

## Way 75: **PPC (Pay-Per-Click) – Google - Search**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to \$5 per click.

Description: Drive traffic to your website.  
Pay-Per-Click (PPC) means you only pay when someone clicks your ad.  
Use Google AdWords advertising program (find on main page).  
Place small classified ad next to Google Search Results.  
When someone searches for a term, your ad shows up next to the results.  
Narrow Google marketing zone to your area, city, or zip code.  
Pick search terms popular in your target market and place ads next to them:  
XYZ Neighborhood Homes for Sale or XYZ Neighborhood Home Values.  
Advertise specific offers:  
Free CMA, Free List of Homes, and Free List of Foreclosures.  
Direct to specific landing pages on your website that match offer.  
Offer free CMA, list of homes, foreclosures in exchange for contact information.  
Form captures property and homeowner or buyer information.  
Provide free information and initiate follow-up system.  
Drive leads to phone, IVR, email or forms.

Best Offer: Free CMA, Free List of Homes, and Free List of Foreclosures.

Advantages: Traffic. Can drive new traffic to your website.  
Limits. Can limit cost per day.  
Brand. Use to build brand identity on landing page.  
Leverage. Broadcast your message to large number of prospects.  
Narrow. Can narrow Google market zone to your area, city or zip code.

Disadvantages: Cost. Low cost clicks can escalate. Monitor.  
Copy. Limited space.  
Control. Google controls content.  
Time. Setting up and tweaking to get right.  
Results. Success over time.

Advanced Technique: Start with high bid. After success, lower bid in increments.

Preferred Vendor: Company: Google  
Website: Google.com (click Advertising Programs, then Google AdWords)  
Product: AdWords is Google's pay-per-click advertising program.

Sample:

Google Classified:  
Headline - 25 max  
Description Line 1 - 35 max  
Description Line 2 - 35 max  
Display URL - 35 max  
Destination URL - 235 max

Seller – **PEOPLE FARM**

[What is your home worth?](#)  
See home prices in your neighborhood  
Free, fast, accurate home valuation  
[www.YourHomeValue.com](http://www.YourHomeValue.com)

Seller – **PROPERTY FARM**

[XYZ Area Home Valuation](#)  
See home prices in your neighborhood  
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[www.XYZAreaHomeValue.com](http://www.XYZAreaHomeValue.com)

Seller – **EXPIRED**

[Did your home not sell?](#)  
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sell a home fast and for top dollar  
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Seller – **FOR SALE BY OWNER**

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Seller – **LUXURY**

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Buyer – **PEOPLE FARM**  
Buyer – **MOVE-UP, DOWN, OVER**

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See only the homes you want.  
Free, custom-designed home list.  
[www.MLSHomeList.com](http://www.MLSHomeList.com)

Buyer – **RENTER**

[Free Starter Homes List](#)  
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[www.StarterHomeList.com](http://www.StarterHomeList.com)

Buyer – **LUXURY**

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Buyer – **INVESTOR**

[Free Foreclosure List](#)  
Motivated. Discount prices. REO. HUD.  
VA repo. All areas. All conditions.  
[www.4ClosureList.com](http://www.4ClosureList.com)

## Way 76: **PPC (Pay-Per-Click) – Google – Search - Mobile**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to \$5 per click.

Description: Drive traffic to your website.  
Pay-Per-Click (PPC) means you only pay when someone clicks your ad.  
Use Google AdWords advertising program (find on main page).  
Advertise to mobile device (i.e. mobile phone) users.  
Place small classified ad next to Google Search Results.  
When someone searches for a term, your ad shows up next to the results.  
Narrow Google marketing zone to your area, city, or zip code.  
Pick search terms popular in your target market and place ads next to them:  
XYZ Neighborhood Homes for Sale or XYZ Neighborhood Home Values.  
Advertise specific offers:  
Free CMA, Free List of Homes, and Free List of Foreclosures.  
Direct to specific landing pages on your website that match offer.  
Offer free CMA, list of homes, foreclosures in exchange for contact information.  
Form captures property and homeowner or buyer information.  
Provide free information and initiate follow-up system.  
Drive leads to phone, IVR, email or forms.

Best Offer: Free CMA, Free List of Homes, and Free List of Foreclosures.

Advantages: Traffic. Can drive new traffic to your website.  
Limits. Can limit cost per day.  
Brand. Use to build brand identity on landing page.  
Leverage. Broadcast your message to large number of prospects.  
Narrow. Can narrow Google market zone to your area, city or zip code.

Disadvantages: Platform. Your website needs to be readable on a mobile device.  
Check with your website provider.  
Cost. Low cost clicks can escalate. Monitor.  
Copy. Limited space.  
Control. Google controls content.  
Time. Setting up and tweaking to get right.  
Results. Success over time.

Advanced Technique: Start with high bid. After success, lower bid in increments.

