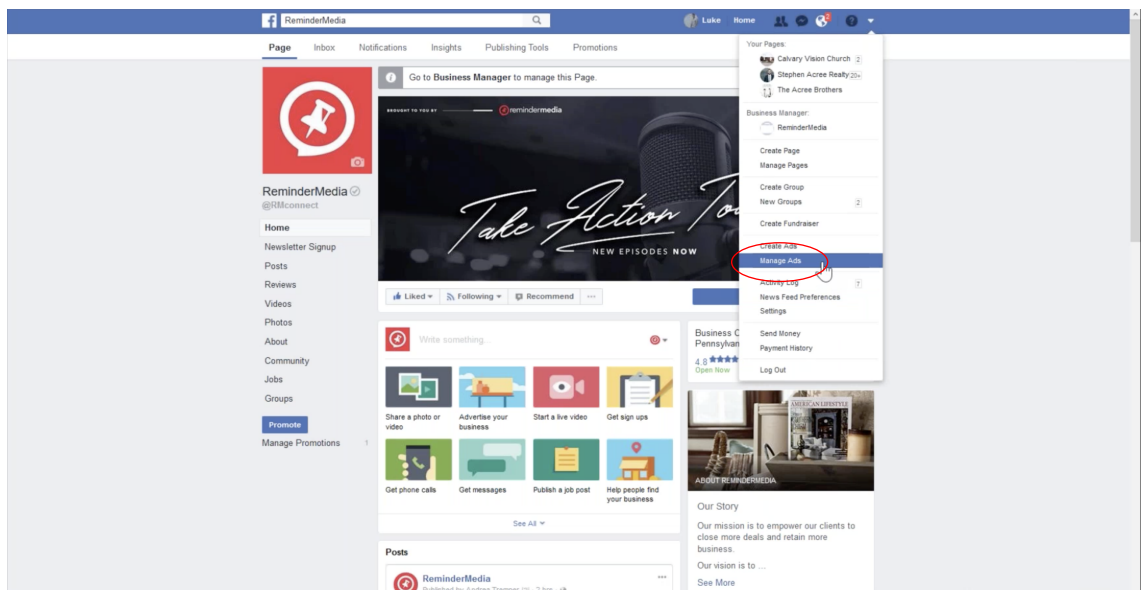


TWO FACEBOOK ADS THAT EVERY REAL ESTATE AGENT SHOULD BUILD

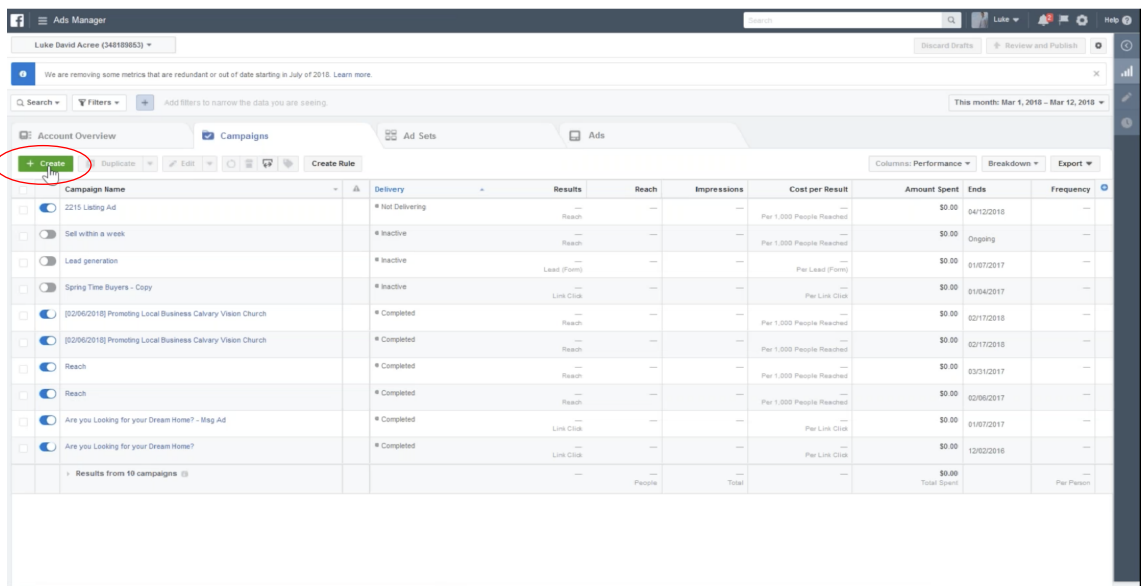




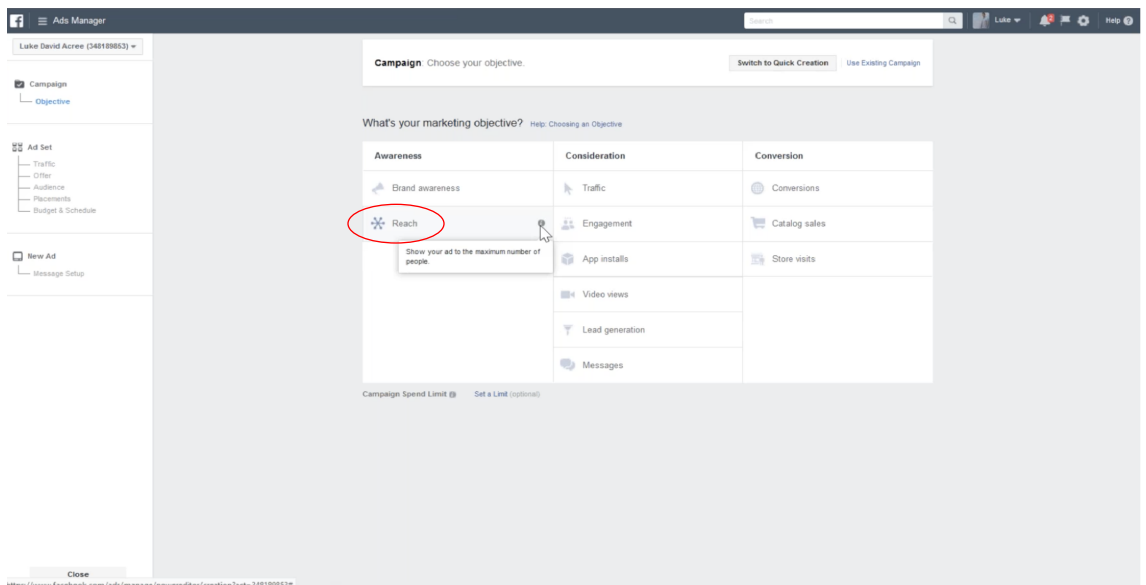
LISTING ADS



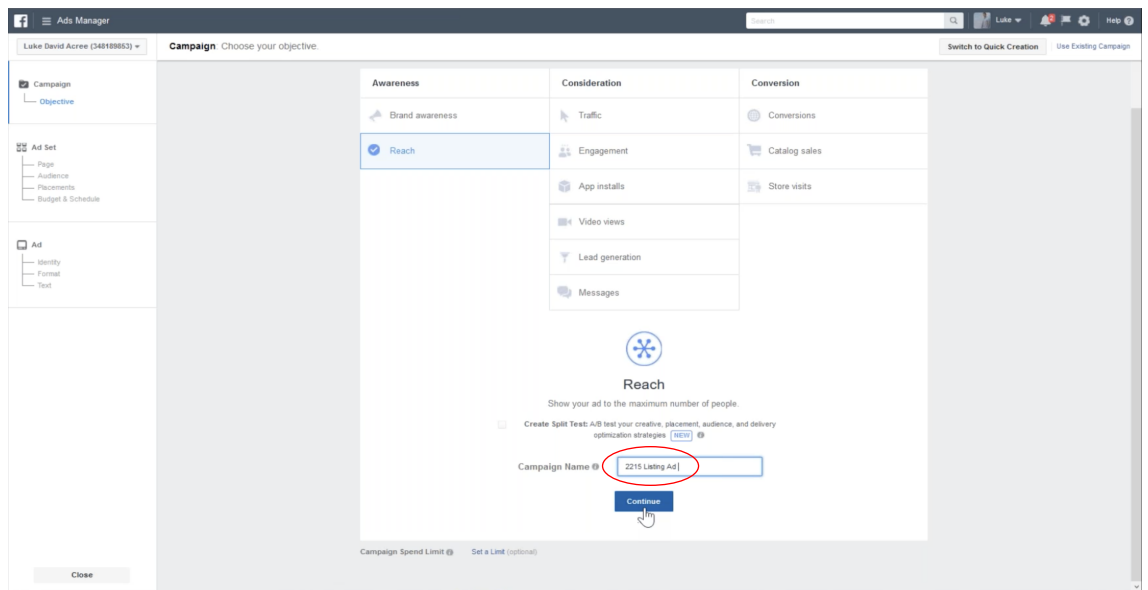
