

Are you thinking of how you can upscale your real estate business, and you have thought of making use of Facebook Ads services? You are doing good.

You are in the right place as this article is dedicated to showing you how to create high-converting Facebook ads that will work for your real estate business.

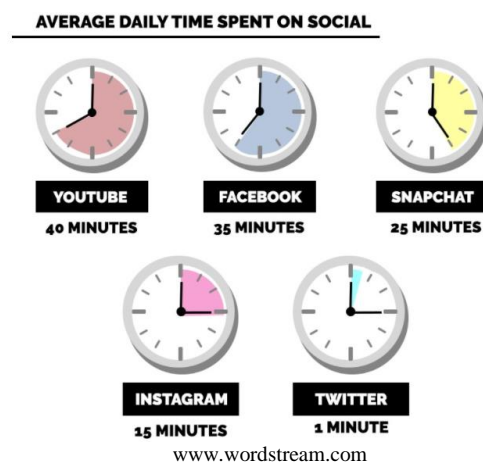
You have not thought of making use of Facebook ads? Let me show you how using Facebook Ads can grow your real estate company.

Is Facebook good for real estate ads?

Back in the days, realtors improve their chances at success by networking, making flashy flyers and posters to share. But times are rapidly changing, even the flashiest of flyers do not get much attention again.

People are increasingly getting hooked to their phones, surfing the net and using social media apps. Facebook is the largest social media platform. Did you know Facebook has 2.7 billion active users?

According to MediaKix in one of their recent studies, the average Facebook user spends at least 35 minutes on the platform. This presents you with an enormous opportunity to reach several people with properly done ads, and before you know it, your revenue rockets.



We recently had an ad campaign that we were able to make \$3,742.52 from \$35.64 adspend in just 7 days using Facebook Ads, we made the technique employed available for you, check [Mini Ads Magic](#) for more.

As a realtor, you have bigger opportunities that Facebook itself recognises which made them create some wonderful tools for you.

Well, let's get into action. Here are things you'll learn:

- ✓ What is Facebook ads and how does Facebook ads work
- ✓ Why is using Facebook ads for real estate is good
- ✓ Best funnel to set up when running Facebook ads for real estate
- ✓ Amazing tips for running real estate Facebook ads

Facebook ads is simply advertising online but specifically on Facebook and other platforms linked to it like Instagram. You harness the vast opportunities available on a social media platform with 2.7 billion people to increase the audience reach of your company, gain prospective clients and convert them.

But is it that simple to do? I mean, how does advertising on Facebook works?

First, you might have heard a lot about how much of a daunting task it is to advertise on Facebook. Now, I need you take a deep breath and exhale the possible fears that might have instilled in you.

Facebook itself states it that “we offer advertising solutions for every level of expertise”. So even as a newbie, you are good to go.

My job here is to make you even better. In case you have never done one before, here is how Facebook ads work and things you have to do.

1. Select your objective for advertising. I am certain you already know you will need to create a Facebook page account to start, after which you create an ads account.

When those are done, before you start creating advertisement campaigns, think within yourself what is it you hope to achieve with the advertisement. Awareness, traffic, lead generation, engagement, conversions or sales? Facebook has it all and more.

What you have to do when you get started is select your objective.

For a real estate company, most of your objectives should be lead generation, conversions and traffic to your website.

Not sure what objective best suits your desired goal? A case study of a highly profitable ads campaign will assist you. Try it [here](#).

2. Choose your target audience. You see, one mistake people make is advertising to the wrong persons.

Imaging advertising alcoholic wines to a student who has an exam in few minutes, why not wait till after the exam and you're sure he/she aced the exam – that calls for some celebration, doesn't it?

Facebook offers you some tools to use in deciding your audience. Tools like demographics, residency, people's behaviours and what people have shown interest in.

You will see how to use those tools in later parts of this article.

3. Decide on which platforms to run the ads.

Advisably, leave it at automatic placements. You get more reach with that.

4. Set your budget, choose a layout, and pay.

Facebook provides you with six vast ads layouts/formats. The Carousel ads format is arguably the best for a real estate advertisement as it gives you the chance to use as much visual materials as possible.

5. And finally, monitor and manage your ad. Facebook gives you the ads manager tool where you can assess the performance of your ads and can also edit them to optimise their results.

Maybe you are overwhelmed at the thought of creating a Facebook ad because it seems like there is so much to give attention to, modelling after a 6 figure revenue successful ads will be of great assistance.

Watch the [Facebook ads](#) that hit 6 figures in 7 days with just \$35.

Perhaps you are doubting, do people even click those ads? Facebook is on its way to make \$60 million from ads revenue. Trust me, people are clicking.

