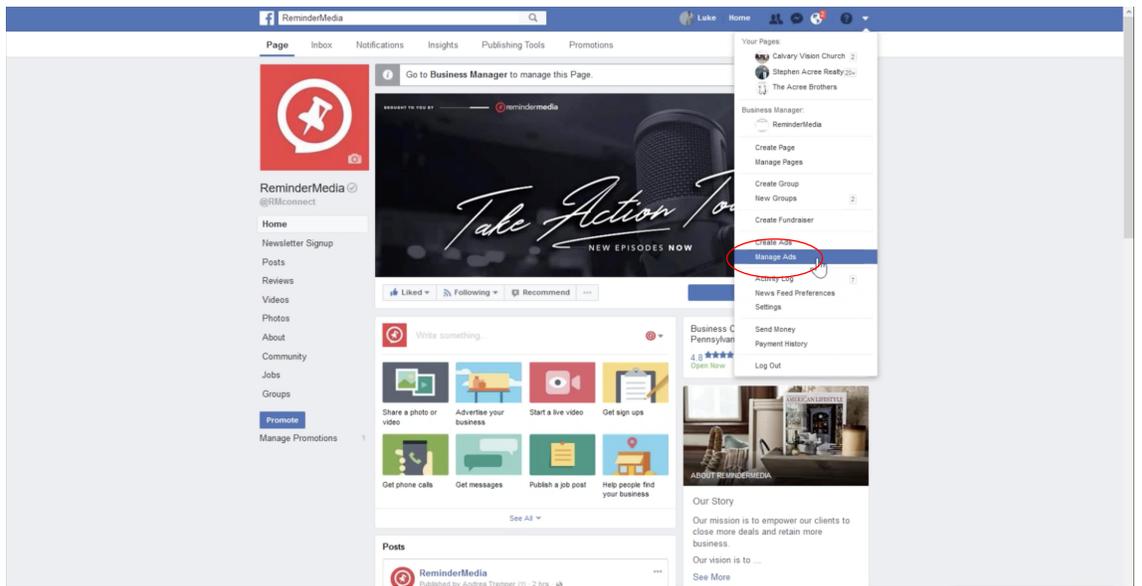


TWO FACEBOOK ADS THAT EVERY REAL ESTATE AGENT SHOULD BUILD

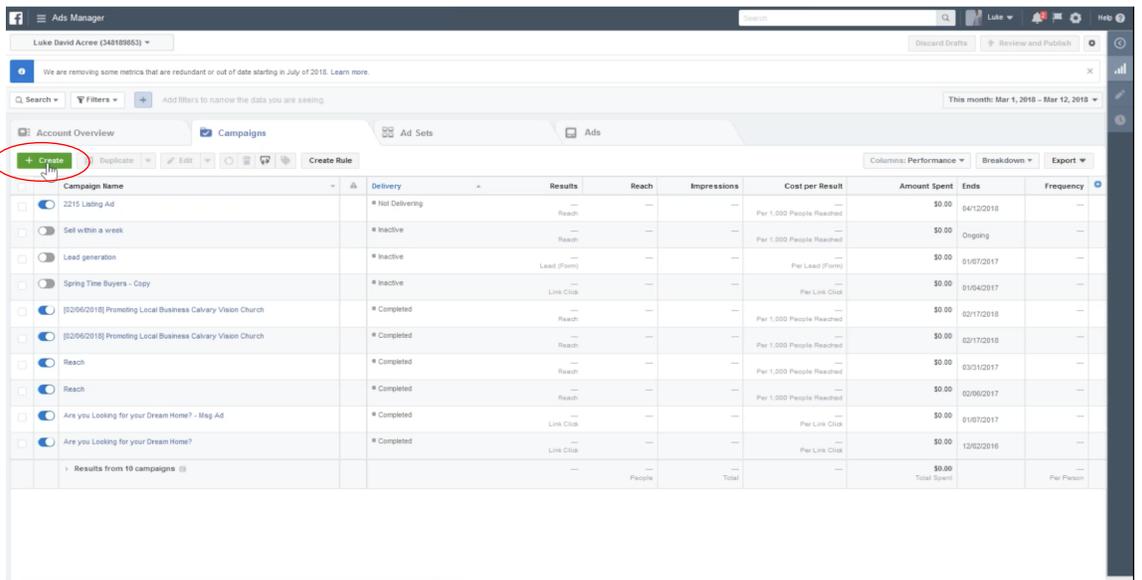




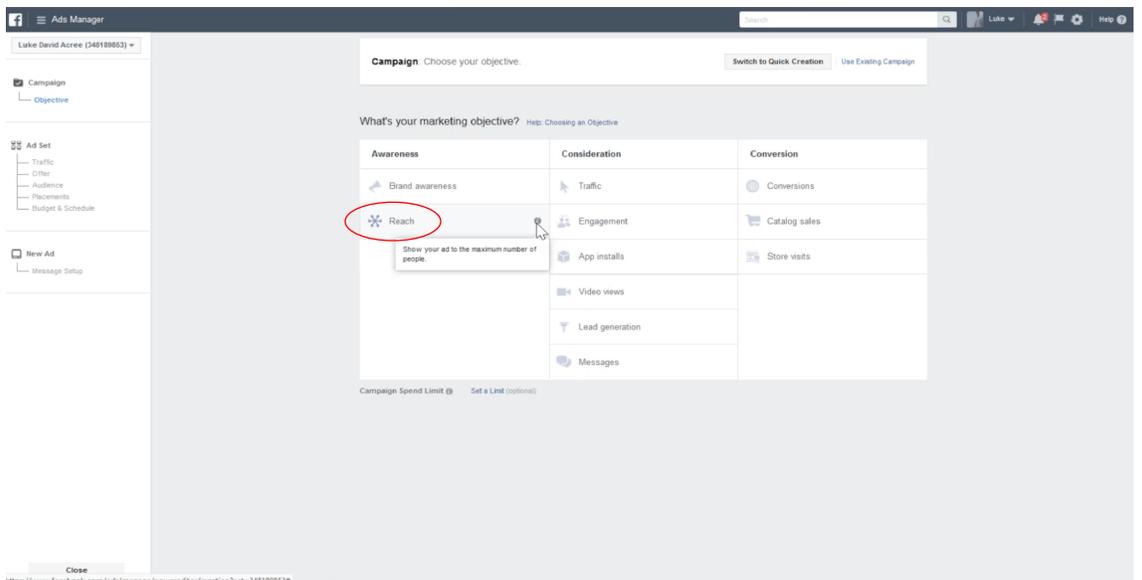
