

Facebook Marketing



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With Facebook, things are constantly being changed. This checklist was updated as of the time of our seminar, but just be aware that things do shift there frequently.

All of the items we'll talk about here are either things I've done myself, or that somebody on my team has done successfully. You may have heard that Facebook advertising is just a big waste of money, right? In the beginning, what I'm going to show you is just how to build a presence for yourself and attract people to you. You can do this without spending any money. Then I will show you something you can do that will need a budget, but not a lot. You can spend as little as \$1 a day to have more of an impact.

Types of Ad Sets

Marketing is the combination of researching your target market, understanding your ideal prospect, and sending a message to that ideal prospect through a particular media. It's a triangle: market–message–media. When you have alignment between these three, you've got a winning ad.

On Facebook, an ad is part of what's called an "ad set," which is in turn part of what's called an "ad campaign." The highest level is ad campaign. Each ad set will be geared to a particular purpose.

One ad set might be to brand yourself and expand your reach, attracting more people to know, to like, and to trust you. You're just offering up good and valuable content. You don't ask anyone to leave their email address in this type of ad. For example, you might share samples of properties, related reports, links to podcasts, links to blogs, or things like that. This simply creates goodwill for free and builds reciprocity.

Another ad set might be to generate leads. This is where we ask people to click on a link to get a free report, or to download a free book, or to get a series of videos... but in order to access this content, they've got to leave their email address so you can email it to them. This is called lead generation. You don't have a lead until you have a phone number or email address. Preferably both, but ideally name, phone number, email address,

A third ad set is typically for engagement or conversion, where you're asking someone to take more meaningful action—like making an appointment with you.

Once you get these different tiers created, you should have something going all the time on the brand awareness, perhaps spending \$1 a day. The lead generation will be something you want to do at intervals, then the engagement will be around some specific action you want your prospects to take. It's the equivalent of somebody raising their hand to say, "Hey, I really liked that last report you sent me. You know, I'd liked to buy one of those duplexes."

Setting Up a Business Page

To run the ads I'm going to teach you about, you need to have a Facebook business page. If you already have a Facebook personal page, but don't have a business page, you need to set one up tomorrow or this weekend. It doesn't take that long. Login to your personal Facebook page and in the search bar at the top, type "setting up business page." It's literally just a few steps. On our membership website, you can also go to the silver level and you will find a primer for Facebook, LinkedIn and Twitter.

One of the things you can do once your Facebook business page is set up is to create a "custom audience." This is a target market defined by any number of criteria: employment, interests, job titles, etc. So if you want to focus on engineers, you'll not only be able to define the specific type of engineer prospect you're looking for, but you can target by location—city and state or province. Perhaps you might

want to broaden your horizon by select a couple counties around where you are located, then limit by job titles or interests next. If you wanted to target dentists, you could select family dentistry, or orthodontics, etc. You can get very, very specific in your audience selection. And you should.

I'm taking off my "nice" teacher hat and putting on my "stern" teacher hat for a second. The reason why people waste so much money on Facebook is because they are trying to spread the word to too many people. Servant of all and master of none doesn't work that well. It's actually better to niche it down.

First, it will save you some money. For example, if you spent \$100 on an ad that's going out across the entire United States, you're going to get sparse results. You'll be spread too thin, very diluted. However, if you focus that same \$100 just on Alabama—or better yet, just on greater Birmingham—that ad spend and its results will be more concentrated, it'll reach more deeply into the population.

This is very important, because we're realtors. Unless you're like me and going all over the planet, you're more likely located in a specific geographic area. You want to focus your marketing in that region. Later on, I'll show you how to attract people from around the world who might want to invest in your region, but for right now I want you to niche it down and focus.

Most people who are doing Facebook marketing quite frankly stink at it. It's a huge learning curve. But the best way to learn is to do it. You have to get out there and look at other people's ads as well. Take note of what other people post. What gets your attention? When you see something great, take a screenshot and review it later.

You can also target your ads to other people's Facebook followings. Or you can create what's called a "look-alike" audience. Let's say you have some clients you've served in the past. You can actually upload your database and import it into Facebook. Facebook will grab accounts of demographics that resemble the people already in your database. Doesn't that sound like a really good idea? I'm living proof when it comes to this. We've had our best successes with look-alike audiences. Facebook has a knack for finding other people just like the ones you've already served.

These are the two main ways to create edge. First, create a simple posting to provide an article, or something like that, for free. Having a picture of a person on any post will always attracts more views. It just does. In fact, it's 2:1 in performance. If you have Post A with just text, versus Post B with a picture of somebody, the picture version will get twice as many views. If you already have a Facebook personal page, then you've already got pictures you can use. I used to think it needed to be a picture of me working with someone, but we've tested both ways, and honestly people don't care. They just want to see a picture of somebody's face.

