

Reaching the Right People with the Right Content

FACEBOOK + INSTAGRAM



Logan Wells
CEO + Founder

Facebook Algorithm Update



Don't panic...

Similar update has occurred in the past
(Summer 2016)

Still trying to increase authenticity and engagement.

Take action...

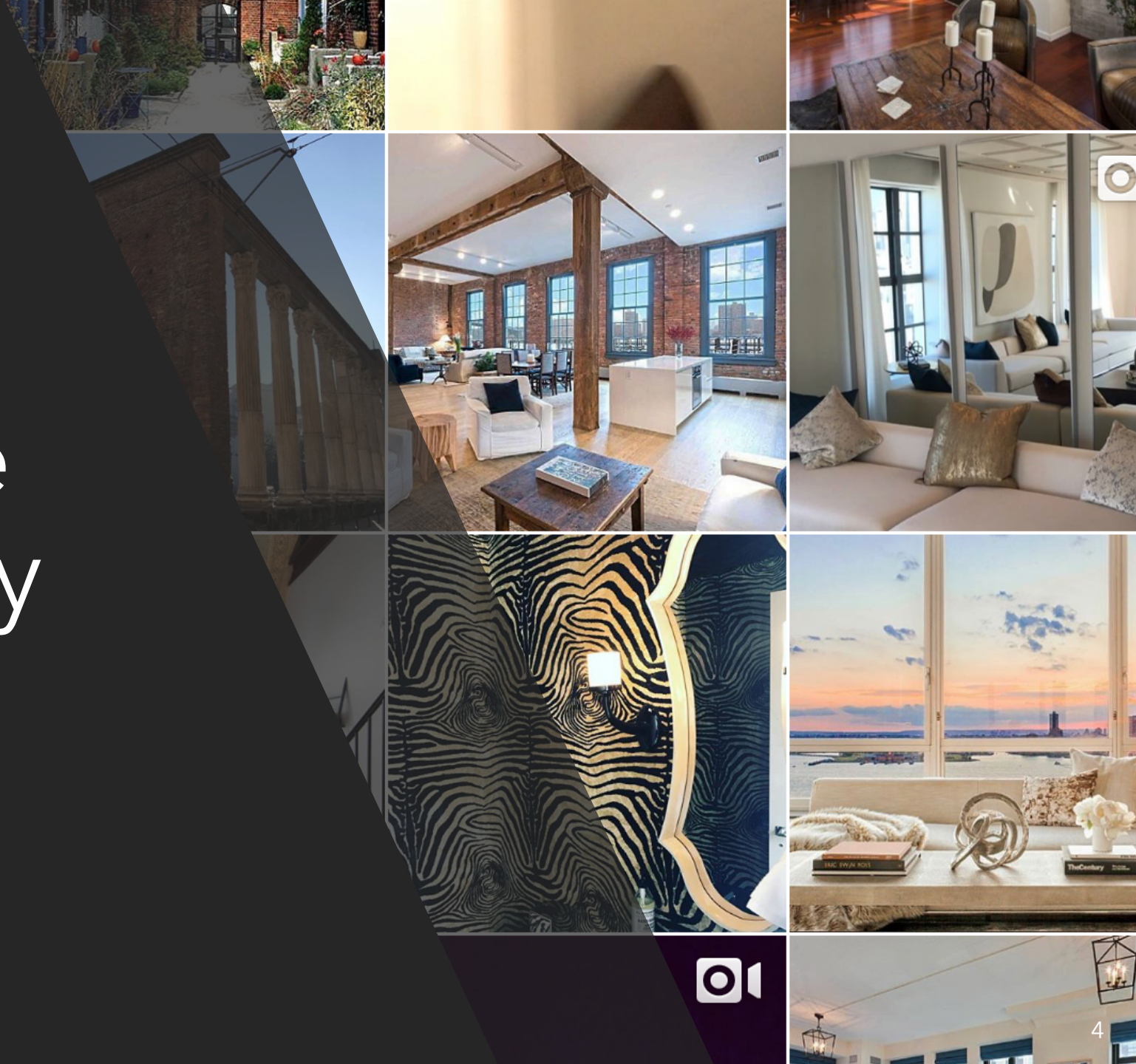
Post less, more engaging content. Think CTA's,
questions, polls, etc.

Target warm "leads".

Promote these posts!

"Pages making posts that people generally don't react to or comment on could see the biggest decreases in distribution. Pages whose posts prompt conversations between friends will see less of an effect."

