

## Today's Paid and Free Lead Sources

Lead generation is one of the most important aspects of building a thriving business, and there's a wide variety of paid and free lead sources to choose from. In this class, we covered all of today's lead generation sources, as well as how to determine which sources are right for you.

### 5 Keys to Successful Lead Generation

There are 5 fundamental best practices for successful lead generation:

1. **Have a plan.** You need to have a proactive approach to lead generation, and having a plan is a crucial part of being able to budget and map out your lead generation efforts.
2. **Invest time, money, or both.** If you don't have a lot of money to spend on leads, then invest time into some of the free or low-cost methods. No time? Consider paying for leads.
3. **Be consistent.** Leads can take months or even years to convert, so having a highly consistent approach to lead generation can help eliminate dry spells in your leads and your income.
4. **Always link to your website.** Your Market Leader website has a plethora of valuable information for consumers, and it's designed to capture their information. Always drive consumers to your website.
5. **Measure and track your results.** You want to make sure your time and money is being maximized, so always track your leads and sources to identify what's working well, and what isn't.

### "Free" Lead Sources

There is a variety of free and low-cost lead sources out there to help you generate leads:

- **SEO:** This process takes time; try to get super local and target highly specific areas or niches.
- **Blogging:** Blogging helps with SEO, and allows you to showcase your expertise on many topics.
- **Farming:** Very long-term process, expect around 1% production for every 100 homes in your farm.
- **Facebook:** Aim for a variety of posts; let your social sphere get to know you, in addition to your listings.
- **Open Houses:** Educate visitors on the home search process, and the value of searching the MLS.

### Paid Lead Sources

There is a variety of paid lead sources out there to help you grow your database and your business:

- **SEM:** Search Engine Marketing typically puts you in the paid/sponsored section of search engines.
  - If you choose to do this yourself, use Google Trends (<https://trends.google.com>) to see and compare keyword search terms to ensure maximum ROI.
  - If you decide to hire a company or person to do this for you, make sure you really understand what exactly you're paying for. If you're paying per click, that cost can add up with little return.
- **Listing Portals:** These are more consumer-focused websites like Zillow, Trulia, and Realtor.com.
  - Found at the very top of the organic search results (just under the paid ads). The listing data can often be inaccurate or incomplete, which can frustrate consumers.
  - When consumers inquire on a property, they are sometimes sent to 3-4 agents, which leaves those agents competing for the lead, and may not always be the best consumer experience.

### Additional Resources

Here are some additional resource links for a few of the topics and tools we covered in this webinar:

[Sync your Google Contacts](#)  
[Google Analytics](#)  
[Communities Served](#)

[Site Activity](#)  
[Market Leader Blog](#)  
[Custom Pages](#)