Over 3 million small businesses advertise on Facebook. Your real estate company is welcome to join. There are several reasons why using Facebook ads for real estate is good.

You will be able to generate leads for your real estate company.

Leads makes converting prospective clients less tedious because you already know those you are speaking with are interested in what you do.

As a realtor, you probably invest a lot into getting people's attention so you could have a chance of selling or leasing. With Facebook, you can cut yourself some slack and, yet, get the best results.

Real estate is a visual business.

You have endless space to explore this on Facebook. Unlike posters and newspaper adverts or even T.V. adverts, your Facebook page is all yours. You get to supply as much visual materials – pictures and videos – as you like and, (have you guessed the best part yet?), they all get seen.

With Facebook, your real estate business like every other business gets the chance to be an international brand.

Apart from this, real estate is an ever booming endeavour – people always needed landed properties. Facebook brings those clients to you and not you endlessly chasing.

Now, let us dive into Facebook Ads tools for real estate companies.

Required Fields

To ensure your ads bring the best results, Facebook created some required fields for real estate advertising. They include: `home_listing_id`, `name`, `image`, `address`, `neighbourhood`, `price`, `availability` and `link to your website`. All you just need is to fill these fields with the appropriate answers and you are good to go.

Ads Format

We've talked about the best ad format to use, Carousel. This is better than the single image format. You get to be more expressive with these – show much more of the goodness of your properties.

Pixel to Monitor and Edit your Ads

Next thing is setting up your pixel for real estate. Pixel is an analytics tool that enables you to assess how well your advertisement is doing by understanding the actions visitors make on your webpage. Pixel helps you ensure the right people are seeing your ads, increase conversions and sales and assess the results of your ads.

When you are done with all these, go to your Ads Manager to add catalogue, you select Catalogue Sales as objective to do this. Then, you create a home listing catalogue. Voila! You are ready to go. Launch your ads.

Five Best Practice Tips for Real Estate Ads

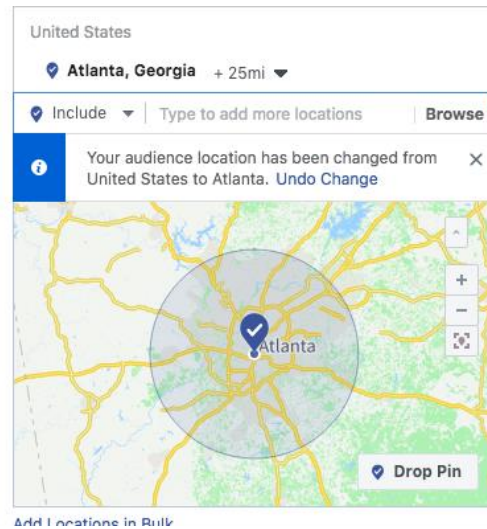
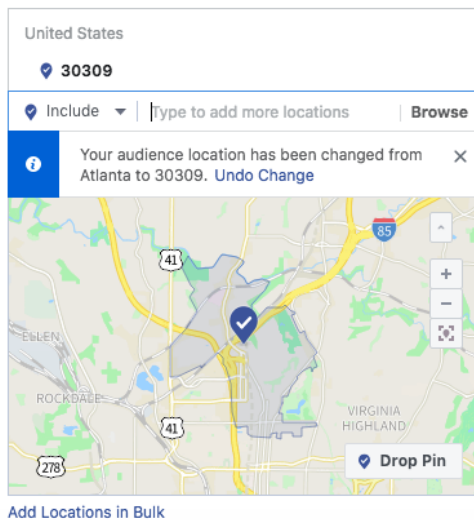
1. Focus on Demographic, Location, Interest and Behavioural Targets.

Always make sure to target the right audience. Make good use of the location, demographic, interest and behaviour targets to get the best out of real estate Facebook Ads.

Location Target using Zip code

To utilize location target in the best way, don't just provide the zip code for the location of the property as this would be too precise and limiting. Also provide zip codes of locations where people typically move from to come to where you are selling or leasing. Previous selling history and researches can help with that.

You can also input actual location names instead of using zip codes.



Demographic Target

There are different targets you can use under demography.

Target by income. Go to **‘Detailed Targeting’ > ‘Demographics’ > ‘Financial’ > ‘Income’**. From there, you can target audience based on their level of income and this works well in making sure you get attention from the right people.

