


THE ULTIMATE REAL ESTATE PLAYBOOK: DIGITAL DOMINANCE

Google Ads Mastery: Drive Leads & Dominate Your Market

Strong Campaigns for Bottom-of-Funnel Leads

Jenny & Charles Turner

 LoveJoy Real Estate

 @Jennyturner1



At a GLANCE

Brokerage owners Jenny and Charles Turner know how to drive a healthy business. But they knew they were missing the mark when it came to generating bottom-of-funnel leads. Their solution: bring on a marketing director to go all-in on Google Ads. It's paid off huge.



**Portland,
Oregon**

PRIMARY MARKET



\$622k

AVERAGE PRICE POINT



25

YEARS IN REAL ESTATE

2022 PRODUCTION STATS

258

TRANSACTIONS

\$150,000,000

SALES VOLUME

\$3,800,000

GCI

CORE CLIENTELE

✓ **Wide-range**

PRODUCTION

65% | 35%

Buyers | Sellers

TEAM STRUCTURE

✓ **18 agents**

✓ **8 staff members**

Jenny & Charles **ON COACHING**



Coaching has been a game changer in our business. We have been in the TF ecosystem since 2011 and in Team+ since its origin in 2014. Coaching has given us the framework for success. When we started in coaching we had 3 agents on the team. Today we have a team of 20 and are rapidly growing with the expectation of 25 agents by the end of 2023. Having the roadmap of how other teams grow has been instrumental along with the weekly accountability keeping us on track to our goals.



BY THE NUMBERS

2-4

Number of campaigns per month

6

Average # of ads in a campaign

2-4

Average campaign run time in weeks

\$1.14

Cost per lead

0.93%

CTR

\$300 - 3,500

Campaign budget range





THE STORY

Sometimes when you need to add something new, the best strategy isn't to learn how to do it yourself; it's to trust a professional. Jenny and Charles Turner knew they needed to diversify their lead sources, and that Google Ads were their best shot of getting leads falling lower in the funnel. But managing a busy brokerage, they also knew that this task required a new kind of talent.

That's why the Turners hired Cristian Penado to head their marketing department. Cristian wasn't extremely knowledgeable about Google Ads off the bat, but with his marketing background, he was able to gain mastery of them in a much shorter time by just scouring the internet. He tapped YouTube tutorials and online forums. But while studying others is essential, it doesn't answer business specific questions, such as how to budget, bid, or spend. Experience comes over time, but there's always an element of trial and error, because one campaign is rarely ever the exact same as another. Also, A/B testing on content is always an experiment.

The Turners have been extremely pleased by the results. Not only are significant sales attributable to the leads generated by their Google Ads, but they've more than once heard people say, "We see you everywhere!"



THE STRATEGY

ESTABLISH AUDIENCE, GOALS, AND BUDGET

- Before running a Google Ad campaign, establish clear goals and desired outcomes, identify your audience, and establish your budget.
- Be clear about your target audience's interests, lifestyle, and the challenges they face which you can address and solve. With every ad, make sure to highlight what sets you apart, why it matters to them, and why they should click to the next step.
- When establishing the goal of your campaign, be clear about your outcomes. Are you seeking to generate leads, increase brand awareness, or drive traffic to a particular link? Outcomes condition ad types and strategies.
- When establishing your budget, remember that while generating leads is important, ROI is ultimately based on lead conversion. Keep in mind that the industry standard for lead gen is \$25 per lead. Knowing these and other standard metrics will help you know if you're on the right track or spending too much (or too little).

A/B TEST AND TRACK

- The goal is to increasingly receive leads farther down the marketing funnel, with an emphasis on quality over quantity. Cristian tests to optimize ad types, design, content, copy, audience, and message.
- Campaign success is often measured by user actions, such as submitting a lead form.
- The most important metrics for A/B testing are the click-through rate and cost per click.



