



miami property management



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Property Management PPC for Beginners



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Everyday, prospective owners are on their computers, tablets, and phones searching for property management services. Think about it, what is the first thing you do when you're looking for a new recipe, restaurant, or hairstylist? You go to your favorite search engine and hit go! Search engines are the number one way people look for both products and services. 98% of people choose a business that is on page 1 of Google.

If your business is not organically showing on page one of search engines, Ads is a great way to ensure your company is showing at the very top of the search results page - in front of the users who are searching for your services.

In this guide, learn about what PPC Ads are, what they look like, and how their benefits can help your business utilize one of the best tools for lead generation.



WHAT IS PPC?

1

DEFINITION

PPC or Pay-Per-Click, is an online advertising model where businesses run ads on platforms such as Google, Bing, Facebook, Instagram, or others and pay a fee every time someone clicks on the ad.

2

WHAT'S THE BENEFIT?

If you run almost any search on Google or Bing, you will see Ads at the top of the search results page. These Ads are targeted at you based on your search history, demographics, location, and other factors that contribute to you qualifying as a target customer for your search. Over time, you gain data insights to help improve the efficiency of your ads.

Property Management businesses use PPC to drive traffic, sales, or inquiries from their target audience. By creating a targeted audience, you can automatically present ads in front of those potential owners who you deem to fit your ideal owner demographic.



HOW DOES PPC WORK?

PPC is primarily based on keywords. In search engines, your ads only appear when someone searches a keyword related to your services being advertised.



Each search goes through an auction to determine which Ad shows where and how much you'll earn from those ads.

In a traditional auction, interested bidders state the max price they're willing to pay to ensure their ad is showing at the top of the search results page. Similarly, the ad auction allows advertisers to state the price they're willing to pay for clicks on ads.



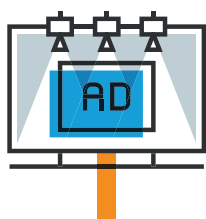
More About Ad Auctions

Before the ad auction takes place, the search engine narrows down all of the available ads to determine which ones are eligible to compete to show on search results. Here are a few ways this happens:



Your Bid

When you set your bid, you're telling the ads platform (Google, Bing, Facebook, etc.) the maximum amount you're willing to pay for a click on your ad. How much you actually end up paying is often less, and you can change your bid at any time.



Ad Targeting/Quality of Your Ads

Search engines only consider ads that are relevant to the content or users of your site. Search engines look at how relevant and useful your ad and the website it links to are to the person who'll see it. Through placement-targeting, they also consider ads from advertisers who have specifically chosen to show ads on your pages when they've found a match between their offerings and your site's users.



Ad Format

Advertisers can create text or image ads, and choose contextual-targeting, placement-targeting or user-targeting, and so depending on the selections you've made, certain types of ads may or may not be eligible to show on search results.



Impact from Your Ad Extensions

When the ads are created, you have the option to add additional information (ad extensions) to your ad, such as phone number, links to specific services on your website, and/or services you provide. Search engines estimate how these extensions will impact your ad's performance. So even if your competition has higher bids than yours, you can still win a higher position at a lower price by using highly relevant keywords, ads & extensions.

Just like in a traditional auction, when more advertisers bid to appear in search results, the higher the competition is. We always want to ensure that your bids are set correctly, your ads are relevant, we have the correct ad format & we add as many ad extensions as possible. A combination of all four items will guarantee your ads are showing as high as possible on the first page of search results.



