



Propertyware



Increasing Sales Using Pay-Per-Click Search Engines



Presented exclusively for members of NARPM

Presented by Thomas Fanelli



Propertyware



About the Speaker

Tom Fanelli

VP Marketing, Propertyware

- 14 years of experience in web design and Internet marketing
- Managed a marketing agency for 5 years
- Specialized focus on local search marketing
- Specific focus on property management SEM for last 4 years



Agenda

Today you will learn...

- **What is Pay-per-click marketing?**
- **How to creating online ads and select keywords**
- **What makes a successful website?**
- **How to measure advertising (ROI)**
- **How to get started**



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It all starts with a marketing plan...



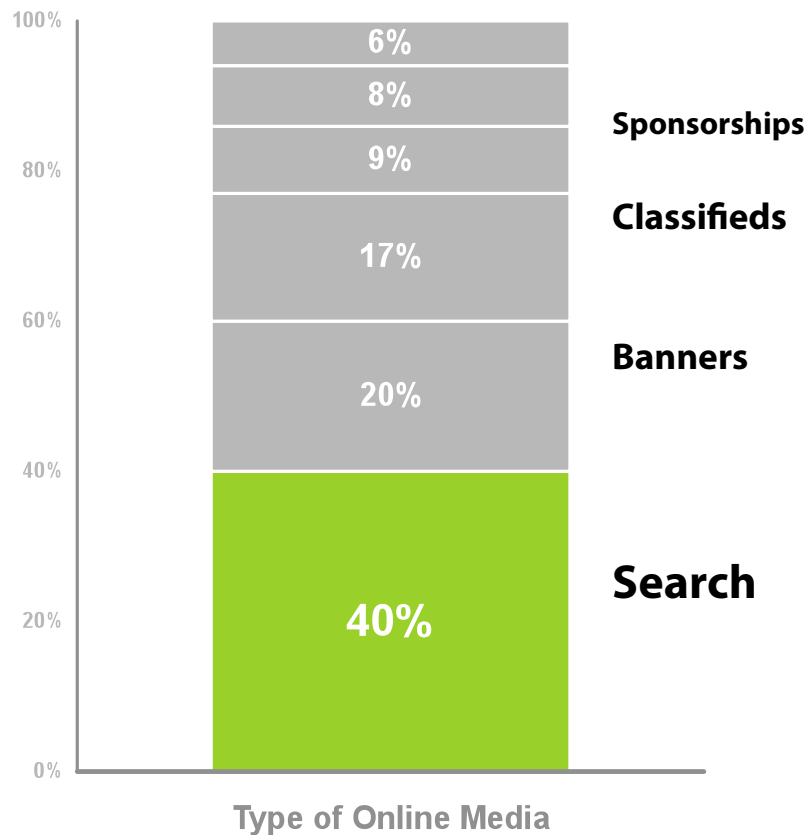


Developing Your Marketing Plan

- 1 Define the audience
- 2 Define the location
- 3 Decide media mix
- 4 Leverage effective website design
- 5 Track the effectiveness of marketing campaigns
- 6 Determining the return on investment (ROI)



% Online Advertising Revenue



SEARCH ENGINE SPENDING CLIMBING

- Search now the most dominant form of online advertising
- Nearly 3x growth in since start of 2003
- 35 searches per user per month in U.S.
- 73% search penetration



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Understanding Local Search



Broad



Local




Geo-Targeting

Google [Advanced Search](#) [Preferences](#)

Web [Show options...](#)

[Gaetani Realty Inc](#)
www.GaetaniRealEstate.com Expert Manager of SF Properties Residential & Commercial Since 1946
[+ Show map of 4444 Geary Blvd # 105, San Francisco, CA 94118](#)

Local business results for property management near **San Francisco, CA**



- A. [Property Management Systems](#) - www.propertymanagementsystems.net - (415) 661-3860 - [1 review](#)
- B. [West Coast Property Management](#) - www.wcpm.com - (415) 885-6970 - [2 reviews](#)
- C. [Azari Property Management](#) - www.azaripropertymanagement.com - (415) 377-4115 - [44 reviews](#)
- D. [303 Second Street Property Management](#) - www.303second.com - (415) 777-5548 - [More](#)
- E. [Davis Paul Management Group](#) - www.davispaul.com - (415) 447-1550 - [17 reviews](#)
- F. [Better Property Management](#) - www.bpm-re.com - (415) 861-9980 - [2 reviews](#)
- G. [Citywide Property Management](#) - www.citywidesf.com - (415) 552-7300 - [1 review](#)
- H. [citiscapc Property Management](#) - www.citiscapesf.com - (415) 487-8670 - [1 review](#)
- I. [TCO: Property Management](#) - www.tco-sf.com - (415) 621-1100 - [More](#)
- J. [Jackson Group Property Management](#) - www.jacksongroup.net - (415) 379-9035 - [2 reviews](#)

[More results near San Francisco, CA »](#)