LISTING ADS



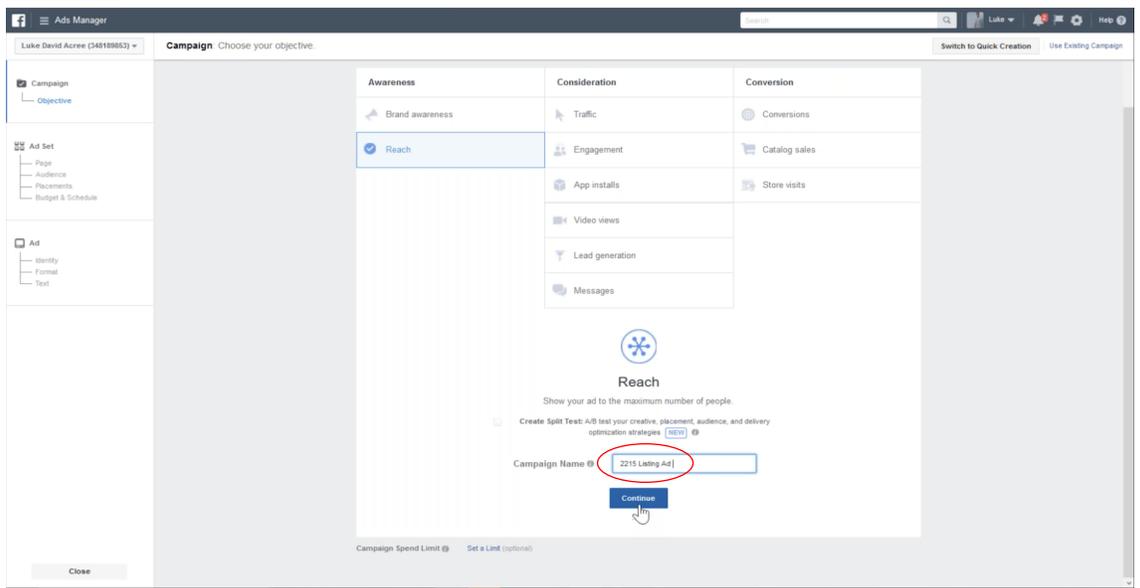
- Click the arrow in the upper right hand corner of your page to reveal a drop-down menu, and select 'Manage Ads.'



