

FOR REAL ESTATE PROFESSIONALS

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# FACEBOOK MARKETING FOR BEGINNERS

*Learn what is working right now to  
generate more leads from Facebook*

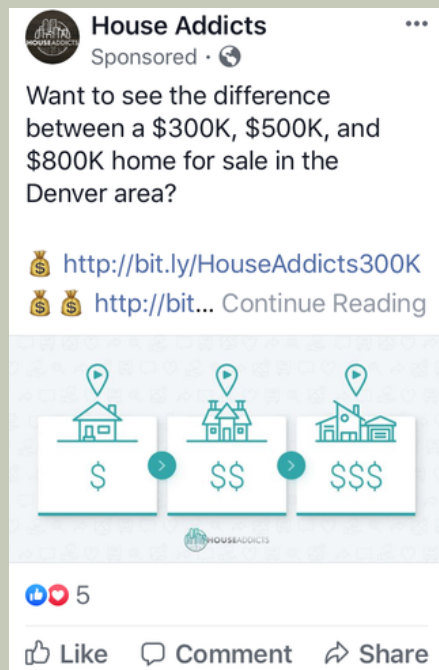


# MARKETING WITH INTENTION

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EFFECTIVELY IDENTIFY WHO YOUR TARGET MARKET IS, CRAFT THE RIGHT MESSAGE JUST FOR THEM, AND DELIVER YOUR MARKETING TO THE RIGHT PEOPLE.

- Social Media posting on Facebook and Instagram
- DO create ads that focus on what they want, not all about YOU
- DON'T make your ads feel like an advertisement
- Top performing ads offer information, lists, scarcity and exclusive services
- Schedule them to go out daily or very few days
- Boost some posts on paid ads for higher exposure



Marketing with Intent will gain you a strong relationship with your target market. Be purposeful and you will be successful.

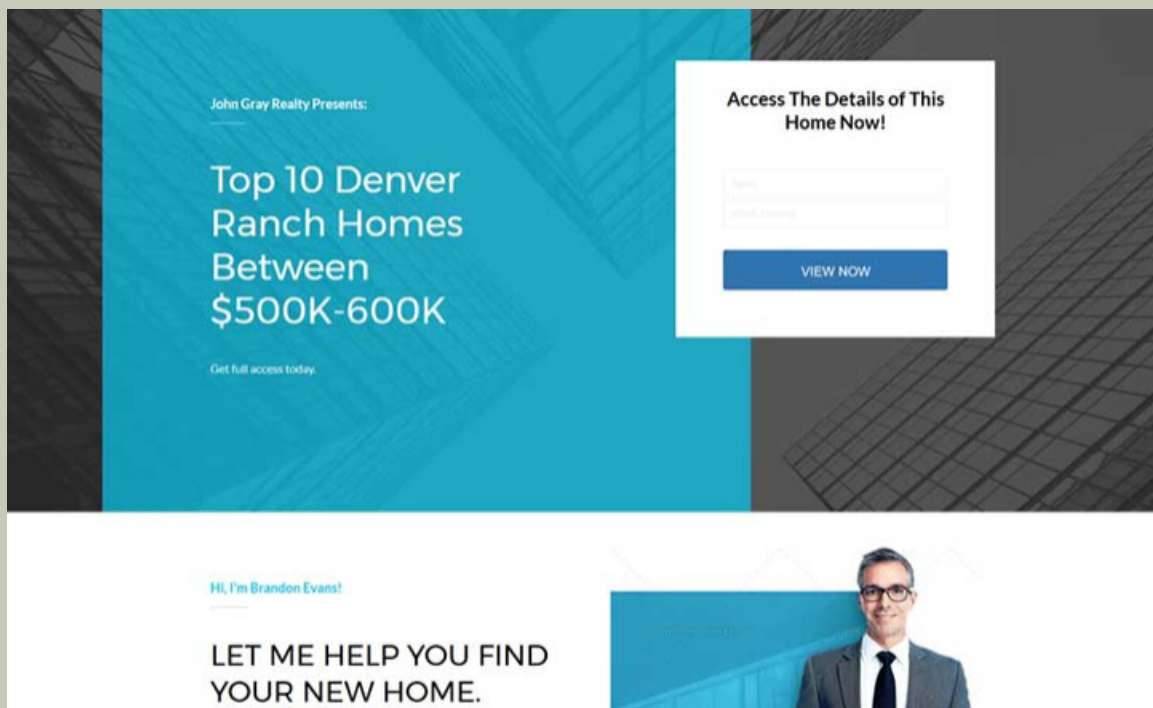
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# SUCCESSFUL REAL ESTATE AGENTS UTILIZE LANDING PAGES FOR BETTER CONVERSIONS

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A LANDING PAGE HAS A TARGETED PURPOSE:  
TO GROW YOUR LIST, GAIN LOYAL CLIENTS, AND  
PROVIDE VALUE TO YOUR VISITORS.