Agent Profile Success Story



@nyrealestategal

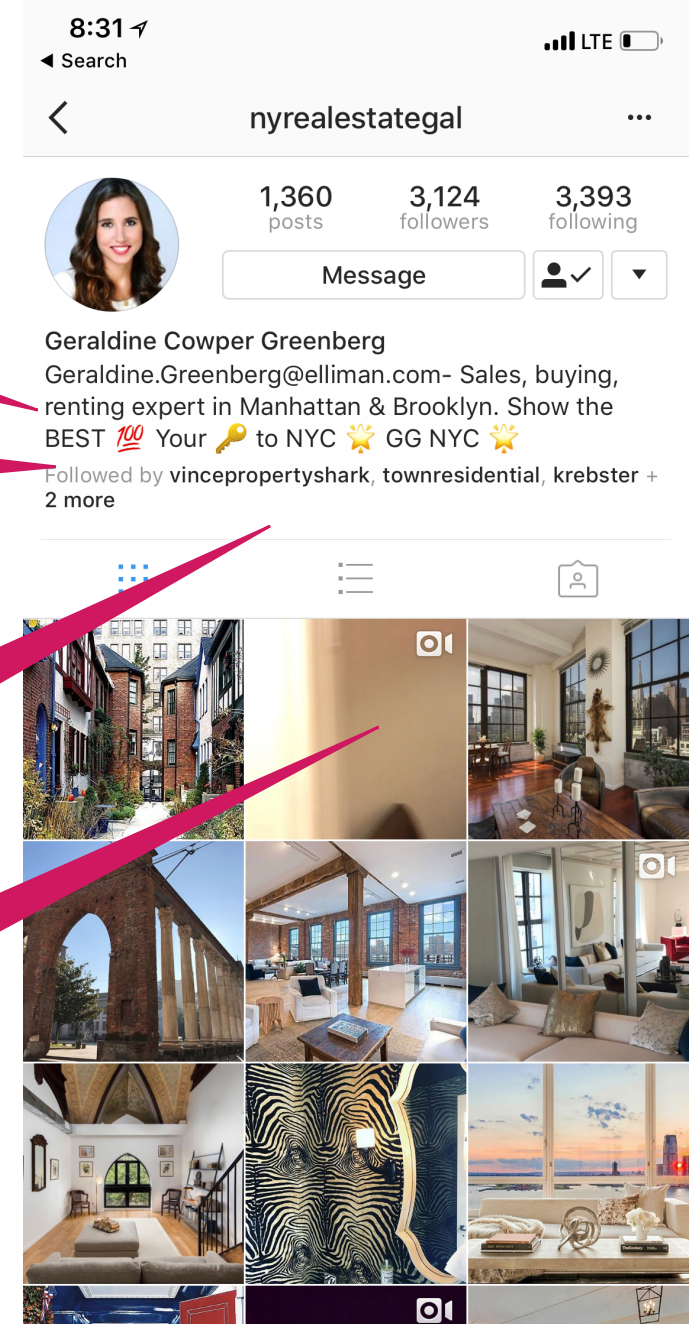
- +3 serious/qualified buyers since starting
- More renters than can count from Instagram posts

Add hashtags
(locations)

Add URL to profile
(latest listing)

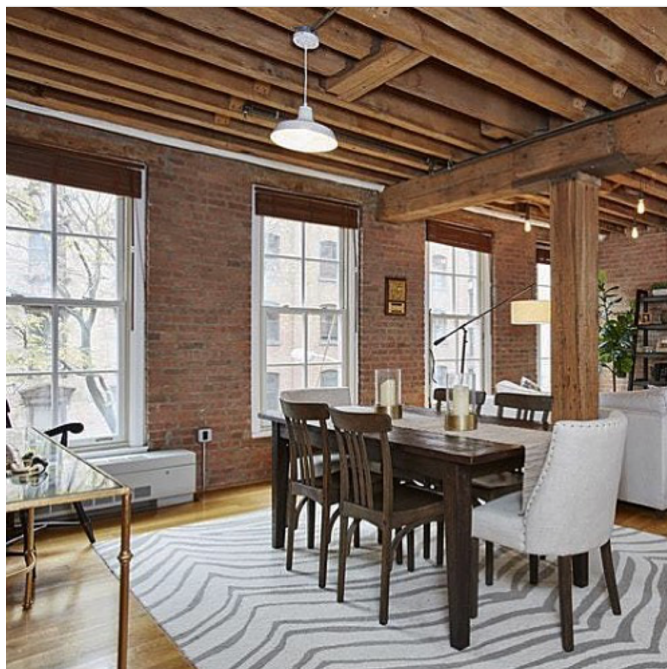
Add highlights

Choose covers
on videos





nyrealestategal
TRIBECA NYC



Liked by michael_tacorian and 90 others

nyrealestategal Totally magic Tribeca 1 bed in one of my fave buildings for \$5,700 🏡 #nyc #nycrealestate #newyork #newyorkcity #tribeca #realestate #tribecarealestate #rustic

View all 2 comments

NOVEMBER 16, 2017



nyrealestategal
DUMBO, Brooklyn



160 likes

nyrealestategal 2 bed/2 bath condo dream in DUMBO for \$1.695M 💙 #nyc #nycrealestate #newyork #newyorkcity #bk #bkrealestate #dumbo

View all 10 comments

nyrealestategal @nasraarchitect you're lovely and I appreciate it 🙏🌸🙏

NOVEMBER 21, 2017



nyrealestategal
Union Square Park



Liked by michael_tacorian and 77 others

nyrealestategal Classic favorite always in this stellar doorman 1 bed for \$1.225M ⚡ #nyc #nycrealestate #newyork #love #newyorkcity #realestate #doorman

View all 2 comments

13 HOURS AGO

Instagram Post Promotion



Instagram – Promote a Post

Three ways to create Instagram ads –

1. Promote Post Within the Instagram App
2. Create Instagram ads for the Facebook News Feed in Facebook Ads Manager
3. Create Instagram Stories Ads in Facebook Ads Manager

*If you're an agent, repost app to promote the listing for yourself



✕ Promote



CHOOSE WHAT YOU WANT THIS PROMOTION TO DO.

Get More Profile and Website Visits >

Reach People Near an Address >

OBJECTIVE 1

Promote your website or
Promote Your Instagram
profile

OBJECTIVE 2

Promote an address
(LISTING!) to people
nearby

Objective 1 - Get More Profile and Website Visits

Direct people to visit your website or view your Instagram profile.

