

Driving ROI with Online Marketing

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#ZGMultifamily

MY FAVORITE CHART OF ALL TIME

Marketing-driven revenue



PLAYBOOK



Goals




Metrics



Test + Optimize

Goals and metrics

A ginger and white cat is lying on a light-colored carpet, surrounded by several scattered US dollar bills. The cat is looking towards the camera with a neutral expression. The scene is dimly lit, with a blue tint overlaid on the image.

“MAKE MORE
MONEY” IS NOT A
GOAL AND NUMBER
OF DOLLAR\$ ARE
NOT A METRIC...

...be more specific

ESTABLISH GOALS

If you don't know where you're going,
how will you know when you get there?

A goal **defines success** for your marketing efforts.

Marketing goals should **support the overall business goals.**

ESTABLISH METRICS

Metrics are what allow you to gauge performance against your goals.

They can also be called Key Performance Indicators (KPIs).



METRICS VARY DEPENDING ON WHERE CUSTOMERS ARE IN THE FUNNEL



ROLL YOUR GOAL INTO SPECIFIC MARKETING METRICS THAT YOU CAN MEASURE

Sales Goal: \$1M in Monthly Revenue

Avg. Monthly Lease: \$10K/lease

New Renters Needed: 100/month *(\$1M/10K)*

Avg Conversion: 2% *(From historical data or use 2% benchmark.)*

Leads Needed: 5,000/month *(100/2%)*

Avg. Visit to Lead Conversion: 3% *(From historical data or use 3% as a benchmark.)*

Visits needed to reach goal: 166,667 *(5,000/3%)*



Optimize your campaigns for what you can track and measure. Web analytics tool such as Google Analytics or Omniture are an easy way to track web metrics (impressions, clicks, etc.)

Testing and Optimization

HOW TO STRUCTURE YOUR TESTS

Hypothesis

An idea or theory that's not proven yet.

KPI

Main metric you want to impact. You must be able to measure this directly.

Timeframe

How long the test will run to make it statistically significant.

Implementation

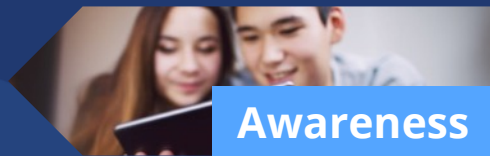
Steps required to run the test.



Tests should always target a single metric you want to impact.

WE FIRST FOCUSED ON DRIVING TRAFFIC TO OUR LANDING PAGES

Marketing-driven revenue



Awareness

KPI: Impressions



TO GROW THE TOP OF YOUR FUNNEL...

Where do your customers hang out online?

Place

Sweet spot!
Relevant and Helpful

When is a good time to reach them?

