

## CLASS NOTES: Harness the Power of Craigslist

### KEITH'S LEAD GENERATION TOOLBOX

- **Lead Capture Website** (Included with Market Leader system)
- **Craigslist Account** (free)
  - [www.craigslist.org](http://www.craigslist.org)
- **Craigslist Adtracker Account** (free)
  - [www.craigslistadtracker.com](http://www.craigslistadtracker.com)
- **Lead Tracking and Site Activity** (Included with Market Leader system)
- **Pay-Per-Click Advertising** (Add-on by Market Leader)
- **Search Widgets** to connect other sites and blogs to his lead capture site (Included with Market Leader system)

### WRITING EFFECTIVE CRAIGSLIST ADS

- **Headline Do's:**
  - Include desirable areas
  - Great deals
  - Appeal to the buyer's fear of loss or greed
- **Headline Don'ts:**
  - Remove "disqualifiers" (A disqualifier is something like a price, # bed, baths, etc. Anything that dramatically decreases a buyer from wanting to click on your ad)
- **Body Do's:**
  - Short sentences (2 max).
  - Include call to action
  - Always drop them on a listing results page!
- **Body Don'ts:**
  - Don't put in disqualifiers
  - Don't worry! Play with it!
- **Avoid Flaggers:**
  - Don't over post!
  - Don't include the word "list"
  - Don't make this plural (this implies list—and increases chances of getting flagged)

## CRAIGSLIST TIPS AND TRICKS

### Add searches for subdivisions

- Note: *Not all MLSs allow subdivision searches.* So if you follow the instructions below and it doesn't work on your website, that means your MLS does not send subdivision information to your Market Leader site.
- At this time, it's not possible to search for two subdivisions at the same time.
- Steps to add a subdivision search:
  1. Conduct a broad search (e.g., for a city or zip code that covers an area larger than the subdivision)
  2. Add this text at the end of your link: /subdivision/subdivisionname
  3. If the subdivision name is two words, type a plus sign between the two words
  4. Example:
    - [www.servingyourtown.com/listings/areas/41071/subdivision/ballard](http://www.servingyourtown.com/listings/areas/41071/subdivision/ballard)
    - [www.servingyourtown.com/listings/areas/41071/subdivision/green+lake](http://www.servingyourtown.com/listings/areas/41071/subdivision/green+lake)

## CRAIGSLIST AD TRACKER

### Track your ads with Craigslist Ad Tracker

1. Go to [www.CraigslistAdTracker.com](http://www.CraigslistAdTracker.com)
2. Create an account
  - a. Click on **Free Trial** in the top right corner and follow the steps
3. Click **Link Tracking** in the top horizontal menu
4. Click **Link Tracking** in the left navigation pane
5. In the top box (Tracker Title), type in the name of your ad
  - a. e.g., Kirkland Waterfront Homes under \$500,000
  - b. Note: this is for your eyes only, to help you know which ad you're tracking
6. In the second box (Link Text), type in the words you want your link to say
  - a. E.g., View today's waterfront homes in Kirkland
7. In the third box (Destination URL), enter the website address for your landing page
  - a. E.g., <http://www.servingyourtown.com/listings/areas/41071/waterfront/1/>
8. On the fourth line (Tracking Level), keep it selected at **Impressions + Clicks**
9. At the bottom of the page, click **Generate Code**
10. Copy the code (note, the code will appear in the yellow box after you click **Generate Code**)
11. Paste the link into your Craigslist template
12. Click **Continue** on the Craigslist page
13. Follow the remaining Craigslist steps
14. You're done!

### Read your results in Craigslist Ad Tracker

1. Click **Trackers** in the left navigation pane
2. Select **Click Thrus** in the gray drop down menu above the white graph area
3. View your results
  - a. **Total Views** = Number of people who've clicked on your post

- i. When this number is high, it means your post has appeared in many people's search results and they have clicked on your link. The higher this number, the more effective your title post. You can also change the body text to make your post appear in more search results.
- b. **Link Clicks** = Number of people who clicked on the link in your post to go your website
  - i. When this number is high, it means the body text of your post is appealing and your call to action is effective.
- c. **CTR** = Click Thru Rate. This compares how many people viewed your post vs. how many clicked through to your website
  - i. Keith Cuddeback said he considers 30% to be a good percentage. Higher percentages are possible too.

## USING MARKET LEADER'S SITE ACTIVITY FEATURE

### Track your website registrations with your Market Leader Site Activity

1. Log in to your Market Leader account
2. Click **Site Activity** under **Admin** in the left navigation pane
3. Scroll down to the **Visitor & Prospect Sources** section
4. In the drop down menu, select the time frame you prefer
5. Click the plus sign next to **Market Leader**
6. Under **Market Leader**, click the plus sign next to **Search Engine Optimization**
  - a. This shows you the number of visitors and leads you've generated from the global posts you've put onto Craigslist (e.g., Kirkland condos)
7. \*\* If you've posted from the Craigslist tool in Market Leader, or added the Craigslist tracking tag (**?ts=crg**), then you will see a category with a plus sign next to **Craigslist**
  - a. This shows you the number of visitors and leads you've generated from your own listings you've posted onto Craigslist (e.g., 123 Easy Street)

## LEARN MORE

### To purchase Keith's eBook "Craigslist Lead Generation for Real Estate In Your Pajamas"

- o Buy now: [www.CraigslistRealEstateLeads.com](http://www.CraigslistRealEstateLeads.com)

### Learn more about Keith's Market Leader system:

- o Call **1-888-820-4778**
  - o Market Leader is the provider of Keith's lead capture website, integrated contact management system, pay-per-click advertising and site activity reporting.

## THANK YOU FOR JOINING US

We Look forward to helping you take your business to the next level!  
-The Market Leader Team