



Unlock Sales With Every Link: The Ultimate Playbook for Converting Digital Leads with RealScout

The Complete Guide to RealScout Search Links

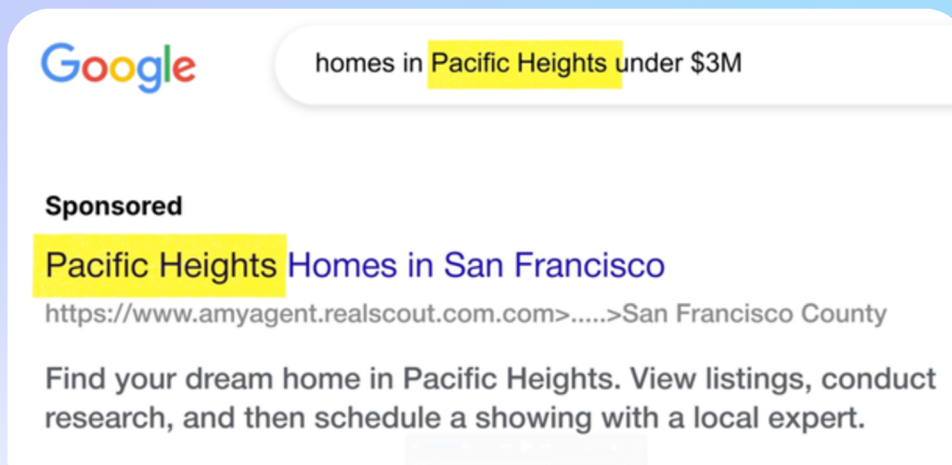
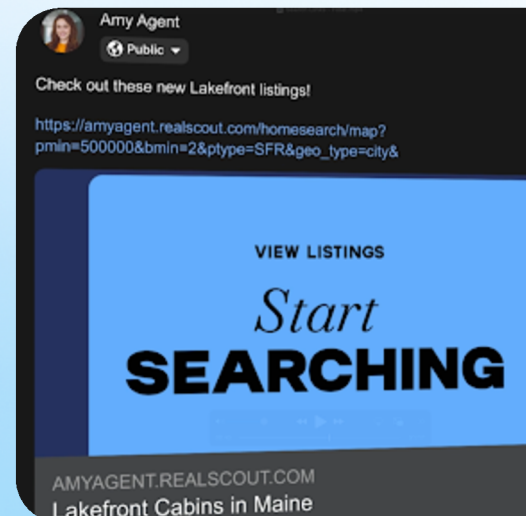
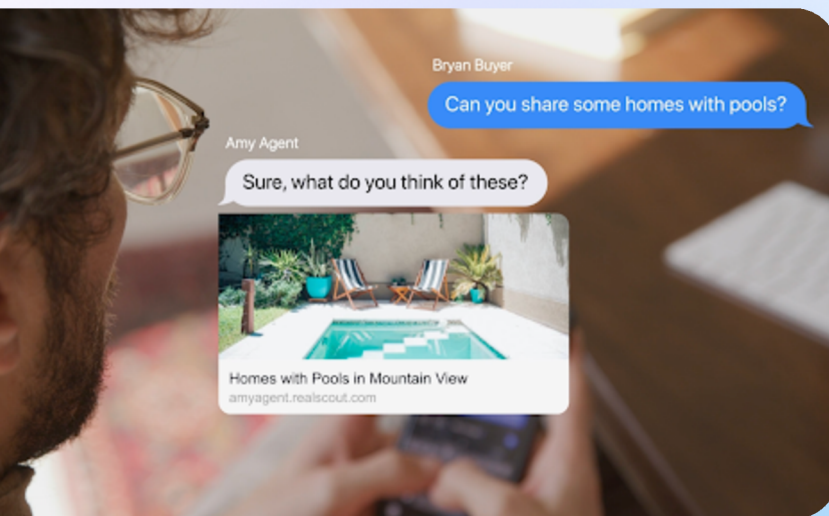




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1. Introduction: The Power of Search Links

What Are Search Links?

