

3 FACEBOOK CAMPAIGNS

TO MARKET AND PROMOTE YOUR BUSINESS ONLINE



FOR REAL ESTATE

THE PAPERLESS AGENT

Brought to you by...



Paperless Agent[™]

It's more than training, it's a lifestyle.

Technology changes fast. From new apps to digital marketing, it can feel impossible to keep up.

At The Paperless Agent, our mission is to help real estate professionals from all experience levels filter through the hype and master the tech that will grow your businesses and save you time and money.

If you like what you see, check out <http://thepaperlessagent.com/> for more great tips!

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Before You Get Started

Before You Get Started

Before you start running these campaigns, you need to put a couple things in order.

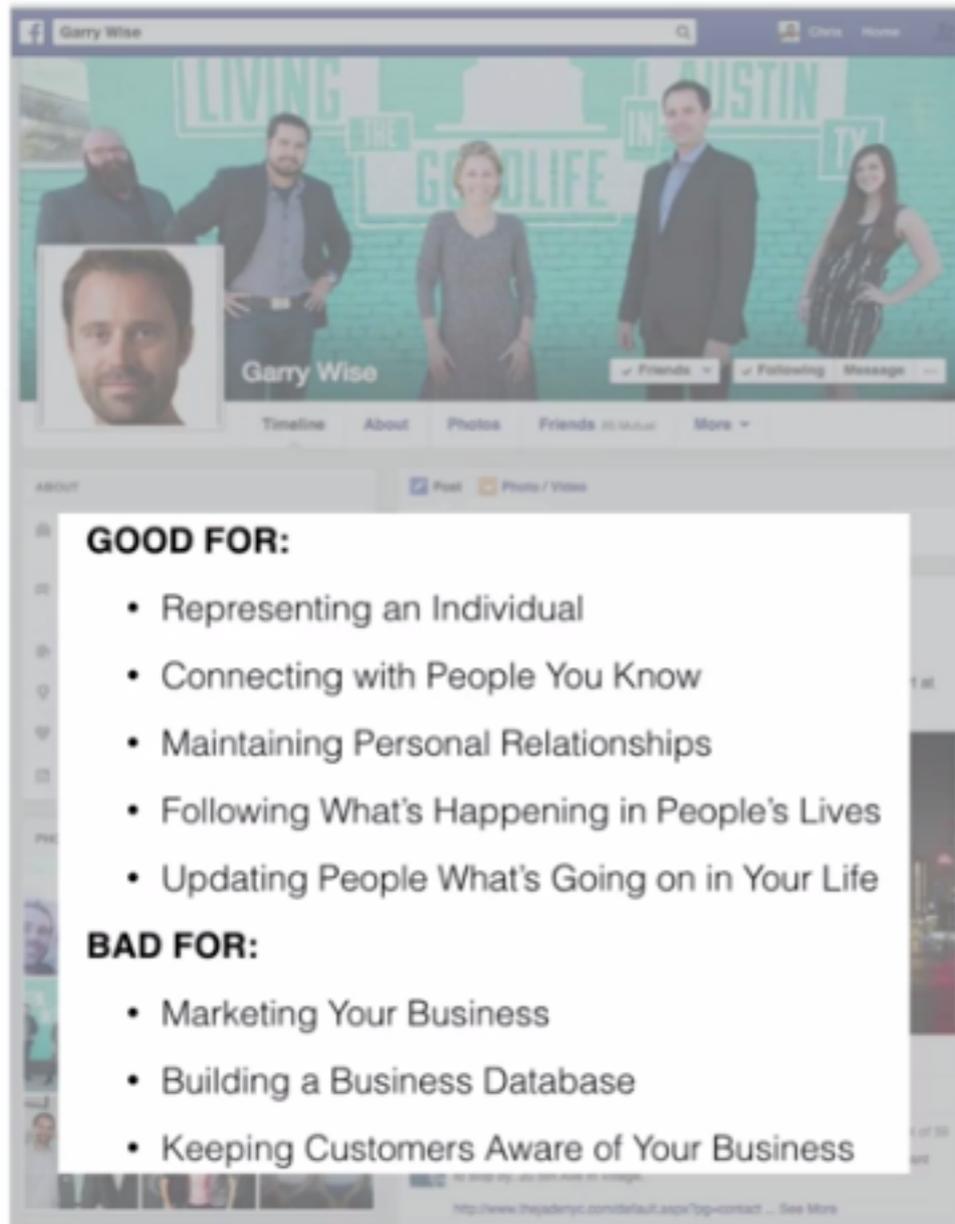
First, you need to create Facebook Business Page. Not only is this a good general practice (you can see the differences between on Personal and Business page on the next page of this report), but you also need a Business Page to run some of these ads.

Second, you need a basic website or blog for your real estate business. These ads leverage Facebook to drive traffic to your website in order to promote your listings, capture leads, and so on, so you need a somewhere to send people!

Finally, familiarize yourself with the Facebook Ad platform and the structure of Facebook Ads. It can be a little confusing at first. Pages 7 & 8 show the Power Editor (where you'll create the ads within Facebook) and the ad structure.

Remember it's there so you can refer back if you get confused!

