

MARKETING

# Road Show

VIRTUAL  
Fall '20

**While you wait, download the training packet from the chat window!**



# Mid-Year Growth {Jan 1 - June 30}

**\$388,694,335**

LISTED SALES VOLUME



**1,427** UNITS LISTED



**104** AGENTS FOUND THEIR  
FOREVER BROKERAGE

**\$573,293,434**

CLOSED SALES VOLUME



**2,344** UNITS CLOSED



**1,829** SELLERS ASKED YOU  
WHAT THEIR HOUSE  
IS WORTH

# Mid-Year Growth {Jan 1 – June 30}

 **843,050**  
SQ FT OF COMMERCIAL  
PROPERTIES MANAGED

 **\$20,697,357**  
CLOSED COMM LEASE VOLUME

 **971** HOA  
DOORS  
MANAGED

 **162** HOMES LISTED  
FOR LEASE

 **341** NEW ACTIVE  
LEASES

 **1,755**  
TOTAL RENTAL INVENTORY



# Market Stats

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**\$252,315**

Our Avg Sales Price

Up 5.4%

**\$279,230**

Our Avg List Price

Up 6.9%

**97%**

LP/SP

Down 1%

**75**

Average DOM

Up 1 Day



| It's TOTALLY okay to brag a little...

*\$180 Million*

PENDING IN JULY 2020

Making July the best month EVER in the history  
of our company!



BERKSHIRE HATHAWAY  
HomeServices  
Florida Properties Group



| It's TOTALLY okay to brag a little...

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# REAL ESTATE BRAND OF THE YEAR

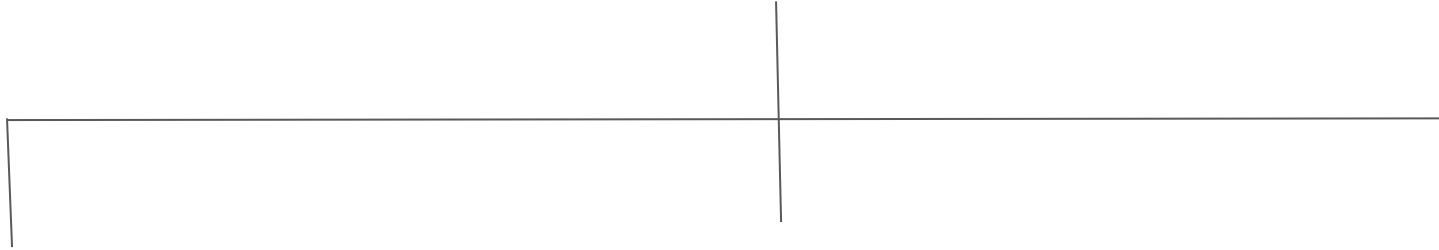
## BERKSHIRE HATHAWAY HOMESERVICES

Named **“Most Trusted Real Estate Brand”** and **“Real Estate Agency Brand of the Year”** in 2020 Harris Poll EquiTrend® Study.



# The Power of YOUR Brand

## BERKSHIRE HATHAWAY INC.



**HOMESERVICES**  
OF AMERICA

A Berkshire Hathaway Affiliate



# The Power of YOUR Brand



hsf  
affiliates LLC

NORTH AMERICA	CANADA UNITED STATES	EUROPE	BERLIN, GERMANY LISBON, PORTUGAL LONDON, ENGLAND MADRID, SPAIN MILAN, ITALY	ASIA	DUBAI, UNITED ARAB EMIRATES
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MORE THAN  
**50,000+**  
NETWORK  
SALES PROFESSIONALS  
ALMOST  
**1,500+**  
MEMBER OFFICES

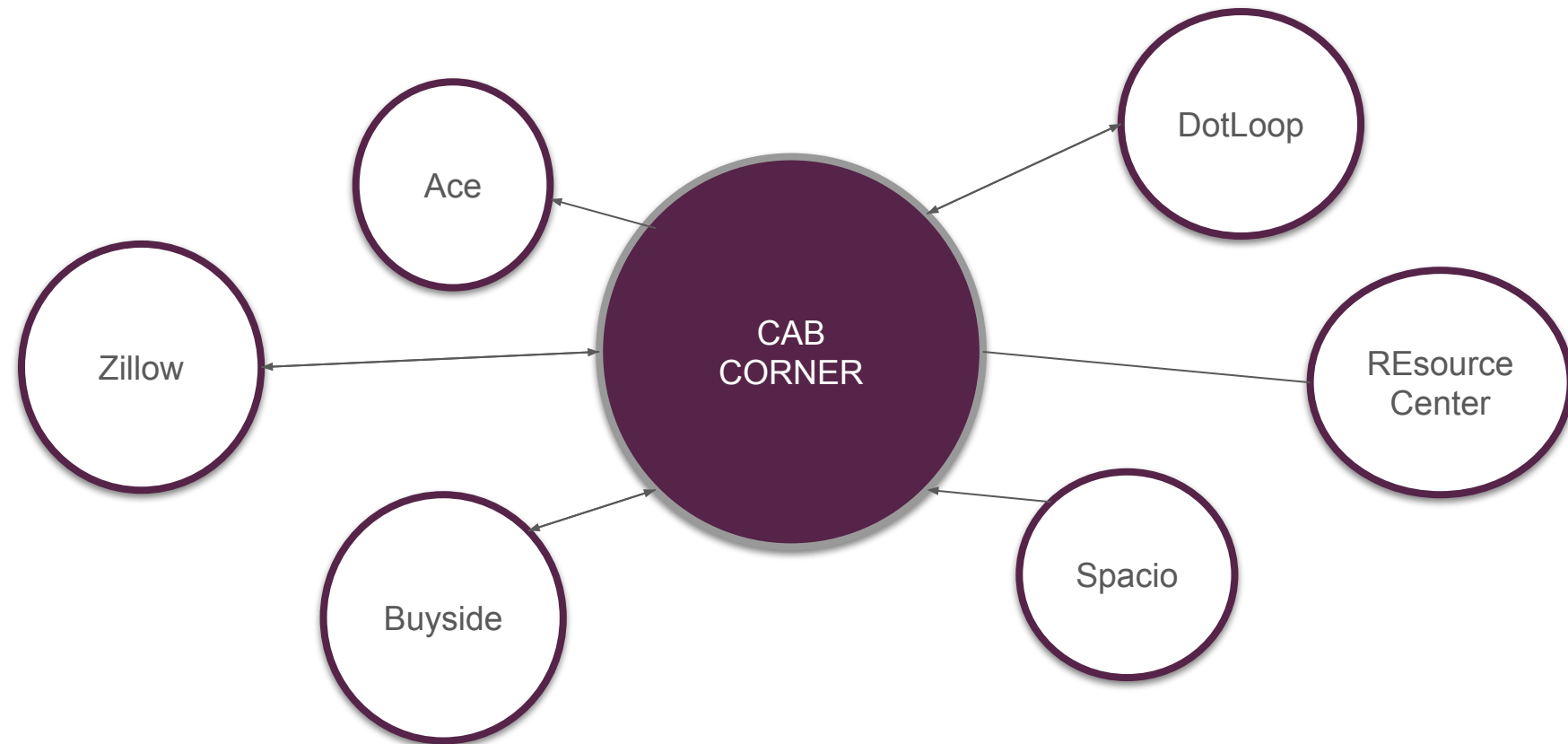




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# TOOLS & TECHNOLOGY & RESOURCES, OH MY!

# Your Internal Ecosystem





BHHS Gmail



Agent Help Site



Sellers and Listings



Buyers



Marketing



ACE



Training and Events



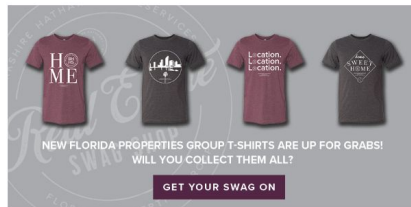
Company Resources



OTHER WEBSITES



COMPANY NEWS



## TIPE Award Nominations



**Kim Cash**

Nominated By: Esperanza Arias 08/09/19 The Details: Kim is an outstanding person and human being with passion and love for what she does. Although she is usually busy with multiple transactions, she always takes time to share her experiences wit...

Aug 9, 2019



**Erik Kaukonen**

Nominated By: Joyce Luloff 08/09/19 The Details: Erik answered my questions in a quick, easy to understand way. Not on one occasion, not two, but THREE separate occasions. He is a great asset to this company

Aug 9, 2019



**Jessica Hager**

Nominated By: Melanie Brush 08/07/19 The Details: Jessica shifted roles as a full time real estate agent to a full time relocation coordinator about a month and a half ago. Since starting in her new role she has been an excellent team player and...

Aug 7, 2019



**Stephanie & Christy Boulden & Malone**

Nominated By: Tammy Hellman 08/03/19 The Details: Can't get any better than Stephanie Boulden & Christy Malone with Capstone Title. These ladies make a great team – they focus on the details of every file, are prepared for scheduled closings and...

Aug 3, 2019

# MyCabCorner.com: Help Site

## Florida Properties Group "Google"

- Search for desired topic
- Review Published Articles by scrolling
- Look Under each Topic to find desired training or support

**Berkshire Hathaway HomeServices** Help Site

Home

What do you need help with?

Enter your search term here...

**Knowledge base**

DotLoop

**Quick Reference (4)**

- [Dotloop: Quick Tips & Tricks](#)
- [Dotloop: Document Workflow](#)
- [Dotloop: Agent Basics 101 {VIDEO}](#)
- [Dotloop: Agent Intermediate 201 {VIDEO}](#)

**For Agents: The Basics (11)**

- [Dotloop: Agent Training Manual](#)
- [Dotloop: Agent FAQ](#)
- [Dotloop: Having Trouble Logging in?](#)
- [Dotloop: Account Setup](#)



# MyCabCorner.com: Help Site

Don't know what to search? No problem! You can scroll to see what's available... Currently there are 9 different categories with 72 subcategories!

Top hits:

- Logos
- Facebook
- Coronavirus supplies
- Luxury
- Buyside

The screenshot shows the 'Help Site' header with the Berkshire Hathaway logo and 'Florida Properties Group HomeServices'. Below the header is a 'Home' link and a search bar with the placeholder text 'What do you need help with?' and 'Enter your search term here...'. The main content area is titled 'Knowledge base' and features a section for 'CORONAVIRUS Information'. This section is divided into three columns: 'Communications (5)', 'Customer Resources (8)', and 'Agent Resources (8)'. Each column lists several articles with dates and titles, such as '3/12/20 - Notification To Agents' and 'Coronavirus Addendum'. A link 'See all 8 articles' is located at the bottom of the 'Customer Resources' column.

BERKSHIRE HATHAWAY | Florida Properties Group  
HomeServices

Help Site

Home

What do you need help with?

Enter your search term here...

Knowledge base

CORONAVIRUS Information

Communications (5)

- 3/12/20 - Notification To Agents
- 3/15/20 - Initial Response
- 3/16/20 - Response to Buyer/Seller
- 3/19/20 - Revisions to to way we do Business (w/ Video)
- 6/28/20 - Office Reopening

Customer Resources (8)

- Coronavirus Addendum
- 3/19/20 - Consumer Video
- COVID-19 : Seller Letter
- COVID-19 : Buyer Letter
- COVID-19 : Safety While Selling Flyer

See all 8 articles

Agent Resources (8)

- COVID-19: FAQ
- COVID-19 : Best Practices For Working Your Business
- COVID-19 : Buyer Scripts
- COVID-19 : Seller Scripts
- COVID-19 : Open House Protocol

# MyCabCorner.com: Stay in FLOW

Subject: Checking in!



Hello {{Contact.FirstName}},

Summer! Summer! Summer! A lot of us spend the gorgeous summer months here in Florida exploring. After so much time cooped up in our homes, I'm curious... what's on your post-isolation bucket list? I'd love to hear your ideas!