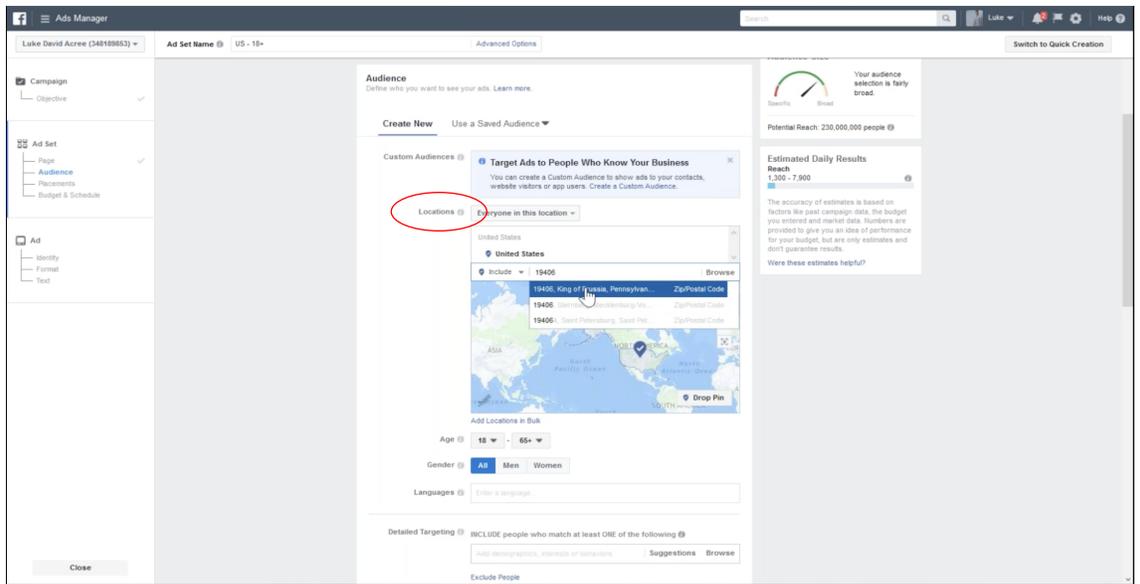
- Click the 'Create' button in Ads Manager.



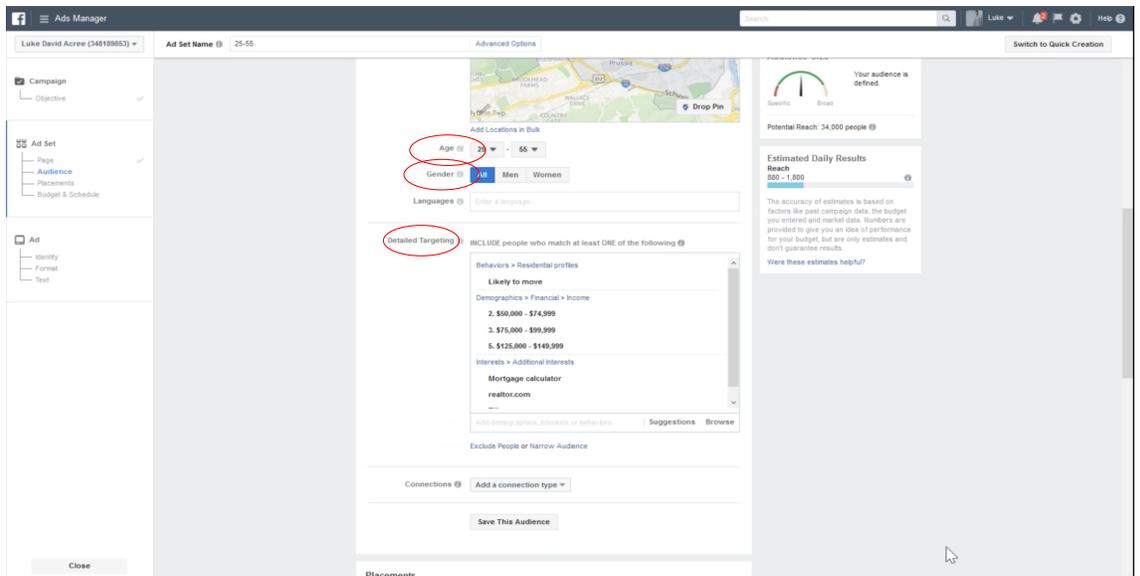
- Select the 'Reach' campaign located under the 'Awareness' tab.