- Click the arrow in the upper right hand corner of your page to reveal a drop-down menu, and select 'Manage Ads.'



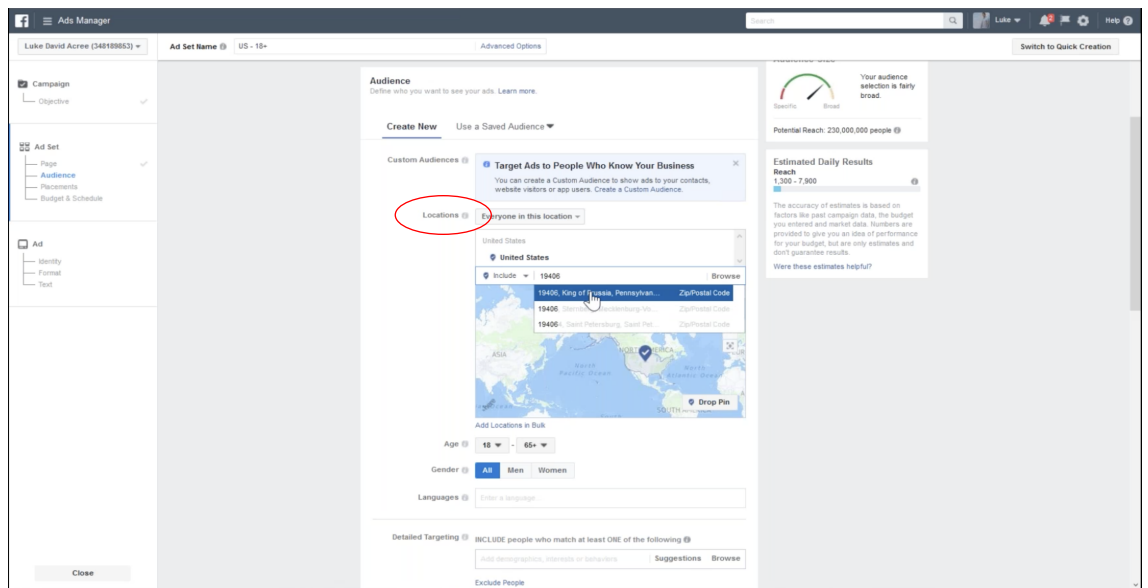
- Click the 'Create' button in Ads Manager.



