

MDPP Guide to Facebook Ads

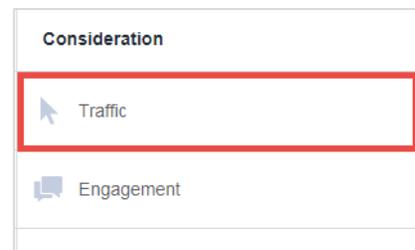
This guide is all about how you can effectively generate leads on your own with targeted Facebook ads. We cover the core components of an effective ad, best practices, as well as step-by-step instructions for building a Facebook ad campaign.

Have a Facebook Page

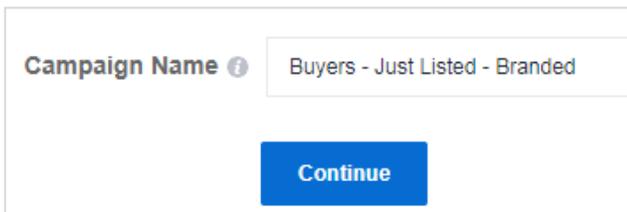
Every Facebook ad is directly associated with a Facebook page, so you must own or be an admin of your business' Facebook page to create them. Don't have a Facebook page? [Create one here](#). Creating a Facebook page is a fairly simple process; they can be made from scratch in minutes.

Choose Your Objective

When creating a Facebook ad, you must choose what the goal of your ad will be. Since the goal is to drive consumers to your website, we recommend selecting "Traffic" as the objective. This will drive consumers to your Market Leader website.

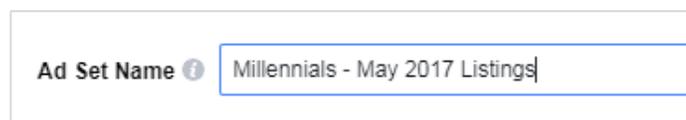


Name Your Campaign and Ad Set



When you select your objective, you will also choose the campaign name and the ad set name. Campaign names should be descriptive and unique. For example, if the campaign's objective is to drive potential buyers to your website from "just listed" ads that prominently feature your branding, you could name it "Buyers - Just Listed - Branded."

"Ad set" is the name used for a group of similar Facebook ads. Every ad set belongs to just one campaign, but campaigns can have many ad sets. As with campaign names, ad set names should also be descriptive and unique.



For example, if the ads you're creating will target Millennials and talk about new listings, you could name it something like "Millennials - May 2017 Listings."

Select Your Audience

Perhaps just as important as the content of your Facebook ads, or what they are advertising, is who they are advertising to. Expert advertisers will tell you that, for all advertising styles and mediums, even the best ads will fail if they don't target the right audiences. Facebook gives you the ability to create precise and differentiated audiences for your ads, and then save them for repeated use.

The "Audience Size" and "Estimated Daily Results" boxes on the right-hand side of your screen. You can largely disregard the content of the "Estimated Daily Results" box and the "Specific" to "Broad" gauge. However, keep an eye on the "Potential Reach" number that appears in the "Audience Size" box. This

number will change depending on how you construct your audience. From experience, we can say that a potential reach under 1,000 people won't give you much. An audience in the thousands is acceptable, while one with 10,000 or more people is ideal.

Basic Audience Targeting

- **Location:** Because physical location will always be a consideration in the real estate industry, every audience you create should target specific areas in one form or another. Here are some considerations for location-based targeting:
 - The most basic location targeting would be to include Facebook users in every city you serve in your audience. More advanced location targeting could involve identifying individual cities or neighborhoods to use with ads designed to appeal to Facebook users located there. For example, you could create an audience of people living in Seattle's Ballard neighborhood to use with an ad offering a free home valuation that addresses how much Ballard home prices have recently increased.
 - It's possible to exclude specific areas from your audiences, but doing so could cost you new clients. This is because excluding areas can prevent people who live there but are interested in buying or selling a home in the areas you serve from seeing your ads. We would recommend refraining from excluding locations for this reason.
 - Facebook allows you to specify if you want to target everyone in the locations you enter, or only people who live there, were recently there, or recently traveled there. Start with the most basic, "Everyone in this location," and experiment with more complex targeting later.
- **Age:** You can create audiences for specific age groups to use with ads addressing that age group's needs (e.g., ads about finding a starter home paired with an audience targeting people in their 20s and 30s).
- **Language:** If, for example, you have a significant Spanish-speaking community in the area you serve, you could create an audience to be used with ads designed to appeal to that community (e.g., adding "Hablo Espanol" to the ad's image or text).

