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The Client Acquisition Manual

HOW TO PERFECTLY TARGET 'HOT' REAL ESTATE BUYERS

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INTRODUCTION

In real estate, we deal with just 4 sets of people. These people are the ones we focus our marketing campaign on.

The reason is because people that spend money on real estate are people that readily have money to spend. You surely don't want to show your adverts to people that cannot afford what you are selling.

An as a small real estate entrepreneur, you don't have money to waste on blank leads. [Blank Leads are people that are not interested in your offer]

So, in order to avoid this, we carry out audience qualification and segmentation.

In this publication, I will show you how you can get in touch with people that have money and are willing to buy your properties.

AUDIENCE QUALIFICATION

This is the process of accurately selecting the kind of people you will like to do business with. It's not enough to target folks that have money, you also need to ensure that they have interest in what you are selling.

They don't have to be 100% interested in real estate, we just need to ensure that they will be a little interested in what we have to say.

Going forward,

Who are the people that will most likely do business with us? Who are the people we can convince to give us their money in exchange for some properties?

We have scanned through different kinds of people and we have narrowed it down to 4 sets of people.

- **Investors**
- **Wealth protectors**
- **Individuals looking for housing**
- **Nigerians in diaspora**

Picking them one after the other;

<u>INVESTORS</u>

These are people that put their money in real estate in order to get a big return on their investment. Some people have a lot of money sitting in their bank accounts and they are always looking for ways to increase it without doing much work.

So, they simply put their money in real estate and watch it grow.

When you present these people with an offer that is worth their while, they will readily give you their money.

Do you also know that some people buy houses all across the country in order to rent it out?

Yes, these people are Investors, and they make a lot of money from collecting rent every year.

What about those that buy acres of lands? They are also heavy investors. They buy all the lands in a particular area, so that they can sell the land after a few years for 5 -10X the amount they bought it initially.

If you sell to these people, you can be sure to make money without much hassle.

WEALTH PROTECTORS

These are the "Baba Olowos".

These people already have so much money and properties. They just buy more properties everywhere in order to protect their wealth.

They do this for their coming generation because this is a way to procure generational wealth.

They are also very similar to investors but their own investment is long-term and it is to make sure that their generation never suffers.

Show them a good deal that will benefit them and their generation, and they will gladly do business with you.

INDIVIDUALS LOOKING FOR HOUSING

Okay, this is a wide one. It is widest of the 4 categories.

This simply refers to people that are looking for a new home. They are either looking to buy a piece of land, or a readily-built house or to rent a house.

Whichever way it is, they are looking a new abode.

Now listen, this group houses different sets of people. Some have a lot of money to spend, while some are just on a medium budget.

Someone might be looking to rent a house of 10 million naira per year in Lekki, while someone just wants to rent a house of 500 thousand naira per year in Ikeja.

The most important thing is that they are willing to buy. So, we segment the rich from the middle class and we present them with different offers.

This is all clearly part of audience qualification because we don't want to advertise a land of 50 million naira to a civil servant that earns 50,000 naira per month.

NIGERIANS IN DIASPORA

They are our people living abroad.

Some of them are always looking for ways to build their own property in Nigeria but they hardly trust anyone.

Because of what some have suffered in the hands of family members and friends, they become sceptical about buying properties here.

But if you show them a way to go about it easily, they will readily give you their Dollars and Pound Sterling.

Why do they buy properties in Nigeria?

In some cases, some see it as a way to acquire generational wealth in Nigeria because the exchange rate is bad. So, they can easily acquire a very large expanse of land with just a few thousand dollars.

Some have plans to move back to Nigeria permanently and they need to arrive into their own house. So, they either buy land and start building their house or they buy a house directly.

Some also buy houses and rent them out so that their family in Nigeria can use the rent money to take care of themselves.

They have different reasons for buying. Appeal to one of those reasons and sell to them.

These four sets of people will make you a lot of money in real estate if you focus your marketing campaign on them. They have the money and they are willing to buy.

AUDIENCE SEGMENTATION

Even after targeting the group of people that I have mentioned above, some uninterested parties will still see your ad, and it is most likely that they will stress you out.

They were sitting on their own, scrolling through their feed when you went ahead to put your ad in their face. So, whatever you see, you manage it like that.

But in order to prevent or minimize this occurrence, you should carry out audience segmentation.

Audience segmentation is a process where we filter our potential clients from time wasters.

How do we do this? Look at the illustration below;

Level 1 Audience - Sees the Ad.

Level 2 - Clicks on the Ad to the landing page.

Level 3 - Reads the landing page copy.

Level 4 - Clicks the booking button on the landing page.

Level 5 - Fills the booking form and Submits.

Level 5 Audience is our ideal client.

Level 1 Audience are the people that see your ads once it's out in the open. They include your potential customers, people that want to stress you, and people that will scroll away.

Level 2 audience are the people that are interested in your ads and they want to know more. It is possible that you got their attention and they are just curious to see what is behind the veil. So, they click on your ad to know more.

Level 3 audience are people that decide to read everything you have to say about your offer. The carefully read the specs and features. For someone to be on level 3, it means they have some particular interest in what you are offering. If not, they would have scrolled away at level 2.

Level 4 audience is someone that has read all your details and offer and has decided to get in touch with you. They like what they see and they proceed to the booking page.

Level 5 audience is your ideal client. This person fills the booking form and submits their details. The interpretation of this is that they are interested and they have the resources to get that property that you are selling.

