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Any successful real estate investing business is fuelled by good marketing. You cannot have deals coming in if you do not have good marketing. You must therefore focus on what works and sustain constant marketing and a continuous flow of deals.

This article discusses what you need to do to keep those leads and coming.

A few rules apply when marketing for real estate investing leads:

1) Set your target

There are numerous types of properties you can invest in. You must have a target to be successful. For instance, to wholesale properties, you might need to focus on middle income neighborhoods and properties with equity.

If you are looking for owner financing, then you need to target people who own their properties free and clear.

A lot of people try to incorporate all business models at the same time, losing focus. This is a common recipe of getting too overwhelmed and giving upon their business. If you are wholesaling, fixing and retailing, landlording, lease options, apartments, all at the same time, something is likely to go wrong.

Focus and polish what works best for you. Then you can move on to other business models at a comfortable pace.

2) Use multiple marketing strategies

There is no single marketing strategy that can be considered all inclusive. Different marketing strategies incorporated together result to successful real estate investing.

For instance, your leads could be coming from search engines through a well optimized real estate investor website. You can post online ads such as Craigslist.

Direct mail could also be part of your marketing. You could be using post cards or letters, or both.

You can test Bandit signs, newspaper ads, radio, etc and focus on the one that gives you the best results.

3) Polish your marketing message

This can be the most tricky part of your real estate investing success, but one of the most important elements.

Your message must attract instant attention, and compel your leads to take action, whether they call you or sign up from your real estate investing website.

If you are targeting motivated sellers, remember they are flooded with numerous letters with offers of all sorts. What makes yours better than all the others?

Spending some time polishing your marketing message is therefore crucial to your success.

4) Measure your results

If you do not measure it, you cannot manage it. Your marketing can only be well polished to its maximum potential only if you measure it.

If you do not know where your leads are coming from and why, you cannot fine tune your systems to achieve maximum potential. You could end up wasting a lot of time, money and effort channeling your marketing in the wrong direction.

Once you know what works, you can then focus your efforts to fine tune your business and to have a constant flow of leads, deals and profits.

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