



10 MISTAKES IN LEAD GENERATION ACQUISITION

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The 10 Worst Mistakes In Lead Generation Acquisition - And How To Avoid Them

Are you one of those real estate agents who has already integrated a lead generator on your website? Or are you currently considering using a lead generator?

The installation of a lead generator in your website is usually no problem and can be done in a few minutes. But unfortunately this is not enough! You will not acquire any or only very few orders if you do not pay attention to the essential subtleties - or worse, make serious mistakes. So in this article I want to show you the 10 worst mistakes in new customer acquisition with a lead generator and help you avoid them from the start.

But first we clarify two important basics.

What does lead generation mean?

In order to work out the errors in lead generation, we should first analyze more precisely what lead generation actually means in marketing.

“The way lead generation works is based on the leads. In more detail, the leads in this context are people who are interested in certain products or services and who leave their personal data, for example to find out more about the good in question. The entirety of these activities that cause the user to leave their contact details are then summarized under the term lead generation.

Lead generation is therefore becoming more and more popular, as the user leaves his personal data record to the advertising company out of his own conviction and drive and thus the probability is greater that the interested party can actually be won as a new customer. ”

With online lead generation, you offer your website visitor the option to leave their contact details.

But why should your prospects do that?

The bait and the fish

But why should your potential new customer voluntarily leave their contact details with you? Answer: Because he gets something from you in return. To do this, you have to provide your customer with something that they only receive in exchange for this data. Ideally, there should be a need for his data to be required for this.

A marketing principle for this is: “The bait must taste good to the fish and not to the angler”.

So you are the angler and the customer is the fish. What is the bait? What is the interest of every owner willing to sell? Right, the value of his property.

The bait is therefore the (free) property valuation.

However, there are a number of things you can do wrong with online lead generation with the help of a property valuation. The fishing rod, i.e. the lead generator on your website, is your most valuable tool. Because only a working rod can catch fish.

Some common error during lead generation acquisition

Mistake 1: the placement

The most common mistake is made when installing the lead generator in your website. Often somewhere on the home page (if at all) this service is briefly referred to in the text and the lead generator is located on some subpage.

But sub-pages are visited many times less often than the start page. And the fewer visitors notice your service, the less logically they will use it. Your visitor cannot guess that you are offering this service - they must stumble upon them as soon as they visit your website. The main goal of your website is getting orders - isn't it?

So: Put the lead generator directly on your homepage! Ideally in the direct field of vision of your website visitor without having to scroll first.

Mistake 2: the design

The basic color of your website is red? The basic color of your lead generator is also red? Great, from the perspective of the designer glasses you did everything right and integrated it seamlessly into your website

However, you don't want to win a design award, you want to generate orders. And from the perspective of the acquisition glasses, this approach is not optimal. Because: Your lead generator does not stand out visually. However, your visitor must immediately notice it as soon as they visit your website.

So: get your lead generator noticed. If you can customize it in color, choose

any color you want - just not your website!

Mistake 3: Not being responsive

More than 50 percent of your visitors open your website via mobile devices (cell phones and tablets). If your lead generator is not responsive, more than half of your website visitors will most likely not become your customers.

Unoptimized representations on smartphones and tablets mean that your visitors do not have "fun" leaving their data or - worse still - do not even work.

So: don't just ensure the responsiveness of your website, but also your lead generator!

Error 4: No interactivity

There are lead generators in which the same fields are queried regardless of the object type. The owner of a property will be very confused when asked about the living space. And the owner of an apartment building certainly doesn't want to enter the number of rooms.

Lead generators who only request a small amount of general data, such as only the address and two or three square meters, are just as untrustworthy. You promise a property valuation - but how can a realistic valuation be possible with so little information?

So: Make sure that all information relevant to the assessment is queried as possible - depending on the type of property. At the same time, this has the advantage that you are not "bombed" with unqualified evaluation requests: the owner who "just wants to know the value" will bother less often to fill out all of these input fields than the person who actually works on one is interested in a timely sale and therefore knows his property and the necessary information very well. So you have a quality filter at the same time.

Mistake 5: No property valuation

You promise a property valuation - keep your promise! If you only ask for information to get the owner's contact details and then (cannot) give him any value, this will cloud his trust in you, which will make further acquisition impossible.

Ideally, the lead generator is connected to evaluation software so that you have little work to do with the evaluation yourself and can give the owner a professionally determined price range at short notice.