Before You Get Started



The screenshot shows a personal Facebook profile for Garry Wise. The cover photo features a group of people with the text 'LIVING THE GOODLIFE IN AUSTIN TX'. The profile picture is a close-up of Garry Wise. The page layout includes a navigation bar with 'Timeline', 'About', 'Photos', 'Friends', and 'More'. Below the navigation bar, there is a section for 'ABOUT' with a 'Post' button and a 'Photo / Video' button. The main content area is partially obscured by a white text box.

GOOD FOR:

- Representing an Individual
- Connecting with People You Know
- Maintaining Personal Relationships
- Following What's Happening in People's Lives
- Updating People What's Going on in Your Life

BAD FOR:

- Marketing Your Business
- Building a Business Database
- Keeping Customers Aware of Your Business

Profile vs Page



The screenshot shows a Facebook business page for Goodlife Realty. The cover photo features a large group of people with the text 'LIVING THE GOODLIFE IN AUSTIN TX'. The profile picture is a purple circle with a white 'g'. The page layout includes a navigation bar with 'Page', 'Activity', 'Insights', and 'Settings'. Below the navigation bar, there is a section for 'ABOUT' with a 'Like' button, a 'Following' button, and a 'Message' button. The main content area is partially obscured by a white text box.

GOOD FOR:

- Marketing Your Business
- Building a Business Database
- Keeping Customers Aware of Your Business
- Updates & News on Your Business

BAD FOR:

- Maintaining Personal Relationships
- Following What's Happening in People's Lives
- Updating People What's Going on in Your Life

Campaign

Each campaign corresponds to a single advertising objective, like driving website traffic.

Ad set Ad set

You can set a budget and a schedule for each of your ad sets, and organize each set by audience segment — i.e., people who live near your store.

Ad Ad Ad Ad

Each ad set can feature multiple ads featuring different images, text, links or video. You will still define creative, targeting and bidding for each of your ads.

facebook for business

Just Listed / Just Sold Campaigns

Just Listed / Just Sold Campaigns

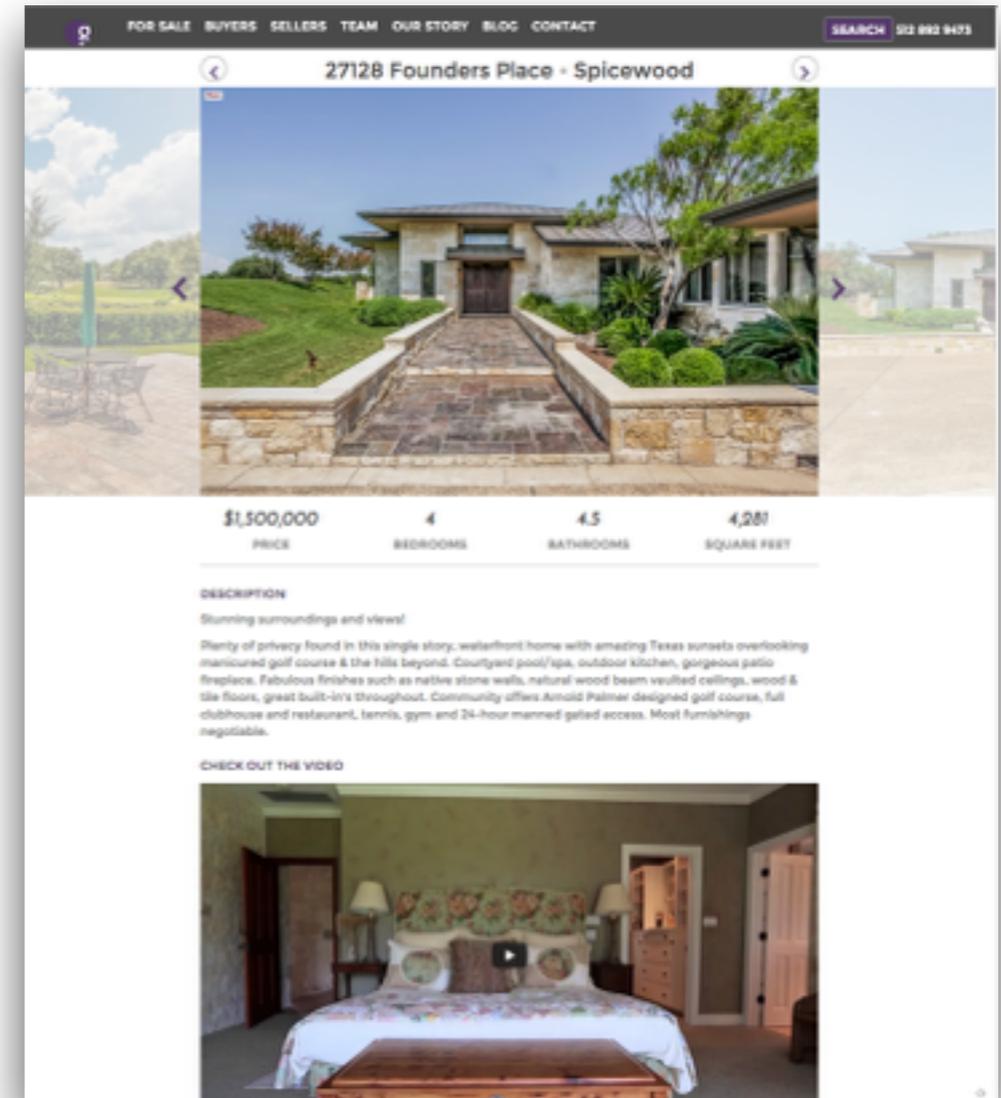
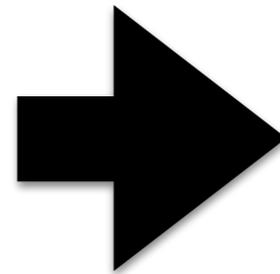
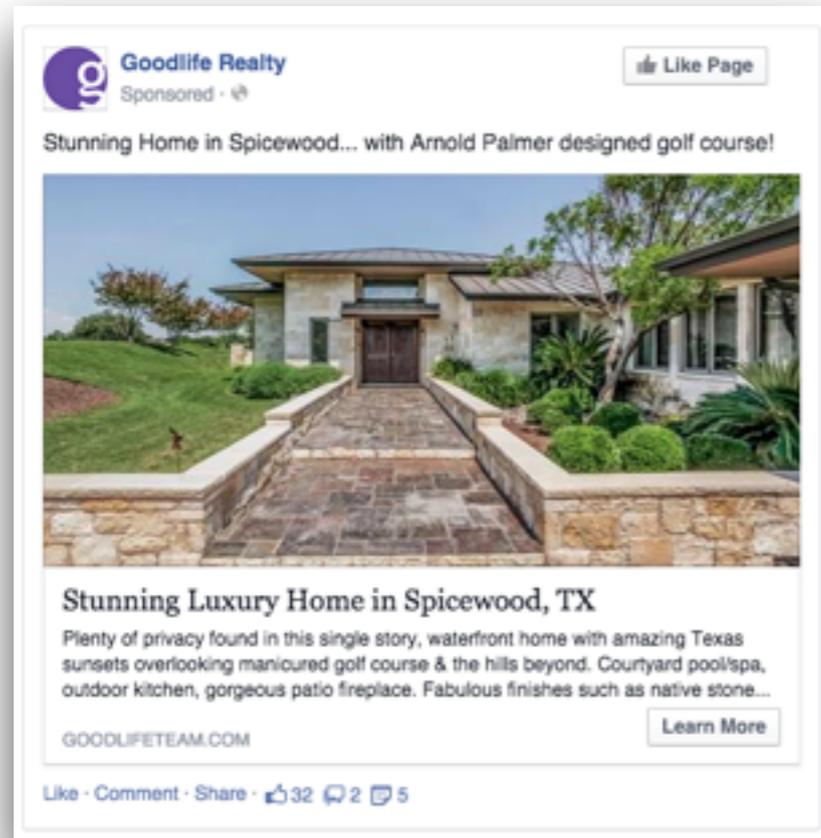
Think of this campaign as the digital version of sending out post cards for your listing (but cheaper and way more effective!).

