



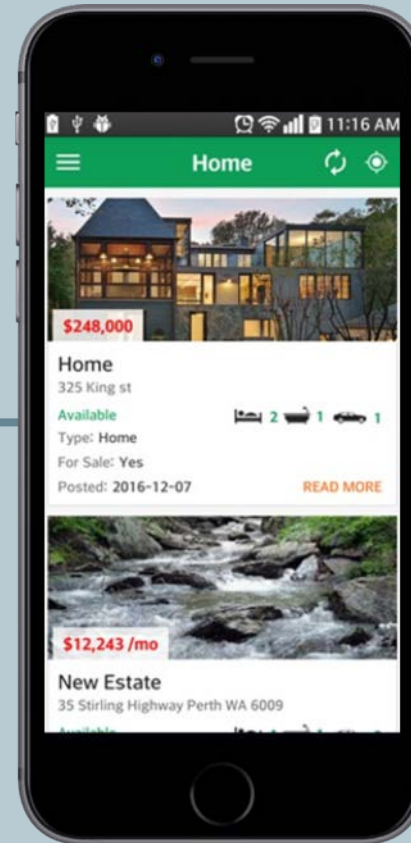
Facebook Best Practices for Real Estate



Julie Son Lee, Industry Manager

The Trends

Technology has changed the way we buy, sell, and search for real estate



Across all generations, almost 4 out of 5 US home-buyers (79 %) use an online resource at some point in their search

Why **Facebook** and **Instagram**

2.4b

monthly active users on
Facebook as of June, 2019

168m

Americans access
Facebook every day

266m

Americans access Facebook
every month on mobile

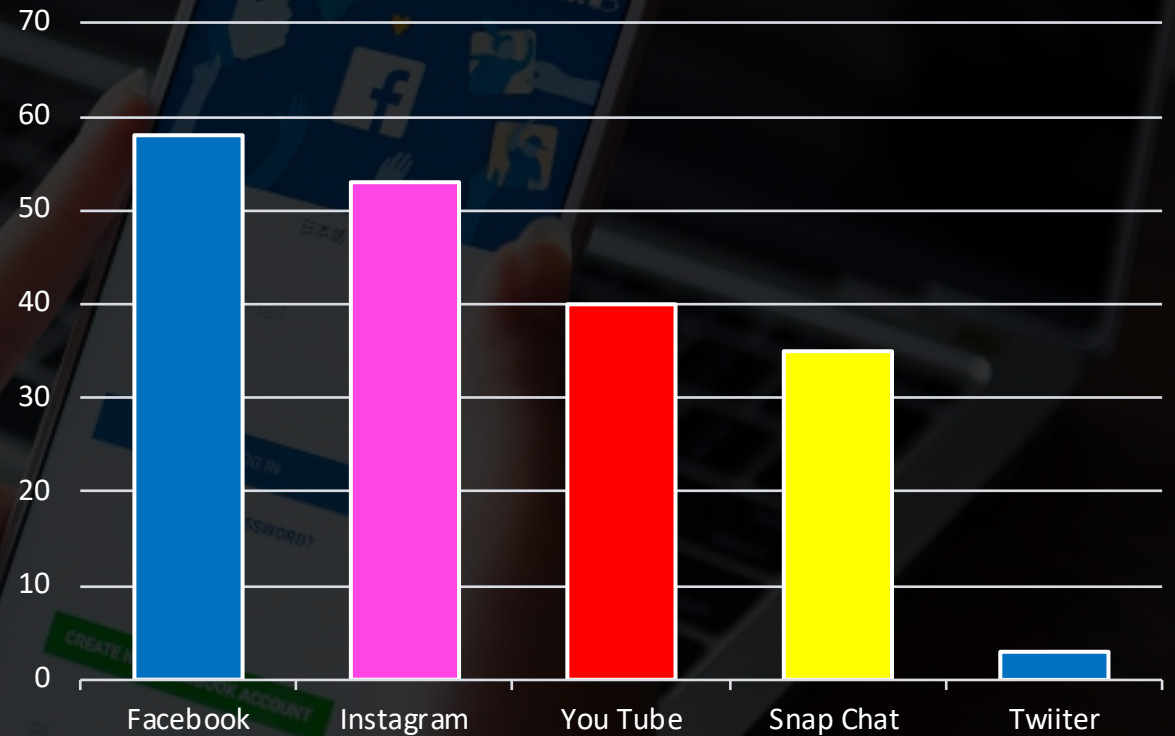
170m

monthly active accounts on
Instagram in America

172m

Americans access
Messenger every month

People spend more time on **Facebook**
and **Instagram**
than YouTube, Snapchat, and Twitter
combined!!





