

Craigslist Posting Detailed Tips

Get your ads up to the top of Craigslist by posting at the right time.

8 – 9 AM –
11:30 to 1 PM –
After Dinner -

Not mid morning or mid afternoon

You can post more than one ad if the ad is different

You can not put your email address in the listing due to Phishing

Put your phone number in the ad

Links (URLs) Ideas

Free list of homes in _____area, or Free weekly list of _____short sales, new condos, lakefront properties, new construction homes, foreclosures, pet friendly homes, homes over 200,000, over 300,000 etc.

Direct URL to Your Ad (Wordpress users put lead capture web form on the page you direct them to with a little more info and repeat offer)

Less info = More Leads

Ask for first name and email address – track the offer and deliver!

Add Keywords when possible

Best to send to a lead capture page for lead conversion THEN deliver!

Also add seller ads because at least 30% of buyers are also sellers.

Things You Should NOT Do:

1. ***DO NOT include price, square footage, or BRs in your listing title***
2. ***DO NOT just use the embedded code from a service life VFlyer, Postlets, etc (There is no lead capture!)***
3. ***DO NOT ever post an ad without having lead capture and/or a strong CTA***
4. ***DO NOT just post when it's convenient for you (Focus on fewer postings during peak traffic times)***

Short URL to capture lead and deliver the requested content

You can use goo.gl (free URL Shortner) Add links

MLS, IDX or Free Real bird acct URLs. (shortened on goo.gl)

Build your page - New posting - Housing offer - Real Estate by Broker

Minimum description – not every thing!

Call to Action – Click here - Add your link / URL

Add instructions like contact YOUR name for more information.

Add image if u have one or ...

Add video if you have one (picture of home on YouTube with URL to Video.

If You're Not Getting Leads

1. ***You'll need to tweak one or more of these 3 things:***
2. ***You didn't create a good enough headline for the ad and you aren't getting the ad clicked.***
3. ***Your offers (Calls to Action) aren't interesting enough in your ads to click to your pages.***
4. ***The offers on your actual lead capture/squeeze pages aren't interesting or are not matching your ad.***

Try adding ----> if no one else is doing this<--------

Call to action page must match the ad you need to deliver what you promised.

Make you call to action stand out from the others, test what works!

If you do not have your own listings:

Ask your broker about free HUD postings Hud** but

Hud Homestore.com **Consult Your Broker First!!

Ask other Brokers especially REO Brokers if you can post their listings on Craigslist.

Be careful not to get ghosted on Craigslist. Follow the rules!! The image link is probably bad. Bad links get ghosted. Some just get flagged. Some photo software and automated posting sites get ghosted.

Craigslist Ad Tracker for advanced tracking is not necessary but is helpful.