

Lead generation with Direct Mail

Targeted direct mail campaigns are a great way to generate more leads for your real estate business. Key to your success is finding a good targeted list and providing the relevant information to get consumers to your website so you can turn them into clients.

Find your ideal clients

There are a variety of effective marketing strategies for building your lead generation with direct mail using mailing lists.

Geographic farming

Highlight your neighborhood expertise by targeting a specific zip code or neighborhood and send a Just Listed or Just Sold postcard or highlight an upcoming Open House. Just don't forget to include a link to your website!

Demographic grouping

Target your list using demographic information available from some list vendors. Send a "Home Ownership" postcard to renters in your area, or a "Need more space" postcard to homeowners of 7+ years.

Niche market targeting

Don't forget the special groups out there. Target your local golf, equestrian, tiny house, or houseboat markets by sourcing lists from local associations. Then choose from the thousands of professional designs in your Marketing Center for relevant images and content to drive the audience to your website.



Tips:

- Pick designs that will resonate with your audience
- Drive people to your website with a compelling call-to-action
- Find a niche or under-served market to target your direct mail piece
- Reuse your lists: it may take 6 months for a lead to contact you so send multiple mailings
- Once a contact responds, add them to a marketing campaign or email listing alert

Where to get a good list:

List brokers

US Postal Service

Title companies

Associations/neighborhood groups