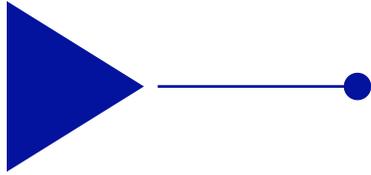
- Name your campaign, and click 'Continue.'



- Select your targeted location.

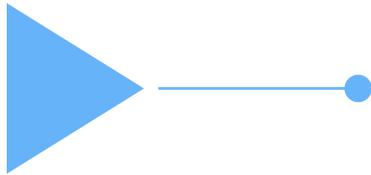


- Select your targeted age, gender, and detailed targeting (ex: 'Likely to move').



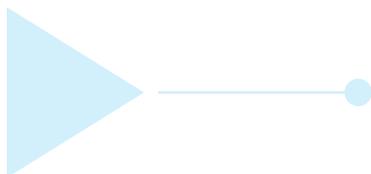
Facebook Ads Manager interface showing the 'Placements' section. The 'Automatic Placements (Recommended)' option is circled in red. The interface includes sections for 'Placements', 'Budget & Schedule', and 'Optimization for Ad Delivery'. A sidebar on the left shows navigation options like Campaign, Ad Set, and Ad. A right sidebar displays 'Your audience is defined' and 'Estimated Daily Results'.

- Select automatic placements.



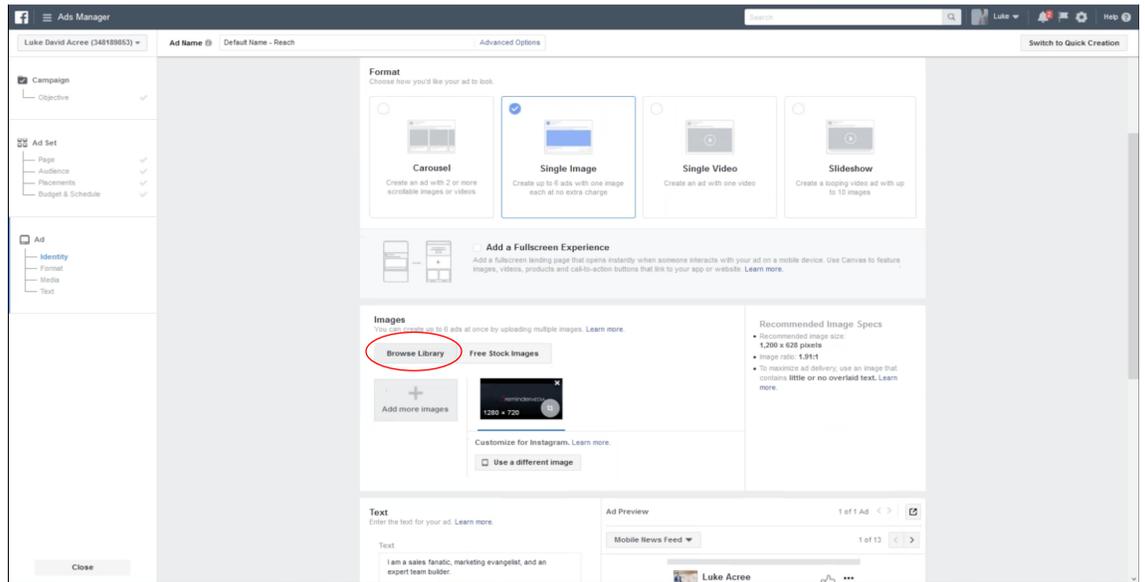
Facebook Ads Manager interface showing the 'Budget & Schedule' section. Several options are circled in red: 'Daily Budget', 'Schedule', 'Optimization for Ad Delivery', 'Frequency Cap', and 'Bid Amount'. The interface includes sections for 'Budget & Schedule', 'Optimization for Ad Delivery', and 'When You Get Charged'. A sidebar on the left shows navigation options like Campaign, Ad Set, and Ad. A right sidebar displays 'Your audience is defined' and 'Estimated Daily Results'.