84° 91% 1:26 PM

← Create Promotion

If you spend \$10, we estimate 2,400 - 6,400 people will see your promotion.

Details Preview

Objective Get More Profile and Website... >

Destination Enter Website >

Action Button Learn More >

Audience Automatic >

Budget \$10 >

Duration 3 days >

MasterCard

Create Promotion

By tapping "Create Promotion" you agree to Instagram's

× Destination ✓

Enter the destination you want people to visit

Your action button links to this destination

Website ✓

Instagram Business Profile

YOUR WEBSITE URL

Type website URL ⓘ

← Action Button

Choose language that will appear on this promotion's button.

This button appears below your image or video.

Learn More ✓

Watch More

Shop Now

Book Now

Sign Up

Contact Us

Objective 2 - Reach People Near an Address

Direct people to listings or to call you for more information about a listing.

← Create Promotion

Details

Preview

Objective

Reach People Near an Address >

Action Button

Select Button Text >

Audience


Automatic >

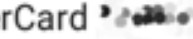
Budget

\$10 >

Duration

3 days >

 MasterCard

Expires 

Create Promotion

By tapping "Create Promotion" you agree to Instagram's Terms and Advertising Guidelines.

← Action Button

Choose language that will appear on this promotion's button.

This button appears below your image or video.

Get Directions

Call Now

Learn more about using the [call-to-action button](#).

Audience Targeting

← Audience

Show your promotions to the people who matter.
Who should see this promotion? Instagram can help you find an audience or you can choose your own with targeting options.

Automatic

✓ Location United States

Gender Men and Women

Age 18+

Let Instagram automatically create an audience based on people who might be interested in your business.

SAVED AUDIENCES

Create your own... >

× New Audience ✓

Name Required

Locations >
United States

Interests >
E.g. Organic food, Farmer's market

AGE AND GENDER

13 65+

✓ All

Male

Female

New audiences will be saved so you can reuse them for other promotions.



Who do you want your ads to reach?

Help: Choose Your Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations ⓘ

United States

All United States

Include ▾

Add a country, state/province, city, ZIP, DMA or address

Everyone in this location ▾

Age ⓘ

18 ▾

- 65+ ▾

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

More Demographics ▾

Interests ⓘ

Search interests

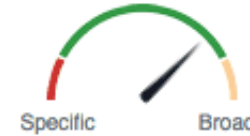
Suggestions

Browse

Behaviors ⓘ

Search behaviors

Audience Definition



- Demographics: Choose an audience based on age, education, and more.

- Interests: Reach people based on their interests and activities.