All the best,  
{{Agent.FirstName}}



Christie Clark

HOME | LEADS | LISTINGS | CLIENTS | **MARKETING** | MAIL | CALENDAR | SITE BUILDER | RESOURCES

**ACTION PLANS** (Total: 14)

Filter by ▼

CREATE NEW ACTION PLAN

Owner	Plan Name▲	Schedule Type
	6 MONTH SELLER Prospect Campaign (Large)	Days
	<a href="#">Birthday Action Plan</a>	Birthday
	<a href="#">Buyer Action Plan</a>	Days
	<a href="#">Client For Life Action Plan</a>	Days
	<a href="#">Closing Action Plan</a>	Days
	<a href="#">Home Anniversary Action Plan</a>	Home Anniversary
	<a href="#">Monthly Newsletter - Sent on the 12th</a>	Calendar
	<a href="#">New Client Action Plan</a>	Days
	<a href="#">New Listing Action Plan</a>	Days
	<a href="#">Ninja Flow</a>	Calendar

Use the **ALL** feature to set this one time and never have to worry about it again!

Get a step-by-step guide on the [Agent Help Site!](#)

# MyCabCorner.com: Property Watch

Berkshire Hathaway HomeServices Florida Properties Group

Frank Roma

PROPERTY SEARCH | SERVICES | CONTACT

Enter Location or MLS #  GO All Properties Price Size More Save Search View Market Stats

Showing 250 of 40,984 total properties  
Click map icons to view property information

40,984 results in search  
Sort by: High to Low | Low to High

1 | 2 | 3 | 4 | 5 | >

4101 HUNT ROAD  
KISSIMMEE, FL 34746  
538 Acres | Vacant Land  
\$35,000,000 | ● Active

Favorite Visit Video Map

MLS # T3154789

fb-cover-2.png

Type here to search

10:25 AM  
9/19/2019

There are a few frequently asked questions when it comes to Property Watch, and it's all spelled out here on the [Agent Help Site](#)! You can also watch this video again and again on the Agent Help Site, just search "Property Watch".

# Prospecting vs. Marketing

## PROSPECTING

You are **ACTIVELY** seeking out customers through actions and activities.

- Real Estate Reviews
- Door Knocking
- Calling your Farm
- Calling/Texting your SOI
- 10-10-20 Rule with your Open House
- Hosting an Open House

## MARKETING

You are **PASSIVELY** seeking out customers through certain actions and activities.

- Just Listed Postcards
- Sharing your Buyside AVM link on social media
- Ninja Flow emails
- Handwritten note cards
- Adwerx just listed ads
- Adwerx retargeting ads
- Sharing content on Social Media

# Buyer/Seller Cycle

## Stage 5: Not Thinking of Buying or Selling

No Action | No Contact

## Stage 4: Thinking of Buying or Selling

No Action | No Contact

## Stage 3: Has begun search/research

Action | No Contact

## Stage 2: Contact with an agent

Action | Contact

## Stage 1: Selected an agent

Action | Contact

# Buyside: Stats

---

1,829

**AVM's Completed in  
the first half of 2020**

*{2,134 AVM's Completed  
in all of 2019}*

1,490

**Leads Generated in  
the first half of 2020**

*{585 Leads Generated  
in all of 2019}*

1,935

**BMA's Generated in  
the first half of 2020**

*{4,014 BMA's Generated  
in all of 2019}*

808

**Verified Buyers in  
the first half of 2020**

*{135 Verified Buyers  
in all of 2019}*

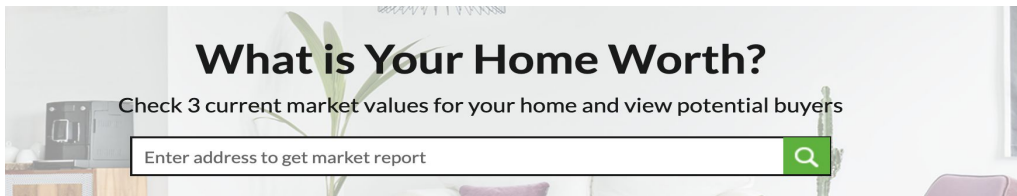
# Buyside to get leads

## PROSPECTING

1. Farm a Neighborhood- Identify 20-25 houses you want to door knock, then do it. (Stages 5 to 3)
2. Open House- Print off the BMA for the house you are holding open as a handout and value add for Open House Visitors. (Stage 3 to 1)
3. Open House Neighbors- 10-10-20 rule (Stage 5 to 2) *remember social distancing!*
4. Real Estate Reviews- Another great Ninja tool! Identify 2 homeowners in your SOI each week and take them a custom BMA (Stages 5 to 3)
5. FSBO's and Expireds- Print off the BMA for each address then take it with you to meet the homeowner (Stage 3 to 2)

## MARKETING

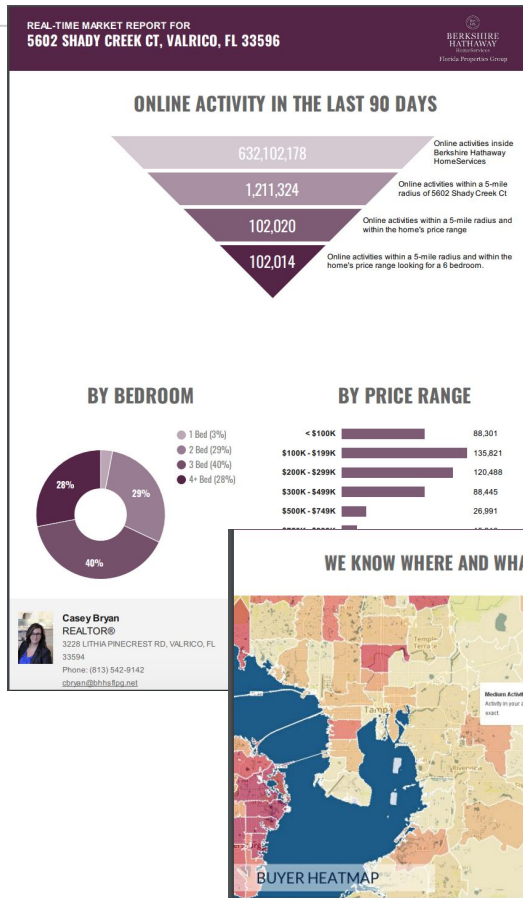
1. Share your AVM link on social media. Make the caption funny and engaging to get better responses. (Stage 4 to 3)
2. Letter or postcard to your farming neighborhood or Sphere- promoting your AVM (Stage 4 to 3)
3. Monthly Value Report- setup an auto-email to all homeowners in your database to receive monthly BMA (Stage 5 to 3)



We've got 5 ways to promote your AVM on the [Agent Help Site!](#)

# Buyside: Best Practices

1. **Listing Alert-** It's basically match.com for your listing! When you get your first listing with us, go into Buyside the day after it goes live in MLS, click on your listing and press 1 button to alert EVERY agent in our company that has a registered buyer matching your property of your new listing giving you an advantage. [See more on the Agent Help Site here!](#)
2. **Coming Soon Alert-** You can notify every BHHS agent that you have a listing coming soon before it EVER hits MLS. You have to have a signed Exclusive first, but this gives you a competitive advantage! [See more on the Agent Help Site here!](#)
3. **Buyers-** When your buyer is ready to make an offer, print off the BMA to show them 3 automated values and the heat index map to add even more value. [See how to generate a BMA here on the Agent Help Site!](#)





# ACE: He's your guy!

Cheapest {and  
hardest working}  
assistant ever.

He doesn't send  
flowers, cards  
and candy, BUT  
he does send  
you all of your  
marketing  
materials!

## ACE Automation Open Rate

### Just Listed:

59.43%

### Open House:

67.16%

### Price Reduced:

63.85%

### Just Sold:

53.02%



# ACE: Best Practices

## Flyers

- 10-10-20 Door Knocks
- Flyer Box outside the home
- Marketing inside the home
- Door Knocking a step-up community

## Property Videos

- Share on Facebook
- Add to Virtual Tour link in MLS
- Add to Virtual Tour link on Zillow
- eBlast to co-op Community

## Social Media Ad

- \$15 Ad to your sphere
- \$15 Ad to Geo Area (radius)
- Seller reporting on virtual showings and reach

## e-Card

- eBlast to your Sphere
- eBlast to neighborhood (use Remine)
- Send to co-brokers
- Send to the Seller and ask them to share it

## Postcards

- Send to 100 radius houses (50 pd. by company)
- Send to your farming community or sphere

# ACE: SOLD Postcards

## Creating a SOLD postcard when you represented the Buyer

Even though ACE doesn't generate a sold marketing package when you represented the buyer, you can always create one manually, and it's a pretty quick process! [Head over to the Agent Help Site to get the step-by-step guide.](#) You'll type in "sold" and see the article appear!



### Did You Know?

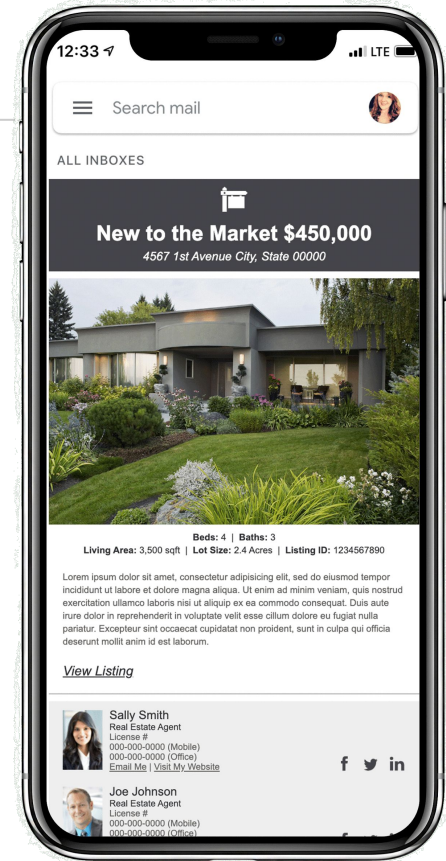
When using ExpressCopy to print and mail your postcards, you can upload a list, choose a past mailing list to send to, or opt to "purchase" a new list (which doesn't actually cost you anything – we negotiated a discount!) using a radius search and demographic information.

# ACE: eCards

Ace creates an eCard for you to use at each stage of the listing, so take advantage of that by sending it out to your sphere!

- All of your contacts in Cab Corner sync over into Ace's dashboard, so no need to export lists!
- You have an allowance of 2,500 emails to send each month through Ace
- Ace can help improve delivery rates
- Teh emails are CAN-SPAM compliance-ready
- You can track your email history, view open rates, learn who unsubscribes, and manage bounces
- Schedule future mailings!

[Download the how-to guide on Ace eCards here on the Agent Help Site!](#)



# Dotloop: Key Integrations

## Cab Corner

Your Contacts

Cab Corner



Dotloop

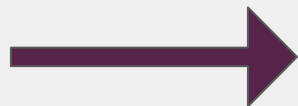
## Gmail

Email documents directly into a loop by using the loop's unique email address

## Google Calendar

Important Dates From Your Loops

Dotloop



Your Google Calendar

## Zillow Reviews

Immediately after a transaction closes, you can prompt a buyer or seller for a review, directly from Dotloop.



