



AUDIENCE POLL

What's your take on CBO?

- What is that?
- I haven't tried it.
- I prefer CBO to manual budgets.
- I prefer manual budgets to CBO.
- I don't have a preference, really.

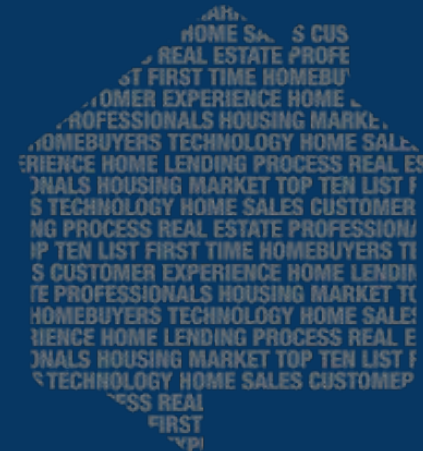


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NOV 2019



ADVANCED FACEBOOK® STRATEGIES

Hosted by: Ryan Rockwood & Jim Marks

WHAT'S TRENDING NOW

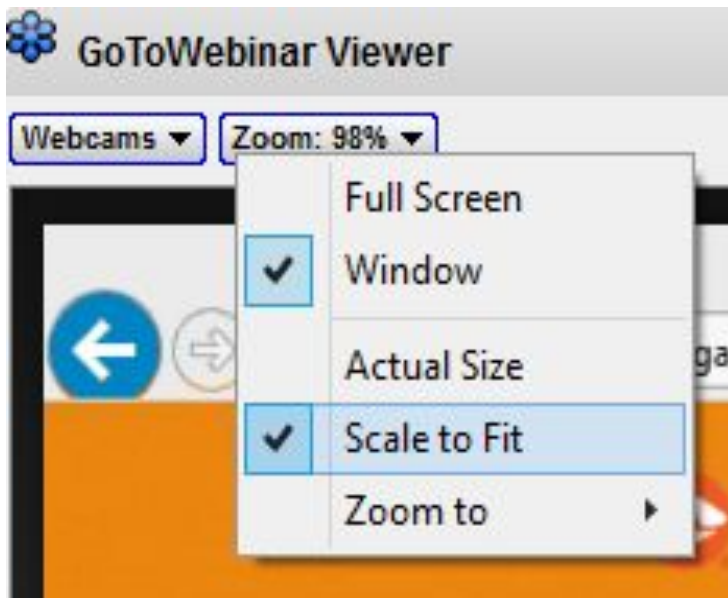


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What's Trending Now



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What's Trending Now



WHAT'S TRENDING NOW



1) **YOU ARE MUTED FOR THE DURATION OF THE WEBINAR**

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) **THIS WEBINAR WILL LAST 60 MINUTES**

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions



3) **THIS WEBINAR IS BEING RECORDED**

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING



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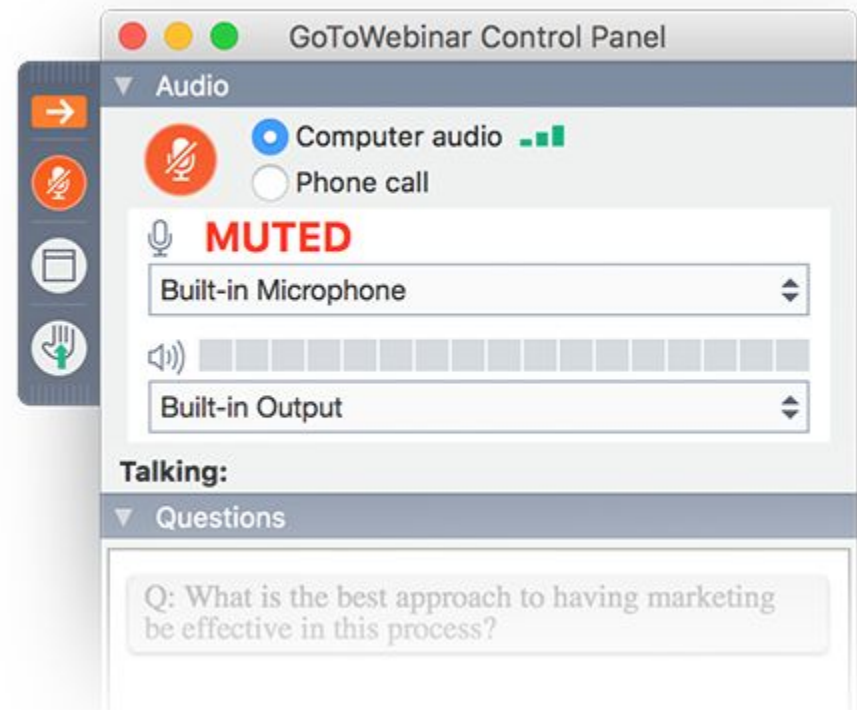


HAVE QUESTIONS? Not A Problem!

**Locate the Questions
Panel.**

You CAN type a question in
your control panel.

We will do our best to
answer it.