In this campaign, you create a Facebook Ad to promote your listings both to people in the neighborhood (to build your market presence and establish yourself as *the* agent helping people buy and sell property in the area) and to put the listing in front of potential buyers.

For us, running these campaigns doubled the website traffic to our website. What's more, people hung out on our site and spent time looking at additional listings.... not just the ones advertised!

What's more, Facebook tracks these results, giving you useful information you can share with sellers. You can show them exactly what you're doing to promote their home, and the results you're seeing from your marketing efforts!

How It Works



Facebook Ad promotes your listings to people in your farm area (market presence) and to people likely to buy it.

People who click on it or sent to a landing page on your website for that listing

How to Create It

Now let's get into how to create the campaign. For this first campaign, we'll walk you step-by-step through where to, what to click, etc. to help you get oriented.

In general, the process follows this structure:

- Create the campaign. This is where you set the objective for the campaign (clicks to website)
- Create the Ad Set. This is where you set the budget, the length of time you want the ad to run, and the audience for the ad.
- Create the Ad. This is where you enter the creative and create the ad you will display on Facebook.

For the remaining two campaigns, we'll tell you the information you need to know, and you can create it from there!

1. Go to <http://www.facebook.com/ads/manage/powereditor>

Power Editor
1467080973561928
Download to Power Editor
Upload Changes

2. Click **+ Create Campaign**

Manage Ads | Audiences | Image Library | Reporting | Page Posts | Tools

Search Filters Add filters to narrow the data you are seeing

+ Create Campaign

<input type="checkbox"/>	Campaign Name			Status	Delivery	Ad Sets / Ads
<input type="checkbox"/>	GLR - Promoted Post - Home Sellers Guide			<input type="checkbox"/>	● Inactive Campaign is Off	View ad sets View ads
<input type="checkbox"/>	GLR - Website - Just Listed - Founders Place			<input checked="" type="checkbox"/>	● Active	View ad sets View ads
<input type="checkbox"/>	GLR - Promoted Post - Home Buyer Guide			<input type="checkbox"/>	● Inactive Campaign is Off	View ad sets View ads
<input type="checkbox"/>	GLR - Promoted Post - INK Fundraiser			<input type="checkbox"/>	● Inactive Campaign is Off	View ad sets View ads
<input type="checkbox"/>	GLR - Likes - General			<input checked="" type="checkbox"/>	● Active 2 Not Approved	View ad sets View ads
<input type="checkbox"/>	GLR - Likes - Friends of Fans			<input type="checkbox"/>	● Inactive Campaign is Off	View ad sets View ads

Create Campaign

CHOOSE A CAMPAIGN

Use Existing

Create New

[Page Name] - [Objective] - [Property Address]

Buying Type

Auction ↕

Objective

Clicks to Website ↕

CHOOSE AN AD SET

Use Existing

Create New

Enter New Ad Set Name

CREATE NEW AD

Name Ad

Enter an Ad Name

Creating 1 campaign

Cancel

Create

Name the campaign using this naming structure

Leave these the same.