If they don't have the money to buy what you are selling, they will simply read your offer and exit. They won't bother dropping their details to schedule an inspection.

This process is how you ensure that you get high quality leads only. And I can bet that 90% of realtors don't know how to perfectly execute this segmentation process.

THE AUDIENCE TARGETING BLUEPRINT

Okay we know who we are looking for, and we know how to segment them. But how do we get to them in the first place?

This is where audience targeting comes into play.

To target the perfect audience, you must have a buyer persona. A buyer persona is a simple research on the person you are trying to target.

What do they do for a living?

What do they like?

What are they spending their money on?

Where do they hangout?

Where do they live?

How old are they?

What does their lifestyle look like?

Now before we go further, I want you to answer the above questions in you mind. If you can correctly answer those questions for each set of people, then you are 5-inches away from targeting your ideal client.

How do you target them?

First of all, someone willing to spend a lot of money on something definitely has money lying in their account. So, we target them based on the thing people with money do.

If rich people do A, B, C, D, we will target those ABCD interests.

Let's start from location, if you are selling a property in Ibadan, it is only logical that you target people living in Ibadan. So, I will advice that you target the audience in the area that the property is being sold.

But in some cases, someone living in Lagos might want to buy up all the lands in Ibadan. So, what do you do?

You simply add Lagos or any other state that your client could be.

What about people living in abroad, there is category on Facebook targeting that allows you to target **'Expats'.** these are Nigerians living in other countries.

If you are looking for rich people, you can specifically target some areas that rich people live. For example, a lot of rich folks live in Lekki, Banana Island, Ajah, etc.

What about the age and gender?

It all depends on what you are selling.

If you are selling Luxury apartments of 50M, 100M, 200M and above, it is advisable to set the age to **35 – 65+**

This age bracket contains the money spenders we have in Nigeria. You can be rest assured that these people have the money you are looking for.

If you are advertising a house for rent, you should consider the price before you set an age range.

If you are trying to rent out a house of 1 million naira and below, you should target people within the ages of **25 – 50**

We have seen proof that these people can comfortably afford it.

Renting out a house that is above 1 million naira, consider people within the age of **30 – 50**

I guess you want to ask me why the ages are not above 50. Well, I'll tell you; from the age of 30 and 40, a typical Nigerian is already planning to have their own house. No one derives joy in paying rent.

But for some reasons, some people can't afford to own a home at a particular point in time, so they rent apartments.

Those people that rent apartment are withing the ages of **20 to 45**, but for some reasons, it can be extended to 50 years. That is why we pegged the age at 50.

What if you are trying to sell a piece of land?

Target the ages of **25 – 65+** if it is moderately priced. And target the ages of **35 – 65+,** if it is one of those expensive lands or if you are targeting investors.

We don't have to talk about gender as you have no choice but to target both Male and Female. If you leave one gender out, Facebook might suspend you because of discrimination.

Interest-based Targeting

Now that we have covered the age and gender, the next thing is to go fully into detailed targeting.

You might find it easy to target 'Real Estate' as an interest just because you want to target people that are interested in real estate.

But be warned! If you do this, you will just be targeting your fellow Realtors and some other people that have interest in real estate.

The people that have interest in buying real estate are not necessarily people that are interested in real estate. They are just people that have money in their account, and we are telling them what to do with it.

So, what interests are we looking at?

First, let's figure out what a rich person would do. To start with, let's look at sports.

Most rich people mostly belong to golf clubs and they attend Tennis trainings. So, you can target **Golf**, **golf players** and **Tennis** as an interest.

Let's take a look at what they spend their money on.

Most rich people make *"big-boy-purchases"*. This means that they spend their money on expensive sh*t.

So, we target some luxury brands that they spend money on or they are interested in.

We target luxury brands like **Versace, Gucci, Tom Ford, Louis Vuitton** etc.

We also target luxury cars like **BMW, Mercedes Benz, Tesla, Lamborghini, Ferrari** etc.

We do this because they are either spending money on these luxuries or they are interested in them.

Going further, these people travel and lodge in expensive hotels. And thanks to the power of algorithm, Facebook can tell when someone is an expensive place. So, it keeps record.

With this, we can target **hotels** as an interest, or we become specific and target certain hotels.

We can also target restaurants as an interest. Followed by **Luxury goods**.

Let's not forget that these people are most likely into multi-million-naira businesses. So, we target **business** also.

Do these people go for express shopping? Yes, they do. So, we target **shopping and fashion**.

These people spend huge amounts of money on perfumes also and they buy expensive drinks. Which means we have to target those brands.

We target **Creed, D&G, Hennessy, Moet, Ciroc,** etc.

It is also very possible that these people travel a lot. So, we target **frequent international travellers**.

Where do they travel to? They travel on Luxury vacations to places like **Dubai, Maldives, Paris**, etc. So, we target those areas.

Which Luxury good do they use? They use expensive wristwatches like **Cartier, Rolex, Richard Mille**, etc.

What kind of gadgets do they use? They use **iPhone, Samsung, iPad, Macbook** etc.

What kind of books do they read? They read **Forbes magazine, Business Insider, Entrepreneur**, etc.

WRAPPING UP

You can deploy each of these targeting criteria to reach a cold audience at the top of the marketing funnel.

You can also move to the middle/bottom of the funnel with a custom audience targeting. You can do this by re-marketing to existing customers or retarget those that have shown interest in your business.

Also, lookalike audience targeting is highly recommended to reach similar audience. With lookalike audience, you have higher chances of quality leads at the lowest cost per acquisition.