

# 5-STEP GUIDE

TO MAKE

# KILLER

REAL ESTATE

# FACEBOOK ADS

[ CASE STUDIES INSIDE ]

# Table of Contents

Introduction.....	3
<b>Step 1.</b> Set A Well-Thought-Out Strategy .....	5
<b>Step 2:</b> Lock In Your Campaign Objective .....	7
<b>Step 3:</b> Shape Your Audience and Budget.....	9
<b>Step 4:</b> Make Your Own Facebook Real Estate Ad.....	11
<b>Step 5:</b> Track, Monitor, Analyze Results.....	14

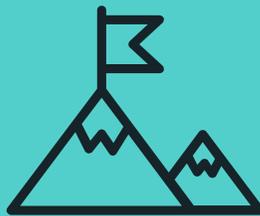
# Facebook ads

offer an enviable opportunity to real estate agents to generate business leads. An agent can reach out to buyers through targeted advertising campaigns. However, there are many considerations to take note of, if you are seriously pondering over how to create killer real estate Facebook ads. To catch audience attention, maximize the reach, and ensure optimum conversion, you must know, work on, and reflect these tricks of the trade.

## Real Estate Facebook Ads can help you:



**Create awareness** about your real estate business, brand, inventory, and services.



**Build a base** for your services.



**Generate buyer and seller leads** through marketing and interaction.

## There are two types of paid Facebook promotions:

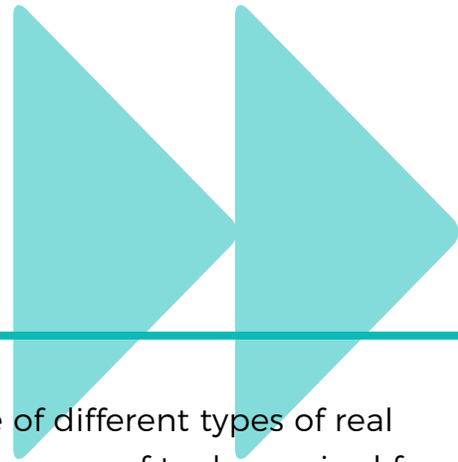
### 1. Boosted Posts

The first one offers you an option to promote your existing post in lieu of a payment. You can amplify and promote content posted on your personal profile, page, or group posts for such a promotion. It is instant and no special effort is required. This takes your post to a wider audience, including those not following you.



### 2. Targeted Ads

Targeted advertisement, on the other hand, offers better control, streamlined reach, and focused approach to connect with the target audience.



All that you need to know is to have knowledge of different types of real estate ads you can create on Facebook and awareness of tools required for creating and managing these ads. Of course, it all starts with the opening of a Facebook business account. You need to do your homework well too by setting campaign goals and identifying the target audience for that. While you should create visually appealing and engaging real estate Facebook ads, the content you post must be empowered to generate leads.

**Here is a five-step must-know guide that teaches you the art of creating killer real estate Facebook ads.**

# Step 1. Set A Well-Thought-Out Strategy

Your real estate Facebook ads campaign must be built on a strong foundation backed by a well-thought-out strategy. Plan things in the right earnest as well as in the right perspective. A high-converting Facebook advertising strategy should focus on three key aspects. These are:



✓ **Setting goals** to achieve through the campaign.



✓ **Listing demographic** characteristics and requirements of the targeted audience.

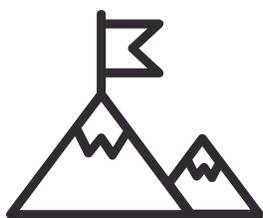


✓ **Devising methods** to reach your goals.

Your understanding of business and market forces enables you to set goals to achieve. To identify the demographic features of the target audience, it is important you collect and analyze age, sex, earnings, job profile, and other important things you deem necessary as an agent to know. Once you are fully aware of things, it is time to find out the stage of the buying cycle appropriate to the audience you are seeking to target.