Click **Create**.

Manage Ads Audiences Image Library Reporting Page Posts Tools

Search Filters Clear

+ Create Ad Set Edit

Stats: Lifetime

1

0

0

↑ ⚠ Status Delivery Ads

No Results Found
Try searching again or using different filters.

2. Click the **+ Create Ad Set.**

1. Click the **Ads Tab.**

Create Ad Set



CHOOSE A CAMPAIGN

Use Existing

[Page Name] - [Objective] - [Property Address]

Create New

CHOOSE AN AD SET

Use Existing

Create New

[Page Name] - [Objective] - [Property Address] - [Audience]

CREATE NEW AD

Name Ad

Enter an Ad Name

Creating 1 ad set

Cancel

Create

1. Select the campaign you created earlier

2. Name your Ad Set using this structure

3. Click Create

Objective Clicks to Website

Budget

Daily Budget

\$2.00 USD

Set a **Budget** of \$2.00 daily. (A good, affordable place to start)

Schedule

Schedule Start

7/8/2015

12:22 PM

Pacific Time

Schedule End

Don't schedule end date, run as ongoing

End run on:

8/6/2015

5:00 AM

Pacific Time

Set an end date 30 days out from your start date.

Ad Scheduling

Run ads all the time

[More Options](#)

Audience

NEW AUDIENCE ▾

Location:
United States

Age:
18 - 65+

Edit Audience

Click **Edit Audience**

Edit Audience

Choose a Custom Audience

Create New Custom Audience...

Locations ⓘ

United States, Texas

78749

78704

78702

Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Everyone in this location ▾

Age ⓘ 31 ▾ - 65+ ▾

Gender ⓘ All Men Women

Income ⓘ \$100,000 - \$125,000

\$75,000 - \$100,000

\$50,000 - \$75,000

Choose Income

More Demographics ▾

Connections ⓘ

All

Advanced connection targeting

Languages ⓘ

Enter a language...

Interests ⓘ

Search interests

| Suggestions | Browse

Behaviors ⓘ

Search behaviors

| Browse

Save this audience

Potential Audience

Add the zip codes of the farm area or city you want to market to.

Select an age range for people interest in your listing.

Click **More Demographics > Financial > Income**. Set the income ranges of people likely interested in the home or in your farm area.

Save

Cancel Save

Placement

 Mobile News Feed	<input checked="" type="checkbox"/>
 Audience Network 	<input type="checkbox"/>
 Desktop News Feed	<input checked="" type="checkbox"/>
 Desktop Right Column	<input type="checkbox"/>



Mobile Devices

All mobile devices ▼

Only when connected to Wi-Fi

The image shows a screenshot of the Facebook Ads Manager interface. At the top, there are navigation tabs: **Manage Ads**, **Audiences**, **Image Library**, **Reporting**, **Page Posts**, and **Tools**. Below these, there is a search bar with a magnifying glass icon and the word "Search", and a "Filters" button. A red arrow points from a callout box to the "+ Create Ad" button. In the left sidebar, there are three tabs: a top tab with a checkmark and the number "1", a middle tab with a grid icon and the number "1", and a bottom tab with a monitor icon and the number "0". A red arrow points from a callout box to the bottom tab. The main content area is titled "Ads" and has a sub-header with a square icon, an upward arrow, a warning triangle, and the words "Status" and "Delivery". Below this, there is a "No Results" message and a prompt to "Try searching again or u".

2. Click **+ Create Ad**

1. Click the **Ad Set** tab.

Create Ad ✕

CHOOSE A CAMPAIGN

Use Existing [Page Name] - [Objective] - [Property Address]

Create New

CHOOSE AN AD SET

Use Existing [Page Name] - [Objective] - [Property Address] - [Audience]

Create New

CREATE NEW AD

Name Ad [Page Name] - [Objective] - [Property Address] - [Audience] - [Post Name]

Creating 1 ad

Name the Ad Set.



Click **Create**.



Facebook Page

Choose a Facebook Page to represent your site, but it will show as coming from your business.

Hide Pages connected to business



or **Don't Connect a Facebook Page** (will disable News Feed ads).