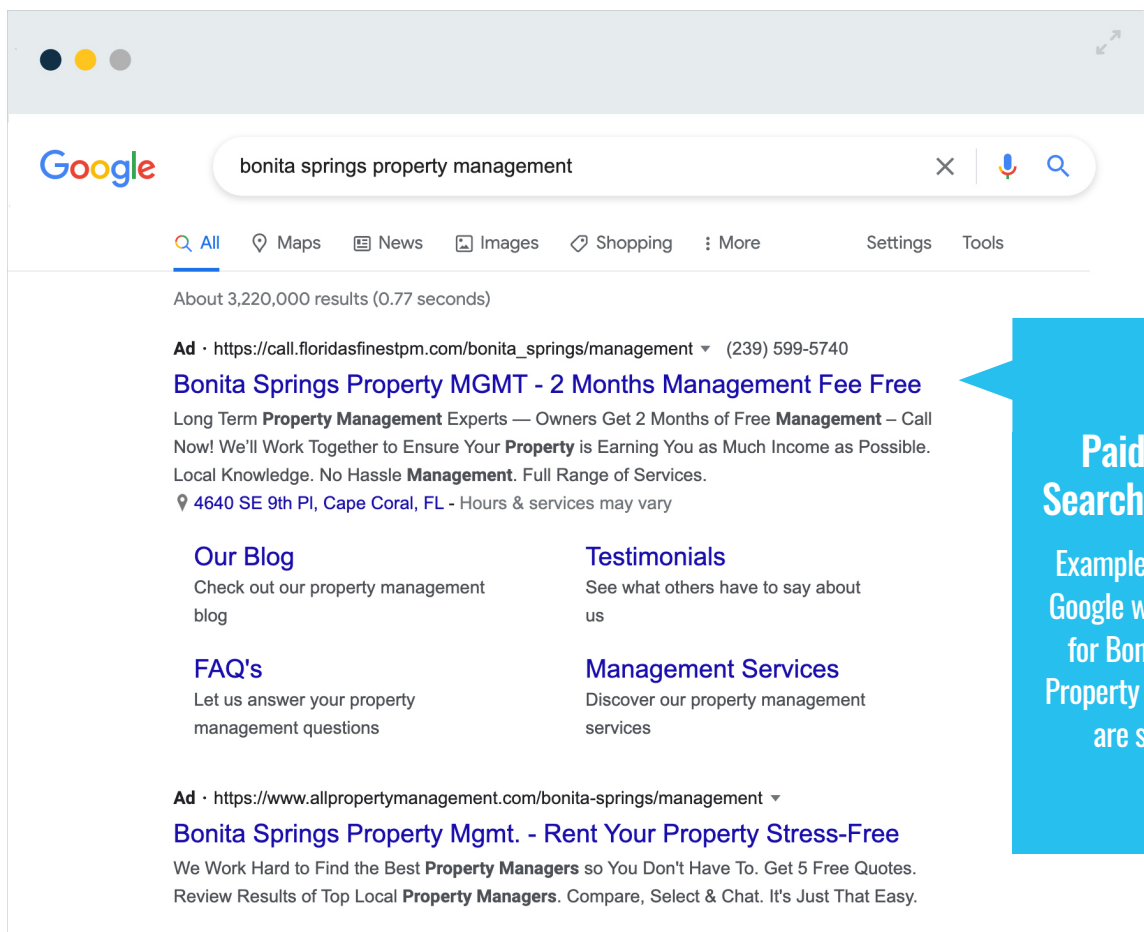
WHAT DO ADS LOOK LIKE?

There are **countless opportunities to customize your PPC campaigns to reach your target audience.** Ads come in all different types, shapes, and sizes. Check out all of the primary options offered:

1

Search Network Ads

The most common option are text only ads. These are best used when you want your ads to appear within the search results page during active searches. These ads are displayed to users who are actively searching for your product or service and are most likely to convert.



The screenshot shows a Google search for "bonita springs property management". The search bar is at the top with the Google logo. Below the search bar, there are tabs for "All", "Maps", "News", "Images", "Shopping", "More", "Settings", and "Tools". The search results show "About 3,220,000 results (0.77 seconds)".

The first ad is from https://call.floridasfinestpm.com/bonita_springs/management with the phone number (239) 599-5740. The ad title is "Bonita Springs Property MGMT - 2 Months Management Fee Free". The description reads: "Long Term **Property Management** Experts — Owners Get 2 Months of Free **Management** — Call Now! We'll Work Together to Ensure Your **Property** is Earning You as Much Income as Possible. Local Knowledge. No Hassle **Management**. Full Range of Services." The address is "4640 SE 9th Pl, Cape Coral, FL - Hours & services may vary". Below the ad are links for "Our Blog", "Testimonials", "FAQ's", and "Management Services".