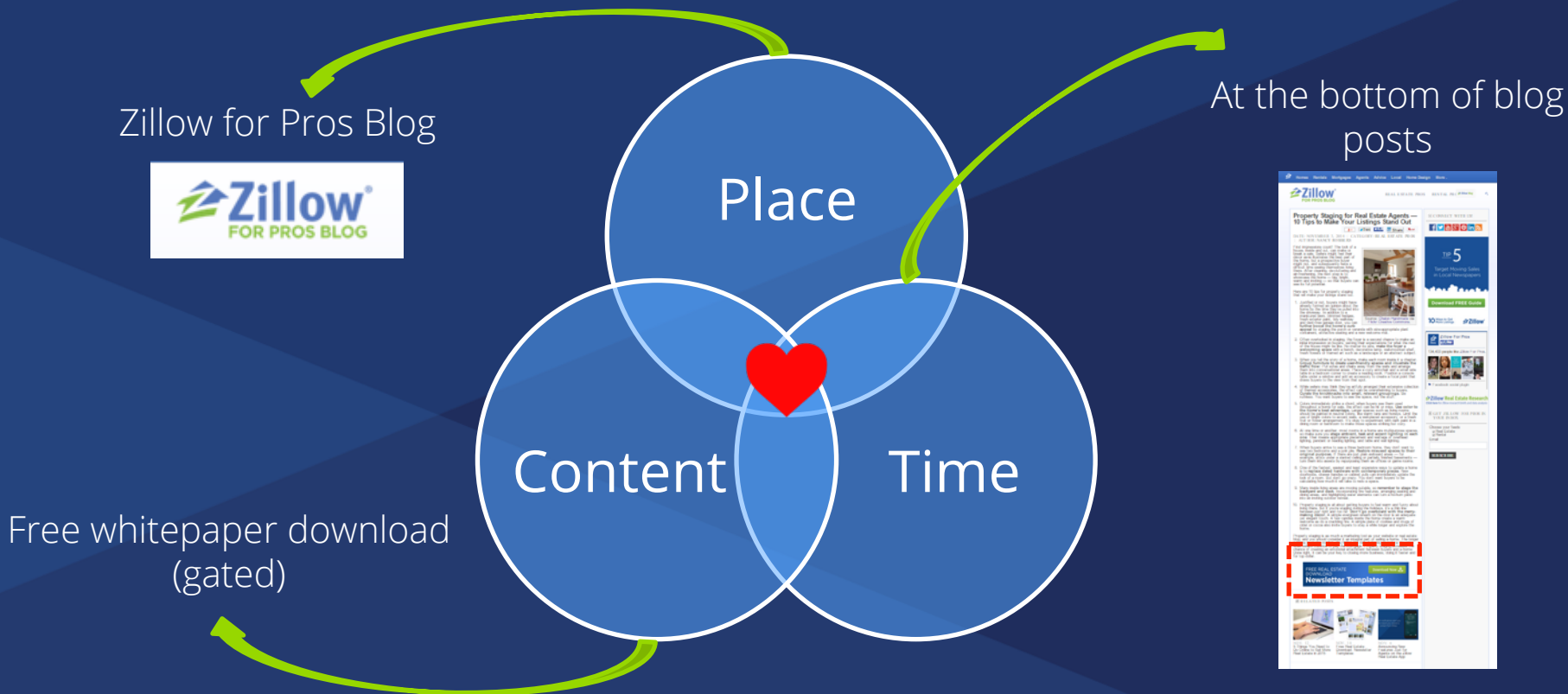
Time

What message will resonate with them?

Content



HOW WE APPROACHED THIS IN 2014



OUR TEST SETUP

Hypothesis

We can drive more traffic to our lead forms by adding banners to bottom of posts in the Zillow for Pros Blog.

Objectives

Impressions on lead form.

Timeframe

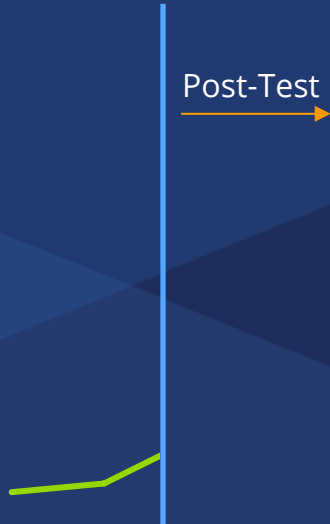
~2 months

Implementation

- Identify high-traffic blog posts in the Zillow for Pros blog.
- Find relevant content for a gated whitepaper.
- Add banners to the bottom of all blog posts and link to gated whitepaper.

TRAFFIC FROM THE ZILLOW FOR PROS BLOG INTO OUR LEAD FORMS SKYROCKETED

2014 Traffic from Zillow for Pros blog



ONCE WE HAD VISITORS ON OUR PAGES, WE FOCUSED ON CONVERTING THEM INTO LEADS

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STEP ONE: BUILD A CONVERSION-OPTIMIZED LANDING PAGE

Before

The screenshot shows the Zillow Advertising Solutions page. The layout is cluttered with multiple columns of text and small images. The main heading is "Zillow Advertising Solutions" with a sub-heading "Real estate marketing solutions tailored to meet your goals". Below this, there are several sections: "Agent Advertising", "Mortgage Advertising", "National Advertisers", and "FSBO Advertising". Each section includes a small image and a brief description. On the right side, there is a "Want to learn more?" section with a phone number and a "contact us" link. Below that, there are two sections: "Zillow Audience" and "Zillow Attracts Buyers", each with a list of statistics and a "See more audience details" link. The overall design is text-heavy and lacks a clear call to action.