- Behaviors: INCLUDE people who match at least ONE of the following ⓘ

Behaviors > Residential profiles

Likely to move

Recent mortgage borrower

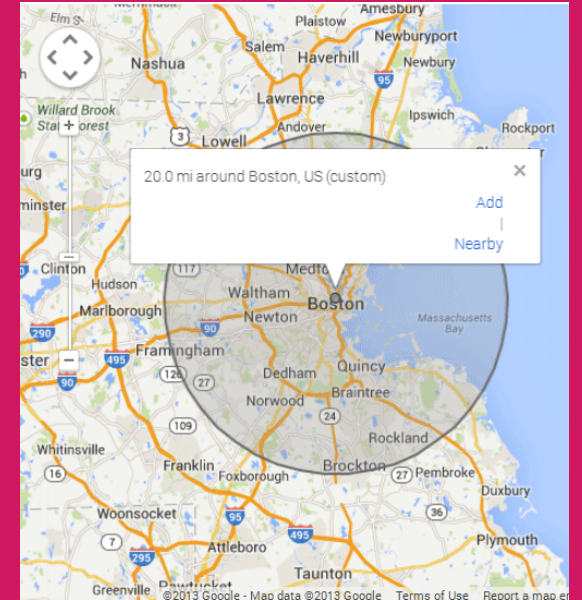
Demographics > Home > Home Ownership

First time homebuyer

Add demographics, interests or behaviors

Suggestions

Browse



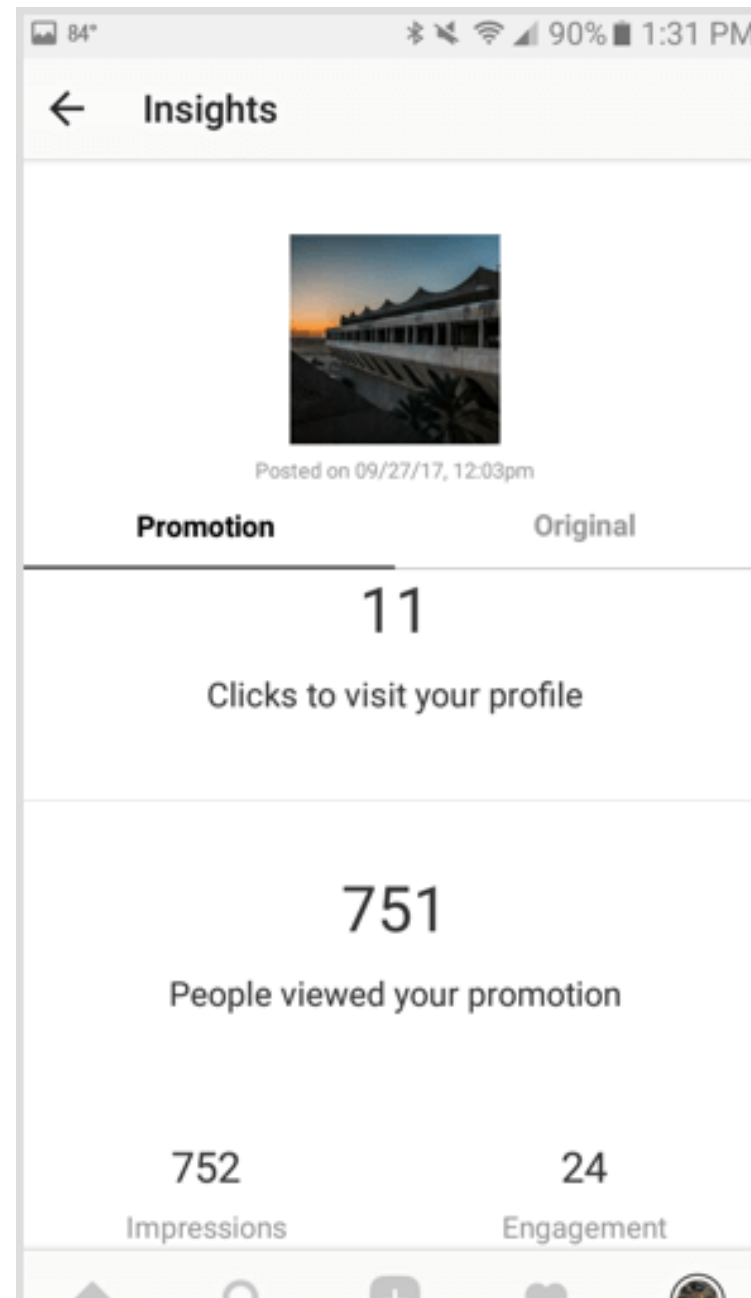
Payment – start small, add on
Duration – 3 days, plan accordingly
PREVIEW!

The screenshot shows the 'Create Promotion' interface on a mobile device. At the top, there's a back arrow and the title 'Create Promotion'. Below this, a message states: 'If you spend \$10, we estimate 2,400 - 6,300 people will see your promotion.' There are two tabs: 'Details' and 'Preview', with 'Preview' being the active tab. The promotion details are as follows:

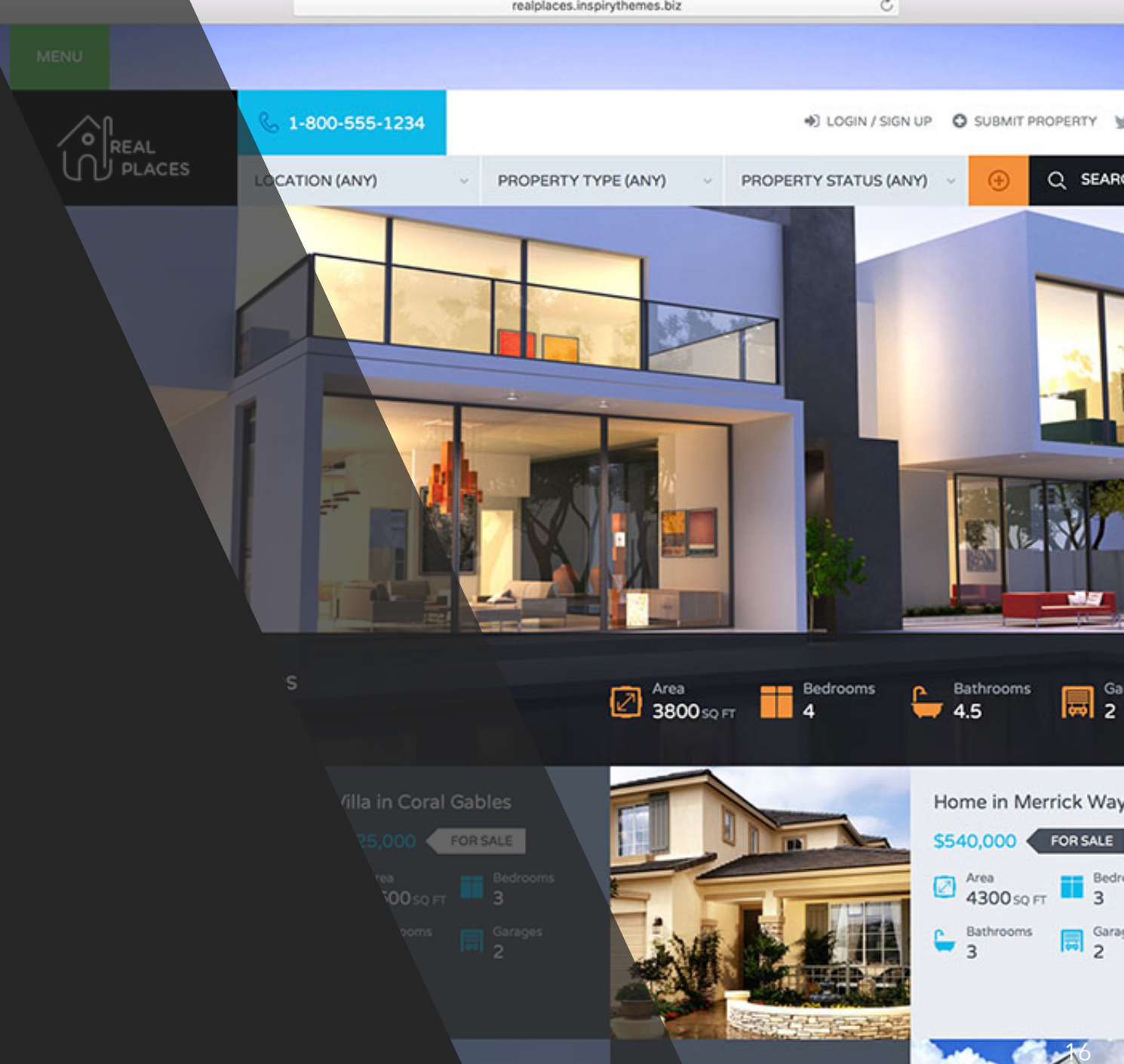
- Objective:** Get More Profile and Website... >
- Destination:** @kristileilani >
- Action Button:** View Instagram Profile
- Audience:** Automatic >
- Budget:** \$10 >
- Duration:** 3 days >