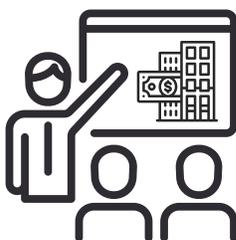
**A real estate Facebook ads campaign has the liberty to focus on any of the following three buying stages for people looking to own property:**

### **Recognition stage**



where a real-estate agent introduces himself or his inventory. It is more like brand building than doing any business. You just reach the audience and let them know that you are into the business and they can rely on you if ever they make a purchase or selling decision. Facebook ads make you recognized by the audience.

### **Exposure stage**



where you have a chance to present yourself to prospective buyers actively considering buying or selling options in the coming weeks. Your Facebook ads must give them an idea of property types you are dealing in, your overall ability, a brief idea of the inventory, and deals you assisted successfully.

### **Conversion stage**



where you deal with active buyers and sellers. Facebook ads encourage the audience to buy or sell real estate by using call-to-action buttons, videos, or links. Make sure your present listings are part of such ads.

The awareness of the buying stage allows you to build your content strategy meritoriously. You may create subcategories for each stage and demography so that you can reach your targeted audience more effectively.

## Step 2: Lock In Your Campaign Objective

With a firm and carefully planned strategy, you can log in to Facebook Ads Manager. It prompts you to choose what you want to focus on the Campaign Level page. The options presented before you comprise a list of objectives and you must select one based on your desired buying cycle.

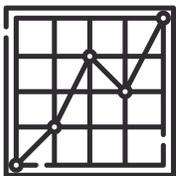
**Here is a list of objectives a real estate agent is most likely to see when starting Facebook ad campaigns.**



✓ **Brand awareness:** If your goal is to get recognition as a real estate agent, go for it. Real estate Facebook ads reach out to the audience so that they can recognize your brand, note services, and keep themselves abreast of your marketing messages.



✓ **Outreach:** A real estate agent can know and track the number of people see his Facebook ads. This allows you to figure out how many buyers and sellers you can reach out to.



✓ **Traffic:** When you have a website, you can send clickable links to people on Facebook to check your site for offers, inventory, newsletters, or about a property on sale. The more people visit your website, the better the chance of getting customers.



✓ **Engagement:** An enticement to Facebook users interested in real estate to like, share, or comment on your ads. This helps you spread more about your services and products.



✓ **Video views:** Real estate videos are awesome tools to attract attention. You can speak to prospective customers or let them see properties using Facebook video ads.



✓ **Lead generation:** You can throw a lead for interested buyers or sellers to capitalize on it. Let your real estate Facebook ads invite them to follow up.



✓ **Conversions:** A click on your Facebook ads takes prospective clients to a page on your website.

✓ **Others:** There are also options, such as App Installs, Product Catalog Sales, and Store Visits. But these do not hold significance for real estate agents.

Facebook shows your real estate agent Facebook ads to users who are most likely to meet your ad objective. Because Facebook monitors the behaviors and actions of its users, it is easy for them to identify which users are more likely to click on an ad versus watch a video, for example. If you need help setting up your ad campaign, read our article on **How to Create an Ad Using Facebook Ads Manager**.

