

# **How to Master Facebook Marketing for Real Estate**



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# Getting Set Up on Facebook

Facebook now has 1.7B users worldwide and a billion people from that statistic, use their mobile devices daily. There are now almost 4B people (3.8B; [Internet World Stats](#)) who have access to the internet so no other social media channel can boast of Facebook's reach currently.

If that didn't sound interesting to you then let's throw a few more convincing numbers below:

- Facebook now claims [2 Billion people](#) (yes with a B) are actively using Facebook monthly (that's like almost 1/3rd of the entire planet's population)
- 1.3 B users are active daily as of September 2017
- People spend an average of 40 minutes browsing the site DAILY, so plenty of time to have seen some new posts or ads ([QuickSprout](#)). AND YES that's longer than any other social channel including Tumblr and Instagram.

Ready to dive in?

If you don't have Facebook yet, sign up for an account on [Facebook.com](#) and fill your profile with all the necessary details like a professional photo, as your profile and cover page.

Choose a photo that you'd be happy for the public to see because it's visible to everyone when you're a member of groups, if you like various pages, and post publicly. You can use your cover photo as a great way to convey a subtle message about your business ([Social Media Examiner](#))

Also create a knockout bio that introduces what you do without making people doze off as you're only allowed 101 characters total. Fill out places you've worked or lived and contact details. You can also add schools you've attended and choose up to 5 relevant images that will show up on the left side panel of your page as featured images.

These information would help bolster your business presence with legitimate credentials.

## Quick tips:

1. **Create Friend Lists** ([V2 Marketing Comms](#)) -- Once you have a list of some friends, start organizing them accordingly to different segments such as workmates, schoolmates, neighbors, or basically any other group of people you've been in contact with. This could help later when you want to reach out so you already have a group of people with interests you know will fit well with what you offer, which is real estate.
2. **Change and monitor Privacy Settings** ([Social Media Examiner](#)) -- You'd see the Settings option in the drop down arrow icon on the top right side of the page. From there, you can input your contact details and change how your posts are seen either privately, only by friends or publicly. This is important to determine right off the bat if you decide to include business-related posts on your personal profile. You can also create custom friend lists (as was discussed in item number 1) and choose them accordingly for every post so only the right audience reads your updates.
3. **Preview profile** -- Once you're done adding the information for your professional background, Facebook now has a preview tool feature to help you determine how your account will look like when viewed by other people. You can type in name of friends or click public to see what it looks like when people see your page prior to adding you as a friend.

4. **Share your own content links** -- This is great advice if you have your own blog or website.

5. **Share testimonials** -- If you've received positive commendations from clients, feel free to share them away!

6. **Utilize FB groups** -- Groups are made to find like-minded individuals, usually in your own locality, so you can share ideas, meet up and exchange moments together. Groups act like forums where you contribute and get back something in return such as information or new leads. But make sure to follow the 80-20 rule. Be more approachable and "connecting" oriented, not "selling" oriented as it may become a major turnoff. Be subtle when offering something but always be around to be a helping hand. This provides subtle awareness that you're an authority on a certain subject area.

# Finding Friends on Facebook

There are two surefire ways to get friends fast if you just created a profile.

You can tap your existing email address and see if some of these contacts have their Facebook accounts connected then add them.

Another is by going through groups and interests. Some people get friends from school pages and groups. You can add workmates and churchmates, players from a team sport you played before, your drinking buddies, neighbors from cities you've visited or the local shop owners.

[Facebook's people search](#) function or the "graph search" is pretty powerful with name filters (sometimes email addresses).

But it doesn't stop there!

The goal here is to create a huge friend's list so you can use this audience to promote your business, connect with real people, and help them with your products or services.

When you have enough friends, you can do some of these tactics before you even sell to them!

## Nurturing Leads the right way

Give your friends something they can't refuse. Say a free pdf on the coolest zip codes and what to expect at these places. Or if you offer social media services for realtors, a free kit and template guide on types of content they can use and why are these effective. ([Leads and Leverage](#)).

All these while you prep them to give you their precious email address in exchange for a valuable free gift. This is permission marketing as they allow you to contact them through that channel so you're sure that these leads can be nurtured properly with newsletters with free advice and marketing opportunities.

It all boils down to proper research on who your key audience are. Add relevant people who you know will be a future liker of your page.

## Create a Client Database

If you have a huge following on your FB profile, you can use this list to fill your own database.

Most realtors are already using CRMs or customer relationship management systems. Think of phone books of old times where you store people you can contact right away for various needs -- contract jobs or delivery.

Most CRMs have features to help you import your friend's list but you have to do this the ethical manner by gaining your friend's permission, prior [[Real Estate Trainer](#)].



## Gain Referrals

Another advantage of gaining friends and nurturing them with proper communication is that you gain their trust in the process, probably in the same manner as normal friendships outside FB.

With profiles, you get two types of audience if your account is public. The most basic one are friends whom you've confirmed to be part of your newsfeed at the same time them, seeing your updates in their newsfeed so it works both ways. The other type are followers or fans, who subscribe to your status updates without the need for you to see their updates. ([Agent Inner Circle](#))

Getting referrals is never an easy endeavor. It all starts with trust, thus the emphasis in the first sentence of this section. You can add more friends, identify a common connection, mutual friend or interest but if you don't have quality relationships with them, it's impossible to gain something out of them.

For friends, you can always share the normal stuff like inspirational quotes and images, occasional helpful information about your business, funny anecdotes or videos, life events, and referral programs.

For followers, you can try real estate updates, anecdotes of success stories, or your newsletter.

Remember, we can go back to the "custom list" when you only want to share specific posts to a specific group of friends.

# Posting Content on Facebook

The first golden rule when it comes to posting is to be visual. Research suggests that posts with either photos, videos, or moving images get 40x more engagement and sharing power compared to posts with just boring walls of texts or sentences. ([Hubspot](#)).

## Timing and Frequency

Whether it be profiles or pages, content timing is a process that needs trial and error in the early phase prior to solidifying a schedule that you know works best for your audience.

You can try posting once a day and test various hours of the day and see which time works best for engagement (likes, views, shares, and comments). You can also determine here which types of posts resound best with your audience.

With regards frequency, we suggested just once a day, because posting too much, would be irritating and instead of attracting, might turn away possible leads. On the other hand, not posting too often signals that your team is not focusing its efforts on Facebook enough to be reliable.

This is where a content calendar helps you. There are TONS of third party services offering all in one management of these calendars for all social channels out there. The purpose is mainly to plan ahead what content to post on a daily basis. Most of these services also post them automatically on your behalf, no sweat. Some on top of mind (and also on top of competition) are Hootsuite, PostPlanner and Buffer.

BUT it's always advantageous to get yourself into the other end of the monitor once in awhile without the help of third part tools. Post personally through the page for occasional news and updates because the magic of personal touch never fails.

## Types

And we're not leaving you hanging by not providing you with a truckload of ideas so you'll never get tired posting content daily! Read the deluge of ideas below. ([IDX Central](#)) ([NewMedia4Agents](#)) ([Easy Agent Pro](#)) ([Cliental Alchemist](#))

- Share a "Room of the Day" from one of your listings
- Share advice about Insurance – what to be aware of
- Share price reductions for your prime listings
- Post photos of your office and its location
- Promote new client testimonials/reviews you receive
- Promote local historical homes that may have tours
- Share local fundraisers and charity events
- Share snow reports for the slopes with photos are the best
- Use Facebook Live-Streaming apps for creative marking i.e. live client testimonial, tour a house or a neighborhood (more on Live in a later dedicated chapter)

- Hire a cartoonist that captures real estate humor
- Share hilarious real estate signs
- Share a holiday graphic
- Show off with photos how your town/city decorates for the season or holiday
- Ask questions like "What's your favorite way to "upgrade" your home" OR "What is the best neighborhood to trick or treat?"
- DIY decorating ideas
- Post space savings tips for smaller homes, cabins or condos
- The world's most expensive homes to hit the current year's market
- Share the ability to tour a home from every decade
- Congratulate your seller on his/her recent sale with you
- Share your market reports. Try MarketBoost which generates market reports for you
- You can also posts boring captions with fun photos for a contrast effect
- Let your fans choose between two photos just for fun!
- Post about local fundraisers
- Have fun with different types of media from infographics to gifs, even memes!
- Thank you notes as posts
- Try contests for instant viral factor
- Post about celebrity real estate deals or news
- A little DIY project is always welcome
- Or post surveys about anything you want to know more from your audience so you can tweak your next post or offer according to what they want!

Some of these posts help attract sellers or potential buyers, promote your locality or yourself, and some are great tips or engagement generating posts (questions). Your choices will never be limited by now so feel free to pick away!

# Business Page vs Personal Page on Facebook

We have enumerated ways for you to create a well-maintained personal profile in the early chapters but on this chapter we are telling you in advance that a personal profile is never recommended if you wish to do business on Facebook.

A facebook page must now be the default choice, not just one of the options!

Personal profiles will have a headstart in the beginning because you get all your friends, they follow you and you nurture relationships through healthy communication but when your page booms, it will dust the profile away ([MXT Media](#)) in terms of reach and growth tracking.

Your personal profile is not the place to blatantly sell or promote anything as it could just annoy your friends ([Leads and Leverage](#)). IT is also AGAINST Facebook's policies to gain commercial profit out of your profile ([Facebook Legal](#)).

But there's such a thing as Personal profile turned page which we shall discuss next.

## Personal Pages

This is not to be confused with personal profiles. Profiles are very limited when it comes to business features that help you reach more people than usual.

But Facebook allows you to create a page out of your profile. This is good if you yourself are the brand.

Facebook does not allow you to represent something other than yourself and you could even lose access to your account if not converted to a page when dealing with business or any other commercial activity ([Facebook Legal](#)).

Facebook has a nifty migrate feature to help you transform your profile account into a personal page ([Facebook Migrate](#)) through an easy to use step by step wizard.

When migrating profiles to a personal page, you don't lose your profile, instead a page is created after your name, and both your profile photo and cover photo will be copied. You can even choose some friends to automatically like your page (sweet!).

However, your personal status posts will not be carried over to the newly created page. All the tools for data migration will only be available to you for 14 days after creation so act fast!

You can then manage it through your personal profile and have the same privileges as most other business pages including the ability to create ads, monitor them and gain insights among many other additional things you can do with a page.

## Business Pages

Before we delve further, we'll give you more reasons ([AdWerx](#)) to turn into a page and leave the profile for personal things:

FB profiles are limited to just 5,000 friends page likes are UNLIMITED.

Security is top notch and discreet on an FB page because you can just assign page roles to other FB users/accounts so they can manage your page without sharing your own password.