- Set your daily budget, schedule of when you'd like your ads to appear, optimization for delivery (reach), frequency cap, and bid amount (auto). Click 'Continue.'

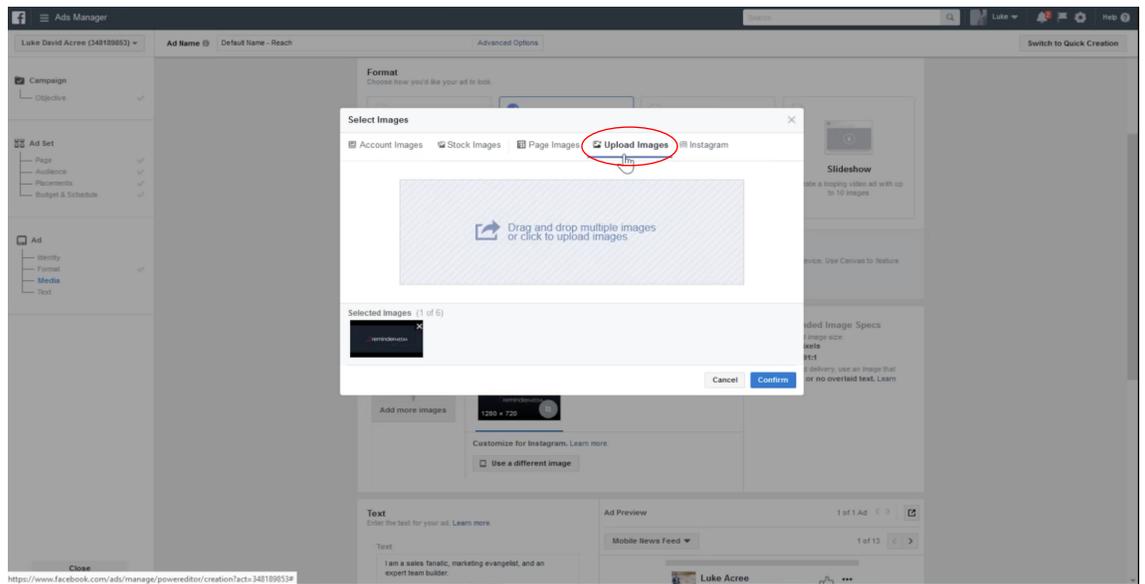


Facebook Ads Manager interface showing the 'Format' section. The 'Single Image' format option is circled in red. The interface includes sections for 'Identity', 'Format', and 'Images'. A sidebar on the left shows navigation options like Campaign, Ad Set, and Ad. A right sidebar displays 'Recommended Image Specs'.