Real estate buying relies on mobile



86%

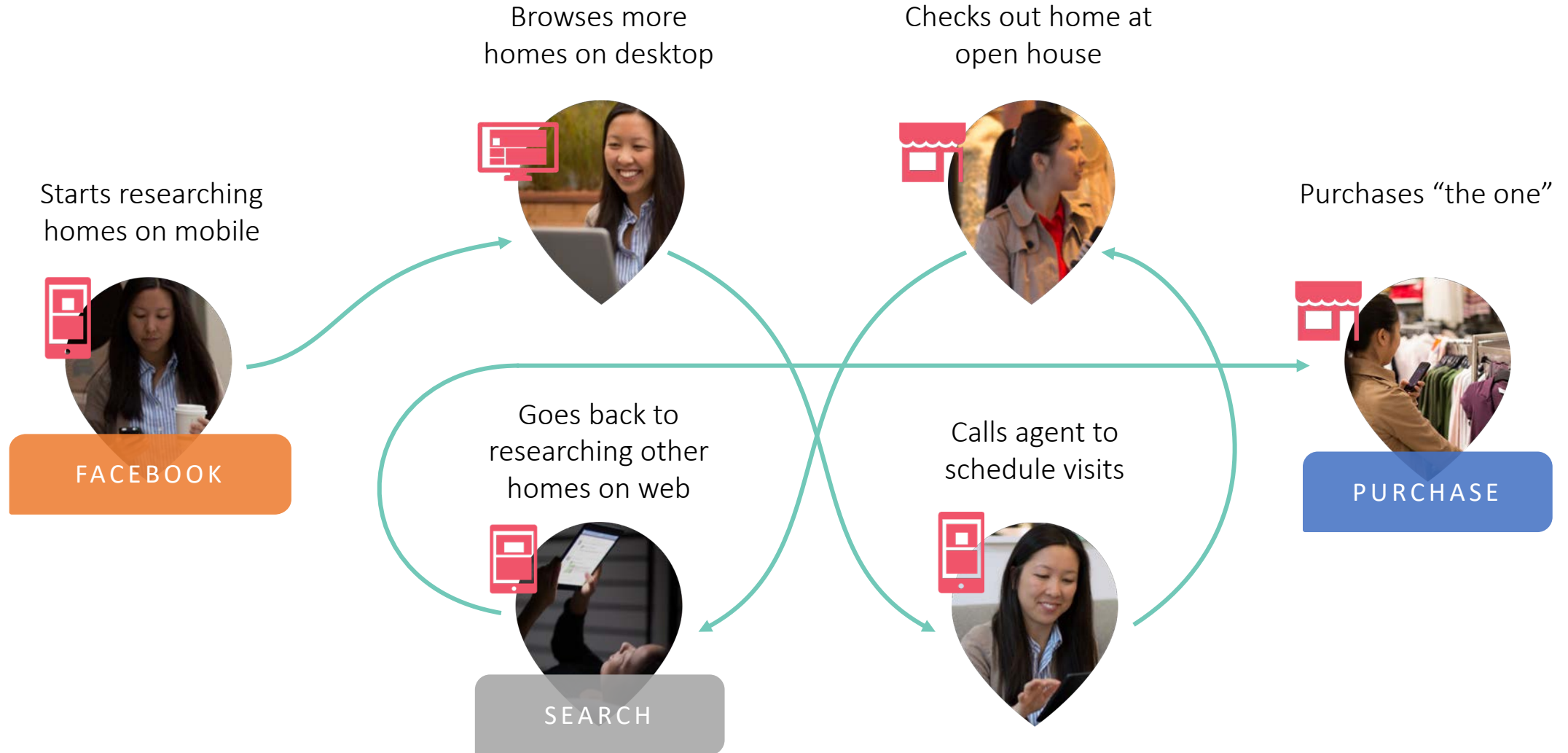
of home shoppers say they would use mobile video to learn more about a specific community they are considering