Create Ad

Use Existing Post

Ad with an image or video

Ad with multiple images in a carousel
Show up to 5 images for the same price. [Learn more.](#)

Website URL

Enter the URL you want to promote

Display URL (optional)

Enter the link as you want people to see it in your ad

Text

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

Headline

Enter a brief headline describing where people will visit

News Feed Link Description

Describe your link and why people should click on it

Image Video

Image

Select Image

Select Image

Recommended Size: 1200 x 628 pixels

Call To Action

No Button

Preview

Mobile News Feed Feature Phone

Goodlife Realty shared a link.
Sponsored ·

Like Page

Enter the URL for the Listing's page on your website. This is where people will go when they click on your ad

Enter the main advertising text for the listing

Enter the headline

Enter some additional information about the listings

Add an Image of the property.

Select **Learn More**

Sample Just List Ad

 **Goodlife Realty**
Sponsored · 

 Like Page

Stunning Home in Spicewood... with Arnold Palmer designed golf course!



Stunning Luxury Home in Spicewood, TX

Plenty of privacy found in this single story, waterfront home with amazing Texas sunsets overlooking manicured golf course & the hills beyond. Courtyard pool/spa, outdoor kitchen, gorgeous patio fireplace. Fabulous finishes such as native stone...

GOODLIFETEAM.COM 

Like · Comment · Share ·  32  2  5

Text

Featured Image

Headline

Newsfeed Link Description

Call to Action

The screenshot shows the Facebook Power Editor interface. At the top, there is a blue header with the Facebook logo, the text "Power Editor" and "Kyle Strohschein", the account ID "1467080973561928", and buttons for "Download to Power Editor" and "Upload Changes". A red arrow points to the "Upload Changes" button. Below the header, there are tabs for "Manage Ads", "Audiences", "Image Library", "Reporting", "Page Posts", and "Tools". The "Manage Ads" tab is active, showing a search bar, filters, and a list of ads. A callout box is overlaid on the right side of the interface, containing text about verifying details and clicking "Upload Changes".

Power Editor
Kyle Strohschein
1467080973561928
Account 1467080973561928
Download to Power Editor
Last downloaded about an hour ago
Upload Changes

Manage Ads | Audiences | Image Library | Reporting | Page Posts | Tools

Search Filters Campaigns: (1) Ads:

+ Create Ad Edit

1
1
1

Ads

Ad Name
[Page Name] - [Objective] - [Property Address] - [A

will show as coming from your Facebook Page.
 Hide Pages connected to business accounts
Goodlife Realty
or Don't Connect a Facebook Page (will disable N

Create Ad Use Existing Post

Verify all of the details for your add, and then click **Upload Changes**. After clicking, your ad will go live after a short approval process!

What's My Home Worth? Campaign

What's My Home Worth? Campaign

With this campaign, the objective is simple: capture seller leads by offering a free, online assessment for their home.

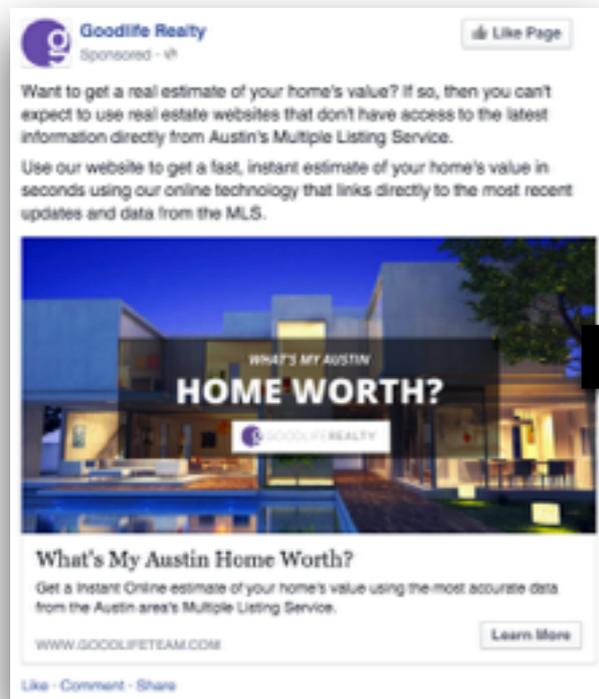
When someone considers selling their home, often their biggest question is: What's my home worth?

To find out, most sellers will turn to the internet (rather than calling an agent). A free, online home value assessment is a no hassle, easy way for sellers to get the information they want.

Fortunately, you can get in front of these sellers and capitalize on this desire for information with Facebook's audience selection features. You can show them an ad that offers a free online assessment, and when they click that ad, they can enter their information in exchange for the assessment.

You'll need a service that can provide this assessment. We recommend homevalueleads.com.