The second ad is from <https://www.allpropertymanagement.com/bonita-springs/management>. The ad title is "Bonita Springs Property Mgmt. - Rent Your Property Stress-Free". The description reads: "We Work Hard to Find the Best **Property Managers** so You Don't Have To. Get 5 Free Quotes. Review Results of Top Local **Property Managers**. Compare, Select & Chat. It's Just That Easy."

Paid Ads on Search Networks

Example paid ads on Google when services for Bonita Springs Property Management are searched.



2

Remarketing

You probably already have some experience with remarketing. For example, when you visit a local website and browse a specific page, you later notice an ad promoting the same content you were browsing but you're now on a different website or on social media. Remarketing ads are a great way to keep your brand and/or service in the back of a potential customer's mind, so they can therefore come back to your site and convert.

The screenshot shows a web browser displaying The Weather Channel website. At the top, there's a navigation bar with 'The Weather Channel' logo, 'An IBM Business', a search bar, and location/weather information. Below the navigation bar, there's a large banner ad for 'Blue Ribbon' with the text 'HOW MUCH CAN YOU RENT YOUR HOME FOR?' and 'GET YOUR FREE RENTAL PROPERTY ANALYSIS!'. To the right of the banner is a small image of a rental analysis report. Below the banner, there's a weather forecast for Naples, FL, showing temperatures for Morning (84°), Afternoon (79°), Evening (77°), and Overnight (76°). To the right of the weather forecast is a vertical ad for 'PROGRESSIVE PROPERTY MANAGEMENT' with the text 'Are You Charging Enough For Your Rental Properties? Find Out Now!' and 'FREE RENTAL ANALYSIS'. Below the weather forecast, there's a 'Weather Today in Naples, FL' section showing a current temperature of 84° and a table of weather details. To the right of this is another vertical ad for 'PROGRESSIVE PROPERTY MANAGEMENT' with the text 'We Rent Your Property in 21 Days or Less, Guaranteed.' and 'WE MANAGE HAPPINESS'. At the bottom, there's an 'Hourly Forecast' section showing temperatures for the next few hours and an 'Air Quality Index' section showing a score of 30.

Sample Remarketing Ads

Helps to connect you and your business with users who have previously been on your website.

Keeps your brand present as users browse partner sites.



WHERE ARE MY ADS DISPLAYED?

There are countless platform opportunities for ad placement, but you want to **appear where potential owners will be searching for you**. Here is where we recommend:



Google & partner sites



Microsoft (Bing) & partner sites



Instagram



Facebook



WHY DO I NEED PPC?

PPC provides quick entry, results are easy to measure and track, works well with other marketing channels, and provides a wealth of useful insights.

1

Speed

Quickly drive a significant amount of traffic to your website! PPC is one of the fastest digital marketing strategies to drive traffic and conversion growth.

2

Precision

Creating highly-targeted ads ensures your target audience will see your ads!