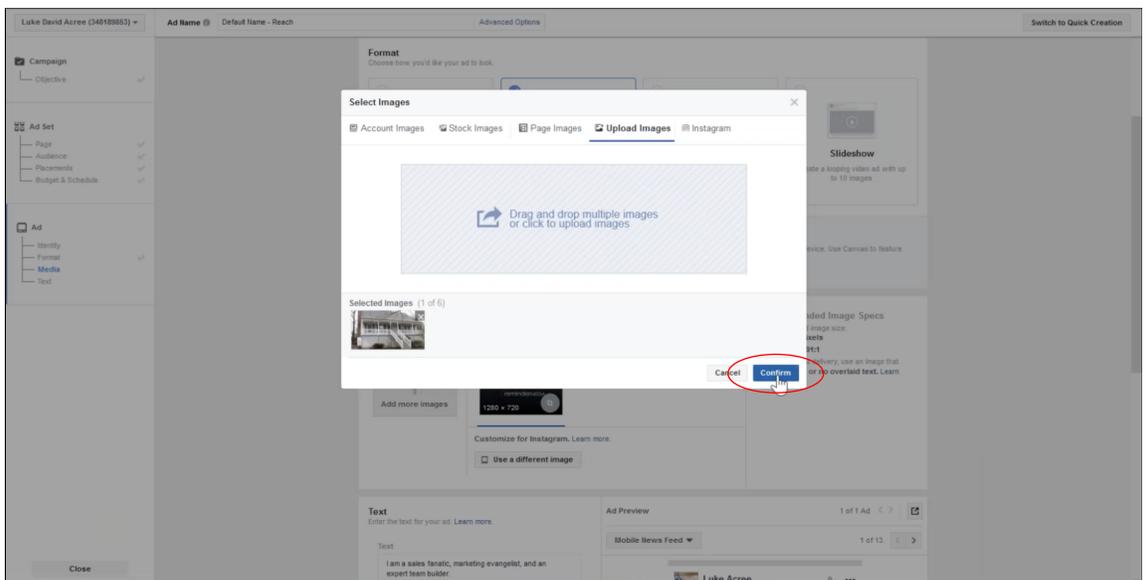
- Select your preferred format.



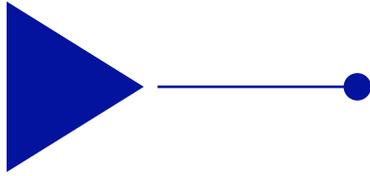
- Select 'Browse Library.'



- Select 'Upload Images.'

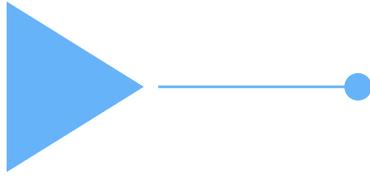


- After you've selected your image for your ad, click 'Confirm.'



The screenshot shows the Facebook Ads Manager interface for creating a 'Text' ad. On the left, there are navigation menus for Campaign, Ad Set, and Ad. The main area is titled 'Text' and contains a 'Text' input field with a red circle around it. Below the input field are sections for 'Add a website URL', 'Hide Advanced Options', 'URL Parameters (optional)', 'Conversion Tracking', 'App Events', and 'Offline Events'. On the right, there is an 'Ad Preview' section showing a mobile news feed with a post from 'Luke Acree' featuring a house image. At the bottom right, there is a green 'Confirm' button with a red circle around it.

- Input your desired description into the 'text' field. Text will appear in the preview box to the right. *Pro-tip: add in your listing URL to the description to make it look like an organic post. Click 'Confirm.'