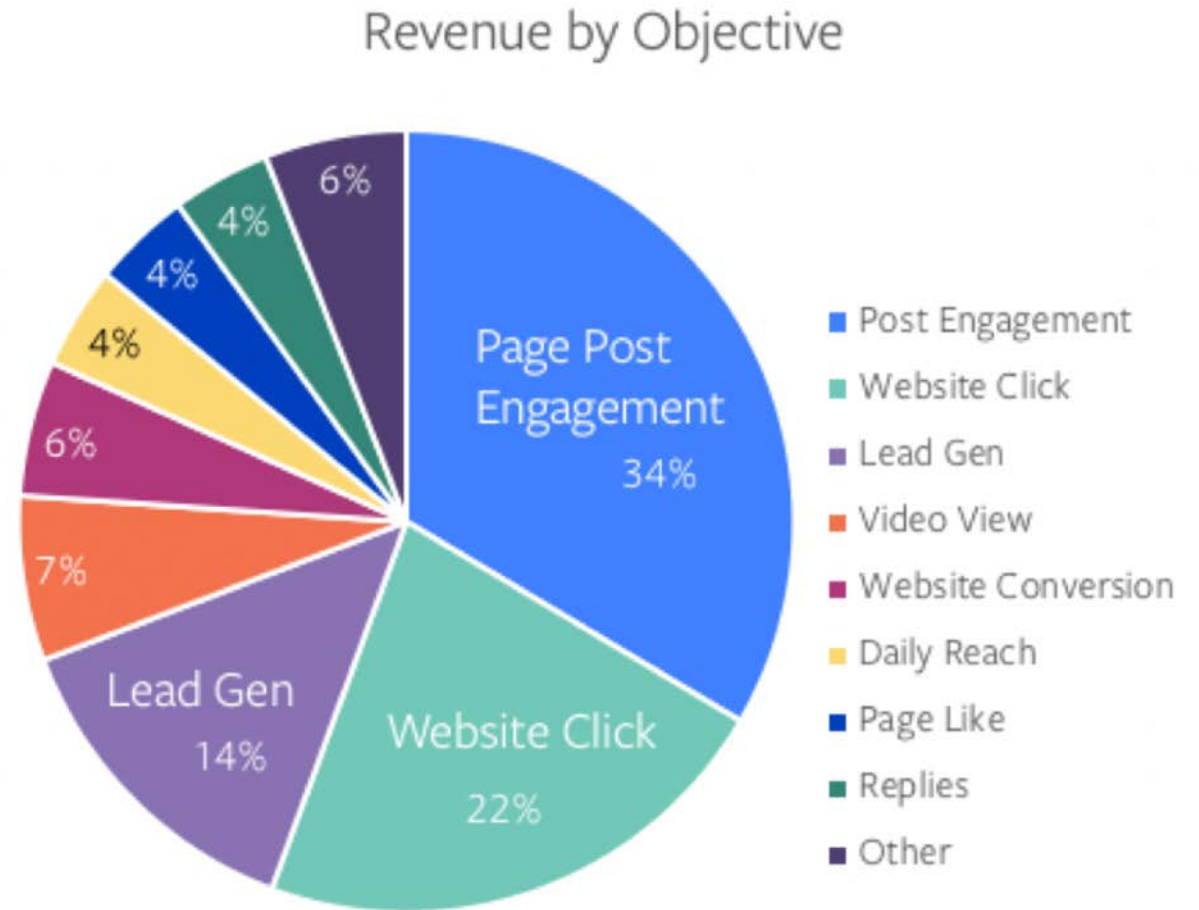
99%

of first-time homebuyers use their mobile device to research properties

Every touchpoint contains signals of intent

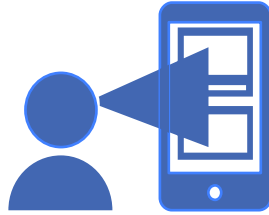


Real Estate advertisers running campaigns on their own are not always using the most efficient objectives



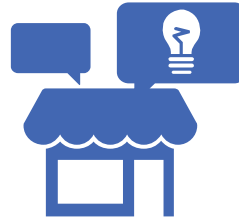
Our Recommendations

The 3 Pillars of Real Estate Marketing on Facebook



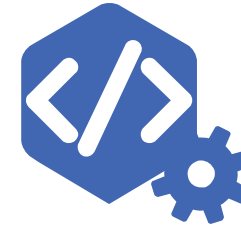
PLACEMENTS

Follow consumer trends and expand the placements local agents can use to reach their consumers



INNOVATIVE ADS

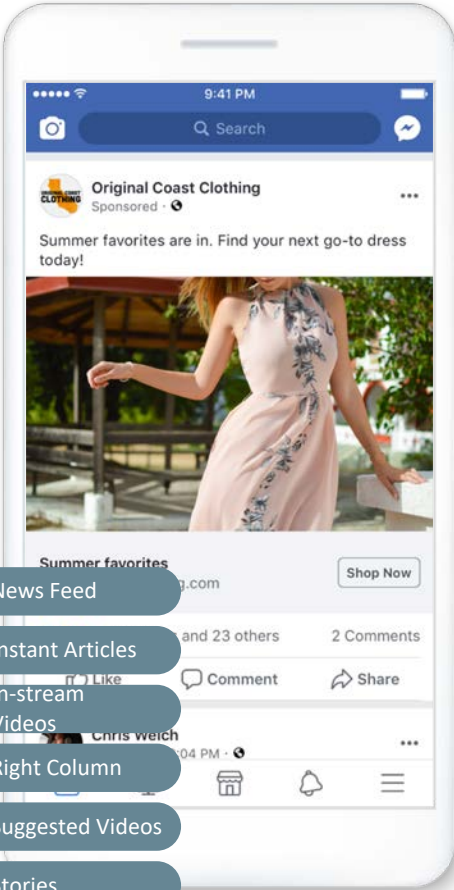
Stay ahead of the curve, test new Facebook and Instagram ad formats to drive great results and stand out



SIGNALS & TARGETING

Use Custom Audiences, Special Ad Audiences and other best in class targeting to find those with the highest intent