So, make sure you keep your promises and deliver the value of their property to the owner.

Error 6: comparison values

Comparative values are convenient - they can be automatically determined from the offer databases of the major portals and you do not have to invest any work in the valuation yourself.

But be careful: not all property types are suitable for a comparison. In the case of condominiums, realistic values may still come out. However, you can get big problems with single- / two-family houses, which differ from each other due to the many possible peculiarities and therefore cannot be compared realistically. In addition, there are only very few comparative properties, especially in more rural areas. How can you compare the neglected old miner's cottage at the end of your street that was sold last year to your newly built and renovated half-timbered house from the same year of construction?

So: invest two to three minutes of work per lead request and professionally determine the value of a property based on material or income. Of course, you cannot give a 100 percent reliable value without having seen the object. However, after an inspection you have the option of correcting and adjusting the value. A comparison value is only a fixed and statistical value and therefore cannot be adjusted.

Error 7: Automatically sent to the owner

Do not hand over any value that you have not previously viewed and checked yourself. When determining the property value, make sure that the value is never automatically sent to the owner. Do not give your bait out of your hand until you have had direct contact with the owner. This is particularly dangerous if you opt for comparison values that can be sent automatically.

But the whole point of a lead generator is to establish contact between you and the owner. The contact is ended the moment the owner has automatically received the value, because then he has exactly what he wanted from you.

We recommend contacting the owner in advance, by email or ideally by phone (please also read error 8 on the GDPR).

So: Inquire, for example, when the interested party would like to sell their property. Or ask for additional information about the property in order to be able to determine a more precise value. This way, you can hear how serious he is about a sale or whether he just wanted to know a value. At the same time, you can communicate your expertise directly and convince him that he needs you to assist with the sale.

Error 8: Not GDPR Compliant

Don't forget about data protection with your lead generator. Even if you use the lead generator of a software company, you are responsible for it in terms of data protection.

For you this means: Your data protection guidelines should state that you are using the lead generator of an external company and which company it is to which the data entered will be sent. Your user must then actively confirm your data protection guidelines with a tick before submitting their data. This confirmation must be documented for testing purposes.

If you have the option of specifying a telephone number, you must give the customer the option of agreeing to or rejecting contact by telephone. The customer's choice must also be documented.

Of course, the encrypted transmission of the data via an SSL certificate must also be guaranteed.

So: Before using a lead generator on your website, make sure that you are legally on the safe side and that all GDPR guidelines are complied with.

Error 9: Wrong goal and wrong target group

What is your goal when using a lead generator? Do you want as many leads as possible?

Not correct! What you want are as many orders as possible! What use are 1,000 leads to you if you only generate one order from them? You'd rather only have ten leads and nine of them orders, right?

Establishing your goal is essential for your target group language. Don't describe your lead generator on your website as "rate the value of your property here for free!". The address should rather be: "You are an owner in region XY and want to sell your property? Then find out the value of your property here for free! ".

The first statement may result in a high quantity of inquiries. The second high quality statement, however - these are the website visitors you want to reach!

So: check your goal and focus on quality, not quantity!

Mistake 10: No or wrong marketing strategy

So you now have a lead generator and you are not making any of the mistakes above. The leads can come! They wait and wait ...

Nothing happens. Why not? You did everything right, didn't you? Everything is ready for the owners' valuation requests.

But what's the use of a line with a bait if you're at home and don't go fishing? Or maybe you don't even know which body of water to look for the fish in? Where are your owners and how do you contact them

With the right marketing strategy, you should rely on a mix of online and offline advertising in order to efficiently reach your target group with as little wastage as possible.

The investment in the search engine optimization of your website is especially important. This also naturally brings visitors to your website in the long term. Social media channels such as Facebook or Instagram should be used for support. If you're not active in a big city where the competition is too great, Google Adwords also makes sense.

So: Support the success of your lead generator with marketing measures and ensure (the right) visitors to your website.

Conclusion

A lead generator is by no means a guarantee for a successful property acquisition. But if you keep a few things in mind and don't make any of the mistakes above, it's an efficient tool to passively generate leads and keep you busy.

Do not forget, however, that your service also needs to be advertised if you do not already have a large number of website visitors on a regular basis.

It is advisable to use professional help for campaign planning, for example from agencies. In this way you can reach your target group with little wastage and minimize costs. Without knowledge, you can burn a lot of money very quickly ... It is also important here to address the target group explained under