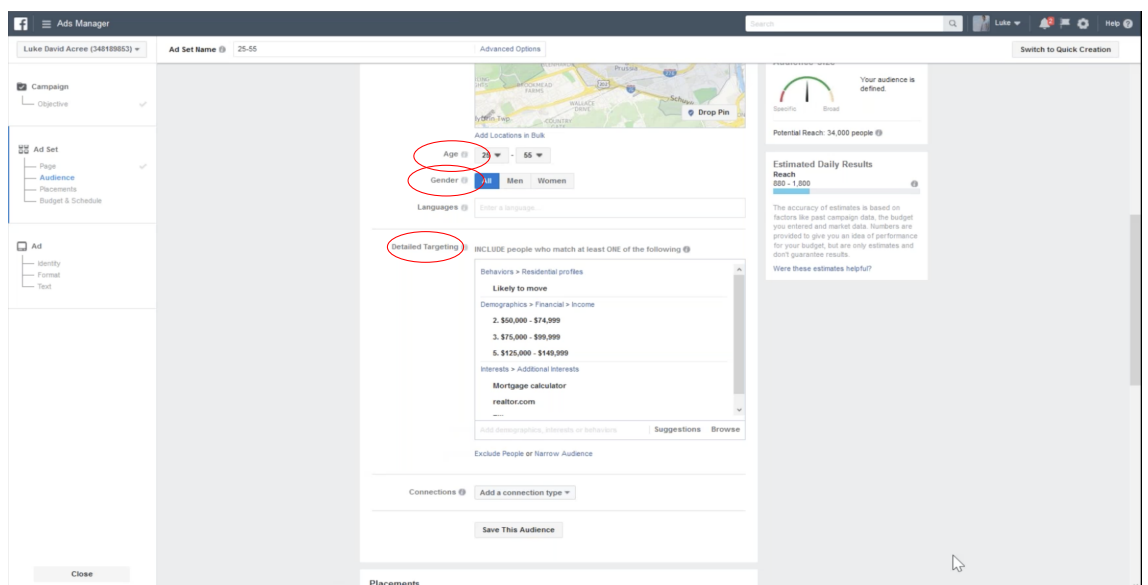
- Select the 'Reach' campaign located under the 'Awareness' tab.



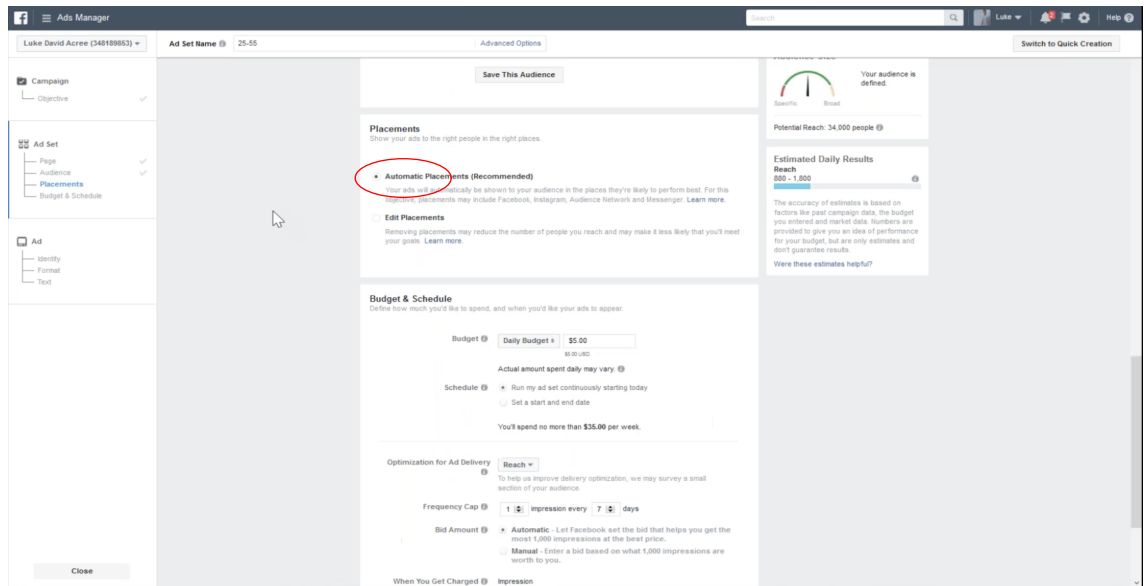
- Name your campaign, and click 'Continue.'



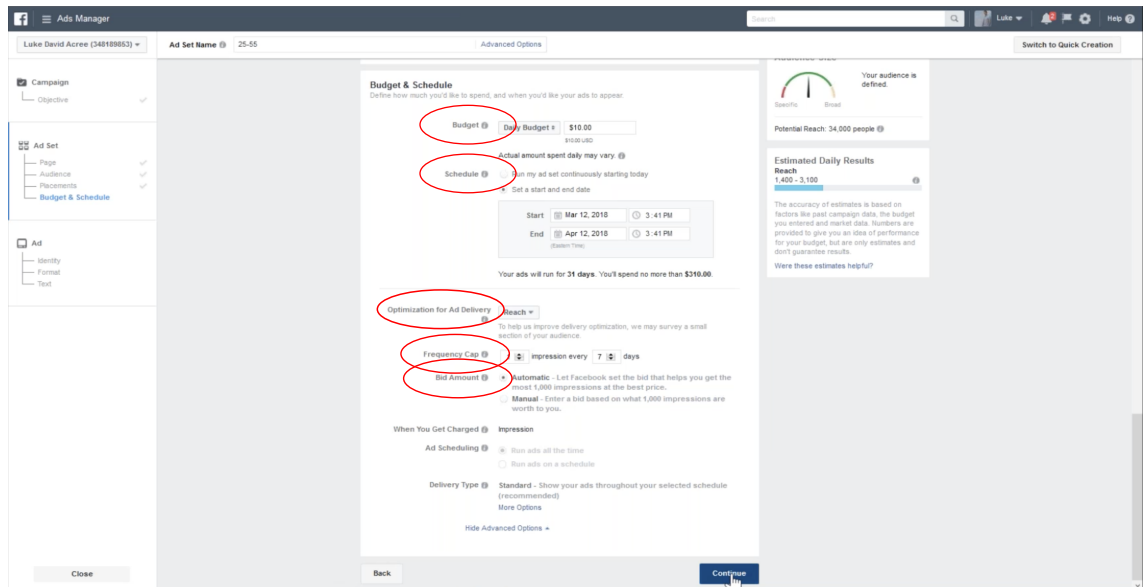
- Select your targeted location.