# Step 3: Shape Your Audience and Budget

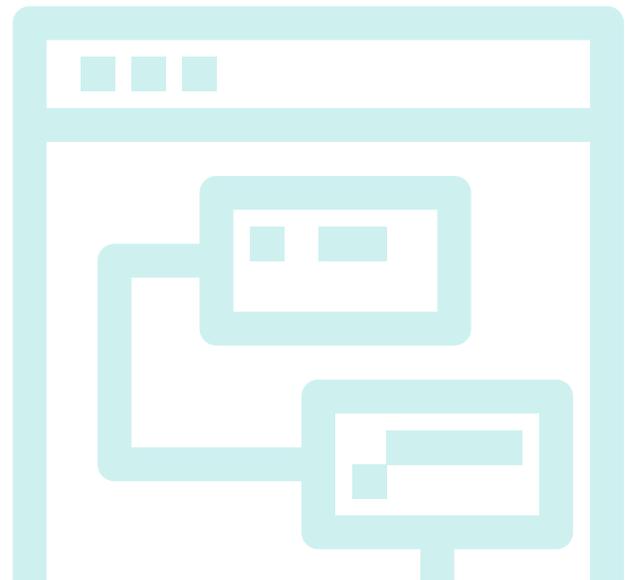
## Fixing the Audience

Next is the Ad Set Level. You have to fix your audience, place of ad appearance, and budget. Get into selecting the right audience your ad campaign focuses on. The option includes a range of locations, behaviors, and demographics. Based on your advertising reach and popular response, you can streamline the audience choice.

For real estate Facebook ads, agents may need to set demographics characteristics, such as age, gender, earning limit, net worth, language, and marital status. Interest parameters included owner sale, agent directory, listing sites, etc.

Prospective customer behavior is very important and you must select it with apt attention when setting the targeted audience. Choose from people likely to move, first-time home buyers, recently married couples, new job joiners, recent mortgage borrowers, or those moving from out of town.

Facebook enables you to focus within your location to have the best conversion opportunity. You have to fill zip codes, city or specific address radius, and even visitors traveling in a particular area.



## Zeroing on a Budget

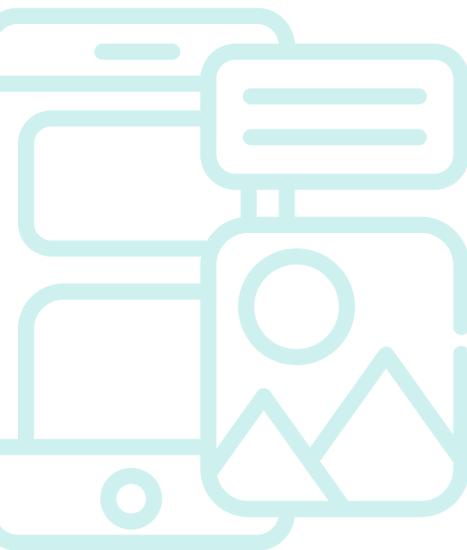
For real estate Facebook ads, an agent can set three types of budget on social media.



- ▶ **Daily budget:** You can set the amount you wish to or can afford to spend. It requires you to turn off the advertising schedule to put a stop.
- ▶ **Budget for a fixed number of days:** Select three, seven, or 10 days and allot the budget for the same.
- ▶ **An amount to be spent over a time span:** Earmark the budget to run a real estate ad campaign of Facebook between certain dates.

## The Ad Placement

An agent may select from these three types of Facebook real estate ads.



- ▶ **Facebook ads:** These advertisements are exclusively for Facebook. Guided by the user data and your selected parameters, these appear on Facebook when users browse the social media site.
- ▶ **Network ads:** Planned to take you to third-party networks, these ads enable you to do advertisement campaign on websites similar to your industry. Facebook makes a decision on choosing such webpages.
- ▶ **Instagram ads:** Offering fusion marketing for real estate ad campaigns, it allows interconnection between Facebook and Instagram accounts. Ads are placed on both social media platforms using a single interface.

Always go for a combination of ads and make the best use of all three types to ensure optimum conversion rate.

# Step 4: Make Your Own Facebook Real Estate Ad

It's time to create your own real estate Facebook ads. This is the most important thing in your campaign, as it is the one that directly touches base with prospective customers. Your actual finished product is slated to have images, videos, and text. Make sure you're the visuals and the content is worth the attention.

## Pick Your Ad Format

Choose from any of the following ad display formats.



► **Carousel:** A horizontal scroll allowing a display of up to six photos with messages. Go for it if you have multiple properties to showcase.



