



elevate PRESENTS

* LEAD GENERATION *

BOOT CAMP

BASICS OF LEAD GENERATION

A step-by-step guide to setting up
your lead generation.

TRAFFIC & CONVERSION

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TRAFFIC

Source of clicks.

(Google, Facebook, LinkedIn, etc.)

2 OPTIONS:

Paid

PPC (pay per click advertising)

Free

(not really free because it takes time and time is money.)

Social Marketing

SEM/SEO

(search engine marketing,
search engine optimization)

CONVERSION

The process of turning a click into a lead.

Website

Majority of RE sites are NOT designed for lead capture (too busy, too much branding) and have low lead conversion rates.

Need dedicated GEO-centric landing pages.

Lead capture right on the traffic source itself

Doesn't take users to an external website and away from Facebook, Google.
(Facebook Lead Ads for example.)

2 MAJOR TRAFFIC SOURCES: GOOGLE & FACEBOOK



SEARCH MARKETING

VS.



INTERRUPTION BASED MARKETING

PROS

Consumers are actively looking by searching,
example: "homes for sale in Ann Arbor"

Most likely closer to transaction
vs. interruption based marketing

CONS

More expensive.
(Paid budgets tougher to control)

More complex.

Always listed next to competitors
AND Zillow and REALTOR.COM

PROS

Easier to set up & manage.

Usually less expensive.
(paid budgets easy to manage)

Can build big pipeline of A,B,C prospects
quickly and efficiently

CONS

Your audience is not searching
for solutions.

Many prospects are in the very
beginning stages of research.

PAID VS FREE TRAFFIC

PAID: Pay Per Click

PROS

Instant results

Budget control

Efficient scaling - precise of control
lead volume/spend - much like turning
the knob on a radio up or down as needed.

CONS

May take a bit of time to see ROI
as you build initial pipeline.

If you don't take time to learn nuances
of ad platforms, can lose shirt fast.

FREE: Social Media/SEO/SEM

PROS

Depending on how you value your time,
can be relatively inexpensive.

Efficient way to stay in front of your sphere

CONS

No predictable/stable outcomes.

Organic reach has been dwarfed by paying advertisers.

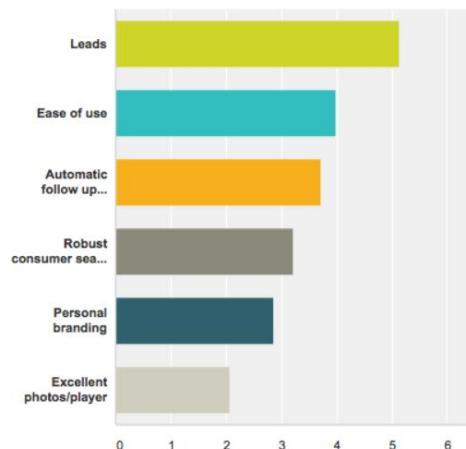
Can't easily go back and change messaging.

Getting top rankings can be very complex and the
algorithms change all the time - what ranks today
may be gone tomorrow.

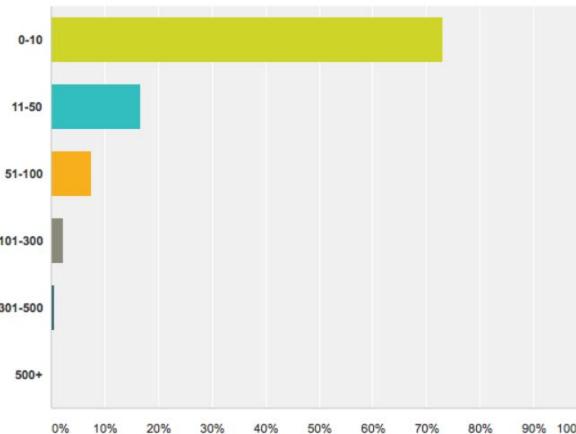
THE CHALLENGE

72.99% of agents surveyed report that they receive fewer than 10 leads per month from their website. **Ouch!**

What's the most important thing you need from your website?



How many leads a month does your website produce?



Inman recently released survey results that confirmed that website conversion is really ugly for real estate agents:

"...7 out of 10 (agents) put their website's conversion rate at 3% or less."

WEBSITE CONVERSION

Not enough time to go into proper website setup for high lead capture, but some best practices:

Little to no branding.

Dedicated landing pages that are niched to the Geo area you are targeting.

Minimal links - too many decisions = indecisions.

