The Ultimate Checklist for
Effective Real Estate
Lead Generation using Paid Advertising

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Soaring Paid Advertising Checklist

Paid advertising is a great way to increase traffic to your website, and when done correctly, it can be a powerful lead-generation tool as well. But, there are a lot of components that go into a successful paid campaign.

The best place to start is by making sure you have all your bases covered, from the ad itself to your intended audience to measuring success.

- [ ] A clear and easy to read headline
- [ ] Write compelling ad copy
- [ ] Research keywords using Keyword planner & Google Trends
- [ ] Create landing pages appropriate for keywords
- [ ] Build campaigns and ad groups
- [ ] Perform A/B testing of ads, headlines etc.
- [ ] Monitor results and adjust bids accordingly
- [ ] Stay flexible- adjust as necessary