

ALL-IN-ONE GUIDE TO REAL ESTATE FACEBOOK ADS



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CONTEXT

Real Estate Facebook Ads That Actually Work 2021

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1

How Facebook Ads will help to
Market your Real Estate
Businesses? →

2

Types of Facebook Ads for Real
Estate Business.

3

Facebook Ad Objectives for
Real Estate Business.

4

How does Retargeting on
Facebook helps Real Estate
Businesses?

5

Why Manorama is a Good Fit for
running Real Estate Facebook
Ads?

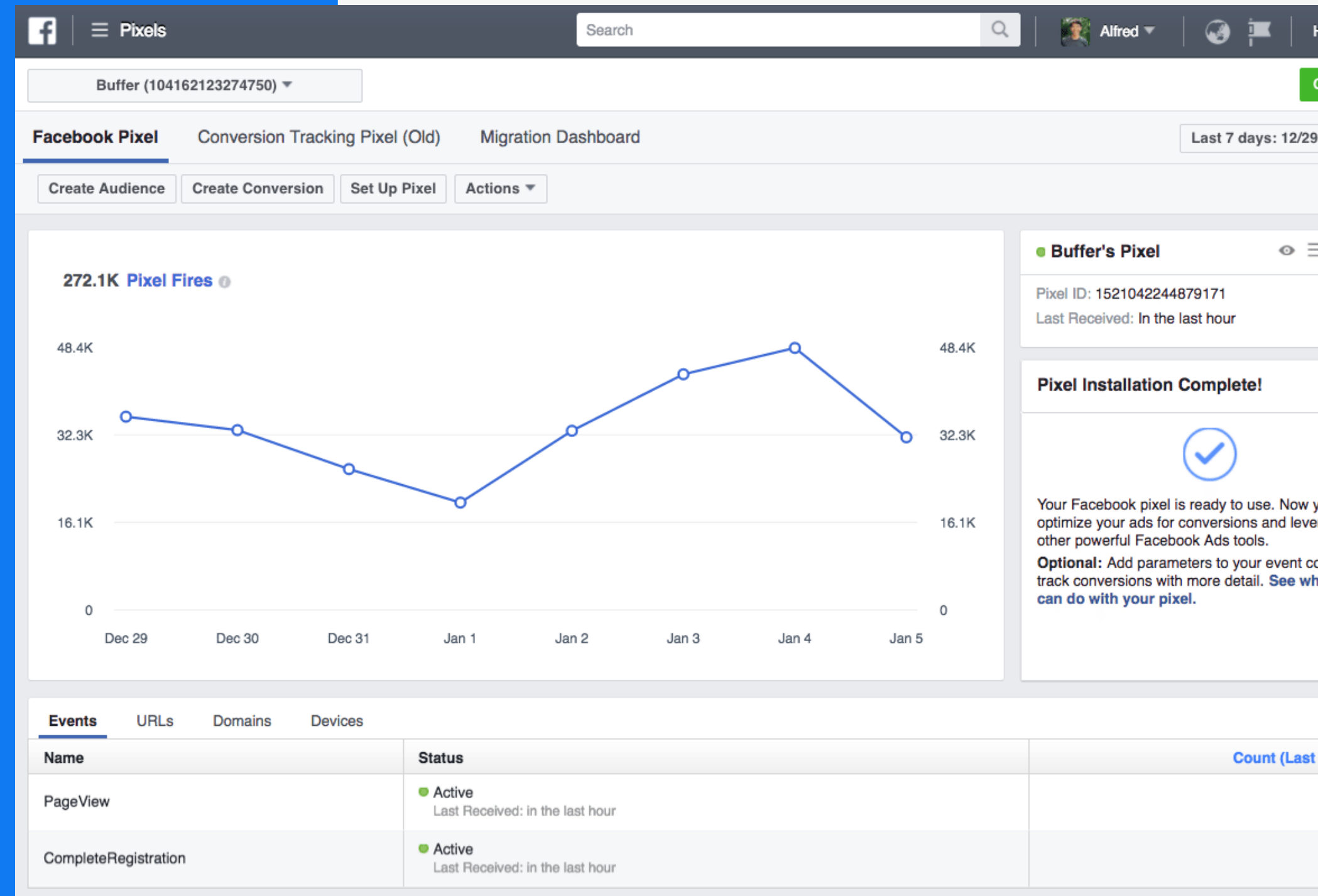
6

Facebook Ad KPI's for Real
Estate Business.