Overview
Audience
Websites
Mortgage advertising
Other
Ad Gallery
Ad Specs
Training Videos

Zillow Advertising Solutions

Real estate marketing solutions tailored to meet your goals

Agent Advertising
Reach more buyers and sellers with targeted local advertising.
Learn more about agent advertising.
Learn about agent websites
View agent testimonials
Learn more about the Zillow Refer-An-Agent Program

Mortgage Advertising
Drive leads and get exposure through Zillow's mortgage advertising products.
Learn more about mortgage advertising
Learn about our Mortgage Pricing Engine

National Advertisers
Get premium placements, high-impact sizing, and targeted delivery.
Learn more about home advertising

FSBO Advertising
Post your home for sale on one of real estate's most-trafficked websites.
Learn more about FSBO advertising

Want to learn more?
Contact a sales representative today
866-324-4005 or [contact us](#)

Zillow Audience

| | |
|--|------------|
| Monthly unique users ⁽¹⁾ (as of January 2014) | 70 million |
| Year-over-year growth | 52% |
| Median household income ⁽²⁾ | \$76,161 |
| Median age ⁽³⁾ | 46 |

[See more audience details](#)

Zillow Attracts Buyers

| | |
|--|-------------|
| Zillow consumers' average credit score (very good rating) ⁽⁴⁾ | 722 |
| Zillow's click conversion compared to Google ⁽⁵⁾ | 3.4x better |
| Home buyers who visit Zillow ⁽⁶⁾ | 55% |
| Zillow users who are "in the market" - buying, selling, helping others buy/sell or planning to rent ⁽⁷⁾ | 75% |
| Zillow visitors actively seeking a loan in the next 3 months ⁽⁷⁾ | 3.8 million |

[Sources:](#) (1) Internal tracking via Google Analytics, January 2014. (2) comScore Plan Metrics: Site Audience profile, January 2013. (3) Zillow users who submitted loan requests on Zillow Mortgage Marketplace during March 2011. (4) Independent study conducted by the WU/ group. (5) California Association of Realtors study 2009. (6) Zillow site survey, November 2013. (7) Zillow internal, February 2013. Questions asked of home shoppers on Zillow.

After

The screenshot shows the Zillow Agent Advertising on Zillow landing page. The layout is clean and focused on conversion. The main heading is "Agent Advertising on Zillow" with a sub-heading "Get in front of buyers and sellers in the largest online real estate network." Below this, there is a large map showing a network of agents and their connections. A prominent call to action is "Become a Zillow Premier Agent Today" with a form for Name, Email, and Phone. Below the map, there are three columns of text and images: "Stand Out Where It Matters" (Target buyers and sellers in your local market and increase stability for you and your listings.), "Set Yourself Apart" (Premier Agents receive exclusive placement, on our website and across our mobile apps.), and "Close More Business" (Zillow connects you with prospects so you can spend less time finding leads and more time connecting with them.). The overall design is modern and professional, with a clear focus on the benefits of being a Premier Agent.

Agent Advertising on Zillow

Get in front of buyers and sellers in the largest online real estate network.

Become a Zillow Premier Agent Today

Name:

Email:

Phone:

[Yes, I Want to Learn More](#)

We'll use your information to contact you about our programs. We respect your privacy. See our [privacy policy](#).

Stand Out Where It Matters

Target buyers and sellers in your local market and increase stability for you and your listings.

Set Yourself Apart

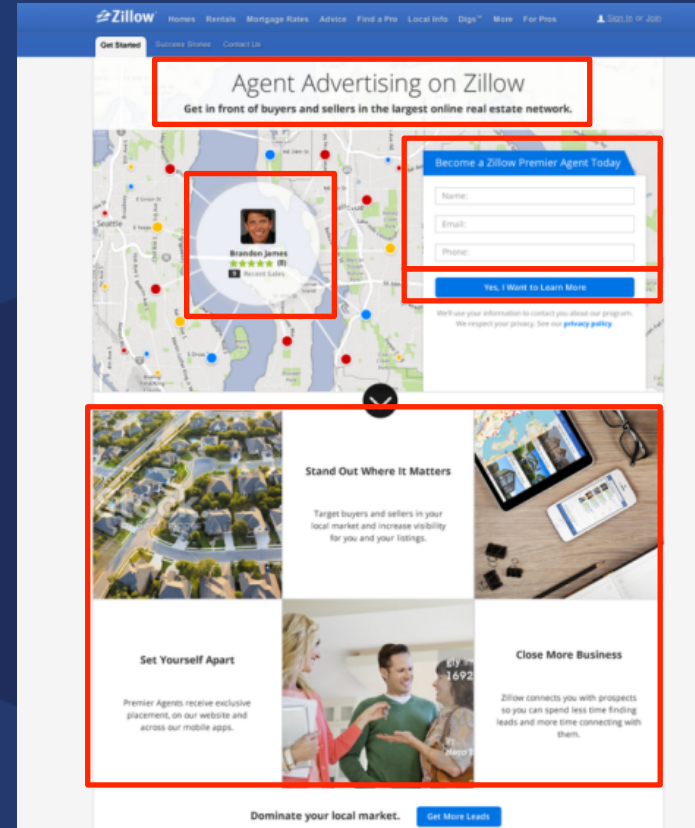
Premier Agents receive exclusive placement, on our website and across our mobile apps.