Preferred Vendor: Company: Google  
Website: Google.com (click Advertising Programs, then Google AdWords)  
Product: AdWords is Google's pay-per-click advertising program.

Sample:

Google Classified:  
Headline - 25 max  
Description Line 1 - 35 max  
Description Line 2 - 35 max  
Display URL - 35 max  
Destination URL - 235 max

Seller – **PEOPLE FARM**

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Free, fast, accurate home valuation  
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Seller – **PROPERTY FARM**

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Seller – **EXPIRED**

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Seller – **FOR SALE BY OWNER**

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Seller – **LUXURY**

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Seller – **INVESTOR**

**Rental Home Valuation**

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Buyer – **PEOPLE FARM**  
Buyer – **MOVE-UP, DOWN, OVER**

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Buyer – **RENTER**

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Buyer – **LUXURY**

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Buyer – **INVESTOR**

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[www.4ClosureList.com](http://www.4ClosureList.com)



## Way 77: **PPC (Pay-Per-Click) – Google – Network - Classified**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to \$5 per click.

Description: Drive traffic to your website.  
Pay-Per-Click (PPC) means you only pay when someone clicks your ad.  
Use Google AdWords advertising program (find on main page).  
Place small classified ad on Google Network Partners sites.  
Network Partners display Google ads on their site and receive a fee from Google.  
You can pick basic characteristics of site (i.e. real estate or target area name) or specific sites by name.  
Narrow Google marketing zone to your area, city, or zip code.  
Advertise specific offers:  
    Free CMA, Free List of Homes, and Free List of Foreclosures.  
Direct to specific landing pages on your website that match offer.  
Offer free CMA, list of homes, foreclosures in exchange for contact information.  
Form captures property and homeowner or buyer information.  
Provide free information and initiate follow-up system.  
Drive leads to phone, IVR, email or forms.

Best Offer: Free CMA, Free List of Homes, and Free List of Foreclosures.

Advantages: Traffic. Can drive new traffic to your website.  
Limits. Can limit cost per day.  
Brand. Use to build brand identity on landing page.  
Leverage. Broadcast your message to large number of prospects.  
Narrow. Can narrow Google market zone to your area, city or zip code.

Disadvantages: Cost. Low cost clicks can escalate. Monitor.  
Copy. Limited space.  
Control. Google controls content.  
Time. Setting up and tweaking to get right.  
Results. Success over time.

Advanced Technique: Start with high bid. After success, lower bid in increments.

Preferred Vendor: Company: Google  
Website: Google.com (click Advertising Programs, then Google AdWords)  
Product: AdWords is Google's pay-per-click advertising program.

Sample:

Google Classified:  
Headline - 25 max  
Description Line 1 - 35 max  
Description Line 2 - 35 max  
Display URL - 35 max  
Destination URL - 235 max

Seller – **PEOPLE FARM**

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Seller – **PROPERTY FARM**

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Seller – **INVESTOR**

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Buyer – **MOVE-UP, DOWN, OVER**

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Buyer – **RENTER**

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Buyer – **LUXURY**

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Buyer – **INVESTOR**

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VA repo. All areas. All conditions.  
[www.4ClosureList.com](http://www.4ClosureList.com)

## Way 78: **PPC (Pay-Per-Click) – Google – Network - Display**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to \$5 per click.

Description: Drive traffic to your website.  
Pay-Per-Click (PPC) means you only pay when someone clicks your ad.  
Use Google AdWords advertising program (find on main page).  
Place small display ad with picture on Google Network Partners sites.  
Network Partners display Google ads on their site and receive a fee from Google.  
You can pick basic characteristics of site (i.e. real estate or target area name) or specific sites by name.  
Narrow Google marketing zone to your area, city, or zip code.  
Advertise specific offers:  
    Free CMA, Free List of Homes, and Free List of Foreclosures.  
Direct to specific landing pages on your website that match offer.  
Offer free CMA, list of homes, foreclosures in exchange for contact information.  
Form captures property and homeowner or buyer information.  
Provide free information and initiate follow-up system.  
Drive leads to phone, IVR, email or forms.

Best Offer: Free CMA, Free List of Homes, and Free List of Foreclosures.

Advantages: Traffic. Can drive new traffic to your website.  
Limits. Can limit cost per day.  
Brand. Use to build brand identity on landing page.  
Leverage. Broadcast your message to large number of prospects.  
Narrow. Can narrow Google market zone to your area, city or zip code.  
Picture. Can place a small picture on display ad to draw attention.

Disadvantages: Cost. Low cost clicks can escalate. Monitor. Often cheaper than Search.  
Copy. Limited space.  
Control. Google controls content.  
Time. Setting up and tweaking to get right.  
Results. Success over time.

Advanced Technique: Start with high bid. After success, lower bid in increments.