FACEBOOK AD MARKETING

INTRODUCTION

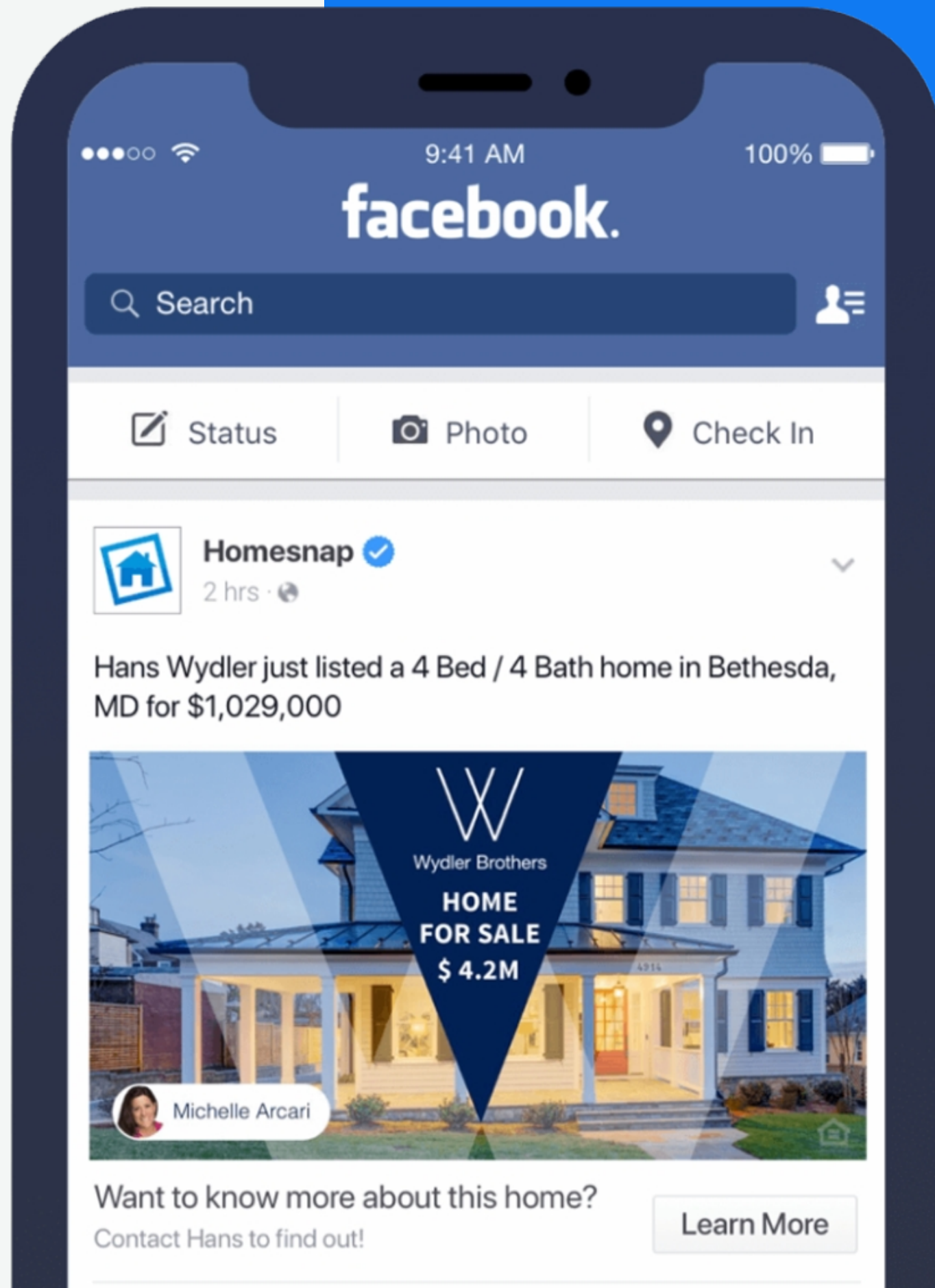
We are an established and well-known Digital Marketing Company based in India that has constantly attained unparalleled results for its clients in the ever-changing world of online marketing. With our reliable & proven Strategies, we have the right skills & expertise to help boost your company's revenue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



FACEBOOK AD MARKETING

We provide complete Online Services on the Safari Marketing Pro for any kind of Business who are looking forward to growing up their business to new heights in the Internet world. Let me tell you that, Millions of businesses, big and small, use Facebook and its apps and services to connect with real people on any device.

We are providing this report specifically for those Business Owners who are really interested in boosting their business in Facebook and Instagram Ads.




HOW FACEBOOK ADS WILL HELP TO MARKET YOUR REAL ESTATE BUSINESSES? →

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 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.	Facebook 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.
Unlock the insights that offers powerful consumer and advertising insights based on 2 billion people through Facebook IQ.	Build your Business Pages that will help people get connected with your Business. Facebook Ads will help the new people all over the world to discover your services and Products.	By using Proper photos, videos, and content in Facebook Ads can help for building awareness and driving action in your Business websites.

Facebook interface showing a suggested post for WeWork London. The post includes a photo of a modern office interior, the text "You're Invited to WeWork London", and a "Learn More" button. The post is marked as "Sponsored" and has 7 likes and 1 comment.

Search bar, Write a comment..., Like Page, Sponsored, Private offices, daily workspaces, conference rooms and all the benefits your business needs to grow. Schedule a tour of your new office at WeWork London today.

