Internet ADVERTISING Scoop

Today's apartment seeker relies more on the Internet than ever before. They are sophisticated users and they know how to find what they are looking for. The question then becomes "Are you reaching them and helping them find it?"

If you want to successfully advertise your apartment online and save money, the first step is to understand how people search for apartment rentals online. Take the following factors into consideration to determine your best plan for using Internet advertising to your advantage. The Internet is a powerful source to your potential rental prospects, but you must know what kind of message you are sending and how, as well if you've found the best fit for you.

How are people searching for you?

When an apartment seeker first enters the market, they often start with broader search terms, but as they begin to find options that appeal to them, they are more creative and detailed in their choice of search phrases. Discover which key words and phrases are being used by apartment seekers for your area. If you perform a search for "keyword discovery tools" on Google, you'll find a variety of websites that can provide you with a wealth of free information. You can also access Wordtracker.com, but they charge a small fee for their service. The advantage is that Wordtracker compiles information from a number of search engines over the course of 90 days and publishes the estimated daily search volume on their website. Once you learn what words and phrases apartment seekers are using, you can incorporate this into your online ads to maximize exposure and increase results!

How do you choose the right Internet Advertising ILS?

With so many choices for your Internet advertising dollar, you must decide which apartment advertising ILS best suits your needs. It is important to know which websites are consistently ranking highest on common search engines like Google and Yahoo. In other words, which sites are doing a good job of getting your name in front of people searching for apartments in your area. On sites such as compete.com, you enter a search phrase and find out what websites are getting the most clicks from that keyword/phrase. Keep in mind, too, though that 90% of online renters search multiple websites for apartment rentals*. There are also sites where you can advertise your rentals without a fee, if you want to exercise that option in your market. Ultimately, success often comes in the form of advertising with multiple ILS in addition to marketing your own site.

How do you weigh the costs of Internet advertising?

Internet advertising obviously starts with research and often encompasses contract payments to an organized ILS. You should comparison rate shop your choices, weighing not just the price but also the benefits the ILS offers including their ranking results on commonly used search engines and their brand recognition by apartment seekers. Social media offers so-to-speak free publicity, but there are labor costs involved with keeping content updated and monitoring activity that must be compared to your actual ROI. Outsourcing options for Social Media Management are available and can be more cost effective solutions when getting started. Maintaining a property website allows you to control keyword content and optimize your search engine results directly, keeping costs in-house.

Remember to invest time not only in seeking new alternatives and learning how to optimize your exposure, but also in reviewing historical ROI data to see if what you're doing is working or not and what changes you can affect to increase the value of your Internet advertising dollars.

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