A good landing page will have:

- No links that will direct their attention away
- A great headline
- A lead form that captures name and email
- Drive leads into your follow up funnels

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# SWIPE AND DEPLOY

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## USE THE FOLLOWING EXAMPLES OF LANDING PAGE FUNNELS AND FACEBOOK ADS

- Home Search Highlight Funnel & Facebook Ad
- Property Listing Funnel & Facebook Ad
- Home Valuation Funnel & Facebook Ad
- Just Listed Funnel & Facebook Ad

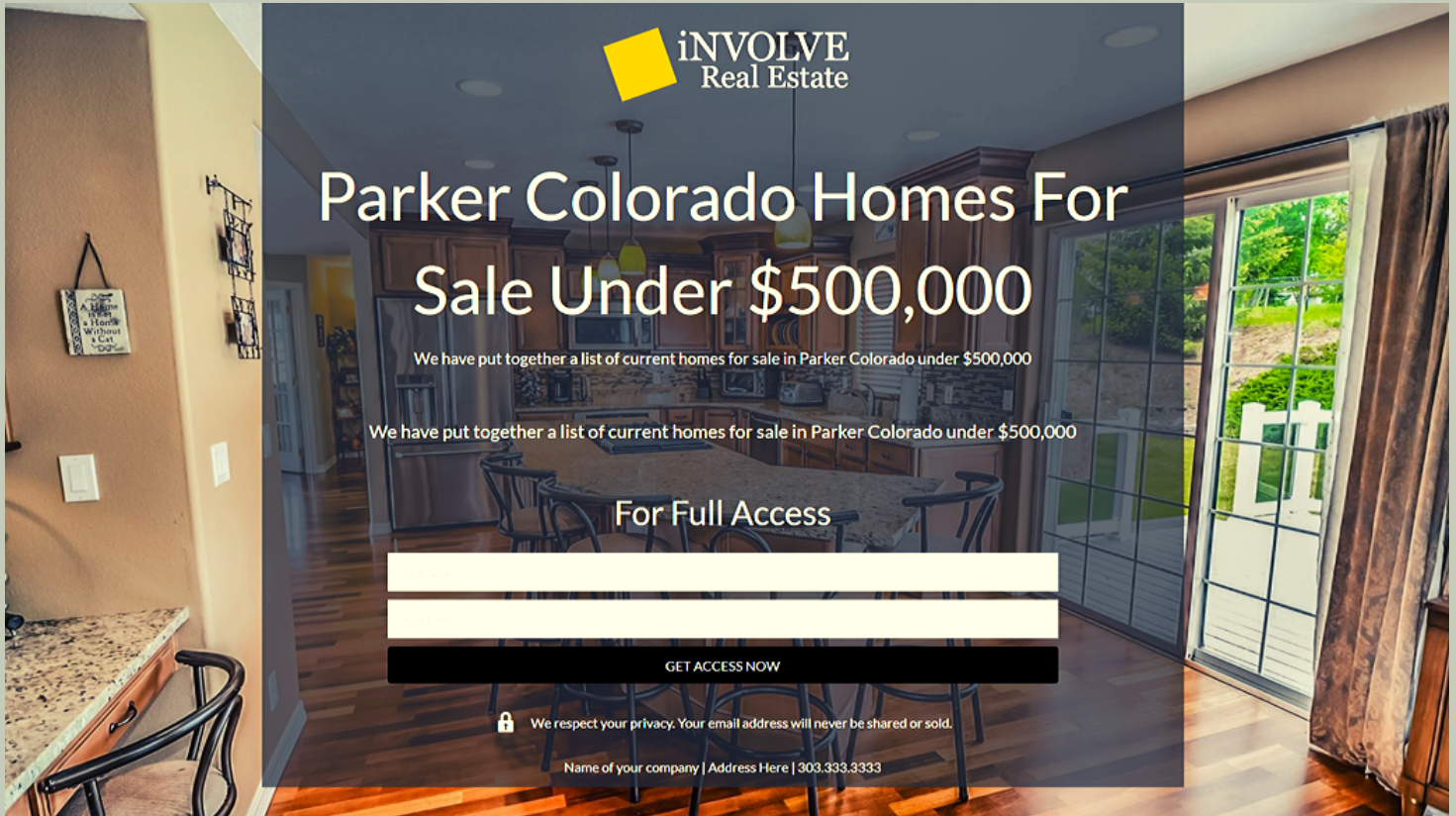
**\*\*NOTE: THE ADS SHOWN HERE ARE ACTUAL ADS PULLED FROM FACEBOOK. THE NAMES OF THE AGENTS, COMPANY AND/OR ADDRESS HAVE BEEN BLOCKED OUT FOR PRIVACY**



