



ATTRACT
REAL ESTATE LEADS
THROUGH
INSTAGRAM ADS

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INSTAGRAM **AD** CONTEXT

2

1. MARKET YOUR BUSINESS

How Instagram Ads will help to Market your Real Estate Business?

2. OBJECTIVES

Instagram Ad Objectives for Real Estate Business

3. RETARGETING ADS

How does Retargeting on Instagram helps Real Estate Business?

4. KPIs




Instagram Ad KPI's for Real Estate Business.




INTRODUCTION

We are an established and well-known Digital Marketing Company based in India that has constantly attained unparalleled results for its clients in the ever-changing world of online marketing. With our reliable & proven Strategies, we have the right skills & expertise to help boost your company's revenue with the Most Popular Instagram Ads.



MARKETING YOUR **REAL ESTATE** BUSINESS THROUGH **INSTAGRAM ADS**

-  Find your specific targeted Audience from Competitors and Industry Analysis and can help you to reach your targeted audience by Re-engaging your Audience with a Brand Reach
-  Promote your real estate business website and get Potential Customers for your business. Use your content from your Business website to reach targeted audiences and generate inquiries and make them convert
-  Instagram Ads will help to get the users and get convert after seeing the credentials on the site. Stay in contact with the inquiries until he/she converts and take the services from your Business

-  By using Proper photos, videos, and content in Instagram Ads can help for building awareness and driving action in your Business websites
-  Build your Business Pages that will help people get connected with your Business. Instagram Ads will help the new people all over the world to discover your services and Products
-  Unlock the insights that offers powerful consumer and advertising insights based on 1 billion people through Instagram

TYPES OF INSTAGRAM ADS

Stories Ads
Photo Ads
Video Ads
Carousel Ads
Collection Ads
Ads In Explore



INSTAGRAM AD OBJECTIVES

Brand Awareness Ads
Consideration Ads
Website Traffic Ads
Conversion Ads

BRAND AWARENESS ADS

BOOST YOUR POST

Boosting all the relevant posts from your business page to attract customers to your Business

01

04

INCREASE YOUR REACH

Reach to the maximum targeted audience and make them aware of your business.

02

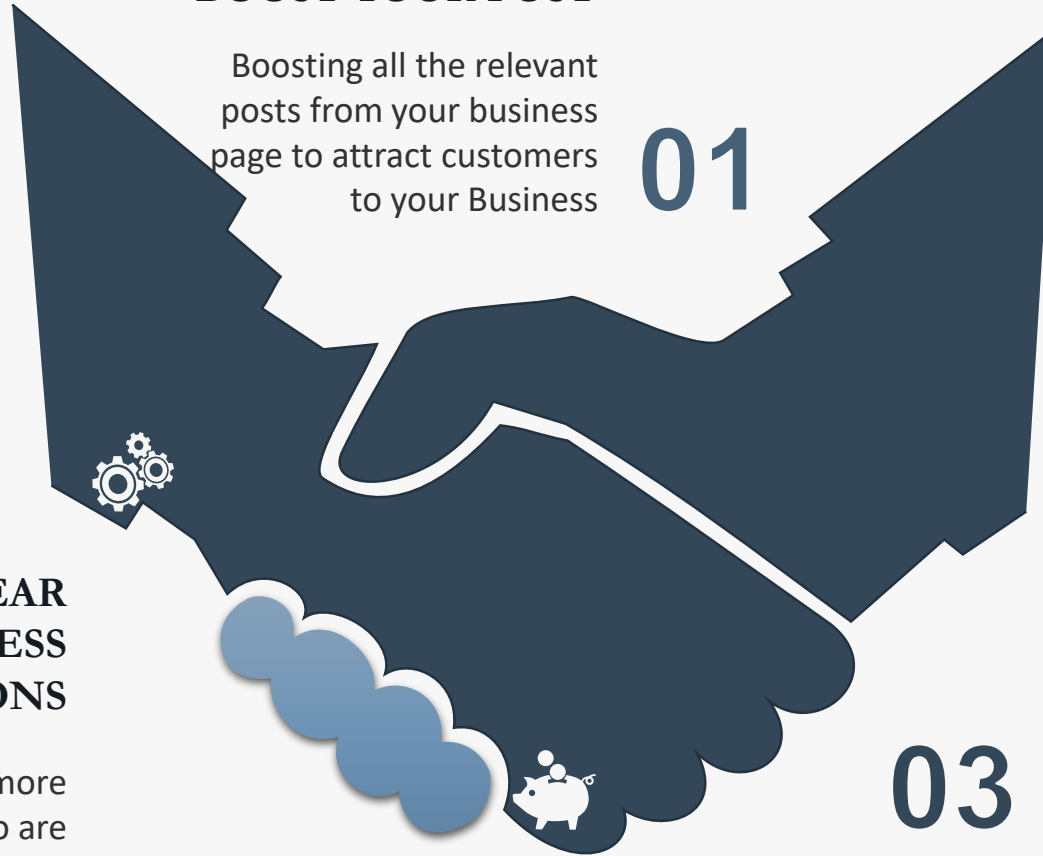
REACH PEOPLE NEAR YOUR BUSINESS LOCATIONS

