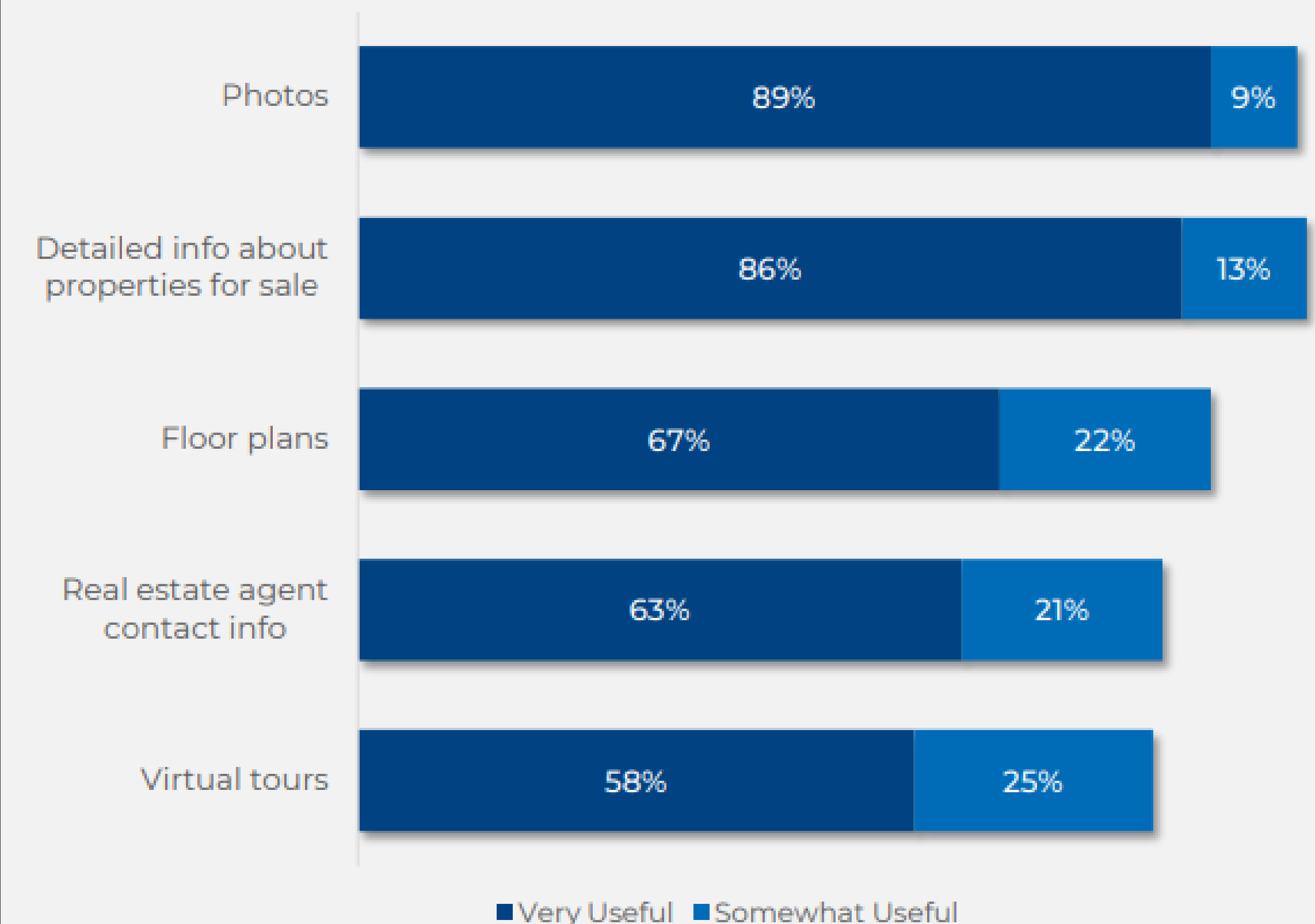
Lead capture forms are powerful tools for gathering a person's contact information. When a person completes a form, they're added to your CRM and become a lead. Completing a form is one of the best ways to gather a potential lead's information.

There are two types of lead capture forms: pop-up and embedded forms. Pop-up forms can be added to a webpage and require (optional) completion to access specific content, or they can be embedded into a webpage. You should include pop-up forms on highly valuable content like downloadable guides and real estate tools. Embedded forms are usually optional and are always visible on a webpage. They should be included on your listings, contact me, and landing pages.