WeWork
Sponsored · 

You're Invited to WeWork London

[WEWORK.COM/LONDON](https://www.wework.com/london) [Learn More](#)

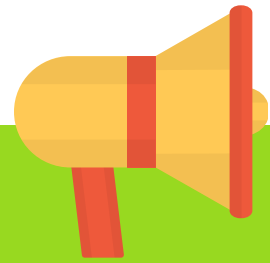
7 1 Comment

TYPE OF FACEBOOK ADS

- 1.Brand Awareness Ads.
- 2.Consideration Ads.
- 3.Website Traffic Ads.
- 4.Conversion Ads.

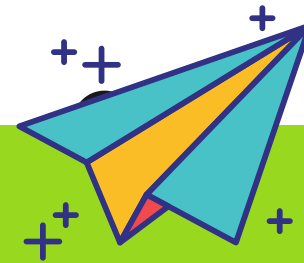


Brand Awareness Ads



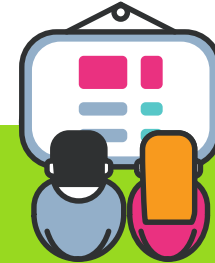
Boost your Post →

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



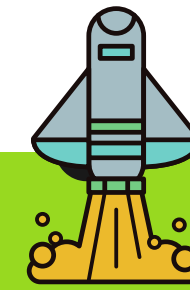
Promote your Page →

We will promote your Facebook Business Page to know more about your Business.



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.



Increase Brand Awareness →

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



Increase your Reach →

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

Facebook Consideration Ads.



Send People to a Destination

Send your targeted audiences to your Business Websites or to your Facebook 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.