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# HOME SEARCH HIGHLIGHT FUNNEL & FACEBOOK AD



A HOT LIST OF HOMES FOR A TARGET MARKET GIVES THEM EXACTLY THE INFO THEY WANT TO SEE

## FACEBOOK AD BLUEPRINT

Optimization: Landing Page Views

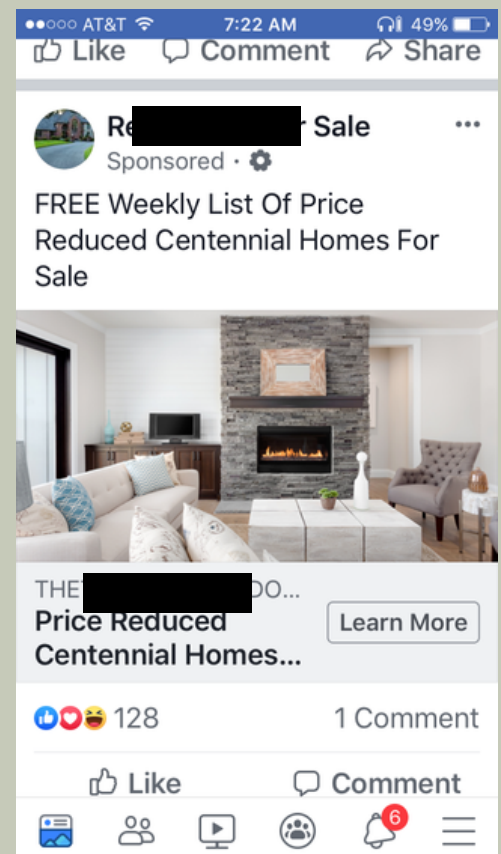
Location: 10-15 miles from preferred City