SEARCH SAN DIEGO PROPERTIES

2,658 HOMES FOR SALE IN

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





## 14 Develop a local real estate blog on your website

A local real estate blog on your website allows you to demonstrate your real estate expertise, show off your vast knowledge of your local market, and share valuable information that solves a problem. Most importantly, you can attract organic traffic to your website by posting about relevant topics and including keywords used by your target audience on search engines.

Examples: If your target audience searches on Google for topics like “Property Taxes in Boise, Idaho”, “New Construction Homes in Austin, Texas”, or “How to Buy a Home” – consider writing and posting blog articles about them. Then Google will send people to your blog when they search for information about these topics. Each blog view is a lead capture opportunity.

## 15 Add neighborhood insight pages to your website

“Insider” information about neighborhoods in your local market is valuable to potential homebuyers, especially ones who aren’t familiar with the area or are out-of-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 like its average price of sold homes year-over-year, school ratings, crime rates, age ranges of constituents, parks, points of interest, and other information a potential homebuyer may look for while researching a neighborhood. In addition to neighborhood insights, include sections for active and recently sold listings for each neighborhood.

## 16 Include lead magnets on your website

In addition to your website content, you can also add lead magnets to your website. The goal of your downloadable content is to educate, inform, or solve a problem your target audience experiences. These will help you attract, demonstrate your expertise, and establish trust with leads as they use your downloadable content to solve their problem.

## 17 Set up your Google business account

When a person begins their search online for an agent or brokerage to work with, their Google search might include, “Real estate agents in Nashville.” A map with brokerages will appear that makes it easier to find a local business that is relevant to the search. Setting up your business with Google will add your business to this map – which improves your visibility by displaying at the top of a local search. Additionally, your business will get a knowledge panel that includes pictures, contact information, details, reviews, other info about your business, and a call-to-action button.







## 18 Invest in search engine marketing ads

Search Engine Marketing (SEM) ads can display on search engine result lists on Google, Bing!, and Yahoo! Among these search engines, we'll 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 text and are found 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 potential lead's search. These ads populate the top 2-3 slots of a SERL and display a "PAID" or "Ad" tag next to it. Display ads are visual and are found in advertising slots on relevant third-party websites and are partners of the search engine.

## 19 Install Google and Facebook tracking pixels

Tracking pixels are tools used to mark your website visitors so you can remarket to them. For Google, their pixel also collects data on your website's visitor activities and behaviors like where they navigated from, ways your website 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 website, while Facebook Ads appear on Facebook and Instagram feeds



# 5 THIRD-PARTY WEBSITE & MOBILE APP REAL ESTATE LEAD GENERATION IDEAS

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## 20 Leverage third-party listing websites

These types of websites include Zillow.com, Trulia.com, Realtor.com, Homes.com, Craigslist.com, etc. These websites provide a ton of valuable information like listing details as well as local market, community, school, and point of interest reports. Many homebuyers will begin their home search on these websites on their smartphone apps. You can generate leads from each website's audience by adding your listings and contact information to them.

## 21 Try third-party website ads

Zillow, Trulia, and Realtor.com offer additional paid ad services that increase visibility for your listings on their respected platform. These ads are strategically placed throughout their websites and are shown to people most likely to click on them in their audience.

## 22 Manage review websites

Review websites, like Yelp! or Google, may not directly generate leads for you, but they can influence a person to remove you from consideration. When a potential real estate lead considers hiring you, they'll research your reviews online. If they discover positive reviews, they'll be more likely to hire you. If they discover negative reviews, they'll be less likely to hire you. Take the time to develop your profile on review websites by managing the information and encouraging past clients to leave reviews on them. NOTE: Reviews are also displayed on the third-party listing websites mentioned above, so you should develop those too.

## 23 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. Both parties can mutually benefit from this idea because they'll be exposed to, drive traffic from, and generate leads from to a new/relevant audience.

Specifically, they can create a "Partners" page on their website, write a blog article about you, and more. Since these potential leads from your professional network have established some trust with you, they should be easier to convert into a lead.

## 24 Be found on mobile apps

Apps are similar to third-party websites but are used primarily via mobile devices – like smartphones and tablets. NextDoor is a private social network for specific neighborhoods, so you must validate your address before joining your neighborhood's group. You can use this app to build relationships with your neighbors by sharing local updates, events, answering questions from neighbors, recommending services when someone asks, and more. Often, a person will ask for recommendations on a contractor, landscaping services, a real estate agent, or even a babysitter. These are perfect opportunities to initiate contact and start building a relationship by providing the information they requested.