Defining the Audience



Owners



Residents



Selecting Your Media Mix



Tier 3 Search Engine

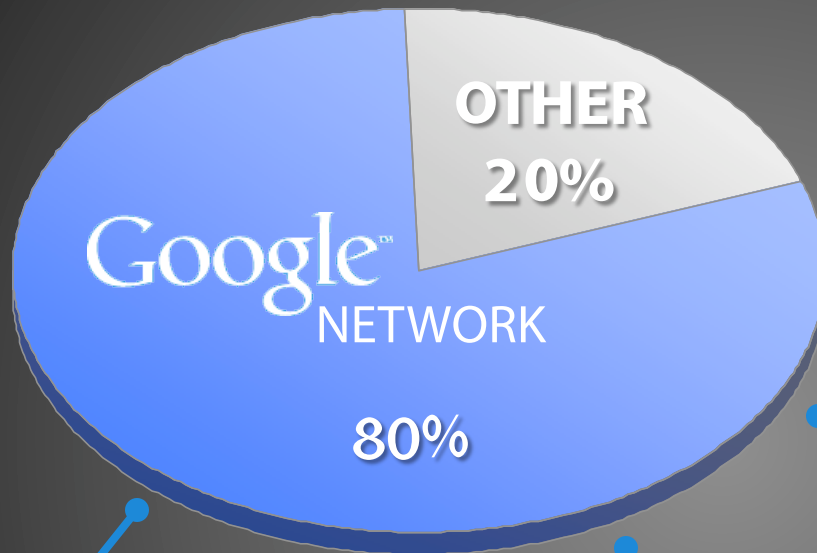
35 Million searches per day

Tier 2 Search Engines

88 Million searches per day

Dominant Search Engine

200 Million searches per day



The Google Network reaches **over 80%** of Internet Users worldwide*

Google properties, including:

Search partners, including:

Content publishers, including:

* Source: comScore Media Metrix (September, 2007)



Benefits of Advertising with Google

- **REACH**

- Access to ~80% of Internet users worldwide

- **COST**

- Low costs for **high ROI**. Pay only when searchers click.

- **TIMING**

- Reach **your audience** at the **right time**, with the **right message**

- **FLEXIBILITY**

- Start advertising quickly
- Unlimited changes, whenever you want
- You can target ads to the specific location



How Google AdWords Pays For Itself





Leveraging Distribution Channels



Free ILS Sites



Paid ILS Sites



The Benefit of Google: It's Affordable

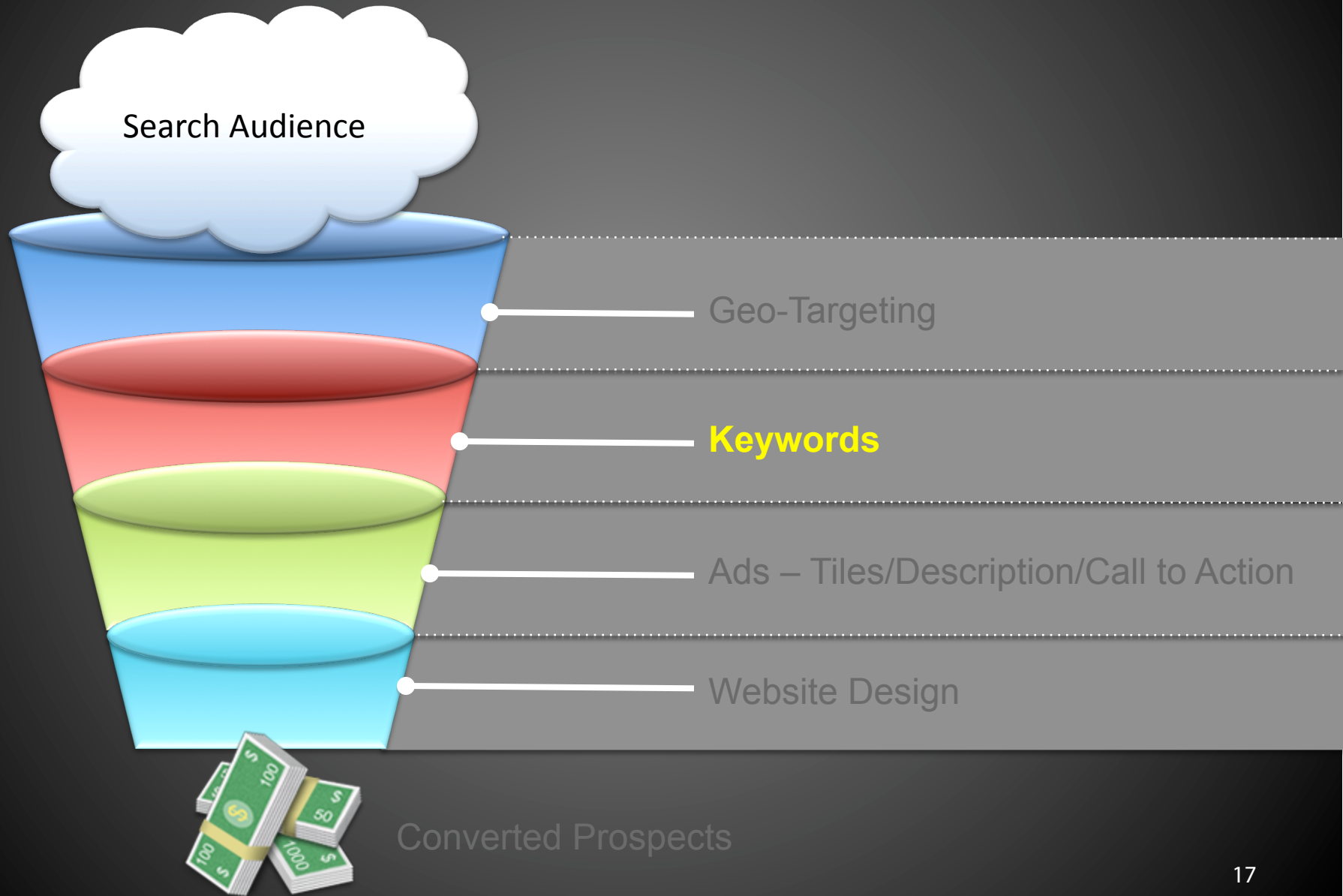
- No minimum spend
- You choose your own maximum daily spending limit (daily budget)
- Choose how much you want to spend per click for every keyword
- Pay Google for users who click on your ad
- More **cost-effective** than Yellow Pages, Banner Ads & Direct Mail*
- Conversion tracking = real-time return-on-investment data