Preferred Vendor: Company: Google  
Website: Google.com (click Advertising Programs, then Google AdWords)  
Product: AdWords is Google's pay-per-click advertising program.

Sample:

Google Display:  
Headline - 25 max  
Description Line 1 - 35 max  
Description Line 2 - 35 max  
Display URL - 25 max  
Destination URL - 235 max

Seller – **PEOPLE FARM**

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See home prices in your neighborhood

Free, fast, accurate home valuation

**Enter Site**

[www.YourHomeValue.com](http://www.YourHomeValue.com)

Seller – **PROPERTY FARM**

**XYZ Area Home Valuation**

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Free, fast, accurate home valuation

**Enter Site**

[www.XYZHomeValue.com](http://www.XYZHomeValue.com)

Seller – **EXPIRED**

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Seller – **FOR SALE BY OWNER**

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Seller – **LUXURY**

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Seller – **INVESTOR**

**Rental Home Valuation**

See home prices in your neighborhood

Free, fast, accurate home valuation

**Enter Site**

[www.Rental-homeValue.com](http://www.Rental-homeValue.com)



Buyer – **PEOPLE FARM**

Buyer – **MOVE-UP, DOWN, OVER**

**Free List of MLS Homes**

See only the homes you want

Free, custom-designed home list

**Enter Site**

[www.MLSHomeList.com](http://www.MLSHomeList.com)

Buyer – **RENTER**

**Free Starter Home List**

See only the homes you want

Free, custom-designed home list

**Enter Site**

[www.StarterHomeList.com](http://www.StarterHomeList.com)

Buyer – **LUXURY**

**Free Luxury Home List**

See only the homes you want

Free, custom-designed home list

**Enter Site**

[www.LuxuryHomeList.com](http://www.LuxuryHomeList.com)

Buyer – **INVESTOR**

**Free Foreclosure List**

Motivated. Discount prices. REO. HUD.

VA repo. All areas. All conditions.

**Enter Site**

[www.4ClosuresList.com](http://www.4ClosuresList.com)

## Way 79: **PPC (Pay-Per-Click) – Yahoo - Search**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to \$5 per click.

Description: Drive traffic to your website.  
Pay-Per-Click (PPC) means you only pay when someone clicks your ad.  
Use Yahoo Sponsored Search advertising program (find on main page).  
Place small classified ad next to Yahoo Search Results.  
When someone searches for a term, your ad shows up next to the results.  
Narrow Yahoo marketing zone to your area, city, or zip code.  
Pick search terms popular in your target market and place ads next to them:  
XYZ Neighborhood Homes for Sale or XYZ Neighborhood Home Values.  
Advertise specific offers:  
Free CMA, Free List of Homes, and Free List of Foreclosures.  
Direct to specific landing pages on your website that match offer.  
Offer free CMA, list of homes, foreclosures in exchange for contact information.  
Form captures property and homeowner or buyer information.  
Provide free information and initiate follow-up system.  
Drive leads to phone, IVR, email or forms.

Best Offer: Free CMA, Free List of Homes, and Free List of Foreclosures.

Advantages: Traffic. Can drive new traffic to your website.  
Limits. Can limit cost per day.  
Brand. Use to build brand identity on landing page.  
Leverage. Broadcast your message to large number of prospects.  
Narrow. Can narrow Yahoo market zone to your area, city or zip code.

Disadvantages: Cost. Low cost clicks can escalate. Monitor.  
Copy. Limited space.  
Control. Yahoo controls content.  
Time. Setting up and tweaking to get right.  
Results. Success over time.

Advanced Technique: Start with high bid. After success, lower bid in increments.

Preferred Vendor: Company: Yahoo  
Website: Yahoo.com (click Advertise With Us,  
then click Small Business Solutions)  
Product: Yahoo Search is Yahoo's pay-per-click advertising program.

Sample:

Yahoo Classified:  
Headline - 25 max  
Description Line 1 - 35 max  
Description Line 2 - 35 max  
Display URL - 35 max  
Destination URL -1017 max

Seller – **PEOPLE FARM**

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Seller – **PROPERTY FARM**

[XYZ Area Home Valuation](#)  
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Free, fast, accurate home valuation  
[www.XYZAreaHomeValue.com](http://www.XYZAreaHomeValue.com)

Seller – **EXPIRED**

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Seller – **FOR SALE BY OWNER**

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Seller – **LUXURY**

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Seller – **INVESTOR**

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Buyer – **PEOPLE FARM**  
Buyer – **MOVE-UP, DOWN, OVER**

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Free, custom-designed home list.  
[www.MLSHomeList.com](http://www.MLSHomeList.com)

Buyer – **RENTER**

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Buyer – **LUXURY**

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[www.LuxuryHomeList.com](http://www.LuxuryHomeList.com)

Buyer – **INVESTOR**

[Free Foreclosure List](#)  
Motivated. Discount prices. REO. HUD.  
VA repo. All areas. All conditions.  
[www.4ClosureList.com](http://www.4ClosureList.com)

## Way 80: **PPC (Pay-Per-Click) – Yahoo – Search - Mobile**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to \$5 per click.

