

FLIPPING FACEBOOK

// A Real Estate Investor's Guide to Facebook Ads



LEGAL NOTICE

[Copyright © 2022 by Leadflow](#)

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed "Attention: Permissions Coordinator," at the address below.

Leadflow
6659 Pearl Road, Suite 301
Parma Heights, OH 44130
www.Leadflow.com
support@Leadflow.com
855-545-2095

DISCLOSURE

These documents and information contained herein are designed to provide accurate and authoritative information with regard to the subject matter being covered. It is given with the understanding that the authors and distributors are not engaged in providing legal, accounting, real estate or other professional advice.

If legal advice or other expert or professional assistance is required, the services of a competent professional person licensed in your area should be sought.

TABLE OF CONTENTS:

Introduction 4

Section #1: Keeping a Lively & Up to Date Business Page 5

Section #2: Do's and Don'ts 6

Section #3: Ad Types 7

Section #4: Resources & Tools 9

Final Thoughts 10





INTRODUCTION

Using Facebook Ads as an effective advertising method has gotten more and more difficult for real estate investors over the last several years.

However, Facebook can be a solid lead source for your business if you understand how to effectively use the tools in the right way.

The tips and strategies shared in this checklist have been gleaned from years of ad testing, along with millions of dollars in ad spend by successful real estate investors across the country. They are designed to save you time and money, and guide you so that you're always maximizing every advertising dollar you spend.

Whether you are just starting out or looking to take your ads to the next level. These are our tested and proven "Golden Rules" of Facebook Marketing.



SECTION #1

HAVING SUCCESS WITH FACEBOOK ADS MEANS KEEPING A LIVELY AND UP TO DATE BUSINESS PAGE

If you want to achieve success using Facebook, the first shift that you need to make is to view your Business Page, and associated ads, as your digital storefront.

Your Facebook Business Page is the backbone of your ads.

When you work with motivated sellers, feeling comfortable with you as a legitimate business is a huge factor when it comes time to hand over their personal information to you.

As we like to say:

"Running Facebook Ads with a bare business page is like advertising on the radio for a huge sale at your store when all you have is a folding table in an empty parking lot."

People are going to be reluctant to do business with you.

Here are some tips to begin managing your Facebook Business Page more effectively.

POST OFTEN

Share your wins, including people you have helped, before and after rehab projects, and pictures of your team. Motivated sellers are more likely to engage with your business if they can see that you are actively doing business in the area, and feel like they know who they are working with.

USE REAL IMAGES

It's 2021... people can spot a stock image from a mile away. Make sure your images are real. This will not only catch your prospect's attention but will also demonstrate that you are really doing work in your community.

Fun Fact: Facebook photos generate 53% more Likes, 104% more comments, and 84% more clicks than the average post. - Hubspot

USE THIS SPACE TO SHARE MORE OF WHAT YOU DO

Facebook Ads severely limits what you, as a real estate investor, can say in your ads. Use your Business Page to explain exactly how you can help your customers. Keep in mind that on your Business Page, you can say that you "buy houses for cash," while in your Facebook Ads, you cannot.

BOOST YOUR POSTS

Boosting your posts has two benefits.

1. You are able to get your content in front of audiences extending beyond those who "Like" your Page
2. The content (and engagement that it receives) are always visible on your Business Page. A standard Facebook Ad will not show up on your page.

USE RADIUS TARGETING WHEN BOOSTING YOUR POSTS

Facebook requires new users to invest funds in radius or interest-targeted ads, or boosted posts, prior to using custom audiences. We do not know what the threshold is for using custom audiences. We coined the term "digital bandit signs" a number of years ago because, essentially, what you are doing when boosting your posts is allowing people in your area to scroll by your ad, instead of driving by it. Always encourage people to take an action such as Liking your Business Page, sending you a message, or calling you.



