



## Turning Web Visitors into Leads

Hi Jane,

We write a lot about social networking and marketing yourself online. All of your efforts in that area – on Facebook, ActiveRain, Trulia and Zillow, YouTube – should be geared toward driving visitors to your website. Why? Because that's where nameless, faceless visitors become leads.

It's the \$64,000 question: how do you turn visitors to your website into leads? How do you get to "know" the anonymous people who click onto your site?

Here's the answer: by giving those visitors something of value, and asking for their name and email address in return.

There are a number of things you can give web visitors in exchange for their contact information; two of the most popular are access to the MLS and a market snapshot. **Access to the MLS** allows buyers to search for properties and the **market snapshot** allows sellers to see an estimated value of their home.

But to generate leads from each, you need to create a "gated" system that allows only people who have signed up to access the MLS search or market snapshot. Then you need to link the registration to your lead database (so that you can put those new leads into your drip contact system). There is a host of companies that offer MLS search and market snapshot services, at a range of levels for a range of prices.

**Avoid the "Starbucks mistake."** A post a number of years ago on the excellent RealEstateTomato.com offered that piece of wisdom for agents setting up lead-generating websites. Starbucks has a very recognizable brand package – its white cup with green logo – but doesn't offer a call to action. No conspicuous call (and good reason) to visit the Starbucks website.

The post goes into the reasons why Starbucks should drive people to its website, but the relevant point is this: if the primary purpose of your website is to generate leads by getting people to sign up for your MLS search or market report, then your site should be built to guide people to that purpose. Include the calls to action "Search for your new home" and "Find out how much your home is worth" everywhere. For on the web, "build it and they will come" doesn't hold.

**If you'd like some help generating leads on your website – though an MLS search, market snapshot, or by some other means – we can help (that's what we do).** Call us at 480-987-7958, email [molly@cmrealestatemarketing.com](mailto:molly@cmrealestatemarketing.com) or visit [www.CMRealEstateMarketing.com](http://www.CMRealEstateMarketing.com).

### Learn More/Get in Touch

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