# Dotloop: Best Practices

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- ALWAYS submit for review! It's what alerts staff that something needs approval
- Stay organized! Set your loop's type and always keep the status up-to-date
- Include all relevant seller & buyer contact information so that contacts synced to Cab Corner are complete!
- ALWAYS include customer email addresses, especially Sellers! Seller email addresses will now sync to Adwerx and automatically add them to your Adwerx campaign

# Mega Open House Weekend

## We help drive traffic by:

- Investing money in Facebook ads
- Creating Facebook posts and events
- Custom social media pieces to promote on office and agent pages (cover photos and frames)
- Hosting a web banner on the homepage of our website which links directly to all available open houses



## 2020 Dates

January 11-12, 2020

February 8-9, 2020

March 14-15, 2020

April 18-19, 2020

May 16-17, 2020

June 13-14, 2020

July 11-12, 2020

August 15-16, 2020

**September 12-13, 2020**

**October 10-11, 2020**

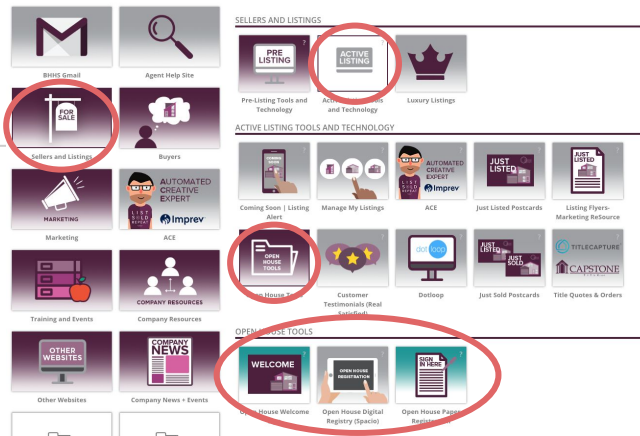
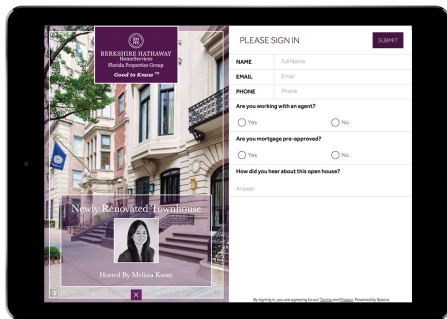
**November 14-15, 2020**

**December 12-13, 2020**

Use **Spacio** to collect your open house visitors

- You can edit the sign in form to ask standard questions or you can create custom questions
- **Enable auto-email** feature to send a follow up email to all visitors after the open house
- These contacts are automatically loaded into your **Cab Corner** Database (CRM)

Remember 7% of buyers found their home via open house or yard sign



**EDIT SIGN-IN FORM**  
 123 Second Avenue

SAVE CHANGES PREVIEW RESET TO DEFAULT FORM CLOSE

EDIT QUESTIONS	MORE FEATURES
<b>ADD QUESTION</b> All sign-in forms will have Name, Email, and Phone Number. Please customize your sign-in form by choosing up to 6 questions. <div>             ADD STANDARD QUESTION             ADD SAVED CUSTOM QUESTION           </div> <div>             CREATE A CUSTOM QUESTION           </div>	<b>REGISTRATION LINK</b> MORE + <a href="https://spacio.io/190923/">https://spacio.io/190923/</a> COPY
<b>SELECTED QUESTIONS (4/6)</b>	<b>PRINT INSTRUCTIONS</b>
<b>Are you working with an agent?</b> <div> <input type="radio"/> Yes           <input type="radio"/> No         </div>	<b>AUTO EMAIL</b> MORE + Enable Auto Email YES <input type="checkbox"/> Send Auto Email After 3 Hours BCC A Copy To Me YES <input type="checkbox"/> SEND TEST EMAIL
<b>Are you mortgage pre-approved?</b> <div> <input type="radio"/> Yes           <input type="radio"/> No         </div>	<b>BROKERS OPEN HOUSE</b> MORE + Enable NO <input type="checkbox"/>
<b>At what point in the buying process are you?</b> <div> <input type="radio"/> Seeing what's out there  <input type="radio"/> Actively looking  <input type="radio"/> I'm ready         </div>	<b>MANDATORY CONTACT INFO</b> MORE + Email Required YES <input type="checkbox"/> Phone # Required NO <input type="checkbox"/>
<b>Do you currently rent or own?</b> <div> <input type="radio"/> Own  <input type="radio"/> Rent         </div>	<b>SIMPLIFIED CHINESE SUPPORT</b> MORE + Enable NO <input type="checkbox"/>
	<b>FONT SIZE</b> MORE + Font Size Regular



FEEDS from BHHS ReSource Center-  
Make sure MLS ID is correct

## Listing Ads:

- 15 mile radius from listing
- Anyone who visits listing details page
- First 7 days
- ADD SELLERS EMAIL!!

## Agent Retargeting Ads:

- Anyone who visits your profile on BHHS
- Unlimited


## Other Options:

- Social TV
- Sphere Retargeting




# Marketing ReSource: My Team

- Photos, names and titles are editable
- Use on listing presentations to show the power of your BHHS team
- Template setup in Marketing ReSource
- Snag the photos of your teammates on the agent help site



My Experienced Team - Flyer ☆
×

Info
Preview
Access
Get Started




**AGENT'S NAME HEADLINE**

With Berkshire Hathaway HomeServices Florida Properties Group you are not just working with one agent, but rather a full team dedicated to providing the best possible home buying and selling experience. Here is just a glimpse of the team supporting me, supporting you.




Grid of 10 placeholder photos for team members, each with a caption below it:

- Name  
Market President
- Name  
Assistant Market President
- Name  
Preferred Lending Services
- Name  
Caption Title
- Name  
Caption Insurance
- Name  
Office Administrator
- Karen Selby  
Education Trainer
- Dewey Mitchell & Allen Crumblley  
Brokers/Clients
- Erik Kaukonen  
Education Director
- Name  
Office Administrator



Business Development Team



Marketing Team

**BERKSHIRE HATHAWAY** | **Allison & Doyle, REALTORS®**

Topic::Relationship Building    Topic::Prospecting

Topic::Homeselling    Topic::Homebuying

**Description**

Florida Properties Group Team Flyer  
My Experienced Team - Flyer

When it comes to a listing presentation, you want to showcase ALL that you have to offer to your customers! This includes the entire team in your office and back at the home office! Let your customers know that they get the entire package when they market their home with you.

**Instructions**

Create and add your own customized personal message.

# Marketing ReSource: Our Footprint Flyer

## WE'RE RIGHT AROUND THE CORNER

No matter where in Tampa Bay or Central Florida you live and work, there's a Berkshire Hathaway HomeServices Florida Properties Group office near you! We have over 700 highly-trained agents working in 17 offices throughout 6 counties in Tampa Bay and Central Florida.

**HOME OFFICE & COMMERCIAL**  
7916 Evolutions Way, Ste 210  
Tiriny, FL 34655  
727-847-6556

**TRINITY**  
3126 Little Road  
Tiriny, FL 34655  
727-847-4444

**PORT RICHEY**  
9108 US Highway 19  
Port Richey, FL 34668  
727-849-9400

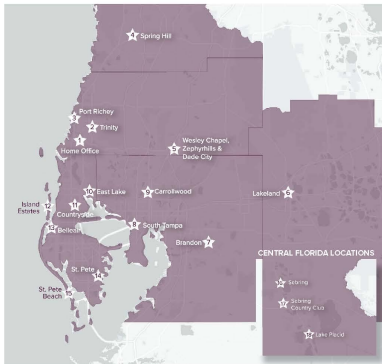
**SPRING HILL**  
13070 Conoz Blvd  
Spring Hill, FL 34603  
352-688-2227

**WESLEY CHAPEL, ZEPHYRHILLS & DADE CITY**  
26791 SR 56  
Wesley Chapel, FL 33544  
813-907-8200

**LAKELAND**  
1602 S. Florida Avenue  
Lakeland, FL 33803  
863-701-2350

**BRANDON**  
3228 Lithia Pincrest, Ste. 102  
Valrico, FL 33599  
813-643-9977

**SOUTH TAMPA & COMMERCIAL**  
4950 W Kennedy Blvd, Ste 300  
Tampa, FL 33609  
813-251-2002



**CARROLLWOOD**  
13131 N. Duval Mabry Hwy.  
Tampa, FL 33618  
813-908-8788

**EAST LAKE**  
301 Woodlands Plaza, Ste 1  
Oldsmar, FL 34677  
727-331-8250

**COUNTRYSIDE**  
2539 Countryside Blvd, Ste. 3  
Clearwater, FL 33761  
727-799-2227

**ISLAND ESTATES**  
155 Island Way  
Clearwater Beach, FL 33767  
727-451-7699

**BELLEAIR**  
321 N Indian Rocks Rd, Suites A&B  
Belleair Bluffs, FL 33770  
727-461-1700

**NORTHEAST ST. PETE**  
2300 4th Street North  
St. Petersburg, FL 33704  
727-822-8698

**ST. PETE BEACH**  
7500 Gulf Boulevard  
St. Pete Beach, FL 33706  
727-368-0500

**SEBRING**  
131 US Highway 27 N  
Sebring, FL 33870  
863-402-5700

**SEBRING COUNTRY CLUB**  
4800 Hise Branch Road  
Sebring, FL 33875  
863-382-6575

**LAKE PLACID**  
15 N Main  
Lake Placid, FL 33852  
863-699-0404

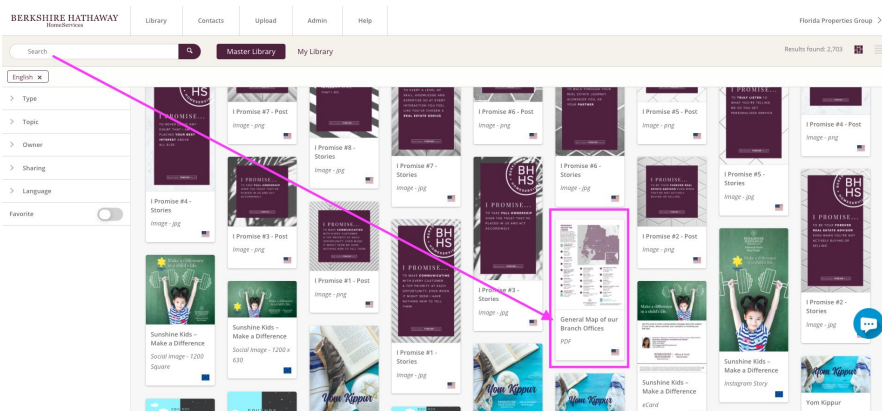
**INDICATES A COMMERCIAL OFFICE**

**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Properties Group

Berkshire Hathaway HomeServices Florida Properties Group, Inc. is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, or disability. This document is not a contract. Only the actual contract can be relied upon.

We cover a LARGE area {6 counties to be exact} and you can share that with your customers. This proves how submerged in the local market our company is and how you can better serve them!

Head over to Marketing Resource to download and print this flyer so you can include it in marketing presentations to prospective customers!



# Facebook: Stats {Jan 1 – Jul 31 2020 vs 2019}

3,283  
Fans

68,145  
Post  
Engagements

10,370  
Post  
Reactions

855,446  
Total Reach

**+253 since January**

**+604 over same time  
period last year**

**+30.8% over last year**

**-6.1% over last year**

**+132.3% over last year**

# Facebook: Strategy for Engagement

SEE  
FIRST!

The screenshot shows the Facebook profile of the 'Berkshire Hathaway HomeServices Florida Properties Group'. The profile picture, a group of people, is circled in red. The page name and handle '@BHHSFloridaProperties Group' are also circled in red. On the left sidebar, the 'Home' tab is selected. In the main content area, a notification about automatically tagging the page in Instagram stories is visible, with an 'Allow Tagging' button. Below this is a large photo of a group of people waving, with a red circle highlighting the 'Following' dropdown menu. A secondary red circle highlights the 'See First' option in the dropdown menu. Other interface elements include 'Liked', 'Share', 'Edit Page Info', 'Contact Us', and a 4.3 star rating.

New! Automatically Tag Your Page in Stories From Instagram

When your account is tagged in an Instagram story that's shared to Facebook, the Facebook story c link to your Page. Change this anytime by going to [Settings](#).

