


How to Accelerate Your Real Estate Lead Generation with Facebook Advertising



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If there was ever a statistic that truly revealed just how much of a grasp Facebook has on our attention spans, this is it: **The average American spends 50 minutes on the social network each day.** That's just under six hours every week and practically one full day each month spent liking friends' and family members' status updates, sharing photos and videos, watching live streams, and — yep — even clicking ads from brands of interest.

While many people in this latter group of ad-clickers may not convert based on said clicks, *that doesn't mean those ads aren't impacting their purchasing decisions.* In fact, with some savvy targeting and marketing persistency, those ads have a high likelihood of turning Jane and Joe Facebookers into consumers of both major, national ecommerce companies, like the Amazons and Apples of the world, and locally based service providers — such as real estate professionals like you.

You may have never thought to **use Facebook for your real estate marketing strategy** (or, at the very least, not beyond a handful of daily shares highlighting your listings, office culture, and clients) but the truth is the social platform is one of the premier lead generation opportunities at your disposal. Thus, it's about time you got to know more about Facebook for Business and how its offerings — specifically, its targeted ad options, including lead retargeting through the Facebook Pixel — can help you scale your business.

Find out how you can leverage Facebook ads in your online marketing efforts for years to come, and earn quite a few more prospects and customers along with way, in this highly educational guide geared entirely toward real estate pros such as yourself — one that could elevate your agent status, pad your CRM database, and grow your bottom line.

How Facebook Ads Can Help Your Lead Gen Efforts

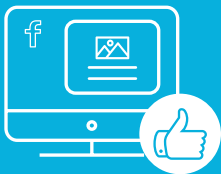
Let's dive right in and learn about how Facebook's vaunted, highly popular advertising solution actually works for the average business — and how to get your very own real estate ads up and running throughout the social network in practically no time at all.

First thing's first: While we provide a specific, well-laid-out example as to how you can get your Facebook advertising strategy started today below, you'll find an even-more-in-depth explanation on how to **create your initial ads in this insightful Placester Academy guide**. With that out of the way, let's examine the pros of Facebook ads:



Facebook ads can be one of your most cost-efficient marketing tactics:

As Facebook notes on its website, there are **seemingly endless pricing options for its ads**. You can spend \$1 a day or \$1,000 — it's entirely up to you. The more you spend, though, the better your chances are to get your ads chosen via Facebook's ad auction functionality and placed right in front of your audience. Of course, this doesn't mean you have to spend extravagant amounts of money to "win" these auctions, as the number of other advertisers who bid and who they target with their ads factors in as well.



When your ads "work," they bring in brand new leads instantaneously:

Whereas search engine optimization (SEO) is the "long game" for your marketing, ads — on Facebook and other platforms — are the "short game," in that they tend to provide relatively immediate results. Place an ad in Facebook's auction today, and you could get leads the next day (or sooner, depending on **how long it takes Facebook to review and approve your ad**). Chances are you'll need to play around with the types of ads you take advantage of, the copy you implement in them, and how much you spend, among other factors, but once you find the right "formula," so to speak, you can reap the rewards (a.k.a. earn lots-a-leads) in a big way.



Even when ads don't work, you can always tinker with your targeting:

As with any new marketing trend, tool, or technique you try out, you likely won't master it at the start ... but with some persistence and willingness to learn the ins and outs of them, you can eventually hone them. The same holds true for Facebook advertising: While your first set of ads — say, those in your first month using the platform — may not yield dozens of leads for your business, simply analyze your ad performance to determine what worked and what didn't, then revamp them as needed to improve your results in the next round. For instance, if your targeting options are off, tweak them a bit to incorporate a new audience.



You often get just as high-quality of results as with Google

AdWords: Arguably the next-best option for your real estate advertising is AdWords. Instead of getting your promotional collateral in front of just Facebook users, AdWords allows you to reach those using Google (which, like Facebook, is just about everybody too). The difference, **as this guide from Moz points out**, is that Facebook ads are often far easier to set up and manage than in AdWords, you can leverage images and videos in ads (unlike most AdWords ad types), and the cost per click tends to be somewhat cheaper in Facebook. So while both solutions may be ideal, Facebook comes with its own unique set of benefits.



Tracking results and ROI is easy, thanks to Facebook

Business Manager: As mentioned, Facebook for Business is continually bettered over time, with the social network adding new features and functionality to make the advertising application as simple as possible for even novice users to utilize. Moreover, once your ads are launched, it's also just as easy to monitor how they convert over days, weeks, and months. Yes, at the end of the day, lead generation is really the only metric that matters, but you want to ensure you're generating leads at a steady pace — and affordably — so this analytics dashboard is must-use for REALTORS® who adopt the platform.



Nearly 2 billion active monthly users means more chances to convert:

I mean . . . c'mon! Two billion people can't be wrong — right? Sure, just 0.00001% of those users are likely to ever become prospects, but that's still several thousand individuals you can potentially reach on the social media channel, so long as you set up the right mix of ads that showcase your real estate brand, value proposition, and best listings. Whether you have one buyer persona you typically work with or 10, you can **optimize your ads accordingly and reach your target audience** with some dedication to the craft and ability to adapt as necessary when their needs and wants change (which they often do for the modern home buyer and seller).



