

CallRail

Achieve higher marketing ROI for your real estate business



- 1 See where your clients are coming from**

Do you know whether you get most of your real estate clients from referrals, Google, billboards, Zillow, Realtor.com, or somewhere else? Use CallRail's [Call Tracking](#) to learn which tactics work the best so you can direct more of your budget to them.
- 2 Have smarter conversations**

Leverage lead intelligence to have smarter conversations and convert more calls, texts, and form submissions into customers. With [CallRail](#), you know which campaigns drive clients to your business – insights you can use to win them over.
- 3 Connect with every caller**

Make sure every caller connects with you or a teammate – or can reach the right voicemail inbox. CallRail's custom menus and call routing flows ensure your callers always reach the best person to help. If you miss a call, get back to callers using the same tracking number they used to reach out.
- 4 Optimize your Google Business profile**

Periodically check on your [Google Business Profile](#) to make sure the information is correct and complete. Respond to reviews so future home buyers know you're invested in them. Use a call tracking number to measure and manage the contacts generated from your Business Profile.
- 5 Prioritize your leads**

With so many calls and texts coming in about different properties, and at different stages of the buying process, it's crucial to handle the hottest leads first. CallRail's call scores, notes, and tags help you stay organized so you can focus on the highest quality leads that are most likely to convert sooner – and work your way from there.

- 6 Audit PPC campaigns**
Successful [pay-per-click campaigns](#) require a lot of monitoring, analyzing, and optimizing. Determine which keywords attract buyers to your business. Or, reverse engineer the process by [transcribing prospect calls](#) and incorporating customer language into your ads.
- 7 Create engaging landing pages**
Most website visitors will only [take 10 to 20 seconds](#) before they decide to bounce. Your landing pages should offer clear, compelling messaging to give them reason to stay and engage. Use [Conversation Intelligence](#) to gain buyer and seller insights and phrasing you can use on your pages.
- 8 Invest in high-quality content**
Create content that shares your [real estate](#) expertise and success stories with prospects. Blogs, articles, and social media posts can demonstrate you know how to address client pains and worries.
- 9 Embrace the power of social media**
Social media allows real estate agents to show off properties and engage with prospects. You can answer FAQs, accept [form submissions](#), build a reputation as an expert, and let your personality show. Try different channels to see where your clientele are and which work the best for you.
- 10 Use everyday insights to drive the customer experience**
Artificial intelligence powers [Conversation Intelligence](#) to extract insights that can help you see if a prospect is ready to buy or list a property. Take advantage of automation and insights to meet prospects where they are in their journey.

Learn more about how [CallRail](#) can help increase marketing ROI for your real estate business.

Start your free 14-day trial