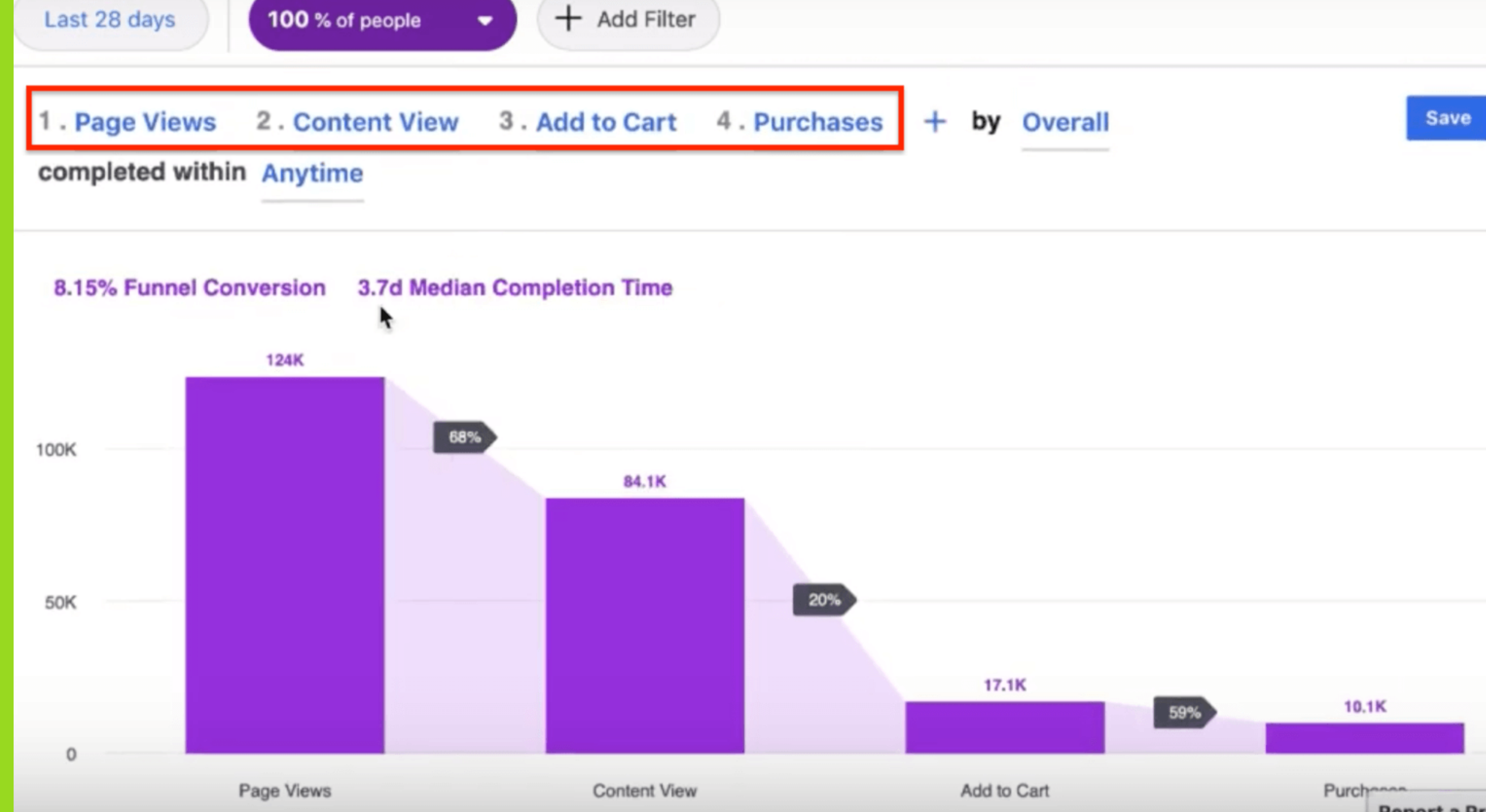
Collect Leads for your Business

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



Facebook Link Ads

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

Facebook Conversion Ads.

Increase the number of conversion on your website.

FACEBOOK AD OBJECTIVES FOR REAL ESTATE BUSINESS.



Brand Awareness

Show your ads to people who are most likely to remember them.

Reach












Show your ads to the maximum number of people.

Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation.

Post Engagement

Get more Page likes, event responses, or post reacts, comments or shares.

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

FACEBOOK AD OBJECTIVES FOR REAL ESTATE BUSINESS.



Conversions

Show your ads to people most likely to take valuable actions, like making a purchase or adding payment info, on your website, app or in Messenger.

Video Views

Show people video ads.

Lead Generation

Collect leads for your business or brand.

Messages

Get more people to send messages to your business on Messenger and Instagram Direct.



Sacramento Real Estate Photographers

Sponsored · 🌐

This special home has been meticulously cared for and shows pride of ownership.

For more information, contact:

Lisa Sampson of Lyon Real Estate

(916) 261-4969... [See More](#)



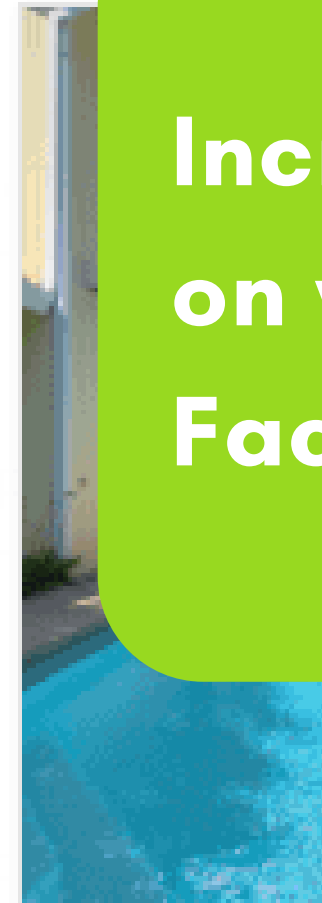
Recently Listed in Your Rocklin Neighborhood!

2,329 Square Foot Home



Beautiful Wood Floors and Granite Counters!

Solar & Energy Efficient Features



Stunning B Sparkling F

Hilltop Garc

Facebook Ad Examples



**Increase conversion
on your website
Facebook Ad Objective**



Fidelis South

Sponsored

ID: 1684488991700794

- 🏠 Price Adjustment in Grove Park 👁️
- 📷 Photos/3D + Details ➡️ <https://bit.ly/405NewJ>
- 🔧 Newly Renovated: Top to Bottom, Inside and Out
- 🍳 Open Kitchen w/ Granite Countertops & New Cabinets
- 🚿 Custom tile bathrooms
- 🎯 New floors throughout home...

Facebook Ad Examples →

**Send people to your
website Facebook
Ad Objective**





Mark Spain Real Estate

Sponsored

ID: 596794574348541



Skip the stress, open houses, and showings with the Mark Spain Real Estate Guaranteed Offer. Receive a cash offer on your home and close in as little as 21 days.



Get Video Views
Facebook Ad
Objective

MARKSPAIN.COM

Get A Guaranteed Offer Today!

Get Offer

Facebook Ad Examples





Homes Ever After

21 hrs · 🌐

~~ATTENTION HOME BUYERS~~

Don't miss out on a new home because it's already under contract. Knowing what's available before the competition is key in today's market. Click the image below to get information on the latest COMING SOON and NEW LISTINGS in your area.



Looking For A New Home In Greenville, SC?

Whether you're a first-time home buyer, or someone that's done it a few times, finding the right home is very important and having the right information is key.

HOMESEVERAFTER.LEADPAGES.CO

[Learn More](#)

Facebook Ad Examples



**Increase conversion
on your website
Facebook Ad
Objective**



Parrett Group - HER Realtors

Sponsored

ID: 299569851370565

...

JUST LISTED 🥰 <http://bit.ly/WhereWeGather>

With large rooms (thanks to a floor plan that was bumped-out on all sides), a finished basement, a three-season room, and a half-acre lot... this home is "Where We Gather" for our get-togethers with family and friends!