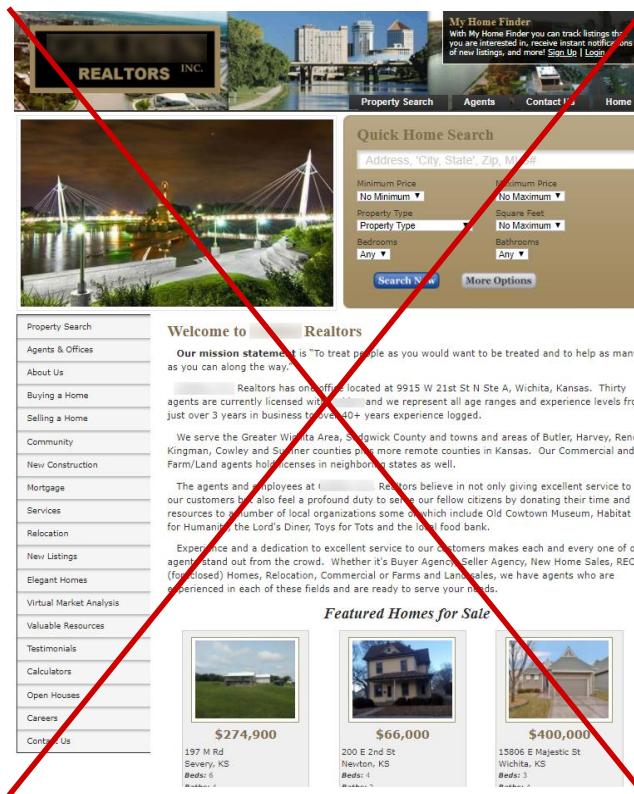
Reduce form friction: use multi-part opt-in process.

Must be FAST.

Must be mobile optimized.
(80%+ traffic is mobile)

GEO focused domain.

No clear defined call-to-action.



www.annarborhomenow.com

Search All Ann Arbor Area Homes
All listings. All companies. One place.

The screenshot shows a search interface for Ann Arbor homes. It features a sidebar with property types (Residential, Townhouse, Condo), area (Ann Arbor), price range (\$250K-\$500K), beds (1+), and baths (1+). Below the sidebar are three thumbnail images of houses. An orange "Results >>" button is located at the bottom right of the search form.

Homes updated everyday directly from the local MLS. See the best Ann Arbor homes right now!

Facebook Lead Ads

Since many real estate websites don't convert well, Facebook Lead Ads are the best choice for many agents.

Keeps consumer on platform where they engaged with the ad = trust = higher conversion.

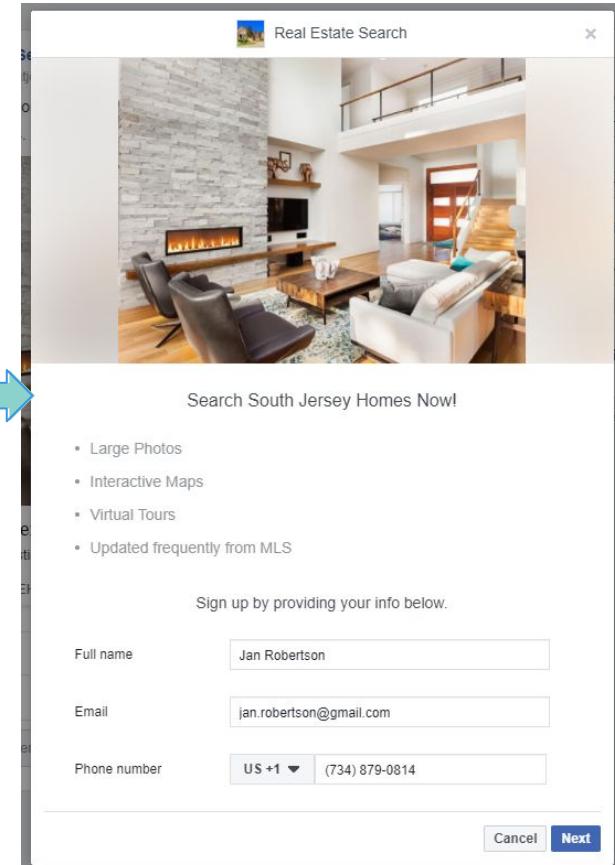
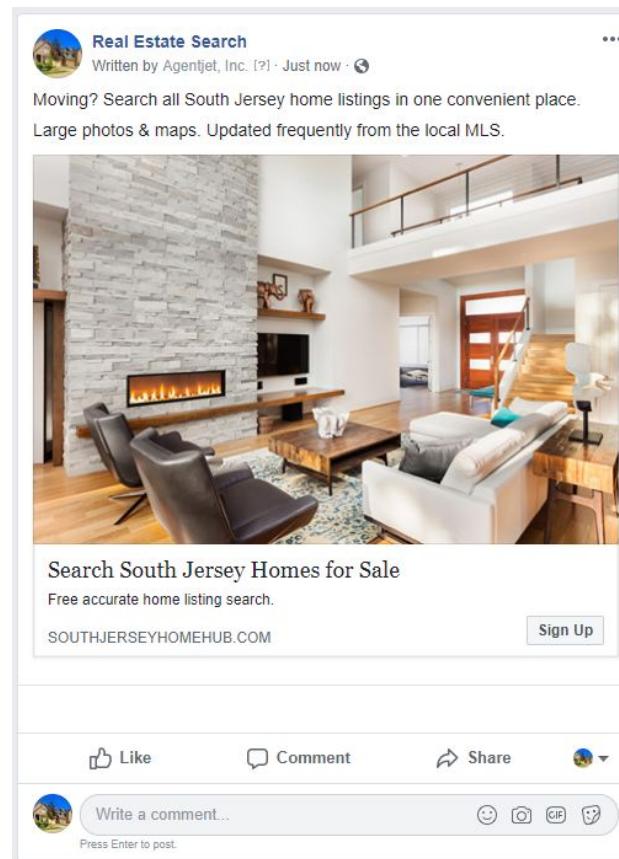
Easy to set up.