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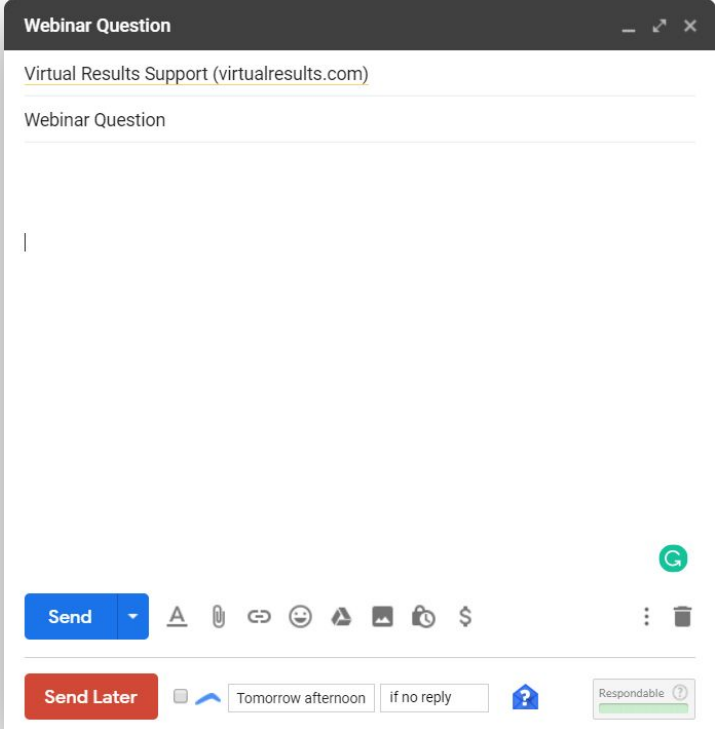
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HAVE QUESTIONS AFTER THE WEBINAR? STILL Not A Problem!

Email our Support Team!

support@virtualresults.com



The screenshot shows a web browser window titled "Webinar Question" from the website "Virtual Results Support (virtualresults.com)". The page has a header with the site name and a "Webinar Question" label. Below this is a large text input area for the question. At the bottom, there is a "Send" button, a "Send Later" button, and a scheduling section with a dropdown menu set to "Tomorrow afternoon" and an "if no reply" checkbox. A "Responsible" checkbox is also present on the right.



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What's Trending Now



WHAT'S TRENDING NOW

If we teach it on this webinar series, it's been



Tried



Tested



Approved



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What's Trending Now



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YouTube BASICS



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AUDIENCE POLL



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WHAT'S TRENDING NOW

ADVANCED FACEBOOK[®] STRATEGIES



A lot has changed for advertisers on Facebook in 2019, let's take a look at some of the biggest changes that affect real estate professionals today.



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WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES



New Special Ad
Category limits
targeting (housing,
employment & credit).

Removal of ability to target by age, gender or zip code.
Lookalike audience removals started to roll out.



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ADVANCED FACEBOOK® STRATEGIES



Leah Marks (79120998)

Campaign

Special Ad Category

Objective

Ad Set

Audience

Placements

Budget & Schedule

Ad

Format

Media

Additional Creative

Create New Campaign

Use Existing Campaign

Campaign: Choose your objective.

Switch to Quick Creation

New! Category Required for U.S. Credit, Employment and Housing Ads

If you're based in or targeting the U.S. and are creating a campaign that includes ads for credit, employment or housing offers, you must choose the category that best describes your ads. Any new or edited ads that aren't correctly categorized won't run until they're edited to comply.

Learn More

Special Ad Category

Help: Choosing a 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

Ad Category

Housing

☐ Credit

Ads for credit card offers, auto loans, long-term financing or other related opportunities.

☐ Employment

Ads for job offers, internships, professional certification programs or other related opportunities.

☒ Housing

Ads for real estate listings, homeowners insurance, mortgage loans or other related opportunities.

Awareness	What's Popular	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic

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ADVANCED FACEBOOK® STRATEGIES

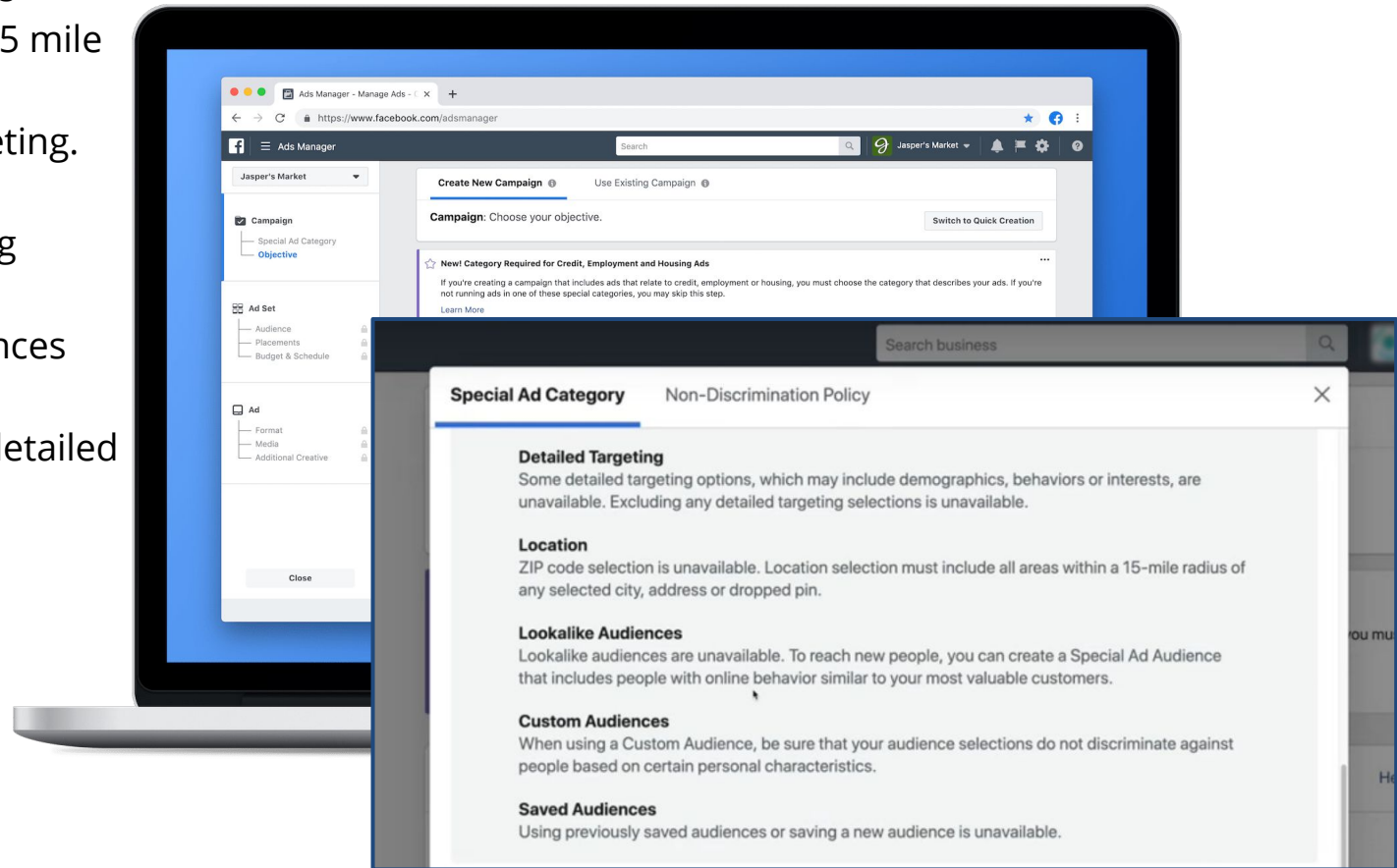
Minimum Location Radius
changed from 1 mile to 15 mile