📍 Now Showing & Open House Sunday 8/23 1:00-3:00.



WWW.PARRETTGROUP.COM
Dublin Ohio real estate | Wexford Estates

Learn More

Facebook Ad Examples



Collect Leads for
your business
Facebook Ad
Objective

Facebook Image 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

Technical Requirements

Maximum File Size: 30MB

Minimum width: 600 pixels

Minimum Height: 600 pixels

Aspect Ratio Tolerance: 3%

Facebook Video Ad Specs

Design Recommendations

File Type: MP4, MOV or GIF

Ratio: 4:5

Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+

Resolution: At least 1080 x 1080 pixels

Text Recommendations

Primary Text: 125 characters

Headline: 40 characters

Description: 30 characters

Technical Requirements

Video Duration: 1 second to 241 minutes

Maximum File Size: 4GB

Minimum Width: 120 pixels

Minimum Height: 120 pixels

Facebook Carousel Ad Specs

Design Recommendations

Image File 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

Description: 20 characters

Landing Page URL: Required

Technical Requirements

Number of Carousel Cards: 2 to 10

Image Maximum File Size: 30MB

Video Maximum File Size: 4GB

Video Duration: 1 second to 240 minutes

Aspect Ratio Tolerance: 3%

Facebook Collection Ad Specs

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

Landing Page URL: Required

Technical Requirements

Instant Experience: Required

Image Maximum File Size: 30MB

Video Maximum File Size: 4GB

HOW DOES RETARGETING ON FACEBOOK HELP YOUR BUSINESS?



01

Reach audiences who already know you. →

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

02

Personalize every ad for every customer, automatically. →

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

03

Keep your loyal customers coming back. →

Build brand loyalty by showcasing new products to your best customers.

WHY MANORAMA IS A GOOD FIT FOR RUNNING REAL ESTATE FACEBOOK ADS?



**Result
Oriented
campaign
setup while
minimizing Ad
Spending
Costs.**

**9+ Years of
Experience on
running
Facebook Ads
for Real Estate
Businesses.**

**Our Facebook
Ad Experts
will ensure to
bring you
results in very
small time
period.**

**Performance
Reports on
Daily, Weekly
and Monthly
Basis with
24/7 Support
Assist.**

**Increase Your
Revenue in
Minimum
Spending
Cost with our
Proven
Techniques.**



INCREASE BRAND AWARENESS

START

BRAND AWARENESS KPIS



Impressions

Impressions in Facebook Ads are the total number of times that an ad is viewed.



Reach

Reach is similar to impressions in that it calculates the number of times an ad is viewed.



REACH KPIS



Reach

Reach is the number of times an ad is viewed.



Frequency

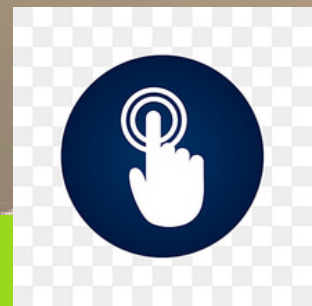
The frequency of an ad is the average number of times a user saw your ad.



Unique Link Clicks

Unique link clicks measures the number of different people who clicked on your ad's link.

TRAFFIC KPIS



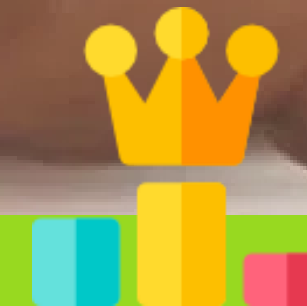
Link Clicks

The total number of clicks your ad receives, including multiple clicks by the same user.



Click-Through Rate (CTR)

CTR is the percentage of clicks your ad received out of the number of impressions it received.



Quality Ranking

Quality ranking is the most useful ad relevance metric for traffic objectives. This ad relevance KPI tells you how your ad's creative is performing compared to other ads.



ENGAGEMENT KPIS

Page Likes →

The number of likes your Facebook Page receives that can be attributed to your ads.

Engagement Rate Ranking →

Engagement rate ranking is an ad relevance metric that can help you determine how effective your ads are at engaging your audience.

Post Shares →

Posts, including ads, can be shared by users to their own timelines, to their friends' timelines, in groups, and on their business pages.



CONVERSIONS 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.



Custom Events

Custom events are actions that fall outside those covered by the standard events.