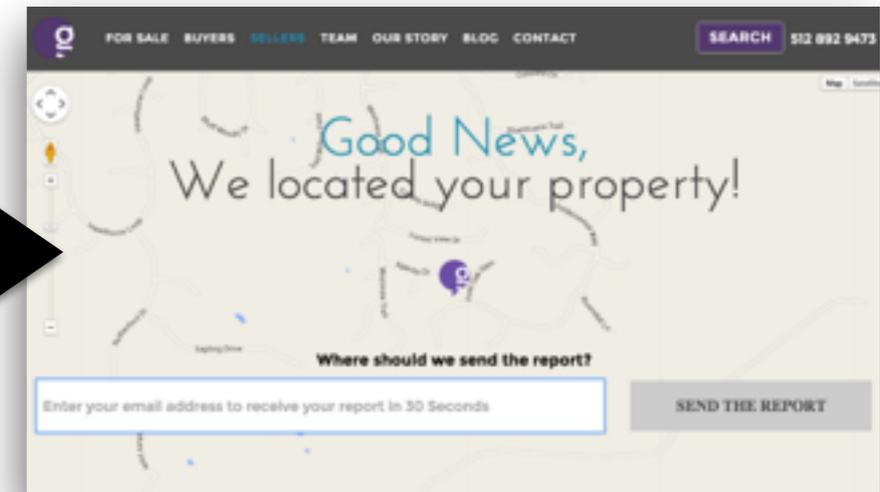
How It Works



Facebook Ad is displayed to homeowners who are likely to move



Drives traffic to a landing page where they can enter their address



To receive their assessment, the seller gives you their email address. You can then follow up and market to your new lead!

Creating the Ad

Walk through the same steps outlined in the previous campaign, but adjust these features:

- **Audience.** For this audience, you want to target homeowners in your farm area who are likely to move. To do so, adjust these audience settings:
 - **For Location, select your primary markets or zip codes.**
 - Click **More Demographics**, and select **Home > Home Ownership**.
 - Under **Behaviors**, click **Browse > Residential Profiles > Likely to Move**
 - You can also adjust income, age, and so on to match the profile of your ideal seller.
- **Budget** - Set a budget you're comfortable with. You can do anything from a few dollars to ten to fifteen! It's totally up to you.

Sample Ad



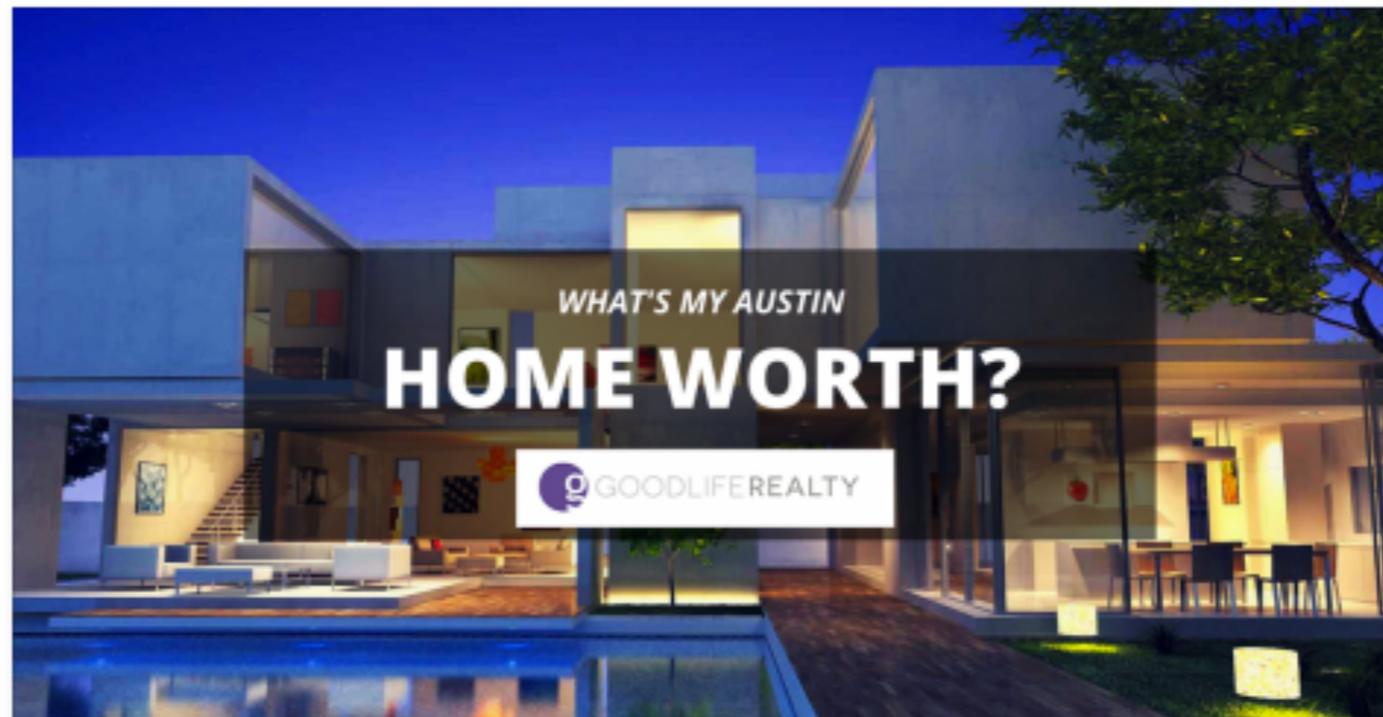
Goodlife Realty

Sponsored · 🌐

👍 Like Page

Want to get a real estimate of your home's value? If so, then you can't expect to use real estate websites that don't have access to the latest information directly from Austin's Multiple Listing Service.

Use our website to get a fast, instant estimate of your home's value in seconds using our online technology that links directly to the most recent updates and data from the MLS.



What's My Austin Home Worth?

Get a Instant Online estimate of your home's value using the most accurate data from the Austin area's Multiple Listing Service.