The screenshot displays the Google AdWords interface. At the top, there are navigation tabs for 'Campaign Management', 'Reports', and 'My Account'. Below these is a search bar for campaigns. The main section is titled 'All Campaigns' and includes a dropdown for 'Show all campaigns' and a '+ Create New Campaign' button. A table lists four active campaigns with columns for Campaign Name, Current Status, Current Budget, Clicks, Impr., CTR, Avg. CPC, and Cost. A summary row at the bottom shows a total of 13,671 clicks, 499,553 impressions, and a 3.0% CTR across all campaigns. A red-bordered box highlights a table with two columns: 'Conv. Rate' and 'Value/ Cost', containing five rows of data.

Conv. Rate	Value/ Cost
8.4%	4.55
6.5%	3.94
2.1%	5.34
2.5%	3.72
4.9%	4.39

*Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.

** U.S. Bancorp Piper Jaffray, New Methods in Search Marketing: Contextual Advertising and Other Evolutions (Safa Rashtchy), June 2004





What is a Keyword

The screenshot shows a Google search interface with the search term 'property management' entered in the search box. The search results are displayed below the search bar, including a 'Web' tab and several search results with titles, descriptions, and URLs.

Google Search [Advanced Search](#) [Preferences](#)

Web [Show options...](#)

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www.alphareco.com & Real Estate Co. - Full Service Buy/Sell/Manage (650)366-5721

[Property Mgt-Las Vegas](#)
tenantscreening1.com/ Secret Now Allows You To Finally Solve Your Landlord Problem Forever

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www.RealManage.com HOA & Condo **Management** Request a Proposal Online Today!
[+](#) [Show map of 68 Mitchell Blvd, San Rafael, 94903](#)

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[Landlords & Property Management - Resource Center](#)



Tools for Selecting Keywords

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

Use synonyms

[Filter my results](#)

Choose columns to display: [?](#)

Match Type: [?](#)

Keywords **Advertiser Competition** [?](#) **Local Search Volume: June** [?](#) **Global Monthly Search Volume** [?](#)

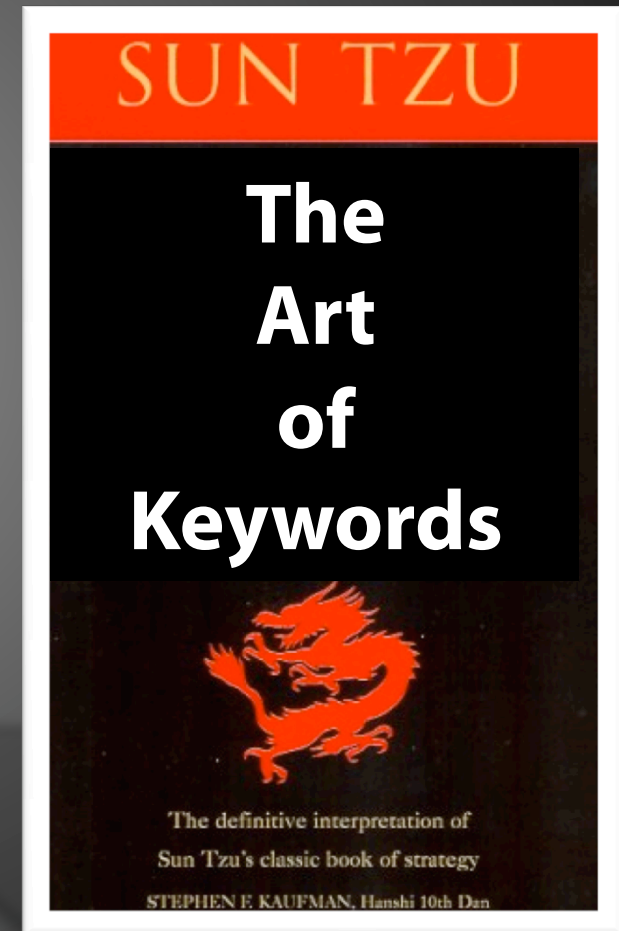
Keywords related to term(s) entered - sorted by relevance [?](#)