You can create an unlimited number of pages as long as you represent it legally.

Pages and posts from pages can be seen by people even if they are not on Facebook! They turn up in searches on Google and Bing.

Like widgets abound for website integration so it's easy to promote your page even if it's not on Facebook.

And last but not the least, ALL your posts are tracked for reach which you can see in Page Insights. This helps you plan better content or step up what you already have, see where to target and the timing. These things, you just will never be allowed to do on a personal profile.

But then, don't abandon your profile altogether because you can only access pages depending on roles if you have a personal profile of your own. So keep it active and don't lose access!

Perhaps the only downside worth mentioning is if you're on a page, you won't be able to access Facebook's powerful graph search feature ([Zurple](#)) BUT there's a quick workaround -- switch to your profile alongside a business page on separate tabs and it's easily taken care of.

### **Before we leave this chapter**

Never create a personal profile for your business ([Hubspot Blog](#)) because you're missing out on a lot of potential features only available to business pages such as Insights, Ads, and of course tracking metrics analytics. Again, we can't emphasize enough that you'll go farther with a page (regardless of whether it's personal or business) than any personal profile can offer.

And to get you even more excited, Facebook just recently introduced another addition to their family of offerings called [WorkPlace](#), a team management tool integrated into the Facebook environment. It's an exciting new development we can discuss in some other medium or time.

# Creating a Business Page on Facebook

## Page Basics

### What you need to begin? ([Facebook business](#))

- A page name
- Photos (could be yourself, logo, office, scenery, or customer, your pick!)
- Call to action (a goal that you wish to attain with an audience when they go to your page)

### Select a suitable category

None of the categories in the first available options would pertain exactly to "real estate" so the best selection you can make is "small business". ([Placester](#))

### Complete your Page Info

Include a location, contact information, website or blog links, a quick about us, your physical address so it shows a map, price range, or even connect your other accounts such as most notably -- Instagram (which is also under Facebook).

Cover photo restriction on sizes should be just 851 x 315 px, shared images are 1200 x 630, highlighted image is 1200 x 717, and shared links are 1200 x 627. Profile images on the other hand are just 180 x 180 px. ([Resaas](#))

Custom Tabs on the right panel are useful for things you want to highlight such as reviews, your Instagram feed or blog.

It's also highly helpful to click on the "Similar Page Suggestions" ticker so your page appears to similar pages that other people may have already liked basing on geographic locations, interests or other things that make your page similar. It's a good way to get seen even if you're not yet liked by someone.

### Add Features

There are many additional features you can activate upon setting up a page and one of them include the ability to add a shop. Although as a realtor, you probably won't have the need for this unless you offer merchandise and branded gear.

You can also list a food menu or products if you're in the restaurant and retail industry or simply turn on messaging feature to make it easier for fans to contact you with just ONE CLICK.

Perhaps the best feature though that realtors can use is the service feature where you can list types and number of services you offer.



## Promote ([Facebook](#))

Invite your friends to like your page, share it to other social networks, or import them through any of the popular email services such as Outlook or Gmail.

## Publish Content

Once you're done with everything, publish content following your calendar and plans. You can always return to our treasure trove of ideas in Chapter 3 (Posting Content on Facebook -- Types).

## Managing your Page

On default, when you become a page manager or admin or any other roles affiliated to a page, you can gain instant access to the page assigned to you when you open that page.

Alternatively if you are assigned to multiple pages, you can access the list on the drop down arrow in the upper right portion of the Facebook website beside profile notifications and help button:



Features available to you include Page Insights (monitor reach), Inbox/Messaging (contacting page fans), Notifications (any page activity) and Publishing Tools (native scheduling).

## Page Roles

**Admin** - Page owners who created the page automatically default as admin. They can access all aspects of the page and remove any other roles. Owners/creators can never be removed even if by other admins.

**Editor** - they can do as admins do but cannot assign or remove page roles

**Moderator** - almost same access as editor but limited Instagram account editing access. Also can't assign page roles.

**Advertiser** - mostly working on ads

**Analyst** - view insights and see admins who post

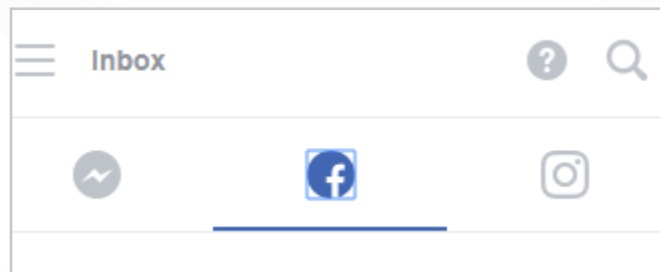
**Live Contributor** - they can only go and use FB Live from a mobile device. However this person must be your friend or have a role on the page prior.

## Page attributes

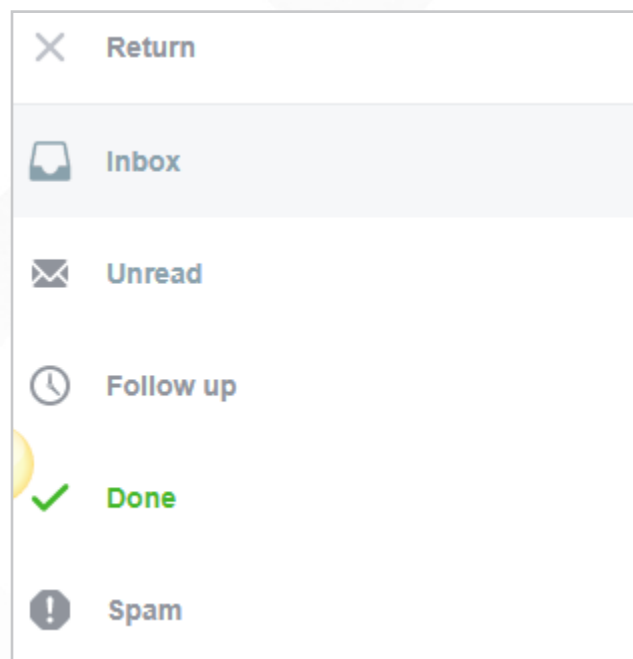
You'll have the ability to edit the public display photo, cover photo (now could include video and slideshows!), the about section, the CTA button, invite friends to like the page, and post updates.

## Inbox

The new intuitive inbox will contain all incoming messages from people who liked your page or those that haven't liked it yet. Instagram messages can also be viewed here by default (if there's a connected account). All new reviews and comments on your posts now also appear in there.



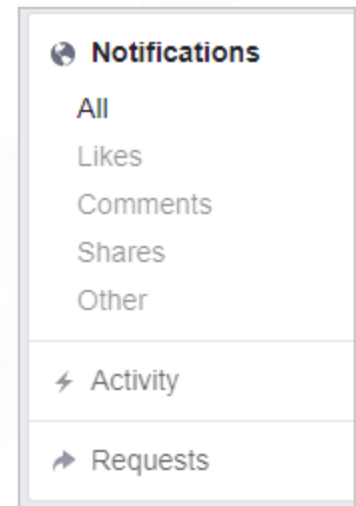
The improved search and filter functions are still available which are now complemented by the new features to make handling messages an ease:



If available, you will be able to view public profile information of people who communicate through your page. You can also set an instant message reply for when you're not around physically to attain a positive response rating.

## Notifications

All notifications will contain news from all types of activity happening on the page such as comments, shares or likes. You will also be notified if someone mentions the page or provides reviews or other requests such as when you haven't included an address or contact info and someone asks about it.



## Insights

This section here is perhaps THE MOST IMPORTANT analytics tool anyone who manages a page, has access to.

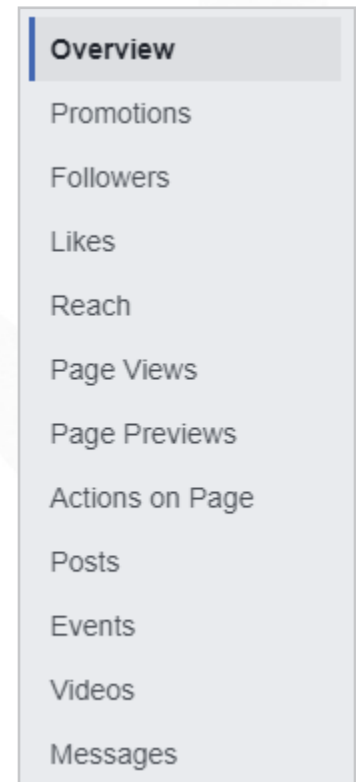
From this area you can gain "insights" (thus the name) on all aspects of your Facebook page's reach and influence.

You'll be able to identify key posts that perform the best for a certain time period, see which locations, demographics, and interests are trending on your page; and even identify number of engagements, likes, and page actions made by your fans.

You can also create ads within Insights to boost your posts or your business.

You can view trends on followers and which places they're directly coming from, how your likers are doing per hour, how much is your organic or paid reach, and even insights on events, videos or messages.

Marketers take advantage of the treasure trove of information gathered on this section to tailor fit promotions that would get more eyes hooked and more clicks to convert.



## Publishing Tools

Unlike all other social networks introduced as a direct competitor to Facebook, it's currently the only platform that allows you to schedule posts for a later posting time with an unlimited number of posts. That is, if you still don't use other third party tools like Hootsuite or Buffer.

You can create drafts of normal posts with link previews or images, and videos. You can also create posts with time expiration, or even a lead form to capture new leads for your email marketing campaign as a permission-based strategy.

Their recently added feature post called CANVAS acts like a new creative space to help you highlight the best parts of your company, service, or product and make it an immersive ad in a full screen experience.

The best part everyone wants to hear? ALL THIS FOR **FREE**.