Description: Drive traffic to your website.  
Pay-Per-Click (PPC) means you only pay when someone clicks your ad.  
Use Yahoo Sponsored Search advertising program (find on main page).  
Advertise to mobile device (i.e. mobile phone) users.  
Place small classified ad next to Yahoo Search Results.  
When someone searches for a term, your ad shows up next to the results.  
Narrow Yahoo marketing zone to your area, city, or zip code.  
Pick search terms popular in your target market and place ads next to them:  
XYZ Neighborhood Homes for Sale or XYZ Neighborhood Home Values.  
Advertise specific offers:  
Free CMA, Free List of Homes, and Free List of Foreclosures.  
Direct to specific landing pages on your website that match offer.  
Offer free CMA, list of homes, foreclosures in exchange for contact information.  
Form captures property and homeowner or buyer information.  
Provide free information and initiate follow-up system.  
Drive leads to phone, IVR, email or forms.

Best Offer: Free CMA, Free List of Homes, and Free List of Foreclosures.

Advantages: Traffic. Can drive new traffic to your website.  
Limits. Can limit cost per day.  
Brand. Use to build brand identity on landing page.  
Leverage. Broadcast your message to large number of prospects.  
Narrow. Can narrow Yahoo market zone to your area, city or zip code.

Disadvantages: Platform. Your website needs to be readable on a mobile device.  
Check with your website provider.  
Cost. Low cost clicks can escalate. Monitor.  
Copy. Limited space.  
Control. Yahoo controls content.  
Time. Setting up and tweaking to get right.  
Results. Success over time.

Advanced Technique: Start with high bid. After success, lower bid in increments.

Preferred Vendor: Company: Yahoo  
Website: Yahoo.com (click Advertise With Us,  
then click Small Business Solutions)  
Product: Yahoo Search is Yahoo's pay-per-click advertising program.

Sample:

Yahoo Mobile Ad:  
Headline - 18 max  
Description Line - 18 max  
Business Name - 20 max  
Display URL - 20 max  
Destination URL - 193 max

Seller – **PEOPLE FARM**

[Your Home Worth](#)  
Value your home.  
ABC Realty.  
[YourHomeValue.com](#)

Seller – **PROPERTY FARM**

[XYZArea Home Worth](#)  
Value your home.  
ABC Realty.  
[XYZAreaHomeValue.com](#)

Seller – **EXPIRED**

[Home didn't sell?](#)  
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[7SecretTechniques.com](#)



Seller – **FOR SALE BY OWNER**

[Sell Home Yourself](#)

2 Chances To Win.

ABC Realty.

[2ChancesToWin.com](http://2ChancesToWin.com)

Seller – **LUXURY**

[Luxury Home Worth](#)

Value your home.

ABC Realty.

[LuxuryHomeValue.com](http://LuxuryHomeValue.com)

Seller – **INVESTOR**

[Rental Home Worth](#)

Value your rental.

ABC Realty.

[RentalHomeValue.com](http://RentalHomeValue.com)

Buyer – **PEOPLE FARM**  
Buyer – **MOVE-UP, DOWN, OVER**

[Free List of Homes](#)  
See MLS listings.  
ABC Realty.  
[MLSHomeList.com](http://MLSHomeList.com)

Buyer – **RENTER**

[Starter Homes List](#)  
See rental homes.  
ABC Realty.  
[StarterHomeList.com](http://StarterHomeList.com)

Buyer – **LUXURY**

[Luxury Homes List](#)  
See luxury homes.  
ABC Realty.  
[LuxuryHomeList.com](http://LuxuryHomeList.com)

Buyer – **INVESTOR**

[Rental Homes List](#)  
See rental homes.  
ABC Realty.  
[RentalHomeList.com](http://RentalHomeList.com)

## Way 81: **PPC (Pay-Per-Click) – Yahoo – Network - Classified**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to \$5 per click.

Description: Drive traffic to your website.  
Pay-Per-Click (PPC) means you only pay when someone clicks your ad.  
Use Yahoo Sponsored Search advertising program (find on main page).  
Place small classified ad on Yahoo Network Partners sites.  
Network Partners display Yahoo ads on their site and receive a fee from Yahoo.  
You can pick basic characteristics of site (i.e. real estate or target area name) or specific sites by name.  
Narrow Yahoo marketing zone to your area, city, or zip code.  
Advertise specific offers:  
Free CMA, Free List of Homes, and Free List of Foreclosures.  
Direct to specific landing pages on your website that match offer.  
Offer free CMA, list of homes, foreclosures in exchange for contact information.  
Form captures property and homeowner or buyer information.  
Provide free information and initiate follow-up system.  
Drive leads to phone, IVR, email or forms.