THE STRATEGY

BEST PRACTICES

- Stay current on platform functions and trends.
- Test different time lengths for your ads
 - Considering keeping your ad at or below 5 seconds.
 - This keeps your message concise and gets to the point quickly, before the viewers hit “skip”. Find what is most effective for your audience.
- Embrace authenticity.
 - Audiences find organic-styled content more relatable.
- Ask the right questions.
 - The more compelling the questions, the more likely the engagement.
- Study and experiment.
 - Watch ads from other brokerages. Explore different approaches. Experiment and adapt. There is no one-size-fits-all formula, and no once-for-all solution, so you have to be perpetually learning and innovating.

Jenny & Charles' 3 Action Items **FOR SUCCESS**

1

Start simple, as you can quickly get overwhelmed. Choose one thing to start with and be consistent with it. Stay patient because results will come.

2

Look into what it would take to hire a professional to run your ads. They don't have to be an expert at Google Ads, but should have the ability to quickly learn.

3

Stay up to date with how the platforms, industry, and markets change.

6 Things Jenny & Charles Will Do **MOVING FORWARD**



1

Work on more YouTube ads and be more consistent with repeat ads.

2

Better utilize IDX to pop up above Zillow.

3

Link marketing campaigns directly to individual property addresses with enhanced CRM tagging.

4

Invest more to increase brand awareness.

5

Send marketing team to conferences for greater learning opportunities.

6

Work with their Tom Ferry coach to help keep them accountable and implement these ideas!

Jenny & Charles' TOOLKIT



FIND THE BELOW TOOLKIT ITEMS IN illūm

Turner Team Google Ads Tutorial **Exclusively for TomFerry coaching clients*

In-depth tutorial on how the Turner Team builds their Google Ads campaigns.

Marketing Menu

Overview of the different marketing campaign packages deployed by The Turner Team's marketing department.

Top Ads Analytics

Screenshot of the Turners' Google Ads interface sorted by clickthrough.

Trello Project Management Interfaces

Examples of the Trello dashboards the Turner Team use to manage ads and campaigns.

THE MARKETING MENU



LOVEJOY
TURNER TEAM.

MARKETING MENU Part 1: The Groundwork

Requester to prepare "The Details" before submitting request.



Develop the idea/concept, the goal for this concept, date for this idea, select a Roll Out from the menu and submit for Principal Broker's approval.



Upon approval, Marketing Department schedule meeting with Requester in order to map out the type of content to be created, preparing Eventbrite Link/Facebook Event and dialing in timeline expectations. Production can then be scheduled for necessary photo & video sessions.