Detailed Audience Targeting

Here are just a few of the many interests, behaviors, and demographic variables you can use when creating advertising audiences:

- **Homeownership status (Browse > Demographics > Home > Home Ownership):** Create better audiences for targeting home sellers by focusing on Facebook users who own a home, or craft a first-time buyer audience by selecting Facebook users in that population segment.
- **Income (Browse > Demographics > Financial > Income):** In the same way income affects which types of homes consumers are interested in, it also influences which types of ads they are most likely to click on. Craft audiences for specific income levels to pair with ads whose images and copy are designed to appeal to them. A certain income level is also required to buy a home in

the first place, so excluding people below that income level from your audiences will keep your marketing budget from being used up by people who ultimately can't use your services.

- **Wine enthusiasts (Browse > Interests > Food and drink > Alcoholic beverages > Wine):** Seattle-area wine enthusiasts who are prospective home buyers will likely have their interest piqued by Facebook ads for homes located within walking distance of the many wineries in the *vino*-loving suburb of Woodinville.
- **“Residential profiles” (Browse > Behaviors > Residential Profiles > Length of Residence / Likely to move):** Historically, people typically live in their homes for six to seven years before moving (NAR). Targeting Facebook users who have lived in their homes for about that much time, or have been identified as “likely to move” by Facebook, will help you get in touch with them before they start working with your competitors.
- **Parents (Browse > Demographics > Parents > All Parents):** New parents are often interested in upgrading to a larger home and/or one in a better school district. The parents of adult children are frequently interested in downsizing their empty nests. Create audiences targeting those population segments and use them with ads speaking to their specific needs.
- **Home price (Browse > Demographics > Home > Home Type > Home Value):** Create an audience of Facebook users whose homes have an estimated value within a certain price range. Then target them with ads indicating their home could sell for that much and offering a free home valuation.

It's also possible to target people who like your Facebook page – or the friends of people who have liked your page – in the “Connections” section audience creation (Connections > Facebook Pages).

Ad Placements, Budget, and Duration

On the same page as the audience selection, you will be asked to specify the following settings:

- **Placements:** Facebook ads can be displayed in several locations on Facebook and Instagram, as well as its [audience network](#), and your ads should work in any of these locations. Feel free to do some testing to see where they get the best results. We've experienced success exclusively displaying ads in the several locations available on Facebook.
- **Budget:** Choose whether the ad will have a daily or lifetime budget. Advertising professionals typically choose daily budgets for this type of ad because they should be run until they are no longer effective. If an ad is still generating leads at a good cost per lead, the total amount of budget spent on it shouldn't concern you. That said, identify the maximum amount of money you would be willing to spend on this Facebook ad each day and enter this value into the textbox. (Note that the daily budget will rarely, if ever, get reached; you'll typically get charged much less than that.)
- **Schedule:** It's possible to establish a stopping point for your ads, a set date on which they will no longer be displayed to Facebook users. We recommend letting ads run continuously for the same reason we recommend avoiding using a lifetime ad budget: the efficacy of an ad alone should dictate how long it runs for.

