



Seven Proven Steps to Creating, Running, and Profiting from Facebook Ads

For Real Estate Agents

Step #1: Know Your Local Clients (No, Really!)

Many times real estate agents will assume they know how their clients feel. This is a huge mistake, because the mindset you had when you were in your client's shoes is likely different from the mindset you have now.

Why? Simple. You are where you are now. It's quite possible they will never be where you are today without your product or service, therefore the mindset is different. Make sure you realize this and take the time to ask questions!

The best thing you can do is take a few people out to coffee or run some online polls with your existing customers and ask, "What is the hardest part about selling or buying a home?"

You can also ask them to give you a list of common roadblocks they've run into. Even small ones are totally fine!

You can create a poll with Google forms and send it out to your list, ask the questions in a Facebook group where your customers frequent, or simply call your existing clients up and ask them what they are struggling with.

Step #2: Create an Awesome Lead Magnet/Freebie

The "Foot in the Door Phenomenon" states: "Once someone has agreed to a small request, that person is more likely to agree to a larger request."

In 1966, researchers Jonathan Freedman and Scott Fraser did a crazy experiment. They went door to door asking people to put large signs in their yard that read "drive carefully".



In the FIRST round, only 20% of homeowners said YES. In the SECOND round, a whopping 76% of homeowners said YES!

So what did they do differently in the second round?

In the second round, they first made a small request by asking if they could put up a tiny 3-inch sign. Since a 3-inch sign isn't such a big deal, most homeowners agreed.

Once the homeowners already agreed to the small sign, the researchers then asked if they could put up a big sign instead, and most said YES. In the first round, they asked to put up the big sign first, and the answer was mostly NO.

Why is this so important in Digital Marketing? The best Digital Marketers in the world realize that delaying the sale is the real secret. It's a lot easier to make the sale once you have already convinced your prospect to agree to smaller requests first.

The point is, give your customer something for free that solves a problem in exchange for their contact info (email usually). This is often called a lead magnet or freebie.

Something like . . . "Cheat Sheet: 7 Steps to a Successful _____." Or something like . . . "How to _____ without dealing with _____."

Step #3: Create a Landing Page that Gets Out of The Way

You may be thinking at this point, "Shouldn't we create our ad now?" No, I actually like to create the ad last. We first need to set up a way to actually collect our lead. This is what is known as a FUNNEL, and the first step in a Funnel is the landing page.

We are going to send traffic to the landing page from our ad, so we need to create our landing page first. I recommend either Mail-Right or Leadpages for this because their templates are great at converting prospects to buyers and are semi-easy to create!

IMPORTANT:

I believe a landing page is not designed to convince someone to sign up. Your goal should not be to convince, but to get out of your customer's way. They already clicked through your ad because they want what you offered, the best thing you can do is not mess that up. Simple landing pages work because they get out of your customer's way and allow them to simply sign up or buy.



Step #4: Use the “Thank-You Page Hack” to Get Extra Leads

This is a fantastic little trick I use to get dozens of extra leads every time I run an ad.

When someone visits your ad and clicks on the link that takes them to a landing page, they will be taken to a thank-you page once they sign up.

On this thank you page, you then ask them to share on social media, and set the “share url” to the actual Facebook ad URL and not the landing page or thank you page.

This is super easy to do inside Mail-Right or Leadpages, you just click the settings “gear” icon and paste the URL/permalink of the ad into the “Share URL” field. If you use a different landing page or funnel software, the same theory applies!

Why? The Facebook ad is what actually warms them up enough to visit the landing page. When someone shares, their friends see it, and they are people you didn't target specifically.

So, by taking them through the entire sequence beginning with seeing the Ad FIRST, you are dramatically increasing the chances that they, too will sign up.

Step #5: Take Advantage of the “95%” Email and Build Credibility

Did you know that on average email gets read at only 20%? That means if you send an email out to your list of 100 people, likely only 20 people will read it! Even if you are a rockstar and have an open rate of 50%, that's still only half!

Thank-you emails, however, get read at an average rate of 95%!

Yes, it's true! They are literally waiting for your thank-you email right then and there, and that's why they get read so much! You need to take advantage of this and really hit a homerun with your thank-you email!

What to include in your Thank-You Email:

Who you are: and why you are a credible person to listen to in regards to the local property market.

What they can expect from you in the future. Meaning, are you going to send them tips via email? Are you going to send them local property for sale videos? Are you going to send them local property market reports and home improvements coupons codes? Tell them what to expect!



Tell them where else to find you. Ask them to like your Facebook page, join your Facebook group, follow you on Twitter, etc. The more social channels they follow you on, the more likely they will see your message when you put it out.

Tease them with what is coming in the next email. This is called an open loop, and will dramatically increase the chances that they will open your next email.

Ask them to shoot you a quick reply and say “got it”. This is a great trick that will instantly safe mark your email in Gmail, Yahoo, and other email clients!

If you do all of this right, your customer will have . . .

- Warmed up to you because they read your freebie and got value out of it
- Read your thank-you email and got value out of it . . . and now they are much more willing to read any thing else you send them, including *****offers*****.

Step #6: Create an Ad that Speaks to Your Client's Pain

The point of your Facebook ad should be to get your clients to download the freebie/lead magnet and become a lead so you can warm them up and sell them later. In order to do this, we must stir up the pain or interest.

We must stop them in their tracks by bringing up something that is causing them pain, twisting the knife, and then offering them some sort of relief. The relief is the freebie.

Here are a few examples of how you can open your Facebook ad . . .

Isn't buying a home like a roller coaster of emotions? First you are happy that you finally have found the right house to become your dream home, but then you become sad because of all the pain involved in buying a house!

Stressing over how to buy that dream home, but not break the bank?

Are you frustrated at all of the lame selling-your-home-for-top-dollar advice out there? Does it seem like it's the same information regurgitated over and over?



Notice how we FIRST stirred the pain? Remember, they are cooking dinner, reading a book, watching tv and not necessarily paying full attention to their Facebook feed. You need to GRAB their attention by STIRRING their pain!

Step #7: Target Your Ideal Customer, but Not By Interest

First of all, Facebook creates these interests based off an algorithm. They are taking a wild guess at whether or not someone is actually interested in something like "Dog" or "Cat".

Alternatively, when someone likes a page, there is no algorithm. If you target people who "like" Tony Robbins, it is a fact that at some point they have clicked the like button on Tony Robbin's Facebook page, or something related to Tony.

Why is this important?

Let's say you sell dog products. Most people that run their first Facebook ad, would think to target interests like "dog" or "dog leash".

Instead, you should target things like Petsmart. Why? Because Petsmart sells dog products.

If someone has liked the Petsmart page, it is extremely likely that they actively buy dog products. If you sell dog products, then this is your ideal customer. So target competitors, not Interests.

This is probably the most important tip I could give you. In fact, I want you to go ahead and try this trick right now. Adjust your campaigns while keeping this in mind, and see if it improves your results.

Now, sometimes your competitors may not be popular enough to appear in the targeting section of Facebook ads. That's when you'll need to resort to interests or demographics that are more likely to buy your stuff!