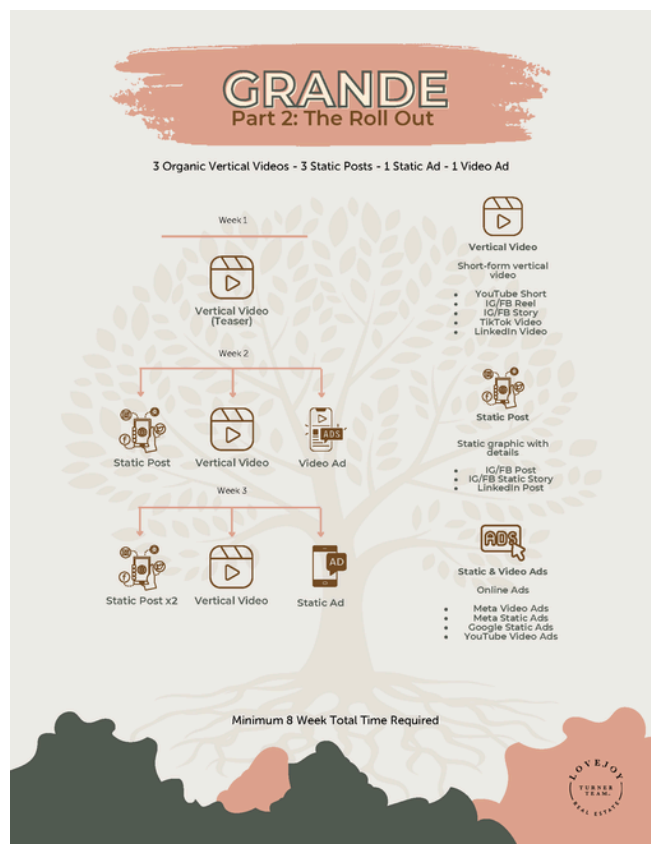
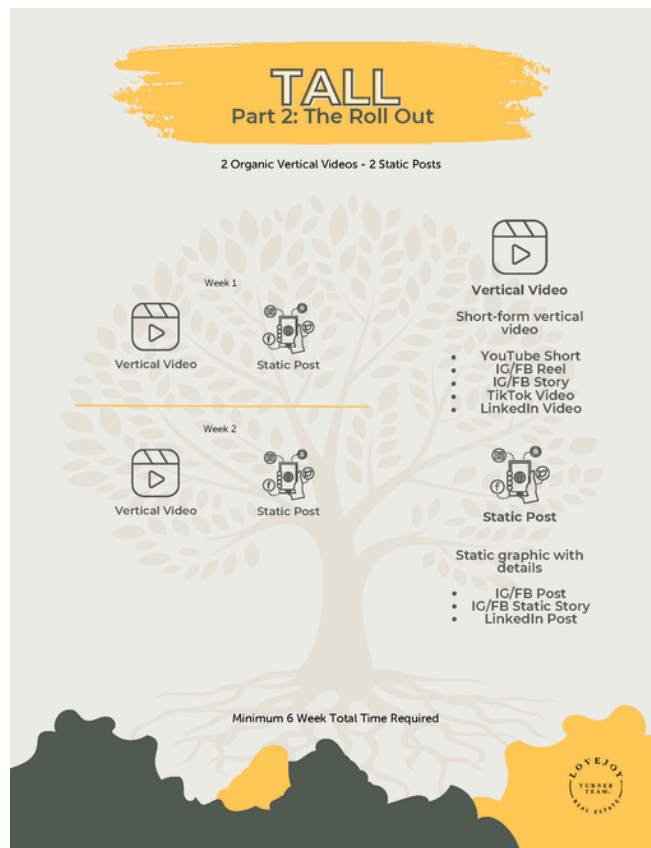


On Production Day, all required photo/video content will be captured for the creation of all marketing content. Production Day should be scheduled for and occur on Week 3 or 4 of the process, depending on the schedules and availabilities of the Marketing Team and any other involved parties.



After production day, allow 1 to 2 weeks for photo/video editing, graphic design and all marketing content to be completed.