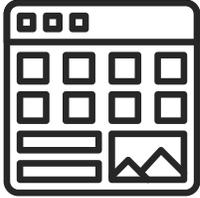
► **Single Image and Single Video:** A large frame perfect to introduce yourself.

► **Slideshow:** You can tell a story by creating ads within ads. It is a great way to capture audience attention.



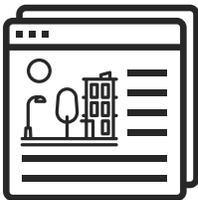
► **Collections:** Multiple images within a single frame enabling you to show off all features at once.

## Pick Images or Video

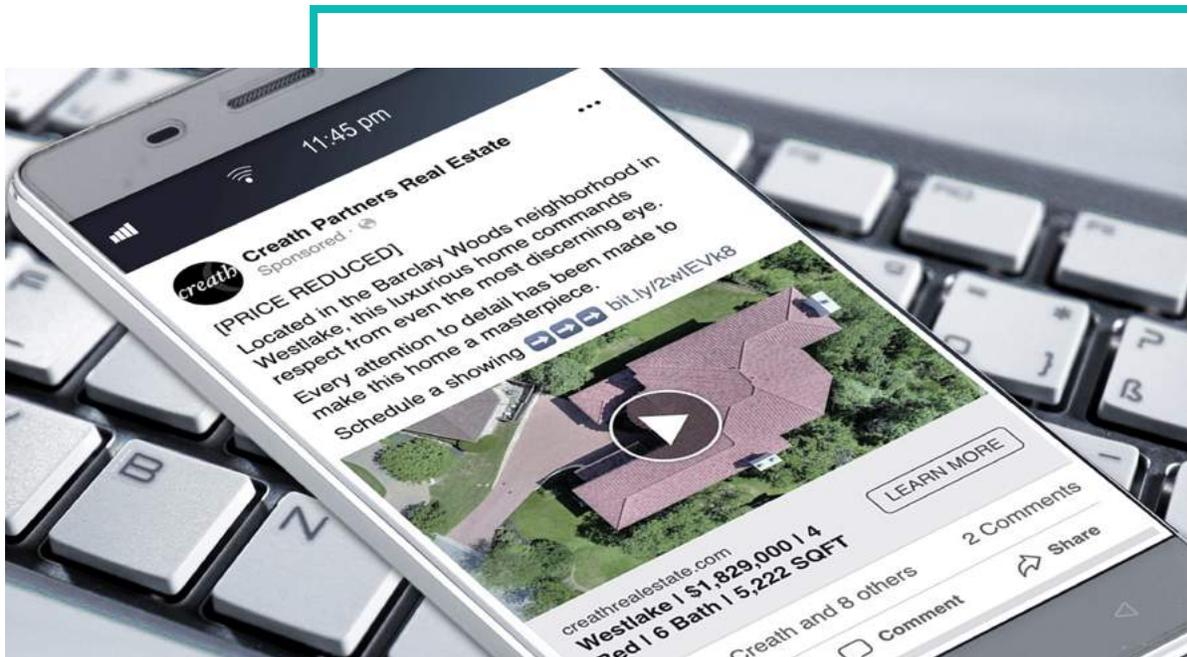


You are at liberty to select up to six images or a single video as your real estate Facebook ad. While selecting images make sure they are not only eye-catching but also ensure there are no copyright issues. When using images make sure they speak and you do not add too much text overlay (25% limit). Exploit the Facebook linked free image pool and similar sites to source photos.

## Ad Copy Content



Keep it to the minimum yet interesting. Always give priority to what can attract a buyer or seller to click on the ad or contact you and write the copy accordingly. Optimize the ad content to make it an excellent piece of marketing material. However, avoid too much direct marketing.



Here are some case studies from our campaigns, of advertisements that converted around \$5 per lead and below:

**Salt Lake City Weekly**  
Sponsored · 🌐 Like Page

#ForRent! Recently Remodeled 2 Bed + 2 Bath Apartment in the Heart of Downtown!