Search Links represent a powerful new feature in RealScout's lead generation and nurturing ecosystem. At its core, a Search Link is a shareable URL that connects potential clients directly to highly customized property searches you've created within RealScout. Unlike generic property search tools, Search Links enable you to carefully curate specific property sets based on precise criteria that meet the needs of your target audience. When you create a Search Link, you're essentially packaging your real estate expertise into a clickable, shareable asset that can be distributed across multiple channels to attract new leads and engage your existing database.





Why Search Links Matter for Your Business

In today's competitive real estate landscape, generating and converting high-quality leads is more challenging—and more necessary—than ever. Search Links address this challenge by:

- 1 Capturing leads at the top of your funnel:** Search Links serve as entry points for potential clients, allowing them to experience your value through curated property searches before formally engaging your services.
- 2 Demonstrating your expertise:** By creating targeted, thoughtful searches, you showcase your market knowledge and attention to client needs.
- 3 Providing immediate value:** Unlike many lead generation tools that primarily benefit the agent, Search Links deliver instant value to potential clients by connecting them with properties that match their specific interests.
- 4 Creating systematic lead generation:** Once created, Search Links continue working for you across multiple platforms, creating a consistent inflow of new prospects.
- 5 Streamlining the nurture process:** When leads engage with your Search Links, they're automatically entered into your RealScout ecosystem, where they can be nurtured through automated alerts and updates.



How Search Links Fit into Your Lead Generation Strategy

Search Links enhance your lead generation strategy by addressing both the attraction and conversion aspects of your marketing funnel:

At the top of the funnel, Search Links serve as compelling content for social media, email campaigns, and paid advertising. They attract interest by offering valuable, specific property information without requiring a commitment from potential clients.

In the middle of the funnel, Search Links help qualify leads by revealing their property interests, allowing you to tailor your follow-up approach. The tracking features let you identify which leads are most actively engaged.

At the bottom of the funnel, Search Links accelerate conversion by keeping potential clients engaged with properties that match their criteria, maintaining their interest until they're ready to view properties in person.

By strategically integrating Search Links throughout your marketing efforts, you create multiple pathways for leads to enter your pipeline, engage with your services, and ultimately convert into clients.

In the following chapters, we'll explore how to create effective Search Links, strategic applications for various market segments, distribution strategies, tracking capabilities, and automation techniques to maximize their impact on your business.



2. Getting Started with Search Links

Setting Up Your First Search Link

Creating your first Search Link is straightforward and begins with developing a clear understanding of who your target audience is and what properties will appeal to them. Let's walk through the process step by step:

1. Access the Search Links feature:

- Navigate to the Extras tab in your RealScout dashboard
- Click on "Search Link" and then select "Create Search Link" to access the feature

Share searches and generate leads BETA

Create a search link to share on social media or send directly to contacts. Leads will be directed to RealScout to view listings matching your template's criteria.

+ Create Search Link

Step 1: Select a search template

Bay Area \$2M - \$4M

SFA

Alert schedule: Weekly

\$600K- in Nashville

Realtrac

Alert schedule: Daily

Condos Downtown LA

CRMLS

Alert schedule: Daily

2. Select a template:

- Choose from your pre-saved Listing Alert Templates
- If you haven't created templates yet, you'll need to do this first (we'll cover this in the next section)

3. Set up a public display name:

- Create a name that will be visible to leads who click your link
- Choose something descriptive and enticing that clearly communicates the value of the search

Step 2: Choose a public display name

This will appear to new leads as the search description when they view the link in RealScout. Defaults to template name if left blank.