Allow Tagging

Berkshire Hathaway HomeServices Florida Properties Group

@BHHSFloridaProperties Group

Home

Services

Reviews

Shop

Offers

Photos

Locations

Videos

Posts

Events

Like Following Share Edit Page Info Contact Us

Unfollow this Page

IN YOUR NEWS FEED

✓ See First

Default

Unfollow

Offer Job

4.3 4.3 out of 5 - Based on 5 people

# Facebook: Strategy for Engagement

## MONDAYS:

I'm a  
Human  
Post

Post something showing you're a human- not just a realtor. Make it relatable and comment-worthy!

## TUESDAYS:

This or  
That  
Post

Post something asking your friends opinions on something in the neutral zone (no politics or religion)

## WEDNESDAYS:

Hidden  
Treasure  
Post

Take a video or picture of a hidden gem in your town that your friends should visit and tell them why! PS- Use Video!

## THURSDAYS:

Chat in  
Private-  
F.O.R.D.

Connect with 5 people and FORD them on messenger- make it a personal DON'T TALK REAL ESTATE!

## FRIDAYS:

Real  
Estate  
Post

Show HOW you can help- don't sell. Share your AVM, reminder to file homestead, buyer heat map, update your cover pic, etc.



# Marketing Yourself on Instagram

## SHOW UP!

You, yes YOU, need to be in your feed and on your stories.

## LONGER CAPTIONS

Tell a story and create a connection! Engagement rates are higher on these posts. (65-70 words)

## HASHTAG IT

Use 10+ hashtags in every post to reap the best engagement rates

## SERVE

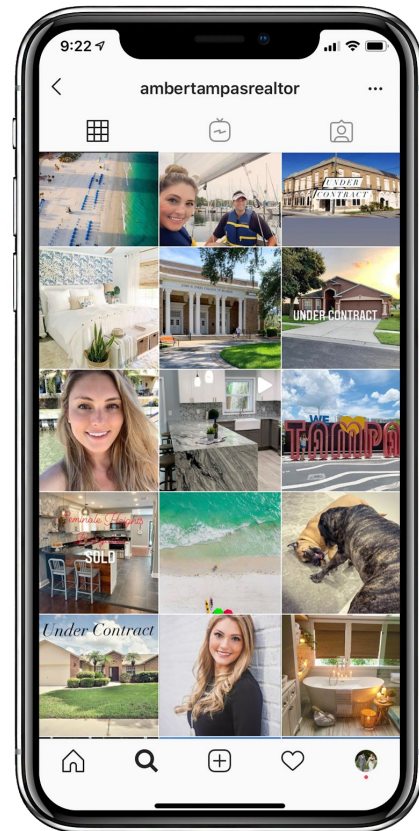
Serve your audience. Make those “deposits” to make a withdrawal later. {think education}

## STORIES

Share behind the scenes, show your face, ask questions to get them in your DM Box!

## CALL TO ACTION

Get social and boost engagement by making sure every post has a call to action.



# | Instagram: Drive Traffic to your Website

Creating really good and engaging content can seem overwhelming. Be sure you have a plan of the ACTION you want your audience to take. Your overall goal is to **Generate LEADS**, right?

## Here's a few ideas:

- Promote your **Buyside AVM** – get people to look up what they're home's value is
- Share your **seller's listing page** – you'll certainly be sharing about your listing, so make sure your audience can see the home!
- Add to your **email list** – gain a loyal following and get in their inbox!
- Be sure **your website** is an option for them to head to!

*Pro Tip:* Take into consideration the customer experience and where you're leading them to!

*Free Link in Bio Tools:* Interested in learning more? Head to the [\*\*Agent Help Site\*\*](#) to see the free tools and how to use this feature of Instagram to your advantage!

## Easy Content to Share!

Thank your biggest fans for the reviews they leave on Zillow. Zillow has the biggest market share in online real estate and will provide far more authority and trust to your audience. The best way to do it is to **screenshot the great review, tag your reviewer, and give them a heartfelt thanks.**



# | Instagram: Using Hashtags

Using relevant, targeted hashtags on your posts is one of the best ways to get discovered and connect with new audiences on Instagram.

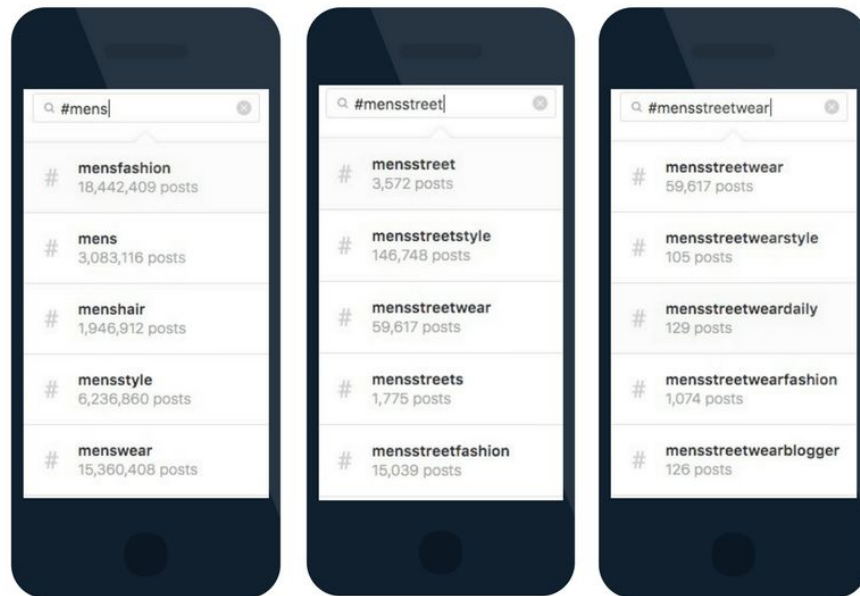
## HOW:

- **Use 10+ hashtags on each post**
- Use 1 -3 **local hashtags** that target your **FARM** area
- If sharing your listing, highlight your listing's **best features** {#industrialchic #luxurypool #citylife}
- Use **fun** real estate hashtags like #wontlast #poochfriendly #freewine
- **Research** You'll want a good mix of highly used and barely used terms.

*Pro Tip:* Copy and paste your most commonly used hashtags in your notes on your phone. Or some scheduling apps have a place to save them so they're easily put into your captions!

## Hashtag Research

*Using Instagram's search bar autocomplete*



# Instagram: Creating & Scheduling Content

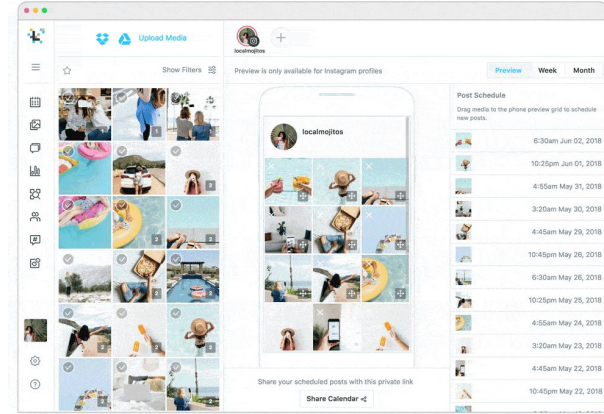
Spend **one day each week** planning and preparing your content! Prep the photo, caption and hashtags, then you can just log in, schedule, and sign off!

## *Free Social Media Management Tools*

- **Later:** Visually plan, schedule and analyze posts for Instagram, Facebook, Pinterest and Twitter (<https://later.com/>)
- **Planoly:** Easily plan & schedule your content for Instagram, Pinterest, Facebook, Twitter (<https://www.planoly.com/>)

*Free Stock Photography Tools:* Let's face it, sometimes we need some beautiful photography to help out our feeds. Use these websites to find images that fit your need and feed!

- **Unsplash:** one of the best places on the internet to find beautiful, royalty-free photos. (<https://unsplash.com/>)
- **Pexels:** The best free stock photos & videos shared by talented creators. (<https://www.pexels.com/>)



*Pro Tip:* Make sure your Facebook and Instagram are synced so you can have your Instagram posts push to Facebook automatically!

# | Hard & Soft Registrations on your Website

Capture any and every lead that comes your way through your agent website! This is easy to do by setting up a “hard registration” through Cab Corner.

## CLIENT REGISTRATION OPTIONS

Choose the number of Listing Detail Pages a consumer can view before being prompted to register.

☐ Unlimited: Consumers do not need to register to see Listing Detail Pages.

☒ Maximum: Consumers must register to see Listing Detail Pages.

☐ Mid-Level:

☐ Hard Registration: Consumers must register after  listing views.

☐ Soft Registration: Consumers will be prompted to register after  listing views.

☐ Allow consumer to opt-out of registration prompts.

☐ Prompt consumer to register on first view of a Listing Detail Page.

☐ Limited: Unregistered clients will only be able to see the following sections on the Listing Detail Page:

☐ Property Details

☐ More Information

☐ Market Stats

☐ Neighborhood

☐ Photo Gallery

☐ Tours

☐ Client phone number is required for registration.

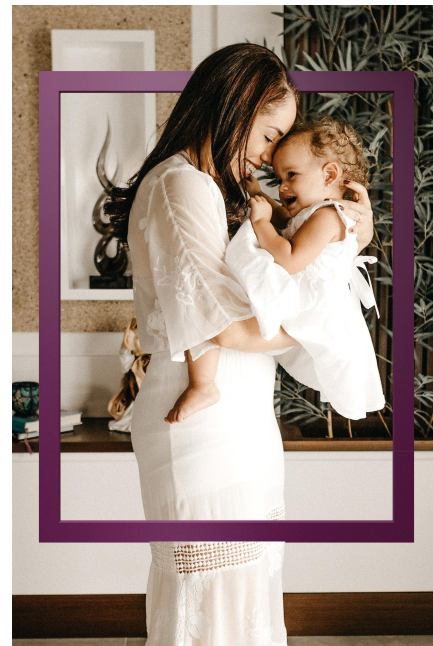
☒ Clients may register with Facebook.

☐ Clients must login to navigate to Virtual Open House registration links.

# Marketing ReSource: Social Images

## Stop SELLING and really start ENGAGING!

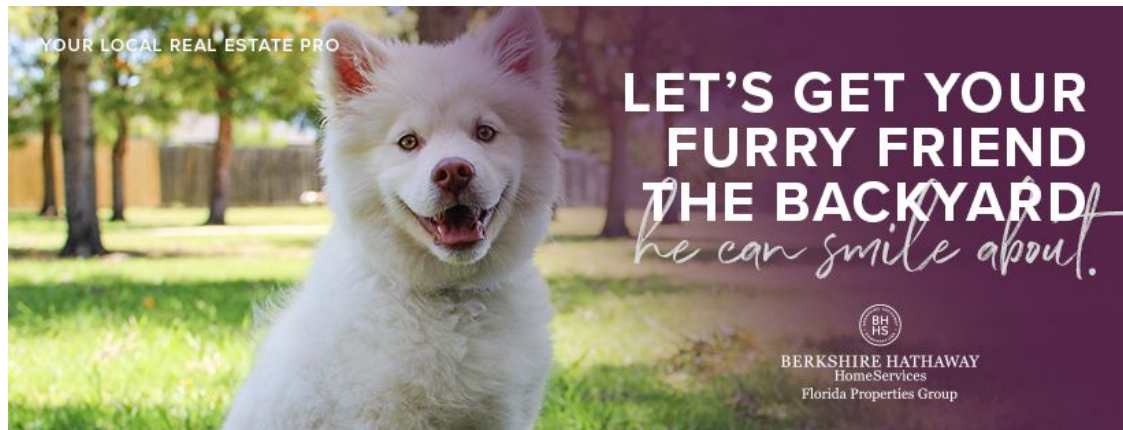
**Experiential Marketing**– Promoting your service through experiences that engage the customers and create emotional attachment to what you offer. Incorporate these into your social media marketing campaign!