Placements



News Feed

Instant Articles

In-stream

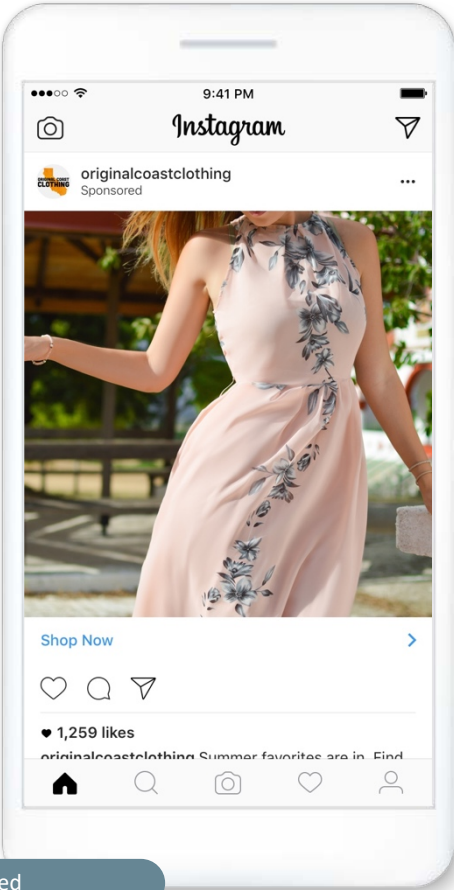
Videos

Right Column

Suggested Videos

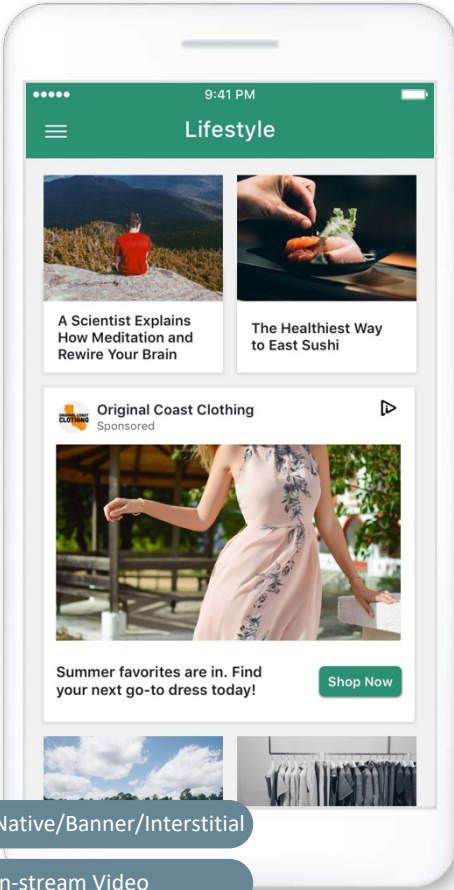
Stories

Marketplace



Feed

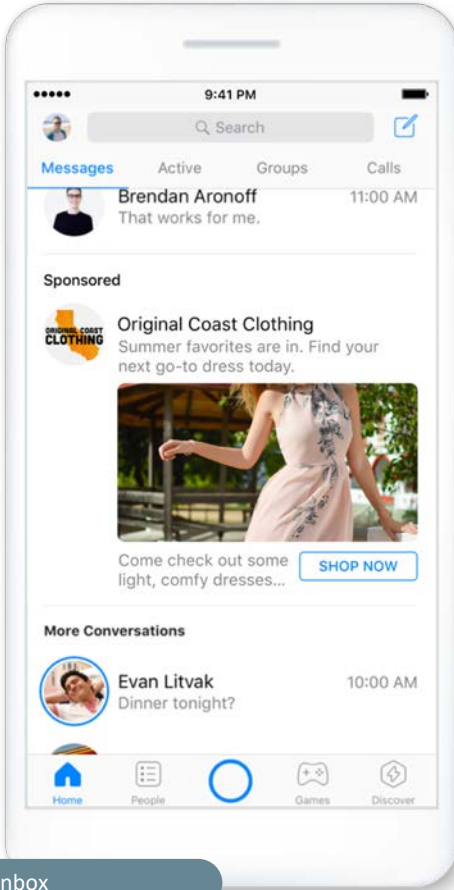
Stories



Native/Banner/Interstitial