Lakefront cabins in Maine

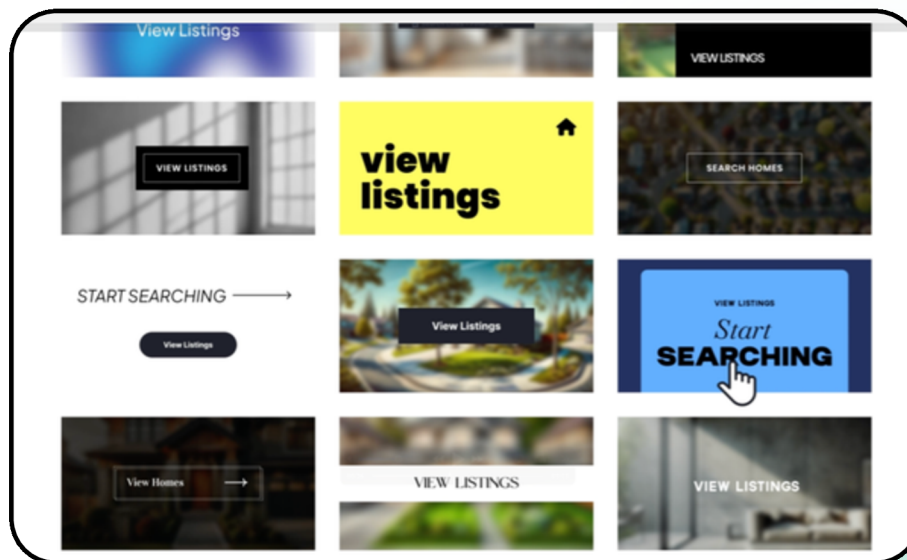
Step 3: Set up a preview card

This image will appear as a meta image when you share your link on social media, that support meta images.



4. Configure your social media preview:

- Select a professional image from RealScout's library that represents the properties
- Create a compelling title and description that will appear when your link is shared
- This preview significantly impacts click-through rates, so invest time in making it attractive



5. Set up lead tagging (optional):

- Add tags that will automatically be assigned to new leads who sign up through this link
- These tags help with segmentation and automation later

6. Save and generate your link:

- Click the "+ Create Search Link" button
- Your new Search Link is now ready to share!



Customizing Your Search Link Appearance

The visual presentation of your Search Link plays a crucial role in its performance. Taking time to customize how your link appears when shared can significantly increase click-through rates:

- 1 Select compelling imagery:**
 - Choose images that represent the type of properties in your search
 - Different images work better for different platforms and audiences
- 2 Craft attention-grabbing titles:**
 - Keep titles concise and benefit-focused
 - Include specific details that make the search valuable (e.g., "Waterfront Homes Under \$500K in Portland")
- 3 Write descriptive copy:**
 - Your description should expand on the title and create interest
 - Include a call to action that encourages clicks
- 4 Preview across platforms:**
 - Use the preview function to see how your link will appear on different platforms
 - Make adjustments to optimize for your primary distribution channels

By investing time in the setup and customization of your Search Links, you create more compelling assets that generate higher engagement and conversion rates. Remember that each Search Link is a reflection of your brand and expertise, so quality matters.

In the next chapter, we'll explore strategic applications for using Search Links to generate buyer leads across different market segments.



3. Strategic Applications for Buyer Generation

Search Links provide a powerful method for attracting potential buyers by addressing their specific property interests. In this chapter, we'll explore strategic approaches for using Search Links to generate qualified buyer leads across different market segments.

Neighborhood-Specific Campaigns

Leveraging neighborhood knowledge is one of the most effective ways to position yourself as a local expert while attracting buyers interested in specific areas.

Sample Search Link



"Discover Historic Homes in East Village - New Listings Updated Daily"

Explore East Village's charming historic district with its tree-lined streets, classic architecture, and close proximity to downtown cafes, parks, and cultural attractions.

Implementation:

Leveraging neighborhood knowledge is one of the most effective ways to position yourself as a local expert while attracting buyers interested in specific areas.

1. Develop a template for each neighborhood that highlights its unique housing stock



2. Include price ranges typical for that area to ensure realistic results
3. Create compelling descriptions that mention neighborhood amenities and lifestyle benefits
4. Share these links when discussing specific areas in community groups or local events

Example: "Discover Historic Homes in East Village - New Listings Updated Daily"

Pro Tip:

Create seasonal variations of neighborhood searches, such as highlighting homes with pools in summer or those with mountain views when winter sports season approaches.