# Marketing ReSource: Cover Photos

- Great way to stay visible with all your friends
- Soft Touch
  - Experiential Marketing vs. hard sell
- Update once per quarter
  - Updates all your friends with a gentle reminder



# Videolicious & Recording Videos

## Cool features include:

- Built-in teleprompter
- Branded intro and outro
- Music automatically added in
- Lower third information (add your name and title!)
- Available on desktop and mobile app

Download the how-to guides [here on the Agent Help Site.](#)

BREAK TIME!

- Add a Zillow Walk-thru to get your listing at the top of the list for 21 days
- Make sure your profile is updated with at least a photo
  - You show on EVERY one of your listings in the #1 slot on Zillow
  - Make sure your email on MLS matches (best practices: use bhhs email)
- We provide Zillow with an XML feed
  - Your listings
  - Your closed sales
  - Your profile information
- Only 51% of leads get a call from an agent
  - Of those, less than half get more than 3 outreaches
  - Average conversion is 90+ days

## **Be Legendary.**

- Best of Zillow ranking for leads (not paid)
  - Average response time
  - Customer Satisfaction Surveys
    - 24 hours, 7 days and 21 days from contact





# Presentation Matters... a lot!

# Creating an Experience – Buyers

## Our Buyer Journey

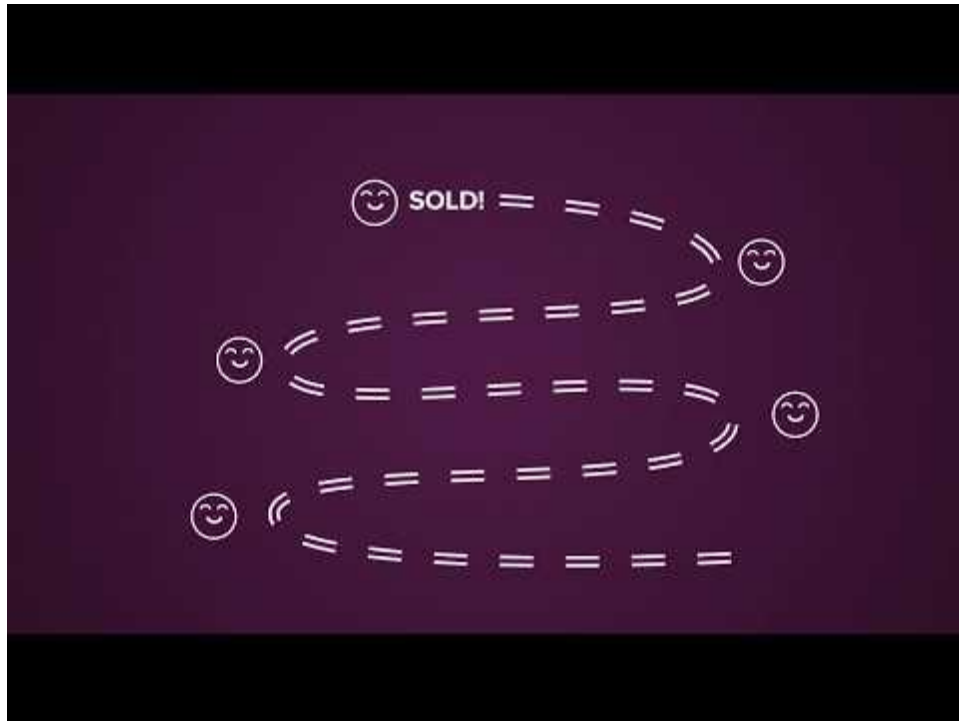
1. First Showing (Read Me)
  - a. Put **Buyers guide** in a cellophane bag with water bottle and granola bar
  - b. Water bottle tag (So the Journey begins...)
  - c. Paperclip handwritten card to front for agent
2. Contract (Drink Me)
  - a. Mini bottle of champagne
  - b. Cute Tag/bottle top (CONGRATS)
3. Inspection/Appraisal (Pop Me)
  - a. Bag of popcorn and water
  - b. Clear bag with ribbon
  - c. What to Expect when you're inspecting card
4. Closing (Move Me)
  - a. Agent provided
  - b. Branded Notecard for personal note
    - i. It's Closing Day



# Creating an Experience – Sellers

## Our Sellers Journey

1. Listing Presentation (Read Me)
  - a. Put **Seller's guide** in a white bag with tissue
  - b. Paperclip handwritten card to front for agent
2. Listing Signed (Eat Me):
  - a. Drop off cookie dough at time of listing signed
  - b. Leave post card (this is for your first showing or to eat if you're stressed)
3. First showing (Distract Me)
  - a. Leave postcard of "Things to do while strangers are in your home"
4. Contract (Drink Me)
  - a. Mini bottle of champagne
  - b. Cute Tag/bottle top
5. Inspection/Appraisal (Squeeze Me)
  - a. BHHS Stress Ball
  - b. Clear bag with ribbon (balloon string)
6. Closing (Move Me)
  - a. Home isn't a place, it's a feeling (unbranded)
  - b. Clear tumbler with chocolate



# Presentation Matters

home  
 SWEET  
 — HOME —

HAPPY  
 Homeiversary  
 TO YOU

MAY YOUR  
 BIRTHDAY BE  
 FULL OF MERRIMENT  
 AND SHENANIGANS.



Choose "Select" to see back options

BUT MOSTLY  
 SHENANIGANS  
 HAPPY BIRTHDAY!

HERE  
 FOR  
 YOU.



# Buyers & Sellers Guides

**PRINTED**

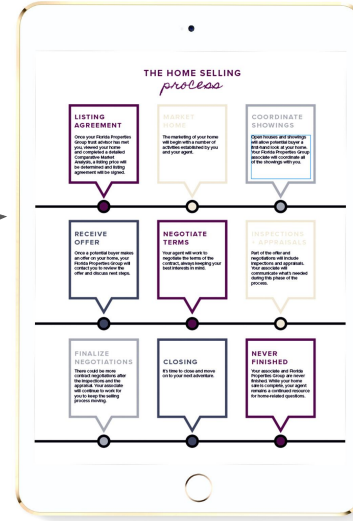
**DIGITAL**



*Premium paper & professionally printed*

*Easy to present on your tablet or computer*

*Pocket folder cover*



*PDF available to email or print!*

# 6 Step Guides



- Bring this with you to the marketing presentation or buyer consultation
- You'll go through each step briefly with your customer. If they have any questions, you should know this guide inside and out so you can answer any questions and/or go into detail
- Then you'll leave the larger Seller's or Buyer's Guide as the leave behind - it will be their "homework" and a good take away.

# Spanish Guides & Materials

We have the following resources available for you to use in Spanish!

- Buyer's Guide
- Seller's Guide
- 6 Steps to a Successful Sale
- 6 Steps to a Successful Purchase
- Presentation Covers

Here's the best ways to get your hands on these and use these in your marketing presentations with your customers!

**Estamos Aquí Para Ti:** The Here For You Presentation Cover is provided by your office. Use this to bind the Buyer's or Seller's Guide into or any other presentation materials you want to take with you to make a great impression.

**6 Pasos Claves Para Una Compra Exitosa y 6 Pados Claves Para Una Venta Exitosa:** Each 6 Step Guide is provided by your office. Use these guides in your marketing presentation with your buyers or sellers!

**Guía Del Vendedor y Guía Del Comprador:** The Buyer's & Seller's Guides are available to print in Marketing Resource in the National Resource Center ([bhhsresource.com](http://bhhsresource.com)). Search "Seller" or "Buyer" in the search bar, then download each guide and save to your computer. You'll print the PDF double sided in your office and coil bind it with the Estamos Aquí Para Ti presentation cover.





## LUXURY KIT



Enter your search term here...

[Solution home](#) / [Skills & Education](#) / [Luxury 2.0](#)

### Luxury 2.0: HOME

Modified on: Thu, 23 Apr, 2020 at 12:09 PM

Print



How you WIN them.



How you SERVICE them.



How you FIND them.



Luxury Resources



### Related Articles

- [Luxury 2.0: Resources](#)
- [Luxury 2.0: Certifications](#)
- [Luxury 2.0: How You Win Them - The M...](#)
- [Luxury 2.0: How You Win Them - Pre-M...](#)
- [Luxury 2.0: How You Service Them - On...](#)
- [Luxury 2.0 Resources : Luxury Kit](#)
- [Luxury 2.0 : Glossary](#)
- [Luxury 2.0: How You Find Them](#)
- [Luxury 2.0: How You Service Them](#)
- [Luxury 2.0: How You Win Them](#)

Luxury123.net



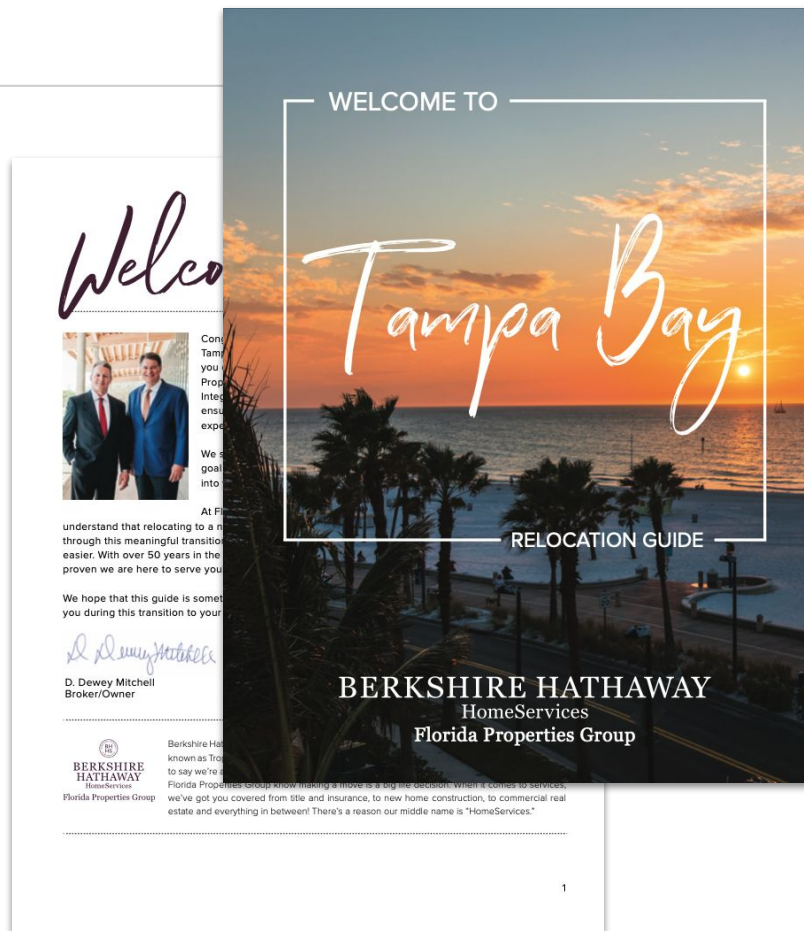
# Relocation Guides

Be a resource to your customers moving into the area or even if they're already here! The Relocation Guide is resource you can use to market and prospect your services.

## Here's a few ways you can use this guide!

1. Use this for people moving to the area. Mail them a copy and write a handwritten note card to go with it!
2. Use this for people relocating in our market. Either give them a copy in person or mail it to them with a handwritten note card.
3. Find a "Play" page that's your cup of tea, take a picture to share on social

Your office should have some in stock! If not, reach out to the Marketing Team and they'll help ya out!