WWW.GOODLIFETEAM.COM

Learn More

Like · Comment · Share

Property Search Campaign

What's My Home Worth? Campaign

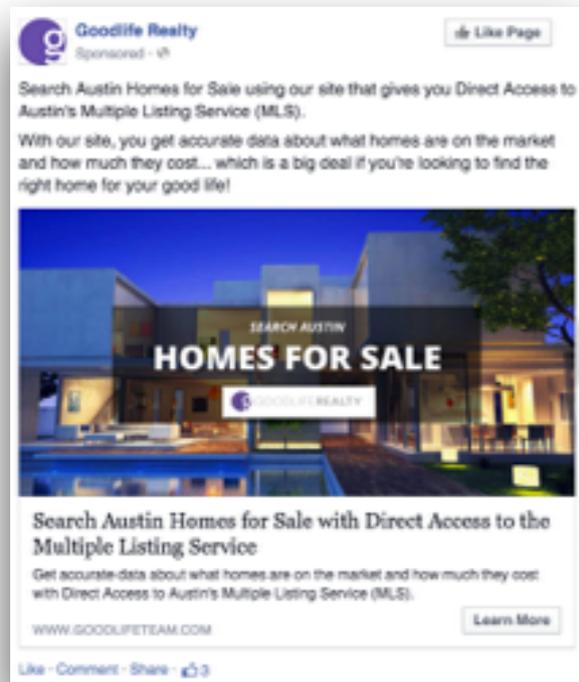
With this campaign, the objective is to capture buyer leads.

What do buyers want to see? Homes, homes, homes!

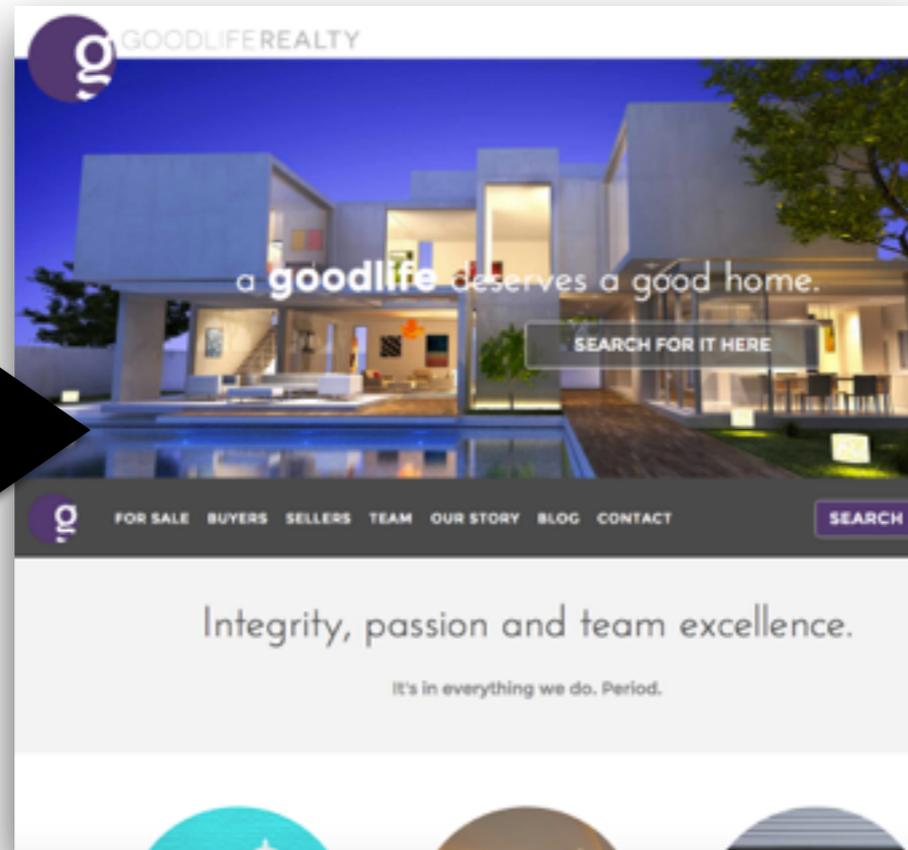
With many real estate websites, the IDX feature allows buyers to use your site to view listings. Many also offer the ability to require buyers to enter their name and email address to view those properties.

This campaign runs Facebook Ads that drive buyers to your property search page so you can capture their information and follow up with them.

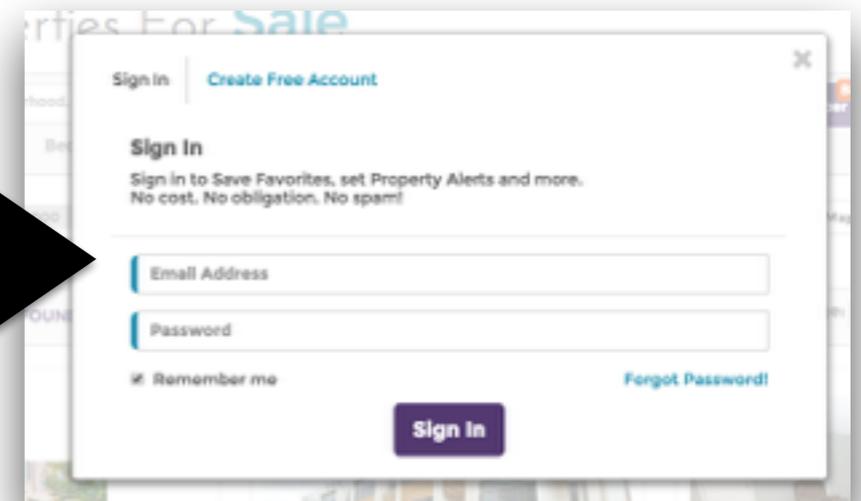
How It Works



Facebook Ad is displayed to people who are likely to move / buy a property in the near future



Drives traffic to a landing page where they can search for properties



Buyers can enter their name and email to save their search and receive updates on their search results.