## Settings

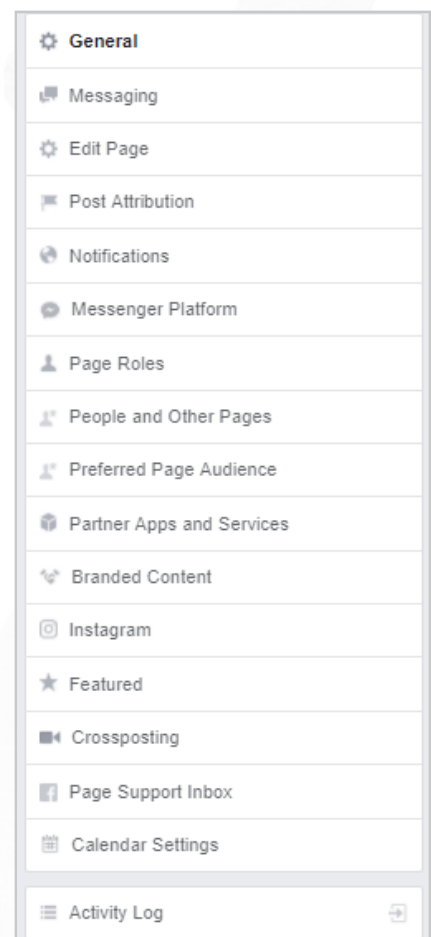
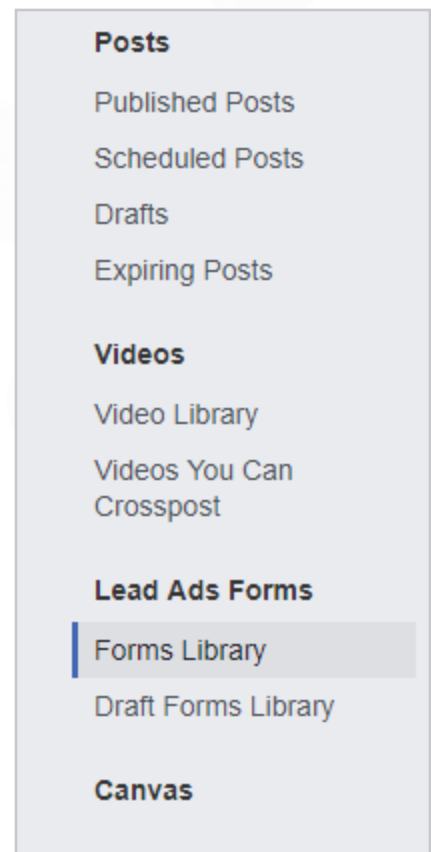
As page owner or admin, you also have the power to change various settings.

You can choose to change settings for your page's visibility, attribution on posts, direct messaging, restrictions on audience demographics and reach, page deletion, moderation of words, branded content, partner pages and apps, Instagram connection, notifications you receive, editing page templates (more on this in next chapter), crossposting videos across multiple pages, featured pages, and calendar settings.

Perhaps the most important section you need to focus on is the Page Role section where you can assign different people in your team to handle the pages with different levels of access.

The Page Support Inbox is applicable when you have any concerns regarding security, page bans, or any other issues that only people from Facebook itself can handle.

You will also have access to the page's most recent activity log:



## Using Business Manager

Here's where the fun part begins.

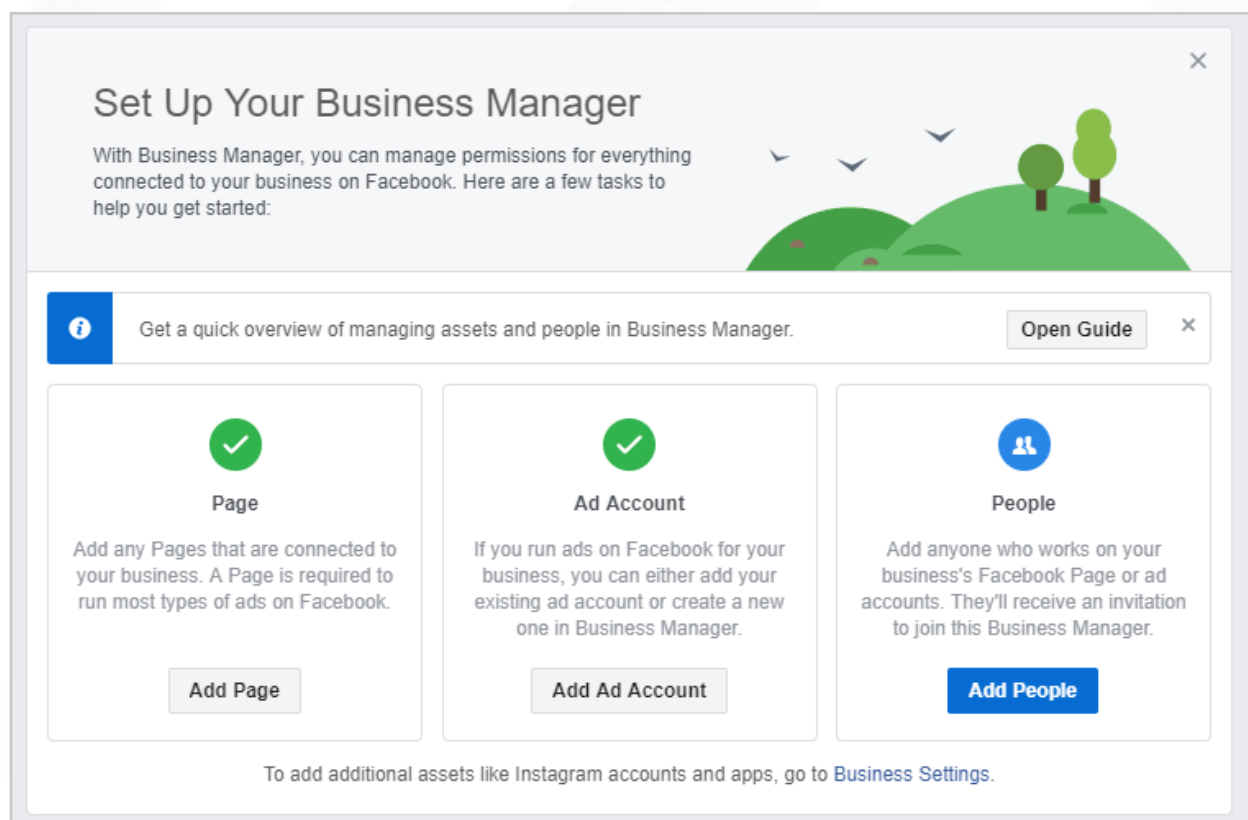
Previously, Facebook just allows you to switch between pages while using your profile account. This may have caused some confusion for beginners because they sometimes mix posts on their profile and page accounts.

With the introduction of the business manager in 2015, there is now a dedicated place where a page manager or admin can conduct business page related things.

This is still optional however, as new pages will still not default to the business manager. Which means, if you have multiple pages under one account, this new feature will lessen the burden on your part.






And probably the best outcome this has achieved is the current combination of the powerful Facebook Ads Platform and Page Manager.

Setting up is easy and there's a step by step wizard to guide you through:



Once set up, you can access your ad account and pages all in one convenient page.

Other range of tools ready to be used at your disposal are the following:

 Plan	 Create & Manage	 Measure & Report	 Assets	 Settings
Audience Insights	Business Manager	Ads Reporting	Audiences	Sellings
Creative Hub	<b>Ads Manager</b>	Analytics	Images	Business Settings
	Power Editor	Events Manager	Product Catalogs	Billing
	Page Posts	Pixels	Videos	
	App Dashboard	Offline Events		
	Automated Rules	Custom Conversions		
		Partner Integrations		



# Business Page Templates On Facebook

When you're still starting a page, don't get confused with the template to use at first. Even if you think you chose the wrong one for your business, you can always edit it at a later time. ([Automate NZ](#))

Here are the options currently available:

- **Local Business or Place** (perfect if you have a brick and mortar store or a physical address where people go to buy things or spend time at)
- **Company Organization or Institution** (great for online shops or if you have a company with different locations)
- **Brand or Product** (suitable if a product or service you will offer will be sold by more than one store/retailer/reseller)
- **Artist, Band, or Public Figure** (this template is focused on promoting you or your group)
- **Entertainment** (applicable for people or groups wishing to promote different types of entertainment on TV, radio, print and online)
- **Cause or Community** (only use this if you're a nonprofit or charity organization otherwise if you're promoting a charitable cause)

NOTE: each template are built with a user base in mind so make sure you choose something that fits perfectly with something you want to promote.

Areas of the template you need to focus on regardless of type ([Hootsuite blog](#)) include the following:

**Page Info** -- There's a lot of space to fill, make sure you optimize this with all necessary information.

**CTA button** -- Will matter and depend on business goals you wish to achieve like gain more web traffic, generate leads or simply promote a website.

**Timeline** -- Make sure updates are sent regularly and if there are comments, always engage the customer.

**Tabs** -- this section can be customized according to areas you think will provide more benefits to your product or service. If you sell real estate, a quick view into your Instagram feed would be highly recommended because of its visual nature.

# Real Estate Business to Follow on Facebook

They say if you want to succeed in any craft you must learn every nook and cranny, and what better way to do that online than following and studying the strategies of successful social media powerhouses and influencers.

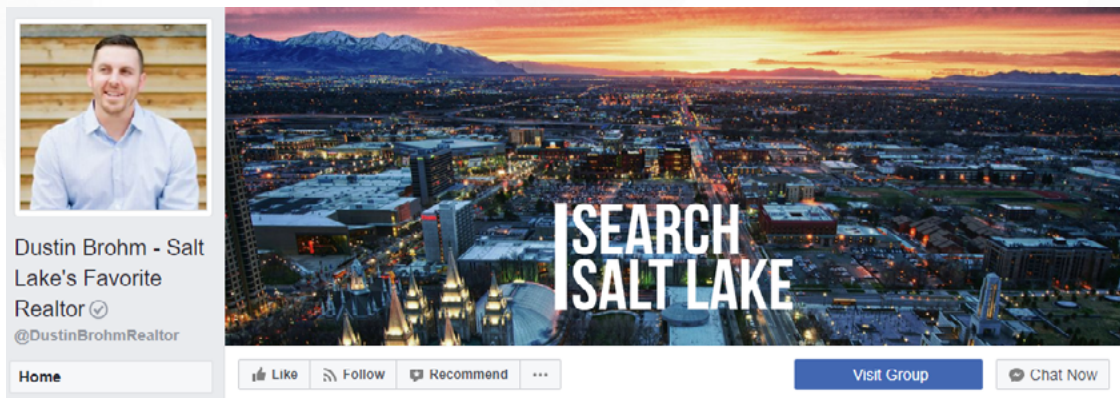
And we did not mean to just learn from them from afar but within close proximity. This is your chance to grow your network and build your influence too!

## Agents

([Easy Agent Pro](#)) ([Post Planner](#))

### **Dustin Brohm** (Salt Lake's Favorite Realtor)

**Tactics:** Great cover page (highlighting slogan, call to action, or keyword), Page name has his local city included for local authority and easy targeting, CTA button promoting group (also connected to his page), takes advantage of the pinned post feature, has highlighted reviews, and has his page verified (Everyone with a business phone and address can now verify!).



## Posts



**Pro tip:** Dustin uses this page as a personal page (note that it's not a personal profile) but his other page called [Search Salt Lake](#) is also very active. The distinction is he can post more fun-filled updates on his namesake page like seasonal memes focusing on interests with nationwide following (e.g. Black Friday, Christmas), and even cite articles where he's been featured and personal book recommendations (that of course still relates to real estate).