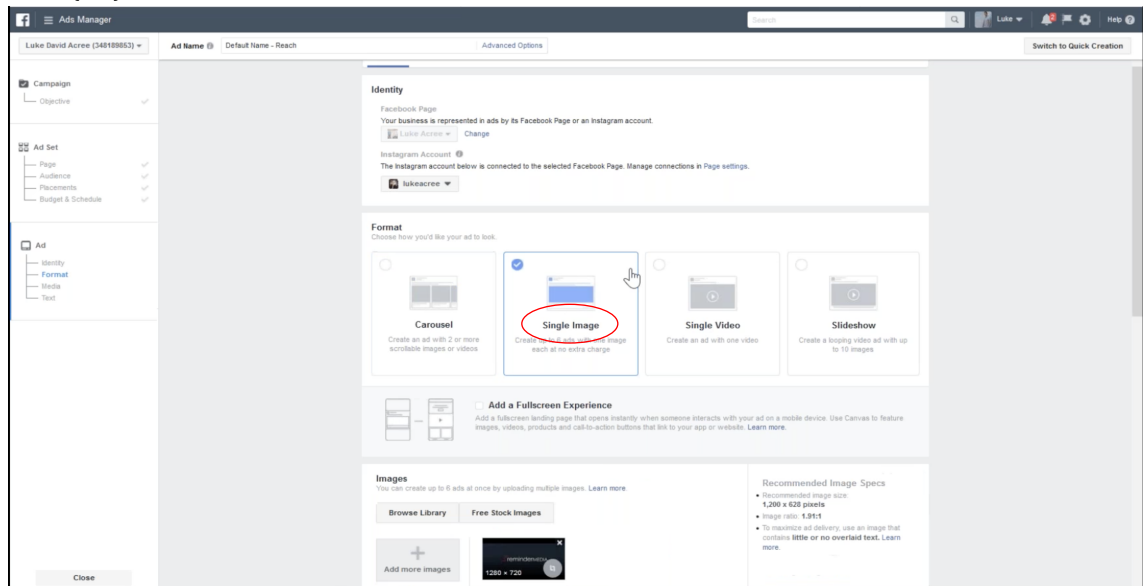
- Select your targeted age, gender, and detailed targeting (ex: 'Likely to move').



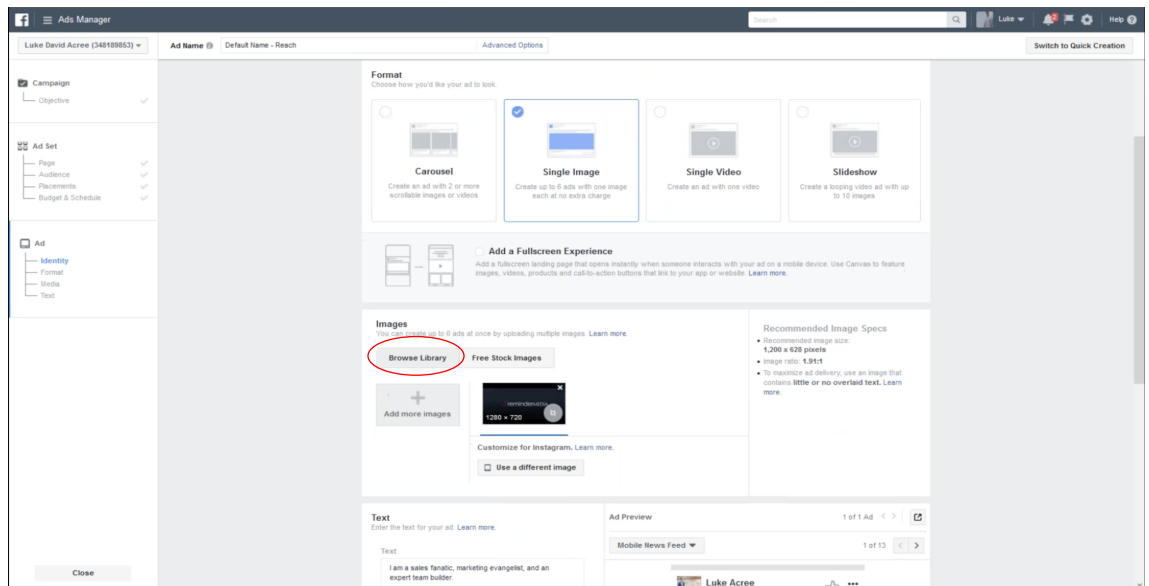
- Select automatic placements.



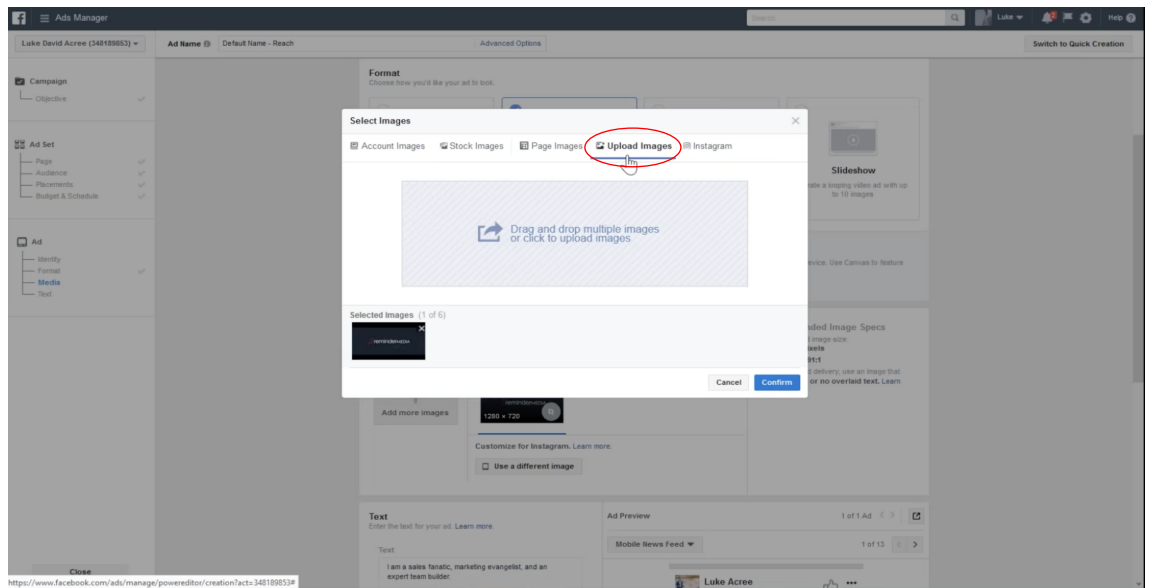
- Set your daily budget, schedule of when you'd like your ads to appear, optimization for delivery (reach), frequency cap, and bid amount (auto). Click 'Continue.'