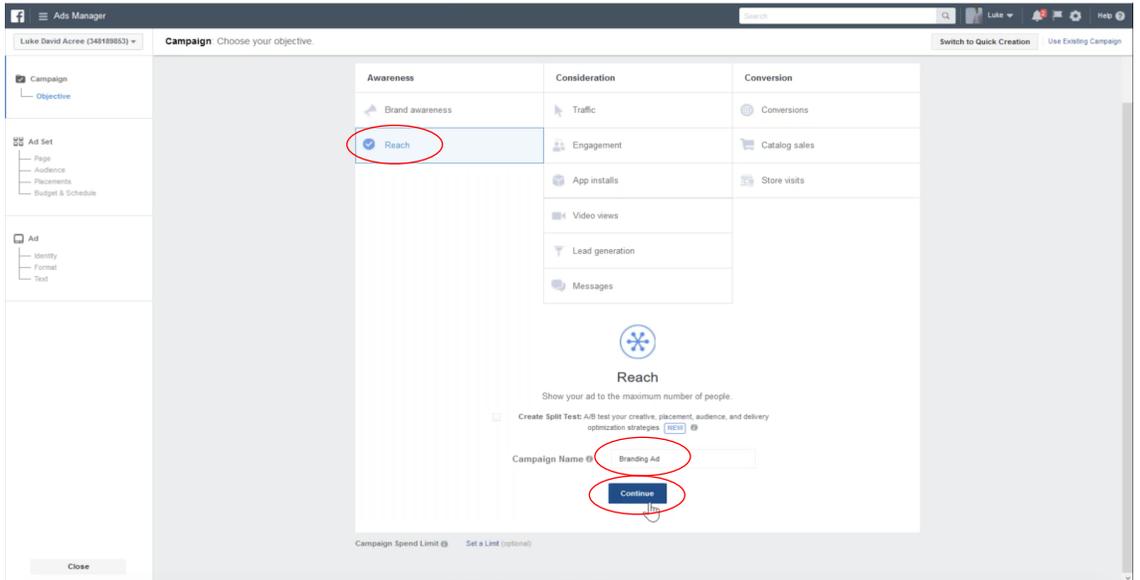


The screenshot shows the Facebook Ads Manager interface during the 'Confirmation' step. The main area displays a confirmation message: 'Confirmation: Your ad is being reviewed'. Below this is a progress bar with three stages: 'Items Confirmed', 'In Review', and 'Approved'. The 'In Review' stage is currently active. At the bottom right, there is a blue 'Continue' button with a red circle around it.

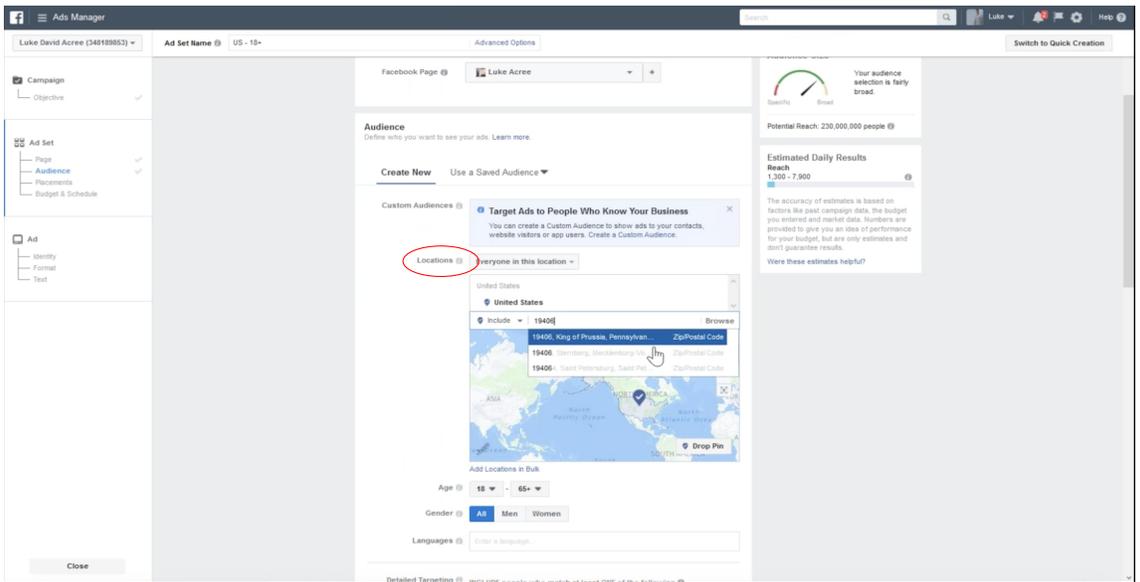
- Facebook will review your ad. Once approved, you will see your ad running in Ads Manager. Click 'Continue' to view in Ads Manager