Below these details, a payment method is shown as 'MasterCard' with a masked card number. A large blue button labeled 'Create Promotion' is positioned below the payment information. At the very bottom, a small disclaimer reads: 'By tapping "Create Promotion" you agree to Instagram's Terms and Advertising Guidelines.'

Monitor your campaign
to determine if you
should add budget.






Advanced Ad Strategies




Dynamic Ads

Retarget people with listings they've visited on your site previously.

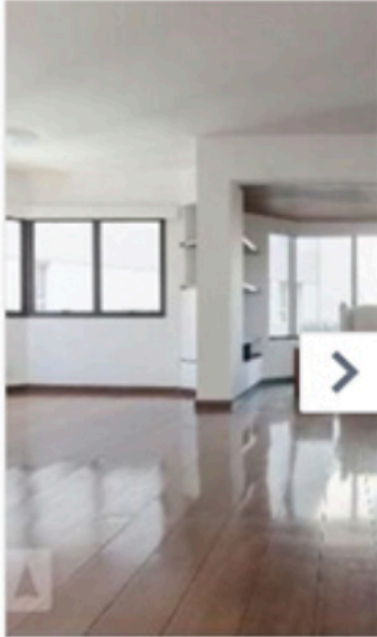
**QuintoAndar**
Patrocinado · 



Esses e outros apartamentos em São Paulo você aluga sem fiador. Conheça o QuintoAndar!





Apto, Brooklin, 3 quartos, 128m2 - São Paulo - 77877




Apto, Vila Madalena, 4 quartos - São Paulo - 74242

Multiple Listing Ads


Share multiple listings, driving traffic to individual listing pages on a website.

 **Daft.ie**
Sponsored · 

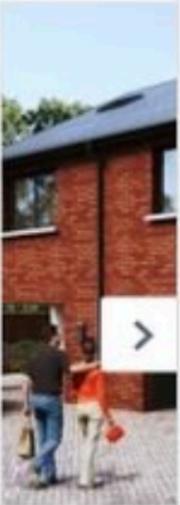
Our latest properties in South Dublin include a stunning modern home in Rathgar and a terraced mews townhouse in Ballsbridge





4 Bed Detached House in Rathgar
€745,000 for 4 Bed Home



4 Bed Detached House in Ballsbridge
€1,295,000 for a 4 Bed Home



4 Bed Semi in Shankil
€499,000 f

Like · Comment · Share ·  22  5

Carousel to Showcase Features

Take advantage of descriptions and ad copy space.


**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 P
Hilltop Garc

1

Like Comment ➦ Share

THANK YOU!