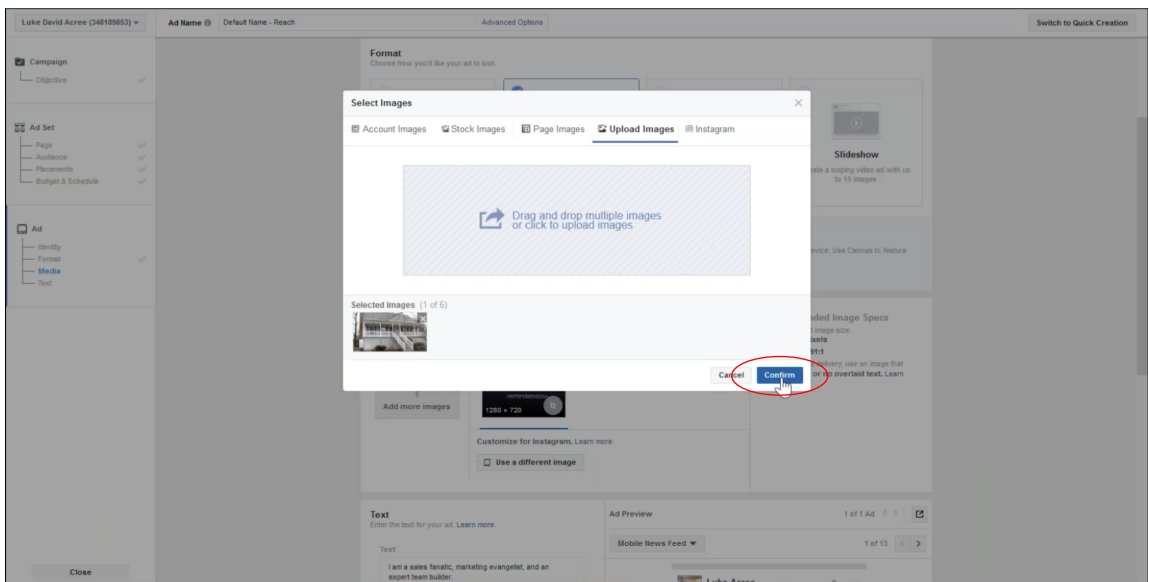
- Select your preferred format.



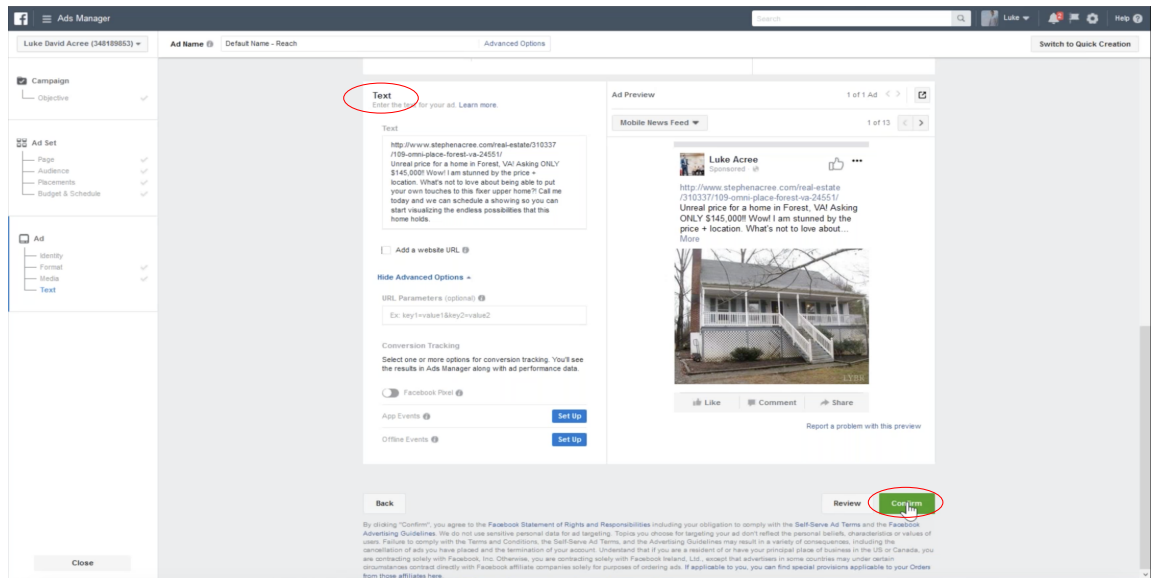
- Select 'Browse Library.'



- Select 'Upload Images.'

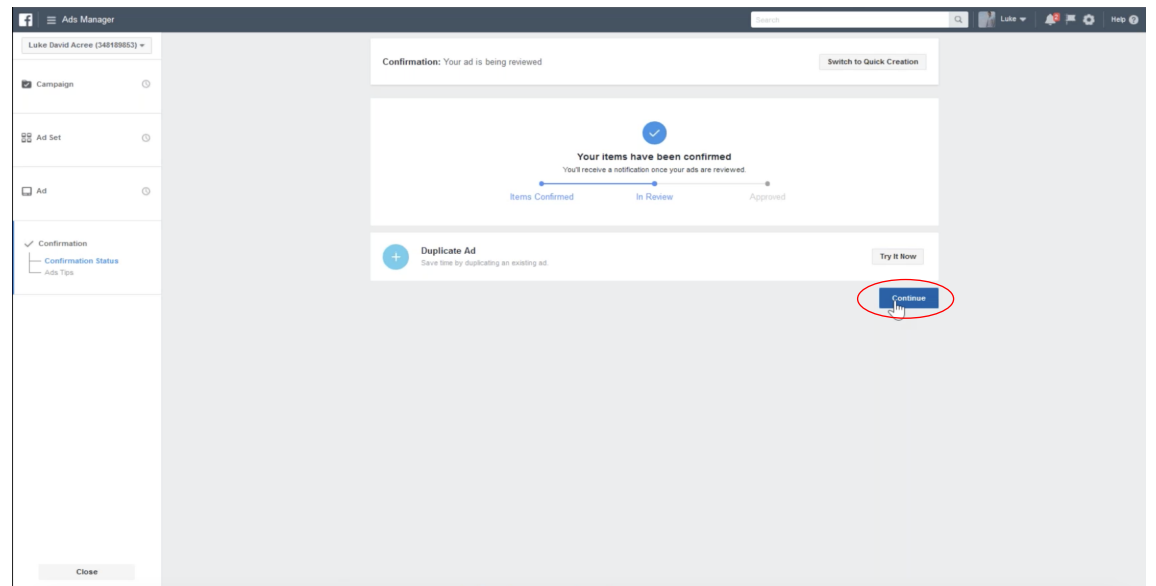


- After you've selected your image for your ad, click 'Confirm.'