Creating the Ad

Walk through the same steps outlined in the previous campaign, but adjust these features:

- **Audience.** For this audience, you want to target people in your area who are likely to move. To do so, adjust these audience settings:
 - **For Location, select your city.**
 - Under **Behaviors**, click **Browse > Residential Profiles > Likely to Move**
 - You can also adjust income, age, and so on to match the profile of your ideal buyer.
- **Budget** - Set a budget you're comfortable with. You can do anything from a few dollars to ten to fifteen! It's totally up to you.

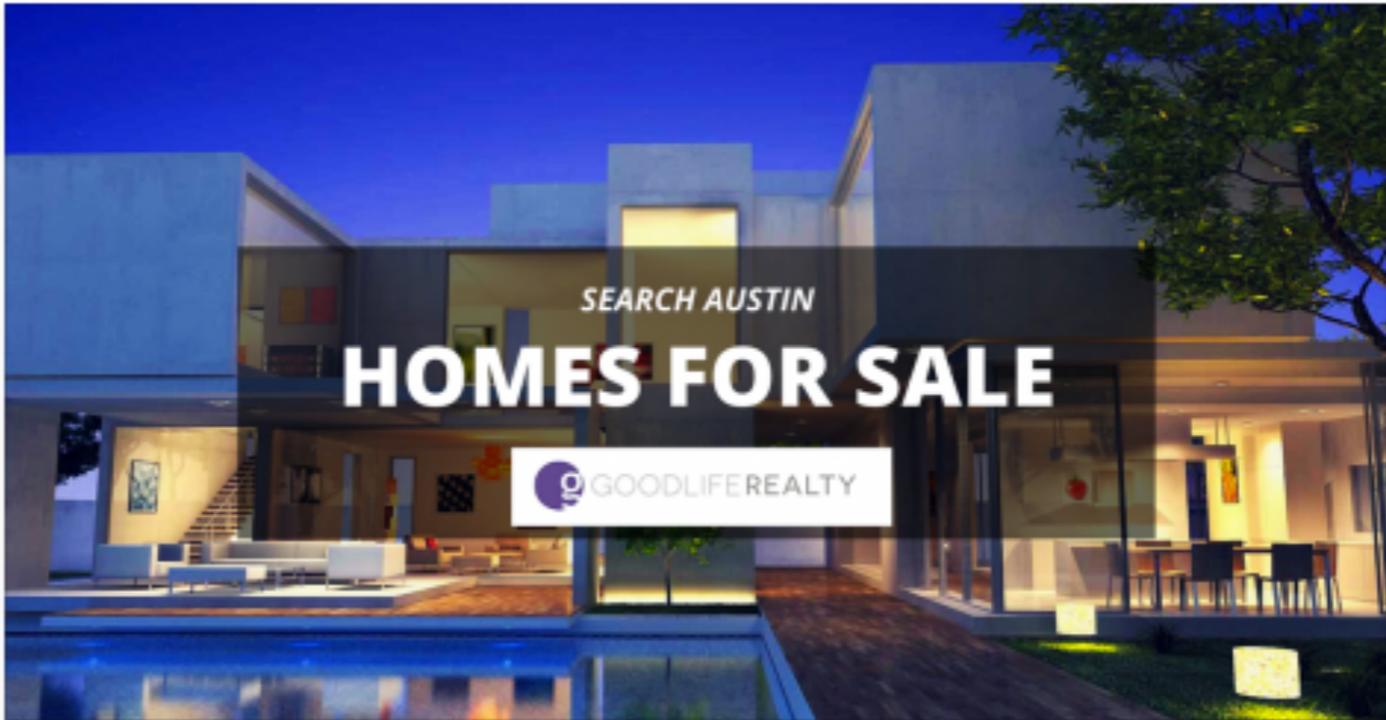
Sample Ad

 **Goodlife Realty**
Sponsored · 

[Like Page](#)

Search Austin Homes for Sale using our site that gives you Direct Access to Austin's Multiple Listing Service (MLS).

With our site, you get accurate data about what homes are on the market and how much they cost... which is a big deal if you're looking to find the right home for your good life!



**SEARCH AUSTIN
HOMES FOR SALE**

 GOODLIFEREALTY

Search Austin Homes for Sale with Direct Access to the Multiple Listing Service

Get accurate data about what homes are on the market and how much they cost with Direct Access to Austin's Multiple Listing Service (MLS).

WWW.GOODLIFETEAM.COM [Learn More](#)

Like · Comment · Share ·  3