If you have a video, however, Facebook rewards you even more. Their algorithm shares further for posts with videos. Even stronger shares happen for videos done as Facebook Live posts. Pre-recorded videos are good too, though. Just make sure you're not bringing them directly from YouTube, because those two platforms are competitors and Facebook won't share your YouTube video with the same level of priority. Not to say that you can't do it, but it won't have the same virality.

During your post or your Facebook Live, remember to make it upbeat, positive, and fun. Nothing negative. In fact, Facebook has their own tutorials that advise they don't like negative content. They'll put up with it for a little bit, but again, they have the power to constrain your posts, and those negative videos are unlikely to go viral. Even if a picture is negative in Facebook's opinion, they can flag you, or in more extreme circumstances they can place your Facebook account in "limbo," or even shut it down. So focus on sharing content that is positive, upbeat and fun. And why not? Looking at beautiful houses is something most people will consider exciting, right?

Posting Content

I know some people post stuff all day long. I don't have that kind of time, but I suggest you try to post something once each day. When it comes to Facebook, keep your personal page personal, and your business page business. Every now and then it's okay to put something business on your personal page, but don't make it a habit. If you have an event coming up—maybe a workshop next month—then you definitely want to post about that on both your business and your personal page, because some of the people who know and trust you might want to show up and lend support.

In regard to posts on your business page, believe it or not, not every post should be about selling. In fact, it should only be a ratio of 1:7. For every seven posts you make, only one of them should be some type of Call-To-Action. These CTAs might include a free home evaluation, a free list of properties, or stuff like that. The other posts should be informative or entertaining.

In the Facebook Cover area, you should post some sort of banner. Don't overload it with too many words. You can buy these images custom designed for about \$60. When it comes to doing your own workshops, you always want to have a headline that's attention-getting. The ad onscreen now is going to the southeast Florida coast. It's six words, and nobody has to scroll. "Work with investors and earn commissions." Right smack to the point.

I'm going to show you custom audiences later, but this audience was made up of strictly realtors in the area—brokers, agents, and associates, no matter what company they work for. If you hover over that banner, you see it's clickable so someone can go register.

Another ad features one of our agents in Houston. I showcased her on the podcast, and it just went live this week. You can see a picture of her behind the wording. Remember that Facebook will not allow ad images to include more than one-third words compared to the image.

Content shared on your Facebook page can also send be out in email to your list, as well as to social media on LinkedIn and YouTube, etc. If you want to be on the podcast, please email me. The only thing I ask is if that you've already got some business underway if you're brand new. Otherwise you need to establish yourself first. There are requirements that aren't that strict, but if you're a brand new agent, give it a couple months to get some transactions and then we can put you on the podcast with everybody else.

Creating an Ad

To create an ad, login to your business page and look in the left menu for "Ad Center." There will be a blue "Create Ad" button on the right. Facebook is very good at guiding you through things. Each of the subsequent screens will ask you for details about what kind of goal you have for your ad, like "Promote Your Page," "Get More Subscribers," or "Get More Messages." Choose what's appropriate for you.

Once you've got ads running, this is also where you'll come to check on their engagement, click-throughs, and budget usage.

You'll want to have one campaign for brand awareness. For mine, I started one today and I've already got 50 results. Those 50 people grabbed the free report I gave —Seven Reasons Why Real Estate Agents Should Work with Investors. That's all I did—and it has already had 733 impressions with a reach of 570. It cost me four cents per result.

To create an ad, first select the purpose of the ad. The one I showed you was brand awareness. So I'm going to hover over that choice. "It increases awareness for your brand by reaching people who are more likely to be interested in it."

In the beginning, I recommend you spend \$1 a day to let people know who you are and to attract them with your offer of valuable (but free) information. Your brand awareness campaign could be labeled with your name.

Your second ad set should be for lead generation. Its algorithms are different, with a goal of driving leads to your offer, where you collect email addresses from people. This is where your CTA includes an offer to something like a book. The ad will have a “click here” button and you can take them to a landing page where you gather their email address. On your own website, you should be able to add these kinds of pages. Then when somebody leaves you their email address, you send them this free book or report. If you’re really sophisticated, you can automate the landing page so as soon as the user inputs their email address and clicks the enter key, *boom*, the resource gets sent immediately to their email.

Once you get your brand awareness campaign up and running, you want to get people to give you their contact information. Later on, you’re going to want to convert them or engage with them. So you might do something like an engagement campaign as your third campaign. This is where you make an offer. The lead has to accept and claim the offer, or perhaps attend an event like a workshop. If you’re posting an event, you list the date and time right in the Facebook ad, then your leads click to register, and now you have got their contact information. This is your third type of ad conversions.

On your lead conversion ad, select split-testing rather than budget optimization. (That’s where you let Facebook manage your budget. We don’t do that.) Next, select the Facebook page for the ad set.