No more age based targeting.

No more gender targeting

No more lookalike audiences

No excluding portion in detailed
targeting



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ADVANCED FACEBOOK® STRATEGIES

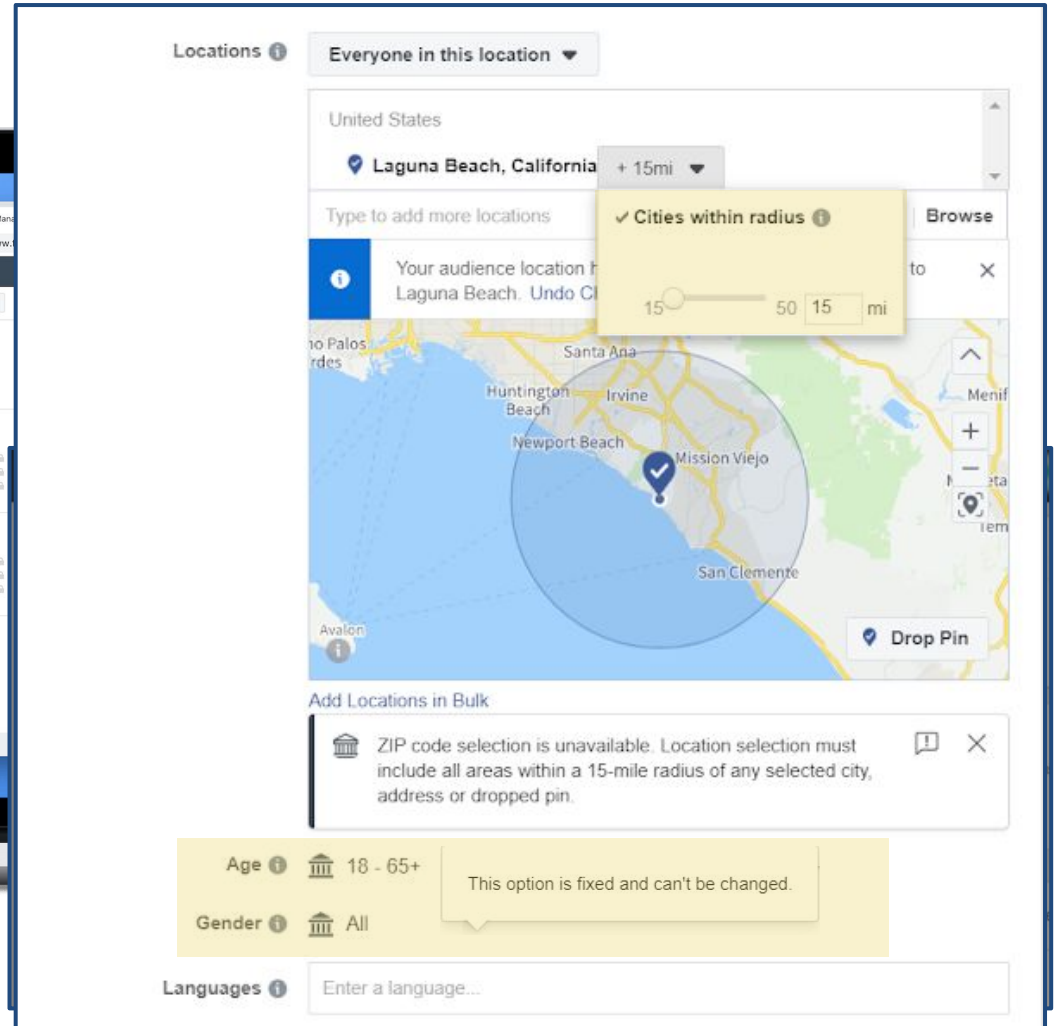
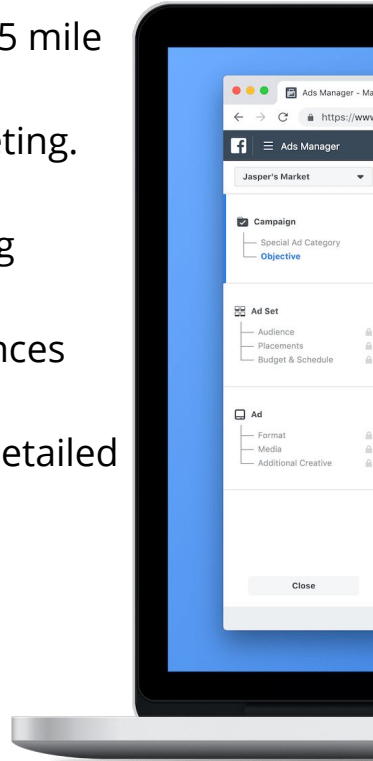
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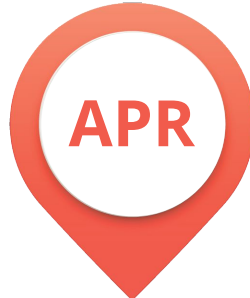
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WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES



New Special Ad Category limits targeting (housing, employment & credit).
Cost Cap Bidding added to ad campaign options. Design refresh.

Cost cap enables advertisers to set the max CPA/CPI they're willing to pay for results.



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ADVANCED FACEBOOK® STRATEGIES



Conversion
Select what you want people to do after seeing your ad and where you want the ad to take them. You can also control how Facebook bids in each auction.

Destination ⓘ
☒ Website
☐ App
☐ Messenger ⓘ
☐ WhatsApp ⓘ


Optimization for Ad Delivery ⓘ Conversions


Conversion Event
● Contact ×


We'll optimize delivery of your ads to get the most of these conversions at the lowest cost.

Cost Control (optional) ⓘ \$5.00 average cost per contact
Facebook will aim to get the most contacts and for the average cost to be no more than \$5.00 using the cost cap bid strategy.

☒ Cost cap ☐ Bid cap ☐ Target cost


Best for getting the most volume


Best for controlling bids in the auction


Best for getting consistent costs

[Learn More](#)
[Hide Additional Bid Strategies ▲](#)



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WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES



New Special Ad Category limits targeting (housing, employment & credit).
Cap Cost Bidding added to ad campaign options. Design refresh.
FTC/SEC Settlements requires further Privacy Restrictions.

Facebook Reaches \$5.1 B settlement and commits to expand privacy protections even further in the future.



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PNC BANK

ADVANCED FACEBOOK® STRATEGIES



WHAT'S TRENDING NOW



Building Privacy into Every Product



New privacy protections at every step



More monitoring and reporting obligations



Privacy risks are documented and resolved

Stricter Compliance Measures



Detailed quarterly reports to verify our legal compliance



Executive accountability across the company



CEO Mark Zuckerberg signs reports

Independent Oversight



Board Committee dedicated to privacy



Independent privacy assessments to FTC, Board



Process similar to how our financial controls work



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WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES



New Special Ad Category limits

targeting (housing, employment & credit).

Cap Cost Bidding

added to ad campaign options. Design refresh.

FTC/SEC Settlements

requires further Privacy Restrictions.

Budget Moved to

Campaign Level for all New Campaigns.

Budgets are now set at the campaign level. CBO, or campaign budget optimization, will be required for new and existing campaigns, starting September 2019.