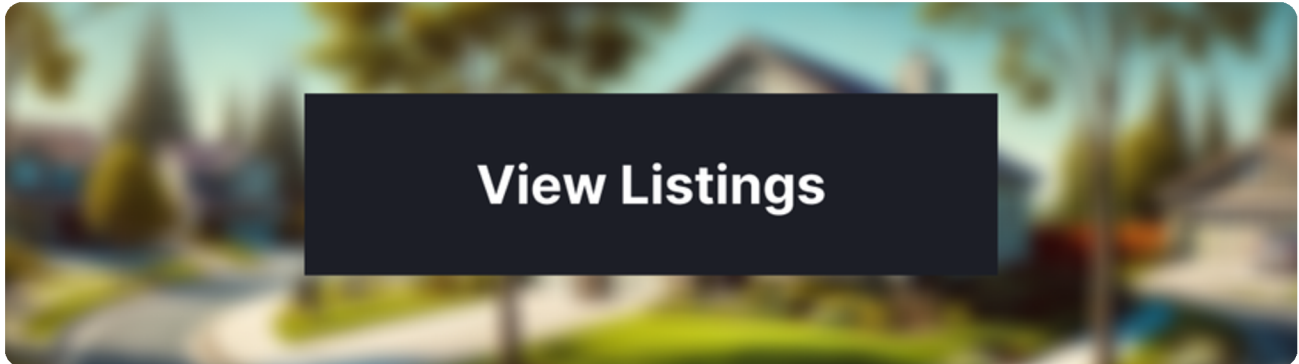




Property Type Specialization

Many buyers begin their search with a specific property type in mind. Creating specialized Search Links for different property categories helps capture these focused buyers.

Sample Search Link



"Luxury Condos with City Views – Updated Market Inventory"

Explore modern condos with skyline views, premium finishes, and desirable amenities. Ideal for buyers seeking low-maintenance living in vibrant urban locations. This curated list features the latest listings in top condo developments.

Implementation:

- 1 Create templates for common property types: condos, single-family homes, townhouses, etc.
2. Further segment by features (e.g., new construction, historic homes, waterfront)
3. Distribute these links in contexts where these specific buyers might be looking

Example: "Luxury Condos with City Views - Updated Market Inventory"

Pro Tip:

Include secondary criteria that buyers of this property type often seek, such as garage parking for downtown condos or extra storage for townhomes.



Price Point Targeting

Budget is often the primary search criterion for buyers. Creating Search Links that address specific price ranges helps attract leads who are financially qualified for those properties.

Sample Search Link



"Family Homes Under \$350K - Affordable Options in Top School Districts"

Discover budget-friendly family homes that offer exceptional value without compromising on location or quality. These move-in ready properties provide the perfect balance of affordability and desirability.

Implementation:

1. Develop templates that focus on logical price tiers in your market
2. Ensure each price range contains sufficient inventory
3. Include location parameters that make sense for each price point
4. Target your distribution to audiences likely to be shopping in those ranges

Example: "Family Homes Under \$350K - Affordable Options in Top School Districts"

Pro Tip:

For luxury price points, focus your description on exclusivity and unique features rather than the price itself. For entry-level price points, emphasize value and opportunity.



School District Searches

For many families, school quality drives home buying decisions. Creating Search Links focused on specific school districts can attract these motivated buyers.

Sample Search Link



"Homes in Award-Winning Lincoln School District - All price Ranges"

Find your perfect family home within the highly-rated Lincoln School District. From starter homes to luxury estates, these properties offer access to excellent education opportunities for your children.

Implementation:

1. Create templates that specifically filter for properties within top-rated school districts
2. Include a range of price points to appeal to different family budgets
3. Mention the school district name in your link title and description
4. Share these links in parenting groups, family-oriented social media, and school events

Example: "Homes in Award-Winning Lincoln School District - All Price Ranges"

Pro Tip:

Create separate links for elementary, middle, and high school boundaries, as families with children of different ages have distinct priorities.



