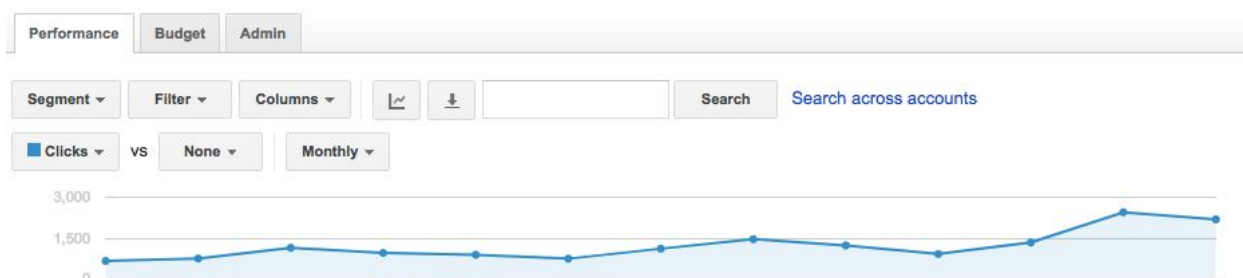


How I Generated 122 Property Management Leads At An Average Cost Per Lead Of \$58.14

By [Steve Longoria](#)



Step 1: Implemented Google Ad Conversion tracking

It's a simple fact that you can't improve upon that which you don't measure. In other words, if you don't track conversions (not just clicks) in your Google Ad campaign then you're leaving money on the table.

How so? When you're tracking conversions you're able to identify exactly which keywords, zipcode, ads, time of day, day of week and device (mobile, desktop, tablet) are generating the lowest cost per conversion, not just click.

So what's a conversion? It can be a call, a click on a specific link or button on your website, it can be a form submission (optin/subscriber) or it can be a sale. It's now possible even to track to the 'offline sale' like how sales is handled in the property management industry.

By not having conversion data in your Google Ad campaign you're not going to be able to properly optimize your campaign to maximize your ROI.

Step 2: Compelling Sales Copy

Imagine if a movie started out with just the ending resolution and credits. Not much of a movie right? Yet that's how most property manager's sales copy reads.

You need to use the 3-Act Structure to get their attention, build tension and most importantly show that you truly understand their problem!

To get the results I got for my PM clients I crafted sales copy that not only got the reader's attention by poking their pain point, but built tension before it delivered the sales pitch or solution. From my experience, the best sales copy follows the 3-Act Structure.

Step 3: Direct Response Landing Page

I designed and developed a landing page with minimal distractions, that gently guides the visitor down a single path of action. This is important because without it, it's easy for visitors to get overwhelmed by the options and choices presented on a typical homepage. There's just too many links on your typical homepage!

When you're paying per click your conversion rate is very important and a dedicated landing page is the best at converting visitors into leads.

Step 4: Call CTA vs Sign Up

I started out with collecting lead info with forms, but once I tested out 'click to call' functionality as the main call to action, our leads started to skyrocket. Most leads were coming in via mobile devices and as it turns out most users were more inclined to tap to call instead of filling out a form with their name, phone, email, property address, etc.

It's good to have both options on the landing page but I'd go with the 'click to call' phone CTA above the fold.

Need a helping hand? [Click Here](#) to try out my Google Ad Management Services!