

What Are **GBP** **Ads?**

Ylopo GBP Ads



Overview:

With less transactions occurring in the current market, generating **high quality leads** becomes more important. We've found that the best type of lead is someone who is ready to speak with you.

We get asked everyday, ***how can we generate more phone calls with higher quality leads that actually want to connect with an agent?*** We have LSA, but the volume is limited....

Our team is introducing GBP Ads to get more high quality phone calls without the limited volume of LSA.

How do **GBP Ads** work?



Your ad is **featured on Google Maps, Search, Display, Youtube,** and more to show up for qualified buyers and sellers wherever they are on the web.

A lead can **call directly from the ad** or click on the ad and **go directly to your Google profile**, where they can call, read reviews, or visit your website.

Phone calls are the main objective, but it is likely that you'll receive additional website visits, profile views, etc.

GBP Ad examples



Google search results for "real estate agency in".

Search filters: In my area, Near me, Open now, List of, Online appointments, Top rated.

Including results for **real estate agents** in
Search only for **real estate agency** in

Results for **Georgina, ON, Canada** · Choose area

Businesses

Sponsored

The Steven Sarasin Real Estate Team :
5.0 ★★★★★ (91) · Real estate agency
5+ years in business · Sutton West, ON · (289) 677-13...
Open 24 hours
Local Realtors In Ontario CA - At The Steven Sarasin Real Estate, We Pride Ourselves On Being...

Website Directions

Search results for "realtor in long beach ca".

Results

Sponsored :

Anderson Real Estate Group
5.0 ★★★★★ (425)
Real estate agent · 6615 E Pacific Coast Hwy #180
Open · Closes 8 PM · (562) 366-3443

Website Directions

Move On, Cash In!
Sell for top dollar or buy with confidence
- Let's make your move stress-free!

Visit Site

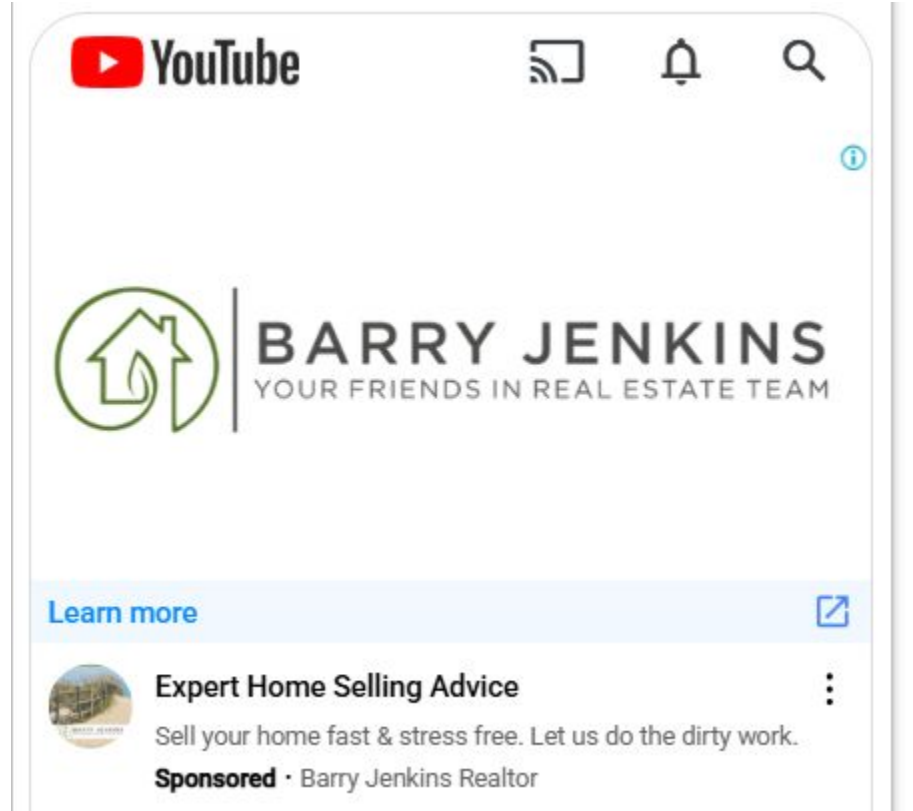
GBP Ad examples



 **Sponsored** Barry Jenkins - Better ...
5224 Indian River Rd #104, Virginia Be...
<Distance>



The advertisement features a background image of a row of historic houses at dusk. In the foreground, there is a circular portrait of Barry Jenkins, a man with short blonde hair and a beard, wearing a black shirt. Below the portrait is a white banner with the text "BARRY JENKINS" and "YOUR FRIENDS IN REAL ESTATE TEAM" next to a small house icon. Below this banner, the text "Expert Home Selling Advice" is displayed in a bold, black font. Underneath, it says "Ranked in Virginia Beach' top 1%. Our team offers expert guidance for buyers & sellers" and "Barry Jenkins Realtor". A purple circular button with a white right-pointing arrow is located at the bottom right.



The image shows a mobile interface of a YouTube app. At the top, there is a YouTube logo and navigation icons for cast, notifications, and search. Below the header, there is a large banner for Barry Jenkins Real Estate Team. The banner includes a green house icon with an upward arrow and the text "BARRY JENKINS" and "YOUR FRIENDS IN REAL ESTATE TEAM". Below the banner, there is a "Learn more" link with an external link icon. At the bottom, there is a video player showing a thumbnail of a house, with the title "Expert Home Selling Advice" and the text "Sell your home fast & stress free. Let us do the dirty work." and "Sponsored · Barry Jenkins Realtor".