Quality name, phone and email because it comes directly from Facebook.

No external website to visit or form to fill-out (it's pre-populated = more leads/less cost.

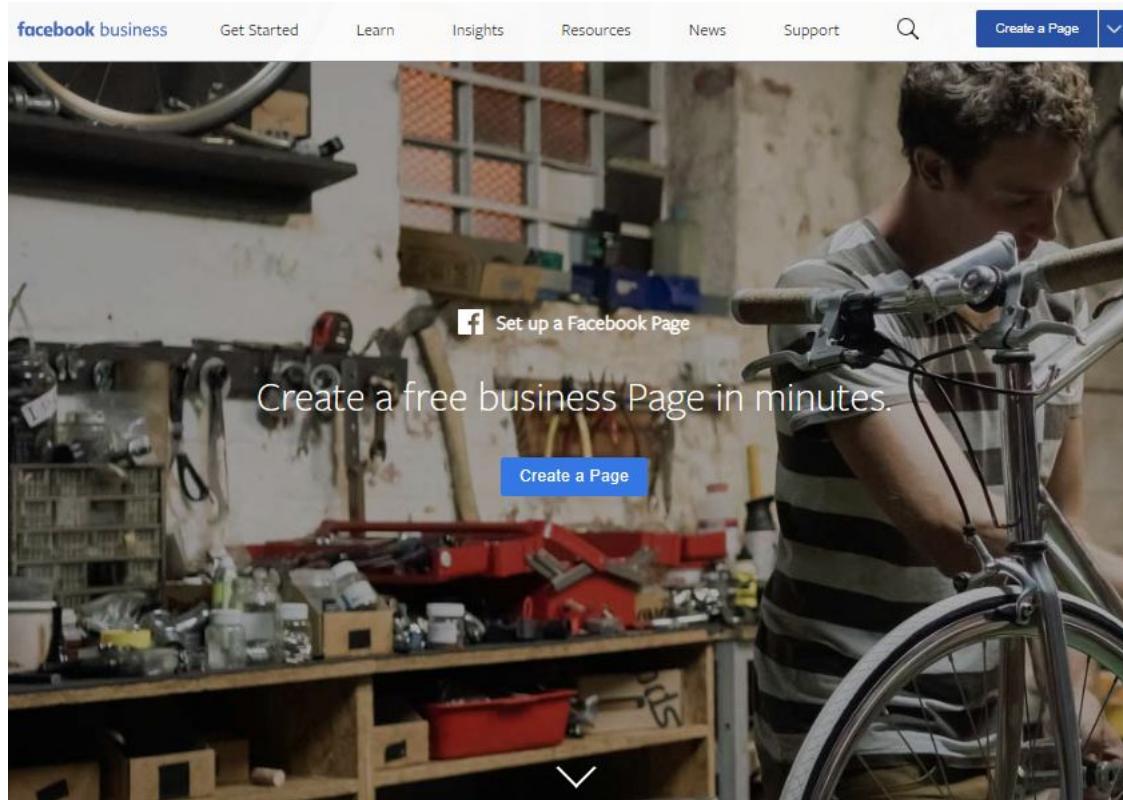
Takes advantage of Facebook conversion optimization technology without setting up complicated tracking.
(FB will get better and better at finding low cost leads.)