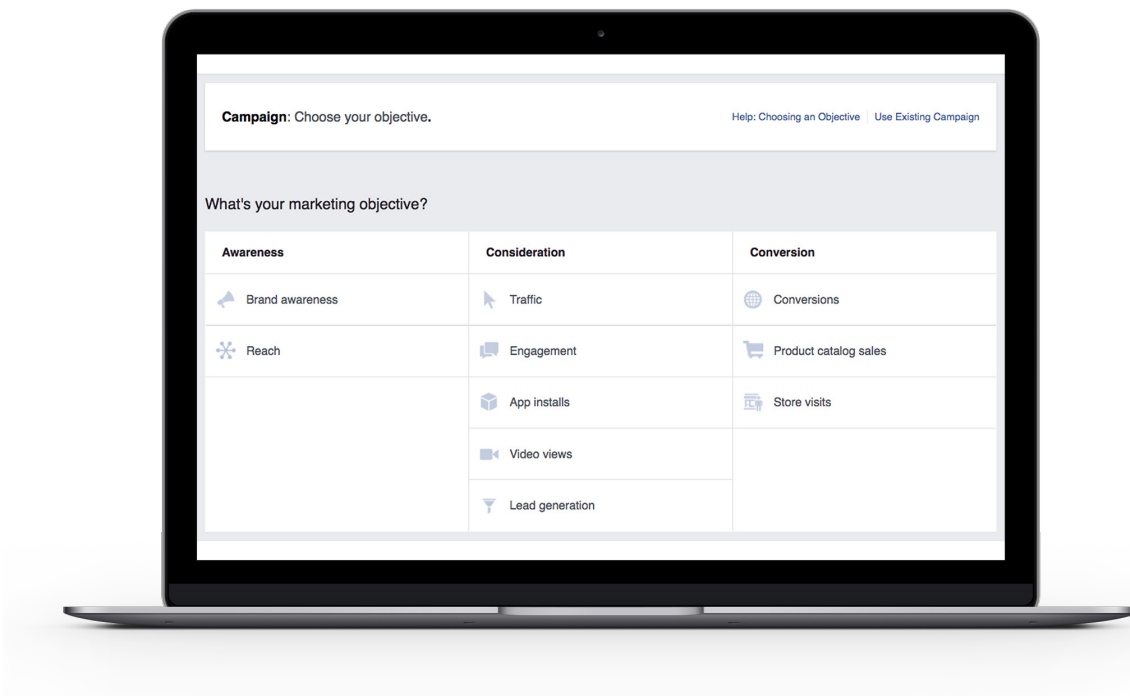
We could go on and on with the many benefits Facebook advertising can offer your real estate business, of course, but for the sake of brevity, we think those pros make a pretty compelling case as to why you ought to allocate some of your marketing spend to targeted ads on the social network.

Having said that, ***you don't want to just throw money into your Facebook for Business profile and create ads without a proper plan in place to make the most of them.*** Rather, you want to carefully construct your ads from the ground up and ensure you efficiently utilize your marketing dollars so you maximize your return on investment — that is, new, ready-to-work prospects you can **add to your lead management system and begin nurturing ASAP.**

Expert Tips and Tricks for Setting Up Your Initial Ads

Okay, now let's dive into the nitty-gritty details regarding how you can actually set up your Facebook ads today. The first thing you want to do to get going with your advertising efforts is to get to know the Facebook ads dashboard, which is where all of the magic (that is, ad creation, bidding, and tracking) happens. Let's start with your main dashboard screen.

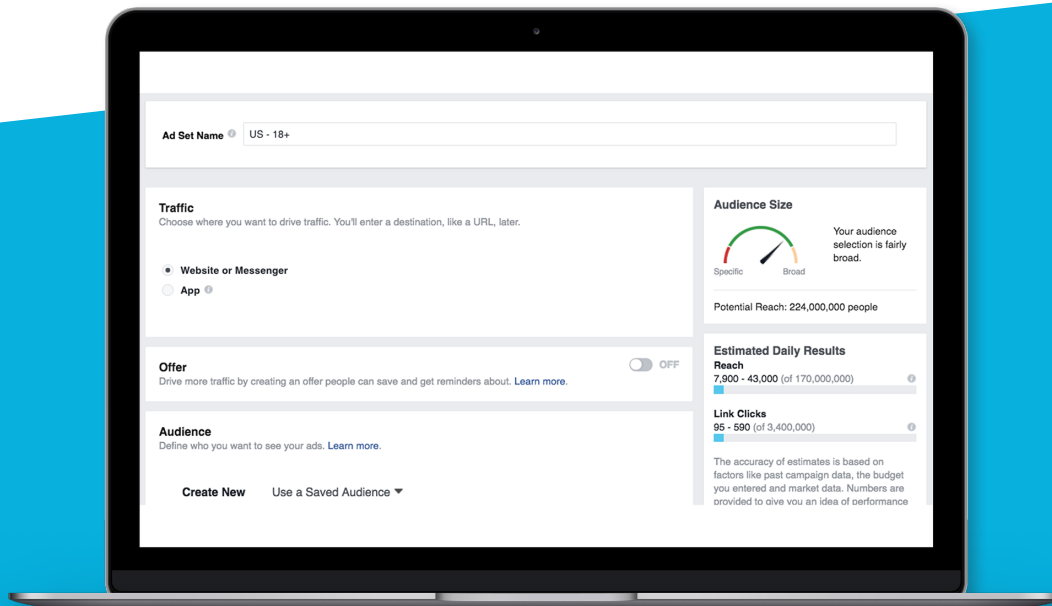
Here is where you'll find the options for your ad objectives:



Notice the three different goals you can select from: **Awareness, Consideration, and Conversion**. Right off the bat, you may say, “This is obvious! I want conversion!” That’s a great mindset to have — but it’s not the optimal one to have at the start with your campaign strategy. Instead, you likely want to start off with the Awareness objective. Why? Well, while many people on Facebook may already be plenty aware of your real estate business, chances are most of your intended audience on the social network simply aren’t. **Therefore, your first ads should focus on broadening your brand awareness and simply getting people to learn about your brand.**

After allotting some marketing spend on ads simply to drive more awareness of your agency, you can turn your attention to the Consideration options. Driving more visitors to your IDX website should always be a goal, so that's an ideal ad option to select here. However, in order to get this traffic, your best bet is to try a few different types of ad mediums to see which leads to more engagement.

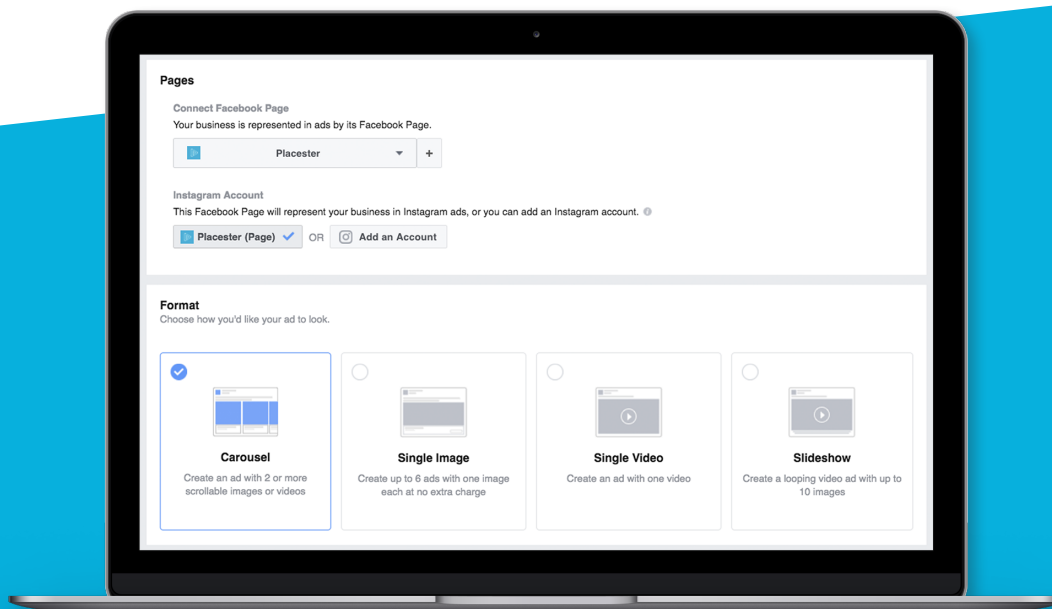
There's the simple text-only ad which has been around seemingly since the Dawn of Man. There's the image-based ad, of which there are a few varieties on Facebook (mainly Single Image and Carousel). And then there's the video ad, which will populate in the News Feeds of your intended audience. This latter type is growing immensely popular among both enterprise businesses and SMBs, so as long as you have a video marketing setup for your brand, this could be your most viable option.



The Conversion category is something we'll get to in just a bit (hint: the much-talked-about Facebook Pixel). Thus, for this stage of your advertising plan, you're better off sticking with the Consideration ads to secure more of the right kind of visitors on your IDX website so you can convert them there — something you can do with ease once **a)** you get Facebook prospects to head over to your main agency site several times over and **b)** once you **implement lead capture forms throughout your entire site.**

Let's say you move forward with the Traffic ad option. Now, you have to enter in all of the targeting information — in other words, the info regarding who you want to see your ads. No detail ought to be left out. Be sure to include the specific location in which you want the ads seen (you can drop a pin on Facebook's map tool to get this down to your core market), the age range and gender(s) of the people to whom you want to reach, the language(s) of your buyer persona(s), and other details based on demographics, interests, and behaviors.

From here, you can set your daily or lifetime budget and determine the period(s) during which your ad will run and the types of ads you want to execute. As noted, you have a handful of options at your disposal, each of which comes with its own set of pros. ***The only way you'll discover which ad type leads to the most impressions and clicks back to your***



real estate website, though, is to try 'em all.

That's another major benefit of the ad platform: You can run hundreds of different sets of ads each with different criteria and never repeat the exact ad type you ran before. Of course, you have a budget to keep in mind, so perhaps testing out a dozen or so different types of ads in terms of who you target and the exact medium is best to begin with (the last thing you want to do is run out of money for your other core marketing activities).