### **[Debra Ross](#) (- A Great Listing Agent Conejo & Simi Valley)**

**Tactics:** Profile picture showing her face and cover photo including the most important detail (phone number to call), CTA button is to call now (thus the phone emphasis), use of pinned post feature, Great side panel tab customization (highlighting things her fans can do like enter to win a contest, visit her website, and her featured listings), and highlighting 15 5-star reviews!!!



### **Jason Morris** (Real Estate Guide)

**Tactics:** The clever use of display photo which became a trivia of where he's currently at/located because it's a local point of interest, showing off his positive reviews, great cover photo image with his keyword and slogan, and ingenious use of posts to update his locality of weather situation (helpful and thoughtful while in sympathy for flooded areas).



### **Seth Muenzer** (at Pierce Real Estate)

**Tactics:** Professional looking display photo, great use of cover photo with a video that highlights sold homes, upcoming homes, and what his clients are saying! (instantly eye catching and visually appealing with the info most first time visitors need to be captivated and click LIKE), review highlights, seasonal posts, and frequent open house invites. He also made his hours "Always Open" providing a sense that his listings are reliable regardless of time and day.





## Real Estate Organizations

([Realtor Mag](#)) ([Post Planner](#)) ([Curaytor](#))

### [realtor.com Pro](#)

**Tactics:** customized facebook page url fitting page name, great use of seasonal marketing materials on page photo and cover photo, verified page, CTA button highlights their unique selling proposition which is an app that can be used by anyone for free.

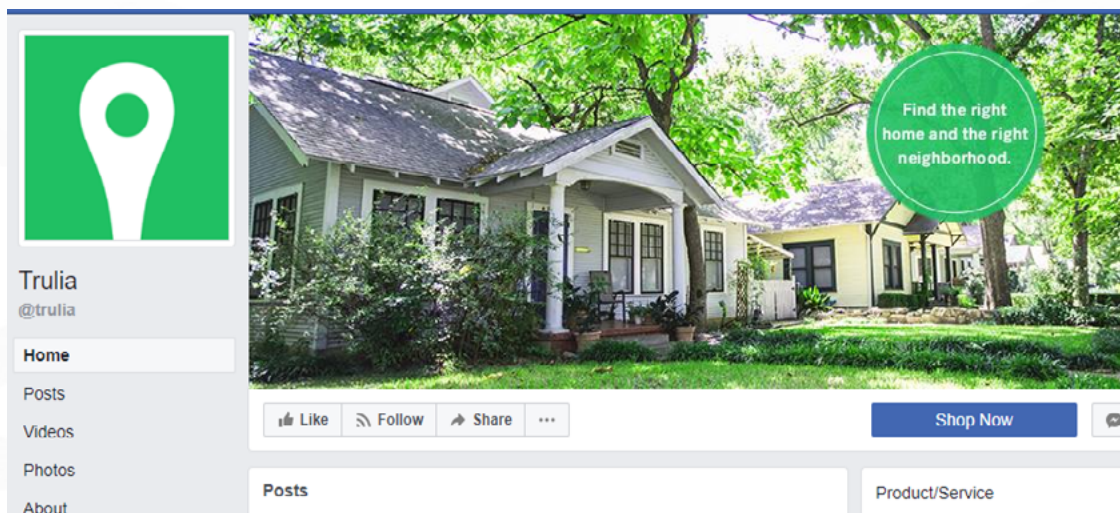


### [Trulia](#)

**Tactics:** Trulia makes excellent use of the green color theme that coincide with their branding on both cover photo and display image. Trulia is a service that helps people make wise decisions prior to buying a new property. They do this by providing their customers with data that can help influence the decision such as crime rates in areas, calculated mortgage costs, price trend comparisons and an agent's contact info. It also uses the pinned post feature.

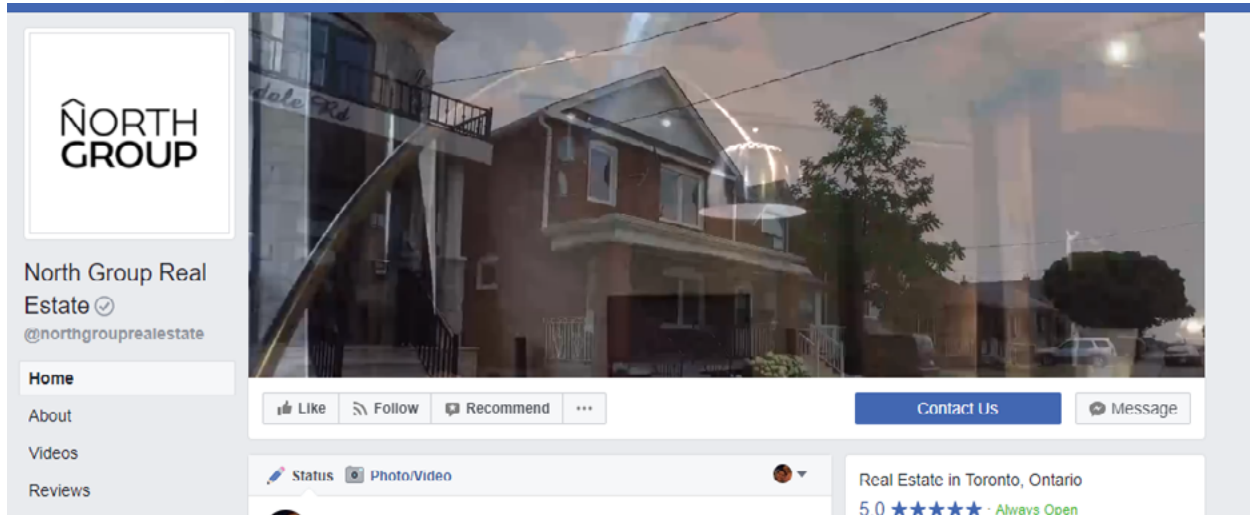
Trulia has also strived hard to enable the "Very responsive" badge on chat which indicates to customers that they respond quite quickly to chat concerns on the page.

The service is owned by Zillow so its listings has a nationwide reach.



## Urban Lifestyle Group

**Tactics:** Perhaps the best tactic they used is incorporating helpful videos with their real estate agents doing the explanation of the issue or topic at hand (team effort FTW!). Now you know this company values their people. Their cover photo is also a moving image slideshow listing all of their properties. Verified page is also activated and reviews highlighted

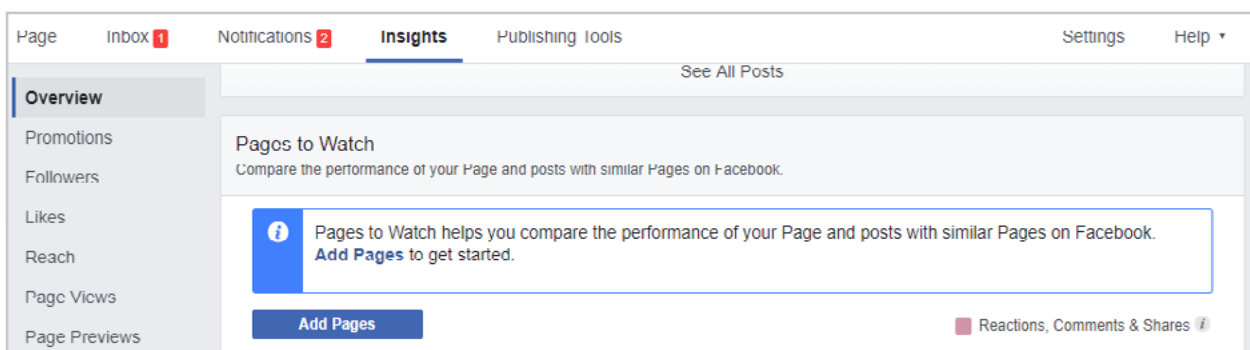


### ADDITIONAL TIP:

If you want to get more **insights** about your competitor's Facebook standing, add them to your **Pages to Watch** list in Insights.

Just go to your page (or to business manager then pages if you use business manager), then go to Insights, and the Pages to Watch section is at the bottom of the Overview section.

Add pages that you deem fit so you can get a glimpse of their performance compared to yours in a certain time period.



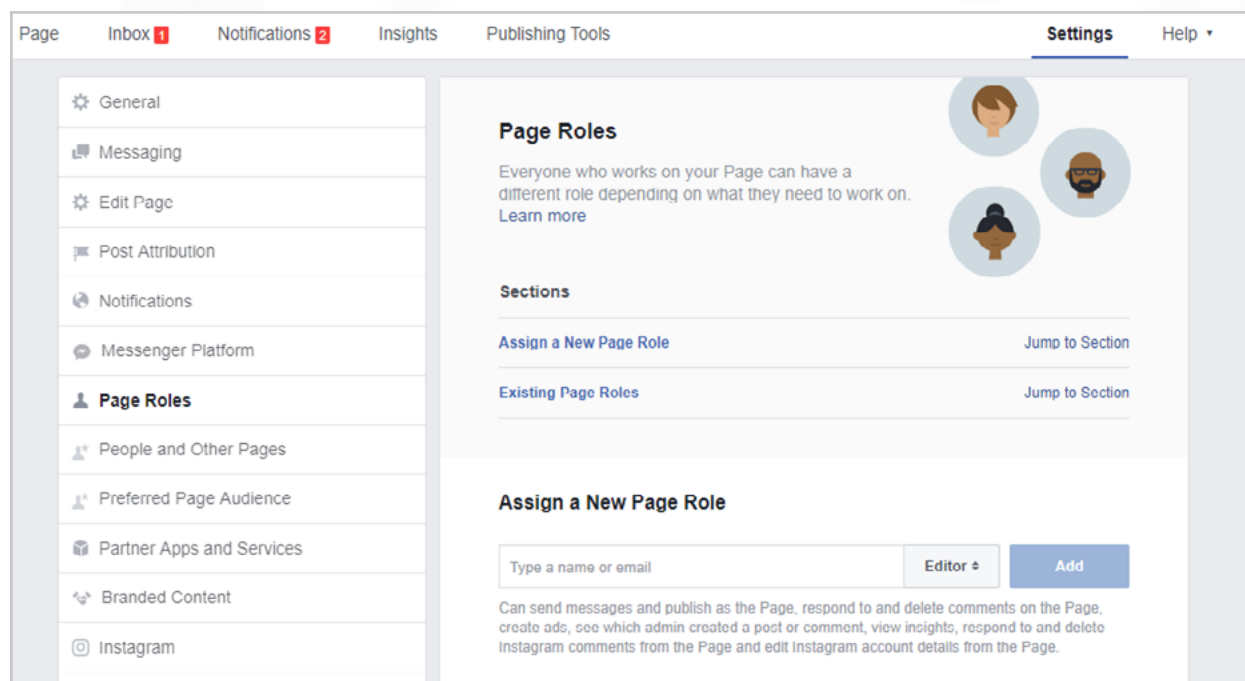


# Delegating Your Facebook Page

Unlike ALL competing social media platforms, only Facebook allows its users to provide access to their created pages to other users without compromising their security through the Page Roles section. With other sites, you have to provide your login credentials to a person you've assigned to work on updating Twitter, G+, LinkedIn, Instagram, or Pinterest. ([Social Media Examiner](#))

Facebook allows you to choose another Facebook user and give them tiered access level rights so he can access your page without accessing your personal profile. Nifty!