We will help you to reach more targeted audiences who are staying within a particular radius near your Business Locations

03

INCREASE BRAND AWARENESS

Increase the awareness among the people to know more about your Brand



CONSIDERATION ADS



SEND PEOPLE TO A DESTINATION

Send your targeted audiences to your Business Websites or to your Instagram Business page.



RAISE ATTENDANCE AT YOUR EVENT

If any event is going to occur at your destination we can attract and raise attendance for your event.



GET VIDEO VIEWS

We will help you to reach the maximum number of traffics and help them to know about your Business services and products.



COLLECT LEADS FOR YOUR BUSINESS

We will generally help you collect the Leads for your Business.



FACEBOOK MESSAGE ADS

Facebook Message Ads will show your messages on the Facebook Messenger Platform and help to connect with clients easily.

WEBSITE TRAFFIC ADS



Instagram Link Ads

We will help you to increase the website visitors to specific URLs of your Business Website












Instagram Conversion Ads

Increase the number of conversion on your website

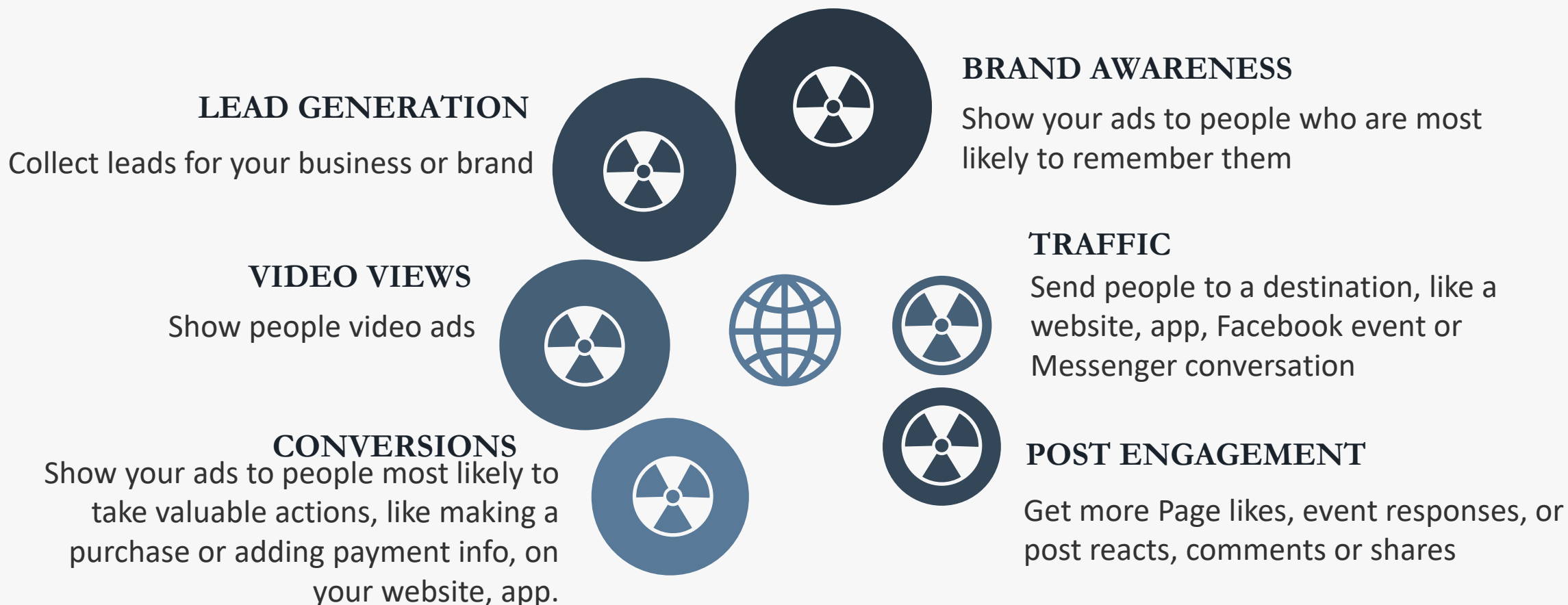


INSTAGRAM AD OBJECTIVES FOR REAL ESTATE BUSINESS

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

| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Reach |  Engagement |  Catalog sales |
| |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |
| |  Messages | |

INSTAGRAM AD OBJECTIVES FOR REAL ESTATE BUSINESS



INSTAGRAM AD EXAMPLES

1. INCREASE WEBSITE TRAFFIC
2. INCREASE CONVERSION ON YOUR WEBSITE
3. INCREASE APP INSTALL
4. SEND PEOPLE TO YOUR WEBSITE
5. COLLECT LEADS FOR YOUR BUSINESS

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

Single Image
Create up to 6 ads with one image each at no extra charge

Single Video
Create an ad with one video

Slideshow
Create a looping video ad with up to 10 images

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

Text

Enter text that clearly tells people about what you're promoting

☒ Automatically show the best performing cards first

1 2 3 +

Image ☐ Video / Slideshow

Change Image Crop Image

Home 2.jpeg - 1200 x 800

For questions and more information, see the Facebook Ad Guidelines.

Headline

Home For Sale: 1 BR Loft in San Francisco

Description (optional)

Enter a brief description of what you're promoting

Call To Action

Learn More

Ad Preview 1 of 1 Ad < >

Instagram Feed 1 of 2 < >

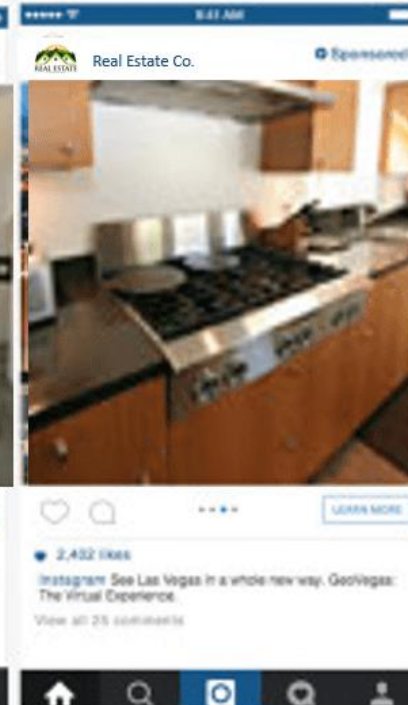
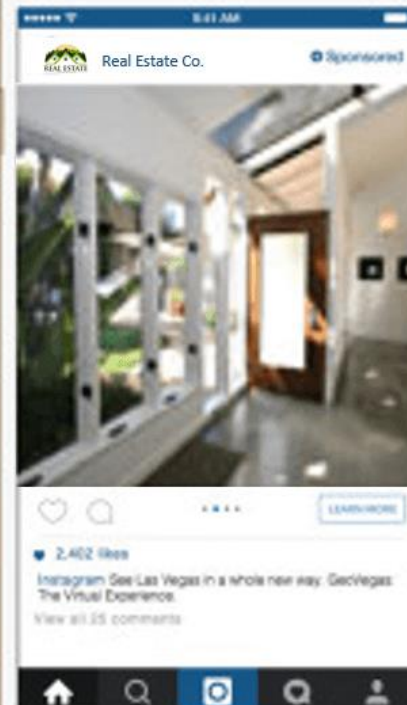
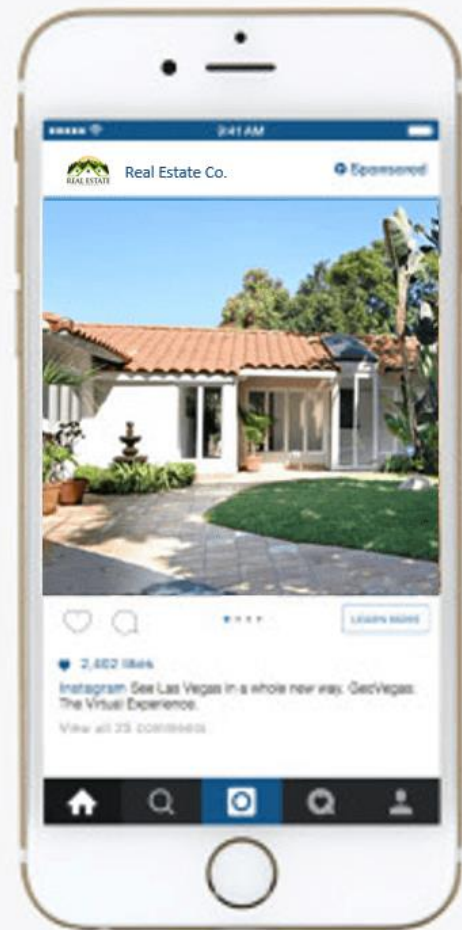
Instagram