After all of this legwork, your ads are ready and raring to go. While this is certainly the condensed setup guide for Facebook advertising, it really is this simple to get going with the ad solution. So, while you may have feared using Facebook for Business in the past, now you have the confidence to start off with your very first ad campaigns and feel assured knowing you **have the chance to reach (and convert) your niche audience** in an entirely new way — an approach that may help you generate new real estate leads (and clients) for years to come.

Generating High-Quality Leads with the Facebook Pixel

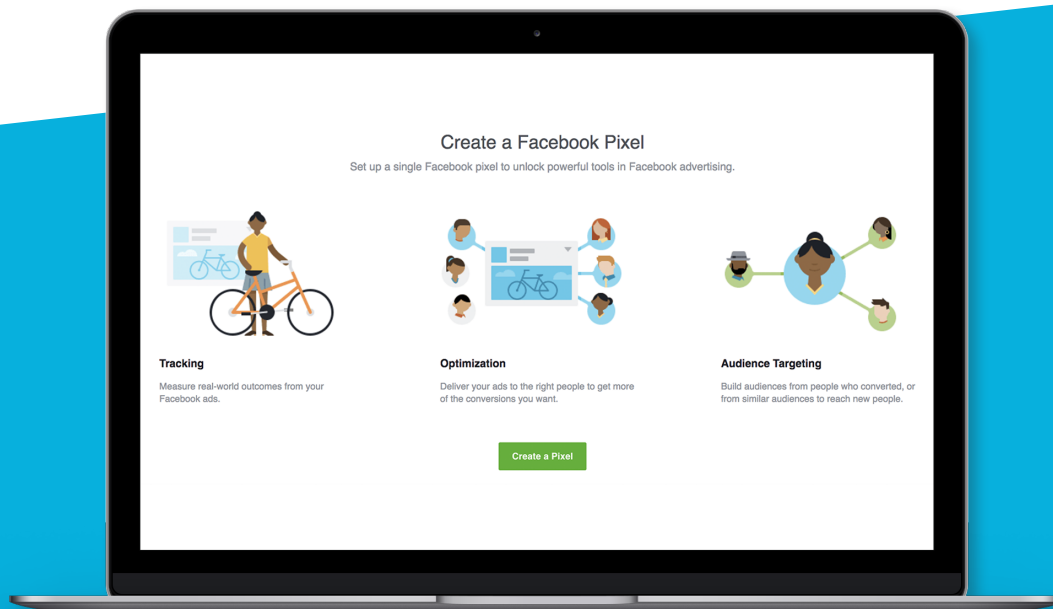


Once your comfort level increases as you create more and more Facebook ads — and, presumably, see the fruits of your labor in the form of lots of new website visitors and eventual leads — you can *take your advertising strategy one step further on the social network by employing the Facebook pixel.*

As Facebook notes on its website, the pixel “makes conversion tracking, optimization and remarketing easier than ever” — and that’s most definitely the case. Innumerable brands have implemented the pixel code on their websites so they can put retargeted advertising campaigns into play and remarket their offerings to individuals who both visit their sites and are logged into Facebook simultaneously.

In short, this is a revolutionary leap forward in terms of modern marketing for all kinds of brands — including those in the real estate industry. You can now ensure that your **Facebook ad dollars are allocated as effectively as possible** and reach only those people who have the greatest probability of transforming into new business. While no advertising approach is foolproof, this is the closest thing to such a tactic.

Getting Started with the Facebook Pixel



1. Create your new pixel in the Facebook Pixel Manager

The actual process of developing this pixel is relatively straightforward. Facebook guides you through the process with incredible ease, so don't worry about not being "techy" enough to get it. Within a matter of minutes, you'll have it all set to go. Once it's set up, you will get the opportunity to confirm its creation.



2. Install the pixel code in each real estate website page

If you're the admin for your IDX website, this should be a relative breeze. If you **have a Placester website, adding the pixel is a total breeze**, as you can simply go to the "Site Tracking" tab in your admin panel and paste the pixel code once and you're done. If you don't run your own site (for instance, you have a third-party admin who operates it and makes requested changes for you), then simply share the code with them and alert them to the specific events you want tracked. Speaking of which. . .



3. Determine if you need Standard and/or Custom events

Define the types of conversions you want to track. Some may already be set up and offered by Facebook (Standard events), while you may need to create new ones for conversions not already tracked in your ad account (Custom events). Regardless of the kind you use, just be certain these are clearly labeled so that when you go back into your ads account, you can easily discern which conversions are assigned to which ad and, in turn, which of those ads performs best.