RECOMMENDED LEAD GENERATION METHOD



STEP 1: Setup Facebook Business Page

facebook.com/business/pages/set-up



STEP 2: Create Facebook Ad Account

The screenshot shows the Facebook Business homepage. At the top, there's a navigation bar with links for Home, Create, and various notifications (3 messages, 3 friend requests). Below the navigation is a main menu with categories like Get Started, Learn, Insights, Resources, and News. A large image of a smiling person with long hair is the background for the page. In the center, there's a call-to-action button labeled "Create an Ad". On the right side, a sidebar is open, showing options like Stories, New Groups (with 4 items), Advertising on Facebook (which is highlighted with a red box), Activity Log (14 items), News Feed Preferences, Settings, Send Money, Payment History, and Log Out. Below these, there's a "People You May Know" section featuring a profile for Fridde Ortiz Peña (Junior Spenzer) with 9 mutual friends, and buttons for "Add Friend" and "Remove".

STEP 3: Set Ad Objective

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Lead generation

Collect lead information from people interested in your business.

Campaign Name

Create Split Test i A/B test your creative, placement, audience, and delivery optimization strategies

Budget Optimization i Optimize budget across ad sets

Set Up Ad Account

Select
“Lead Generation”
for your Ad Objective.

STEP 3: Setup Adset To Target Audience

Create New Ad Set [?](#) Create Multiple New Ad Sets [?](#)

Ad Set Name [?](#) South Jersey Lead Ads [?](#)

Page
Choose the Facebook Page you want to promote.

Facebook Page [?](#) South Jersey Homes [+](#)
Please read and accept Facebook's Lead Ads Terms before creating your ad for this page.
[View Terms](#)

Dynamic Creative
Provide individual assets, like images and headlines, and automatically generate optimized creative combinations for your audience. [Learn more](#). [OFF](#)

Audience
Define who you want to see your ads. [Learn more](#).

Create New [?](#) Use a Saved Audience [▼](#)

Custom Audiences [?](#) Add a previously created Custom or Lookalike Audience [?](#)

Exclude | Create New [▼](#)

Locations [?](#) Everyone in this location [▼](#)

United States [?](#) (39.5634, -74.7044) + 25mi [▼](#)
[Browse](#)

Include [▼](#) Type to add more locations [Browse](#)

Exclude | Create New [▼](#)

Locations [?](#) Everyone in this location [▼](#)

United States [?](#) (39.5634, -74.7044) + 25mi [▼](#)
[Browse](#)

Detailed Targeting [?](#) INCLUDE people who match at least ONE of the following [?](#)

Add demographics, interests or behaviors [Suggestions](#) [Browse](#)

Exclude People [?](#)

Expand interests when it may increase leads at a lower cost per lead. [?](#)

Connections [?](#) Add a connection type [▼](#)

[Save This Audience](#)

Placements
Show your ads to the right people in the right places.

Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more](#).

Edit Placements
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more](#).

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget [?](#) Daily Budget [▼](#) \$20.00 [\\$20.00 USD](#)
Actual amount spent daily may vary. [?](#)

Schedule [?](#) Run my ad set continuously starting today
 Set a start and end date

You'll spend no more than \$140.00 per week.

Optimization for Ad Delivery [?](#) Leads - We'll deliver your ads to the right people to help you get the most leads at the lowest cost.

Bid Strategy [?](#) Lowest cost - Get the most leads for your budget
 Set a bid cap
 Target cost - Maintain a stable average cost per lead as you raise budget

When You Get Charged [?](#) Impression

Ad Scheduling [?](#) Run ads all the time
 Run ads on a schedule

Delivery Type [?](#) Standard - Get results throughout your selected schedule
More Options

[Hide Advanced Options](#) [▲](#)

[Back](#) [Continue](#)

STEP 4: Create Ad

Ad Name South Jersey Lead Ads ⚙

Identity

Facebook Page
Your Facebook Page represents your business in ads.
 South Jersey Homes ▼

Advertise on Instagram
Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. [Learn more](#).

 Add Instagram Placement

Creative

Ad with an image or video

Ad with multiple images or videos in a carousel
(Recommended)
Show multiple images or videos for the same price. [Learn more](#).