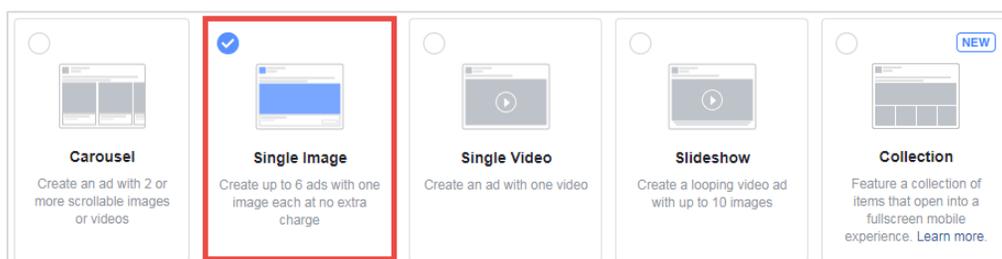
MILLION DOLLAR PIPELINE PROGRAM

- **Optimization for Ad Delivery:** Use the recommended setting, “Link Clicks.”
- **Bid Amount:** Look at these ads as an auction. Other advertisers are trying to get their ads placed ahead of yours. You can choose your “bid” to determine your ad’s visibility. While it’s possible to allow Facebook to bid for you, anecdotal evidence suggests this results in unnecessarily high bids. Selecting the “Manual” bidding option is recommended. It’s better to bid low at first and raise bids if the ads aren’t generating the desired volume of clicks and/or leads. It’s entirely possible you’ll be able to get a good volume of clicks while bidding well under \$1 per link click, so we recommend starting there. Bidding over \$3 per link click – or perhaps even \$2 – will likely never be necessary. The trick here is to find a balance between cost savings and enough of a bid to ensure your ad is highly visible to your audience (meaning not getting outbid by other ads).
- **When You Get Charged:** Use the recommend setting, “Link Click (CPC).” However, if you’ve never created Facebook ads before, you may have to spend \$10 before you can select this option. In this case, you’ll choose “Impressions” here, then change it after you’ve spent \$10.
- **Ad Scheduling:** The option to schedule ads is only available when you give your ads a lifetime budget, which we do not recommend.
- **Delivery Type:** Use the recommend setting, “Standard.”

Select Your Ad Format

The various Facebook ad formats are well suited for the real estate industry. The “Single Video” format can display videos of listings or the communities you serve. The “Carousel” and “Slideshow” formats allow consumers to scroll through listings photos without leaving Facebook.

Even the default “Single Image” format is ideal; it features a prominent photo and has more than enough room for the amount of text you should use with your ads. (The text used in advertisements is referred to as “ad copy” in the marketing world; we’ll refer to it as such from here on.)



We recommend using the “Single Image” format to start out with. It’s the simplest format when creating ads, and it allows you to create many versions of the same ad (which we’ll get to later). However, don’t be afraid to try additional formats once you’ve gotten comfortable with creating “Single Image” ads.

Create the Ad Content

Once you’ve selected an ad format, it’s time to create the content of your first ad. You will need to upload an image, enter the website URL you want your ad to link to, and add text to three fields. For ideas and

images for your ads, see the last section of this guide for ad templates and downloadable images you can use in your Facebook ads.

Ad Copy Best Practices

- We recommend adding text to all three of the available text fields. The headline should help grab a user's attention, the body text should pique their interest in what you're advertising and convince them to click on the ad, and the news feed link description should provide additional information to further convince them to click on the ad. Avoid redundancy between these sections.
- With any kind of ad copy, less is often more. Refrain from using too many words, and ensure every word is laser-focused on enticing Facebook users to click on your ad. We recommend using 35 to 50 characters of text for the ad headline and 75 to 150 characters of text for the ad body text and news feed link description.
- The body text is the only section of copy that appears in all ad placements, so it must be compelling enough to convince Facebook users to click on your ads on its own. In contrast, the news feed link description is often truncated, if it is displayed at all, so it deserves the least attention of all the Facebook ad components.
- Action-oriented phrases typically work better than bland phrases with similar meanings. For example, "Check Out These Hot Seattle Homes for Sale!" is a more compelling headline than "Seattle Homes for Sale."
- The call to action (CTA) should be alluded to repeatedly throughout the ad copy. For example, an ad offering a free home valuation should reference that in the headline (e.g., "Get a Free Home Valuation Today!"), body text ("Local home prices are rising rapidly. Find out how much your home could sell for by requesting a free home valuation."), and news feed link description ("Homes that would have sold for \$200,000 a decade ago are selling for \$300,000 today. Find out how much your home could sell for!").