# 8 FACEBOOK REAL ESTATE LEAD GENERATION IDEAS

One of the most effective lead-generating tools for real estate professionals is Facebook. By leveraging Facebook, you can generate leads and nurture your audience by sharing information and content with them that starts conversations.

## 25 **Post on Facebook**

To get engagement from your audience on your posts, try to start a conversation by sharing valuable information about real estate. For example, statistics, market trends, your local market, educational videos, infographics, polls, new laws that affect homeowners/renters, upcoming community activities/events, positive testimonials, your webinars, questions, recommendations, etc. You can drive traffic to your website by posting links to your active listings, recently sold homes, real estate tools, blog posts, you, case studies, and your lead magnets.

## 26 **Comment/reply on Facebook**

Go through your newsfeed and groups and look for posts about real estate or about something local – posts that you can provide value, share your expertise, help, educate, offer solutions/advice, or share recommendations. Think of a comment or reply to a post as an opportunity to start a conversation that will migrate to a direct message and develop into an appointment. 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.



## 27 Spark conversations with Facebook messenger

Most social media networks give you the ability to send messages directly to another user. There are two ways you can use messenger to cultivate real estate leads. When you comment/reply to a post, your goal is to spark a conversation that migrates from the post to a messenger – it’s like isolating a conversion or side barring. First, identify the right candidate - people who are potential homebuyers or sellers. Then reply to their post by asking questions about their unique situation, helping them solve their issue, answering their questions, providing insight, etc. Once you’ve exchanged a few replies, tell them you’ll message them directly so you can have a conversation via messenger. Once the conversation is on messenger, get their contact information and migrate the conversation to a phone call, a text, or an email.

The second way is to identify potential homebuyers and sellers in your network and direct message them. Look for older parents with children in their 30’s, retired people who might downsize, newlyweds, new parents, etc. Then send them an intro message about how you’re connected to them, if they’ve recently considered buying/selling, and if they have any questions.

## 28 Record on Facebook live

Facebook LIVE allows you to record a live stream. It’s a great tool for real estate agents to increase engagement on Facebook. Live videos automatically go to the top of the newsfeed, stay longer, and can be saved as stories that can be viewed later. Try using Facebook LIVE for sneak previews of listings, open houses, community events, webinars, Q&A sessions, etc.

## 29 Create 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 Facebook Group and post about the topics listed above. Additionally, you can post about neighborhood updates and news not related to real estate, but more about the community – like if the city is adding a stop sign, if coyotes/mountain lions have been spotted nearby, etc.

## 30 Join local Facebook groups

Instead of creating your own Facebook group, you can start conversations and generate leads by joining local Facebook groups. Look for groups aimed at local communities that you’re interested in such as neighborhoods, pets, books, gardening, golf, sports, religion, politics, etc. Then look for posts and follow the Facebook comments/replies strategies to start conversations. You can also post questions, share your stories, and offer advice – be service-oriented and helpful, don’t be too salesy.

## 31 Start a Facebook business page

Creating your own Facebook business page unlocks lead generation features. You can add a call-to-action button like “Call now”, company details, create ads with lead capture forms, receive reviews, and more. A business page is also more SEO-friendly than a personal page, so it’ll be more visible during Google searches. Additionally, scammers have become more popular, and a business page adds your validity – which builds trust.

## 32 Promote with Facebook ads

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

Your ads can display a photo, album, slideshow, carousel, or video as well as a link to a landing page on your website. The best format depends on the goal of your ad. 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. Additionally, an event ad with descriptions of time and location would be best to promote an open house.



# 3 INSTAGRAM REAL ESTATE LEAD GENERATION IDEAS

Instagram is the second most popular social media network, and it's also an effective lead-generating tool for real estate professionals. By leveraging Instagram, you can take advantage of their audience of users to generate leads and nurture your audience by sharing visual content and info to entice conversations.

## 33 Post on Instagram

For Instagram, post important visual content like self-promotions, your listings, educational content, graphs, charts, infographics, advice, tips, mistakes to avoid, your available services, your clients, testimonials, case studies, interviews, local points of interest, your business partners, upcoming events, footage of events, and more. These posts can be pictures, albums, slideshows, collages, carousels, videos, or a combination of different formats. They can be more personal than Facebook but should still be professional.