SECTION #2

DO'S AND DON'TS WHEN CREATING A FACEBOOK AD TARGETING MOTIVATED SELLERS

View your Facebook Ads in the same way you would a rental contract. Your ads cannot discriminate in any way, and, if you are questioning it, chances are Facebook will reject it.

Facebook uses an army of people who review content that has been flagged as potentially violating their rules. Typically, their standard is to simply reject the content whether or not you're in compliance.

DO NOT call out specific pain points like those in foreclosure, going through a divorce, mold, or empty nesters.

DO ask them about their specific motivations in Facebook Messenger via automated replies.

Use this as your second level of verification after a user clicks your ad.

DO NOT say that you are looking for motivated sellers and will pay cash.

Instead, say something like:

"If you're curious about what your home is worth, for any reason, we want to help!"

We are local Residential Redevelopers focused on building communities through homeownership!

If you're interested in learning more, give us a call: XXX-XXX-XXXX"

DO use headlines like:

- Find Out What Your Home Is Worth!
- Chat With A Local Home Expert!
- Send Us A Message! Get An Offer!

DO NOT edit a live ad or ad set (targeting).

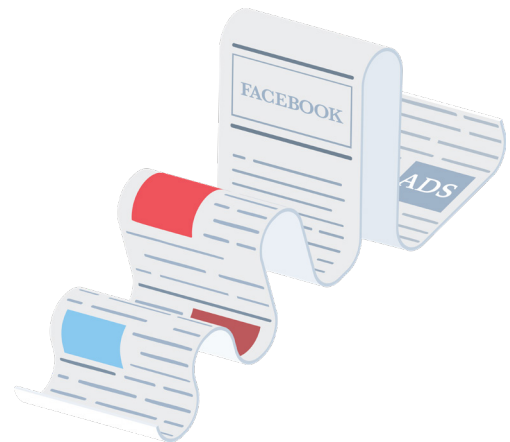
Making changes to existing ads or ad targeting will throw off Facebook's algorithm. If you are making a new ad, simply duplicate the original, make your changes, and launch the new version.

DO NOT increase your budget by more than 20% at any given time.

Facebook's algorithm has two goals:

1. To find the people most receptive to your offer in your given audience
2. To spend your budget

If you increase your budget from \$10 per day to \$50 per day, Facebook will make sure to spend your entire budget, which means they will show your ad to people who may not fit your buyer persona. Slow and steady budget increases allow you to scale your campaigns to the right audience.



DO NOT launch a new ad in an ad set that has an active ad with metrics.

Facebook's algorithm quickly (too quickly) makes a judgment as to which ad is most receptive to your audience. If an ad already has engagement (even a small amount) compared to a new ad that has no engagement (simply because it's new), your new ad will not be shown.

Make sure to duplicate your winning ad and launch both the winner and the new ad together.

DO use email lists to create custom audiences, as well as lookalike audiences.

Lookalike audiences are created by matching your list of contacts to active profiles on the Facebook network. From there, Facebook will find as many people as it can that "look" like your given list; hence "lookalike!"

Pro Tip: Leadflow's Leadpipes Ai data can be used in more than one way! First, this powerful data provides investors with access to the people and properties with the highest propensity to sell in the next 90 days. Second, Leadflow exports this information in the format that Facebook requires to create a custom audience! So you can not only directly market to these leads, but you can use it to create custom and lookalike audiences on Facebook.



There is, however, one catch to custom audiences; you cannot use one if you have not run ads on the Facebook platform.

Facebook requires new ad accounts to run radius or interest-based campaigns in order to "vet" your account. *See above for how to run a digital bandit sign campaign!*



SECTION #3

You may have heard about Apple's decision to offer its users the ability to opt-out of tracking on third-party apps like Facebook, Google, and Instagram.

While this is a big win for privacy, it does make it more difficult for those advertising on these platforms to track users through their funnels.

The following ad types allow advertisers to more easily gather information and avoid implementing additional tracking measures. Additionally, the following strategies do not require the need for implementing tracking pixels on your website.