Target Audience: Men, Women, 30-65+,  
Likely to Move

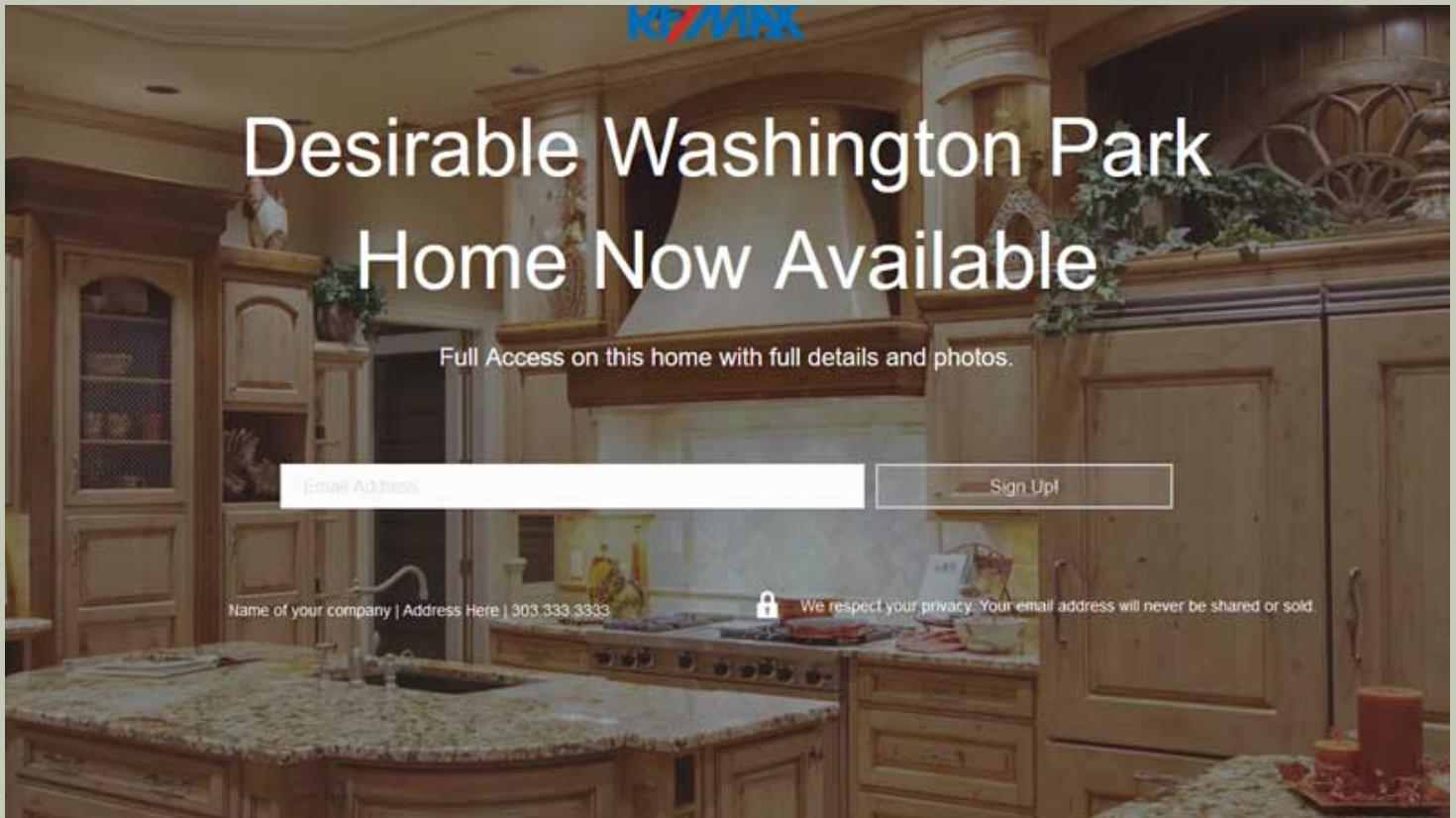
Budget: \$10-\$30/day

Placement: Mobile, Desktop, News Feed

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# PROPERTY LISTING FUNNEL & FACEBOOK AD