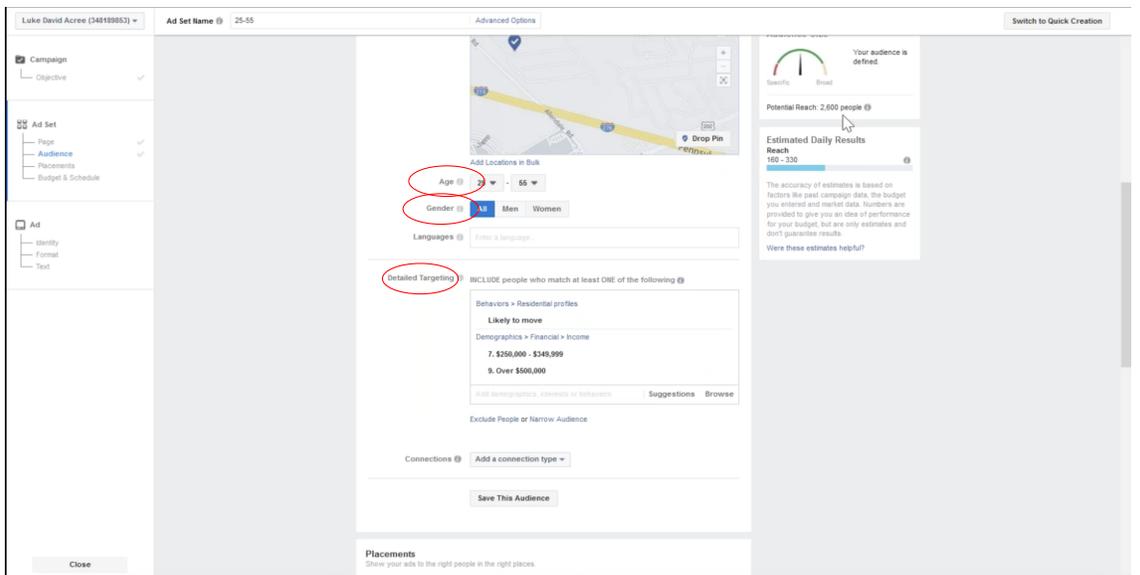
BRANDING ADS



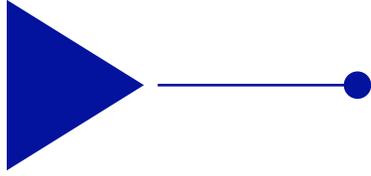
- Select the 'Reach' campaign located under the 'Awareness' tab, name your campaign, and click 'Continue.'



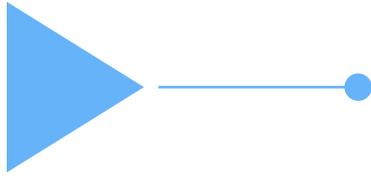
- Select your targeted location.



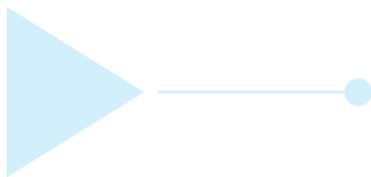
- Select your targeted age, gender, and detailed targeting (ex: 'Likely to move').



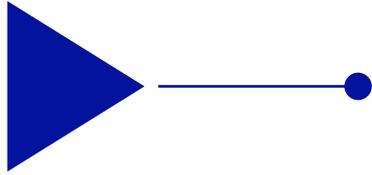
- Set your daily budget, schedule of when you'd like your ads to appear, optimization for delivery (reach), frequency cap, and bid amount (auto). Click 'Continue.'



- Select your preferred format.



- Select your ad image, and click 'Confirm.'



Text: I am a sales fanatic, marketing evangelist, and an expert team builder.

Add a website URL

Website URL: www.remindermedia.com

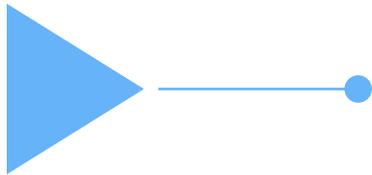
Headline: Top 3 things to ask your Realtor

Call to Action: Download

Preview URL: www.remindermedia.com

Desktop News Feed: Luke Acree Sponsored. I am a sales fanatic, marketing evangelist, and an expert team builder. Top 3 things to ask your Realtor. We publish American Lifestyle magazine—a high quality and affordable marketing tool for realtors and other business professionals to use for generating referrals and repeat business.

- Input your desired description into the 'text field.' Select 'Add a website URL,' and input your website into the 'Website URL' box. Type your preferred headline in the 'Headline' box, and select your 'Call to Action' button. Note: Updates will show in the previous box to the right. Click 'Continue.'



Confirmation: Your ad is being reviewed

Switch to Quick Creation

Your items have been confirmed

You'll receive a notification once your ads are reviewed

Items Confirmed In Review Approved

Duplicate Ad: Save time by duplicating an existing ad

Try It Now

Continue

- Facebook will review your ad. Once approved, you will see your ad running in Ads Manager. Click 'Continue' to view in Ads Manager.