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PNC BANK

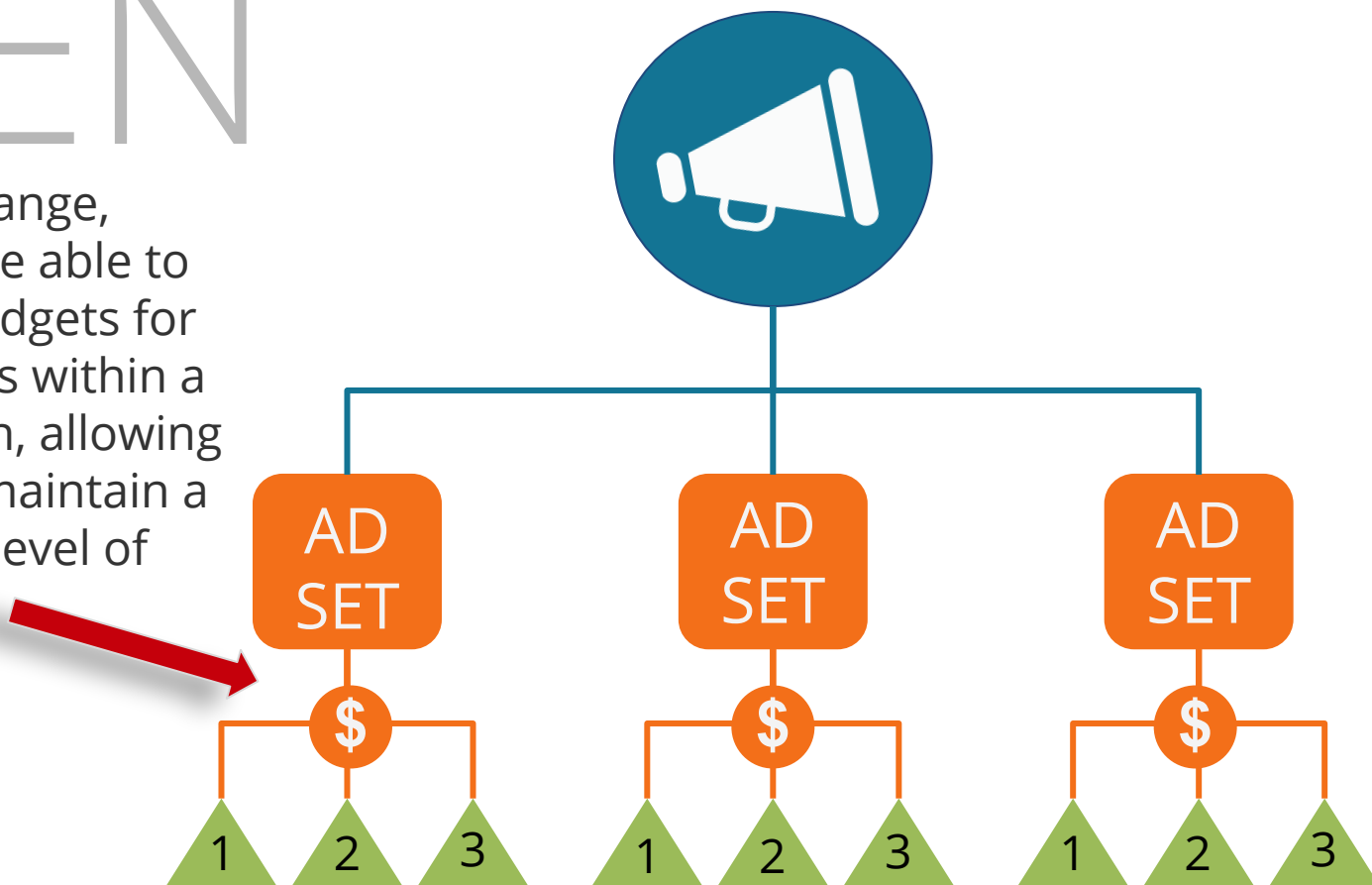


WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES

THEN

Up until this change, advertisers were able to set different budgets for different ad sets within a single campaign, allowing advertisers to maintain a more granular level of control.



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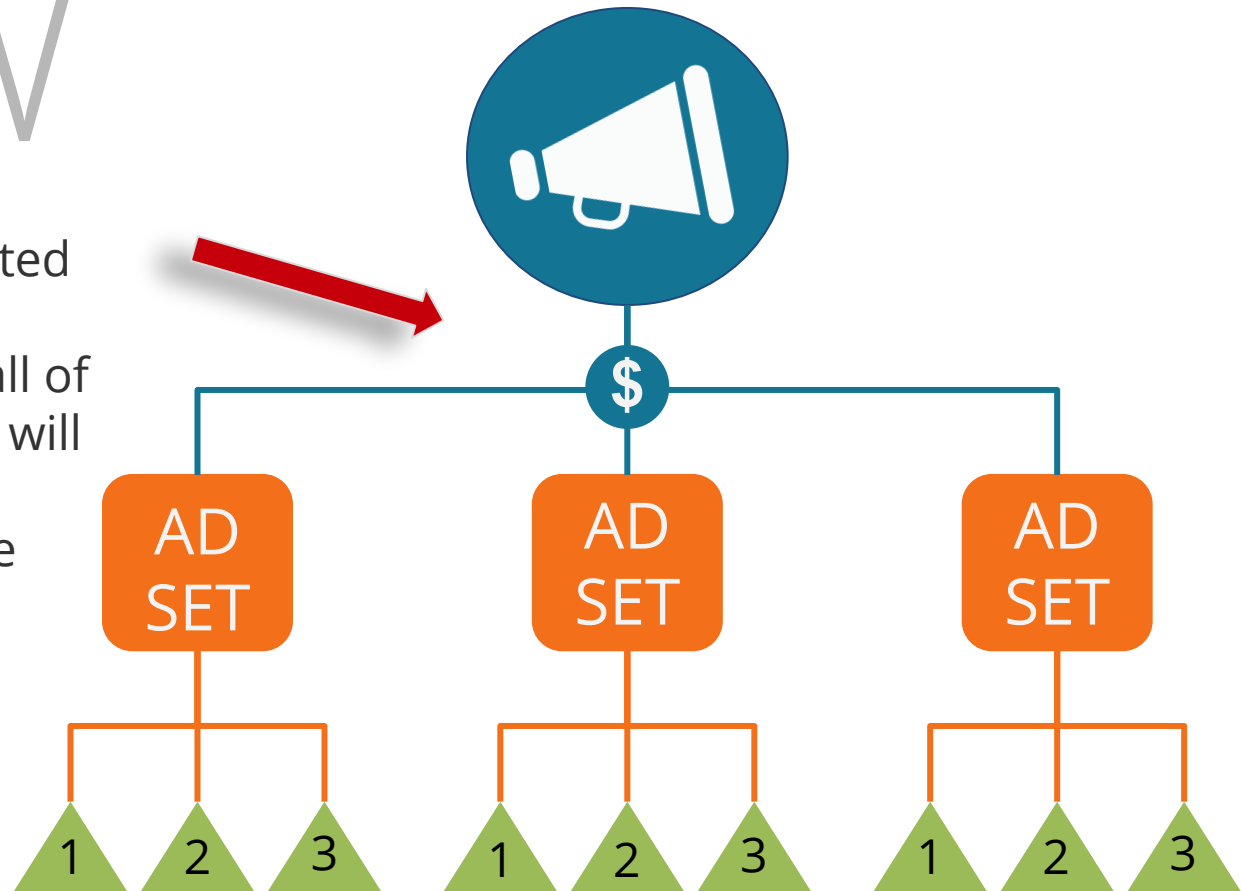


WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES

NOW

With this change, advertisers will be limited to setting one central campaign budget for all of ad sets, and Facebook will automatically and continuously distribute that budget to the top performing ad sets.