Amenity-Focused Campaigns

Specific amenities or features often represent non-negotiable requirements for buyers. Search Links focusing on these features can capture highly motivated leads.

Sample Search Link



“Work From Home Ready: Properties with Dedicated Home Offices”

Discover homes perfectly designed for remote work with dedicated office spaces, high-speed internet capabilities, and productivity-enhancing features for today’s modern professionals.

Implementation:

1. Develop templates for commonly requested features (e.g., home offices, pools, large lots)
2. Combine these features with location parameters for more focused results
3. Distribute these links when these topics come up in conversations or relevant online discussions

Example: "Homes in Award-Winning Lincoln School District - All Price Ranges"

Pro Tip:

Create separate links for elementary, middle, and high school boundaries, as families with children of different ages have distinct priorities.



By strategically developing Search Links that address specific buyer interests, you position yourself to capture more qualified leads while demonstrating your understanding of different market segments.

**Learn more about RealScout
Search Links today**

[BOOK A DEMO](#)

**Already a RealScout
customer?**

[TRY SEARCH LINKS TODAY](#)



4. Maximizing Distribution Channels

Creating effective Search Links is only half the battle, strategically distributing them is equally important for maximizing their impact. This chapter explores the various channels you can use to share your Search Links and best practices for each platform.

Social Media Strategies

Social media platforms offer excellent opportunities to share your Search Links with both your existing network and potential new clients.

How Your Link Appears on Social



Sarah Johnson

Real Estate Professional • 2h

Just updated my curated collection of homes in the East Village Historic District! These charming properties offer the perfect blend of classic architecture and modern amenities. Click the link to explore and be notified when new listings hit the market!

#RealEstate #HistoricHomes



realscout.com

"Discover Historic Homes in East Village - New Listings Updated Daily"

Explore East Village's charming historic district with its tree-lined streets, classic architecture, and close proximity to downtown cafes, parks, and cultural attractions.



24 Likes



5 Comments



3 Shares



Facebook Strategy:

1. Share links to your personal profile with thoughtful commentary about the featured properties
2. Post in local community groups where rules permit (focus on being helpful, not promotional)
3. Use Facebook Business Page posts for more overtly promotional content
4. Consider Facebook Stories for time-sensitive or hot new listing collections



Instagram Strategy:

1. Share attractive preview images in your feed with a note to "click the link in bio"
2. Update your bio link regularly with your most relevant Search Link
3. Use Instagram Stories with the "Swipe Up" feature (if available) to directly link
4. Create Highlights collections of different property types or neighborhoods



TikTok/Video Platforms:

1. Create short videos showcasing your Search Link
2. Direct viewers to click your profile link to see more properties
3. Use trending sounds or formats while incorporating real estate content
4. Create neighborhood tour videos that complement your Search Links



Best Practices for Social Sharing:

- Schedule regular but not excessive posting of Search Links (2-3 times per week)
- Vary the types of Search Links you share to appeal to different audiences
- Track which platforms and times generate the most engagement
- Respond promptly to any comments or questions on your posts



"We got 70 leads in 45 days from our Facebook ads for the new construction list. So it's been performing really, really well."

Joe Foxx Team Leader, Rose District

Email Marketing Integration

Email remains one of the most effective channels for real estate marketing, and Search Links integrate perfectly with your email strategy.



Strategies for Email Distribution:

1. Include a featured Search Link in your regular newsletter with a compelling call to action
2. Create dedicated emails for specific Search Links with expanded property highlights
3. Send targeted Search Links to segmented portions of your database based on their interests
4. Follow up on website inquiries with relevant Search Links based on their search behavior



Best Practices for Email:

- Include a personal note explaining why you think these properties might interest the recipient
- Track open and click rates to refine your approach over time