Close More Business

Zillow connects you with prospects so you can spend less time finding leads and more time connecting with them.

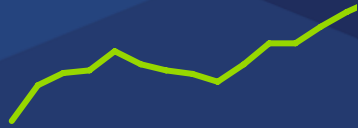
THE BASICS OF CONVERSION-CENTRIC DESIGN

1. Clear Value Proposition
2. Little Friction
3. Clear call-to-action (CTA)
4. Simple benefits
5. Bonus: Personalization



THAT'S WHEN OUR LEADS REALLY TOOK OFF

Total Inbounds Post Landing Page Test



NOW WE HAD TRAFFIC AND LEADS, TIME TO FOCUS ON SALES

Marketing-driven revenue



THE ONE SIMPLE COPY TEST CHANGED IT ALL

WINNER

Become a Zillow Premier Agent ® Today

Get Results - Advertise on Zillow

Name: First and Last

Email:

Phone:

Comments: Optional

Get started

Leads spiked, but quality suffered

Zillow

Home Rentals Mortgage Rates Advice Find a Pro Local Info Digs™ More For Pros

5021 10' 2020

Get Started Success Stories Contact Us

Agent Advertising on Zillow

Get in front of buyers and sellers in the largest online real estate network.

Become a Zillow Premier Agent Today

Name:

Email:

Phone:

Yes, I Want to Learn More

Don't use your information to contact you about our program. We respect your privacy. See our [privacy policy](#).

Stand Out Where it Matters

Target buyers and sellers in your local market and increase visibility for you and your listings.

Set Yourself Apart

Premier Agents receive exclusive placement, on our website and across our mobile apps.

Close More Business

Zillow connects you with prospects so you can spend less time finding leads and more time connecting with them.

Dominate your local market. [Get More Leads](#)

WE WERE DRIVING QUANTITY, NOT QUALITY

Become a Zillow Premier Agent ® Today

An agent/broker

Name: First and Last

Email:

Phone:

Comments: Optional

Get started

Chat or call 866-912-4692

We respect your privacy. See our [privacy policy](#).

Become a Zillow Premier Agent ® Today

A home buyer/seller

- Search for a home
- List your home for FREE
- See your home's estimated value
- Find a real estate agent
- Get help

Zillow Homes Rentals Mortgage Rates Advice Find a Pro Local Info Digs™ More For Pros

Get Started

Agent Advertising on Zillow

Get in front of buyers and sellers in the largest online real estate network.

Become a Zillow Premier Agent Today

Name:

Email:

Phone:

Yes, I want to learn more

With your information to contact you about our program. We respect your privacy. See our [privacy policy](#).

Stand Out Where It Matters

Target buyers and sellers in your local market and increase visibility for you and your listings.

Set Yourself Apart

Premier Agents receive exclusive placements on our website and across our mobile apps.

Close More Business

Zillow connects you with prospects so you can spend less time finding leads and more time connecting with them.

Dominate your local market. [Get More Leads](#)

Adding a pick list reduced quantity of leads but boosted revenue. From then on our goals changed from leads to revenue.

Recap

PLAYBOOK



Goals



Metrics



Test + Optimize

MAIN LESSONS I LEARNED

- **Be scrappy.** Don't let perfect be the enemy of good.
- **Optimize.** Adjust campaigns based on metrics that drive forward your goals.
- **Measure success.** Regularly evaluate your metrics. (Excel is your friend.)
- **Gather feedback.** Sanity check your numbers through feedback from your leasing team.
- **Always. Be. Testing.**