Keywords	Advertiser Competition	Local Search Volume: June	Global Monthly Search Volume	
property management	<div style="width: 100%;"></div>	2,240,000	1,830,000	Add ↕
property management services	<div style="width: 100%;"></div>	22,200	18,100	Add ↕
property management companies	<div style="width: 100%;"></div>	110,000	74,000	Add ↕
rental property management	<div style="width: 100%;"></div>	60,500	27,100	Add ↕
property management company	<div style="width: 100%;"></div>	90,500	49,500	Add ↕
property management group	<div style="width: 80%;"></div>	12,100	9,900	Add ↕
property management	<div style="width: 80%;"></div>	49,500	49,500	Add ↕
property management inc	<div style="width: 60%;"></div>	22,200	18,100	Add ↕
apartment property management	<div style="width: 60%;"></div>	8,100	4,400	Add ↕
professional property management	<div style="width: 60%;"></div>	8,100	8,100	Add ↕
property managers	<div style="width: 60%;"></div>	74,000	60,500	Add ↕
property management co	<div style="width: 40%;"></div>	18,100	12,100	Add ↕
property management firms	<div style="width: 40%;"></div>	2,900	2,400	Add ↕



Keyword Strategies from Sun Tzu

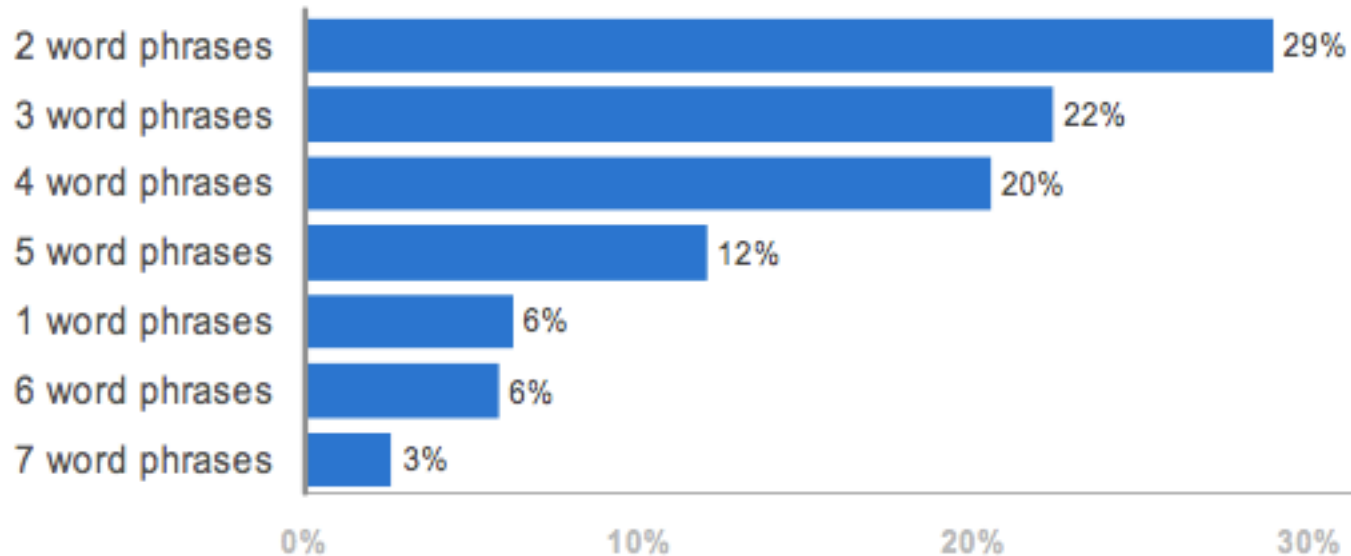
- Vanity keywords
- Long-tail keywords
- Position #1 really cost effective
- It's not about your ego...