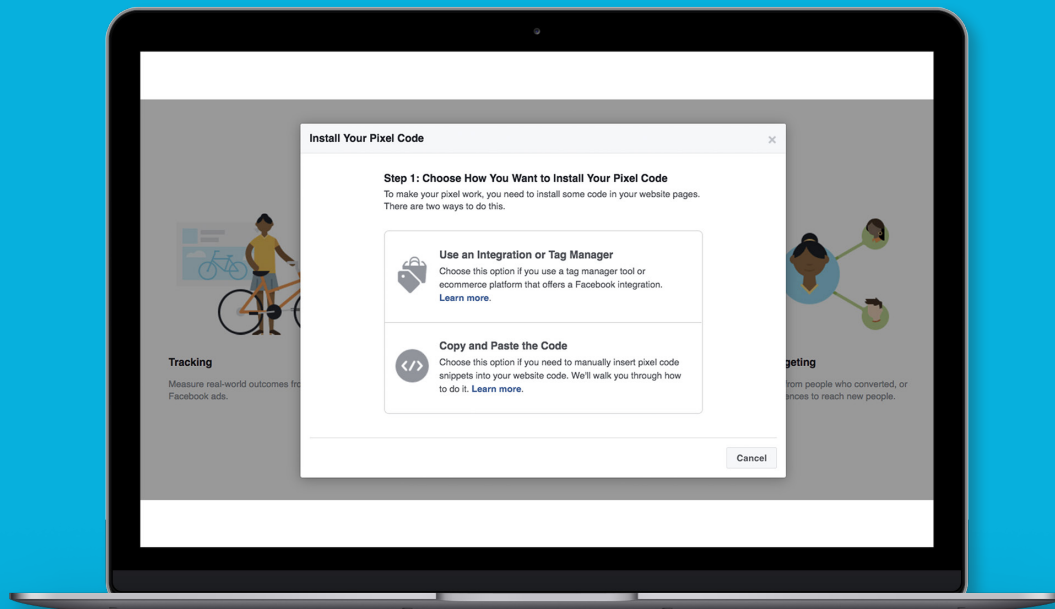
4. Select “Conversions” for your ad and choose an event

Once you have all of your conversion events in order, you can actually create new ads and — you guessed it — assign a specific event per each ad you launch. If you want to start off slowly so you don’t become overwhelmed, start by just tracking the “View Content” event, which shows when a lead views a particular website page, and the “Lead” event, which denotes when a visitor fills out a lead capture form.



5. Verify your Facebook Pixel is working as it should

You won’t want to have gone through all of this work to set up your pixel only to find out it’s not actually working and you’re not able to track your leads’ activity, right? So, be sure to **use the Facebook Pixel Helper** to make sure you’re good to go with your new advertising setup.





You should certainly ensure your first months' worth of Facebook ads work before turning your attention to the pixel, of course — otherwise, you could see your ad spend dissipate along with your lead gen totals, both of which can sufficiently harm your business at large. However, assuming you are able to master the fine art of Facebook advertising and, therefore, grow your CRM database and bottom line, *the pixel offers yet another attractive avenue for your online marketing that can lead you to far greater success as an agent.*



Placester Webinar: Leverage Facebook Marketing to Generate and Convert More Leads

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BONUS TIP: There are still plenty of other ways in which you could and should use the social network to your advantage. We've already covered the myriad ways in which you can **use Facebook to generate a substantial amount of real estate leads**, so we won't drone on about common tactics to try. Having said that, remember to focus on these activities in concurrence with your ads to ensure your Facebook presence is comprehensive and appealing to your audience.

Making the Most of Your Ads (and Leads Earned)

All of the most amazing, entrancing, awe-inspiring ads in the world won't do you any good whatsoever if you don't:

- **Optimize your ads** for your specific buyer personas (a.k.a the ones you tend to convert and get hired by most often).
- **Routinely investigate your Facebook ad analytics dashboard** to confirm your campaigns perform up to your standards (a.k.a. secure lots of interest in your brand, clicks to your site, and — later on — new leads).
- **Move the leads you do obtain through your sales and marketing funnel all the way to close** (a.k.a. **use drip email marketing campaigns to nurture prospects into new clients**).

To avoid making any egregious mistakes with your Facebook for Business strategy — and losing out on clientele that can help you scale your real estate agency and become an even better, top-producing REALTOR — *let's tackle each one of these core aspects of your advertising plan and lay out the path to success for each facet.*



1. How to Optimize Your Facebook Ads for Success

“Practice makes perfect” is definitely a hackneyed phrase — but that it still applies a great deal to many marketing concepts today, including Facebook advertising. Case in point: If you don’t experiment with various ad types over time and determine how you can improve those ads slowly but surely to maximize your ROI, then perhaps some more practice time is a necessity for your advertising approach. Some of the best ways to optimize your ads over the course of the weeks and months after you get started include:



- **Try using different photos and footage in your ads.**

You’d be amazed by how big a difference an image or video switch-out can have on your ads’ interaction levels. Some visuals, like stock photos of smiling people or meticulously designed graphics, tend to perform really well, whereas blasé, plain aesthetics often have the opposite effect.