Best Offer: Free CMA, Free List of Homes, and Free List of Foreclosures.

Advantages: Traffic. Can drive new traffic to your website.  
Limits. Can limit cost per day.  
Brand. Use to build brand identity on landing page.  
Leverage. Broadcast your message to large number of prospects.  
Narrow. Can narrow Yahoo market zone to your area, city or zip code.

Disadvantages: Cost. Low cost clicks can escalate. Monitor.  
Copy. Limited space.  
Control. Yahoo controls content.  
Time. Setting up and tweaking to get right.  
Results. Success over time.

Advanced Technique: Start with high bid. After success, lower bid in increments.

Preferred Vendor: Company: Yahoo  
Website: Yahoo.com (click Advertise With Us, then click Small Business Solutions)  
Product: Yahoo Search is Yahoo's pay-per-click advertising program.

Sample:

Yahoo Classified:  
Headline - 25 max  
Description Line 1 - 35 max  
Description Line 2 - 35 max  
Display URL - 35 max  
Destination URL -1017 max

Seller – **PEOPLE FARM**

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Seller – **FOR SALE BY OWNER**

**Sell Your Home Yourself**

Learn how to double your chances  
of selling and save your cash.

[www.2ChancesToWin.com](http://www.2ChancesToWin.com)

Seller – **LUXURY**

**Luxury Home Valuation**

See home prices in your neighborhood

Free, fast, accurate home valuation

[www.LuxuryHomeValue.com](http://www.LuxuryHomeValue.com)

Seller – **INVESTOR**

**Rental Home Valuation**

See home prices in your neighborhood

Free, fast, accurate home valuation

[www.RentalHomeValue.com](http://www.RentalHomeValue.com)

Buyer – **PEOPLE FARM**  
Buyer – **MOVE-UP, DOWN, OVER**

[Free List of MLS Homes](#)  
See only the homes you want.  
Free, custom-designed home list.  
[www.MLSHomeList.com](http://www.MLSHomeList.com)

Buyer – **RENTER**

[Free Starter Homes List](#)  
See only the homes you want.  
Free, custom-designed home list.  
[www.StarterHomeList.com](http://www.StarterHomeList.com)

Buyer – **LUXURY**

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Free, custom-designed home list.  
[www.LuxuryHomeList.com](http://www.LuxuryHomeList.com)

Buyer – **INVESTOR**

[Free Foreclosure List](#)  
Motivated. Discount prices. REO. HUD.  
VA repo. All areas. All conditions.  
[www.4ClosureList.com](http://www.4ClosureList.com)

## Way 82: **PPC (Pay-Per-Click) – Bing - Search**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to \$5 per click.

Description: Drive traffic to your website.  
Pay-Per-Click (PPC) means you only pay when someone clicks your ad.  
Use Microsoft Bing Ads advertising program (find on main page).  
Place small classified ad next to Bing Search Results.  
When someone searches for a term, your ad shows up next to the results.  
Narrow Bing marketing zone to your area, city, or zip code.  
Pick search terms popular in your target market and place ads next to them:  
XYZ Neighborhood Homes for Sale or XYZ Neighborhood Home Values.  
Advertise specific offers:  
Free CMA, Free List of Homes, and Free List of Foreclosures.  
Direct to specific landing pages on your website that match offer.  
Offer free CMA, list of homes, foreclosures in exchange for contact information.  
Form captures property and homeowner or buyer information.  
Provide free information and initiate follow-up system.  
Drive leads to phone, IVR, email or forms.

Best Offer: Free CMA, Free List of Homes, and Free List of Foreclosures.

Advantages: Traffic. Can drive new traffic to your website.  
Limits. Can limit cost per day.  
Brand. Use to build brand identity on landing page.  
Leverage. Broadcast your message to large number of prospects.  
Narrow. Can narrow Bing market zone to your area, city or zip code.

Disadvantages: Cost. Low cost clicks can escalate. Monitor.  
Copy. Limited space.  
Control. Bing controls content.  
Time. Setting up and tweaking to get right.  
Results. Success over time.

Advanced Technique: Start with high bid. After success, lower bid in increments.

Preferred Vendor: Company: Bing  
Website: Bing.com (click Advertise, then click Advertise Now)  
Product: Bing is Microsoft's pay-per-click advertising program.