GBP Ad examples



BARRY JENKINS
YOUR FRIENDS IN REAL ESTATE TEAM

[Learn more](#)

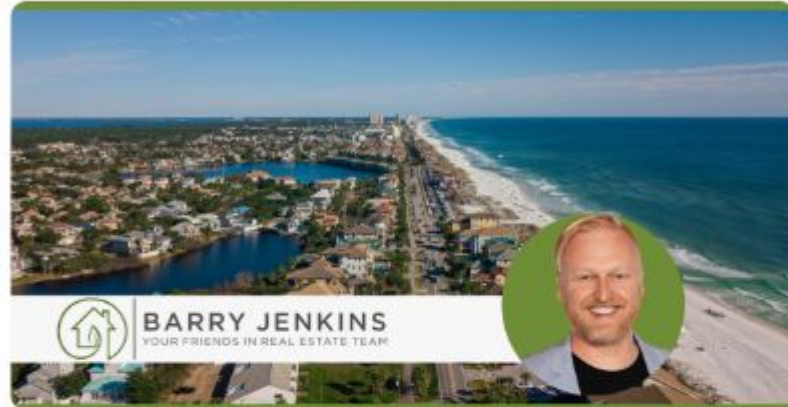


Top 1% Virginia Beach Realtor



The top real estate team in Virginia Beach for first time home buyers

Sponsored • Barry Jenkins Realtor



BARRY JENKINS
YOUR FRIENDS IN REAL ESTATE TEAM



Expert Real Estate Advice. We'll use our negotiating power to get you the best deal in Virginia Beach

Sponsored



Barry Jenkins Realtor



GBP Ads Benefits



- Appear in **every possible ad placement** across Google
- Show your business **above most or all of your competitors** on maps
- **Increase local business visibility** and brand awareness
- **Drive phone calls** and website visits
- As more local leads learn about your business, we've seen some clients get an **increase in organic traffic**

GBP Ads Performance



After we launch the ads, they enter a **1 to 2 week learning period** where Google discovers more about your audience, and our team gathers data for analysis.

Your ads will take a few days to start spending, and phone calls could be sparse for the first 2 to 3 weeks.

Once Google completes the learning period and our marketing team has enough data, we can start to improve performance.

Average cost per valid call after the learning period is \$120 to \$200.

Performance reports are available - just email us!

GBP Ads vs LSA



	GBP Ads	LSA
Cost Per Lead	\$120 to \$200	\$70 to \$120
Bid Type	Pay-Per-Click	Pay-Per-Lead
Ad Placements	Google Search, Maps, Display, Youtube, Discover	Google Search
Call Control	Cannot dispute spam calls	Automated lead credits for spam

GBP Ads Tracking Number



When we create your ads, we also update your Google Business Profile with a new phone number. **This phone number is required by Google for us to validate and run your ads.** The number also allows us to track leads and send info through to your CRM.

Changing this phone number, or updating the business name, address, or cover photo, could cause your ads to get disapproved by Google, or spend on ad placements less likely to generate phone calls.

Because the phone number is on your main profile, organic calls may also come through our call center. These are **not included in your ad budget.**

GBP Ads Call Center Process



1. **A lead calls** from the GBP ad
2. Our **call center answers and validates** the lead's buyer or seller intent
3. **Valid new business, or legitimate conversations** that may be from organic calls, **are transferred to you**

*We always want to consider the question: “**Is this lead a valid real estate opportunity, or could they become one?** If the answer is ‘yes’ or ‘maybe’, we transfer the lead. If the answer is ‘no’, we don’t transfer the lead.*

GBP Ads Leads in FUB



We highly recommend setting up a **FUB inbox number with multiple agents attached** to ensure your team is always aware of a transfer opportunity.

Nearly half of our transfer attempts are not answered by the agent or team.

Leads enter the CRM with **phone number plus the GBP source and tags**. Leads will not have a name and email attached.

All leads that call our tracking number will go to CRM, even if they are spam. ***In the near future spam calls will no longer be sent to CRM.***

GBP Ads Leads in FUB



☰ Details ^

Stage

Lead

Source

Ylopo GBP Ads, a day ago

Agent

Lender

Price

Timeframe

Tags

YLOPO_GBP_ADS X

+

👤 Social Profile v

📌

Ylopo

May 6

Recent Activity

Ylopo Links & Activity

Send push listing:

<https://stars.ylopo.com/3nYGoN>

View browsing history:

<https://stars.ylopo.com/3nYGoD>

💬

Registration from Ylopo

May 6

via: Ylopo GBP Ads • Buyers

GBP Ads Tech Fee



If you have never tried GBP before, you can try it **with no tech fee for 60 days**. You just pay your ad budget.

After 60 days, the tech fee is \$350 per month to run the ads. **This tech fee also includes LSA ads.**

Minimum ad budget is **\$600 per month**.

Want to try **GBP Ads?**



Sign up here: https://ylopo.formstack.com/forms/new_gbp_ads_us



Email us: marketing@ylopo.com