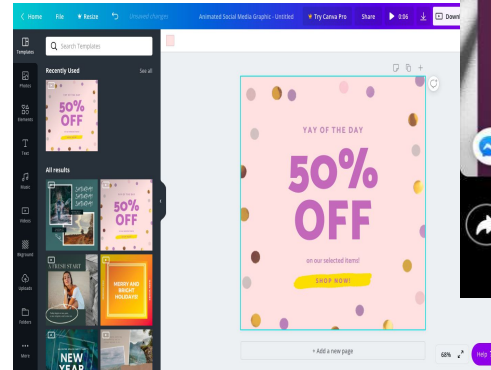
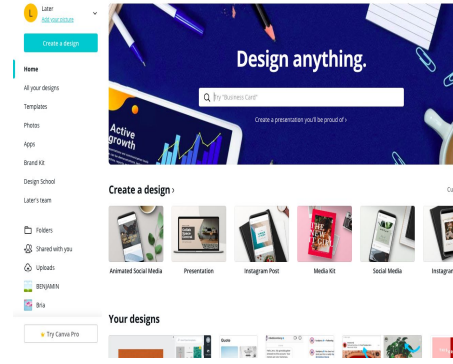
**WHY:** The free plan comes with 8,000 templates, so you'll be set up to start designing without dipping in your budget!

**HOW:** It's available on desktop and as an app on your phone — making it easy to create whenever and wherever. You can upload your own:

- branded fonts
- color palettes
- images

**WHAT:** Canva will be best used in your business to share when...

- Promote a listing coming soon or under contract
- simply add text over your image
- create holiday posts
- posts to lead people to your website.
- Make sure whatever you create and post best serves your marketing plan for your business!





## TRADITIONAL SALE

You'll list your home on the market with your trusted real estate advisor.



## QUICKBUY LOCK (+ TRADITIONAL)

With this option, you get the certainty of an offer with the ability to test the market. Your home is marketed up to 150 days and you can choose the QuickBuy™ Offer at any time.



## QUICKBUY OFFER

With this option, you'll receive a convenient immediate offer.

Your home is purchased by QuickBuy™, closing in as few as 14 days! This gives you the ability to bypass prepping your home for market and having showings.

We've got resources available to you on the [Agent Helpsite](#) and consumer-facing flyers {see below} and graphics on **Marketing RESource** {like the social media graphics below!}.

**HOME SALE SOLUTIONS FOR YOUR SITUATION**

The home sale process can be a complex experience and an emotional roller coaster. But when you request QuickBuy® from your Florida Properties Group trusted advisor you'll receive a reliable cash offer for your qualified home in just a matter of days.

**THREE POSSIBLE SELLING OPTIONS**

- TRADITIONAL SALE**  
Build up your home on the market with your real estate advisor.
- QUICKBUY OFFER (TRADITIONAL)**  
With this option, you get the benefits of an offer with the ability to keep the market. Your home is marketed up to 90 days and you can choose the QuickBuy® offer at any time.
- QUICKBUY OFFER**  
With this option, you'll receive a guaranteed immediate offer. Your home is guaranteed by QuickBuy®, making it as fast as 48 hours! You give your home to us before we start the home for market and listing process.

With QuickBuy®, you control your home sale. If the QuickBuy® Offer doesn't meet your needs, your Florida Properties Group trusted advisor will present other home sale options.

**FOR MORE INFORMATION, CALL 727-484-6419 OR VISIT QUICKBUY.BHHSFLORIDAPROPERTIES.COM**

**INTRODUCING QUICKBUY™**

**EXPERIENCE NATURAL HOMESERVICES**

**BHHS**

**SELL YOUR HOME THE EASY WAY™**

**ASK ME ABOUT QUICKBUY™.**

**FOCUS ON THE THINGS THAT MATTER.**

**ASK ME HOW TO GET AN INSTANT OFFER ON YOUR HOME**

# CORE Services Successes

## Capstone Title

July was a record-setting month, they closed **228 transactions** and wrote **\$56 million** in Title Insurance. The numbers are not complete for August and they have already written over \$56 million! So...a new record is being set!

## 2-10 Home Buyers Warranty

During the past 12 months (August 2019 through July 2020) BHHS FPG agents **protected 432 of their clients** with a 2-10 HBW warranty. During that same period 2-10 HBW processed 869 claims for their clients. Those warranties **saved their clients \$252,140** in retail costs for repairs.

## Capstone Insurance

With the help from BHHS agents, August 2020 was their highest producing month to date with a **27% increase** from last year. August was also the most **new business** written premium ever for their Company!

## Preferred Lending Services

- August was a record closing month with **66 loan closings** for over **\$19 million** in closed loan production
- Tammy Waugh - The Sper Group are the #1 supporting agents within BHHS, **15 loan closings YTD in 2020**
- PLS has grown it's staff to **9 direct employees** (Loan Officers, Support Staff and Processing) and many other indirect employees, to better assist YOU!

# Utility Helpers

**Utility Helpers** simplifies one of the most frustrating parts of a home purchase... finding what companies provide home services and utilities, then comparing, choosing and activating each one individually. They give a one-stop source and handle all of the services for your new home owners. Just another way for you to be their FOREVER real estate advisor and provide a truly LEGENDARY experience!

If you have additional questions, you can reach out to Utility Helpers' customer service team on their website here:

<https://www.utilityhelpers.com/bhhsfpg>



# Prospecting Bootcamp

Why does corporate america work so well? It's because they have systematized their processes and have clear tasks to complete each day. If you were the CEO of Coca-Cola would you not have consistent days and times for business building? We have an example of how you can schedule your days to make the most out of prospecting!

[You can download it from the Agent Help Site here.](#)

## PROSPECTING BOOT CAMP

### Monday-

- Pick your open house(s) for this coming weekend (and arrange with listing agent if not your listing)
- Email your MLS #, DATE AND TIME to your admin so they can be input to MLS for you
- 5 Calls/Text/Messages to your COI- Use F.O.R.D. scripts
- 20 calls to Farming Neighborhood (TheRedX.com Geo List)
- 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).
- 5 INTENTIONAL comments to friends on Facebook
- 2 Messenger emails- Use the Facebook scripts
- Add Open House guests from the past weekend to Cab Corner and set up on Ninja AND Market Watch
- Send an email, text or card thanking each Open House Guests for visiting
- Tour 2 newly listed homes

### Tuesday-

- Pull expired/cancelled/Withdrawals for the past 24 months in the area/zip of your open house this weekend
  - Print off "single line" list (sort by neighborhood)
  - AND pull all "By owner" and "Make Me Move" sellers from Zillow
- Prepare Buyside BMA for each neighborhood (Goal is about 20-25 homes)
- 5 Calls/Text/Messages to your COI- Use F.O.R.D. scripts
- 20 calls to Farming Neighborhood (TheRedX.com Geo List)
- 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).
- 5 INTENTIONAL comments to friends on Facebook
- 2 Messenger emails- Use the Facebook scripts

### Wednesday-

- Route your homes, then door knock each of them until you get face-to-face with each potential listings to invite to your open house AND ask if they are still interested in selling in the event you have a buyer who may be interested
- Put your OPEN SATURDAY/SUNDAY rider on the sign
- 5 Calls/Text/Messages to your COI
- 2 Personal Cards
- Wear Your Name Tag



BERKSHIRE HATHAWAY  
HomeServices  
Florida Properties Group



BERKSHIRE HATHAWAY  
HomeServices  
Florida Properties Group

# | Legal Summit Event

**WHEN:** October 14

**WHERE:** To be held virtually over Zoom

**WHO:** Meredith Caruso, *Associate General Counsel at Florida Realtors*

**TWO SESSIONS:**

1. [First Session:](#) 9:00 – 10:00 am followed by 30 minutes of Q&A  
*Topic:* Contracts, Contract Law specifically relating to the As-Is Contract
2. [Second Session:](#) 10:30 – 11:30 am followed by 30 minutes of Q&A  
*Topic:* Disclosures





Monthly and weekly  
training with admins  
and welcome/tech  
specialists



# Brand Promises

---

After months of research, survey reviews, and collaboration with agents throughout our company, we are so excited to unveil three things:

## NEW VISION

To forever serve our communities by creating lifetime relationships and legendary experiences throughout our customer's financial and Real Estate journeys.

**NEW MISSION**  
**To be legendary.**

## BRAND PROMISES

8 Promises we pledge to make to every customer have a legendary experience with us.

# Brand Promises

## I PROMISE...

1. To make **COMMUNICATING** with every customer a top priority at each opportunity, even when it might seem we have nothing new to tell them.
2. To be their **FOREVER REAL ESTATE ADVISOR** even when they're not actively buying or selling.
3. To take **FULL OWNERSHIP** over the trust they've placed in us and act accordingly.
4. To never leave any doubt that we are placing **THEIR BEST INTEREST** above all else.
5. To **TRULY LISTEN** to what they're telling us so they get personalized service.
6. To walk through their journey alongside them, as their **PARTNER**.
7. To exert a level of skill, knowledge, and expertise so at every interaction they feel like they've chosen a **REAL ESTATE GENIUS**.
8. To never put them in a position to doubt we have the **HIGHEST INTEGRITY** in all that we do.

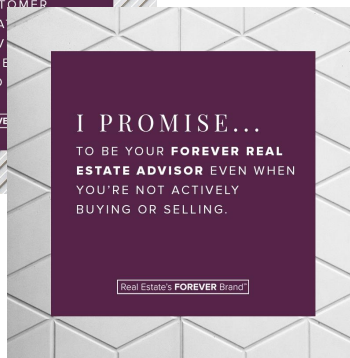
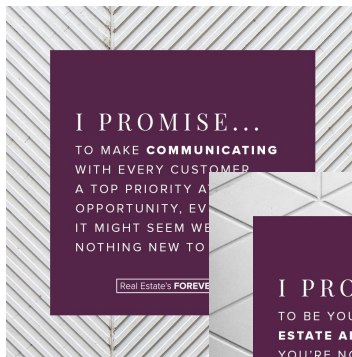
[YOU CAN SIGN THE PLEDGE HERE!](#)

[YOU CAN DOWNLOAD THE GUIDE HERE!](#)

# Brand Promises

## We've got materials for ya!

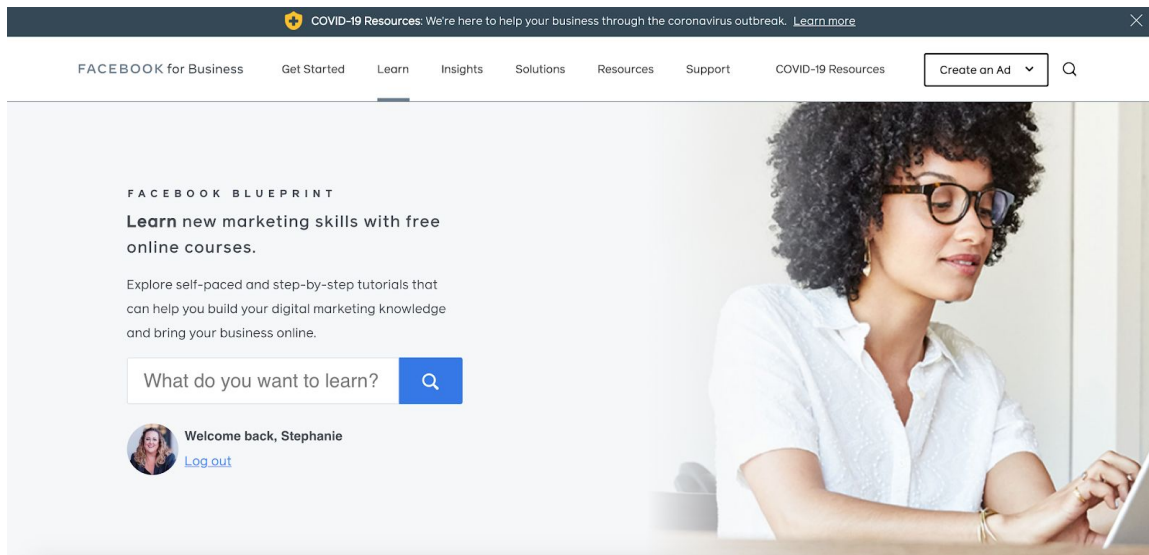
Head on over to **Marketing Resource** to download our social media posts and stories so you can show your sphere how committed you are to making sure they have a legendary experience with YOU.