You can see this via the Settings section above the page you manage and it will open to this page:



[Solomon McCown](#) has a nice quick overview of all the role attributes.

There can be an unlimited number of admins but all of them must FIRST like the page prior to becoming admin.

Page roles is a valuable tool to help you manage a page when you're busy with something else or you have a dedicated team doing social marketing for you BUT you have to establish some guidelines to keep things in order.

First, you must decide on a unified voice that the business or the page represents. Different individuals handling a page means there could be conflicts in the way they express themselves but having a brand voice will help them attune the way they post accordingly.

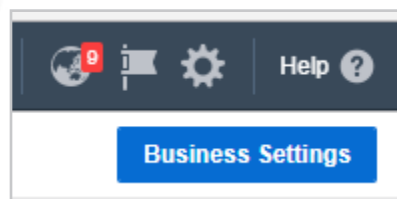
While admins can be theoretically as many as hays in a stack, the general thumb is, less is better. It's easier to control things when something go beyond our means.

Create a social media policy document that all those with page roles must adhere to. Ensure that they have a copy of it somewhere that won't ever get deleted (Dropbox, Evernote, Google Drive? See what works for your team!)

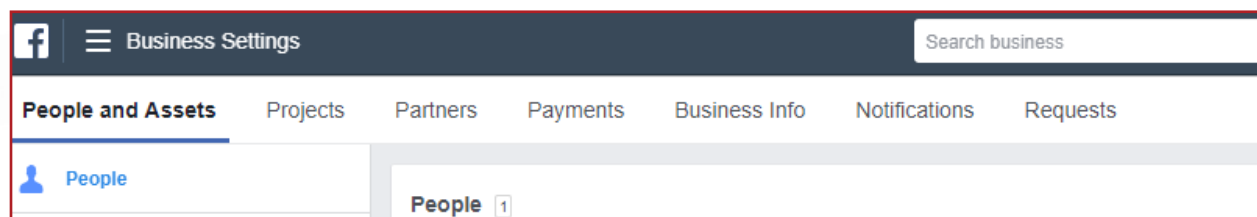
Always keep communications open daily and periodically. Have meetings and trainings every now and then to address the changing status of Facebook's UI (which happens regularly). This is important especially for handling escalated customer concerns.

On the other hand, if you're using Business Manager:

1. Go to <https://business.facebook.com> (this should automatically go to your accounts if you're logged in to Facebook profile)
2. Go to business settings blue button on the upper right corner



3. Go to People and Assets and start adding people (only accessible if you're admin role)



You can even add partner pages and organize pages per project (for easy managing).

# Building Audience on Business Pages

Organization is key to building followers so here are tips you must follow to help you build a meaningful targeted audience. ([Placester](#)) ([Kaplan](#)) ([Inman](#))

## Keywords

As with all other online endeavors, most people start with a keyword or a topic to which all other details will build on.

It is important because people naturally search for these interests or localities anywhere they go from Facebook to Google or Amazon. So if you target real estate in, say Manhattan, try infusing those phrases together or better yet, perform further keyword research to see which keywords can be targeted that still have some leeway for lesser competition and room for growth.

Begin everything with your page name and About section as both these details will appear on search results pages as the rich snippets indicating your name and a few optimized phrases relating to what was searched on their database.

There's 155 characters to splurge on, we know it's limited so make intelligent use of the space. Search engines rely on this small space to represent your business on its results so better optimize it (not overstuff!) with the right keywords.

## Branding

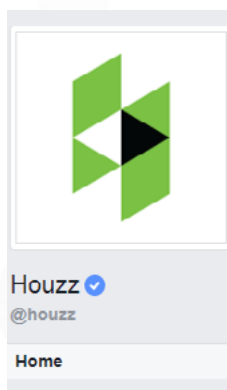
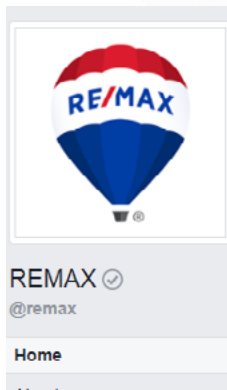
There are two types: 1) Written 2) Imagery.

You can show your branding visually through post photos and videos and the overall design of your cover page. But branding could also show up in places such as your page name and URL which could go after an exact match of what your company really is or what it does and stands for. You can even add a title to your page for additional oomph! Vanity URLs can now be claimed by anyone but new pages may not be able to immediately ([Facebook Help](#)) do so (we suggest give it a few days!).

In the visual part, it's better to have a theme, like if your company uses a lot of blue shades or yellow, go for that when posting graphics or photos. Basically, start first with the page's profile photo and cover photos. Make the profile image ideally still looking sleek and recognizable even in smaller screens as most users use FB on mobile devices which are smaller than desktop devices.

The cover photo on the other hand prominently fills the top portion of your page so making it work like a banner of your listings or agents, natural scenery, or branding (mottos or hashtags or taglines) is the best use of this social real estate space; you can even jazz it up seasonally.

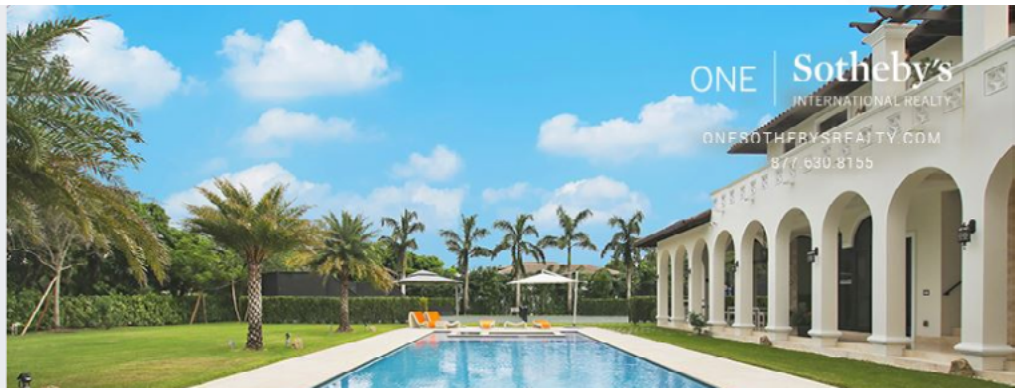
Here are some inspirations!







One Sotheby's  
International  
Realty ✓  
@ONESothebysRealty



Colliers  
International ✓  
@colliersglobal



Videos also work great to show more about what your company does, cares for, and achievements. Some great examples are below:



([Maclean's](#))



([Zillow](#)'s live video from 2 years ago still shows up as relevant on real estate search results)



## Structure

We can't underscore enough that properly maintaining your page's information and making sure content is complete and regularly updated is still one of the best ways for people to find you on Facebook's graph search.

Anyone can easily research for real estate companies in a particular place and if your page doesn't have the necessary credentials or information then it won't show up!

Fill out everything as long as data is available right from address to website. Make sure you also include targeted keywords in these areas as much as you can but again do not overstuff it.

The CTA button is also another piece of real estate you can optimize and change as often as you want depending on your current goals.

Post important information on conspicuous spaces in your page and on posts, videos, and photos. If you highlight your contact information, input them elsewhere where you'll have a chance at a new lead contacting you, say comments section, or video post text description. You choose!

## Compelling Posts

Nothing builds confidence from your Facebook audience but a list of engaging posts scheduled at the best times that reach most of your active audience. Make sure you employ text introductions on posts but don't make it overwhelming (2 lines could already be good and input keywords if possible).

You can also use hashtags but unlike in Twitter, use them sparingly! One or two per post or even none at all could still do wonders. Post organically (photos or videos) but links from third party partners, interest pages, and your own that can benefit your audience will be most welcomed.

You can even create photo albums from your posts and optimize the description with your keywords.

Parting tips:

Cross-posting content from other social channels like visually heavy Instagram or Pinterest are always encouraged! This keeps your audience informed that you or your brand can be found in other mediums they may also be interested in.

Never be afraid to show your fun side to provide a healthy mix of business-personal posting.

Always check Insights to determine and tweak best times posting for your posts and which types work for certain times.

The review section sometimes make or break a company so make sure you attract only the positive ones, especially from past, real clients.

Did you know you can like a page using your page? Use it wisely to connect to relevant pages, network, and build an audience from their own audience.

Be respectful and comment on posts (your page and others) to make your page lively and reachable, after all, engagement works best the natural way -- two-way discussions!

Apart from tactics you should be focusing on, here are things you MUST NEVER do AT ALL COSTS:

**Buying Likes** -- Sure it's easy and cheap and probably quick but the results will be paved with bad, bad reach. This is the same as telling someone to provide you paid likes (probably bots and fake accounts) so even if you see an uptick in reach, you will never get viral reach because you relied on fake accounts who will never have the same word of mouth power as say a real person invested in what you have to offer and tells some of his other real friends of the real experience from your company.

SO if you want to generate new clients and prospects, relying on fake likers will get you nowhere at all!

**Asking EVERYONE to like your page** -- this will be social suicide from day 1. If you're selling homes in a certain locality, would you like everyone to just like your page? Promoting it to your defined, target audience is a better decision because you'll know this people are most likely to act on your services or products than remain stagnant as a normal liker from everywhere.

# Facebook Live

Did you know, people spend up to 3x more time watching Facebook live videos compared to a video that's no longer live? ([Facebook Newsroom](#)) That's because LIVE videos are very interesting at the moment they happen than after.

And you can use FB Live for your page right away as long as you have a smartphone (yep we know, LIVE was created so that you can use your phone to be mobile while, say touring a place.). What benefits does it have exactly, apart from the stats that people are watching more LIVE videos?

Facebook made sure its newsfeed algorithm was tweaked to give preferential treatment to your live videos more than any of your other content so more eyes glued!

Page pinning feature is applicable to live videos (yes live videos can still be available even after the event!)

You can even create ads for your LIVE vids!

## Tactics

([39Celsius](#))

Creating live videos doesn't mean you need thousand's worth of equipment to film one! An iPhone can suffice to capture the best LIVE feed you can provide your audience. FB LIVE is geared for smartphone users anyway!