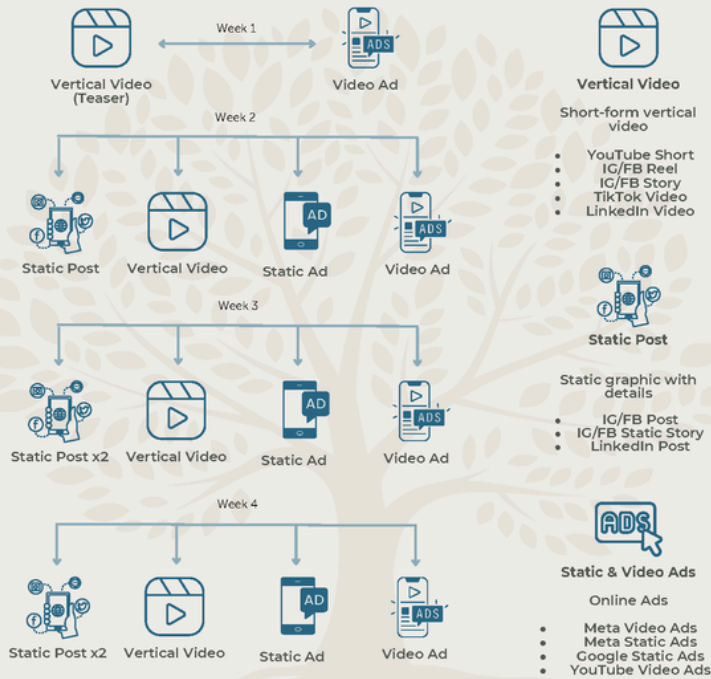




VENTI





Part 2: The Roll Out

4 Organic Vertical Videos - 5 Static Posts - 4 Video Ads (Vertical & Wide) - 3 Static Ads



Minimum 10 Week Total Time Required



Ad status: Enabled, Paused													Add filter		Search		Segment	Columns	Reports	Download	Expand	More
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad		Ad group	Status	Ad strength	Account	Ad type	Avg. CPV	Impr.	↓ Click	Interactions	Interaction rate	Avg. cost								
<input type="checkbox"/>	<input checked="" type="radio"/>	<div><div>+14 images</div></div> <div>Get Y... +4 more Find out how ... Ques... +4 more View asset details</div>		Home Value Display Ad	Eligible Policy (Housing)	Excellent	Lovejoy Marketing [REDACTED]	Responsive display ad	—	183,321	1,665	1,665 clicks	0.91%	\$0.57								
<input type="checkbox"/>	<input checked="" type="radio"/>	<div>Search Portland Homes Get In Touch Today Find Out More +10 more charlestown.realscout.com/portlandhomes Check out our custom list of Portland homes under 500k! We curated this home search jus... View assets details</div>		Homes Under 500k	Eligible Policy (Housing)	Average	Lovejoy Marketing [REDACTED]	Responsive search ad	—	6,944	459	459 clicks	6.61%	\$2.39								
<input type="checkbox"/>	<input checked="" type="radio"/>	<div><div>+14 images</div></div> <div>Get Y... +4 more When you're lo... Get y... +4 more View asset details</div>	isplay	Ad group 1	Not eligible Campaign ended	Excellent	Lovejoy Marketing [REDACTED]	Responsive display ad	—	7,922	108	108 clicks	1.36%	\$0.46								
<input type="checkbox"/>	<input checked="" type="radio"/>	<div>Realtor Safety Tip 4 - Tall</div> <div><div>00:17</div></div> <div>Sign up Self Defense Free Realtor CE Cre... CE CREDIT CLASS ...</div>		Agent Self Defense Class RSVP - Traffic Campaign	Eligible	—	Lovejoy Marketing [REDACTED]	Responsive video ad	\$0.222	10,497	46	731 engagements	6.96%	\$0.09								
<input type="checkbox"/>	<input checked="" type="radio"/>	<div>502 Concession Ct - Skippable Video Ad</div> <div><div>Skip Ad ▶ 02:00</div></div> <div>Learn more</div>	be	502 Concession Ct, Gearheart, OR	Not eligible Campaign ended	—	Lovejoy Marketing [REDACTED]	Skippable in-stream ad	\$0.018	13,240	16	9,927 engagements	74.98%	\$0.01								

Trello

Workspaces

Recent

Starred

Templates

Create

Lovejoy Real Estate

Premium

Boards

Members

Workspace settings

Workspace views

Table

Calendar

Your boards

Marketing Team Task ...

Listings

Agent Marketing Content ...

Idea Brain Dump

Admin - Jason

New Agent Onboa...

Operations

Staff Onboarding Process

Show less

Marketing Team Task Board

Private

Board

Board Sync

Sort

Power-Ups

Automation

Filter

Share

Working

Send Snapshots & Resource List for Playbook

May 26

Priority: Urgent

CP

Working

Social Posts for June 17th Grand Opening

May 25

Priority: Non-Urgent

CP

Working

Work on Newsletters to get 4 weeks ahead.