The targeting for the ad shared on the call was a “shared audience,” but if you didn’t already have one, you would create a “new audience.” In that case, you would select the United States or Canada, then choose a state or province. You can get *very* specific. Next you can specify the age of people most likely to be buying or selling a home, and their job or employment. The audience I selected was already created as anybody who is a real estate broker. You can also do what’s called a “lookalike audience.” This is where you upload a file of your current clients that you serve, and Facebook will go out and find all the people on Facebook in the demographics you target who have similar profiles to the people from the list you gave them.

You can select auto-placement. It may not actually tell us, but usually it shows in their newsfeed. You can also tell it to post to Instagram. Next, we get down to budget and schedule. Your daily budget is how much you want to spend each day. I’ve had ads at \$1 a day that performed well, and ads at \$100 a day that didn’t. You will have to experiment to find the perfect budget for you, relative to a couple of factors. One of them is the market you’re in and how many people live there. Your audience may be broad or narrow, and either way that is okay. Brand awareness ads will almost always be less expensive than engagement ads per result, so be aware. Your budget will depend on the campaign, how many people you’re reaching, and where you are located geographically.

For the image, you can upload a picture from your computer, or perhaps you already have a lot of photos on Facebook and you can grab one of those. I chose one from when I spoke at Harvard last summer. You can upload a picture or a video.

Next you’ll add a headline and a description. I’m going to send you information on how to create headlines and how to write copy. Include a link to your call to action. Remember, this is lead generation. From the drop-down menu you can choose buttons like “Apply Now,” “Look Now,” “Download,” “Get Offer,” “Get Quote,” or “Learn More.” Select the button that represents the action you want people to take. Finally you’ll see a preview, and then the area where you pay for it.

A Simple Post

To regularly post free content for your followers, return to your main page, and in the post area, upload a photo. Posts always garner better response when they contain photos or videos. From my picture library I chose a video, and in the text I use “real estate” twice, because it is a very highly searchable term. Okay? And I put a question mark. Then I add a link for a special report—Seven Reasons Why Agents Should Work With Investors.

Your post should have a picture or video, a headline that grabs attention, and something to do like clicking on a link to get a free report. You can “boost” the post directly from your feed. Sometimes they’ll post it right away. Sometimes they’ll send it through review first.

You can also boost an event, and as you’ve seen, you don’t have to go through the rigmarole of creating an ad. You can just create a post or an event, and then boost it. Be careful though, because you still want to select your audience by age, location, and some characteristics.

When people respond to your post, you want to send them a message back asking them a question. Depending on the topic of your post or ad, you might ask what their biggest interest is: flipping vs. rentals. Just make it something benefit-driven. Don’t ask, “Hey, do you like rentals better?” Rather, say “Do you prefer flipping a house to earn a big paycheck, or owning rentals so you can have passive income for life?” Or you might say something like “Make money without needing money or owning the property.” That’s wholesaling.

Then you can offer the person one of my free books, and they will associate getting the free material with you. You want to create that bond from giving. Then you put them on a nurturing campaign if they’re not ready to take action yet. There are a bunch of videos on my YouTube channel you can share as well. But don’t just dump content on them because they won’t like that. Instead, use a drip campaign... send a bit of content per email and in this way you nurture them over time without overwhelming them.

Remember to focus the content you give them on the area they are most interested in... flipping, rentals, or wholesaling.

Other Content Ideas

You can do a virtual tour of a property where you guide them through using video from your phone. And then you post it on your Facebook page to all of your contacts, asking them to share it. Now your listing is going to showcase all over the internet in your area. You can also load the video to YouTube.

You can share any episode of the podcast. Just drop in the link when you contact them by email or message. Or you can send them a recent blog. You can do this from Facebook, over and over and over again, so you’re always giving your leads something of value. I can’t emphasize enough that you do this.

You can share the booklet you created. Or you can share the forms and calculators from our course with your prospects. These were given to you, not just for yourself, but to share with your clients.

You can share the inspection reports or rehab analysis forms as well. Remember to brand them with your name and phone number and address. You actually get the Word docs, so it’s easy to tweak them so they’re specifically branded to you.

There’s also a website you can share that allows you to look at all the banks to see if they have foreclosures. Your clients will love you for this stuff.

When you share great content with your prospects, it creates reciprocity.

Take Action!

This week, create a really simple ad, asking people to click on something and give them one of these books for example.

Zig Ziglar asked, “What is the secret to success?” There really isn’t a secret, but if there was, it’s serving others. Serve as many people as you can. If you want to invest, help them invest and now you’re part of that business and you’ll find yourself investing too.

The future belongs to those who see opportunities before they become obvious. Right now is the time to be striking, swinging the bat and getting yourself out there ahead of the curve.