Facebook Ads Manager interface showing the 'Text' ad creation step. The left sidebar has a blue arrow pointing to the 'Text' option. The main area shows the 'Text' input field with a red circle around it, containing a real estate listing. To the right is a preview of the ad in a mobile news feed. At the bottom right, a green 'Confirm' button is circled in red.

- 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.'

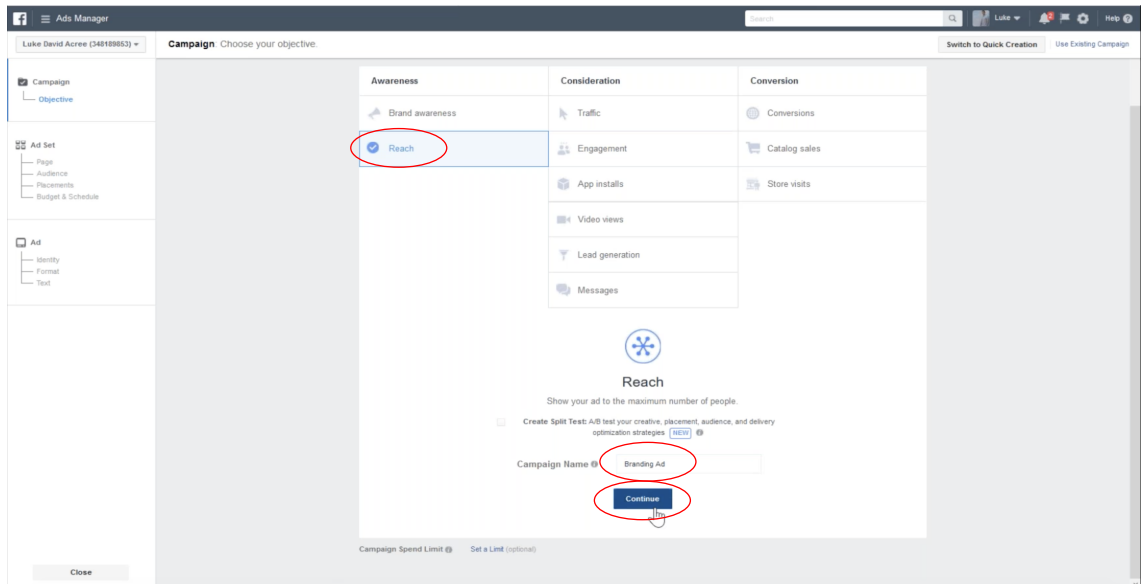


Facebook Ads Manager interface showing the 'Confirmation' step. The left sidebar has a blue arrow pointing to the 'Confirmation Status' option. The main area shows a confirmation message: 'Your items have been confirmed'. Below this is a progress bar with three stages: 'Items Confirmed', 'In Review', and 'Approved'. At the bottom right, a blue 'Continue' button is circled in red.

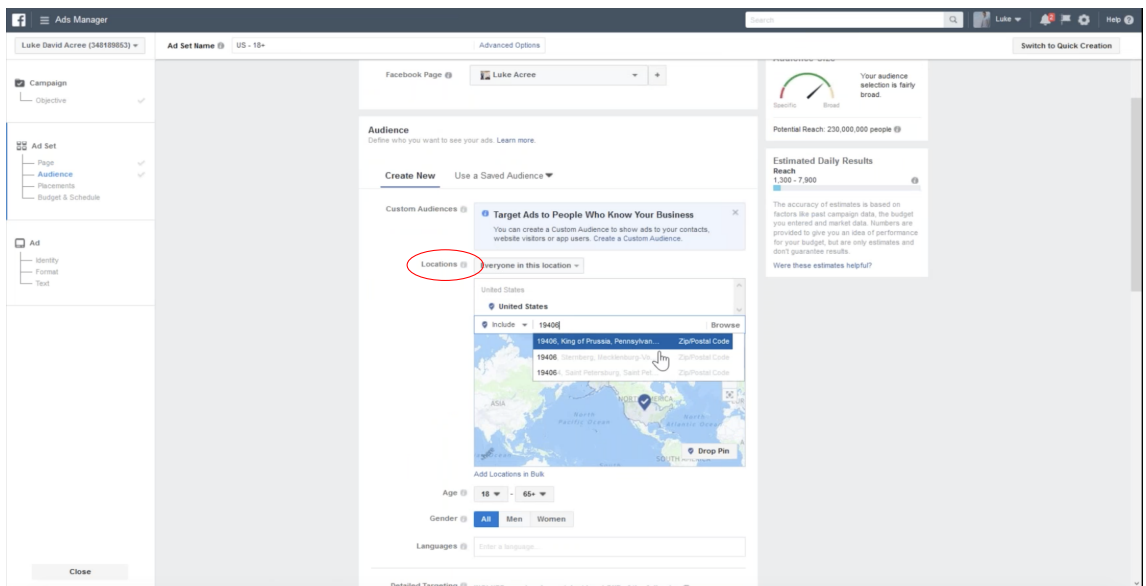
- Facebook will review your ad. Once approved, you will see your ad running in Ads Manager. Click 'Continue' to view in Ads Manager