Image Video / Slideshow



untitled
1000 x 667 X

[Crop Image](#) [Change Image](#)

Turn your image into video
Create a video ad with your image. Choose a template in the Video Creation Kit to get

Ad Preview toggle 1 of 1 Ad < > ✖

Desktop News Feed ▼ 2 of 2 < >

 **South Jersey Homes**
Written by South Jersey Homes Just now · 

Moving? Search all South Jersey home listings in one convenient place.
Large photos & maps. Updated frequently from the local MLS.



SOUTHJERSEYHOMEHUB.COM
Search South Jersey Homes for Sale Sign Up

 Like  Comment  Share

Refresh preview • Report a problem with this preview

Large photos & maps. Updated frequently from the local MLS.

Display Link (optional) [i](#)
southjerseyhomehub.com

Headline [i](#)
Search South Jersey Homes for Sale

News Feed Link Description [i](#)
Free accurate home listing search.

Call To Action [i](#)
Sign Up ▾

Instant Form

South Jersey Real Estate Leads ▾ Create Lead Form

Tracking

URL Parameters (optional) [i](#)
Ex: key1=value1&key2=value2

Build a URL Parameter

Conversion Tracking
Select one or more options for conversion tracking. You'll see the results in Ads Manager along with ad performance data.

Close ✓ Saved to draft

Desktop News Feed ▼ 2 of 2 < >

 **South Jersey Homes**
Written by South Jersey Homes Just now · 

Moving? Search all South Jersey home listings in one convenient place.
Large photos & maps. Updated frequently from the local MLS.



SOUTHJERSEYHOMEHUB.COM
Search South Jersey Homes for Sale Sign Up

 Like  Comment  Share

Refresh preview • Report a problem with this preview

Discard Draft Publish

STEP 5: Setup Your Lead Ad Form

Create Form

South Jersey Real Estate Leads ↗

Content | Settings

Form Type

Intro (Optional)

Headline 30

Image Use the image from your ad
The image from your ad will appear with your context card

Use uploaded image
Recommended image size: 1200 x 628 pixels

Questions

Layout Bullets ▾

Large Photos	68
Interactive Maps	64
Virtual Tours	67
Updated frequently from MLS	53
	80

Questions

More Volume - Form Preview

Facebook



Real Estate Search

Search South Jersey Homes Now!

- Large Photos
- Interactive Maps
- Virtual Tours
- Updated frequently from MLS

Sign up by providing your info below.

Full name

Form 1 of 3

Create Form

South Jersey Real Estate Leads ↗

Content | Settings

Intro (Optional)

Questions

Privacy Policy

Thank You Screen

You can customize the screen your leads see after they submit the form.

Headline 37

Description

Button Type

Button Text 49

Website Link

More Volume - Form Preview

Facebook



Real Estate Search

Thanks, you're all set.

Tap/click below to begin your search.

Thank You Screen 3 of 3

STEP 6: Publish, Monitor & View Leads

	Ad Name	⚠	Delivery	Ad Set Name	Cost and ROAS Controls Ad Set	Budget Ad Set	Last Significant Edit Ad Set	Results	Reach								
 	South Jersey Lead Ads		● Active (Learning) 	South Jersey - Lead Ads 1 active ad	Lowest cost Leads	\$6.67 Daily	Feb 14, 2019, 4:37 PM Yesterday	 42 Leads (Form)	7,254								
<p>▶ Results from 1 ad </p> <p>     </p> <p>Download Leads </p> <p> Automatically retrieve your leads Connect to a CRM to access your leads instantly, making it easier for you to contact potential customers quickly. Connect your CRM.</p> <p>Downloading leads for South Jersey Lead Ads by date range.</p> <p>Date Range Jul 20, 2010 – Feb 15, 2019 </p> <p>42 leads are available for Jul 20, 2010 – Feb 15, 2019</p> <p>LEADS BREAKDOWN</p> <table><tbody><tr><td>Allow retrieval of untargeted lead</td><td>No</td></tr><tr><td>Targeted</td><td>42</td></tr><tr><td>Untargeted</td><td>0</td></tr><tr><td>Downloading</td><td>42</td></tr></tbody></table> <p>Session ID: f1b03a15a30c814_1550257336957</p> <p>Cancel Download</p>										Allow retrieval of untargeted lead	No	Targeted	42	Untargeted	0	Downloading	42
Allow retrieval of untargeted lead	No																
Targeted	42																
Untargeted	0																
Downloading	42																
<p>Leads Setup</p> <p>Set up a CRM so that you can get your leads delivered instantly. Without a CRM, you'll need to regularly download a CSV file to see new leads. Learn more.</p> <p>Connect to a CRM now to start seeing your leads in real time.</p> <p><input type="text"/> Search CRM providers </p> <p>Connecting to a CRM</p> <p>You need an existing CRM account to connect a CRM to your lead ads. If you aren't using a CRM, visit the CRM integrations page to see some of the CRMs that are currently supported, or visit the Help Center.</p> <p>> Step 1: Find Your CRM</p> <p>> Step 2: Connect to Your CRM</p> <p>> Step 3: Manage Your Leads</p>																	