## 34 Record Instagram live, stories, reels, and highlights

Instagram LIVE is like Facebook LIVE – it allows you to record a live stream while viewers comment - but for the Instagram social network. 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 saved LIVE, Stories, and Reels that save to your profile.

Generally, reels receive more engagement than the other video formats, so they're effective at engaging and generating leads from your followers and people outside of your network. You can use Reels to show off a listing, offer helpful tips, teach processes, disprove common myths, and other educational topics. Reels are, silly, but they're effective.

## 35 Promote with Instagram ads

Similar to Facebook Ads, Instagram Ads are a powerful tool that you can leverage to increase engagement with and generate leads from people that follow and don't 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 – they include text, a visual, and a link to your website. To create an ad, follow the same process as Facebook Ads, then indicate Instagram as one of your placement options.





# 3 TWITTER REAL ESTATE LEAD GENERATION IDEAS

Twitter is the third most popular social media network. It's also an effective lead-generating tool for real estate professionals. It's like Instagram, but Twitter emphasizes a post's text over visuals. By leveraging Twitter, you can generate leads from their audience of users by sharing your lead magnets and nurturing homebuyers and sellers who prefer this platform.

## 36 Tweet Twitter posts

Twitter posts, or tweets, are similar to Facebook posts but have a character limit on their captions – 280 characters max. You should use Twitter to post similar content like Facebook and Instagram, and you can follow the same comment/replies 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.

## 37 Promote 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 to generate leads is by promoting your listings, open houses, real estate tools, lead magnets, and blog posts.

## 38 Use hashtags

A hashtag essentially designates a topic for a post. Posts with the same hashtag are grouped together so it's easier to find posts with the same topic. All the social media networks allow users to use hashtags, they're most effective on Twitter. You should create your own hashtag, use real estate related hashtags, and local hashtags to maximize your posts' visibility and opportunities to generate leads.

#realestate #realtor #realestateagent #home #property #forsale #investment #realtorlife  
#dreamhome #interiordesign #sold #ghfyp #realestatesales #realestateforsale #realestateexperts  
#openhouse #realestategoals #realestatenews #realestatetips #realestatemarketrealestate



# 4 PINTEREST REAL ESTATE LEAD GENERATION IDEAS

Pinterest can help you boost traffic to your real estate 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 buyers, sellers, your blog, and more.

## 39 Pin a post on Pinterest

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 and real estate tips and insight available. So much of the content that is on the internet is old and overused. 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.

[View Pinterest Lead Generation Ideas >>>](#)

## 40 Create local boards

You can attract and inform people interested in learning about specific communities by providing helpful information. For example, you can pin graphics of local parks, dog parks, points of interest, small businesses, places to do community activities, information about community leaders, local market reports, information for out-of-state homebuyers, and other helpful information about a local community.

[View example of a local board >>>](#)

## 41 Join local and/or real estate group boards

One of the best ways to maximize visibility and generate leads for free on Pinterest is by joining and contributing to a local group board. These types of boards focus on specific topics – like Facebook groups but in a Pinterest layout. Joining a group board expands your audience and gives you access to all their followers, so if you post a graphic to one that has 5,000 followers, it’ll reach all of them.

[View example of a real estate group board >>>](#)

## 42 Promote with Pinterest ads

You can target specific audiences and generate real estate leads with Pinterest ads. 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.





# 3 OTHER SOCIAL MEDIA REAL ESTATE LEAD GENERATION IDEAS

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Facebook, Instagram, Twitter, and Pinterest are the top social media networks for real estate lead generation. There are three other social media networks that you can use too. They're not as effective at real estate lead generation compared to the top four, but they can be effective for certain professionals who target audiences with users in these social media networks.

## 43 Cultivate real estate leads who are business professional on LinkedIn

LinkedIn is a social network for business professionals – so it's an effective tool to reach, engage, and generate real estate leads who are business professionals. Just like the top four social networks, you can use LinkedIn to share industry information, local market reports, lead magnets, and blog posts. You can engage audiences by posting, commenting, and sending direct messages to other users too. There are also groups that you can create or join to reach a niche audience. You can also 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 real estate leads.

## 44 Publishing real estate videos on YouTube

If you publish a video online, it'll probably be on YouTube. Not only can you use YouTube to store your videos, but it can share them too. YouTube is a partner of Google, so depending on the keywords used in a search, these videos can display on the top of a SERL. Additionally, YouTube's algorithm groups similar videos and plays them automatically when a video ends.