May 26

CP

In Progress

Go over Salem Day w/ Nicole and Schedule for that day

May 26

Priority: Important, Not Urgent

CP

In Progress

New Google Ad Campaigns for Conversions as Proof of Results

Priority: Important, Not Urgent

CP

In Progress

Planning Roadmap for Re-targeting and Drip Campaigns

Add a card

Working

Make Adjustments to Carla's Recruiting Videos

May 26

Priority: Important, Not Urgent

Add a card

Working

Adding B-Roll to Recruiting Videos

May 26

Priority: Important, Not Urgent

Add a card

Working

Edit SE Portland Day Photos

May 26

Priority: Important, Not Urgent

Add a card

Waiting

Steph's SW Burlingame Door Hangers

May 26

Priority: Important, Not Urgent

Add a card

Waiting

Door Knockers for Stephanie

May 25

Priority: Important, Not Urgent

Add a card

Working

The Rocky Hill Experience Video

Priority: Important, Not Urgent

H

Add a card

Working

Tigard Neighborhood Spotlight

Priority: Important, Not Urgent

H

Add a card

Working

Sherwood Neighborhood Spotlight

Priority: Important, Not Urgent

H

Add a card

Completed this Week

Stephen First Thursday Social Media Posts

May 26

CP

Photos of Mikayla at New Home (Fri, Apr, 23rd 12pm)

Video for Fruit and Flower

May 25

3/3

CP

Fruit & Flower Video

May 26

CP

Listing Video Class

May 25

CP

4th of July Postcard

May 23

CP

13720 SE Aldridge Rd - Reel

May 19

Status: To do

CP

Agent Self Defense Class Marketing

May 5

1/6

CP

Email Newsletter- May 12th

May 5

1

CP

Add a card

Completed All Time

Creating Blog/Written Version of "Photography Matters" Video

Apr 26

CP

Video Mastermind

Apr 25

CP

Zac Agent Intro (obsolete, do not edit)

CP

Connect w/ Jenny & Carla about Intern

Apr 25

CP

Murray Blvd Photos & Matterport

Apr 21

CP

Stephanie Home Buyers Class Marketing Plan

Apr 20

1

Project type: For Agent

Chandler - Sherwood Neighborhood Door Knockers

Apr 21

1

Project type: For Agent

Uploading, organizing and Writing Instructions for Hector Projects

Add a card

Ferry International, LLC / 888.866.3377 / tomferry.com / 15

Agent Self Defense Class: Wed, May 31st, 3-4:30pm

in list [Team](#)

Members

+

Labels

Working

+

Notifications

Watch

Due date

May 31 at 11:59 PM ▾

Description

Edit

Content Session scheduled with Kiki on Tuesday May 2nd at 2pm.

Graphic posts being created by Danielle.

Raymond working on editing photos from previous Kiki photoshoot to use with graphic posts.

All content from content session should be created by Fri May 5th.

4 Weeks of Content Roll Out

Custom Fields

Priority

Important, Not Urgent

Project type

Select... ▾

Status

Select... ▾

Content Roll Out

Hide checked items

Delete

100%

☒

May 1st-5th: 1 Graphic Post

May 5

☒

May 8th-12th: 1 Graphic Post, 1 Short-Form Skit, 1 Google/Meta Ad

May 12

☒

May 15th-19th: 1 Graphic Post, 1 Short-Form Skit, 1 Google/Meta Ad

May 19

Add to card

Members

Labels

Checklist

Dates

Attachment

Location

Cover

Custom Fields

Power-Ups

Add Power-Ups

Automation

Done

In Progress

PRIORITY; NEED...

Reoccurring Done

Waiting

Working

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Important, Not Urgent

Project type

Select...

Status

Select...

Content Roll Out

Hide checked items

Delete

100%

<input checked="" type="checkbox"/>	May 1st-5th: 1 Graphic Post	May 5	
<input checked="" type="checkbox"/>	May 8th-12th: 1 Graphic Post, 1 Short-Form Skit, 1 Google/Meta-Ad	May 12	
<input checked="" type="checkbox"/>	May 15th-19th: 1 Graphic Post, 1 Short-Form Skit, 1 Google/Meta-Ad	May 19	
<input checked="" type="checkbox"/>	May 22nd-26th: 2 Graphic Post, 1 Short-Form Skit, 1 Google/Meta-Ad	May 26	
<input checked="" type="checkbox"/>	May 29th-30th: 2 Graphic Post, 1 Short-Form Video	May 30	

Add an item

Activity

Write a comment...

Show details

Attachment

Location

Cover

Custom Fields

Power-Ups

Add Power-Ups

Automation

Done

In Progress

PRIORITY; NEED...

Reoccurring Done

Waiting

Working

Add button

Actions

Move

Copy

Make template

Archive

Share