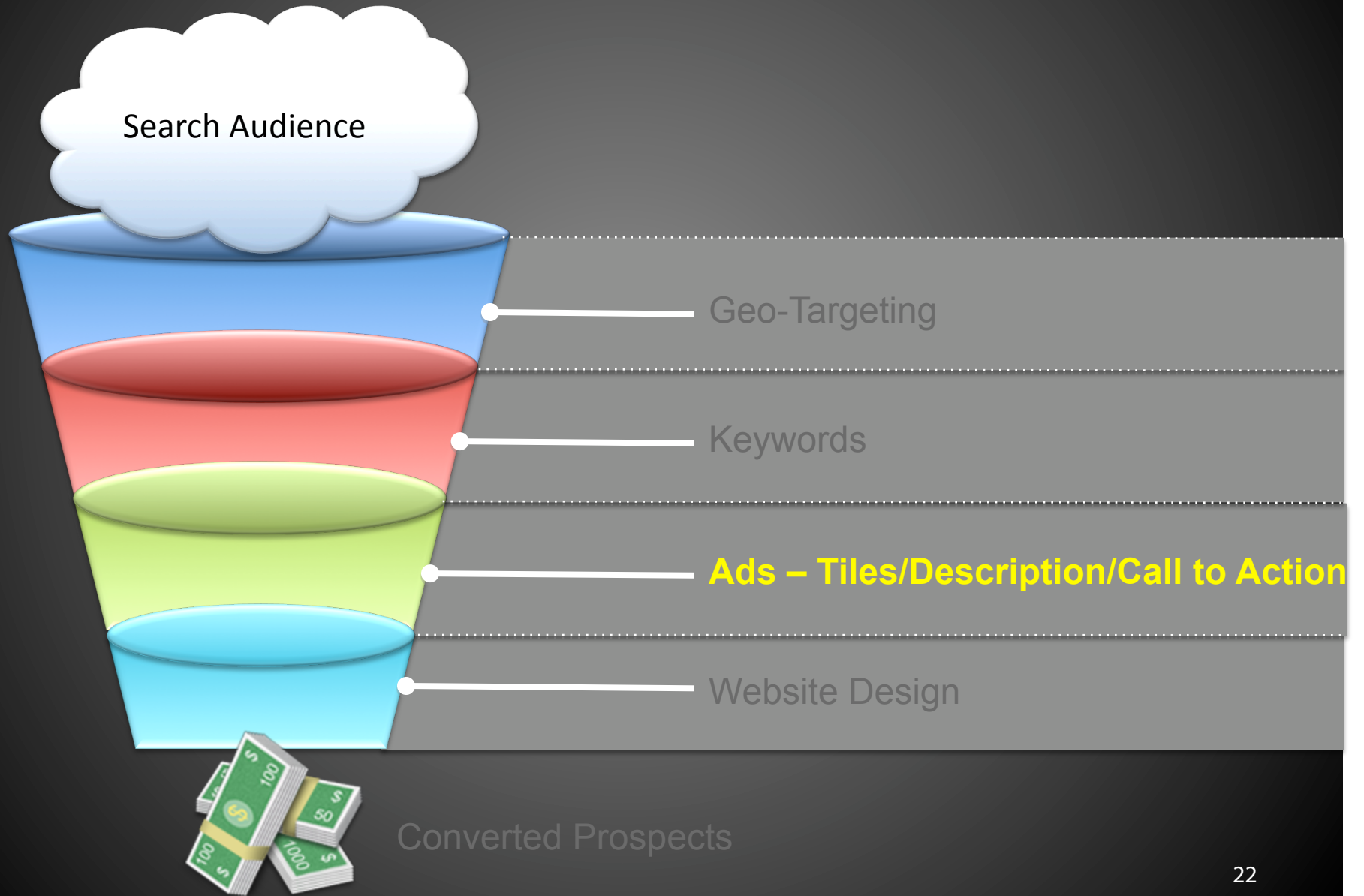




Keywords: How Many Is Enough?

Average US Search Phrase Length







Defining Titles and Descriptions

Google [Advanced Search](#)
[Preferences](#)

Web [Show options...](#)

[Alpha Property Management](#)
www.alphareco.com & Real Estate Co. - Full Service Buy/Sell/Manage (650)366-5721

[Property Mgt-Las Vegas](#)
tenantscreening1.com/ Secret Now Allows You To Finally Solve Your Landlord Problem Forever

[Property Management](#)
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[California](#) - [Florida](#) - [Find Property Management by Region](#) - [Texas](#)
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Property Management Blog is your one stop source for all your **property management** information needs. Read and learn about all **property management** matters ...
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[Landlords & Property Management - Resource Center](#)



Elements of a Google Ad

[CPC Advertising by Google](#)

A better ROI from your website.

Try Google's advertising programs.

www.google.com/onlinebusiness

- Ad Title (25 character limit)
- Ad Text (35 character limit)
- Display URL (35 character limit)