Follow Up Boss Sponsored

Learn More

Home For Sale: 1 BR Loft in San Francisco

Refresh preview • Report a problem with this preview





INSTAGRAM AD SPECS



Design Recommendations
File Type: JPG or PNG
Ratio: 1.91:1 to 1:1
Resolution: At least 1080 x 1080 pixels
Text Recommendations
Primary Text: 125 characters
Headline: 40 characters
Description: 30 characters



Design Recommendations
File Type: MP4, MOV
Ratio: 4:5
Resolution: At least 1080 x 1080 pixels
Text Recommendations
Primary Text: 125 characters
Headline: 40 characters
Description: 30 characters



Design Recommendations
Image Type: JPG or PNG
Video File: MP4, MOV Ratio: 1:1
Resolution: At least 1080 x 1080 pixels
Text Recommendations
Primary Text: 125 characters
Headline: 40 characters
Description: 20 characters



Design Recommendations
Image Type: JPG or PNG
Video File Type: MP4, MOV or GIF
Ratio: 1:1
Resolution: At least 1080 x 1080 pixels
Text Recommendations
Primary Text: 125 characters
Headline: 40 characters

A hand in a light blue shirt points towards a city skyline, which is visible through a circular lens. The background of the slide is a dark blue gradient.

HOW DOES RETARGETING ON [INSTAGRAM](#) HELP YOUR REAL ESTATE BUSINESS?