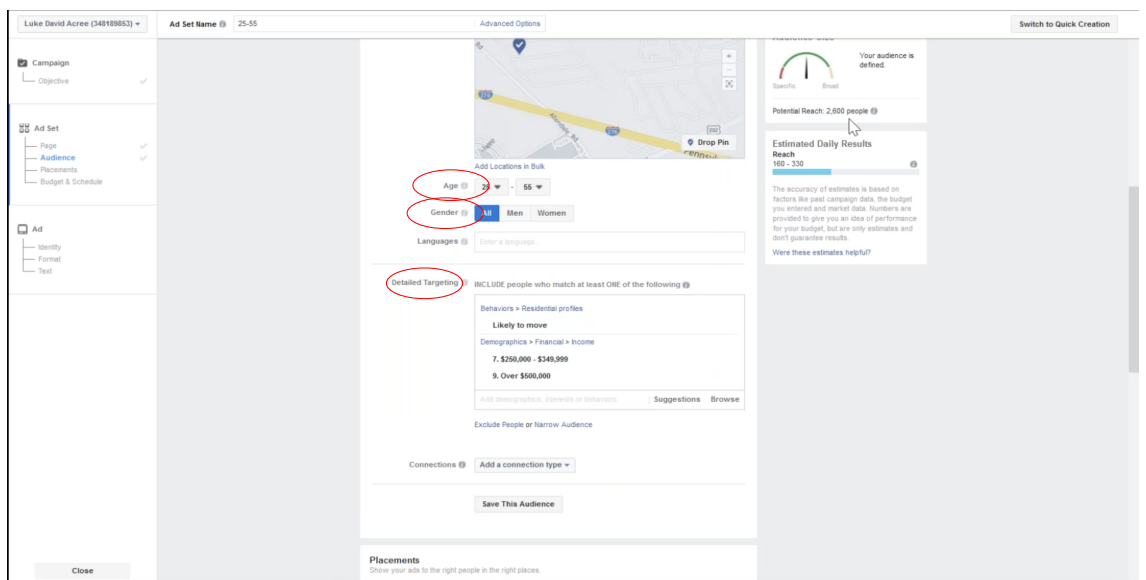
BRANDING ADS



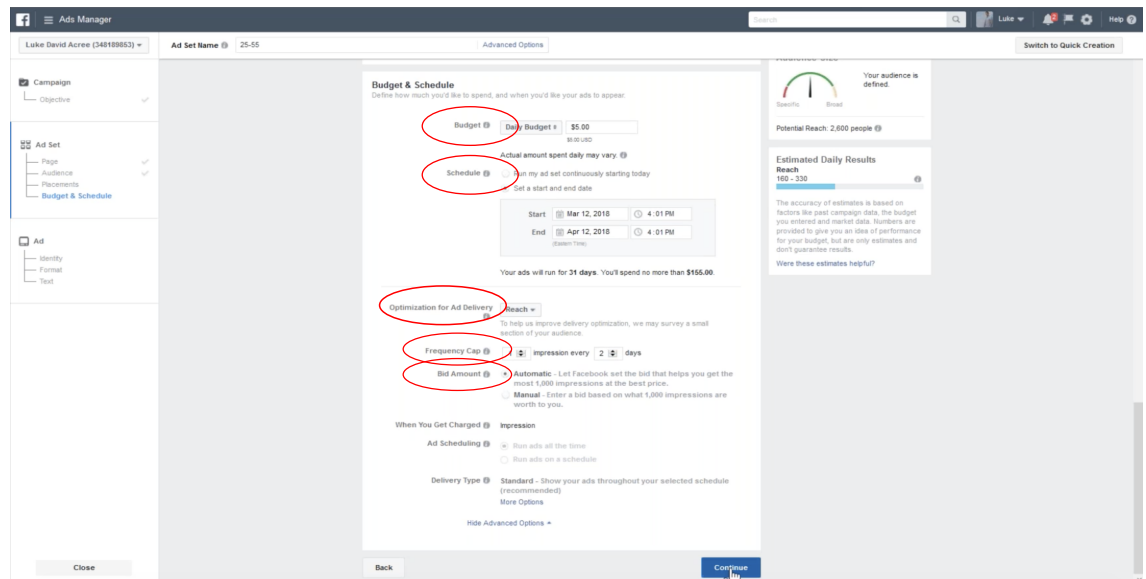
- Select the 'Reach' campaign located under the 'Awareness' tab, name your campaign, and click 'Continue.'



- Select your targeted location.



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



Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ☐ Daily Budget ☒
Actual amount spent daily may vary.

Schedule ☐ Run my ad set continuously starting today ☐ Get a start and end date
Start: Mar 12, 2018 4:01 PM
End: Apr 12, 2018 4:01 PM
Your ads will run for 31 days. You'll spend no more than \$165.00.

Optimization for Ad Delivery ☐ Reach ☒ Conversion
To help us improve delivery optimization, we may survey a small portion of your audience.

Frequency Cap ☐ \$ ☒ Impression every days

Bid Amount ☒ Automatic - Let Facebook set the bid that helps you get the most 1,000 impressions at the best price.
☐ Manual - Enter a bid based on what 1,000 impressions are worth to you.

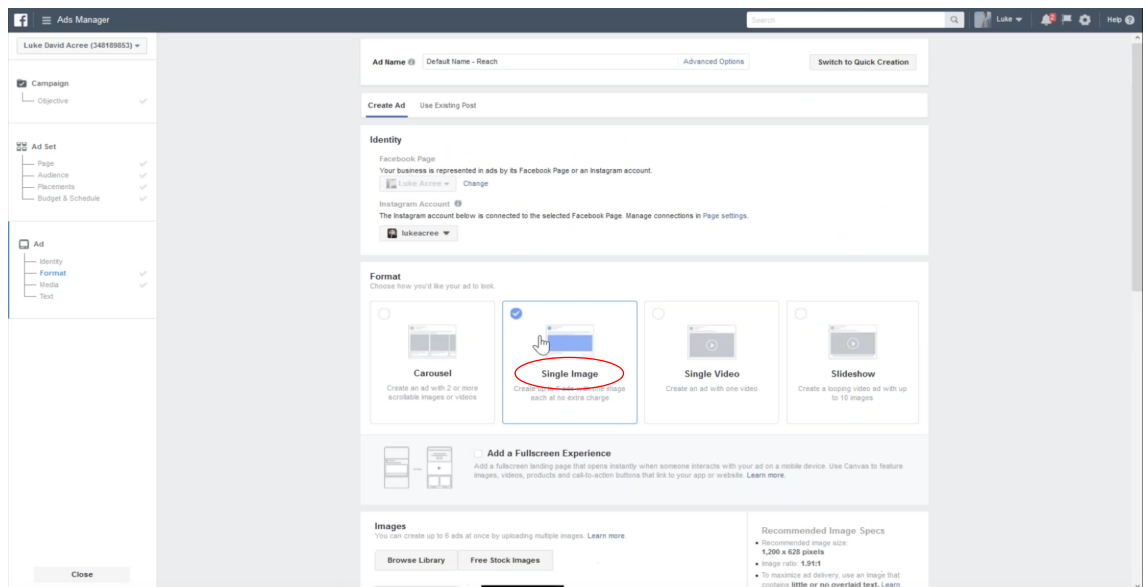
When You Get Charged ☒ Impression
Ad Scheduling ☒ Run ads all the time ☐ Run ads on a schedule