PROMOTE AN EXCLUSIVE LOOK AT A NEW LISTING  
ON THE MARKET TO MAKE THEM FEEL SPECIAL

## FACEBOOK AD BLUEPRINT

Optimization: Landing Page Views

Location: 10-15 miles from preferred City

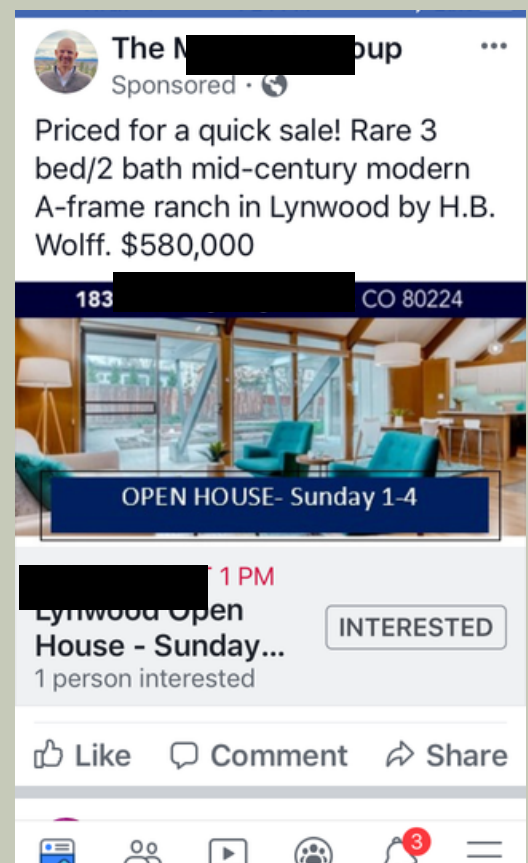
Target Audience: Men, Women, 28-55,

Likely to Move, Income Range

Budget: \$10-\$30/day

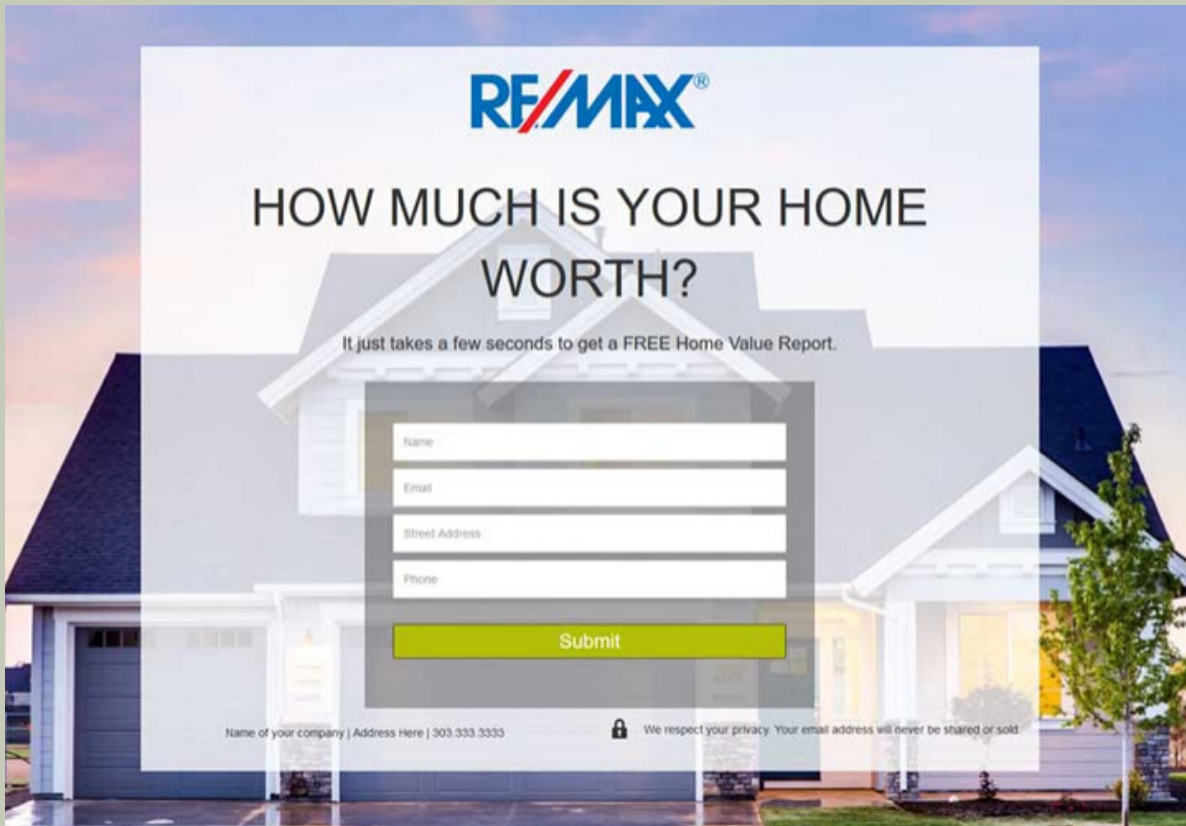
Placement: Mobile, Desktop, News Feed

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# HOME VALUATION FUNNEL & FACEBOOK AD



The image shows a RE/MAX logo at the top. Below it, the text "HOW MUCH IS YOUR HOME WORTH?" is displayed. Underneath, a smaller line of text says "It just takes a few seconds to get a FREE Home Value Report." Below this is a form with four input fields: "Name", "Email", "Street Address", and "Phone". A yellow "Submit" button is positioned below the form fields. At the bottom of the form, there is a line of text: "Name of your company | Address Here | 303.333.3333". To the right of this text is a small padlock icon and the text "We respect your privacy. Your email address will never be shared or sold."

