

You Had Me At Hello: How to Attract Ideal Leads with Targeted Digital Marketing

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Google Search Engine Marketing (SEM)

Definition: Google Search Engine Marketing is the process of bidding on home builder-related keywords in Google to show your relevant ads to potential buyers. These paid search results show at the top and the bottom of the Google search pages. The paid results have a small “ad” icon next to them (vs. the regular/organic results). Search Engine Marketing is also known as PPC or “Pay-Per-Click” marketing.

- Handled via the Google product “Google Adwords” and requires a monthly budget. Discuss the budget and key word strategy with your pay-per-click manager.
- Allows for easy marketing to multiple housing addition locations
- Great for a quick push of traffic; can quickly be started and stopped as needs require. Excellent for small markets, small size businesses, and highly niched businesses.
- When used in conjunction with SEO you can multiply results. Allows you to own more spots on the first and second page of Google. Increased traffic from PPC ads to your website bolster your SEO rankings.
- No limit to the number of keyword ads within the campaign.

Exercise: What phrases would you expect a potential home buyer to use to find your website and your current listings? Give that list to your pay-per-click manager and ask them to run a keyword analysis to compare Google search trends with your terms. Look for phrases that appear on both lists and budget around those terms.

Facebook Display Marketing & Retargeting

Definition: Facebook Display Marketing is the process of showing graphic ads to Facebook users based on their location, interest and demographic information. Unlike search engine marketing, the consumer does not have to be actively shopping/searching for advertising to be displayed.

Facebook Retargeting: Displaying advertising to potential home buyers on Facebook based on their history of shopping at your website.

- On Facebook, you have to get creative with understanding what other interests, hobbies, and businesses your perfect home buyer would frequent. Consider an ideal customer avatar. Facebook has an extensive library of user interests you can use for research.
- Be sure you also use the demographic information (Age, Sex, Language) when building your targeting and your ad message.
- If you have a large email list of past clients, you can also target them to revisit your listings.
- Attractive images are everything on Facebook. Be sure you are building a library of kitchen (indoor/outdoor) and bathroom images.
- It's better to have smaller, more specific audiences and ads for larger more general audiences and ads.
- You will need to install the Facebook ad pixel on your site to build your retargeting audiences. Do this ASAP when you get home.

Exercise: List the interests your potential home buyers might have. Examples include: Magazines they would read. Local businesses they would frequent. TV shows they watch.

Google Display Marketing & Retargeting

Definition: Google Display Marketing is the process of showing banner ads to consumers based on their location, interests, and demographic information. Google Display Marketing utilizes consumers' browsing history and other internet activity to determine where/when to show ads.

Google Retargeting: Displaying advertising to potential home buyers as they surf the web based on their history of shopping at your website.

- Display advertising works on local business, shopping, news and hobby websites that allocate space for Google banner ads.
- Age and gender targeting is also used on the display network.
- Banners should be colorful and address issues that families might be looking to solve by purchasing a new house (Growing family, new home office, a new child on the way).
- You will need to install the Google AdWords ad pixel on your site to build your retargeting audiences. Do this ASAP when you get home.
- Build retargeting campaigns based on hot prospects (past 7 days), warm prospects (past 30 days) and potential cold prospects (30 - 90 days).

Exercise: List the interests your potential home buyers might have. Examples include: Magazines they would read. Local businesses they would frequent. TV shows they watch.

Conversion Best Practices

Definition: The percentage of website visitors who take a desired action such as submitting a Request a Tour form, engaging in Live Chat, and/or signing up for a monthly email newsletter. An effective home builder website averages a 1% conversion rate and with incentives and promotions can achieve a 2% conversion rate.

- Three of the most used conversion tools include: 1) Google Analytics, 2) CRM Software, and 3) Inbound Tracking Tools.
- Google Analytics: Free Google product that monitors the performance of your website in real-time. Within Google Analytics make sure your webmaster sets-up two additional reports: 1) Goal Conversions and 2) Event Tracking.
- Goal Conversion Tracking - Measures how many website visitors take a specific action such as submitting a Request a Tour form.
- Event Tracking - Measures how many visitors click on content such as Download Brochure, Click for Directions, or View Virtual Tour.
- Inbound Tracking Tools - Measure the actions website visitors take before, during, and after visiting your website. Tools include Call Tracking, Link Tracking, and Live Chat Tracking.
- CRM Tracking - Measure sales results. An effective CRM will report on Lead Sources, Lead Conversions, and Total Sales.

Exercise: Review your Google Analytics reports (minimum of 90 days of data). List the traffic sources that are driving the most traffic and conversions. Brainstorm how you could further increase traffic and conversions from those sources.

Session Notes / Action Items:

Your Speakers:



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