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WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES



New Special Ad Category limits targeting (housing, employment & credit).

Cap Cost Bidding added to ad campaign options.

FTC/SEC Settlements requires further Privacy Restrictions.

Budget Moved to Campaign Level for all New Campaigns.

Launch of Good Questions, Real Answers, a resource for FB Advertisers.

A new space for advertisers to find answers to their questions about tools, policies, and insights from staff.



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ADVANCED FACEBOOK® STRATEGIES



WHAT'S TRENDING NOW

facebook business

Get Started

Learn

Insights

Resources

Support

Good Questions. Real Answers.

Create an Ad

Good Questions. Real Answers.

Ad Principles

Privacy and Data

Safety

Measurement

How does Facebook make sure its measurement is reliable?

See More on Measurement

Your business has questions. Our team has the answers.

We're always working to make our platforms better for people and for your business. Get answers about what we're doing, straight from the people who build the Facebook family of apps.

Learn about our Ad Principles

Meera

Platform Privacy

Anndrea

Advertising Policy

Sarah

Elections Integrity

See how we value Privacy and Data

Brian

Marketing Science

Maura

Measurement Solutions

Dan

Measurement Signals

Recent Updates from our Newsroom

You see it. You control it.

Now You Can See and Control the Data That Apps and Websites Share With Facebook

FACEBOOK NEWSROOM | AUGUST 20, 2019

To shed light on practices that are common yet not always well understood, we're introducing a way to view and control your off-Facebook activity.

Read More

Sharing Our Latest Transparency Report

FACEBOOK NEWSROOM | MAY 23, 2019

We're releasing our latest Transparency Report for the second half of 2018.

Read More

Combating Hate and Extremism

FACEBOOK NEWSROOM | SEPTEMBER 17, 2019

We're sharing a series of updates and shifts that improve how we combat terrorists, violent extremist groups and hate organizations on Facebook and Instagram.

Read More



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ADVANCED TACTICS TO HELP YOU KNOW WHAT YOUR COMPETITION IS DOING ON FACEBOOK.



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ADVANCED FACEBOOK® STRATEGIES



PAGES TO WATCH

Page

Ad Center 1

Inbox 20+

Events

Manage Jobs

Insights 1

More

Settings

Help

Overview

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

Stories

People

Messages

API

Orders

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

2 Add Pages

Engagement 7

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	4.5K	0%	0	192
YOU 2	4.3K	0%	8	503
Keep up with the Pages you watch. Get More Likes				
3	3.5K	0%	1	7
4	2.8K	▲ 0.1%	9	459
5	694	▲ 0.1%	4	2.1K
6	358	0%	0	0

Chat (26)



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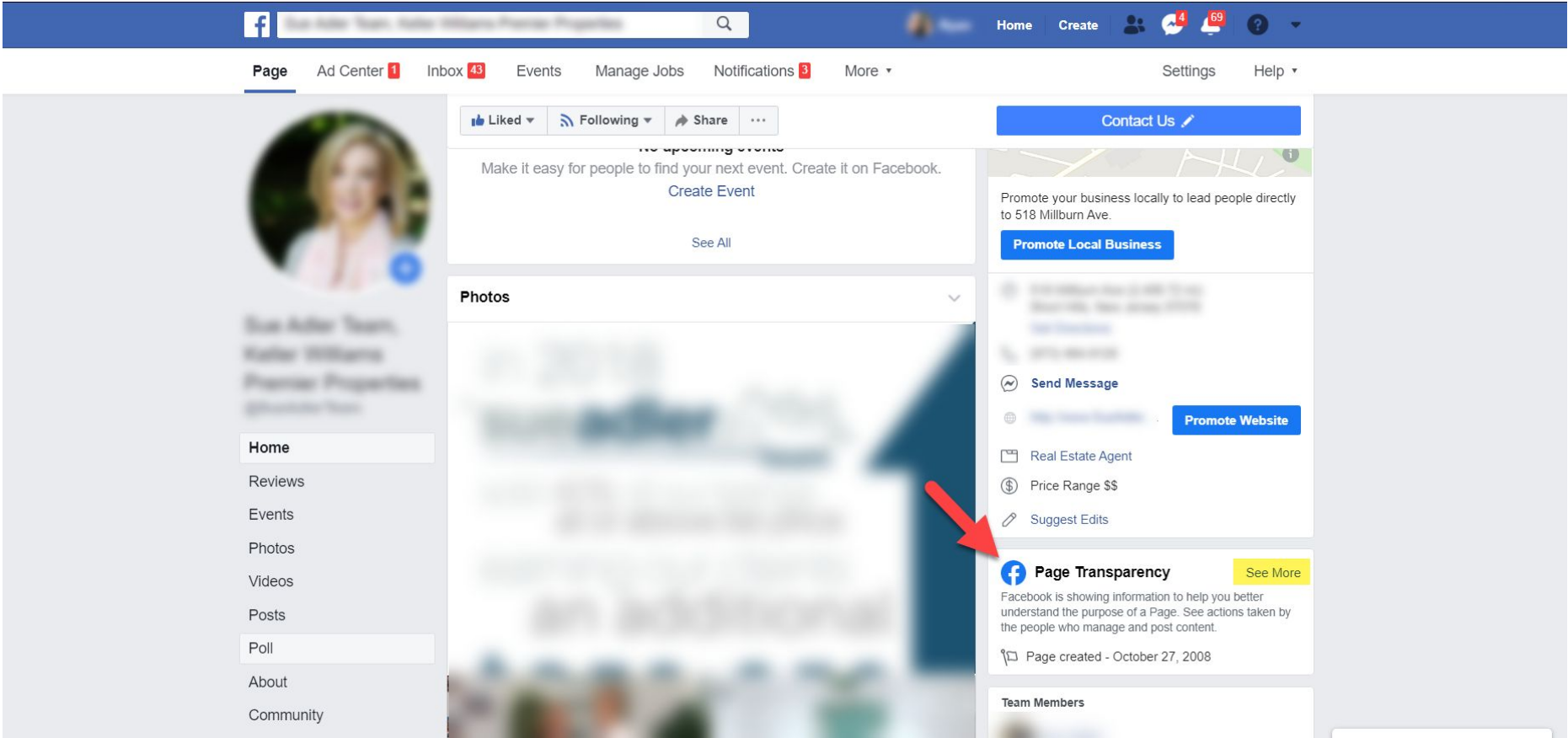
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ADVANCED FACEBOOK® STRATEGIES