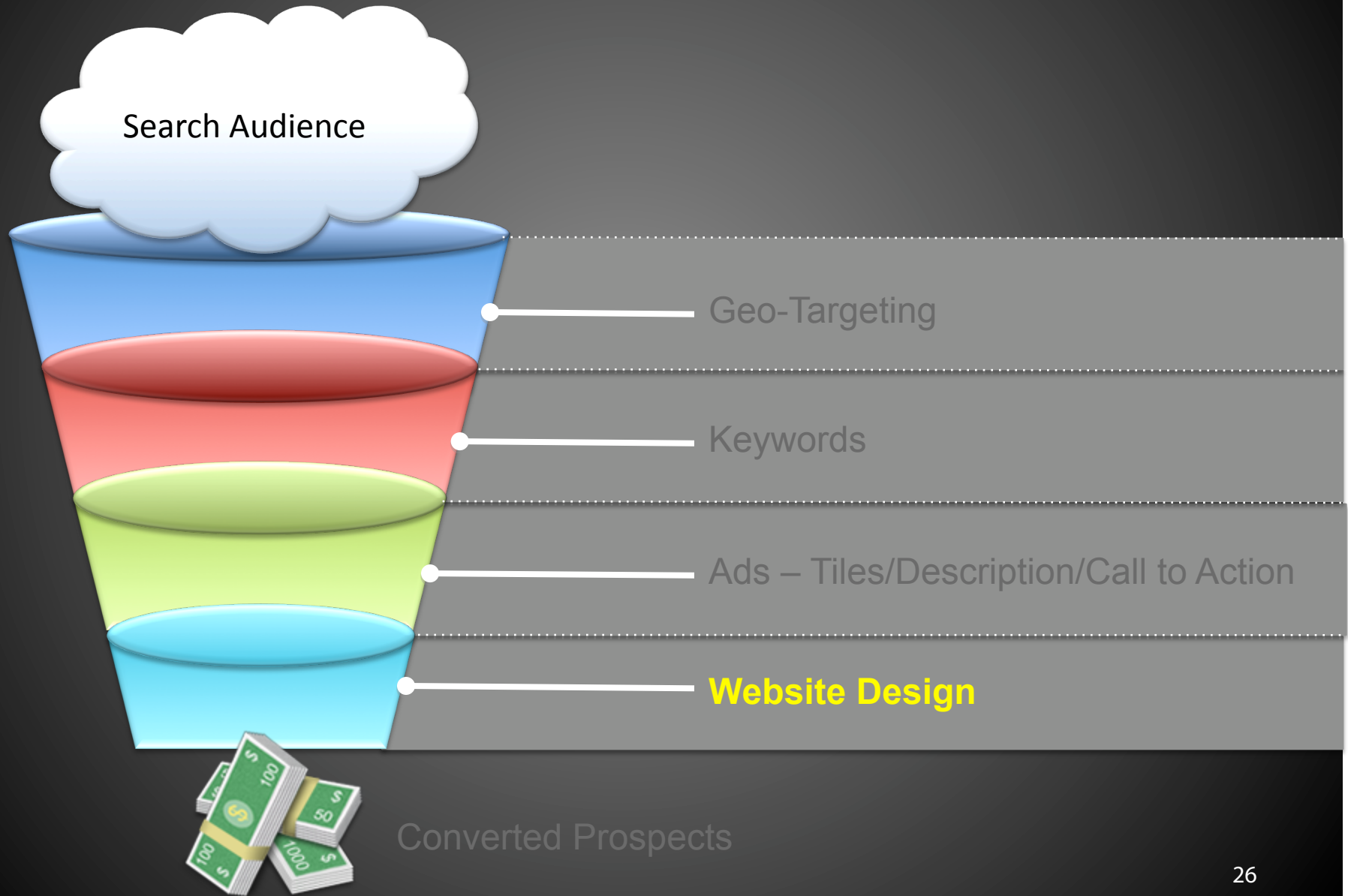
Best Practices for Creating Ads

Create Text Ad

Example:

[Certified NYC PM Company](#)
98% leasing success-Highest tenant
satisfaction. Low Fees. Call Now.
www.propertyware.com/FreeQuote

Headline:	<input type="text" value="Certified NYC PM Company"/>	Max 25 characters
Description line 1:	<input type="text" value="98% leasing success-Highest tenant"/>	Max 35 characters
Description line 2:	<input type="text" value="satisfaction. Low Fees. Call Now"/>	Max 35 characters
Display URL: 	<input type="text" value="http:// www.propertyware.com/FreeQuote"/>	Max 35 characters
Destination URL: 	<input arrow"="" data-bbox="793 1187 825 1211" dropdown="" type="text" value="http:// www.propertyware.com/forms/quote.jsp"/>	Max 1024 characters





Propertyware



Effective Website Design

RECARPET
PROPERTY MANAGEMENT INC.

Call Today: 888-397-3685
Info@RedCarpetPM.com

Home Rentals Owners Services Tenant Services Contact Login

7%
Mgmt. Fee

Call Today for a Free
Onsite Property Consultation

Or

Find the Perfect Rental
Search Our Properties Online

This is the area you will be able to manage in Propertyware. You will be able to edit this text in the admin area. This is the area you will be able to manage in Propertyware.



Positive cash flow. Positively simple.

- Home
- About Us
- Tenants
- Rentals
- Contact Us
- Contact Agent
- Tenant Application
- Owner Application
- Management Services

Complete Property Management Services

"You'll wish you found us sooner."



Sample text will go here that you can edit in Propertyware. Sample text will go here that you can edit in Propertyware. Sample text will go here that you can edit in Propertyware. Sample text will go here that you can edit in Propertyware. Sample text will go here that you can edit in Propertyware. Sample text will go here that you can edit in Propertyware. Sample text will go here that you can edit in Propertyware. Sample text will go here that you can edit in Propertyware. Sample text will go here that you can edit in Propertyware.

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Account Access

TENANT
Account Access

BLOG
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Propertyware

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HI-TIDE REALTY
INC.
SALES & PROPERTY MANAGEMENT

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24-HOUR
EMERGENCY SERVICE

Links

et, lacinia neque. dandium ec
neque dandium euctus
dandium etum anihancoc
um ecdhancoc ratsibulume
us dictum anihancoc ratsib
lum mollisue sit amet phare
as sit amet pharetra conse.

Real Estate News

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Pet Application
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Renters Insurance
SEARCH RENTALS
Choose City
SEARCH

Residential property management is a vital and growing part of the real estate industry, and Prudential Tropical Realty recognizes its importance and is committed to quality services for the individual investor.

Tenant Access
View your account, pay rent, submit service requests and more

Owner Access
View statements, reports and much more.

Rental Homes

- >> Tampa Bay Rentals
- >> St. Petersburg Rentals
- >> New Port Richey Rentals
- >> Trinity Rentals
- >> Brandon
- >> Port Richey Rentals
- >> Wesley Chapel Rentals
- >> Zephyrhills Rentals
- >> Spring Hill Rentals
- >> Oldsmar
- >> Tarpon Springs Rentals
- >> Palm Harbor Rentals
- >> Land O'Lakes Rentals
- >> Clearwater Rentals
- >> Largo

Featured Listings

1621 Gulf Blvd #1704
1621 Gulf Blvd #1704, Clearwater Beach, Florida
\$2,000.00 / Month
Condo

Magnificent water views from this penthouse unit. The one bedroom unit has an open den that could sleep additional people. Views of Intercoastal and beach. This is a 3 month min.