DOWNLOAD THE PRESENTATION + EXTRA TIPS

bit.ly/inman2018



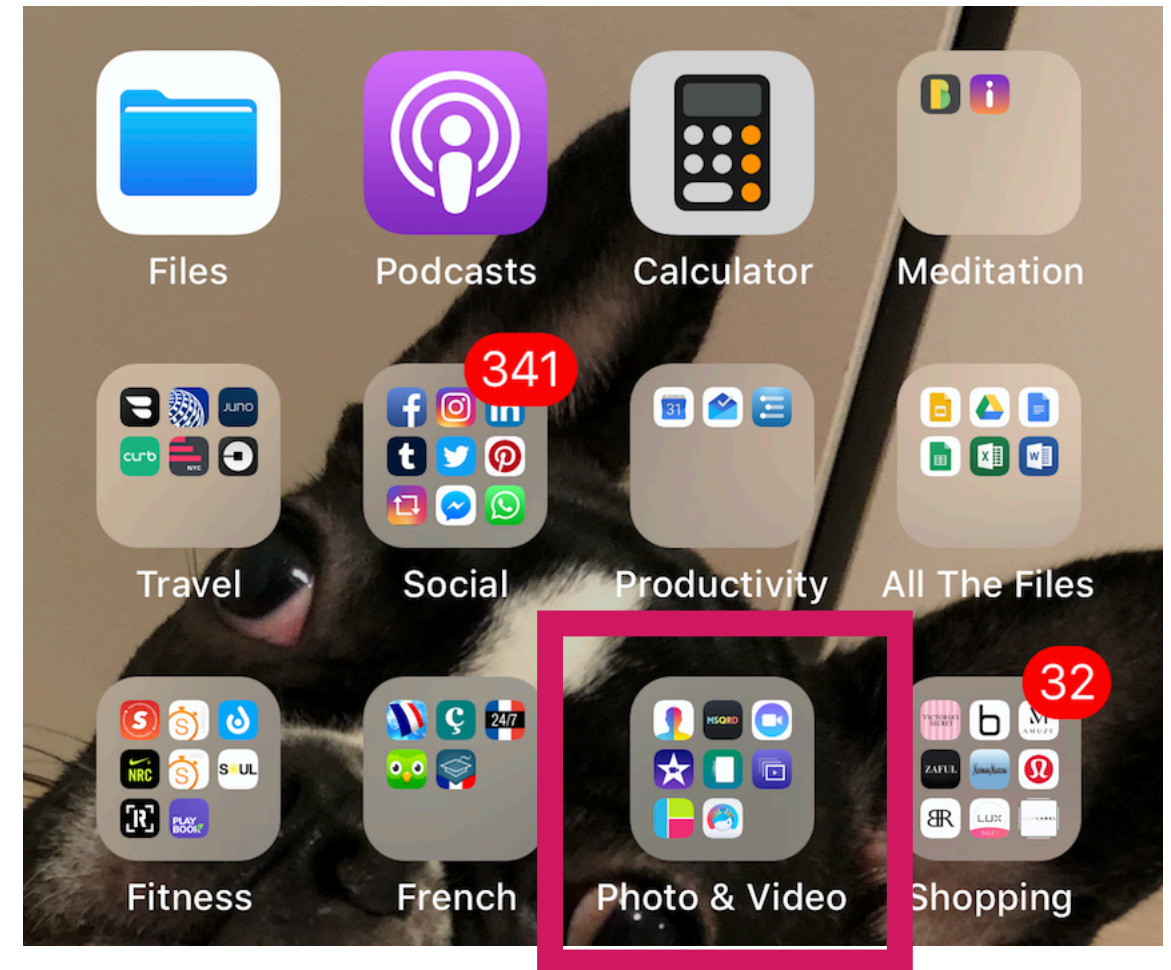
SECRET TIPS

Sharing Better Content



All the Apps

- Try different apps, try lots of different apps!
- But don't overcomplicate it –
 - Zoom and crop as needed
 - Edit lighting directly on phone



Video Content

Get creative with what you have -

- Combine photos
- Record quick snippets with your iPhone to add to photos/slideshows
- Interview yourself talking about the listing

StoriesAds.com

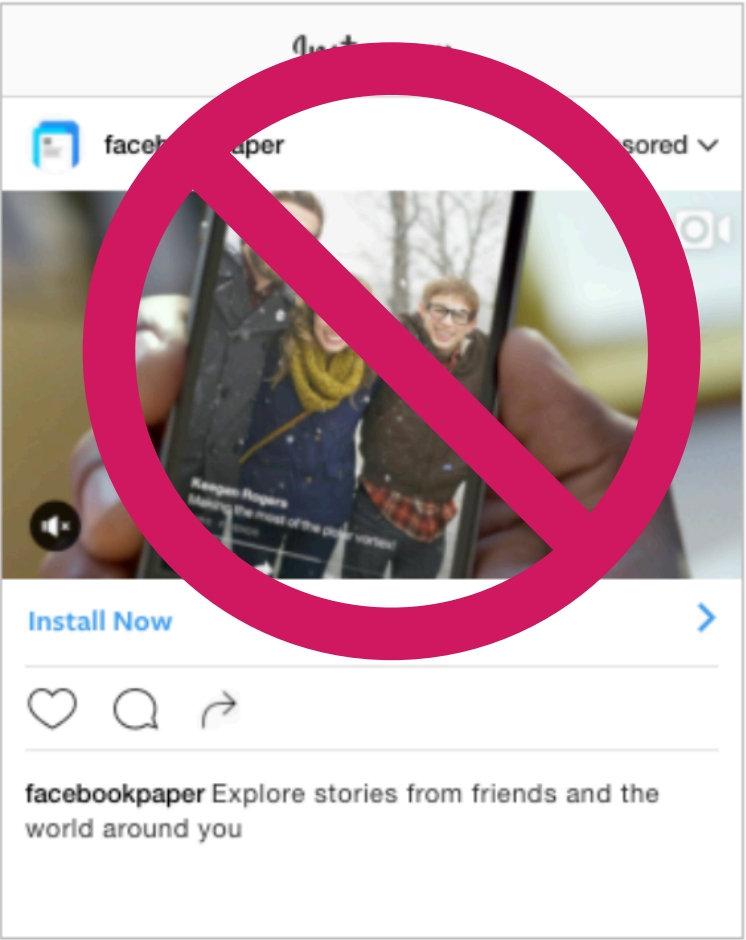
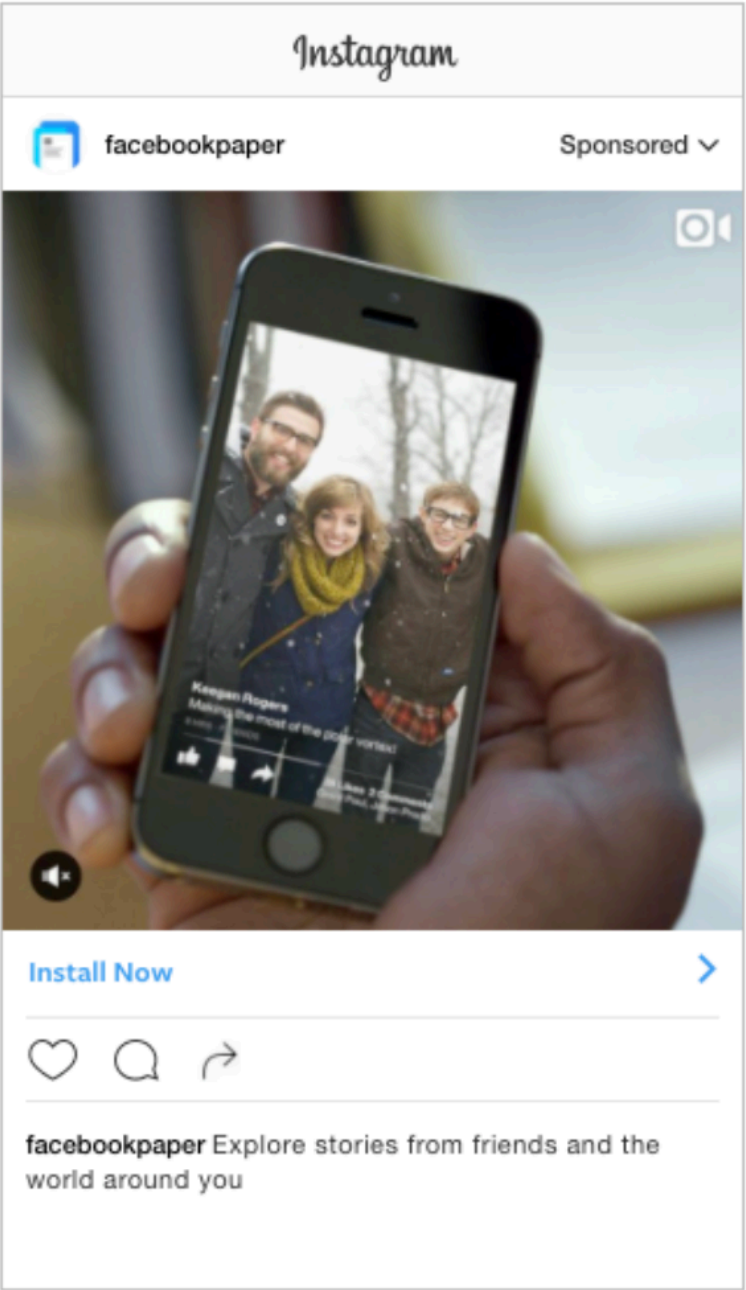
Magisto.com