To generate leads from YouTube, create a YouTube channel specific to your local real estate market. Then publish videos and group similar videos into a playlist. For example, you can publish exploration videos about points of interest in your neighborhood, an informative video about real estate processes, how-to videos, tips/advice videos, video testimonials, video biographies, and other topics. Don't forget to add links in the description!

After you've uploaded your videos to YouTube, you can post them to social media, share them via email, and embed them into your website.

## 45 Replying to posts and comments on Reddit

If you didn't know, 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. Additionally, there are many real estate groups that you can join to engage a real estate audience. You can use these groups to find potential buyer and seller leads, show off your expertise by helping other users.

To generate real estate on Reddit, follow the post, comment/reply, and message strategies mentioned in the Facebook section – you'll mostly comment/reply to posts and direct messages to generate real estate leads. Be helpful, answer questions, offer recommendations to spark conversations on posts. Then try to migrate the conversation towards a direct message, then to a phone call.



# 4 EMAIL/CRM REAL ESTATE LEAD GENERATION IDEAS

Your CRM holds your book of business, and it should contain details of each contact and track their interactions with your website and emails. When it comes to lead generation with this segment, you must have a strategy to be successful.

## 46 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 timeframe with the goal of warming them up. Your sequences should focus on topics like first-time homebuyers, sellers, or buyers/sellers. Each email you send should guide the reader down your marketing funnel, so each email should nudge them closer to scheduling an appointment.

For example, you've decided to generate home seller leads who are 65 years old or older from your CRM. 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. 4 days later, your CRM automatically sends an email with several recently sold homes in their neighborhood. 5 days later, your CRM sends your CMA tool. 2 days later, your CRM sends an email with a home sellers guide. 3 days later, your CRM sends them an offer for a free listing consultation.

## 47 Send personalized emails

Personalized emails are more effective than ones that aren't. Not just ones with the contact's name, but personalized new information too. For example, setting up automated emails with newly active listings that meet the criteria of their saved home search, or automated emails with listings like listings they've saved. Since these emails are tailored for the recipient, by the recipient, they're more likely to convert into a hot lead.

## 48 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 like when someone inquires about a listing, you can send them an email about available days and times. If they use your CMA tool, send them an email requesting a free listing consultation.

## 49 Deliver valuable information via newsletter

Another effective strategy for nurturing and generating leads from your CRM is through a monthly newsletter. These newsletters should be about the newest local information for specific neighborhoods. To get the most out of your newsletters, include topics like neighborhood news, events, new laws/regulations, market trends/statistics, price increases, lead magnets, an active listing, a recently sold home, etc. The ratio should be 80% helpful information and 20% promoting yourself.



# 3 OTHER REAL ESTATE LEAD GENERATION IDEAS

All the ideas mentioned so far are ideas that can help you generate real estate leads online directly. All those ideas contribute to the success of the ideas in this section – generating referral leads online.

## 50 Develop an online referral program

Create a page on your website with details about your referral program. Include information like your contact information, incentives, and a form. Your goal is to generate referral leads. To achieve that, you need to get information online that bolsters your past performance – like testimonials on your website, social media, and third-party websites. Additionally, you need to incentive your network and entice them with incentives – and make them aware of your referral program.

You also need to nurture your past clients and find creative ways to stay connected with them, but without being annoying. Some ideas to stay connected include checking in with their move-in process the first few months, making sure they have all the right documents for tax season the first year, sending holiday cards, sending small/personalized gifts, gifts for their pets, and sharing celebrations of accomplishments (like job promotions, having a baby, etc.) Use social media to stay up to date on their lives and make every touch meaningful.

## 51 Network with the right people

You can dramatically increase your referral lead generation by networking with the right people. The right people are people who can generate leads for you. Real estate agents in your brokerage but out-of-territory or out-of-state, senior agents/brokers with too many clients to properly manage, property managers, lenders, divorce attorneys, trust & will attorneys, and funeral homes are all effective referral lead generation sources.

You can search online for potential partners and send them a friend request. Start a conversation that leads to the reasons you've chosen to connect with them. Then propose terms of the agreement to exchange referral leads.

## 52 Outsource some of your lead generation

One way you can focus more on your clients while generating real estate leads is by outsourcing your lead generation. Businesses, like Zurple, were created to help real estate professionals across the USA by providing them with consistent lead flow from target areas, automated follow-up systems, websites with highly useful features, customizable lead magnets, and more. These features allow agents and brokers to focus on managing their clients and spend less time on lead generation.

[Click here to learn more about outsourcing lead generation >>>](#)