Target by home ownership status. **‘Demographics’ > ‘Home’ > ‘Home Ownership’**. This gives you the chance to target a specific audience based on

Demographics > Financial > Income

4. \$100,000 - \$124,999

5. \$125,000 - \$149,999

6. \$150,000 - \$249,999

Demographics > Home > Home Ownership

First time homebuyer

Add demographics, interests or behaviors | Suggestions | Browse

Income

1. \$40,000 - \$49,999	<input type="checkbox"/>
2. \$50,000 - \$74,999	<input type="checkbox"/>
3. \$75,000 - \$99,999	<input type="checkbox"/>
4. \$100,000 - \$124,999	<input checked="" type="checkbox"/>
5. \$125,000 - \$149,999	<input checked="" type="checkbox"/>
6. \$150,000 - \$249,999	<input checked="" type="checkbox"/>

their housing need and what type of house they will most probably be interested in. you have three options here: first-time homebuyer, homeowners, and renters.

Create Custom Audiences.

You can create custom audience lists based on your previous clients. You upload that list to Facebook and Facebook uses it to make sure your ads get to people similar to your existing clients. It is called ‘Lookalike audiences’.

Behavioural Target

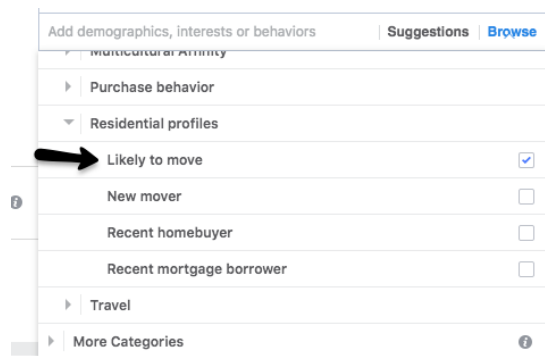
This gives some nice edges. How? You can target people based on what they’re likely to do.

Target audiences ‘Likely to Move’

Go to ‘Detailed Targeting’ > ‘Behaviours’ > ‘Residential Profiles’.

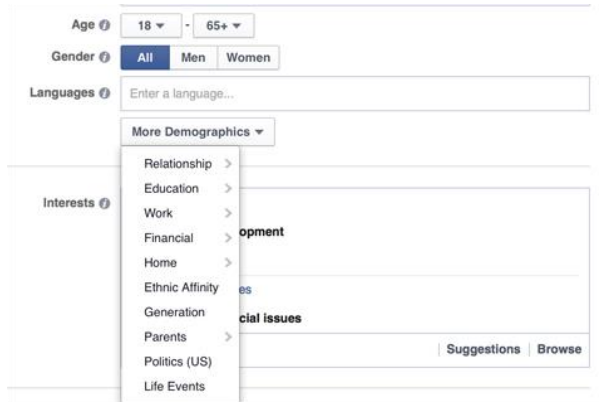
You’ll find several options including those who are likely to move.

You might have a question about how Facebook knows these things. Well, we all do but our answer is in the fact that they somehow work. So why not use them?



Make sure you use them today!

In addition to these, you can also **Target by Age**. There are apartments some particular age group will prefer than other age groups. You want to make sure to reach the age groups that will actually desire those apartments.

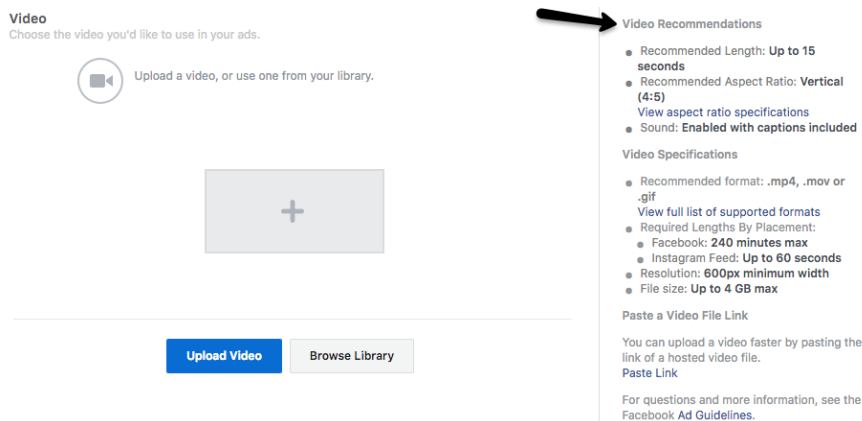


The image shows a Facebook targeting interface. At the top, there's an 'Age' filter with a dropdown menu showing '18' and '65+'. Below it is a 'Gender' filter with buttons for 'All', 'Men', and 'Women'. Then there's a 'Languages' filter with a text input field 'Enter a language...'. Below that is a 'More Demographics' dropdown menu. The 'Interests' filter is expanded, showing a list of categories: Relationship, Education, Work, Financial, Home, Ethnic Affinity, Generation, Parents, Politics (US), and Life Events. Each category has a right-pointing arrow. To the right of the 'Interests' list, there's a search bar and a list of suggestions: 'opment', 'es', and 'cial issues'. At the bottom right of the 'Interests' section, there are buttons for 'Suggestions' and 'Browse'.