Paid Advertising Campaigns

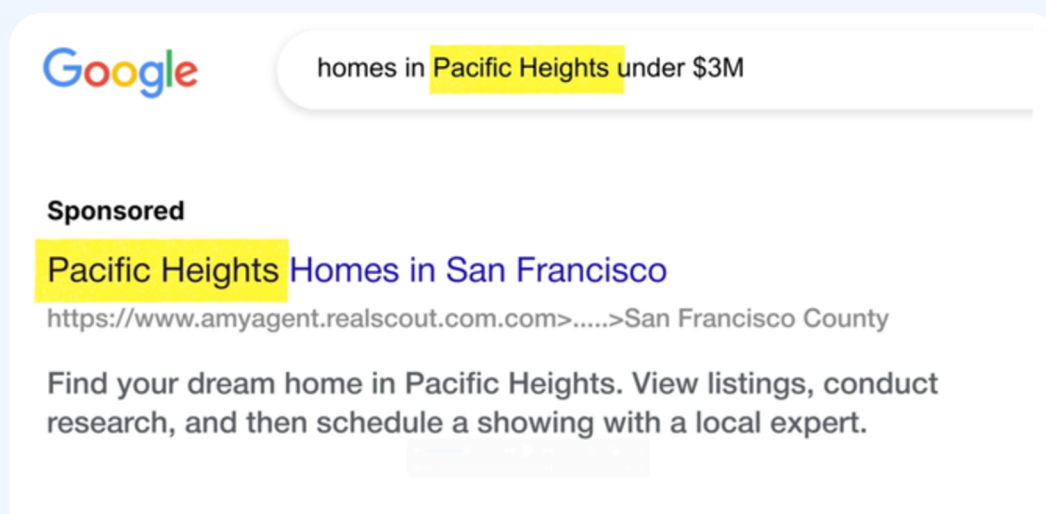
Search Links provide excellent content for paid advertising campaigns, allowing you to reach beyond your existing network.

Facebook/Instagram Ads:

1. Create targeted ads based on location, demographics, and interests
2. Use the custom audiences feature to reach people similar to your existing clients
3. Test different images and copy to optimize performance
4. Set specific conversion goals to measure effectiveness

Google Ads:

1. Create campaigns targeting specific real estate keywords in your market
2. Use Search Links as landing pages for these campaigns
3. Focus on highly specific, long-tail keywords for better conversion rates
4. Create ad copy that highlights the unique value of your curated searches