# ADVANCED SOCIAL MEDIA & WEBSITE

# | Embrace Facebook Blueprint!

Did you know that Facebook offers **FREE training** through their online Blueprint Learning Center? The courses are available to **ANYONE**, and options range from basic to advanced.



[Here's what the Facebook page looks like!](#)

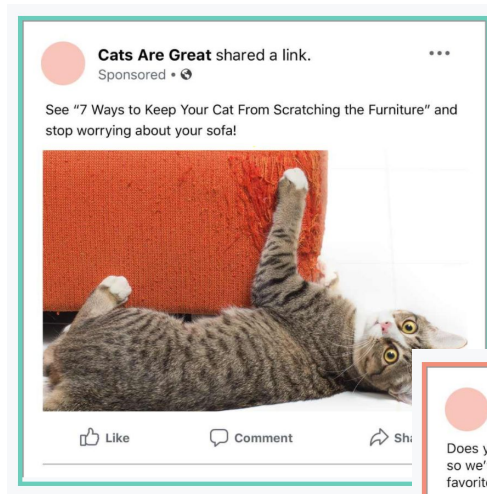
# | Advertising on Facebook

## Don't waste your money

- If your image contains **more than 20% text**, Facebook will still take your money but suppress your ad – meaning VERY few people will see it. Few people interact with them because these images are considered "spammy."

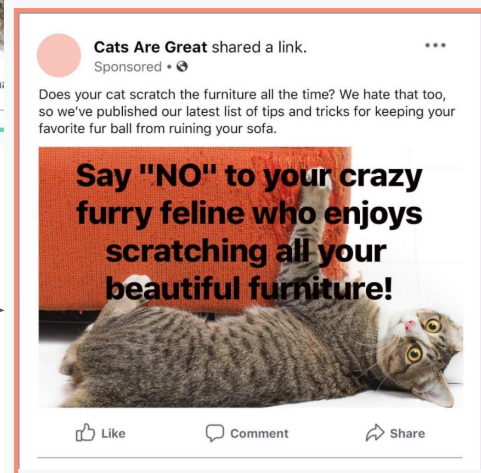
## HOW DO YOU KNOW IF YOUR IMAGE CONTAINS TOO MUCH TEXT?

- Facebook has a tool– Just upload your image and Facebook will rate it for you.
- Here's the link for their tool:  
[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)



GOOD

BAD



# | Set a Spending Limit for Your Facebook Ads

Facebook has created a new ad account level setting that allows you to set an **OVERALL spending limit**. Should you accidentally create an ad with a budget above your ad account spending limit, the ad over your limit will be paused, and your wallet will no doubt appreciate it!

For example, if you set an account spending limit of \$50, your account won't spend more than \$50. This is true even if you run ads and set an ad budget at \$500.

We've got an article on the Agent Help Site you can always reference!

<https://bhhsflpg.freshdesk.com/support/solutions/articles/43000593453-how-to-set-a-spending-limit-for-your-facebook-ads>

## Set up your Ad Spend Limit in 3 easy steps!

1. Go to the Payment Settings in Ads Manager.
2. In the Set Your Account Spending Limit section, select Set Account Spending Limit.
3. Enter the limit you'd like to use, and select Set Limit.



# | Real Estate is a Special Ad Category on Facebook!

## **What content requires a special ad category?**

- Ads that promote or directly link to real estate.
- Does not include ads designed to educate consumers about their rights and responsibilities under fair housing laws.

## **Audience selection tools for Special Ad Categories**

- Audience targeting is limited
- Lookalike audiences aren't available
- You **CAN** create a Special Ad Audience based on similarities in online behavior and activity
- Audience cannot use certain categories, including age, gender, ZIP code, etc.

## **How to setup a Special Ad Category campaign**

- Create a new campaign and select Special Ad Category.
- Add your category, then select your marketing objective and follow the prompts.
- To create go to the Audience section then create/select a Custom Audience or select Special Ad Audience to reach new people.

[Head on over to the agent help site for the full article!](#)

# | Add Facebook Messenger to your Website!

Cool toy alert! Did you know that if you have a Facebook Business Page, you can **add Facebook's chat feature TO YOUR SITE?**

Awesome, right?

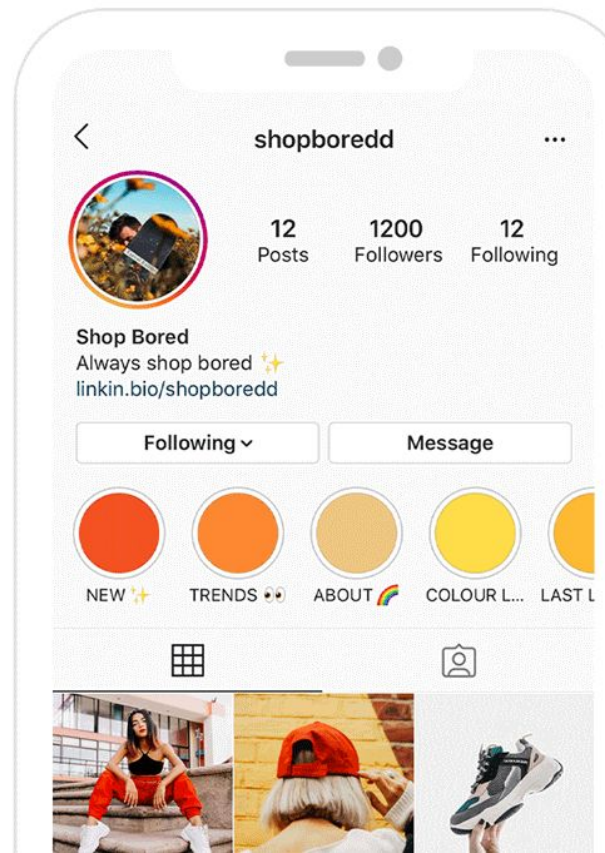


[Head on over to the agent help site for a video tutorial!](#)

# Instagram: make the most of your bio

## Free Link In Bio Tools

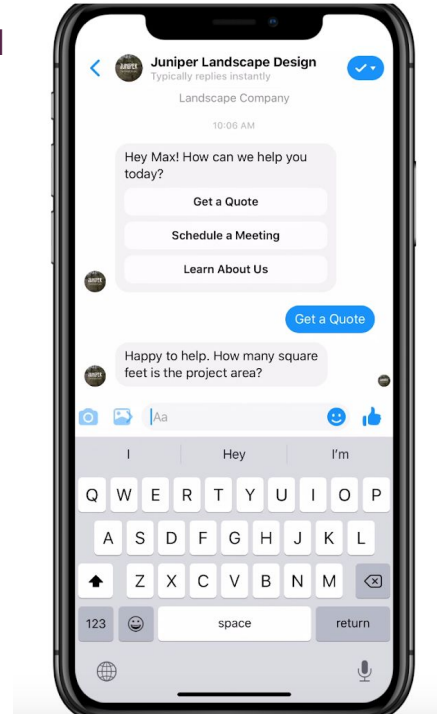
- **Linkin.bio (from Later):** Linkin.bio lets you turn your Instagram feed into a clickable, mobile-optimized landing page so your followers can find exactly what they're looking for, whether it's a blog post, newsworthy article, or a specific webpage. (<https://later.com/linkinbio/>)
- **Linktree:** Linktree lets you build a mobile-optimized landing page with links to the sites you want to share — like your blog, your other social media accounts, or even your website. (<https://linktr.ee/>)



A “chatbot” (or “bot” for short) is a piece of software that simulates human conversation. On Facebook Messenger, **bots can be programmed to understand questions, provide automated responses, and perform tasks!**

## HOW IT CAN HELP:

- You're not always instantly available to answer questions coming in via your Facebook page, but your bot is!
- You can use your bot to message your subscribers!
  - Invite them to your open house
  - Invite them to set an appointment for a Real Estate Review
  - Notify them that mortgage rates have dropped
- It can help you qualify leads as they come in and give them the info they're looking for until you can reach out personally.



## WHO DO WE RECOMMEND?



- Easy to use
- Drag & Drop Interface
- Great Training
- Don't need to be (or hire) a programmer
- GREAT templates to start with!

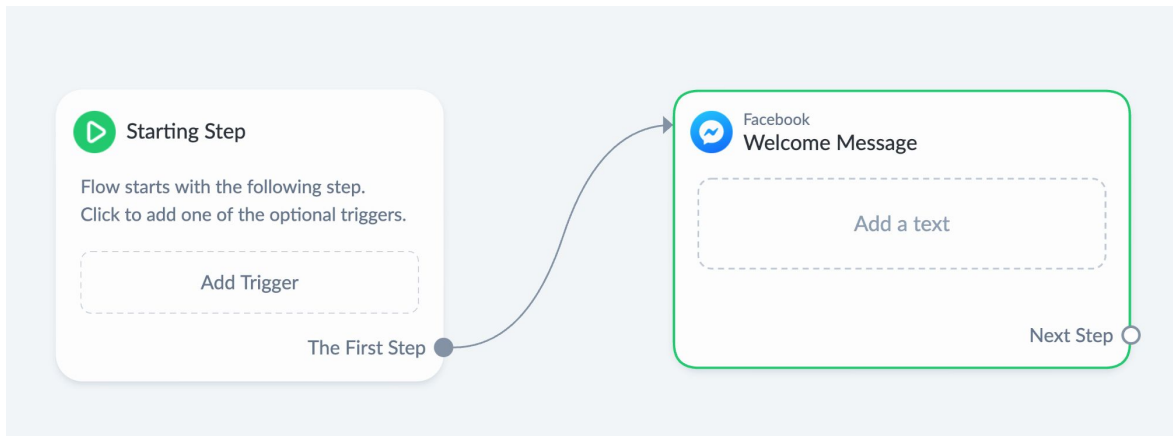
## Free

For businesses new to bots.

## \$0

Free plan includes:

- ✓ Unlimited Subscribers
- ✓ Basic Quick Start Templates
- ✓ Two Drip Sequences
- ✓ Audience Segmentation (10 Tags)
- ✓ Four Growth Tools
- ✓ Visual Flow Builder
- ✓ Rich Media Conversations
- ✓ Unlimited Broadcasts
- ✓ Landing Pages & Web Widgets



# | Creating a Landing Page on your Website

Your personal BHHS website is more than just a place for potential buyers to see listings for sale. Along with your Buyside AVM and the ability to set up a market watch, there's **SO MUCH MORE you can be doing!**

Landing pages are **a great way to drive traffic to your website** from other marketing avenues, such as social media and a blog.

The main purpose of a landing page? **Get customer's contact info!**

## THE DETAILS:

- Templates & samples available
- Leads go into Cab Corner
  - Auto-added to your Ninja campaign if enabled for "ALL"

[Head on over to the agent help site for a video tutorial!](#)

## Why build an email list?

Statistically, your audience is 3x as likely to see an email from you than an instagram post. So think, if Instagram were to disappear tomorrow, can you get in touch with your tribe?

**Bonus:** We have Ninja FLOW that allows you to stay in touch with your email list with one simple step!



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## New Entering... Business Manager

# Campaign Structure

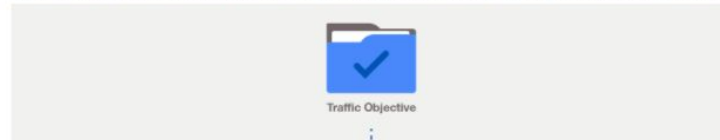
## Here's how the structure works

- First level: Campaign
  - You choose an objective. An objective is what you want to accomplish with your ads.
- Second level: Ad Set
  - You choose your audiences, your ad schedule, where your ads appear and how much you'll pay.
- Third level: Ads
  - You define your creative, or what appears in your ads: photos, videos, copy, links and more.

## Reporting Tools

You'll be able to see which audiences respond most and which ads perform better, so you can make better marketing choices.