Image Best Practices

- The recommended image size for the "Single Image" ad format is 1,200 pixels wide and 628 pixels tall. While it's fine to use larger or smaller images than what is recommended, always use the recommended image ratio for your chosen ad format (e.g., 1.91:1 for the "Single Image" format). Otherwise the image won't fit properly within the ad, making you look unprofessional.
- The edges of Facebook ad images sometimes get cropped off, so make sure any important component of the images you use (e.g., text or your company logo) have buffer space between them and the closest border.
- Facebook wants its advertisers to use a limited amount of text in their ads' images. Incorporate too much text into your ads and Facebook won't display them. Having a logo and up to 50 or so characters of text in an ad image is typically fine, provided the font size isn't too large. We recommend either incorporating no text at all into your ad images or adding a prominent block of text that is identical or highly related to the ad headline.

Other Best Practices

- **“Call to Action” button:** We recommend always using a call to action button. The “Learn More” call to action button is compelling enough and is appropriate to use with the content of most ads.
- **“Display Link”:** This is the URL that displays on the Facebook ad. The website URL you enter here must be on the same domain (example.com) as what you entered into the “Website URL” field. If you are driving consumers to your Sell page, then use the home page of your website for the display link. For example, the shortened URL “seattlehomes.com” would look better in a Facebook ad than the full URL “seattlehomes.com/get-a-free-home-valuation/.”

Create the Ad Content

After clicking the “Place Order” button, a confirmation that your order has been placed will appear. You will also see a prompt about duplicating the ad you just created. We highly recommend doing this every time you make a new ad set.

Duplicating ads in this way will cause Facebook to display each version to different users and, over time, give priority to the ad version that is performing the best. This allows advertisers to simultaneously try out several image and/or body text styles, helping them get the most out of their Facebook ad campaigns.

Here’s an example of multiple headlines you could try with several seller ads in the same ad set:

- *Get a Free Home Valuation Today!*
- *Home Prices Are Skyrocketing - Get a Free Home Valuation!*
- *What’s Your Home Worth? Get a Free Home Valuation!*

True tests will only change one ad component (e.g., the headline) between every version in the ad set. However, if you’re unsure about several ad components (e.g., the ad image and body text) and would like to simultaneously test both in the same ad set, feel free to do so.

We recommend testing at least three to four versions of every ad you create. Even highly-experienced advertisers find it difficult to identify which image and ad copy styles will perform best, so it would be unwise to believe you can determine that on your own without Facebook’s help.

Once you have finished creating duplicate versions of your ad, click on the “Continue” button after placing an order for the final duplicate. Your ad set is now finished, but each ad will need to be approved by Facebook before being displayed to your target audience. This typically takes no longer than a couple of hours, and clicks should start rolling in within a day.

Tracking Clicks and Conversions

Creating ads is only half the battle. To ensure you’re spending your marketing budget effectively, you will need to track how many clicks and conversions you’re getting from your ads.

Tracking Clicks

Spending your budget too quickly – or too slowly – is not ideal, so keep an eye on how many clicks your ads are getting. This can be accomplished by clicking on the name of the desired campaign and ad set once in the [Facebook Ads Manager](#). The “Results” column in the table shows how many clicks your ads have received. Adjust the time frame in the upper right-hand corner of the screen to see how your ads have performed over different periods of time.

If your ads’ bids are aggressively high, checking how much budget they are spending once or more a day is a good idea. Otherwise, checking several times a week is just fine.

Bids are adjusted on the ad set level. To adjust bids, hover over the name of the ad set whose bids you want to change and click on the “Edit” link that appears below it. You’ll find the bid amount in the “Optimization & Delivery” box. Change bids by less than 10 percent at a time; it’s rarely necessary to make bid adjustments greater than that.

Tracking Conversions

Because new leads are the ultimate goal of your Facebook ads, they are the metric you should care the most about. It’s therefore necessary to have a method for tracking how many conversions – new leads – your ads are generating. Without one, it will be impossible to know if your Facebook ads are spending your marketing budget effectively.