Betsy Morgan
MPMB RPMS PRM™
Director of Property Management and Leasing Division
MORE >>



Anatomy of a Good Website



Predominant Calls to Action



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Tracking phone number



Messaging for target audiences

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RENTALS - FURNISHED
• SEARCH NOW



RENTALS - UNFURNISHED
• SEARCH NOW

24-HOUR MAINTENANCE REQUEST
• SUBMIT NOW



Useful Links

- Magna et leroi neque dondimum ec
- Leroi neque dondimum ecutus
- Neque dondimum etum anibhamoc
- Dondimum ecchamoc ratstibulum
- Amuctus dictum anibhamoc ratstib
- Ratstibulum mollisgue sit amet phare
- Mollisgue sit amet pharetra consec

WELCOME TO HI-TIDE REALTY!

PRAESENT VESTIBULUM MOLESTIE LACUSNEAN NONNUMMY HENDRERIT MASELPORUS SCIPIT VARIUS NESE SOCIIS NATOQUE PENATIBUS MAGNIS PARTURIENT

Magna et leroi neque ondineum sit amet luctus dictum anibhamoc ratstibulum mollisgue sit amet pharetra consequat massierat tellus at ullamcorper nibh nisi nec maurisnec posuere pretium ipsum [DOLOR SIT AMET CONSECTETUERE](#) adipiscing elit. Praesent vestibulum molestie lacusnean nonummy hendrerit maseporusce suscipit varius.

• READ MORE

INFORMATION FOR OWNERS!

PRAESENT VESTIBULUM MOLESTIE LACUSNEAN NONNUMMY HENDRERIT MASELPORUS SCIPIT VARIUS NESE SOCIIS NATOQUE PENATIBUS MAGNIS PARTURIENT

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• READ MORE



Keywords, Descriptions and Page Titles



Content

Design | **Content** | Widgets | Tenant Portal | Owner Portal | Advanced

Save Cancel

* Required Fields

*Page Title

*Navigation Title

Keywords

Description



Convert Visitors to Prospects

Call to Action

- Set the goal
- Make it obvious
- Measure effectiveness
- Stay focused on your audience





Examples of Good Calls to Action

Available White Papers



Property Management on the Rise
How major demographic and economic trends are creating new opportunities and challenges for property managers

- > [Register for future white papers and publications](#)
- > [Leave your comments about this paper](#)
- > [Get your free copy of this paper](#)





Website Analytics

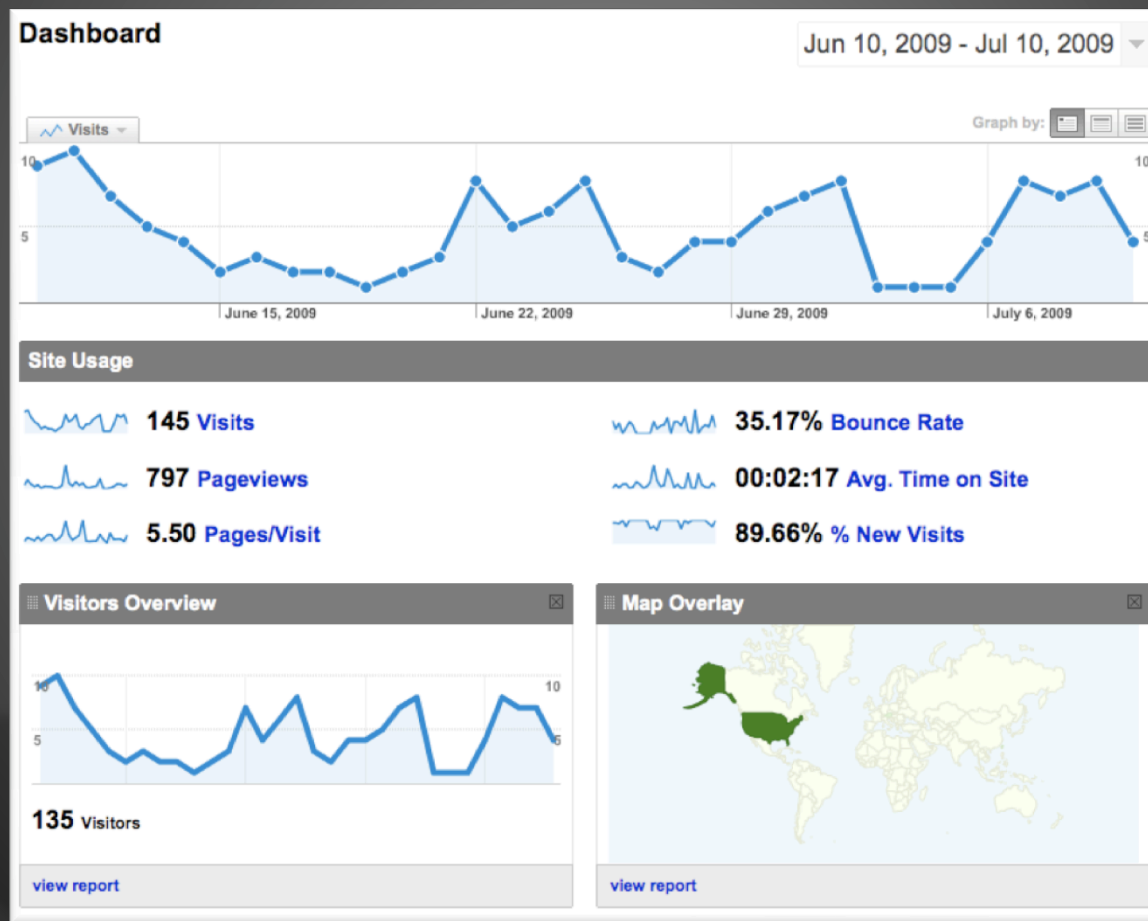
Tracking Codes

- Snippet of code on webpage
- Tracks website traffic
- Measures effectiveness of keywords
- Tracks conversions





Google Analytics





Don't Let Calls Fall Thru The Cracks!