REACH AUDIENCES WHO ALREADY KNOW YOU

Advertise to people who have visited your website, app, shop or Facebook Page



USE DYNAMIC ADS

Use dynamic ads that automatically show people items they're most interested in



KEEP YOUR LOYAL CUSTOMERS COMING BACK

Build brand loyalty by showcasing new products to your best customers

BRAND AWARENESS

14

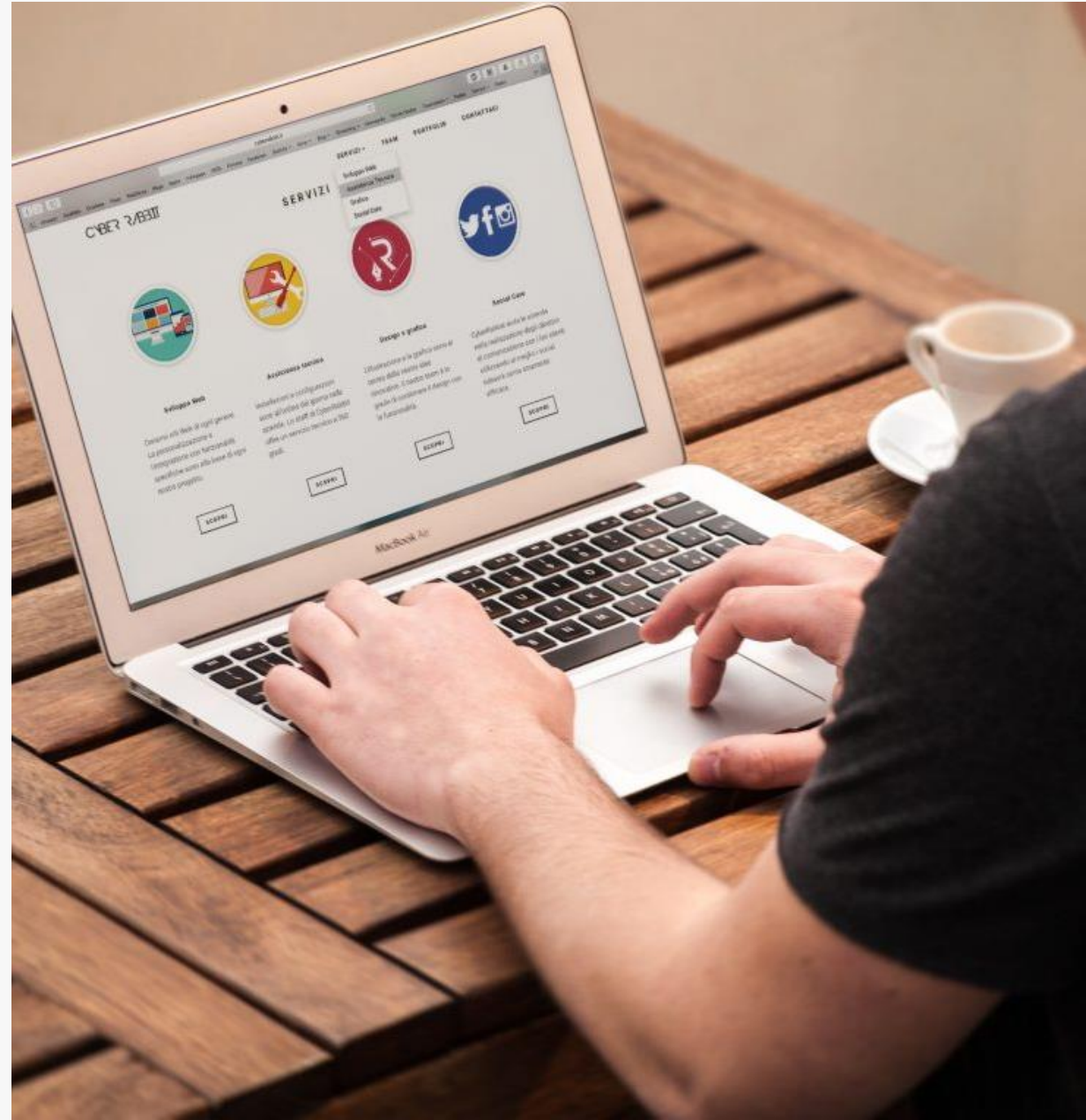
KPIs

IMPRESSIONS

Impressions in Instagram Ads are the total number of times that your Instagram ad is viewed by your Target Audiences

REACH

Reach is similar to impressions in that it calculates the number of times your Instagram ad is viewed by your Target Audiences.





CONVERSION KPIs



STANDARD EVENTS

Standard events are predefined actions that are added to your pixel code. You can track the occurrences of these events within Facebook reports and even use them to build custom audiences.



CONVERSION VALUE

Conversion Value is determined by the price of the product purchased on your website. For other conversions, such as file downloads or contact form submissions, you can assign custom values based on your internal data.

CUSTOM EVENTS

Custom events are actions that fall outside those covered by the standard events. Some possible custom events include:
File download link clicks, CTA clicks, Time on page, Pageviews etc.

EDUCATE YOUR CUSTOMERS TO SELL MORE

Mr. Chinu Pal, Founder/Director of Manorama Web Solutions has years of experience in the Real Estate Industry.

With dreams to win the world, he has helped many small and large Real Estate Businesses to achieve their dreams.

For 10 years, his expert advice and support have helped us grow as the No. 1

DIGITAL MARKETING COMPANY IN THE WORLD FOR PLUMBING BUSINESS.

MR. CHINU PAL
FOUNDER/DIRECTOR OF
MANORAMA WEB SOLUTIONS PVT. LTD.



CREATING PERFECT DIGITAL JOURNEYS

Providing estate agents with more website visits, more valuations, more properties and more landlords. In a world where your online presence is your only presence, failing to stand out you could destroy your estate agency.

Official Google Partner