LEAD GENERATION ADS

This ad type is unique in that it captures users' information within Facebook, removing the need for a landing page or opt-in form. Additionally, Facebook will pre-fill the user's information such as First Name, Last Name, and email address, drastically lowering the barrier to submitting their information.

We tested the Lead Generation Ad strategy against standard ads, which drive users to a landing page and ask for their information, and the results were amazing.

We were able to generate leads for 1,856% less spend than our best converting ads! That's a Cost Per Lead of just \$1.15, which was significantly down from our historical average of over \$20 per lead. In the past, marketers were happy to get motivated seller leads for under \$100!

Campaigns using lead ads had an average conversion rate of 12.54%, and an average cost-per-action of \$17.98. Campaigns using landing pages had an average conversion rate of 10.47%, and an average cost-per-action of \$13.26 - Wordsteam

MESSENGER ADS

Messenger Ads allow users to click a button that takes them directly from your ad to Facebook Messenger. Once in Messenger, a new message automatically opens for them to chat with you. Facebook Messenger Ads can reduce Cost Per Lead by 30x-50x compared to standard ads.

Email has a 5-10% open rate and a 1% clickthrough rate. This amounts to 1 clickthrough per 1,000 emails. Messenger, by contrast, averages 70-80% open rates and 20% clickthrough rates. - Mobile-Monkey.com

With this strategy, you have the ability to learn more about your visitors by prompting them with automated messages.

Messenger Ads are great because users are able to engage with you and your business without leaving Facebook. PLUS there is no need for websites or autoresponders!

Another benefit to Messenger Ads is that users are uniquely tied to their submission. When a user chats with you, their profile is connected to the chat. This means no more random form submissions and a much easier follow-up process.

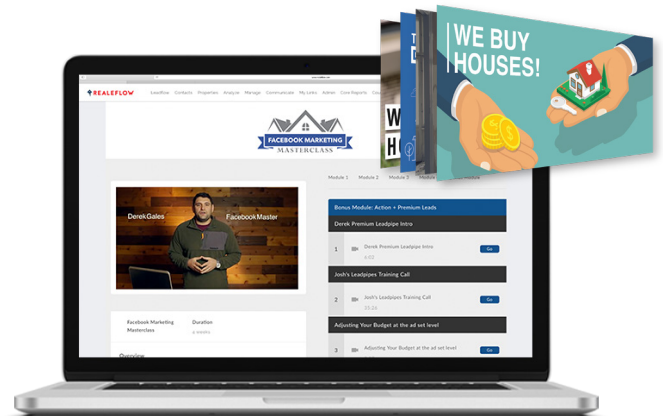
SECTION #4

RESOURCES & TOOLS

The Internet is chock-full of helpful resources to make your ads stand out.

Here are just a few places you can look when setting up your campaigns.

- Browse through free images for your ads or business page with Unsplash: [Click Here](#)
- Find inspiration from the best brands on the Internet on Facebook's Creative Hub: [Click Here](#)
- Get help coming up with engaging headlines: [Click Here](#)
- Keep up to date with the latest Facebook news straight from the source: [Click Here](#)
- Add engaging captions to your videos: [Click Here](#)
- Add call-to-action text to your images: [Click Here](#)
- Create mock-ups of your ads: [Click Here](#)



BETTER DATA, BETTER AUDIENCES, BETTER RESULTS.

This checklist has time and money-saving strategies that are designed for both new and advanced Facebook marketers alike.

If you're interested in an even deeper dive into Facebook Marketing, setting up a free trial of Leadflow will also grant you immediate access to our in-depth **Facebook Marketing Masterclass**. [\[LINK\]](#)

This on-demand course walks you step-by-step through everything from setting up your Facebook Business Page to installing your tracking pixels. You'll find that investors and marketers of every level can use the comprehensive strategies in this course to master Facebook marketing.