Some possible custom events include:
File download link clicks



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

FACEBOOK AD PERFORMANCE REPORTS FOR REAL ESTATE BUSINESS

Performance

Demographics

Placement

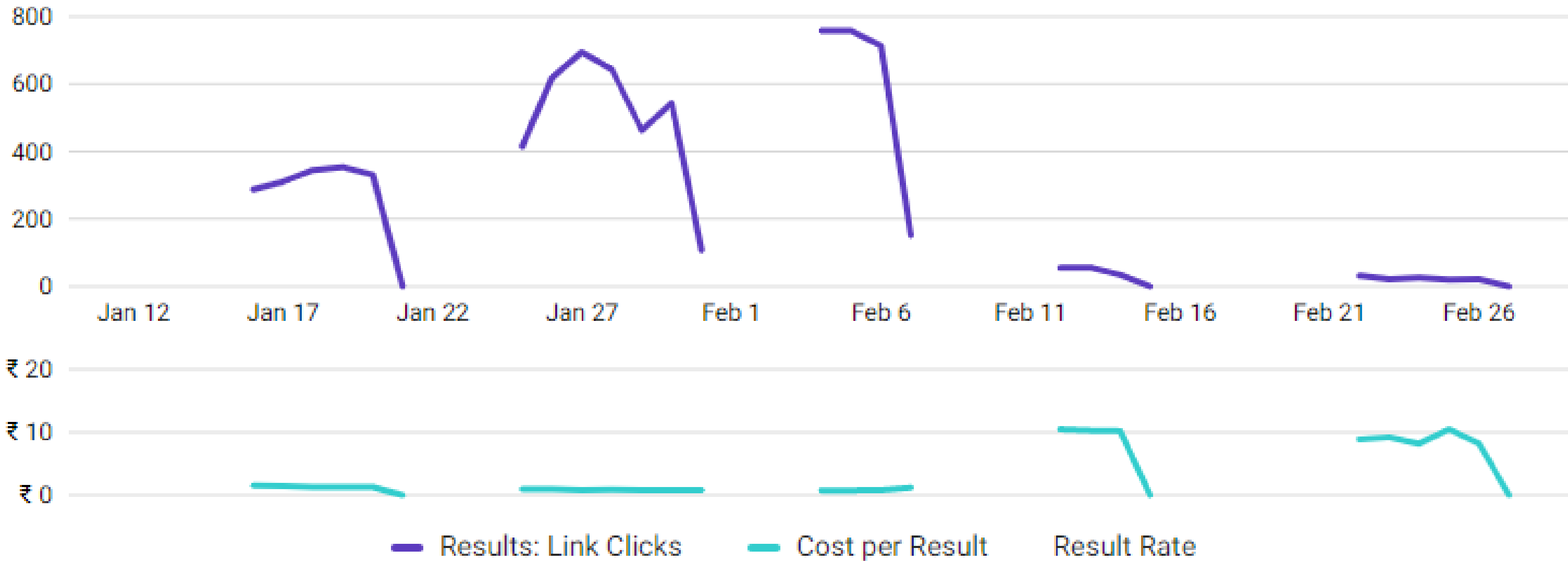
Delivery



7,754
Results: Link Clicks

89,296
People Reached

Results: Link Clicks over Cost per Result

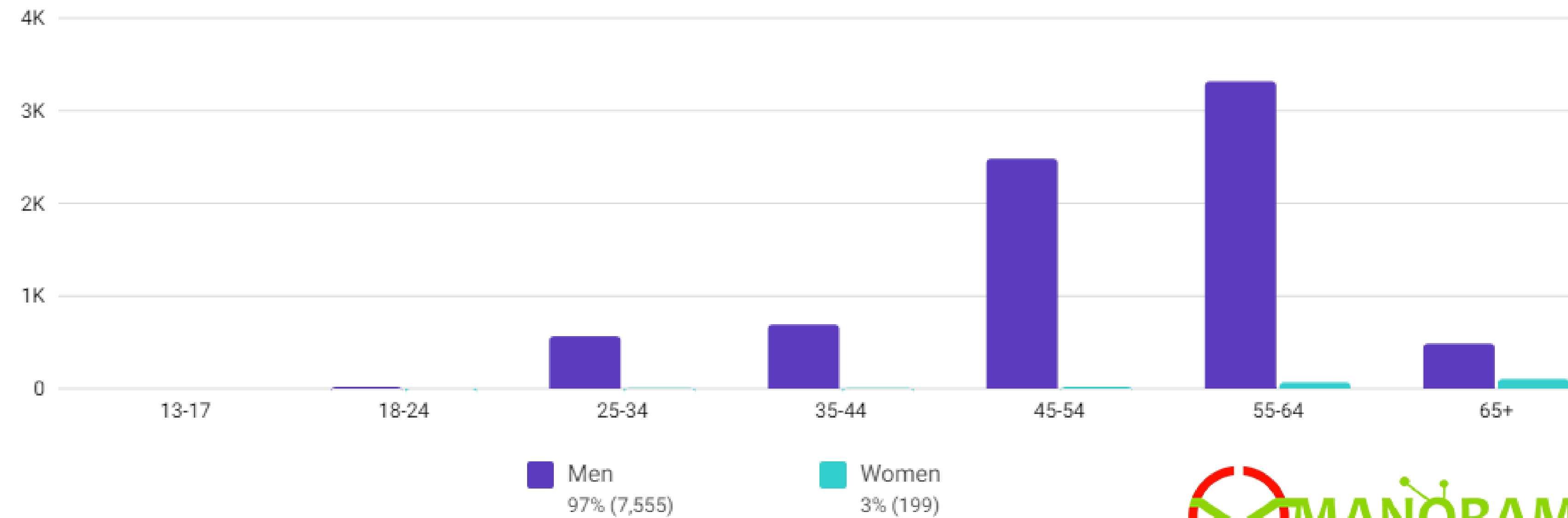


FACEBOOK AD DEMOGRAPHICS REPORTS FOR REAL ESTATE BUSINESS →

Performance Demographics Placement Delivery

Age and Gender Distribution New features

All Results



FACEBOOK AD PLACEMENT REPORTS FOR REAL ESTATE BUSINESS



Performance



Demographics



Placement



Delivery

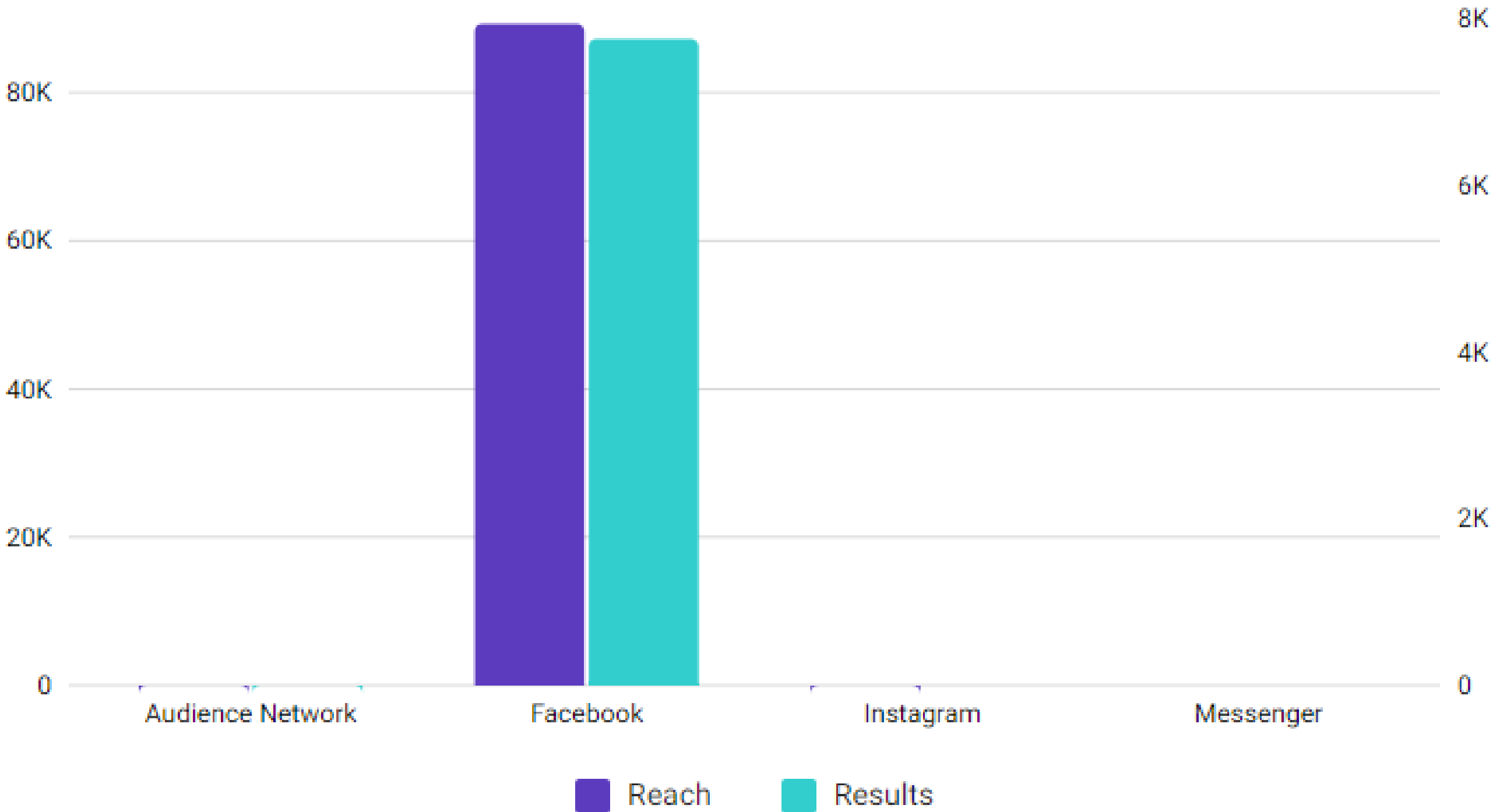