You can use natural light or ring light to enhance the experience for your viewers.

Comments section remain active on LIVE videos so grab the chance to interact with them while you do all the other things in front of the camera.

Facebook also noted that since the introduction of the service, most people watch LIVE when real people are present. They dislike graphics only LIVE videos.

Description as much as with other spaces (e.g. posts, photos) are always important and you can even optimize it with your keywords!

There is no time limit to how long you can do a LIVE session but longer videos generally will get people bored in time so keeping it short will keep your most active audience and somehow still cold prospects, interested enough to gain the benefit of watching your vid (and of course enough to achieve your goal -- lead generation, poll survey, or market new listings).

Encourage comments because engagement is life and it signals Facebook that your session is a successful one!

As much as LIVE may mean mishaps just waiting to happen, it won't hurt practicing or preparing what to tackle for minutes or hours because there is no EDIT button (you can stop the feed midway but of course that would be bad for viewers).

Certain circumstances such as unstable internet connection will most likely affect your video quality and continuity so make sure you checked it prior!

## Content Ideas

The good thing about FB LIVE is = you'll never run out of content ideas. And probably that it's free to use that you'll be left wondering why FB is giving it away at such a price point!

You can try videos that explore your new listings, awards ceremonies, heated topic discussion, Q&A sessions, exclusive events, virtual open houses, testimonials, tours of your local neighborhood's interesting points of interests, real estate tips, and behind the scenes ([Agent Inner Circle](#)).

You can also interview residents to give buyers a quick view of what to expect within the area, have your team take the lead, or share your own experiences as a real estate agent ([PDH Real Estate](#)).

# Facebook Groups

So there's business pages and we've been discussing a lot about its many components and strategies for the past chapters now.

You might be wondering why the sudden entrance of Groups? Well, because it works well in tandem with pages. Some high quality ones even appear on Google results too for certain keywords!

FB Groups actually work in two ways -- they aid with building your brand further (including authority), and creates opportunities for specifically targeted new leads.

Why? Because most groups are closed and membership requires prior approval which means the audience you can tap into is already interested around a certain topic you are targeting -- e.g. flipping houses or selling foreclosed properties.

Are you getting my drift? If you can establish that you're a local name to trust, you'll have a treasure trove of new leads coming your way steadily.

## Tactics

Okay we're not promoting groups so you can spam them like crazy! Again the goal is to establish yourself as the go-to local real estate guy that your name comes up in the conversation even outside Facebook-kind of level. Leads can come after, as is natural, because leads won't become leads if you don't nurture them beforehand. ([Easy Agent Pro](#))

Some groups are Closed (private) or Public, and most closed groups require any new joiners to answer a few basic questions relating to the interest before approval. Answer them truthfully because if admins moderate the group, they'll likely see your answers and decide further.

The ultimate rule as with any other types of communities you join in even outside Facebook is that if they have rules, you abide by them and your membership won't be in peril. ADMINS have the authority to kick you out for good and ban you for life if you misbehave.

Which brings me to point 3, READ the group's rules upon acceptance! Most groups have them pinned on top with accompanying docs to make sure you won't miss it! By reviewing it once and getting back to them from time to time, you'll make sure that you retain membership and continue reaping the benefits.

Groups are aplenty and there's a dedicated feature you can use to [discover new groups](#) from recommended ones according to your current group memberships, local attractions, and recent interests. They also categorize search groups through many other popular topics like movies, pets, or travel.

Groups are all about people helping people in a close-knit fashion (also achievable via page but groups sometimes need explicit approval prior acceptance unlike pages which can be liked by virtually ANYBODY). The group is more focused and you'll find individuals with the same interests as you SO you'll never run out of things to talk about, REALLY.

When joining groups, remember that it's a long-term investment and don't expect leads right away. You have to offer value and build trust before you can gain anyone's business.

## Groups to Join

([Placester](#)) ([MXT Media](#)) ([Zurple](#))

### **National Association of Realtors** (NAR)



Great for networking activities, and there are numerous experts here that can guide you further with the nitty gritty of social media marketing and everything else real estate.

There are now 19,647 as of writing and growing (717 people in a month!).

### **Real Closers**



The group is huge at 42,000+ strong as of writing and with almost 50 posts a day, you'll never run out of things to engage on. Promotional types of posts are admitted but the key is to do it in moderation.



## [Real Estate Marketing All-Stars](#)



[+ Join Group](#)

[... More](#)

Join this group to see the discussion, post and comment.

The great thing about this closed group is there's still so much room for growth which means you don't have to spend a lot of time going through posts with literally hundreds of comments!

The keyword is it's super manageable to join this group at the moment.

They venture into anything related to real estate like creative, social, marketing psychology, and digital. BUT they prefer that your profile is set to public before joining!

## [Lab Coat Agents](#)



It's a massive group with 70,258 members (10 times larger than the company's own FB page). You see there's potential in groups if you just know how to use them properly. The info you get on this group are all very relevant and helpful to your profession. The best part is, lots of people are actively engaging even in new posts!



## [Flipping Houses Like A Ninja](#)



Flipping houses is a different animal but definitely an art in itself which is what this group focuses mainly about. You can get great leads and buyers from this group!

## [Real Estate Rockstar Agents](#)



Their introductory note seems a bit harsh with words like "we'll kick you out if you disobey our rules" but that's expected because the group is closed and heavily moderated. Which makes the group all the while more attractive because you know you will get great results from joining.

Before we leave this chapter...

Here's a general rule of thumb with groups: unless you have a social media team ready to help at hand, keeping up with dozens of pages at once is exhausting. Keep your groups into a number you know you can personally handle if you do it by yourself. We emphasize quality in here. Results won't matter if all you focus on are how many groups have I influenced today instead of how many real people have I reached genuinely today?

Quite counterintuitive but again, quality trumps quantity when it comes to nurturing great leads.

And oh, did we also miss one important fact: you can only use your personal profile when joining groups thus the importance of optimizing it beforehand! Only profile accounts are allowed to comment on discussions in any group.

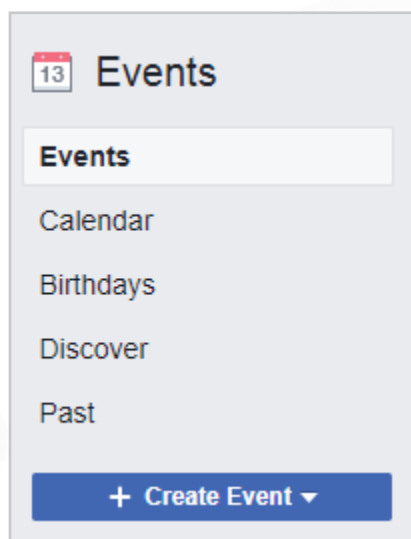
# Facebook Events

[Facebook events](#) can only be created if you manage a page. It's an additional tool to help you promote your business to potential clients (also great for networking!).

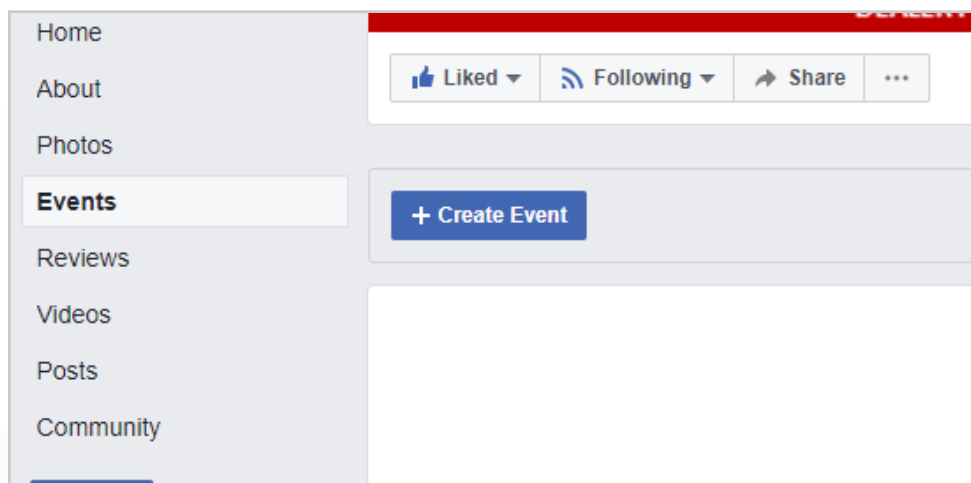
## Create Events

It's easy to create one, just go to <https://www.facebook.com/events/>. The default view are events you've clicked interest on or clicked join before plus recommendations provided by Facebook based on things you like and previous events you've attended.

From there you can click the blue button with Create Event on it:



Alternatively, you can also create one directly on any FB page you manage. Just go to the tabs and you should see it as an option:



You can choose to create either a Private (invite only) or Public (open to all) event depending on your needs. Remember though that once you have chosen one from the options, you will not be able to change that after creating the event so choose wisely.

Choose a page that will host the event if you're coming from FB Events page, then choose an apt photo.

You can optimize the description with keywords and even add a video as cover. You can even put ticketing information if applicable, and have another page co-host.

## **Promote Events**

The first step to promotion is optimization. Try using hashtags to attract others (for public events) not yet joining or put post updates on progress of preparation. Make sure you tag your page or that of your co-hosts to introduce who's hosting it.

Organically, you can post about the event on the connected page or on other social networks.

Natively, Facebook also allows you to create ads on events for as low as 5 bucks all these with targeted audience based on interests, location, and other filters that would work if your event is happening physically in a local place.

Parting tip: create a LIVE video announcing the event so people can tune in prior. Hashtags are also recommended but don't overdo it; this is Facebook, not twitter or Instagram.

Facebook events are great for open houses types of posts. ([Atlantic Bay](#))

# Facebook Ads and Targeting

Why do ads? Well because return on ad spend is at a whopping 500% ([Home Spotter](#)). Heard of any other social channels with the same metric? Nah!

People trust people they think they have some sort of connection with. It's the foundation of selling real estate. Would you buy a huge investment such as a property from someone you can't trust? Ads can provide you the immediate social proof your business needs to signal to prospect new clients how they are related to your business through their personal connections who may have already liked your page or engaged in one of your posts.

Real estate is also about convincing people to buy things through image representations. With ads, you can reach new customers who are active on Facebook and might be willing to buy new properties, without actually doing the ads on the usual places (magazines, or local neighborhood watch). You can even add videos (something you can't do on print!) to liven up the mood a bit further.

And last but not the least -- our industry is driven by data. Before you sell properties, it's sure that you first have to know your ideal audience who would likely fork out the needed money to gain sales. You know where these clientele lives, what other interests they have, how old are they, their median income. This is called profiling, and FB Ads does that for you with less the hassle for a few dollars every campaign.