Vizmato.com



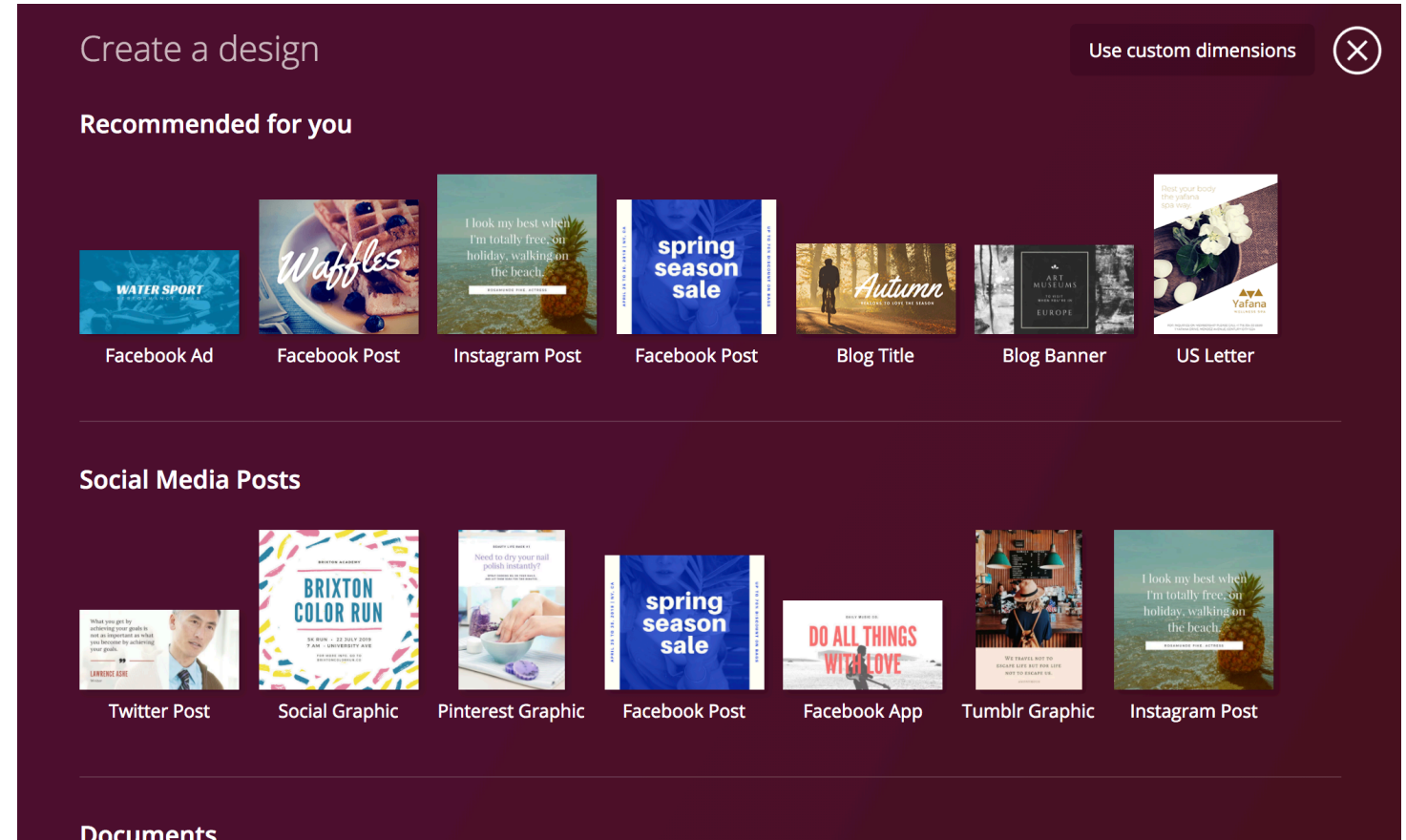


Horizontal or Square?