PAGE TRANSPARENCY



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PAGE TRANSPARENCY

A screenshot of the Facebook Page Transparency interface for the "Sue Adler Team, Keller Williams Premier Properties" page. The interface is divided into three main sections: "Page History", "People Who Manage This Page", and "Ads From This Page". The "Page History" section shows the page was created on October 27, 2008, and has changed its name one time. The "People Who Manage This Page" section shows the primary country location is the United States (33). The "Ads From This Page" section shows that the page is currently running ads. A red circle with the number "2" and a yellow button labeled "Go to Ad Library" are visible in the bottom right corner of the "Ads From This Page" section. A "Close" button is located at the bottom right of the entire transparency overlay. The background shows a blurred view of the Facebook page with a navigation menu on the left.



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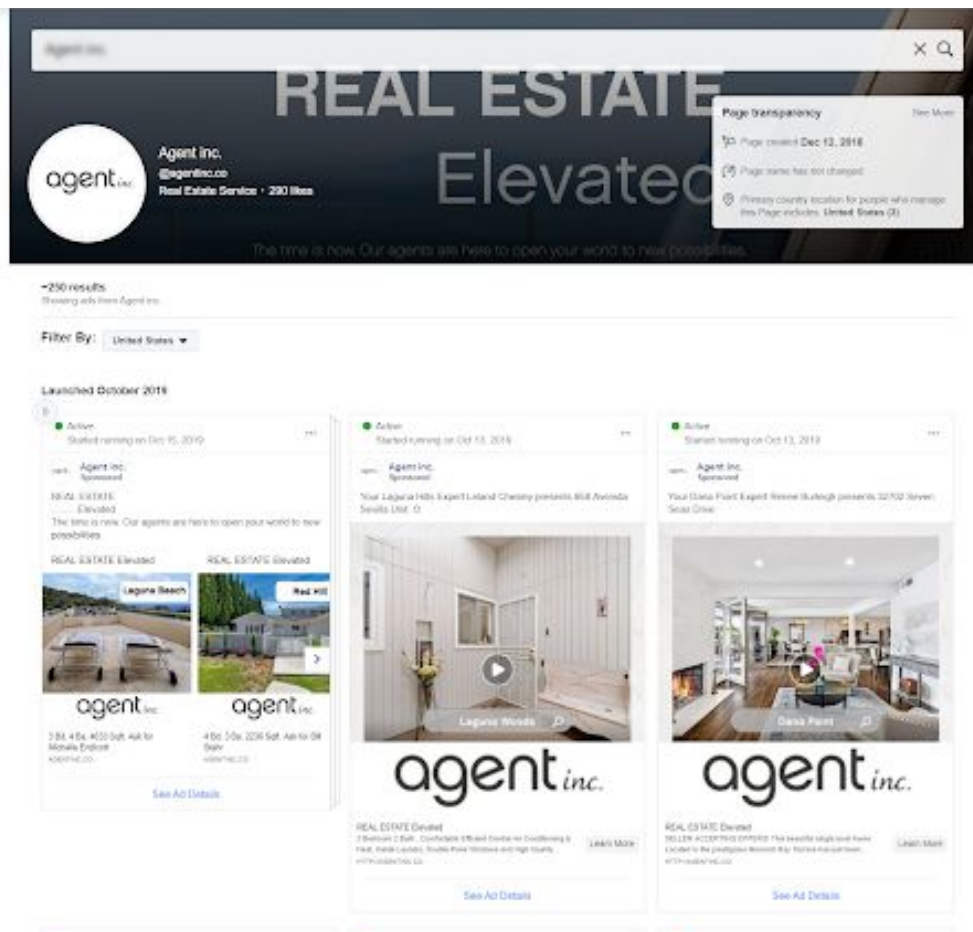




WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES

PAGE TRANSPARENCY



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OPTIMIZE THE NEW COST CAP OPTIONS IN YOUR LEAD GENERATION CAMPAIGNS



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WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES



Lead generation

Collect lead information from people interested in your business.