Placement per Platform



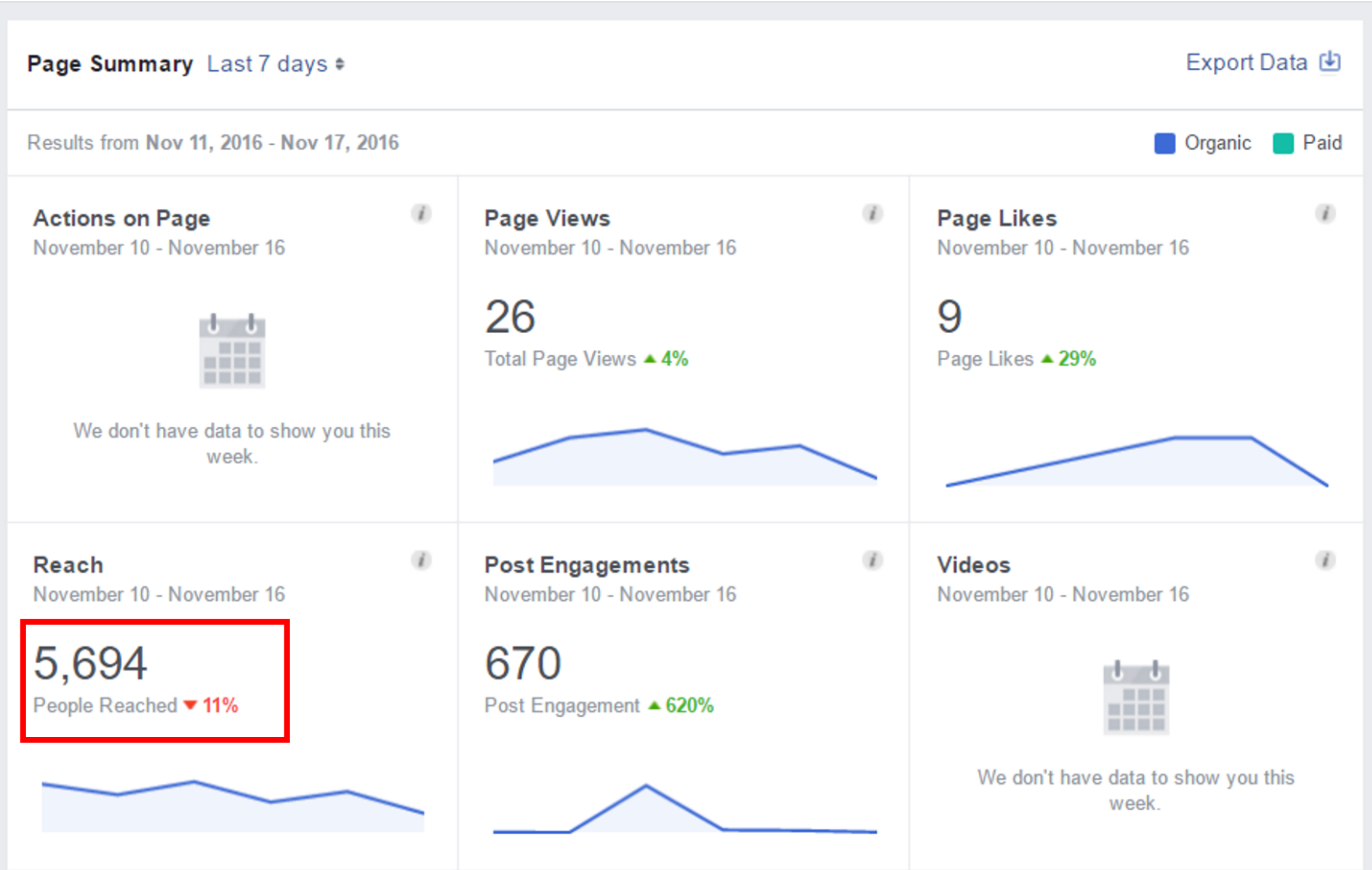
Reach



Results



FACEBOOK AD INSIGHTS FOR REAL ESTATE BUSINESS



FACEBOOK AD AUDIENCE CREATION FOR REAL ESTATE BUSINESS

Special Ad Category ⓘ

- ☒ I'm creating a campaign for ads in a Special Ad Category.
Ads related to credit, employment or housing.

Ad Category

 Housing ▼

- ☒  **Housing**
Ads for real estate listings, homeowners insurance, mortgage loans or other related opportunities.
- ☐  **Employment**
Ads for job offers, internships, professional certification programs or other related opportunities.
- ☐  **Credit**
Ads for credit card offers, auto loans, long-term financing or other related opportunities.

Interests > Business and industry

Real estate

 Add demographics, interests or behaviors

Suggestions Browse

Real estate investing

Interests

House Hunting

Interests

New House

Interests

Luxury real estate

Interests

First-time buyer

Interests

Property

Interests

Property finder

Interests

Zillow

Interests

ely to improve

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 REAL ESTATE BUSINESS.

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



A white circle is positioned in the upper left area of the slide.

THANK YOU

we look forward to working with you

A thick white arc is located in the bottom left corner of the slide.A white cross-like graphic made of two intersecting lines is in the bottom right corner.