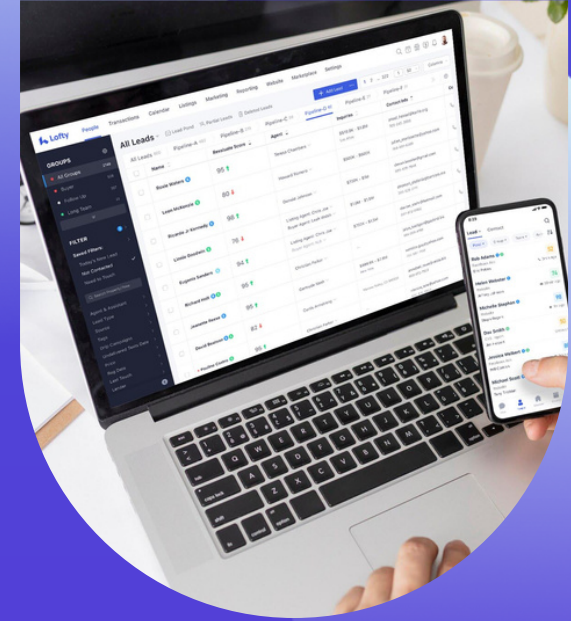


33 Ways To Generate A Lead

At Lofty we take a unique 360° approach to lead generation. Rather than simply running 1:1 ad campaigns on your behalf, our marketing team works closely with customers to understand their goals and budget. We then craft a custom marketing strategy that employs multiple campaigns and advertising programs, all working together to engage prospects at different points throughout their journey. With a combination of paid and organic opportunities, we've compiled a list of the top 33 ways our users can generate leads in Lofty.



1 Google Search Buyer Ads

2 Facebook/Instagram Single Image & Video Buyer Traffic Ads

3 Listing Promotion Ads

4 Google Search Seller Ads

5 Facebook/Instagram Single Image & Video Seller Traffic Ads

6 Social Studio - Organic Posts

7 Google P-Max Buyer Ads

8 Facebook Dynamic Buyer Traffic Ads

9 Social Studio - Boosted Posts

10 Google P-Max Seller Ads

11 Facebook Dynamic Seller Traffic Ads

12 Website SEO Optimization



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33 Ways To Generate A Lead

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Google LSA Ads

14

Facebook Retargeting & Remarketing Dynamic Ads

15

Smart Plans - Referral Campaign

16

YouTube Buyer Ads

17

Facebook/Instagram Static Retargeting & Remarketing Ads

18

Smart Plans - Various Drip Campaigns

19

YouTube Seller Ads

20

Facebook Brand Awareness (Sphere) Ads

21

Market Snapshots

22

Facebook Dynamic Buyer Lead Gen Ads

23

Bing Search Buyer Ads

24

Home Reports

25

Facebook Seller Lead Gen Ads

26

Bing Search Seller Ads

27

Open House Forms

28

Facebook/Instagram Single Image & Video Buyer Lead Gen Ads

29

GeoFarm - Homeowner List Generation

30

Door Knocking Feature

31

Facebook/Instagram Single Image & Video Seller Lead Gen Ads

32

GeoFarm - Print Marketing Post Cards

33

Property Alerts