Create content for all channels EASILY -

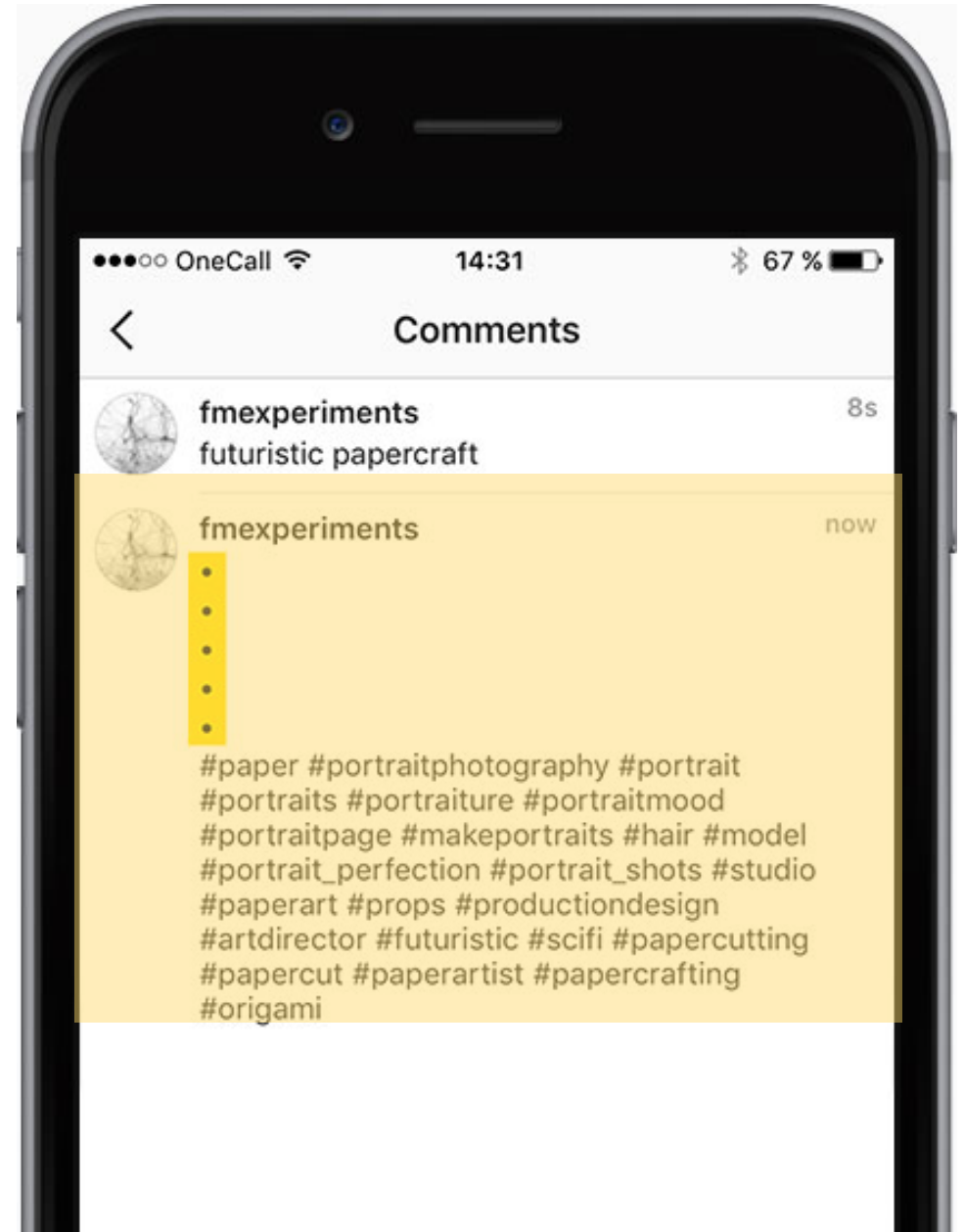
Canva.com





Instagram dots?

www.displaypurposes.com



More FB Ad Links

- <https://fitsmallb>
- <https://www.facebook.com/business/products/ads/ad-targetingbusiness.com/facebook-ads-real-estate/>
- <http://adlabblog.com/facebook-ad-targeting-options-infographic/>

Top Secret Stalking Tip



“Stalking” Buyers

- [AFS](#), which stands for Advanced Facebook Search, is a cool Chrome plugin that suggests search options you can't even imagine are available, such as a page where someone is tagged or videos a person likes.
- A while ago, Facebook beefed up its onsite search so now you can search for people, posts, photos, pages, groups, and so on. With the AFS plugin, you can dive even deeper into Facebook. It's like uncovering hidden advanced search features with an easy-to-use tool.
- After you install the plugin, go to Facebook and start searching as you normally do. For instance, type the name of a person or a page. Then click the AFS plugin's browser icon to see extra-granular searches based on the search you just did. Social media marketers can use AFS as a research tool. You might see what's searchable on Facebook and maybe create content in that vein.
- AFS is free. Find it in the Chrome Web Store.