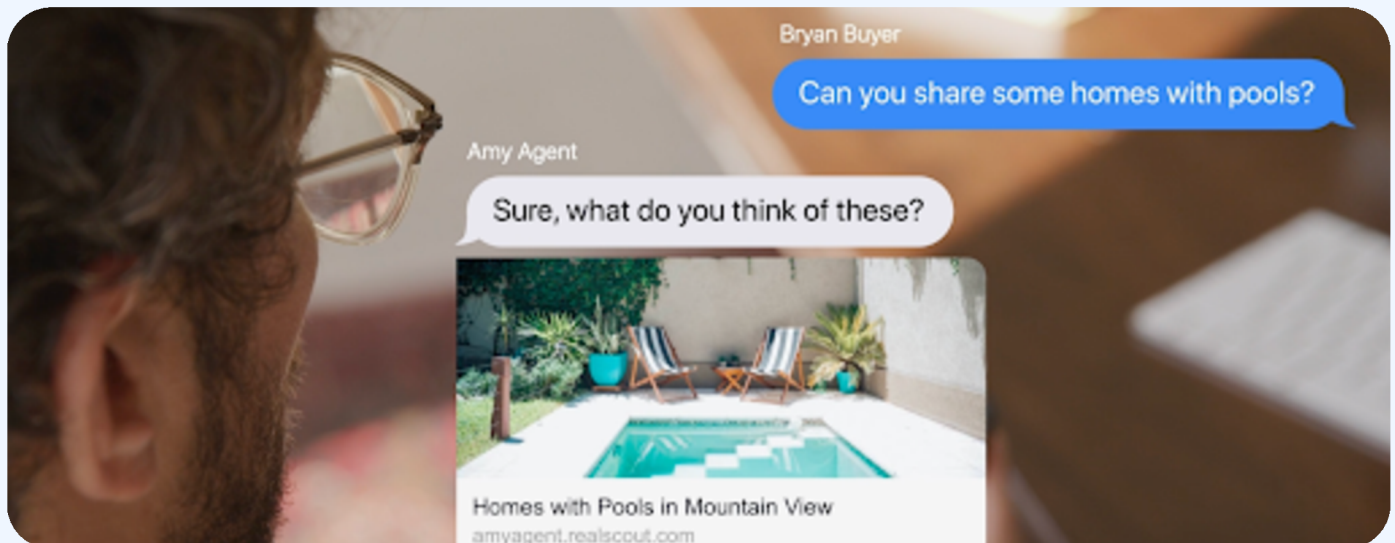


Best Practices for Paid Advertising:

- Start with small budgets and test before scaling up
- Create specific Search Links designed for your ad campaigns
- Use tracking parameters to measure which ads perform best
- Calculate your cost per lead to ensure positive ROI

Direct Client Communication

Personalized sharing of Search Links can be extremely effective in one-on-one client interactions.



Strategies for Direct Sharing:

1. Send personalized text messages with relevant Search Links based on client conversations
2. Share specific Search Links during follow-up after initial consultations
3. Use Search Links as talking points during client meetings to showcase options

Best Practices for Direct Communication:

- Always add personal context when sharing a Search Link directly
- Follow up to get feedback on the properties in the search
- Use the client's response to refine your understanding of their preferences
- Create custom Search Links for high-value clients with very specific needs



Print Marketing with QR Codes

Bridge the gap between traditional and digital marketing by incorporating Search Links into your print materials.

Strategies for Print Integration:

1. Add QR codes linking to your Search Links on business cards
2. Include neighborhood-specific QR codes on your listing flyers
3. Create direct mail pieces featuring QR codes for different property types
4. Place QR codes on yard signs that link to similar properties in the area

Best Practices for Print Integration:

- Always include a brief description of what the QR code will show
- Use a URL shortener to create clean, trackable links
- Test all QR codes before printing materials
- Include your contact information alongside the QR code

By strategically distributing your Search Links across multiple channels, you maximize their reach and effectiveness. Each platform offers unique advantages, and a coordinated approach ensures you connect with potential clients wherever they spend their time.

In the next chapter, we'll explore how to leverage RealScout's automation features to nurture the leads generated by your Search Links and move them efficiently through your sales pipeline.





5. Automation & Nurturing

One of RealScout's most powerful capabilities is the ability to automatically nurture leads generated through your Search Links, turning casual visitors into engaged prospects and eventually clients. This chapter explores how to leverage automation to maximize conversion rates while minimizing your manual workload.

Auto-Tagging New Leads

The moment a lead signs up through your Search Link, RealScout can automatically tag them based on their interests, enabling targeted follow-up and nurturing.

Setting Up Effective Auto-Tagging:

1. Create a strategic tagging structure:

- Develop tags for different property types (condo, single-family, investment)
- Create tags for price ranges (starter, mid-range, luxury)
- Establish neighborhood or area-specific tags
- Consider buyer stage tags (browsing, actively searching, ready to purchase)

2. Apply tags to your Search Links:

- Navigate to your Search Link settings
- Add relevant tags that reflect the content of the search
- Consider using multiple tags for more precise categorization

3. How auto-tagging works:

- When leads sign up through your link, they automatically receive all tags associated with that Search Link
- These tags appear in their contact profile
- Tags can trigger automated workflows and help with segmentation



Auto-Tagging New Leads

The moment a lead signs up through your Search Link, RealScout can automatically tag them based on their interests, enabling targeted follow-up and nurturing.

1

Visitor Clicks Search Link

User discovers your “Historic Homes in East Village” Search Link on social media and clicks through

2

Lead Signs Up

After viewing properties, they register to save favorites and receive updates

Name: **Michael Garcia**

Email: **m.garcia@example.com**

3

Auto-Tagging Occurs

RealScout automatically applies tags associated with the Search Link

Historic Homes

East Village

Character Properties

Best Practices for Paid Advertising:

- Keep your tagging system simple and consistent
- Use descriptive, intuitive tag names
- Review and refine your tags periodically
- Create documentation of your tagging system for team members

Example: An agent creates a Search Link for luxury waterfront properties and applies tags for "luxury," "waterfront," and "active buyer." When leads sign up through this link, they're automatically identified as luxury waterfront prospects, enabling targeted follow-up without any manual intervention.