#Features: Panoramic views + underground parking spot + indoor pool and sauna + fitness room + racquet ball court + billiards room + rooftop hot tub & BBQ!

**FOR RENT - 2 Bed + 2 Bath**

Beautiful apartment with LOTS o...

[Learn More](#)

Downtown Living at Its Finest

Perfect Downtown Location in

10 Reactions 4 Comments

**Salt Lake City Weekly**  
Sponsored · 🌐 Like Page

Looking for a new place?

This recently remodeled Avenues Condo is available for rent ASAP. Internet + Cable Included!

See why this condo is your next place to call home TODAY!

**FOR RENT: 2 Bed + 1 Bath in the Avenues!**

[Learn More](#)

**Covered Parking Available!**

12 Likes 4 Comments 1 Share

Like Comment Share

**Call It Home Utah**  
December 20, 2016 · 🌐

#FeaturedProperty: 6 Bed + 4 Bath Home in West Jordan!!

#PriceandLocation: <http://tinyurl.com/gr4x95>

#PropertyFeatures: ALL NEW APPLIANCES + 26' Ceilings + fireplace + one block from Elementary School + walking distance to neighborhood park!

**FEATURED PROPERTY 6 BED + 4 BATH HOME**

+9

Brandon Swenson and 64 others 10 Comments 9 Shares

**Call It Home Utah**  
December 12, 2016 · 🌐

#FeaturedProperty!! 3 Bed + 3 Bath End Unit Townhome in SLC!

#PriceandLocation: <http://tinyurl.com/jges77c>

#PropertyFeatures: Granite countertops + stainless steel appliances + large island with bar and large pantry in kitchen + BALCONY off main level + WALK-IN CLOSET + spacious 2 car garage + FIBER optic internet included

**FEATURED PROPERTY 3 BED + 3 BATH TOWNHOME**

+16

33 12 Comments 3 Shares

This ad has worked VERY well for this client. This is specifically for guests that are staying in the Horseshoe Bay Resort, TX.

!! Attention Horseshoe Bay Guests !!  
Its a great day in Horseshoe Bay!  
You Too Can Live Right Here in Beautiful Horseshoe Bay!!  
Call Patrick, then start packing!  
Click below to learn more, but don't wait, these properties are 🔥🔥 HOT 🔥  
🔥 and going FAST!



Attention Horseshoe Bay Resort Guests  
Click below to learn more, but don't wait, these properties are 🔥🔥 HOT 🔥🔥 and  
going FAST!

[HTTP://WWW.HORSESHOEBAYHOMESFORSALE.COM/](http://www.horseshoebayhomesforsale.com/) [Learn More](#)

The strategy specifically targeted guests that were visiting the resort. The goal was to sell the lifestyle of living there.

# Step 5: Track, Monitor, Analyze Results

Once your real estate Facebook ad campaign kicks off on the social media site, you have a different task at hand now. You need to view monitor, track, analyze, and adjust your campaign based on metrics shown by the Ads Manager. A constant vigil is important to boost performance and get the optimum ROI. If you ever change anything, ensure one alteration at a time and tracking of the consequent results. Hire an expert if you fail to get the desired result.

## Real Estate Agent Facebook Ads Tips



Measure your results and adjust accordingly.



Focus on optimization of the campaign to achieve the desired result.



Let your ads offer value to attract buyers and sellers.

## 5-Step Guide To Make Killer Real Estate Facebook Ads



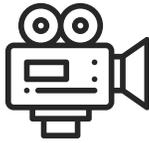
Focus on broader advertisement than just posting a single property.



Always give priority to specific neighborhoods while targeting the audience on Facebook.



Pay attention to the quality of images and text accompanying it.



Go for walk-through or virtual tour videos to add a reality quotient.



Connect your ad to a blog post.



Add information that can assist a buyer in making a decision.