In-stream Video

Rewarded Video



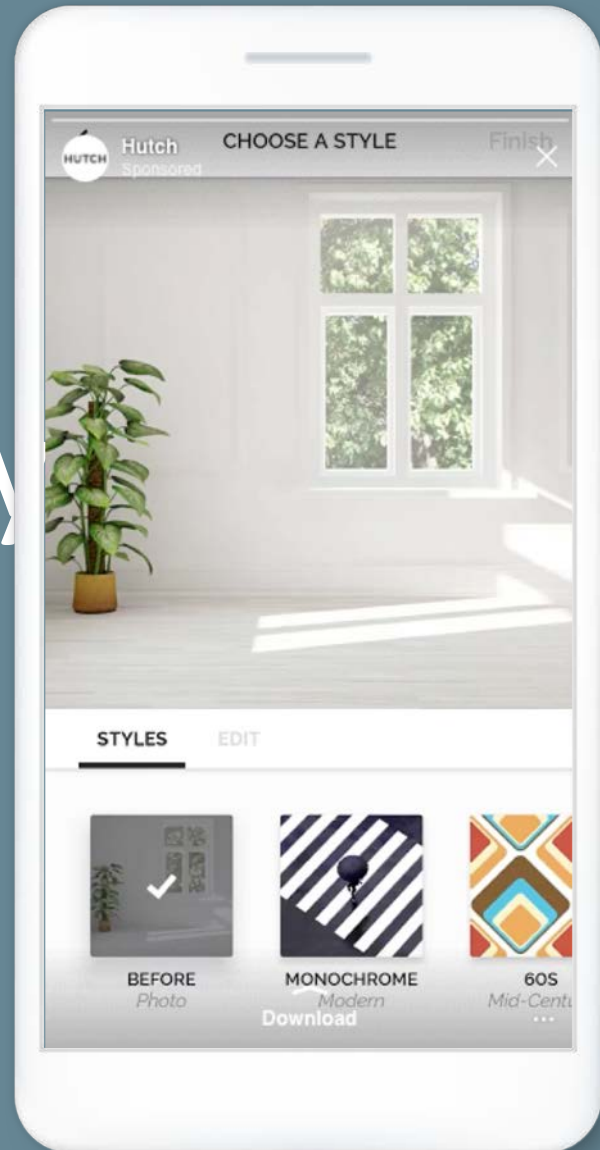
Inbox

Sponsored Messages



Ads in Stories

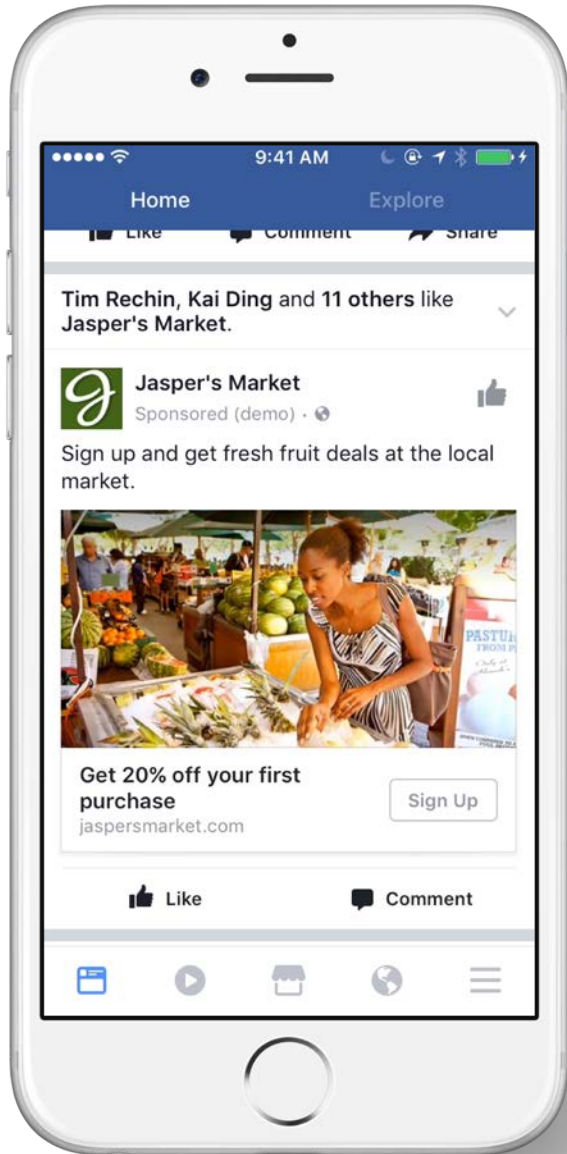
Example,



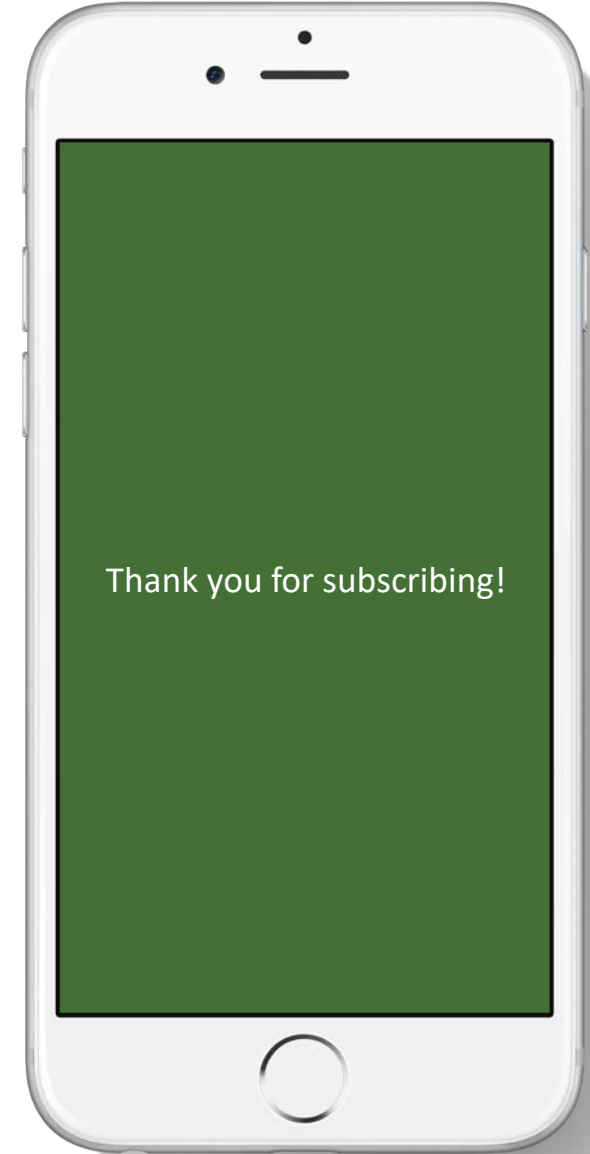
Lead Ads

A customer-friendly experience

Which
form would you
rather fill out?