GOOGLE ADWORDS STEP 1: Create Account

Google search results for "ann arbor real estate". The results include links to local real estate websites like Ann Arbor Area Real Estate, Real Estate Ann Arbor, and Zillow.

About 17,100,000 results (0.67 seconds)

Ann Arbor Area Real Estate | All Listings. All Companies.

[Ad] www.annarborhomenow.com/ ▾
Updated frequently from the local MLS. Large photos, maps & virtual tours.

Real Estate Ann Arbor | I'll work with you personally | isellannarbor.com

[Ad] www.isellannarbor.com ▾
30 yrs experience in the local area When you hire Matt, you get Matt!
Dedicated agent - Client-centric - Attention to detail
Listings About Us Contact Us
955 Briarwood Cir #200, Ann Arbor, MI

Real Estate Ann Arbor | Find Your Perfect Home

[Ad] www.elizabethbrien.com/ ▾
Ann Arbor Area Real Estate Professional for over 34 years. Call today!
34 Years Experience - Local Real Estate Agent
92355 W Stadium Blvd, Ann Arbor, MI

Ann Arbor Real Estate - Ann Arbor MI Homes For Sale | Zillow

<https://www.zillow.com/ann-arbor-mi/> ▾
Zillow has 562 homes for sale in Ann Arbor MI. View listing photos, review sales history, and use our detailed real estate filters to find the perfect place.
Ann Arbor Real Estate Agents - Newest Ann Arbor real estate Rental listings

Ann Arbor, MI Real Estate - Ann Arbor Homes for Sale - realtor.com®

https://www.realtor.com/realstateandhomes-search/Ann-Arbor_MI ▾
Find Ann Arbor, MI real estate for sale. Today, there are 748 homes for sale in Ann Arbor at a median listing price of \$351,450.
Ann Arbor, MI Real Estate - Allen Real Estate - Angell Real Estate - Land Ann Arbor

Ann Arbor, MI Real Estate & Homes For Sale | Trulia

<https://www.trulia.com> ▾ United States ▾ Michigan ▾ Ann Arbor ▾
Results 1 - 30 of 578 - 578 Homes For Sale in Ann Arbor, MI. Browse photos, see new properties, get open house info, and research neighborhoods on Trulia.

Ann Arbor, MI Real Estate & Homes For Sale | Redfin

<https://www.redfin.com> ▾ Michigan ▾ Washtenaw County ▾
Instantly search and view photos of all homes for sale in Ann Arbor, MI now. Ann Arbor, MI real estate listings updated every 15 to 30 minutes.

Google Ads

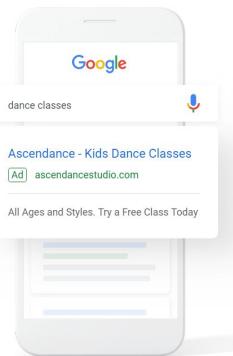
Overview How it works Cost FAQ Advanced resources Contact Sign in Start now

Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Start now

Call to get set up by a Google Ads specialist
1-844-245-2553*
Mon-Fri, 9am-9pm ET



Ann Arbor Area Real Estate | All Listings. All Companies.

[Ad] www.annarborhomenow.com

Updated frequently from the local MLS. Large photos, maps & virtual tours.

ads.google.com/home/

Much more complex than Facebook.

