

10 ways to make your real estate listings go viral

In today's market, you need to take advantage of every opportunity you can get to gain more awareness for your name. One of the most tried and true forms of advertising your name and real estate listings is in the Newspapers or magazines.

You know the type of ad, you buy a half page or a full page ad and put your banner at the top with your photo and contact information, then below, you stick 6 to 10 listings that you are currently promoting.

You pay them for the ad space, regardless of if it actually results in a sale, and lets face it, aren't you really doing that for your client? So you can show them "just what you're doing to promote their listings?"

What if you didn't have to pay for your advertising until it actually made you some money?

That's what Cost Per Acquisition (CPA) advertising is all about. Paying not for eyeballs or clicks, but for solid sales. Obviously it's worth more to you to have a client in hand, over simply another person glancing at your advertising message and not purchasing anything.

That's where the idea for Virallistings.com came from.

Let's apply the same affiliate marketing concepts to your real estate business, give a commission to people who drive business to you. Besides just giving them a commission, don't forget that you're also adding real estate listings to their site, free content that people like and that they don't have to maintain themselves will also help their site be more interesting.

So with no further ado, here are 10 places that you can put your listings to get more exposure.

- search for local bloggers, particularly community bloggers and offer to put your listings on their site
- talk to the local business improvement association and put a page on their site
- talk to the chamber of commerce about adding listings to their site
- talk to the local newspaper about adding listings to their site
- talk to the church about adding listings to their site
- start a new community website and put your listings on it
- offer your listings page to the community center and put them on their site
- get your mortgage professional to add listings to their page
- get together with various networking groups and offer your listing to members to place on their sites
- any one who is involved in your value chain: movers, insurance agents, roofers, contractors, landscapers... they're all possible affiliates for you.