

# Intent Traffic



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## Gold Medal



- ✔ **Best Quality (Gold): Intent Traffic**
- ✔ **Good Quality (Silver): Advertising**
- ✔ **Low Quality (Bronze): List Targeting**



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## Intent Traffic

- ✔ The person is searching for something. They have a specific intent.
- ✔ When a person is searching for what you offer, it's the best lead money can buy.
- ✔ If all you ever learned how to do was Intent Traffic marketing, you can be incredibly successful in business.



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## Intent Sources



bing  
YAHOO!



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## Paid and Organic

- ✔ PAID: Pay for your website to appear in search results (Top or Bottom of Page)
- ✔ ORGANIC: Wait for your website to organically appear in search results (Middle)
- ✔ Requires Search Engine Optimization (SEO)



bing  
YAHOO!



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## Paid vs Organic

- ✔ Organic Sucks!
- ✔ Algorithms Change
- ✔ Takes years and may never work
- ✔ SEO is NOT FREE!
- ✔ Appears Below the Fold
- ✔ No control over which keyword phrase
- ✔ Only one (or a few) keyword phrases



YAHOO!  
bing



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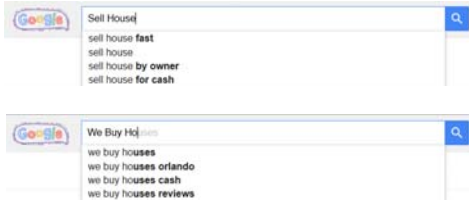
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## Numerous Keyword Phrase Variations



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## Google My Business

- Free
- Easy to Set Up
- Above or at the Fold
- Huge opportunity right now
- Reviews help you show up higher
- Set this up right away (no brainer)



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## Paid vs Organic

- Paid Rules!
  - Minor Changes
  - Almost instant results
  - Always works, not a gamble
  - Control over costs
  - Top of the Page
  - Any keywords you want



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## Power of Paying for Leads



Paying for Leads creates consistency, control and eventually, Freedom!

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## Paid Search Advertising Platforms



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## Google AdWords 101

- ✔ Your ad appears when someone's search query includes keyword phrases that you chose to have your ad appear for.
- ✔ You can set your ads to only appear to people who live within a certain geographic region (zip code, city, county)
- ✔ You pay when someone clicks on your ad, aka "Pay Per Click"



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## Google AdWords 101

- ✔ You set the Max you are willing to Pay Per Click (CPC).
- ✔ If other advertisers set a higher Max CPC than you, their ads show up above yours.
- ✔ UNLESS you have a higher quality score
- ✔ \$15-\$50+ Minimum CPC (depending on the market)



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## Google AdWords 202

- ✔ Quality Score (1 to 10)
  - ✔ Best match the intent of the searcher with the advertiser
    - ✔ ex: First Time Home Buyer Program
- ✔ Click Through Rate: Ad Shown to Clicked
  - ✔ Each Keyword Phrase is matched with the right Ad



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## Google AdWords 202

- ✔ Click Through Rate (2%+)
  - ✔ Keyword Phrase fits the Ad
  - ✔ Different AdGroups for small clusters of Keywords



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## Google AdWords 202

- Anatomy of a Paid Search Campaign
  - Campaign – Location Targeting
  - AdGroups – Small sets of Keyword Phrases
  - Ads – Match up the message to the Keyword Phrase



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## Google AdWords 202

- 4 Main Levers
  - 1. Budgets (Max CPC and Daily)
  - 2. Location Targets
  - 3. Ads
  - 4. Keywords
    - Pausing, Adding New
    - Adding Negatives





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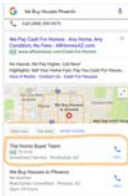
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## Google AdWords 303

- Competitor Keywords
  - OpenDoor, OfferPad, Knock,
  - Use “quotations”!
  - Connect AdWords account to your Google My Business Listing and if you have an average position (under 2), your ad shows on the Map too





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## WARNINGS!

