

# Real Leads Online Marketing Program

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Our marketing experts can drive motivated buyers and sellers to your highly optimized Real Geeks website. That way you can focus on what you do best: Help customers buy and sell homes!

## Here is how Real Leads Marketing works and costs:

- Welcome strategy call to get market specific information so we can target your desired areas.
- Set up Google Adwords account with market-tested keywords to have proven high conversion rates.
- Set up different landing pages optimized for advertising traffic. Example: Map area-specific keywords to two different landing pages to see which ones perform better per market/neighborhood. Target specific cities and neighborhoods you want to generate business in.
- Set up and test different ads to see which ones convert best.
- Continually perform A/B testing on ads to determine which ad(s)/landing page(s) are converting at a highest rate/lowest cost per lead.
- Add negative keywords to each account to filter out irrelevant clicks and protect the budget. For example, "rent," "rentals," etc. as negative.
- Monitor each account daily and make changes within the account to get the highest rates at the lowest cost-per-conversion (lead) possible.
- Send out weekly reports outlining account performance and performance metrics (such as average cost per click, average cost per conversion (lead), top 10 performing keywords, etc.)
- Link AdWords and Google Analytics accounts together so the client can review the account's performance at any time through their Google Analytics.
- Install Google AdWords tracking conversion code to Real Geeks website.
- Monitor monthly ad-spend to ensure that the account is not overspending while aiming to get the most conversions (leads) per month at the lowest cost-per-conversion (lead).
- We are available to answer questions or review account performance upon request. We can also make changes to the account at any time (add neighborhoods if new listings come on market, pause ad groups based on market interest, adjust ad spending budget, etc.)
- Review client website set-up to make sure the site is set up for highest conversion rates (sign-up form, Lead Capture, etc.)



## Commonly Asked Questions

### How many leads will I get and how much per lead?

Every market is different; therefore the cost per lead depends on the market and how competitive it is.

These are some stats from accounts we manage.

Last updated on 9/10/2013:

Lowest - \$4 per lead

Average - \$12 per lead

Highest - \$20 per lead

### How much is the Real Leads Marketing program?

The cost is \$550 a month for the marketing program and \$150 monthly the Real Geeks website plus your Google (PPC) Adwords marketing budget.

### Example monthly charges with \$800 marketing budget:

\$700 - Real Geeks IDX Lead Capture Website & Google (PPC) Management

\$800 - Google Adwords Budget

\$1500 - Grand Total

### Competitors Fee's for same services:

\$1500 - IDX Lead Capture Website & Google (PPC) Management

\$800 - Google Adwords Budget

\$2300 - Grand Total

# Save \$800 a month with Real Geeks

You can spend \$1500 a month with our competitors and not even one dollar will be spent towards your marketing.