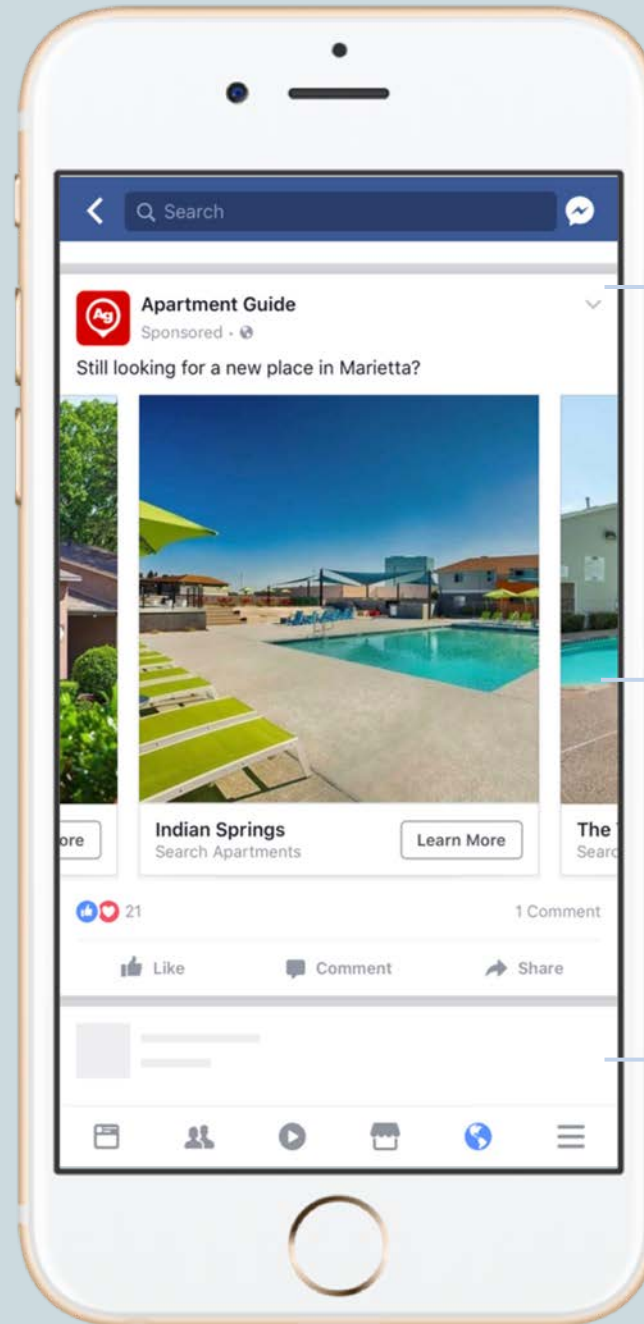
LEAD ADS



MOBILE WEB

Dynamic Ads for Real Estate

Automatically promote your real estate listings
across Facebook, Instagram and Marketplace to
connect the right home to the right person.