Delivery Type ☒ Standard - Show your ads throughout your selected schedule (recommended)
[More Options](#)

[Hide Advanced Options](#)

[Close](#) [Back](#) [Continue](#)

- 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.'



Ad Name Default Name - Reach [Advanced Options](#) [Switch to Quick Creation](#)

Create Ad ☒ Use Existing Post

Identity
Facebook Page: Your business is represented in ads by its Facebook Page or an Instagram account.
Instagram Account: The Instagram account below is connected to the selected Facebook Page. Manage connections in Page settings.

Format
Choose how you'd like your ad to look.

☐ **Carousel**
Create an ad with 2 or more scrollable images or videos

☒ **Single Image**
Create an ad with one image each at no extra charge

☐ **Single Video**
Create an ad with one video

☐ **Slideshow**
Create a looping video ad with up to 10 images

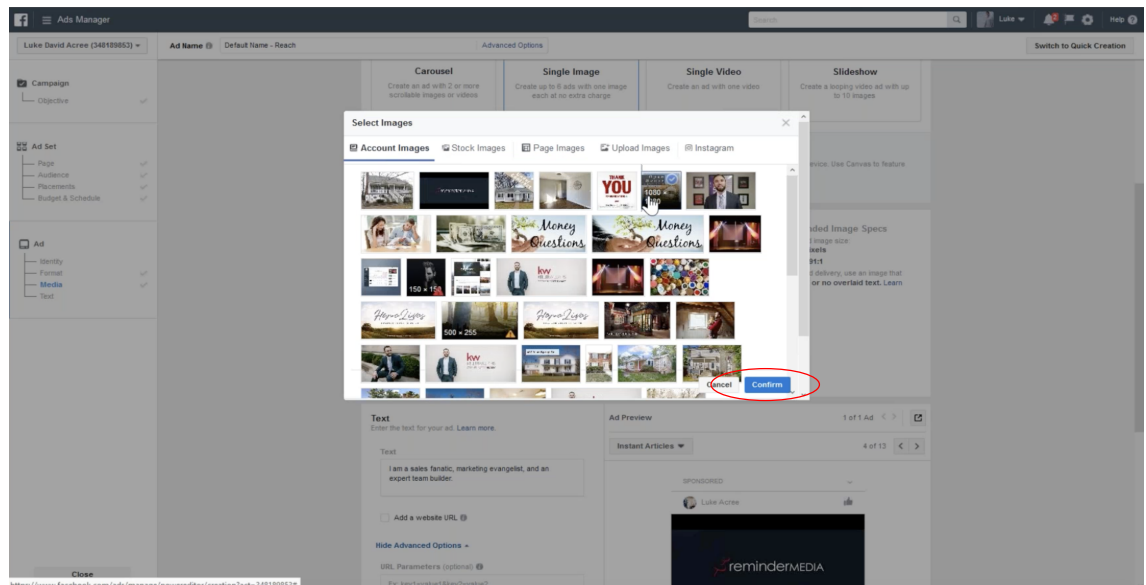
☐ **Add a Fullscreen Experience**
Add a fullscreen landing page that opens instantly when someone interacts with your ad on a mobile device. Use Canvas to feature images, videos, products and call-to-action buttons that link to your app or website. [Learn more](#).

Images
You can create up to 6 ads at once by uploading multiple images. [Learn more](#).
[Browse Library](#) [Free Stock Images](#)

Recommended Image Specs
• Recommended image size: 1,200 x 628 pixels
• Image ratio: 1.91:1
• To maximize ad delivery, use an image that contains little or no overlaid text. [Learn](#)

[Close](#)

- Select your preferred format.



Select Images

☒ Account Images ☐ Stock Images ☐ Page Images ☐ Upload Images ☐ Instagram

Grid of image thumbnails including various promotional images and a 'Money Questions' graphic.

[Cancel](#) [Confirm](#)

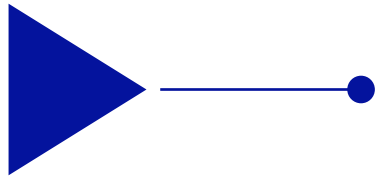
Text
Enter the text for your ad. [Learn more](#).
Text: I am a sales fanatic, marketing evangelist, and an expert team builder.
☐ Add a website URL

[Hide Advanced Options](#)

Ad Preview
Instant Articles: 4 of 12
Sponsored: Luke Acree
remindermEDIA

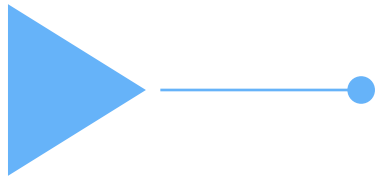
[Close](#)

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



Facebook Ads Manager interface showing the 'Create New Ad' form. The form is divided into sections: Campaign, Ad Set, and Ad. The Ad section is active, showing fields for Text, Add a website URL, Website URL, Display Link, Headline, Reels Feed Link Description, Call to Action, and Advanced Options. A preview of the ad is shown on the right. Red circles highlight the 'Text' field, 'Add a website URL' button, 'Website URL' field, 'Headline' field, and 'Call to Action' dropdown menu.

- 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.'



Facebook Ads Manager interface showing the 'Confirmation' screen. The screen displays a confirmation message: "Your items have been confirmed". Below this, there is a progress bar with three stages: "Items Confirmed", "In Review", and "Approved". A "Continue" button is highlighted with a red circle.

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