The conversions you should be tracking are consumers registering on your website, among others:

- Buyers filling out a form to request a showing, or more information about a specific property
- Sellers filling out a form to request a home valuation
- Visitors signing-up for the Market Insider Newsletter on your website
- Calls to the phone number listed on your website

You can use your Site Activity or Google Analytics to track your website conversions. This way you can divide the budget spent on that ad set by how many leads it has generated to calculate its cost per lead, a good metric for determining the efficacy of your advertising.

Additional Resources

Here are some links to additional resources that you may find helpful when creating and tracking your Facebook ads:

[Google Analytics](#)

[Site Activity](#)

[Create Listing Search URL’s](#)

Buyer Ad Templates

First-time buyers:

- **Headline:** Own Your Own [Area] Home!
- **Text:** Renting in [area]? Now is a great time to buy - your mortgage payments could be less than your rent. View homes for sale today!
- **News Feed Link Description:** I specialize in working with first-time buyers and will guide you through the process of becoming a homeowner. Questions? Call me at [phone number].

Just listed homes:

- **Headline:** Hot Homes Just Listed in [Area]
- **Text:** These desirable homes were just listed in [area]. View these listings now, because they won't be on the market for long!
- **News Feed Link Description:** Considering buying a new home? View these hot new [area] real estate listings before anyone else.

Move to a more desirable area:

- **Headline:** Live Near [Desirable Area]
- **Text:** Homes near [desirable area] are more affordable than you might think. View these desirable homes for sale and start planning your move to [desirable area] today!
- **News Feed Link Description:** View these listings and learn just how affordable [desirable area] homes can be. Call me at [phone number] to schedule a showing!

Foreclosures:

- **Headline:** Free List of [Area] Foreclosures
- **Text:** Get a great deal on a [area] foreclosure! View this complete list of foreclosures and find the deal of a lifetime.
- **News Feed Link Description:** See all the [area] homes currently in foreclosure or short sale. Contact me at [phone number] for more information!

Listings under certain price in specific area:

- **Headline:** Great Deals: [Area] Homes under \$X
- **Text:** There are currently only X homes for sale in [area] under \$X. Check out these steals before they're gone!
- **News Feed Link Description:** View the only homes for sale in [area] under \$X. Contact me at [phone number] if you would like to schedule a showing!

Upgrade to a better home:

- **Headline:** It's Time to Upgrade to a Better Home
- **Text:** There's no better time to upgrade your home. View [area] homes for sale today!
- **News Feed Link Description:** Your dream home is out there, and I can help you find it! Call me at [phone number] with your questions or to schedule a showing.

Seller Ad Templates

Get a free home valuation:

- **Headline:** Get a Free Home Valuation Today!
- **Text:** Local home prices jumped X% last year. Find out how much your home could sell for by requesting a free home valuation.
- **News Feed Link Description:** Homes that sold for \$X a decade ago are now selling for \$X. Find out how much your home is worth today!

Asking about home value:

- **Headline:** How Much Is Your Home Worth?
- **Text:** [Area] home prices increased by an average of \$X last year. Learn the current value of your home and find out what it could sell for this [season]!
- **News Feed Link Description:** Get a free home valuation today to learn how much your home is worth. [Area] home prices are rapidly rising, so it's a great time to sell!

Touting experience and skill:

- **Headline:** Sell Your Home With the [Area] Home-Selling Expert
- **Text:** Considering selling your home? I've sold X [area] homes in the last year - and I can sell yours, too. Request a free home valuation today!
- **News Feed Link Description:** My X years of experience help me sell homes quickly and above asking price. Work with the [area] home-selling expert - contact me at [phone number].

Touting a recently-sold listing:

- **Headline:** Just Sold: [#] Bed [Area] Home for \$X
- **Text:** I just sold a [#] bedroom home in [area] for \$X. Find out how much yours could sell for - get a free home valuation today!
- **News Feed Link Description:** No real estate agent has more experience selling [area] homes above asking price than I do. Call me at [phone number] to learn how much your home is worth!

Buyer Ad Images



Click on an image to open it in your browser, then right click on the browser image to download it to your computer.





Seller Ad Images



Click on an image to open it in your browser, then right click on the browser image to download it to your computer.





What Is Your Home Worth?



Get a Free Home Valuation



It's a Great Time to Sell!



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