2. Pictures Might Not Be Enough, Bring Videos.

Use good videos to show your properties. Also, prospective clients trust business owners they know what they look like, so show yourself as you show your properties too.

Post impressive videos showing your properties, renovation activities done on your properties. You know seasoned reality videos about your properties, your satisfied clients and you working to provide the best for your clients is a good idea.



The image shows the Facebook video upload interface. On the left, there's a 'Video' section with the text 'Choose the video you'd like to use in your ads.' Below this is a video upload icon and the text 'Upload a video, or use one from your library.' In the center, there's a large grey box with a plus sign. At the bottom, there are two buttons: 'Upload Video' and 'Browse Library'. On the right, there's a 'Video Recommendations' section. It lists several recommendations: 'Recommended Length: Up to 15 seconds', 'Recommended Aspect Ratio: Vertical (4:5)', 'View aspect ratio specifications', 'Sound: Enabled with captions included', 'Video Specifications', 'Recommended format: .mp4, .mov or .gif', 'View full list of supported formats', 'Required Lengths By Placement: Facebook: 240 minutes max, Instagram Feed: Up to 60 seconds', 'Resolution: 600px minimum width', 'File size: Up to 4 GB max', 'Paste a Video File Link', 'You can upload a video faster by pasting the link of a hosted video file.', 'Paste Link', and 'For questions and more information, see the Facebook Ad Guidelines.' An arrow points from the 'Video Recommendations' section to the 'Upload Video' button.

3. Use The Carousel Ad Format.



It is more fun when you show multiple images at time – images of different properties or images of several parts of a single property.

Apart from the Carousel ad format, there is also the Single image format. But this limits your chances of making the best use of the visual resources available to you.

With Carousel, you can display many pictures in a catalogue type format. Viewers will be

able to scroll through them and can tap on any of the images for more details as provided by you.

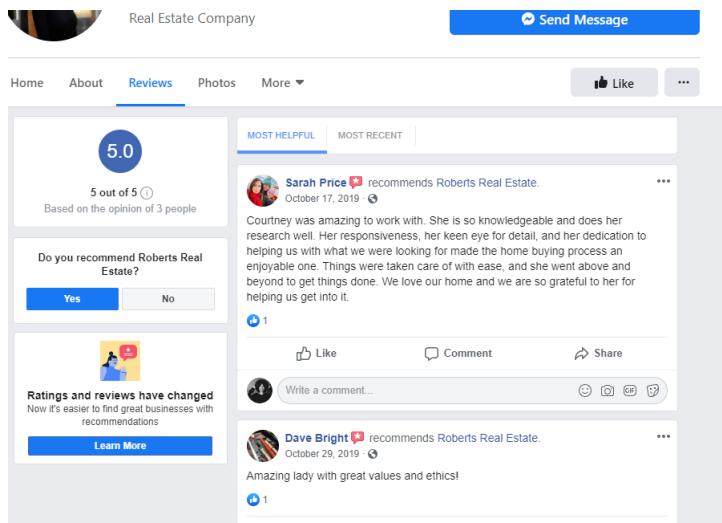
4. **Build Trust as You Build Reach.**

Don't just show properties, show clients you've made happy and testimonials. There are several ways you can build trust in your audience.

Your Facebook does not have limit to posts it can take. Showcasing apartments alone may not get you devoted audience, you should try making informative and educative posts.

There many exciting and insightful things to discuss in real estate and properties. When you are get the impression that you are good at you do, they trust you.

Engage comments on and replies to your posts as much possible too.



Enable reviews on your page

Another way to build trust is to make it possible for your audience and clients to review and rate your brand. Work hard and smart to get good reviews and you will have to talk less to get a prospective

client's heart.

To do this, go to **'Settings' > 'Edit page' > 'Tabs'** then turn ON the option to **'Use default tabs' > 'Add a Tab'** then add the **'Reviews'** tab.

Implore clients to give you reviews after successful completion of a business.

5. Be Creative with Your Ads.

Add life, add vibes.

Make your ads and posts relatable to people on emotional and social class levels – “perfect building for a new family”, “a luxurious apartment for the rich”, “bachelor and searching? Ladies love men living here”.



Talk about the features that makes the house lovely and good for your audience.

You may not think so but emotions and sentiments drive a lot of real estate prospective clients. For one thing, we all want a house we would be happy in (so something like posting a picture of a house with Chucky's doll in it won't be a really good idea).



Hey my dearly esteemed reader, I desire to assist you more and that's why I want to show you techniques to successful ads. There are several testimonials and success stories from persons that got the course. I would love to hear yours too. Go to [Mini Ads Magic](#) to see more about the course and get it.