There's also this super lead generation machine, literally millions of reach, and general awareness creation -- perfect trio combination! ([Fits Small Business](#))

## Creating Ads

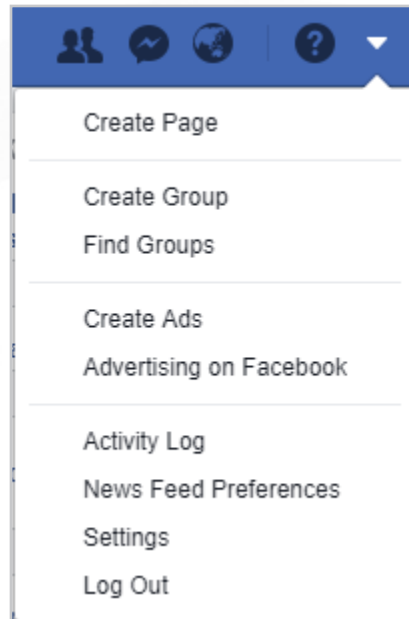
Before you create one, we highly encourage you to first understand how it works. There are **three levels** you need to familiarize yourself with: ([Placester](#))

- **Campaigns** -- You can create multiple campaigns but 1 campaign can only have 1 main goal which boils down to your bottom line such as get more likes, more leads, more traffic, engagement, or users.
- **Ad Set** -- This is where you set targeting, budget, placement, and duration
- **Ads** -- What do you remember when we say FB ads? Probably that pizza chain with their ads on your feed after you liked their page. In this level, you get to design the type of ad that you choose to appear for your target audience. All creative aspects go under here.

Another prerequisite is **creating audiences**. This will save you TONS of time later on when you create multiple types of ads under campaigns since you'll most likely be targeting the same audience every time unless you tweak or change it a bit for testing. Saved audiences act as templates that autofill for you when you create new ads.

**Placement** is also a crucial thing to wrap your head around with. On FB, you'll most likely see different ads in different places across the screen while you randomly surf the feed. You can choose which works best for your business but it's generally advisable to stick first to the center news feed if you're running content ads heavy on description and imagery.

To create an ad find the drop down button on the upper right corner of the page:



Click on Create Ads under Find Groups.













The first thing you need to accomplish before everything else is checking off your ad goals.

Check below for details of which objectives suits your goals.

For realtors, some of the most crucial goals include: sending people to your website, reach people near your business, promote your page, or increase attendance to your events. All these are doable via the Reach and Traffic objectives.

**Campaign** Choose your objective [Help: Choosing an Objective](#) [Use Existing Campaign](#)

What's your marketing objective?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits 
	 Video views	
	 Lead generation	
	 Messages	




Facebook has also recently introduced a split test feature which you can activate in the campaign level.

**Split Testing**

**NEW** Compare your ad set strategies

### How does Split Testing work?

An illustration showing two circular avatars, one with red hair and one with a beard and hat, positioned on either side of two vertical panels representing ad sets. The panels contain various icons and text boxes, symbolizing different ad creatives or targeting options.

**Your audience is divided into unique groups**

Members of your audience are randomly divided into non-overlapping groups, and see ad sets with identical creative. Each ad set has 1 distinct difference, also called a variable. Your test variable can either be different audience types, or different ad delivery optimization methods. You can also choose to split budget and reach evenly across ad sets, or weight one heavier than the others.

1 of 3

### How does Split Testing work?

An illustration featuring two thought bubbles at the top, one with a document icon and one with a prohibition sign. Below them are two laboratory flasks, one containing blue liquid and the other orange liquid, with plus signs around them, representing the process of testing and comparison.

**Performance is measured and compared**

The success of each ad set, measured by your campaign objective, is recorded and compared. The best performing ad set wins.

2 of 3



## How does Split Testing work?



### You'll get the results

After the test is complete, you'll get a notification email containing the results. Use these insights to fuel your ad strategy, design your next campaign and test new variables.

3 of 3

If you still don't have an ad account, the system will ask you to create one first before you can set specific limitations under Ad Set.

Just put all the necessary details like your current location, currency you are using, and time zone.

You can also click on Advanced to edit your ad account name. It's highly recommended though to just use your own name or the name of the business you'll be crafting ads for.

**Ad Account:** Set Up Ad Account.

**Account**  
Enter your account info. [Learn more.](#)

Account Country

United States ↕

Currency

US Dollars ↕

Time Zone

America/Los\_Angeles ↕

Currency and Time Zone

All your ads billing and reporting data will be recorded in this currency and time zone. To change these in the future, you'll need to create a new ad account.

UTC TIME

12/14/2017 8:13AM

LOCAL TIME

12/14/2017 12:13AM

Show Advanced Options ▾

Back

Continue

Once completed, you can now define the page you're creating an ad for, variables to test, budget, and schedule under AD SET.

### Ad Set: Create Split Test Ad Sets


#### Page

Choose the Facebook Page you want to promote.

Facebook Page ⓘ
+ Create a Facebook Page

#### Variable

Understand how different strategies impact your ad performance. The split test gives you a clear understanding of the results with:



- No audience overlap:** Your potential reach will be randomized and split among ad sets to ensure an accurate test
- Single variable test:** The ad sets will be identical except for the variable you want to test
- Test results notifications:** You'll get an email and notification with the results when the test is over

What do you want to test? ▼

#### Split Test Summary

Your potential reach (230,000,000 people) will be randomized and split between ad sets to ensure an accurate split test.

Variable: —  
Total budget: \$32,000.00, Even Split  
Schedule: Dec 15, 2017 – Dec 29, 2017

---

**Ad Set A: Ad Set A**  
Potential Reach: 50.00% of 230,000,000 people  
Lifetime budget: \$16,000.00 USD

---

**Ad Set B: Ad Set B**  
Potential Reach: 50.00% of 230,000,000 people  
Lifetime budget: \$16,000.00 USD

### Split Test Budget & Schedule

Define how much you'd like to spend and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ

Suggested min. budget: \$1,120.00 USD

Split

Even Split ↕

Ad Set A: 50.00%, \$16,000.00 USD  
Ad Set B: 50.00%, \$16,000.00 USD

Schedule

Start

End

(Pacific Time)

Split tests need to run for 3–14 days.

☐ End the test early if a winning ad set is found ⓘ

You can test the following variables:

What do you want to test? ▼

Creative NEW

Delivery Optimization

Audience


Placement


It is advisable that you remove any social, religious or political topics in your detailed targeting so as to make your ad's approval, so much faster.


If you have created audience sets prior, you can just load them here to save you time moving forward.


You can then start editing HOW your ad will look like under Ads:


**Format**  
Choose how you'd like your ad to look.

☒  
**Carousel**  
Create an ad with 2 or more scrollable images or videos

☐  
**Single Image**  
Create up to 6 ads with one image each at no extra charge

☐  
**Single Video**  
Create an ad with one video

☐  
**Slideshow**  
Create a looping video ad with up to 10 images



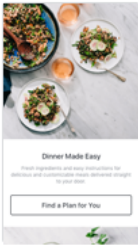
☒ **Add a Fullscreen Experience**  
Add a fullscreen landing page that opens instantly when someone interacts with your ad on a mobile device. Use Canvas to feature images, videos, products and call-to-action buttons that link to your app or website. [Learn more.](#)

Single image ads are the easiest to do but if you create ads for your listings, carousel ads will be your best friend.

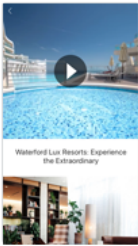
You can start with a predefined template or create your own using their canvas builder.

Create NewUse Existing

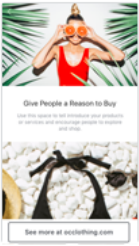
⚡ Start with a Template ⓘ  
Templates are pre-built and ready to go. Just add your own content. [Learn more.](#)



**Get New Customers**  
Drive conversions with a mobile landing page that encourages action.  
[Use Template](#)



**Showcase Your Business**  
Give people an engaging way to explore your brand, product or service.  
[Use Template](#)



**Sell Products (Without Catalog)**  
Create a mobile shopping experience by uploading your product info instead of using a catalog.  
[Use Template](#)

⚙️ Use the advanced Canvas builder ⓘ  
Use the Canvas builder to control the layout and access advanced design and interaction options.

You can then add copy and image on your ads.

Image recommended size is 1080 × 1080 pixels with a 1:1 ratio.

Facebook also warns that you upload an image with as little or zero overlaid text to make it more effective.

### Text

Enter the text for your ad. [Learn more.](#)

Headline ⓘ

Text

Enter text that clearly tells people about what you're promoting

Cards

☒ Automatically show the best performing cards first ⓘ

1

2

3

+

Image

Video / Slideshow

Image ⓘ

Select Image

Remove

### Ad Preview

1 of 1 Ad < >

Mobile News Feed ▾

1 of 13 < >

Preview Not Available: Unable to display a preview of this ad. (fbtrace\_id: Ed2UUwVbgHI)

## Killer Ad Strategies

Now that you know how to create ads, here are techniques you should be experimenting on:

**Segmentation** ([39Celsius](#)) - Did you know that Facebook's targeting features are so beyond superhero levels that you can target people down to their zip codes? YES! Crazy right? What other social methods can get this laser-focused? And yes, even target interests like say the big ones -- Zillow and Realtor.com.

**High Relevance Score** ([Fits Small Business](#)) - Facebook rewards advertisers with more reach if their algorithm sees that your ads are generally gaining traction when it comes to engagement. This tells FB that your post is super relevant so we must show it to more users! You can make great use of carousel ads because they're attractive.


**Generate leads** ([Jason Fox](#)) -- Click the lead generation objective in the Campaign level and follow the same steps to complete details including audience and ad content. FB will then allow you to create a landing page or lead form right on Facebook! You can totally select the type of information you'll need but the general rule of thumb is that shorter forms convert more. You can then connect third party tools like Zapier and Mailchimp to get all the leads and perhaps enroll them to your newsletter or contest.


Apart from ads, you can also do **boost posting** which works on a single post by post basis. This type of ad gets reviewed in just 60 minutes ([Facebook Help](#)). The only difference here is that you are just promoting a post that you already made or already live on your business page feed.


**Create Dynamic ads** ([Connecteam](#)) -- You need an ad account with registered payment information in order to proceed. You can create home listings under Product Catalogs (under Asset tools in business manager). Facebook has already made it enhanced for certain industries, including real estate so you're in good hands.