Call Tracking

- Large % still call vs. fill out form
- Toll-free phone number with tracking
- Gauge quality of phone calls with call recording
- Improves effectiveness tracking for search marketing






Capturing Prospects Online



Speak with us now.
To speak directly to us please enter your phone number

Phone number
() -

[Click to Talk](#) 

* Required Fields

Online Guest Card

First Name

Last Name

Email Address

Day Phone

Eve. Phone

Fax

Which city are you most interested in?

Which type of unit are you most interested in?

How many residents will be occupying the unit?

Desired move in date? (i.e. 01/06/2006)

Do you have any pets?

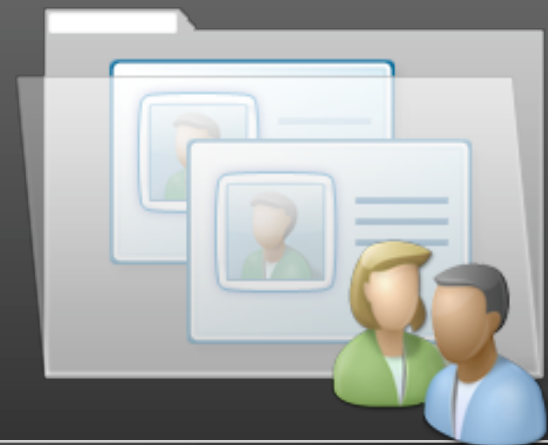
How did you hear about us?



It's Doesn't Work Without CRM!

CRM to Track Leads

- Rapid responses = More customers
- Avoid leads falling through cracks
- Increase accountability
- Auto-responses and email marketing
- Tools to track vacancy inventory
- Ability to measure overall ROI





Property Management CRM

Propertyware | On Demand Real Estate Solutions

Desktop Dashboards Properties Marketing Leases Contacts Money In Money Out Banking Maintenance Management Portals Reports

Global Search

Recent Items

- Mr. Thomas M Fanelli
- test building
- Test Dev Company

Prospect: Mr. Thomas M Fanelli

Prospects

<< Back To Prospect List

New Edit Delete Mail Merge **Create Lease**

Prospect Summary

Prospect Type	Tenant	Created By / Date
Status	Open	Last Modified By
Source	Website	Assigned To
Type Of Inquiry	Applicant	Paid Application Fee

Contact Info

Name	Mr. Thomas M Fanelli	Work Telephone
Company	Propertyware, Inc	Home Telephone
Title		Mobile
Email		Fax
Address	55 Main St Cape Coral FL 33914	Other Phone
I prefer to be contacted by	Work Phone	Description

← Create Lease



Respond Like The Pros

Professional Communication

- Ensure consistent quality for leasing agents
- Track all communications in shared location
- Faster ramp up for new agents
- “Go Green” with online presentment of leasing docs and brochures





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Rapid Response Counts

- 30% increase in close ratios when responding to prospects within first 60 mins.
- Auto-responders help prospect confirm lead was received
- CRM system should allow you to automatically assign leads with mobile alerts





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Tips on Email Correspondence

- Send emails from a CRM system so they are tracked and shared
- Keep emails short and sweet
- Answer questions and offer the next step (call to action)
- SPELL CHECK!!
- Include your contact info and office hours
- Use customer testimonials when available





Calculating ROI

Google AdWords [Log Out](#) - [Contact Us](#) - [Help](#)

Campaign Management | **Reports** | **My Account**

Campaign Summary Search my campaigns:
keywords, ad text, etc.

All Campaigns
 Sep 25, 2003

[+ Create New Campaign](#)

Show statistics for:
 yesterday -

<input type="checkbox"/>	Campaign Name	Current Status	Current Budget	Clicks ▾	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Value/ Cost
<input type="checkbox"/>	Campaign #1	Active	\$3000.00 / day	3244	101,386	3.2%	\$0.74	\$2400.56	1.9	8.4%	4.55
<input type="checkbox"/>	Campaign #2	Active	\$1500.00 / day	6122	244,895	2.5%	\$0.21	\$1285.62	2.2	6.5%	3.94
<input type="checkbox"/>	Campaign #3	Active	\$500.00 / day	2226	54,301	4.1%	\$0.18	\$400.68	1.6	2.1%	5.34
<input type="checkbox"/>	Campaign #4	Active	\$500.00 / day	2078	98,971	2.1%	\$0.16	\$332.48	3.5	2.5%	3.72
Total - all 4 campaigns		-	\$5500.00 / day <small>active campaigns</small>	13,671	499,553	3.0%	\$0.32	\$4419.34	2.30	4.9%	4.39

*Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.





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Free Consultation

- Free SEO Review of Your Google Adwords or Natural Search Optimization
- www.propertyware.com/webinar
- tomf@propertyware.com
- Phone 415-455-2400