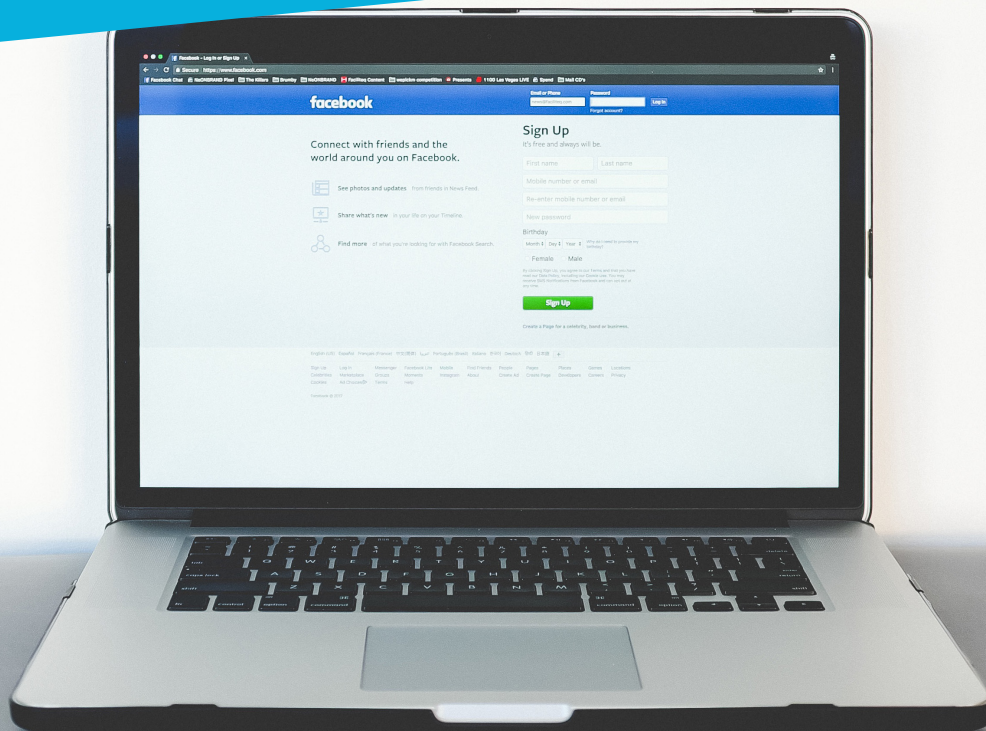
- **Create separate ads for desktop and mobile devices.**

As with your agency website, your ads will appear slightly differently on smartphones and tablets than they do on desktop. Facebook makes it clear, though, **how these ads will appear in every iteration** in which they could appear, so you and fellow advertisers know for sure how ads will look once live.



- **Play around with different calls to action in each ad.**

“Learn More.” “Sign Up” “Contact Us.” There are quite a few CTAs you can incorporate in your ads, but to truly discover the best one for your unique campaigns, try as many as possible. Just be sure to test out different options over a lengthy period to get an accurate notion of each one’s effectiveness.





- **Steadily dwindle your audiences into unique segments.**

Having your ads appear for a couple dozen or more audiences can be advantageous in that you can see which demographic details, interests, and behaviors align with your most popular ads. From there, you can fine-tune your Custom Audiences and diminish the total number of them into a handful (if even that many) so you only initiate ads with a higher likelihood of generating engagement.



- **Give Lookalike Audiences a try to boost lead gen.**

In addition to creating Custom Audiences, you can also **get your advertisements in front of Lookalike Audiences** — that is, buckets of prospective leads who fit similar criteria as your existing leads to convert. This is Facebook's way of giving your ads a bonus boost so you connect with even more prospects with half the effort needed (if even that much) as your normal ads.

There are many more Facebook advertising best practices for real estate pros such as yourself out there, but start with these to enhance the efficacy of your brand's ads for now. If you need help determining the next advanced ad tactics to put into play, **you can always work with a marketing services firm — like Placester** — that has experience in helping agents like you build strong lead conversion strategies using Facebook ads.

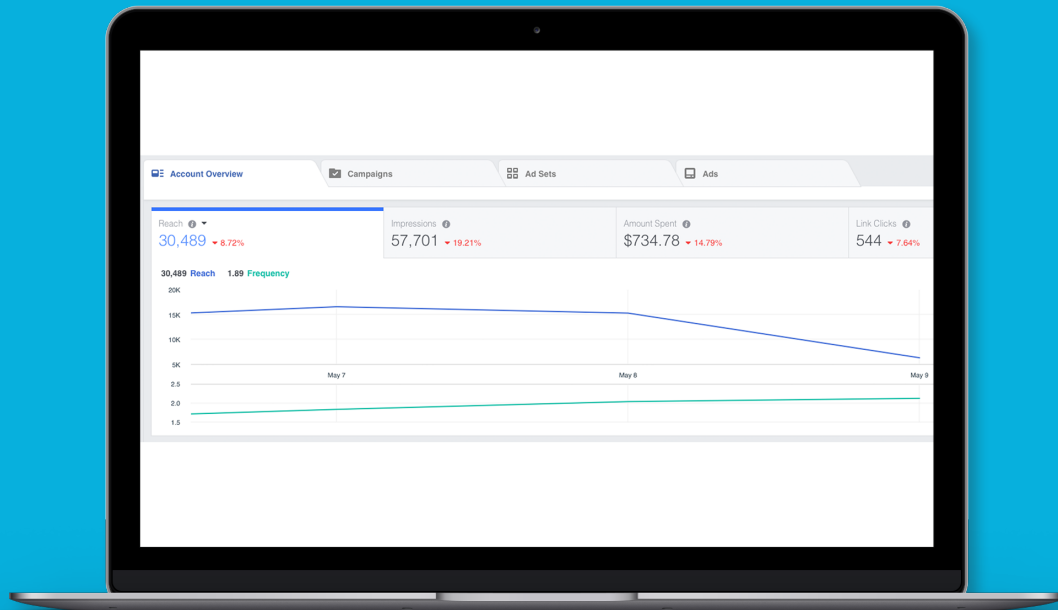


Learn more about **Placester's Facebook Advertising services** for real estate agent teams.