Combining with Auto Nurture

RealScout's Auto Nurture feature powerfully complements Search Links by automatically creating and sending relevant property alerts based on lead activity and preferences.

Integrating Search Links with Auto Nurture:

1. Enable Auto Nurture for Search Link leads:

- Navigate to your Auto Nurture settings
- Enable the automation and select either mode:
 - i. If all new leads, no additional steps are needed
 - ii. If tags, then ensure new leads from your search link are getting the Auto Nurture tag
- Configure your alert frequency and settings

Auto Nurture Settings

Automation Status

Determines whether or not RealScout is automatically applying Auto Nurture to contacts.

ON

Automation Mode

☐ **Only apply Auto Nurture to tagged contacts**

Only contacts with specific tags will have Auto Nurture automatically applied. This will happen whenever a matching tag is detected on both newly created and existing contacts.

Tags

Add or Remove Tags

☒ **Apply Auto Nurture to all new contacts**

Auto Nurture will be automatically applied to all newly created contacts in your RealScout account. This will be applied regardless of source (integration, CSV import, manual input, etc.).

Configuration Notes

- If using “All new leads” mode, every lead who signs up via your Search Links will automatically receive nurturing
- If using “Tags” mode, make sure to include appropriate Auto Nurture Tags when creating your Search Links
- Alert frequency should be based on your market’s inventory turnover and typical buyer timeline

22



2. How the integration works:

- When leads view properties from your Search Link, Auto Nurture creates customized alerts
- As leads engage with properties, their alerts automatically update based on their behavior
- The system sends regular, relevant property recommendations without manual intervention

Best Practices for Print Integration:

- Review Auto Nurture regularly to assess effectiveness
- Balance automated communications with personal touchpoints

Converting Leads into Clients

The ultimate goal of your automation strategy is to move leads effectively toward conversion. RealScout provides tools to identify when leads are ready for personal outreach.

Identifying Conversion Opportunities:

1. Monitor engagement signals:

- Property view frequency
- Saved properties
- Return visits
- Specific property inquiries
- Pattern changes (e.g., focusing on a particular area)





2. Set up notification triggers:

- High-engagement alerts
- Property inquiry notifications
- Saved property alerts
- Search refinement notifications

3. Timely intervention strategies:

- Reach out when leads save multiple properties
- Offer assistance when search patterns narrow
- Suggest viewings for frequently revisited properties
- Provide additional information for areas of focused interest

Conversion Best Practices:

- Respond quickly to high-intent signals
- Reference specific properties in your outreach
- Offer value beyond what's available in the automated system
- Suggest next steps appropriate to their apparent stage

Example: Your automation system alerts you that a lead who came in through your "Family Homes in Westridge" Search Link has viewed the same property three times and saved two others in the same neighborhood. You reach out with additional information about the neighborhood schools and offer to schedule viewings, resulting in a consultation appointment.

By leveraging RealScout's powerful automation capabilities in conjunction with your Search Links strategy, you create a seamless lead generation and nurturing system that works for you 24/7.



Conclusion: Your Search Links Journey

Search Links represent one of the most powerful tools in the RealScout ecosystem for attracting, engaging, and converting leads. By implementing the strategies outlined in this guide, you're positioned to generate more qualified leads and convert them at a higher rate.

Your journey with Search Links will evolve as you discover what works best for your specific market and client base. The key is to start implementing, measuring, and optimizing. Each link has the potential to connect you with your next client and demonstrate your value.

Remember: Every click is an opportunity. Every sign-up is a relationship in the making. And every conversion proves that providing specific, valuable information to the right audience unlocks sales with every link.

Ready to Take Action?

**Ready to get started
with RealScout today?**

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customer?**

[TRY SEARCH LINKS TODAY](#)