3

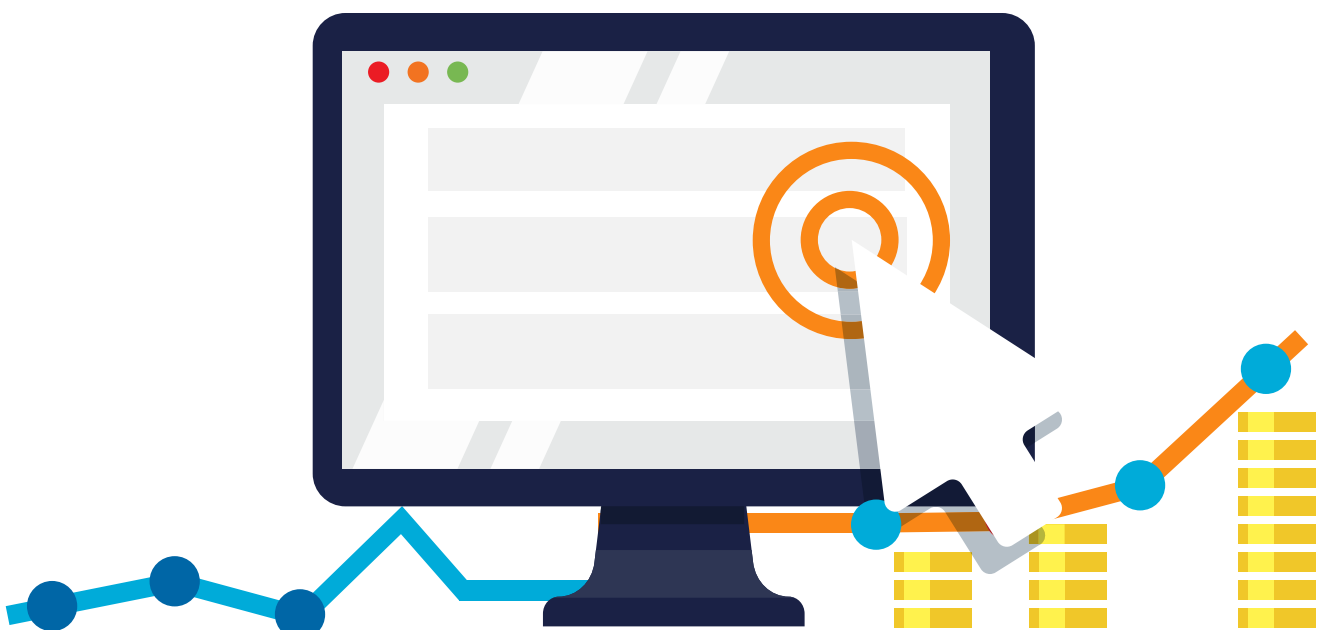
Agility

Performance data is available almost immediately, which makes it easy to quickly make adjustments to improve your chances for a successful campaign.

4

Measurements

With effective conversion tracking, see the ROI on your ads anytime!



HOW DO I KNOW MY ADS ARE WORKING?

A successful Ads campaign will take at least 3 months to mature and then approximately 4-12 months to develop into a strong campaign.

When your ads start receiving impressions and clicks on the search engine of your choice, this means that your ads are working! Once you start seeing form submissions and phone calls coming in, that means we have dialed in your account to serve ads to the users with the intent of using your services.

Unfortunately, not every click leads to a form submission or phone call, however you are still getting users to your site where they can learn more about your services and products and later come back to convert.

PMW GOOGLE PARTNERSHIP



Google Partner

We're not bragging but.... **PMW is a Certified Google Partner.** This means we have multiple employees who are certified in Google Ads, continuously meet Google's performance standards, show growth in client base, and participate in ongoing training.

As a PMW PPC client, you know that your marketing dollars are in the hands of Google-certified analysts. Google ensures that PMW meets ongoing standards for account management best practices, updating our certifications yearly, and staying up-to-date on best practices and new features for each area in search engine marketing.



PROPERTY MANAGEMENT KEYWORD CHEAT SHEET

Your keywords are determined by a number of factors all relevant to what your goals are of your Ads, however **there are a few keywords that are continuous throughout every campaign.**

We use continuous keywords throughout every campaign because these are the keywords we know work, and we know users are searching for your services with these words. The following keywords will have varying costs depending on your market size and search volume.

Property Management	Best Property Management companies
[CITY] Property Management	[CITY] Best Property Management Companies
Property Management Services	Property Management Companies
[CITY] Property Management Services	[CITY] Property Management Companies
Real Estate Property Management	Building Management Company
[CITY] Real Estate Property Management	[CITY] Building Management Company
Apartment Management Company	Professional Property Management
[CITY] Apartment Management Company	[CITY] Professional Property Management
Residential Property Management	Real Estate Management
[CITY] Residential Property Management	[CITY] Real Estate Management
Apartment Management	Management Properties
[CITY] Apartment Management	[CITY] Management Properties
Real Estate Management Company	Top Property Management Companies
[CITY] Real Estate Management Company	[CITY] Top Property Management Companies
Residential Property Management	Apartment property Management
[CITY] Residential Property Management	

All of these keywords have high search volumes. This means that lots of people searching for property management services are searching these terms every single day.



Contact Us

We understand getting started with Ads can be overwhelming, that's why our team is here to help!

Contact Samantha Jacobson:
samantha@propertymanagerwebsites.com