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2. How to Investigate Your Advertising Performance

Whereas Google Analytics is (or make that should be?) your go-to data tool to discover how well your real estate website pages are working in terms of getting more traffic, keeping those visitors on site, and enticing these folks to convert, *Facebook's proprietary analytics offer you insights into your paid and organic marketing efforts on the social channel.*



Just like Google Analytics, you can swiftly toggle from **one data viewpoint to another with a simple click in Facebook Ads Manager**. For example, if you want to see how two or three different ads performed during the same period, all you have to do is adjust the filters to features the ads of most interest to you and select the date range for which you want to examine those metrics. As for those metrics, you can easily gauge the reach, impressions, and clicks for each ad as well as how much you've spent on each one and how all of these data points compare to the previous period of the same length (week-over-week, month-over-month, etc.).

Knowing these numbers is wonderful and all, but if you don't create an action plan to fix your "weak" ads — those that don't boost many (or any) of your core marketing metrics — you're just randomly having fun with math and wasting time. During the hour or two you already (hopefully?) have set aside to comb over your website's analytics, *slot in 30 minutes to go over your ad data as well and determine next steps to fix ads that haven't yielded the preferred outcome.*

There's one caveat to this analysis period, however: Don't modify an ad simply because it didn't bring in 100 leads right out of the gate. Like so many other digital promotional endeavors, you need to give your ads some time to develop. Generally, it's best to **run campaigns in 7- or 14-day increments**, according to social media management tool Agorapulse. Successful campaigns can be re-upped to run longer. Unsuccessful campaigns can be halted altogether, then revamped or tossed in the trash.

3. How to Nurture Leads Generated from Your Ads

Finally, we come to arguably the most important element of your Facebook advertising. You might be asking, “Wait — learning how to set up, optimize, run, analyze, and improve ads isn’t the most important part of all this?!” To which we reply: Yup! Simply put, it’s your lead nurturing — what you do after you convert new leads with ads — that matters most of all. **Without a modern, efficient, well-planned lead nurturing strategy** for your real estate, your ad dollars will go right down the drain (oh, and your business will likely suffer a bit, as well).

So, what this means is simple: You need the best real estate CRM software around — one that’s intuitive (that is, easy to use), syncs with your IDX website (so you can see leads’ activity on your site), offers a desktop and mobile version (which is paramount today, since you’re always on the go), and allows you to send automated emails to stay top of mind with them (in other words, with good ol’ drip marketing campaigns personalized for your real estate leads).

There are dozens of options available that can help with your nurturing and management needs, but it’s highly recommended to **get a CRM system geared specifically toward real estate agents**, brokers, and teams that features only the bells and whistles needed to connect with prospects and get them that much closer to signing on with you (in fact, we happen to know a really great CRM platform).

With this software in place, you won’t have to worry about having disparate systems to organize your contacts, sending nurture messages to them, and prioritizing which to focus on first and foremost with your digital activities.

Watch Our Special Facebook Advertising Webinar Today

Learn the basics of Facebook advertising — and how you can develop your own high-converting ad campaigns — in this exclusive Placester webinar.

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10 Mistakes to Avoid with Your Facebook Advertising Campaigns

1. Not Knowing Your Intended Audience

Targeting is arguably the best Facebook advertising feature available — just be sure to use it wisely.

2. Using One Budget for All Campaigns

As with other online paid ads, try different bidding totals to find the right mix for your needs and budget.

3. Failing to Try Different Ad Mediums

Carousels, videos, slideshows: There are several ad types you ought to try to find the ones that work best.

4. Being Completely Boring in Your Ads

Most people don't click ads to begin with, meaning you can't afford to turn off those who could click yours.

5. Sticking with Low-Converting Ads

If you see an ad isn't doing as well as hoped, it's time to end the campaign in favor of a new or proven one.

6. Forgetting to Spell-check Your Text

One of the easiest mistakes to make is also the easiest to avoid — all you need is some attention to detail.

7. Neglecting to Include Your Value Prop

This is particularly important for branding-oriented ads — those for the individuals who don't know you yet.

8. Incorporating Too Much Copy in Ads

There are text character limitations anyway, but it's still possible to have too much copy in your ads.

9. Ignoring All Your Facebook Ad Data

Facebook's analytics dashboard is there for a reason, so allot some time to analyze your metrics often.

10. Delivering Ads at Poor Times

Those same analytics show the periods that deliver the best results, so be sure to leverage that data.



12 Facebook Advertising Statistics That Prove Its Effectiveness

1.



86%

86% of marketing professionals routinely leverage Facebook ads for lead generation.

— **Content Marketing Institute**

2.



8.1x & 9.1x

Desktop and mobile Facebook ads receive **8.1x and 9.1x more clicks** than normal web ads. — **AdRoll**

3.



50%+

More than 50% of Facebook users who click to watch a video ad view at least 30 seconds.

— **Kinetic Social**

4.



0.99%

The average CTR for real estate ads on Facebook was **0.99%** from late 2015 to early 2017.

