



Craigslist FAQ's

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Table of Contents

1. Email address, tracking numbers and URLs
2. Content & Floor Plans
3. Images, Graphics and Emojis
4. Ghosting

Email Address, tracking numbers and URLs

Q: Does it help to have multiple Craigslist posting accounts/email addresses?

A: Not at all! In fact, having multiple accounts can lead to ghosting.

Q: Should I include a specific contact phone number in my ads?

A: Yes, to track Craigslist as a lead source, each community has its unique phone number. That number is directed to the contact center where Funnel can capture the lead source automatically. This is extremely helpful from a reporting perspective and important that the correct number is used. You can find the tracking numbers on [Buzz](#).

Q: Can I include my community website address?

A: Yes, you should include your community website address, for example, [livemb360.com](#)

Reminder: Also, remember to include the name of your community in the ad copy.

Q: Can I include other URLs like a link to my Community's YouTube page or 360 Virtual Tour?

A: Yes, you can. You can either type them in manually OR copy and paste as plain text from a word document. Clickable URL links and HTML are not accepted in Craigslist ads so you can't copy and paste the URL into the ad.

Content & Floorplan Images

Q: Do we need to have floor plans in the ad?

A: If the floorplan image is available, please include a photo in the ad itself as it's helpful information for prospects. **Reminder:** Please include the appropriate floorplan disclaimer.

Q: Where can I locate my floor plans?

A: Floor plan drawings can be found in the common drive/marketing-property projects/ under your property name in the 2015 floor plan folder.

Q: What type of content should I post in my ads?



A: Please include information that a prospect would be most interested in knowing about your community. For example, apartment amenities and key community features. When in doubt, you can view the Essexapartmenthomes.com website for copy and content.

Tip: Include the name and address of the community, URL of your community, along with any special offers that may be available.

Q: How should I come up with posting titles/headlines for my ads?

A: Catchy and creative headlines are great! Please ensure that they are relevant and communicate special offers, include unit pricing or bedroom count. **Tip:** Top things meaningful to a prospect 1. Location, 2. Budget.

Images, Graphics and Emojis

Q: Is it okay to use our own photos?

A: Please use professional photos provided in [Photoshelter](#). Password: Property (Capital P). You can also request additional photography from Marketing. Should you need to upload unique specific photos, please make sure they are of good quality, hi-res with good lighting.

Q: Can we post other graphics?

A: On Buzz, the [Craigslist resources page](#), features downloadable graphics that can be used in ads, including for things like self-guided and virtual tours. Each week, the marketing team also sends out graphics to be used for the weekly special via email. **Tip:** Rotate images with every ad so that you don't get ghosted.

Q: How can I post emojis in my posting titles/headlines?

Jazzing up your listing title with Craigslist icons takes just a few minutes. Instructions:

- Within Craigslist, right-click within the "posting title" of the ad.
- It will show you a drop-down, click on "emoji" and it will provide you options to add to your title



No brokers/agents. Individual property listings only. Please include all relevant property inform

The screenshot shows a Craigslist posting form. The 'posting title' field contains the text 'Must see apartment! 50% off' with a smiley face emoji. The 'city or neighborhood' field contains 'Del Rey'. A context menu is open over the title field, showing options like 'Emoji', 'Undo', 'Redo', 'Cut', 'Copy', 'Paste', 'Paste as plain text', 'Select all', 'Spell check', 'Writing Direction', and 'Inspect'. A red arrow points to the 'Emoji' option. The 'description' field contains 'Fountain Court apartments'. The 'posting details' section includes 'price' (\$2500), 'sqft', 'housing type' (apartment), and 'laundry' (checkboxes for furnished, no smoking, wheelchair acces).

Ghosting

Q: What is ghosting?

A: Ghosting is a complete deletion of your ad.

Craigslist looks for multiple things when considering ghosting an ad:

- IP address (where you're posting from) – Craigslist will ghost ads if it shows that they are posting from several different locations under the same email/login. Try to use the same location when posting ads.
- Repetitive content – using the same image and / or headline. Craigslist will think that a bot is posting the same ad multiple times and will remove or ghost the ad.
- Too many ads and timing of ads – best practice is to post 3-5 times per day at least 60 minutes apart. Posting more ads may result in getting ghosted.

Tip: If you were recently flagged, re-authenticating your account may work--this can take up to two weeks –i.e. post per recommended frequency and best practices consistently until Craigslist recognizes the account as genuine. Because of the length of time, it's really important to follow the tips above to avoid getting posted.

Q: How do I search for my ad on Craigslist?

A: The easiest way to search for your ad is to enter in the community address in the search field. Your ad will be displayed in the search results list.

Please note that it can take up to one hour after posting until an ad is searchable on CL. If your ad does not appear in the active ads list after this time, it is likely ghosted.