Sample:

Bing Classified:  
Headline - 25 max  
Description Line 1 - 35 max  
Description Line 2 - 35 max  
Display URL - 35 max  
Destination URL -1017 max

Seller – **PEOPLE FARM**

[What is your home worth?](#)  
See home prices in your neighborhood  
Free, fast, accurate home valuation  
[www.YourHomeValue.com](http://www.YourHomeValue.com)

Seller – **PROPERTY FARM**

[XYZ Area Home Valuation](#)  
See home prices in your neighborhood  
Free, fast, accurate home valuation  
[www.XYZAreaHomeValue.com](http://www.XYZAreaHomeValue.com)

Seller – **EXPIRED**

[Did your home not sell?](#)  
Learn the 7 secret techniques to  
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[www.7SecretTechniques.com](http://www.7SecretTechniques.com)



Seller – **FOR SALE BY OWNER**

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Seller – **INVESTOR**

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Buyer – **PEOPLE FARM**  
Buyer – **MOVE-UP, DOWN, OVER**

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Buyer – **LUXURY**

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Buyer – **INVESTOR**

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VA repo. All areas. All conditions.  
[www.4ClosureList.com](http://www.4ClosureList.com)

## Way 83: **PPC (Pay-Per-Click) – Bing – Search - Mobile**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to \$5 per click.

Description: Drive traffic to your website.  
Pay-Per-Click (PPC) means you only pay when someone clicks your ad.  
Use Microsoft Bing Ads advertising program (find on main page).  
Advertise to mobile device (i.e. mobile phone) users.  
Place small classified ad next to Bing Search Results.  
When someone searches for a term, your ad shows up next to the results.  
Narrow Bing marketing zone to your area, city, or zip code.  
Pick search terms popular in your target market and place ads next to them:  
XYZ Neighborhood Homes for Sale or XYZ Neighborhood Home Values.  
Advertise specific offers:  
Free CMA, Free List of Homes, and Free List of Foreclosures.  
Direct to specific landing pages on your website that match offer.  
Offer free CMA, list of homes, foreclosures in exchange for contact information.  
Form captures property and homeowner or buyer information.  
Provide free information and initiate follow-up system.  
Drive leads to phone, IVR, email or forms.

Best Offer: Free CMA, Free List of Homes, and Free List of Foreclosures.

Advantages: Traffic. Can drive new traffic to your website.  
Limits. Can limit cost per day.  
Brand. Use to build brand identity on landing page.  
Leverage. Broadcast your message to large number of prospects.  
Narrow. Can narrow Bing market zone to your area, city or zip code.

Disadvantages: Platform. Your website needs to be readable on a mobile device.  
Check with your website provider.  
Cost. Low cost clicks can escalate. Monitor.  
Copy. Limited space.  
Control. Bing controls content.  
Time. Setting up and tweaking to get right.  
Results. Success over time.

Advanced Technique: Start with high bid. After success, lower bid in increments.

Preferred Vendor: Company: Bing  
Website: Bing.com (click Advertise, then click Advertise Now)  
Product: Bing is Microsoft's pay-per-click advertising program.

Sample:

Bing Mobile Ad:  
Headline - 18 max  
Description Line - 18 max  
Business Name - 20 max  
Display URL - 20 max  
Destination URL - 193 max

Seller – **PEOPLE FARM**

[Your Home Worth](#)  
Value your home.  
ABC Realty.  
[YourHomeValue.com](#)

Seller – **PROPERTY FARM**

[XYZArea Home Worth](#)  
Value your home.  
ABC Realty.  
[XYZAreaHomeValue.com](#)

Seller – **EXPIRED**

[Home didn't sell?](#)  
Try this next time  
ABC Realty.  
[7SecretTechniques.com](#)

Seller – **FOR SALE BY OWNER**

[Sell Home Yourself](#)

2 Chances To Win.

ABC Realty.

[2ChancesToWin.com](http://2ChancesToWin.com)

Seller – **LUXURY**

[Luxury Home Worth](#)

Value your home.

ABC Realty.

[LuxuryHomeValue.com](http://LuxuryHomeValue.com)

Seller – **INVESTOR**

[Rental Home Worth](#)

Value your rental.

ABC Realty.

[RentalHomeValue.com](http://RentalHomeValue.com)

Buyer – **PEOPLE FARM**

Buyer – **MOVE-UP, DOWN, OVER**

[Free List of Homes](#)

See MLS listings.

ABC Realty.

[MLSHomeList.com](http://MLSHomeList.com)

Buyer – **RENTER**

[Starter Homes List](#)

See rental homes.

ABC Realty.

[StarterHomeList.com](http://StarterHomeList.com)

Buyer – **LUXURY**

[Luxury Homes List](#)

See luxury homes.

ABC Realty.

[LuxuryHomeList.com](http://LuxuryHomeList.com)

Buyer – **INVESTOR**

[Rental Homes List](#)

See rental homes.

ABC Realty.

[RentalHomeList.com](http://RentalHomeList.com)

## Way 84: **PPC (Pay-Per-Click) – Bing – Network - Classified**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to \$5 per click.