**GEOGRAPHIC
LOCATION**

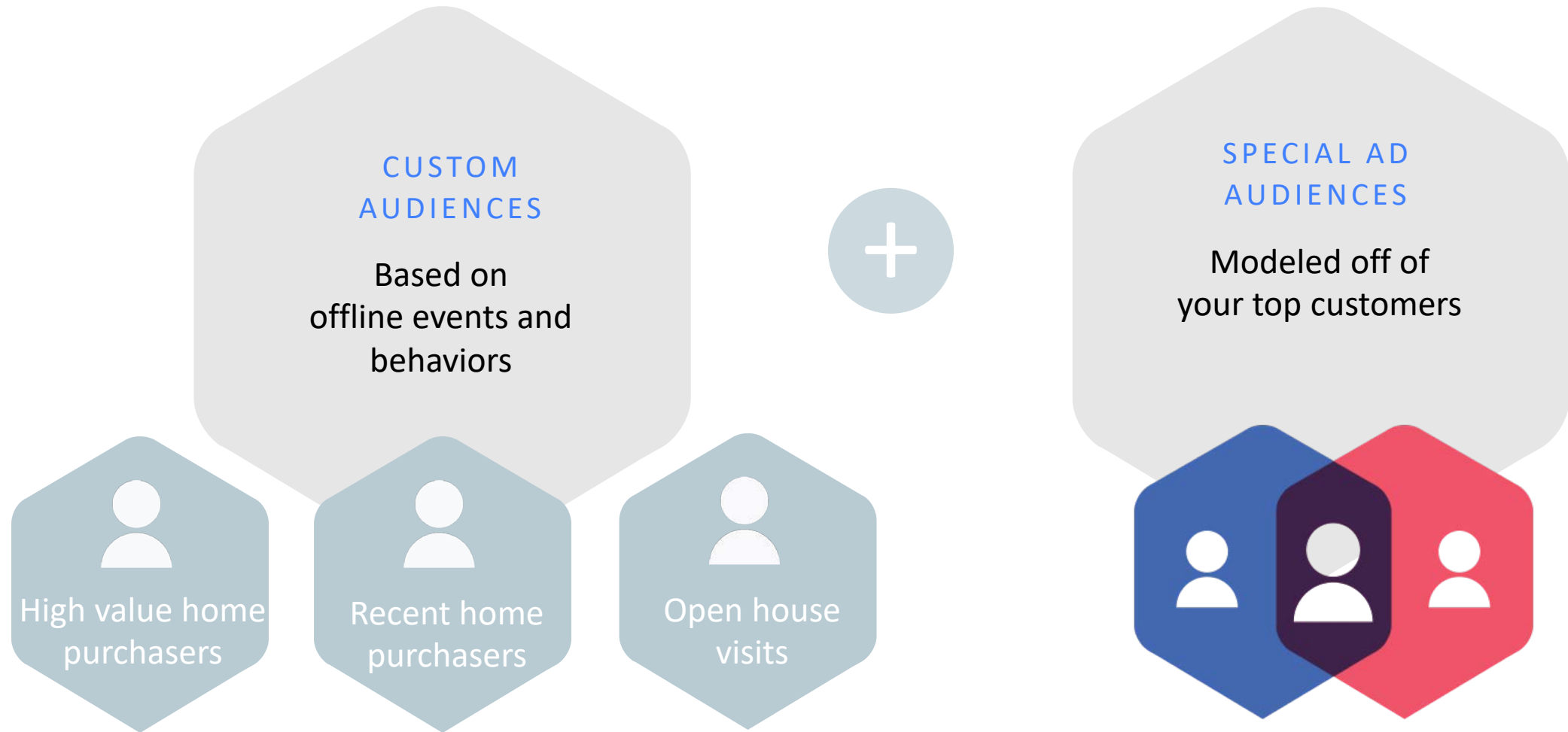


**NUMBER
OF BEDS
AND BATHS**



**PRICE
RANGE**

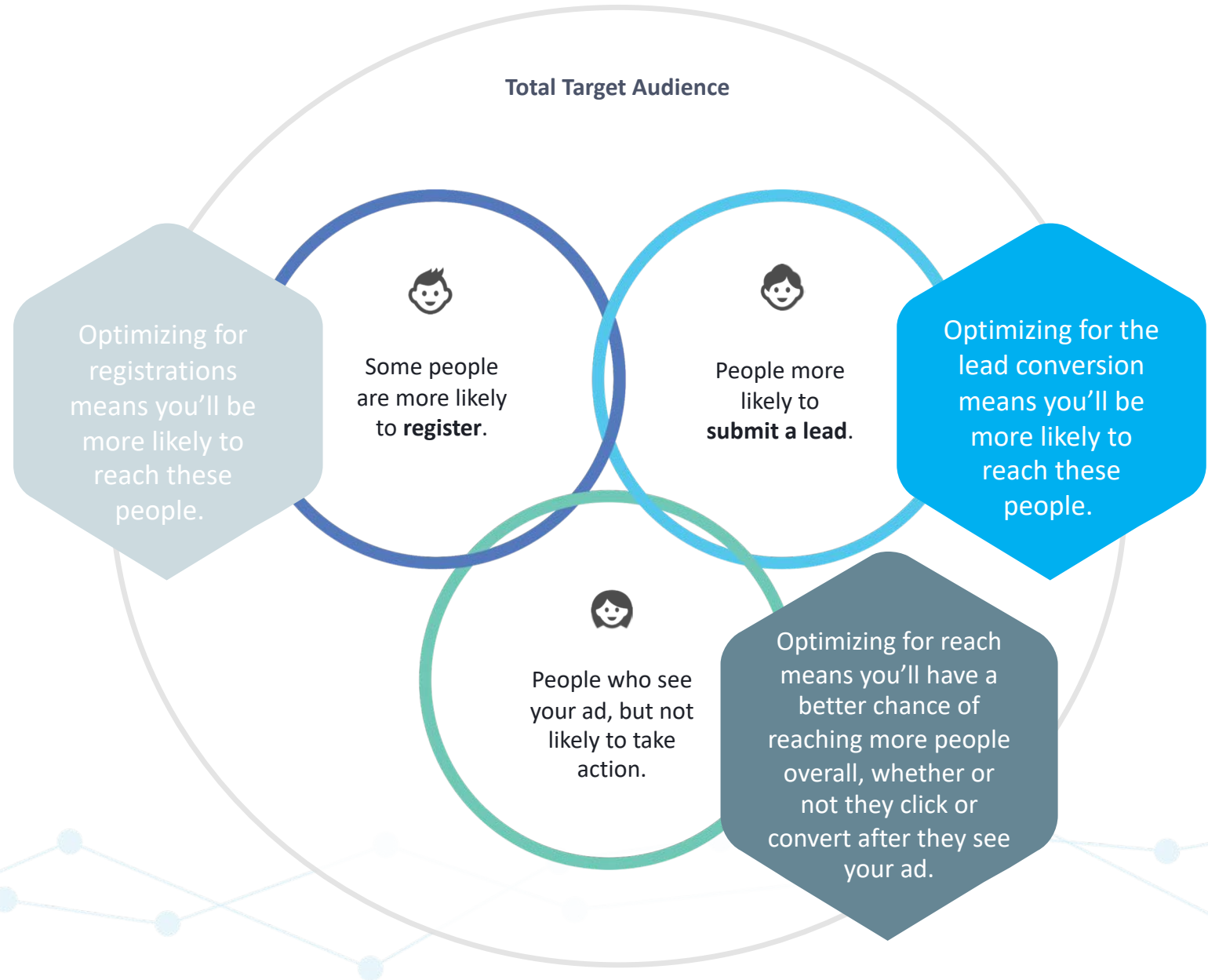
Custom Audiences + Special Ad Audiences Improve Quality



CUSTOM AUDIENCES MUST BE >20 PEOPLE

Efficiency

When you choose an optimization goal, you influence who is most likely to see your ad



Case Study



KoenigRubloff Realty Group Success Story

A leading US real estate brokerage group ran Facebook dynamic ads for real estate to automate its property listings, and saw a 4.6X increase in the click-through rate.