- ✔ Implement all the actions in our training videos and our suggestions, exactly.
- ✔ No sudden major changes!
- ✔ Mistakes are very costly!
  - ✔ Broad Match Keywords
  - ✔ Large Targeted Locations
  - ✔ Following the Advice of a Google Employee



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## Google AdWords Training Videos

- ✔ Google AdWords: Initial Set Up
- ✔ Google Analytics: Conversion Tracking
- ✔ Optimizing Google AdWords: Fine tuning



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## BingAds

- ✔ Functions almost identically to Google AdWords.
- ✔ Great for suburban and urban areas since it creates less than 10% of the traffic volume as Google AdWords
- ✔ Less competition than Google AdWords
- ✔ Older audience (younger people use Google)



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## BingAds

- ✔ Get Google AdWords dialed in first.
- ✔ Go to BingAds.com and set up free account
- ✔ Import your entire Google AdWords campaign into BingAds.
- ✔ Update location targeting to a radius
- ✔ Update the Extensions
- ✔ And you're done...



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## Paid Search Work/Learning Curve



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## Intent Traffic Conversion

**Google AdWords**

 Bing ads



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## Lead Service Providers



**NeedToSellMyHouse.com**  
**Fast-Home-Offer.com**  
**ExpertHomeOffers.com**  
**Zbuyer.**

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- ✔ Lead Source is Organic Search
  - ✔ Unless you ask Amir to run paid ads but he isn't good at that so don't!
- ✔ Excellent Lead Posture
- ✔ Round Robin per Lead Price
- ✔ Exclusivity per Lead Price

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- ✔ Very, very LOW volume
- ✔ Helpful Lead Refunding Rules
- ✔ Cost per lead varies greatly, very good value in most areas.

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 **Fast-Home-Offer.com**

- Lead Source is mostly Paid Search
- Always ask how the lead found you
- Round Robin per Lead Price
- Exclusivity per Lead Price
- Excellent Lead Refunding Rules
- Requires 10 leads paid for upfront

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 **Fast-Home-Offer.com**

- Verify that they are even showing up on paid search results before diving in.
- Helpful indicator of market price per lead
- Might agree to per zip code in very densely populated counties

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 **ExpertHomeOffers.com**

- Free to sign up for lead alerts
- Typically \$65 per lead when it is first originated, then drops in price thereafter
- “Per Lead” bases is not just Intent Leads
- If you set up a campaign and buy all the leads per county, you can get only Intent Traffic sourced leads
- Exclusivity per lead or per county

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**Zbuyer**

- Leads Generated from Email Drops
- Low Cost, Low Lead Quality
- Great "training wheels" lead source
- Ask for a "Freedom Mentor" Discount
- Leads are not exclusive (ask how many other investors are in same county)
- Best in Rural & Suburban areas

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**Zbuyer**

- When first activated, you get access to several months of old leads too.
- Call all the old leads
- Contact every seller lead several times text and email those that don't call back
- Consistency and Persistence is Key

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**MAXing Out Intent Traffic**

Google AdWords

Bing ads

NeedToSellMyHouse.com

Fast-Home-Offer.com

ExpertHomeOffers.com

Zbuyer.

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## 2 Paid Search Campaigns

- ✔ What's better than being #1 on Google?
  - ✔ Being #1 and #2!
- ✔ Different...
  - ✔ URL and website
  - ✔ Google Account
  - ✔ IP address device that accesses that Account
  - ✔ Credit card



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## Follow Up!

- ✔ Intent based traffic leads are the highest quality so follow up is worth every minute!
- ✔ Some sellers feel out the situation at first.
- ✔ By phone (not automated)
- ✔ By handwritten letter if only have address.
- ✔ Partials are gifts!
- ✔ Once a month

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## Monetize Every Lead

- ✔ Refer the Unmotivated Sellers to Agents
  - ✔ In exchange for MLS Access
  - ✔ 25%+ Referral Fee
  - ✔ Charge per Lead




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## Intent Lead Math

- ✔ Cost per Lead: \$65 to \$400+
- ✔ Leads per Closed Deal: 5-15
- ✔ Lead Cost per Closed Deal: \$500 - \$3,000
- ✔ Profit per Closed Deal: \$15,000 - \$30,000+

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## Summary

- ✔ Intent Traffic is people looking for you.
- ✔ Forget Organic, Focus on Paid Search
- ✔ Set Up Google AdWords & BingAds
- ✔ Increase Paid Search with Lead Service Providers
- ✔ Follow up!



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## Q&A



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