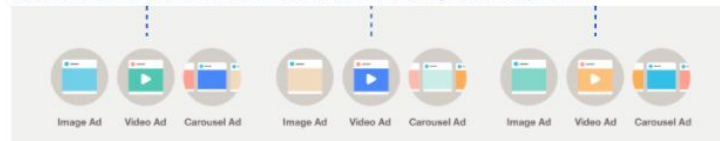
A real estate agent decides to run a campaign with a Traffic objective - getting visitors to their website.



Within that campaign, they create three ad sets, each focused on a different city.



Within each ad set, they create three different ads showcasing their fresh produce.



**Pro Tip:** Create a naming structure to use within Ads Manager, and include your campaign name when naming all Ad Sets & Ads

[Read more on the Agent Help Site >>](#)



# | Pixel and Website







## What is Facebook pixel?

Pixel is a few lines of code from Facebook that you copy into the header section of your website. This code allows the pixel to receive information about the actions taken on your site to make your Facebook ads more relevant to your audience.

Events which will be automatically tracked on your company provided agent website are:

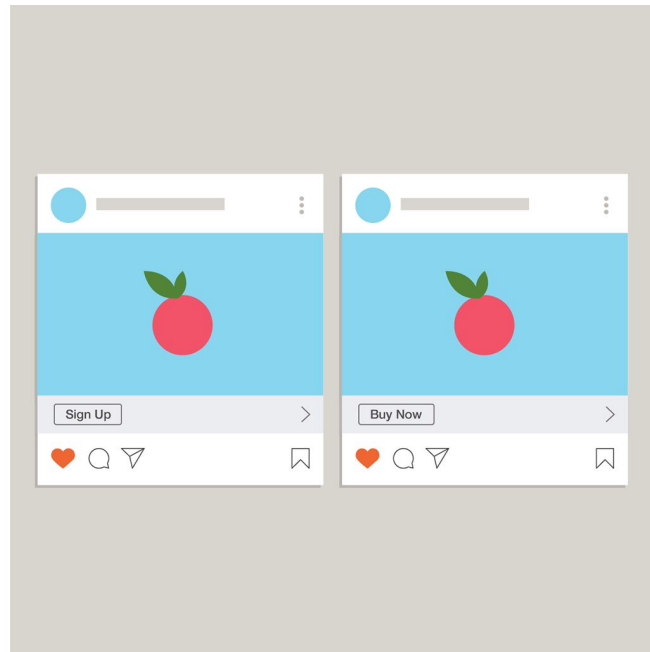
- searches
- listing views
- favorites
- form inquiries

[Learn more on the Agent Help Site here >>](#)

 <h3>Install the pixel</h3> <p>Install the pixel in the code of your website.</p>	 <h3>Receive insights</h3> <p>Receive useful insights about visitors to your website, like where traffic is coming from, the devices people use and other demographic information.</p>	 <h3>Analyze behavior</h3> <p>Gain visibility into the actions visitors take on your website, like purchases, page views and more.</p>
 <h3>Create audiences</h3> <p>Create Custom Audiences, lookalike audiences and ads that speak directly to those specific audiences.</p>	 <h3>Set up bidding</h3> <p>Use the lowest cost bid strategy to reach people who are more likely to take an action you care about, like making a purchase. This bid strategy is best for spending your budget as efficiently as possible.</p>	 <h3>Review events</h3> <p>Review conversion events to determine optimal advertising strategies.</p>

## WHAT'S A SPLIT TEST?

Split testing allows you to create multiple ad sets and test them against each other to see which strategies produce the best results.



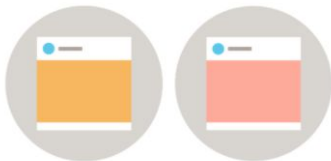
# | Split Tests For Ads

## HOW'S IT WORK?



### Your audience

A split test divides your audience into random, non-overlapping groups. This randomization helps make sure other factors won't skew the results.



### Each group

Each group will receive ad sets that are identical in every way aside from the variable you've chosen to test. The variables are: creative, audience, delivery optimization and placement.



### Each ad set

Facebook measures each ad set's performance against your campaign objective. The ad set that performs the best wins.



### After the test

After the test ends, you'll receive a notification about the winning strategy. These insights can then fuel your ad strategy and help you design your next campaign.

# | Split Tests For Ads

## WHY DO IT?



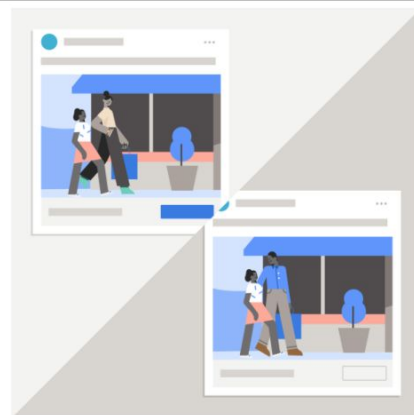
### **Compare assets that engage your audience**

You want to know which specific image, video, text or call-to-action (CTA) button is most likely to engage your audience.



### **Identify the right placement and platform**

You want to know which placements (ex: Stories or Feed) and platforms (ex: Instagram or Facebook) are most effective for your ads.



### **Determine the best combination of variables**

You want to know what combination of variables (creative, audience, delivery optimization or placement) performs best so that you can meet your business goals. In quick creation mode, you can use a split test on more than one variable at a time.

# | Split Tests For Ads

## STEP 1

Create New Campaign ⓘ Use Existing Campaign ⓘ

Campaign: Choose your objective. [Switch to Quick Creation](#)

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
<input checked="" type="checkbox"/> Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

**Brand awareness**  
Reach people more likely to pay attention to your ads and increase awareness for your brand.

In Ads Manager, select a campaign objective.

## STEP 2

**Brand awareness**  
Reach people more likely to pay attention to your ads and increase awareness for your brand.

Campaign Name ⓘ Brand awareness

**Create Split Test ⓘ** ☒ A/B test your creative, placement, audience, and delivery optimization strategies

Variable

Name your campaign and toggle on Create Split Test.

## STEP 3

**Brand awareness**  
Reach people more likely to pay attention to your ads and increase awareness for your brand.

Campaign Name ⓘ Brand awareness

Create Split Test ⓘ ☒ A/B test your creative, placement, audience, and delivery optimization strategies

Variable

**Creative**  
Audience get across ad sets  
Placement

Select the variable you want to test

# Split Tests For Ads

## STEP 4

**Audience**  
Define who you want to see your ads. [Learn More](#)

**Create New** Use a Saved Audience ▼

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

Exclude Create New ▼

**Locations** ⓘ Everyone in this location ▼

United States

United States

Include ▼ Type to add more locations Browse

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ ☒ All ☐ Men ☐ Women

Languages ⓘ Enter a language...

**Detailed Targeting** ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors Suggestions Browse

Exclude People

**Split Test Setup Guide**  
Use this guide to finish setting up your test.

- ✓ Pick the variable you want to test
- ✓ Set up your variable
- ✓ Finish setting up your ads

**Split Test Summary**

Your potential reach (210,000,000 people) will be randomized and split between ad sets to ensure an accurate split test.

Variable: Creative  
Total budget: \$200.00, Even Split  
Schedule: May 28, 2019 - Jun 1, 2019

**How Split Tests Are Organized**

Split Test Campaign

- Ad Set
  - Ad - Version A
- Ad Set
  - Ad - Version B

An ad set will automatically be created for each ad you create. These ad sets will have the same audience, placement and delivery settings.

Set up the Audience, Placements and Delivery Optimization for your ads.

## STEP 5

**Split Test Budget & Schedule**  
Define how much you'd like to spend and when you'd like your ads to appear. [Learn More](#)

**Budget** ⓘ **Daily Budget** ▼ \$20.00

Actual amount spent daily may vary. ⓘ

Your total budget will be split evenly among the ads you're testing.

**Duration** ⓘ 4 days ▼

This test will run for 4 days and spend no more than \$80.00.

[Show Advanced Settings](#)

In the Split Test Budget & Schedule section, choose your Budget.

## STEP 6

**Split Test Budget & Schedule**  
Define how much you'd like to spend and when you'd like your ads to appear. [Learn More](#)

**Budget** ⓘ **Daily Budget** ▼ \$20.00

Actual amount spent daily may vary. ⓘ

Your total budget will be split evenly among the ads you're testing.

**Schedule** ⓘ

☒ Run split test starting today

☐ Set a start and end date

**Duration** ⓘ 4 days ▼

☐ End the test early if a winning ad set is found ⓘ

This test will run for 4 days and spend no more than \$80.00.

[Hide Advanced Settings](#)

Select Show Advanced Settings to see your options.

# Split Tests For Ads

## STEP 7

**Split Test Budget & Schedule**  
Define how much you'd like to spend

**Budget**

**Schedule**

**Duration** 4 days

Choose how long you want your ads to appear. [Learn More](#)

1 days  
2 days  
3 days  
4 days  
5 days  
6 days  
7 days  
8 days  
9 days

End the test early if a winning ad set is found

This test will run for 4 days and spend no more than \$80.00.

[Hide Advanced Settings](#)

Choose a Duration for your test. It must be between 1 to 30 days.

Tip: 4-day tests return the most reliable results.

## STEP 8

**Ad Name** Ad A [Switch to Quick Creation](#)

**Identity**  
Choose how you want your business to be represented in your ad.

Facebook Page  
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

☒ **Facebook Page** Jasper's Boutique

Instagram Account  
The selected Page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Add an [Instagram Account](#).

☒ **Use selected Page**

**Format**  
Choose how you'd like to structure your ad.

☐ **Carousel**  
2 or more scrollable images or videos

☒ **Single Image or Video**  
One image or video, or a slideshow with multiple images

☐ **Add an Instant Experience**  
Include a mobile landing page that opens instantly when someone interacts with your ad. Use an Instant Experience to get new customers, introduce your product or brand, drive product sales, or encourage people to visit your website or app and track activity with a Facebook pixel. [Learn more.](#)

Select and upload your creative for your first ad set, Ad Set A. Select Continue to Ad Set B.

## STEP 9

**Text**  
Enter the text for your ad. [Learn More](#)

**Text**  
Jasper's Boutique, an online-only boutique for apparel for all.

☐ Edit Stories background colors

☐ Add a website URL

☐ Multiple Languages (optional)

[+ Create in Different Language](#)

**Hide Advanced Options**

☐ URL Parameters (optional)  
Ex: key=insult&key2=value2

**Build a URL Parameter**

**Conversion Tracking**  
Select one or more options for conversion tracking. You'll see the results in Ads Manager along with ad performance data.

☐ Facebook Pixel

**App Events** [Set Up](#)

**Offline Events** [Set Up](#)

**Ad Preview** 1 of 14

Mobile News Feed

**Jasper's Boutique**  
Jasper's Boutique, an online-only boutique for apparel for all.

[Like](#) [Comment](#) [Share](#)

[Report Problem](#) [Refresh Preview](#)

**Your Ad May Not Run**  
You may not reach your audience because there's too much text in the ad image. Facebook prefers ad images with little or no text. Unless you qualify for an exception, change your image before placing your order. Get [guidance on reducing image text](#).

☐ **Request Manual Review**

[Back](#) [Test Another Ad](#) [Review](#) [Confirm](#)

Select and upload your creative for your second ad set, Ad Set B. Select Confirm.



# | Understanding Stats

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## **What You Need to Know About Your Facebook Campaign Results**

Once your campaign starts, you'll begin to see results in Ads Manager. You can see Campaigns, Ad Sets and Ads tabs on Ads Manager's homepage. These tabs show your past and current campaigns, ad sets and ads and related metrics. This is where you can view and compare performance.

[Read more on the help site>>](#)

## **How to Judge the Success of Your Facebook Ad Campaign**

Now that you know what you want to achieve (your ad campaign objective), you need to know how to measure your success. Your campaign objective tells Facebook Ads Manager which results matter to you. The correct objective will help Facebook better understand the results you want to see and help you get the most out of your investment.

[Read more on the help site>>](#)