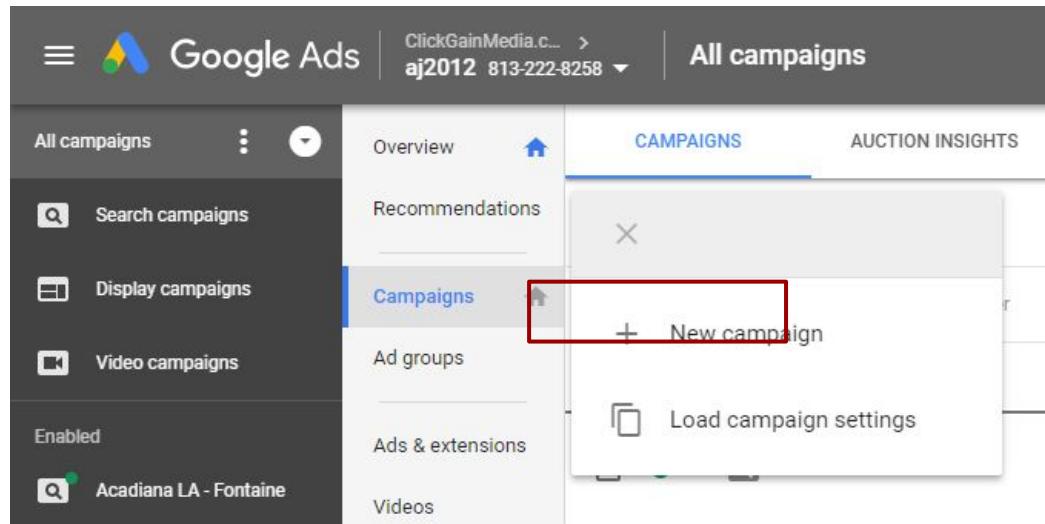
Budget and lead volume tougher to control.

Usually have to send traffic to an external website.

Steep competition - local competitors AND Zillow and REALTOR.com.

You can spend a lot with little to show for it if you don't take time to learn the platform.

GOOGLE ADWORDS STEP 2: Create First Campaign



Create Account

Setup Billing

Create "New campaign"

GOOGLE ADWORDS STEP 3: Select Campaign Goal

Select the goal that would make this campaign successful to you ⓘ

The screenshot shows a grid of seven goal options. The first six are represented by icons and labels: Sales (handshake), Leads (two people), Website traffic (globe with a checkmark), Product and brand consideration (stars), Brand awareness and reach (speaker), App promotion (phone), and a placeholder for creating a campaign without guidance (gear). The 'Website traffic' option is highlighted with a red border and a blue checkmark icon.

Sales

Leads

Website traffic

Product and brand consideration

Brand awareness and reach

App promotion

Create a campaign without a goal's guidance

Select primary goal.

Without Google conversion tracking codes setup on your website, selecting “Leads” won’t work.
(more complex)

So select “Website Traffic” to drive general clicks to your website.

Select a campaign type ⓘ

The screenshot shows a row of four campaign type options. Each option includes an icon and a brief description. The 'Search' option is highlighted with a red border.

Search

Display

Shopping

Video

Reach customers interested in your product or service with text ads

Run different kinds of ads across the web

Promote your products with Shopping ads

Reach and engage viewers on YouTube and across the web

CONTINUE CANCEL

Select “Search” for campaign type.

GOOGLE ADWORDS STEP 4: Select Campaign Settings

Languages Select the languages your customers speak  Start typing or select a language 

English 

Audiences Select audiences to add to your campaign 

Budget and bidding Define how much you want to spend and how you want to spend it

Budget Enter the average you want to spend each day 
\$ 20.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#) 

Delivery method 

Bidding What do you want to focus on?  Clicks 
Recommended for your campaign
Maximum CPC bid limit (optional)  \$ 1.50

Clicks are when someone clicks on your ad. 
[Learn more](#)

Ad schedule All days  00:00 to  00:00 

Based on account time zone: (GMT-05:00) Eastern Time
Saving this removes the settings you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Ad rotation  Optimize: Prefer best performing ads
 Do not optimize: Rotate ads indefinitely
 Optimize for conversions (Not supported)
 Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

Ad extensions Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions Add additional links to your ad 

Callout extensions [Search Now \(set at account level\)](#) 

Call extensions Add a phone number to your ad 

 Ad extension

SAVE AND CONTINUE **CANCEL**

 Based on the selections, this campaign will use the **Maximize clicks** bid strategy 

GOOGLE ADWORDS STEP 5: Determine Search Terms

Keyword ideas

Last 12 months
Feb 2018 – Jan 2019 ▾ < >

Related terms to try: [real estate](#) [real estate agent](#) [commercial real estate](#) [ann arbor](#) [ann arbor apartments](#) [detroit real estate](#) [arbor homes](#)

Search volume trends ▾

Month	Total (Blue)	Mobile (Red)
Feb 2018	~12K	~5K
Mar 2018	~17K	~7K
Apr 2018	~17K	~7K
May 2018	~14K	~6K
Jun 2018	~13K	~6K
Jul 2018	~13K	~6K
Aug 2018	~13K	~6K
Sep 2018	~13K	~6K
Oct 2018	~13K	~6K
Nov 2018	~11K	~5K
Dec 2018	~10K	~5K
Jan 2019	~13K	~6K

