

## Facebook Ads for Real Estate

Below are the summarized notes from the webinar, "Facebook Ads for Real Estate." In this class, ActiveRain Community Evangelist, Bob Stewart, went over the three components of a successful Facebook ad, and shared examples of powerful Facebook ad campaigns to target buyers and sellers.

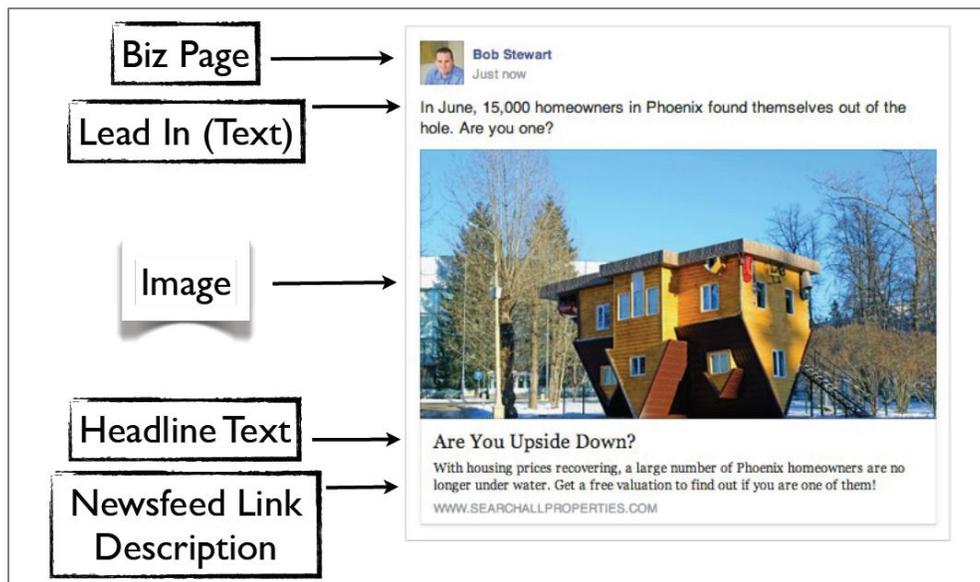
Here, we have broken down the main steps for creating an effective Facebook ad; following these steps, in conjunction with the recording of the webinar, will give you everything you need to become a Facebook Advertising Power House!

### Three Pillars of Facebook Advertising

**Ad Copy:** This is the content of your ad, broken down into the headline, text, and newsfeed description

**Ad Targeting:** This is how you determine who will see your ad

**Landing Page:** This is where they will be redirected when they click on your ad



### Create Your Facebook Ads

- Go to [www.Facebook.com/Advertising](http://www.Facebook.com/Advertising)
- Click the **Create an Ad** button in the top right corner
- Select **Clicks to Website** as your desired result
- Enter your Market Leader website address
- Upload up to 6 large, relevant images for your ad
  - Use images that are at least 1200x628 pixels
  - You can find images at Fotolia.com or iStockPhoto.com
- Choose a page to connect to your Facebook ad (this is where you will want to use your Facebook business page versus your personal page)
- Now you can enter your ad **Headline** and **Text**; as you make changes, you will see your add update to reflect them in the center of the page
  - Be sure you expand the **Advanced Option** section and enter a **News Feed Link Description** to add more information about your ad
  - The **Call to Action** button can be used, however using this option tends to make your ad look more like, well, an ad.
- In the center, you can select where you ad will display (News Feed, Mobile News Feed, or Right Column). We have found that for best results, select News Feed or Mobile News Feed.

## Targeting

Once you have the content of your ad completed, you can now select the audience for your ad. Start with a geographic area such as a city name or zip code, and narrow your audience down from there.

You have a variety of options when it comes to targeting, so take some time to explore all of the different demographic information. As you make changes, you will see the size of your audience grow or shrink based on your changes. The smaller the audience, the smaller the cost of the ad.

The screenshot shows a targeting interface with the following sections:

- Locations:** A text input field containing "United States, Washington" and "Seattle". Below it is a placeholder "Add a country, state/province, city or ZIP".
- Age:** A dropdown menu set to "18" and another dropdown menu set to "--".
- Gender:** Three buttons: "All" (selected), "Men", and "Women".
- Languages:** A text input field with the placeholder "Enter a language...".
- Home Ownership:** A dropdown menu set to "Homeowners". Below it is a "Browse" button.
- Generation:** A dropdown menu set to "Baby boomers". Below it is a "Browse" button.
- More Demographics:** A dropdown menu.
- Audience Definition:** A section on the right with a gauge showing "Specific" and "Broad" ranges. A message says "Your audience is defined." Below this is "Audience Details:" with a list:
  - Location:
    - Seattle, Washington, United States
  - Age:
    - 18 and older
  - Home Ownership:
    - Homeowners
  - Generation:
    - Baby boomers
- Potential Reach:** 76,000 people

## Ad Cost and Budget

Now you can name your ad, and select the schedule and cost for your ad. Select a set dollar amount per day to ensure you stay within your budget; a good starting point is \$5 per day.

Then select the schedule, and this will determine the overall cost for your ad (example: If you choose your ad to run for 7 days at \$5 per day, the total cost will be \$35). Now you can review and place your order, or you can go back and edit your order if changes are needed.

The screenshot shows the ad campaign configuration interface with the following details:

- Campaign:** Baby Boomers-Seattle-Looking to Move [Change Campaign](#)
- Ad Set Name:** Seattle - 45-64
- Budget:** Per day ▼ \$5.00 USD
- Schedule:** 1 day | 7 days (selected) | 14 days | Other
- Summary:**
  - Your ad will run until **Wednesday, July 16, 2014.**
  - You'll spend up to **\$35.00 total.**