### Create Catalog

#### Select Catalog Type

**E-commerce**  
Products sold online

**Travel**  
Hotels and vacation properties, flights or destinations

**Real Estate**  
Rental properties and real estate listings

**Auto**  
Different tiers of the auto market

Cancel

Next

Once you've taken care of the listings and audience, you can then create campaigns with the Product catalog sales objective so you can deliver ads to your home listings.

**The best audience** ([Real Estate Marketing Guide](#)) -- well for starters, the best one are audience that are **likely to move**. You can set this on targeting in the Ad Set by narrowing down to home ownership and zip codes. But if you've already grown a sizable audience, the most important target now is your existing customer base. Why? Since these people have already experienced your brand of service and when nurtured properly, they can provide you a future well of endless leads because referral and word of mouth is more effective than gaining new leads.

You can also create **lookalike audiences** ([Inman](#)) -- use your existing email list, upload it and create audiences that look similar to this group. This is great if you have a list of people who have already bought something from you in the past so you can get high quality prospects who would most likely buy too!

Pixels is also one tactic that goes well hand in hand with every ad and will discuss that in the next chapter!



## Ads Worth Emulating

[Apartment Therapy](#) recently featured an ad to promote their newsletter and it's super effective and simple:

**Apartment Therapy** ✓  
about a month ago



Our real estate newsletter will bring home financing tips, resources for renters, and everything you need to know in the world of real estate — directly to your inbox!



**Sign Up For Advice On Renting, Home Financing, And Much More ...**  
Sign up for our real estate newsletter today to get weekly advice directly to your inbox.  
[APARTMENTTHERAPY.COM](https://www.apartmenttherapy.com)

 187    2    14

This ad worked because they know their target audience really well!



**International Living Australia**

about a month ago



Is Thailand the key to your laid back retirement...? Our free report tells you about the cost of living, investing in real estate, healthcare, and more...




### Living in Thailand Guide

With its warm climate, low cost of living, and beautiful scenery, it's easy to see why Thailand attracts r...

[ILAUSTRALIA.COM/FREE-THAILAND-GUIDE](http://ILAUSTRALIA.COM/FREE-THAILAND-GUIDE)

👍 93    💬 11    ➦ 2

Online tool [PDF Filler](#) sure knows how to target real estate agents by providing a quick solution to one of their main pain points.



Posted by **PDFfiller**  
33,459 Views

See how real estate agents save time, get signatures faster and send out contracts and proposals from any device by going paperless with PDFfiller:

👍 174    💬 16    ➦ 89

Last but not the least is Real Estate Investing's quirky use of a slideshow video featuring a Rolls Royce car. You could say it's irrelevant but the story that accompanies that made this go viral.

And yes his real estate training session was super successful (because first it was fun even before they got in and it's super free).



**In 1992 I put a poster  
of a Rolls Royce on my wall**



Posted by Real Estate Investing  
1,985,432 Views



And what's funny...

My happiness had nothing to do with the car.

The car was cool but after a few months of ... [See More](#)

👍 19K    💬 1.2K    ➦ 2.9K

# Pixels with Facebook Ads

It's recommended by many huge social media-relevant organizations such as [Hootsuite](#), [AdEspresso](#), [BigCommerce](#), and even influencer [Neil Patel](#).

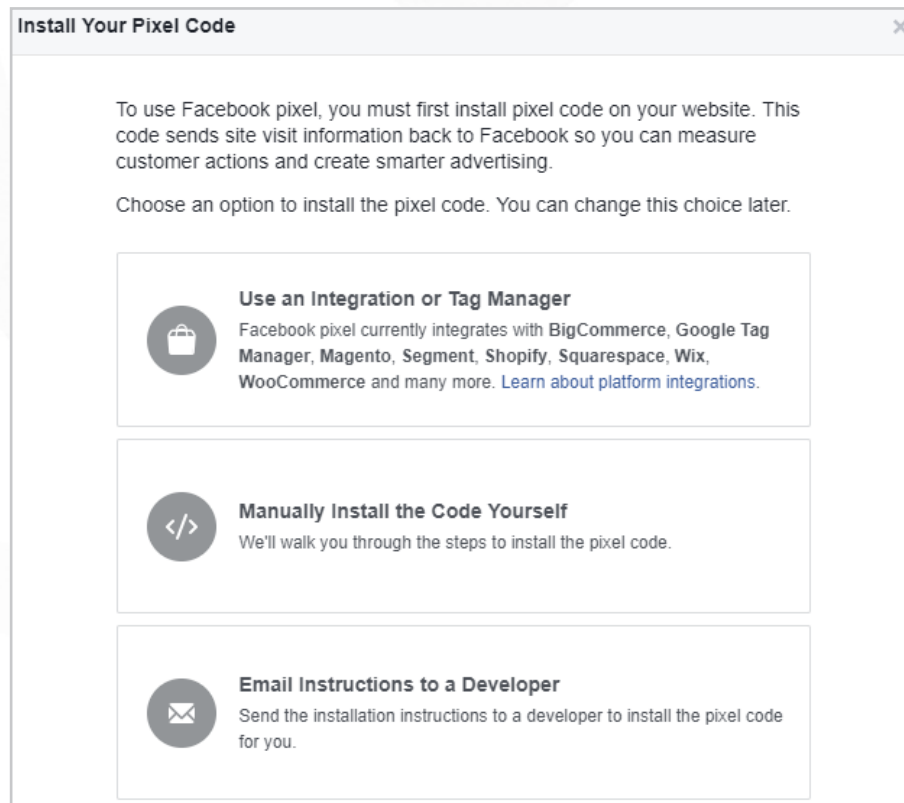
So it all boils down to one thing, if you do ads, or planning to create one in the future, using Pixels is the only way to go!

Why then is it so important? Because pixels is a tool that does two important things:

1. Track users outside Facebook who took action because of your ads (e.g. did the go to your landing page and actually converted to buy something? Pixel tracks that!)
2. It also tracks all types of user activity on your site for retargeting (e.g. if someone was halfway into getting your sales but dropped the transaction, pixels does the job for you so you can retarget your ads to these almost-sales).

Pixels can be found under Events in the tools in business manager. Ad accounts with business manager can also create up to 10 additional pixels.

If you haven't created one before, this is how it should look like:



TAKE NOTE: Pixels won't work unless you install some type of code on your website. And Facebook provides you three methods to do that (DIY, integration manager, or through your web developer).





There are 9 standard events (or triggering actions) that will fire Facebook pixel to action:


- View content
- Purchases
- Lead generation
- Add to cart
- Initiate checkout
- Search
- Add to wishlist
- Complete registration
- Add payment info


Current integrations Facebook allows are on these platforms:

**Ecommerce**


  
BigCommerce


  
Magento


  
Shopify Online

  
WooCommerce


**Website Platform**

  
Squarespace


  
Wix

  
Wordpress

**Tag Management**

  
Segment

And if you have more time, you can even track offline conversions or conversions from mobile apps if applicable:




### Facebook Pixel: Track Website Activities

Add the Facebook pixel to your website to track ad conversions, improve audience targeting and maximize your return on advertising spend. See the actions people take after seeing your ads and create audiences to reach people similar to your best customers.

WORKS WITH:

[Websites](#) [Mobile Websites](#)




### Offline Events: Measure Real-World Results

Measure how your Facebook ads are driving real-world outcomes, like store purchases, bookings, sales leads and more. Upload offline data to Facebook to track ad conversions, create custom audiences and reach more people likely to purchase offline.

WORKS WITH:

[CRM](#) [Point of Sale](#) [Internal Systems](#)



### App Events: Measure App Activity and Outcomes

Set up, measure and manage the actions people take in your app. Learn more about the people who use your app and see how your ads are driving conversions. Create custom audiences to reach people similar to your best customers.

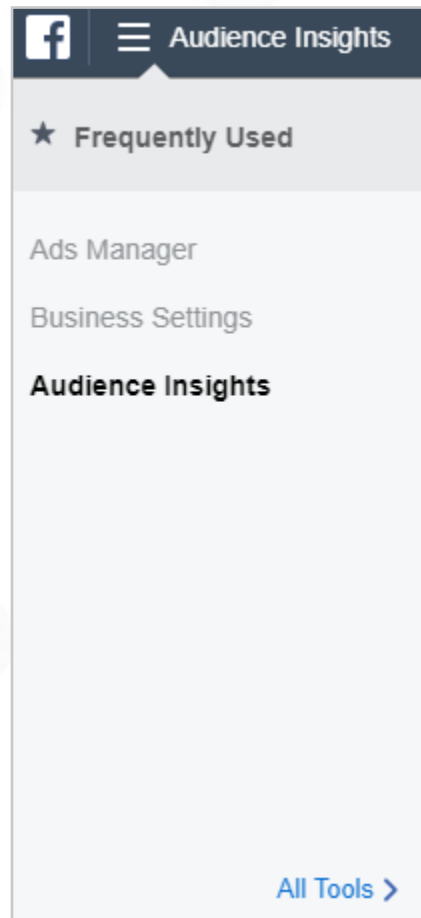
WORKS WITH:

[iOS Apps](#) [Android Apps](#)

# Custom Audience Targeting

Custom Audiences, as we have discussed in previous chapters are audiences you create so you can auto fill them in ad sets. You can create multiple sets of custom audiences for different types of ads or use the same one for the same type of ads.

You can create them under Audience Insights ([Personal Agent Sites](#))




You can create audiences out of the following options:


**Create a Custom Audience**

**How do you want to create this audience?**


Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.




**Customer File**  
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



**Website Traffic**  
Create a list of people who visit your website or view specific web pages



**App Activity**  
Create a list of people who have taken a specific action in your app or game



**Engagement on Facebook** NEW  
Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Website traffic and facebook engagement are sources that contain a list of people that have somehow already shown interest in your business by visiting your website or engaging on your FB posts and ads.

Customer files can be extracted from your email marketing lists while app activity (largely not applicable to realtors) help you gain audiences from user activity.

We thus prefer that you use the Customer File extraction because you can just manually upload any type of lists from CSV files or import directly from Mailchimp.

## Implementation

By using custom audiences, you can upsell products and services to your current customers (just create a custom audience containing your existing customer base) because it's always easier to sell to people who have already paid you some form of money beforehand. ([Ad Espresso](#)).

You can even regain lost customers by creating an audience who have once interacted with your page through sales and remarket to them.

## **FINAL WORD OF ADVICE:**

Facebook does not allow you to create custom audiences out of customer files whose explicit permission has not been provided to you because that's not just prohibited under FB terms; it's also illegal everywhere else.

What would you have felt if you received an email newsletter from someone about some product or service you didn't sign up for? Annoying right? Then don't be that marketer!

WE all hope you enjoyed this little guide we prepared for you and if you loved it, kindly spread the word around so we can extend the helping hand (tool), ten times forward!



[www.realgrader.com](http://www.realgrader.com)