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3 Hurdles to Overcome With Craigslist Marketing

By Jeff Logue of Retechulous, LLC

One of the best real estate marketing strategies for attracting more leads is by using Craigslist. This is literally how we produced thousands of leads for our own real estate business in a very short amount of time, and the traffic is always completely free!

However, there are various nuances that you must also be aware of when posting to Craigslist, in order to ensure that you keep your account in good standing and gain the most exposure possible. Therefore, let's review 3 of the top issues we see our clients run into, and how you can best avoid them.

1. **Getting Flagged** – Regardless of how relevant and well written your Craigslist real estate marketing ads are, there will always be instances where an anal competitor or even Craigslist reviewer will flag an ad for whatever reason.

Unfortunately, this can happen anytime an ad is flagged more than once. Thankfully, you can always post more than one ad throughout the day.

Plus by maintaining an active account, you will be able to repost each submission whenever this issue arises.

2. **Being Ghosted** – Another huge hurdle to overcome with Craigslist is the infamous “ghosting” technique. Instead of notifying you whenever they feel something doesn’t jive, they will simply not show your ad copy within any of the searches.

So your Craigslist real estate marketing ad may appear to have been posted, but if you run a search within 30 minutes and it’s still not there, then it most likely has been ghosted. This can happen to any ad at any time, and there is not really any rhyme or reason to Craigslist’s algorithms. We will cover solutions for this along with #3 below.

3. **Blocking Your IP** – Although this is very rare, from time to time Craigslist will completely block your IP address if they feel you are not following their policies. Again, you may unjustly have this happen to you (typically not the issue), only because they are trying to protect their system from spammers.

If for whatever reason their system feels that you fall within that category (usually due to over posting), then anything you try to post from that specific IP will never show up in the searches. It doesn’t matter if you open a new account with a different email address, because they will be tracking your IP.

So here are a few things to keep in mind. First, be sure to space out your submissions throughout the day. We recommend no more than 2-3 ads per local

area for your Craigslist real estate marketing. Also, be sure to change up the titles, copy and the html you are using as well.

If you plan on submitting a lot more to cover various markets, then it may be best to run campaigns from a couple different accounts. Keep in mind that you'll need to telephone verify and you can only use a number once. So consider partnering with other agents in your office.

Finally, if for whatever reason you end up having your IP flagged, then don't panic! If you feel that the punishment was unwarranted, you can always try contacting Craigslist directly to get this issue resolved. It may be necessary to have your IP reset as well, but by following their guidelines when posting, Craigslist real estate marketing ads, you should be able to avoid this.