— **WordStream**

5.



87%

87% of modern marketers use Facebook as their primary online paid advertising tool.

— **Content Marketing Institute**

6.

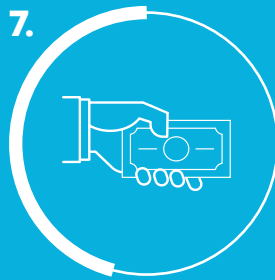


65%

65% of all Facebook advertising spend was allocated toward video ads in Q4 2016.

— **Nanigans**

7.



48%

48% of businesses plan to spend more on Facebook during the course of 2017.

— **Advertising Perceptions**

8.



43%

Roughly 43% of real estate pros said their listing and video ads received the most engagement.

— **Inman News**

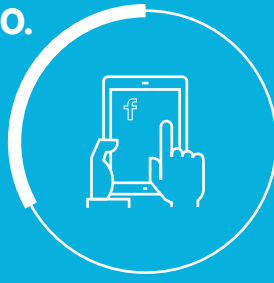
9.



10.68%

The **average real estate ad conversion rate** on Facebook from late 2015 to early 2017 was **10.68%**.
— *WordStream*

10.



34%

The effective **click-through rate of Facebook and Instagram ads rose 34%** year-over-year in Q1 2016.
— *Kinetic Social*

11.



57%

57% of marketing pros indicated they plan to increase their use of Facebook ads.
— *Content Marketing Institute*

12.



119%

Advertisers' Facebook budgets bumped up 119% annually during the fourth quarter of 2016.
— *Nanigans*



Learn how to make the most of your Facebook presence.



[WATCH NOW](#)

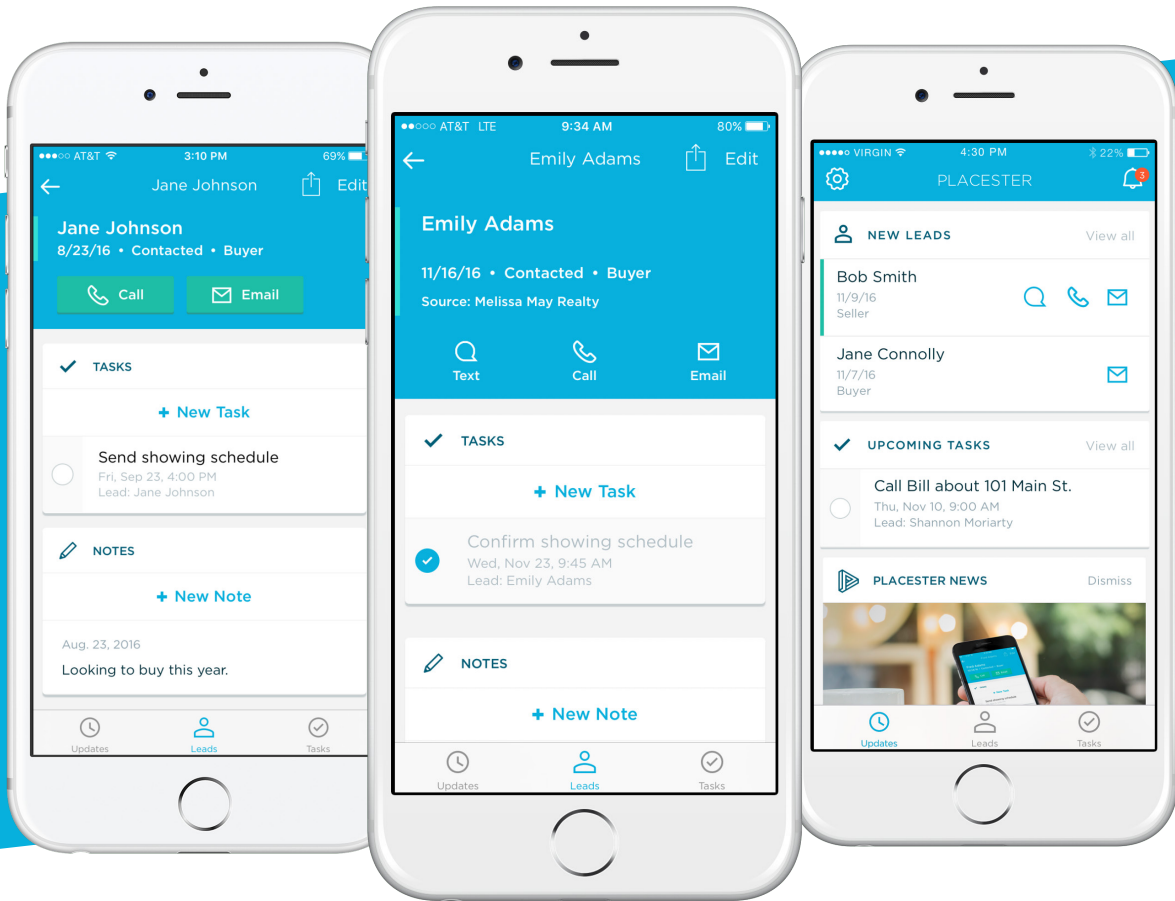
Put your team's Facebook advertising on autopilot with Placester.



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