ATTRACT SELLERS BY GETTING THEM TO THINK ABOUT THEIR HOME'S VALUE

## FACEBOOK AD BLUEPRINT

Optimization: Landing Page Views

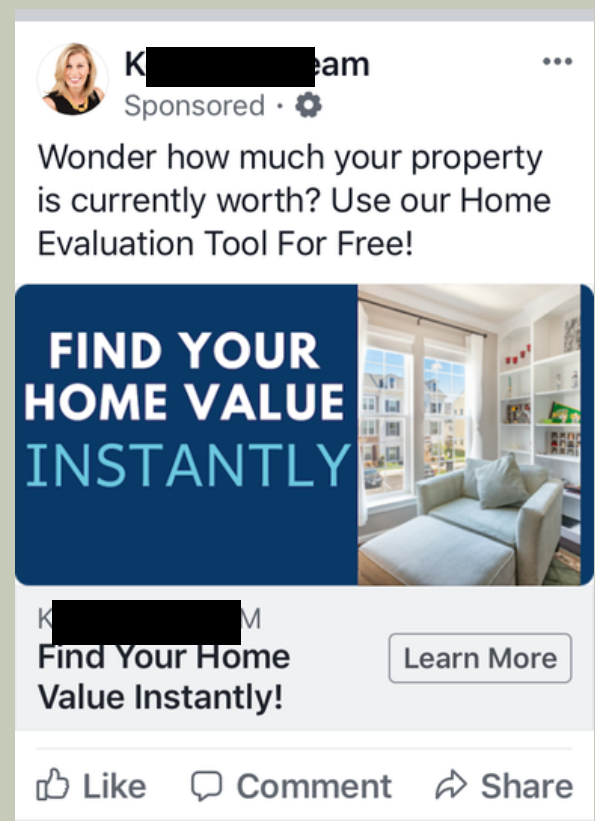
Location: 1-5 miles from preferred City

Target Audience: Men, Women, 28-55,  
Married, Homeowners

Budget: \$10-\$30/day

Placement: Mobile, Desktop, News Feed

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The image shows a Facebook ad interface. At the top, there is a profile picture of a woman and the name "K [redacted] Team". Below the name, it says "Sponsored" with a gear icon. The main text of the ad reads: "Wonder how much your property is currently worth? Use our Home Evaluation Tool For Free!". Below this text is a large image with the text "FIND YOUR HOME VALUE INSTANTLY" in white and blue. To the right of this text is a photo of a living room with a white sofa and a bookshelf. Below the image, there is a line of text: "K [redacted] M Find Your Home Value Instantly!". To the right of this text is a button that says "Learn More". At the bottom of the ad, there are three icons: a thumbs up icon, a comment icon, and a share icon, followed by the text "Like", "Comment", and "Share".

# JUST SOLD PROPERTY FUNNEL & FACEBOOK AD

ATTENTION HOME OWNERS

**INVOLVE**  
Real Estate

## GET A LIST OF HOMES THAT JUST SOLD IN YOUR NEIGHBORHOOD

It just takes a few seconds to get a FREE Just Sold List of homes.

- Fast and Secure
- Determine Your Home Value
- A Free NO Obligation Consultation

Let's Get Started

First Name \*

Last Name \*

Email \*

Phone \*

**Let's Connect**

Name of your company | Address Here | 303.333.3333

We respect your privacy. Your email address will never be shared or sold.

## HOMEOWNERS WANT TO KNOW WHAT THE MARKET IS DOING IN THEIR NEIGHBORHOOD

### FACEBOOK AD BLUEPRINT

Optimization: Landing Page Views

Location: 1-5 miles from preferred City

Target Audience: Men, Women, 28-55,  
Married, Homeowners

Budget: \$10-\$30/day



Placement: Mobile, Desktop, News Feed

**Click Here to Get 14 Days Free  
Access to this Funnel**

**[Redacted] Realty Group**  
Sponsored ·

These homes were recently sold by our team 🏡🏡🏡. Tap Learn More to see property details and photos.

🤔 Curious about what they sold for and how yo... [Continue Reading](#)



Recentl  
y Sold!... [Learn More](#)

Recentl  
y Sold!...



WANT MORE?

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DOWNLOAD OUR COLLECTION OF TOP LANDING  
PAGE HEADLINES THAT ARE PROVEN TO DRAW MORE  
ATTENTION AND CONVERT MORE LEADS



**YES, I WANT THE 33 TOP HEADLINES**

## LEARN MORE

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IF ANY OF WHAT YOU HAVE READ SPARKS A FIRE IN YOU AND YOU CAN SEE HOW THIS SYSTEM WILL REVOLUTIONIZE YOUR REAL ESTATE BUSINESS, THEN TAKE ACTION TODAY.

WE WILL DISCUSS WITH YOU WHAT YOUR GOALS ARE, HOW YOU SEE ANY OR ALL OF THIS SYSTEM WORKING FOR YOU, AND GET YOU STARTED.

**SCHEDULE A CALL**

[WWW.INTERNETMEDIACONSULTANTS.COM](http://WWW.INTERNETMEDIACONSULTANTS.COM)

[WWW.MOREREALESTATELEADS.COM](http://WWW.MOREREALESTATELEADS.COM)

[WWW.SMARTACTIONMARKETING.COM](http://WWW.SMARTACTIONMARKETING.COM)

[WWW.SINGLEPROPERTYWEBSITES.COM](http://WWW.SINGLEPROPERTYWEBSITES.COM)

### OUR BRANDS