4.6X

Increase in click-through rate

84%

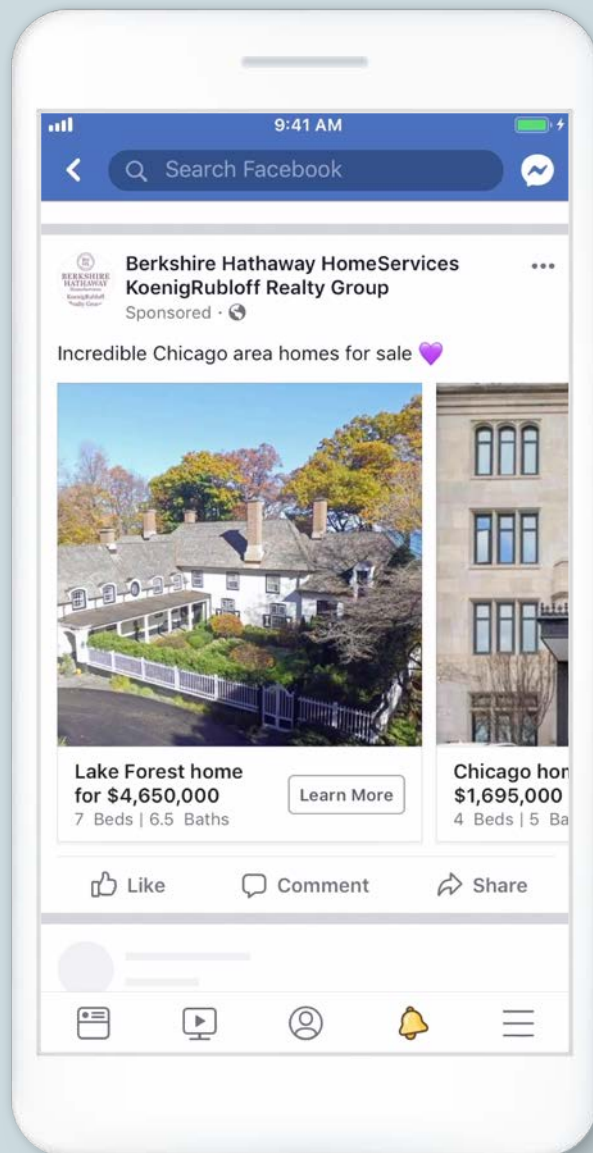
Decrease in cost per click

42%

Decrease in cost per thousand impressions (CPM)

“This Facebook campaign was a win for everyone. We’re driving more exposure for our sellers’ listings and more leads for our agents, and we have a great tool to highlight in our listing presentations that differentiates us from our competition.”

- **Suzanne Boose** Chief Communications Officer,
Berkshire Hathaway HomeServices KoenigRubloff Realty Group



Key takeaways

1

Reach the
right
people



2

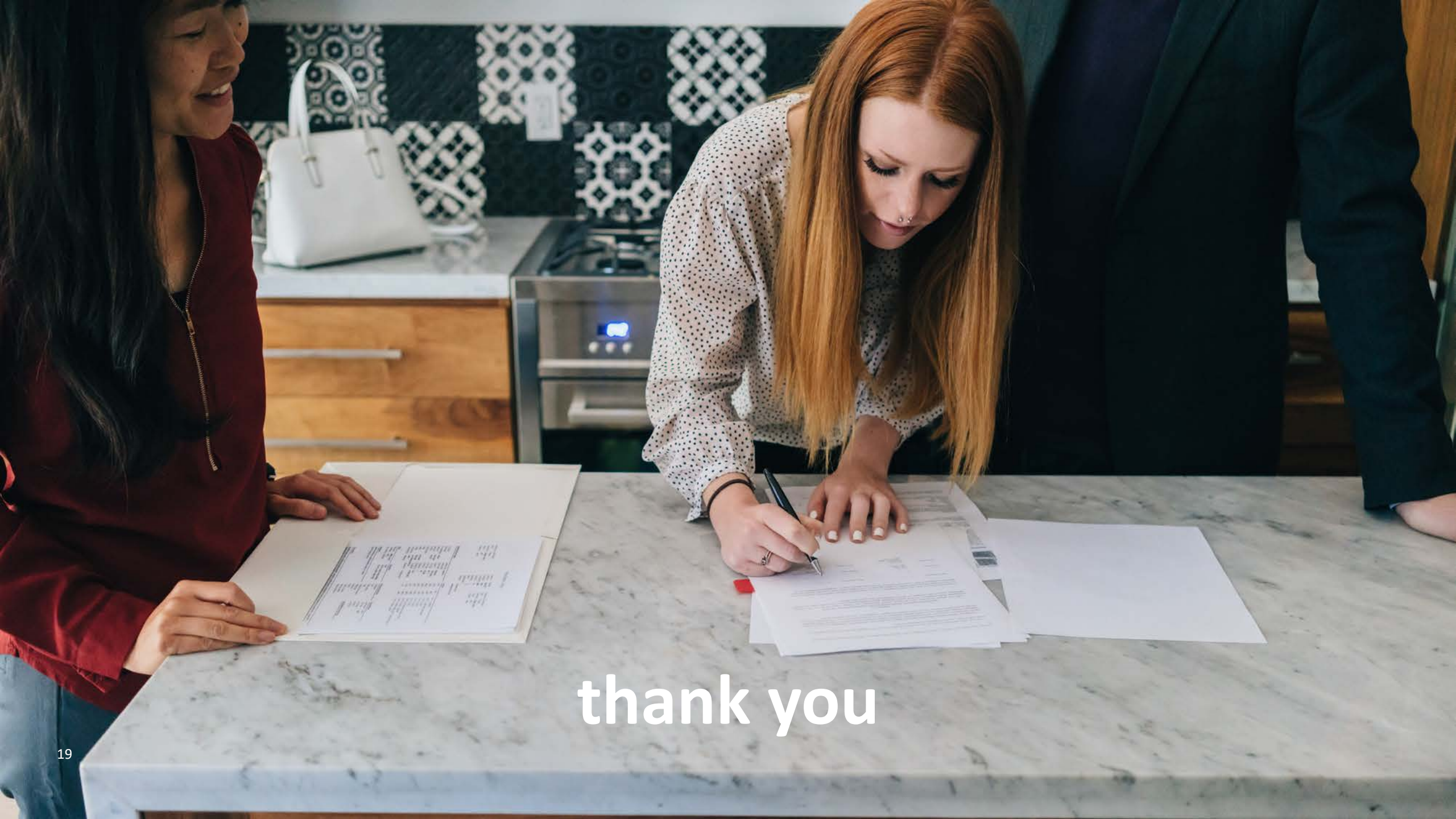
Focus on real
business
results



3

Follow
consumer
attention





thank you