



Mark Sampson

This Article
Compliments of Call Realty
www.pvsouthbayrecareer.com

3 Major Reasons Why Your Craigslist Campaign is Failing

Post by Jeff Logue of Retechulous, LLC

We have heard some agents say, “Craigslist real estate marketing doesn’t work in my area.” Of course, after they begin to invest more time in our Buyer’s Leads by Tonight system, it becomes apparent that this is just a negative way of thinking. The problem isn’t that their market is saturated or buyers and sellers are less inclined to search for properties this way; rather, it has more to do with the process.

Unfortunately, many real estate professionals are still following old school methodologies in order to attract a different style of lead. For those who have grown up using more traditional methods such as classifieds advertising can tend to carry over the same mindset when implementing Craigslist real estate marketing tactics.

Although online marketing is still relatively new comparatively speaking, it is quickly replacing older and more outdated strategies at an alarming rate. Therefore, those who intend to stay in the real estate game for the long term need to learn how to adjust and adapt to this style of marketing. For those of you who are still getting a poor response with your ads, here are a few things to consider...

Headline is Not Compelling Enough

Problem # 1 is that people are not even clicking through to see your ad. Unless you are taking the time to write a unique and catchy title that draws the attention of your viewers, your post could very easily be disregarded and swallowed up by the masses of information. Look at what everyone else is doing with their Craigslist real estate marketing and find a way to be different. Stir up emotion and focus on enticing features/benefits of each listing.

Weak Lead Capture Offer

Next, even if you are able to draw visitors in to view your ad, you will still have a very poor conversion rate if you are not proposing the right offer. Therefore, you'll need to get into the head of your prospect in order to discern exactly what they are looking for. In other words, your purpose is to help fulfill a need or desire that they may have so that they will agree to opt in to your list.

Squeeze Page is Not Fully Optimized

Finally, the ads you create for your Craigslist real estate marketing need to point to some form of lead capture. This is where prospects will obtain the information you are providing in exchange for an email and/or some other contact information. However, your initial attempts may not convert very well. Therefore, you need to continually split test your page in order to find something that works for your market. This stuff takes time and your efforts will pay off in the long run.

In conclusion, do yourself the favor of testing these 3 big problem areas first before throwing in the towel on Craigslist real estate marketing.