Description: Drive traffic to your website.  
Pay-Per-Click (PPC) means you only pay when someone clicks your ad.  
Use Microsoft Bing Ads advertising program (find on main page).  
Place small classified ad on Bing Network Partners sites.  
Network Partners display Bing ads on their site and receive a fee from Bing.  
You can pick basic characteristics of site (i.e. real estate or target area name) or specific sites by name.  
Narrow Bing marketing zone to your area, city, or zip code.  
Advertise specific offers:  
    Free CMA, Free List of Homes, and Free List of Foreclosures.  
Direct to specific landing pages on your website that match offer.  
Offer free CMA, list of homes, foreclosures in exchange for contact information.  
Form captures property and homeowner or buyer information.  
Provide free information and initiate follow-up system.  
Drive leads to phone, IVR, email or forms.

Best Offer: Free CMA, Free List of Homes, and Free List of Foreclosures.

Advantages: Traffic. Can drive new traffic to your website.  
Limits. Can limit cost per day.  
Brand. Use to build brand identity on landing page.  
Leverage. Broadcast your message to large number of prospects.  
Narrow. Can narrow Bing market zone to your area, city or zip code.

Disadvantages: Cost. Low cost clicks can escalate. Monitor.  
Copy. Limited space.  
Control. Bing controls content.  
Time. Setting up and tweaking to get right.  
Results. Success over time.

Advanced Technique: Start with high bid. After success, lower bid in increments.

Preferred Vendor: Company: Bing  
Website: Bing.com (click Advertise, then click Advertise Now)  
Product: Bing is Microsoft's pay-per-click advertising program.

Sample:

Bing Classified:  
Headline - 25 max  
Description Line 1 - 35 max  
Description Line 2 - 35 max  
Display URL - 35 max  
Destination URL -1017 max

Seller – **PEOPLE FARM**

[What is your home worth?](#)  
See home prices in your neighborhood  
Free, fast, accurate home valuation  
[www.YourHomeValue.com](http://www.YourHomeValue.com)

Seller – **PROPERTY FARM**

[XYZ Area Home Valuation](#)  
See home prices in your neighborhood  
Free, fast, accurate home valuation  
[www.XYZAreaHomeValue.com](http://www.XYZAreaHomeValue.com)

Seller – **EXPIRED**

[Did your home not sell?](#)  
Learn the 7 secret techniques to  
sell a home fast and for top dollar  
[www.7SecretTechniques.com](http://www.7SecretTechniques.com)



Seller – **FOR SALE BY OWNER**

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Seller – **LUXURY**

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Seller – **INVESTOR**

**Rental Home Valuation**

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[www.RentalHomeValue.com](http://www.RentalHomeValue.com)

Buyer – **PEOPLE FARM**  
Buyer – **MOVE-UP, DOWN, OVER**

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Buyer – **RENTER**

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Buyer – **LUXURY**

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Buyer – **INVESTOR**

[Free Foreclosure List](#)  
Motivated. Discount prices. REO. HUD.  
VA repo. All areas. All conditions.  
[www.4ClosureList.com](http://www.4ClosureList.com)

## Way 85: **PPC (Pay-Per-Click) – Facebook**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to \$5 per click.

Description: Drive traffic to your website.  
Pay-Per-Click (PPC) means you only pay when someone clicks your ad.  
Use Facebook Ads advertising program (find on main page).  
Place large classified ad with picture on Facebook pages.  
(More text and picture than other PPC)  
Narrow Facebook marketing zone by characteristics of prospect.  
You can pick basic characteristics of people who see your ad (this is huge.)  
Facebook has a huge list of personal characteristics for prospects.  
(i.e. only show in certain zip code, city, or state.)  
Advertise specific offers:  
Free CMA, Free List of Homes, and Free List of Foreclosures.  
Direct to specific landing pages on your website that match offer.  
Offer free CMA, list of homes, foreclosures in exchange for contact information.  
Form captures property and homeowner or buyer information.  
Provide free information and initiate follow-up system.  
Drive leads to phone, IVR, email or forms.

Best Offer: Free CMA, Free List of Homes, and Free List of Foreclosures.

Advantages: Traffic. Can drive new traffic to your website.  
Limits. Can limit cost per day.  
Brand. Use to build brand identity on landing page.  
Leverage. Broadcast your message to large number of prospects.  
Narrow. Can narrow Facebook market zone to prospect characteristics.

Disadvantages: Cost. Low cost clicks can escalate. Monitor.  
Copy. Limited space.  
Control. Facebook controls content.  
Time. Setting up and tweaking to get right.  
Results. Success over time.

Advanced Technique: Start with high bid. After success, lower bid in increments.

Preferred Vendor: Company: Facebook  
Website: Facebook.com (create account, then click Ads and Pages)  
Product: Facebook's pay-per-click advertising program.