Found 160 keyword ideas

Exclude adult ideas [Add filter](#) X

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> ann arbor real estate	1,900	Medium	–	\$1.11	\$6.14	In Account
<input type="checkbox"/> homes for sale ann ...	1,900	Medium	–	\$0.21	\$3.15	In Account
<input type="checkbox"/> ann arbor homes fo...	1,300	Medium	–	\$0.57	\$3.79	In Account
<input type="checkbox"/> houses for sale ann ...	1,600	Medium	–	\$0.50	\$2.50	In Account

Your search term

<input type="checkbox"/> ann arbor real estate	1,900	Medium	–	\$1.11	\$6.14	In Account
--	-------	--------	---	--------	--------	------------

Idea

<input type="checkbox"/> homes for sale ann ...	1,900	Medium	–	\$0.21	\$3.15	In Account
<input type="checkbox"/> ann arbor homes fo...	1,300	Medium	–	\$0.57	\$3.79	In Account
<input type="checkbox"/> houses for sale ann ...	1,600	Medium	–	\$0.50	\$2.50	In Account

Need to use Google's Keyword tool to pick themes based on Geo keyword search terms.

Group by themes, like:
Real Estate
Homes
Houses
Condos
Etc.

GOOGLE ADWORDS STEP 7: Setup Ad Groups

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Confirmation

Set up ad groups

Ad group type: Standard

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name	Get keyword ideas
Real Estate	<p>Enter or paste keywords</p> <p>Your keywords:</p> <ul style="list-style-type: none">ann arbor real estate ✕ann arbor real estate ✕ann arbor real state ✕ann arbor real estate zillow ✕ann arbor real estate market ✕ <p>Copy all to clipboard</p> <p>NEW AD GROUP</p>

Get keyword ideas

<https://annarborhomenow.com>

Enter your product or service

Keywords	Monthly searches
ann arbor apartments	9.9K
houses for rent ann arbor	1.9K
homes for sale ypsilanti mi	1.6K
apartments ann arbor mi	1.6K
ann arbor rentals	1.3K

[ADD ALL IDEAS](#)

Leave feedback | Return to the original editor

[SAVE AND CONTINUE](#) [CANCEL](#)

For each theme, setup a separate Ad group.

In this example, the theme is “Real Estate”.

Create additional Ad groups based on themes from your Keyword search like “Homes”, “Houses”, etc.

Search patterns vary from area to area so it's important to do the proper research.

GOOGLE ADWORDS STEP 8: Create Ads

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Confirmation

NEW AD

New text ad

Final URL
<https://annarborhomenow.com/go-ann-arbor>

Headline 1
Search Ann Arbor Real Estate

Headline 2
Ann Arbor real estate for sale

Headline 3
One convenient place

Display path ②
www.annarborhomenow.com / Path 1 / Path 2

Description 1
Large photos, maps & virtual tours. Updated frequently.

Description 2

Ad URL options

1 of 2 previews Mobile Highlight ad

Search Ann Arbor Real Estate | Ann Arbor real estate for sale | One convenient place
Ad www.annarborhomenow.com

Large photos, maps & virtual tours. Updated frequently.
Search Now.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

DONE CANCEL

SAVE AND CONTINUE CANCEL

For each ad group, create a keyword specific ad.

In this example, the ad is using “Real Estate” in the text copy.

Rinse and repeat by swapping “real estate” with “homes” for each theme.

GOOGLE ADWORDS STEP 9: Monitor Google

✓ Select campaign settings ✓ Set up ad groups ✓ Create ads 4 Confirmation

Congratulations! Your campaign is ready.

Review your campaign summary

Ad Groups	Keywords	Ads	Ad group	Status	Default max. CPC	Impr.	Avg. CPC	Clicks	CTR
1	5	1	GO-Ann Arbor Condos	Campaign paused	\$1.50 ✘	0	—	0	—
			GO-Ann Arbor Foreclosures	Campaign paused	\$1.50 ✘	1,973	\$1.28	156	7.91%
			GO-Ann Arbor Homes	Campaign paused	\$1.50 ✘	5,517	\$1.34	137	2.48%
			GO-Ann Arbor Houses	Campaign paused	\$1.50 ✘	41,686	\$1.34	1,058	2.54%
			GO-Ann Arbor Real Estate	Campaign paused	\$1.50 ✘	1,871	\$1.34	64	3.42%

CONTINUE TO CAMPAIGN



elevate

tryelevate.com