FINAL THOUGHTS

With targeting options becoming more and more limited, access to high-quality data is more important than ever. This is especially true if you don't have access to fresh lists for creating audiences.

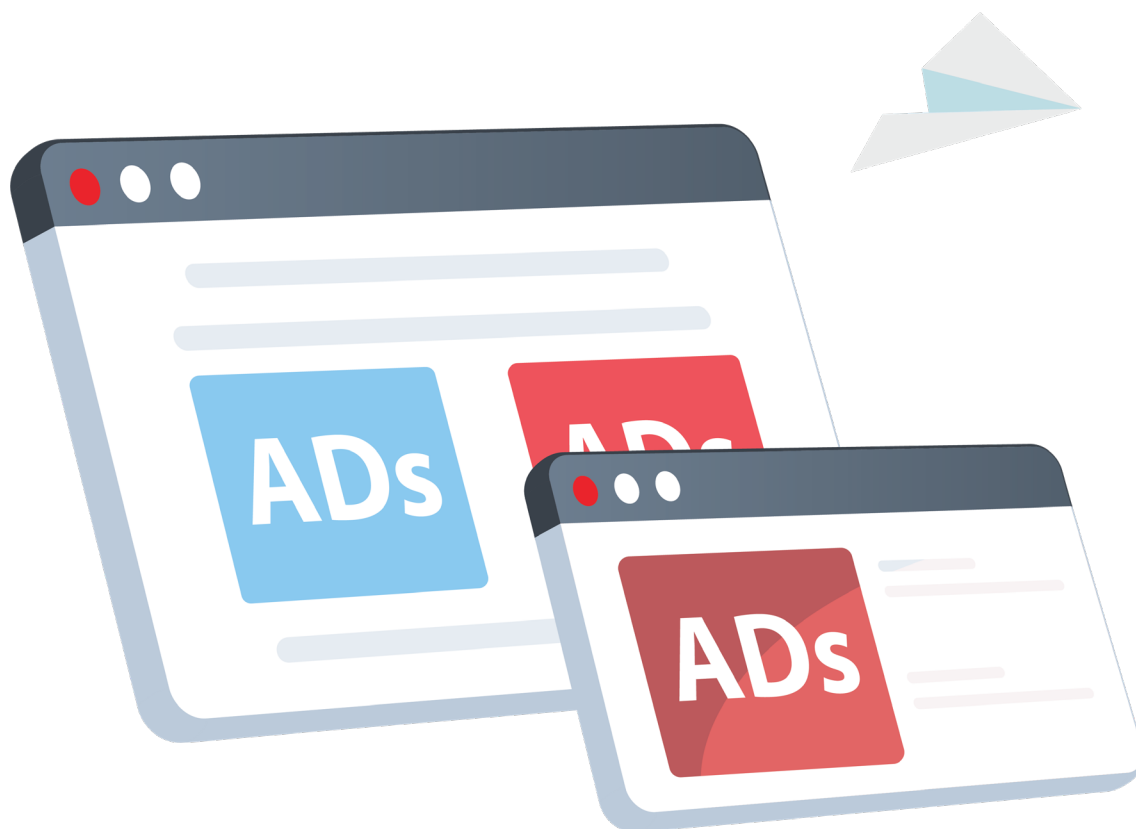
This is where Leadpipes Ai can help in more ways than one.

We've combined artificial intelligence with machine learning technology to create a rating system that scores single-family properties on their propensity to sell. The higher the number, the higher the propensity to sell in the next 90 days.

This has become a smarter way to target leads and is quickly revolutionizing the way that investors find and market to leads.

Gone are the days of having to waste precious time and money on properties that have a low propensity to sell. This revolutionary Ai technology [LINK] narrows down targeted list of leads allowing investors to focus their time, attention, and resources only on the best leads with the highest propensity to sell.

It's time to let the data do the hard work while you reap the benefits of an increased ROI on your marketing spend.



FLIPPING FACEBOOK

// A Real Estate Investor's Guide to Facebook Ads