Sample:

Facebook Display Ad:  
Headline - 25 max  
Body Text - 135 max  
Image - required  
Display URL - 35 max  
Destination URL - 235 max

Seller – **PEOPLE FARM**

**What is your home worth?**  
[YourHomeValue.com](http://YourHomeValue.com)



Find out how much your home is worth in today's market with a free home valuation. See prices of your neighbors homes for sale & sold.

Seller – **PROPERTY FARM**


**XYZ Area Home Valuation**  
[XYZAreaHomeValue.com](http://XYZAreaHomeValue.com)



Find out how much your home is worth in today's market with a free home valuation. See prices of your neighbors homes for sale & sold.

Seller – **EXPIRED**

**Did your home not sell?**  
[7SecretTechniques.com](http://7SecretTechniques.com)



Sometimes even the best homes don't sell. Learn the 7 secret techniques to sell a home fast and for top dollar. Free report.

Seller – **FOR SALE BY OWNER**

**Sell Your Home Yourself**

[2ChancesToWin.com](http://2ChancesToWin.com)



Learn how to double your chances of selling your home and save your cash. Read about the 2 Chances to Win Program. Free report.

Seller – **LUXURY**

**Luxury Home Valuation**

[LuxuryHomeValue.com](http://LuxuryHomeValue.com)



Find out how much your home is worth in today's market with a free home valuation. See prices of your neighbors homes for sale & sold.

Seller – **INVESTOR**

**Rental Home Valuation**


[RentalHomeValue.com](http://RentalHomeValue.com)



Find out how much your rental is worth in today's market with a free home valuation. See prices of your neighbors homes for sale & sold.

Buyer – **PEOPLE FARM**  
Buyer – **MOVE-UP, DOWN, OVER**


**Free List of MLS Homes**  
[MLSHomeList.com](http://MLSHomeList.com)



Free list of MLS homes for sale. Just enter your price range, desired features and location. Color pictures and full MLS details.

Buyer – **RENTER**


**Free Starter Home List**  
[StarterHomeList.com](http://StarterHomeList.com)



Free list of starter homes for sale. Just enter your price range, desired features and location. Color pictures and full MLS details.

Buyer – **LUXURY**


**Free Luxury Home List**  
[LuxuryHomeList.com](http://LuxuryHomeList.com)



Free list of luxury homes for sale. Just enter your price range, desired features and location. Color pictures and full MLS details.

Buyer – **INVESTOR**

**Free Rental Home List**  
[RentalHomeList.com](http://RentalHomeList.com)



Free list of rental homes for sale. Just enter your price range, desired features and location. Color pictures and full MLS details.

## Way 86: **CPM (Cost-Per-Thousand) – Google - Search**

Targets: Sellers and Buyers.

Cost: Low. \$5 to \$20 per thousand impressions.

Description: Drive traffic to your website.  
Cost-Per-Thousand (CPM) means you pay a flat fee for one-thousand impressions. In other words, when your ad is displayed on one-thousand different computer screens. You pay the same fee no matter how many viewers click on your ad or not.  
Use Google AdWords advertising program (find on main page).  
Place small classified ad next to Google Search Results.  
When someone searches for a term, your ad shows up next to the results.  
Narrow Google marketing zone to your area, city, or zip code.  
Pick search terms popular in your target market and place ads next to them:  
XYZ Neighborhood Homes for Sale or XYZ Neighborhood Home Values.  
Advertise specific offers:  
Free CMA, Free List of Homes, and Free List of Foreclosures.  
Direct to specific landing pages on your website that match offer.  
Offer free CMA, list of homes, foreclosures in exchange for contact information.  
Form captures property and homeowner or buyer information.  
Provide free information and initiate follow-up system.  
Drive leads to phone, IVR, email or forms.

Best Offer: Free CMA, Free List of Homes, and Free List of Foreclosures.

Advantages: Traffic. Can drive new traffic to your website.  
Limits. Can limit cost per day.  
Brand. Use to build brand identity on landing page.  
Leverage. Broadcast your message to large number of prospects.  
Narrow. Can narrow Google market zone to your area, city or zip code.

Disadvantages: Cost. You pay even if no one goes to your website. Monitor.  
Copy. Limited space.  
Control. Google controls content.  
Time. Setting up and tweaking to get right.  
Results. Success over time.

Advanced Technique: Start with high bid. After success, lower bid in increments.

Preferred Vendor: Company: Google  
Website: Google.com (click Advertising Programs, then Google AdWords)  
Product: AdWords is Google's cost-per-thousand advertising program.

Sample:

Google Classified:  
Headline - 25 max  
Description Line 1 - 35 max  
Description Line 2 - 35 max  
Display URL - 35 max  
Destination URL - 235 max

Seller – **PEOPLE FARM**

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Seller – **PROPERTY FARM**

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Seller – **EXPIRED**

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VA repo. All areas. All conditions.  
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