Campaign Name

[Create name template](#)

Lead generation

Create Split Test

A/B test your creative, placement, audience, and delivery optimization strategies. [Learn More](#)

☐ OFF

Campaign Budget Optimization

Optimize budget across ad sets

☐ OFF

Continue

**Coming Soon:
CBO Will Be Required**

Campaign Spend Limit

[Set a Limit \(optional\)](#)



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

Conversions

ADVANCED FACEBOOK® STRATEGIES



Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery ⓘ

Leads

Cost Control (optional) ⓘ

\$5.00

average cost per lead

Facebook will aim to get the most leads and for the average cost to be no more than \$5.00 using the cost cap bid strategy.

☒ Cost cap

☐ Bid cap

☐ Target cost

Best for getting the most volume

Best for controlling bids in the auction

Best for getting consistent costs

[Learn More](#)

Hide Additional Bid Strategies ▲

Budget and Schedule ⓘ

Daily Budget ▼

\$20.00

\$20.00 USD



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UNDERSTANDING YOUR CONVERSIONS

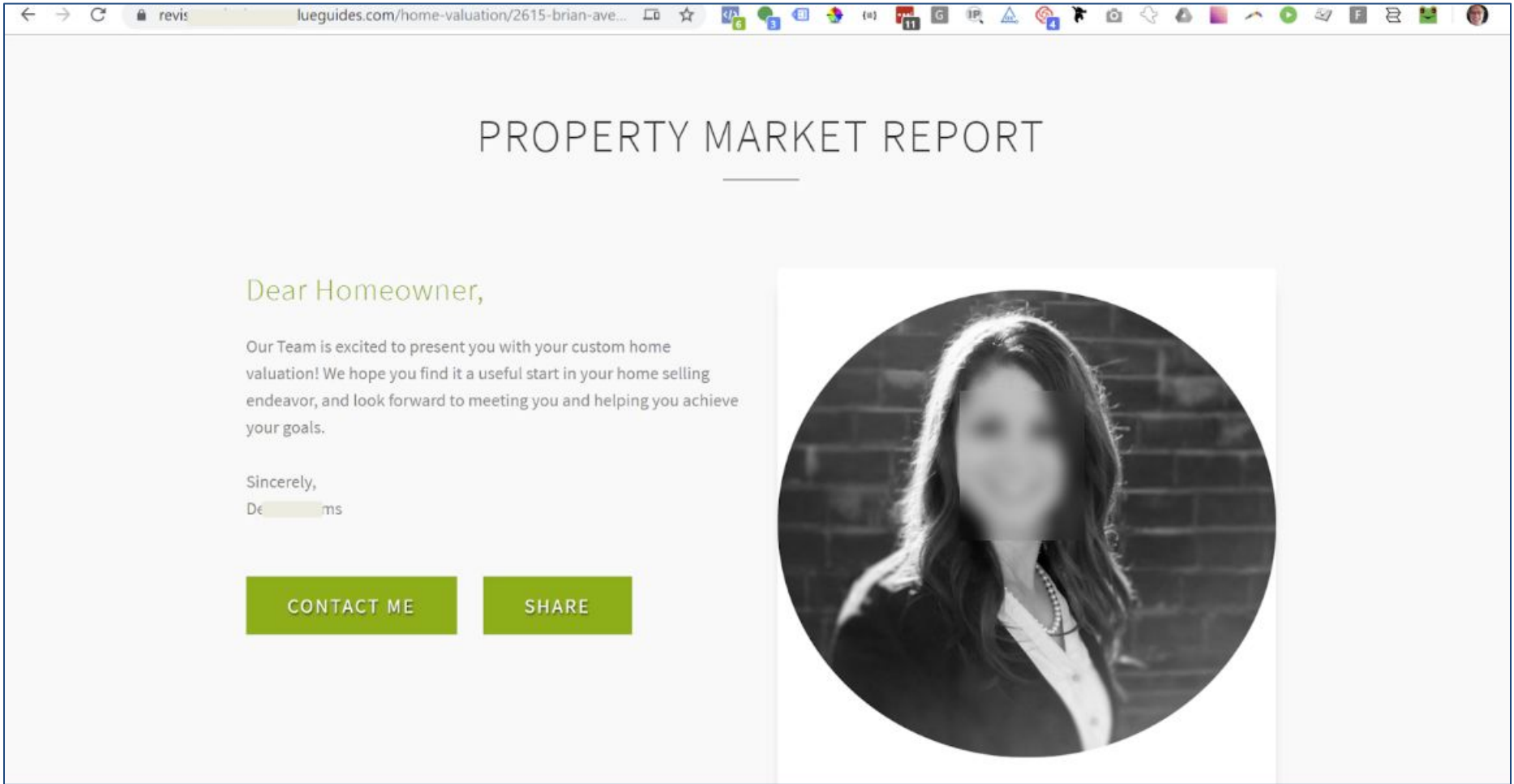


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A screenshot of a web browser showing a Facebook Pixel Helper overlay. The overlay is titled "Facebook Pixel Helper" and "Learn More". It reports "3 pixels found on revalguides.com". Below this, it lists the detected pixels: "Facebook Pixel" with ID "50493", "PageView", "CompleteRegistration", and "Microdata Automatically Detected". There are links for "Troubleshoot Pixel" and "View Analytics". A red arrow points to the "Facebook Pixel Helper" title, and another red arrow points to the "CompleteRegistration" pixel.

Dear Homeowner

Our Team is excited to present valuation! We hope you find it endeavor, and look forward to your goals.

Sincerely,
De [redacted] ms

[CONTACT ME](#)

Facebook Pixel Helper
Learn More

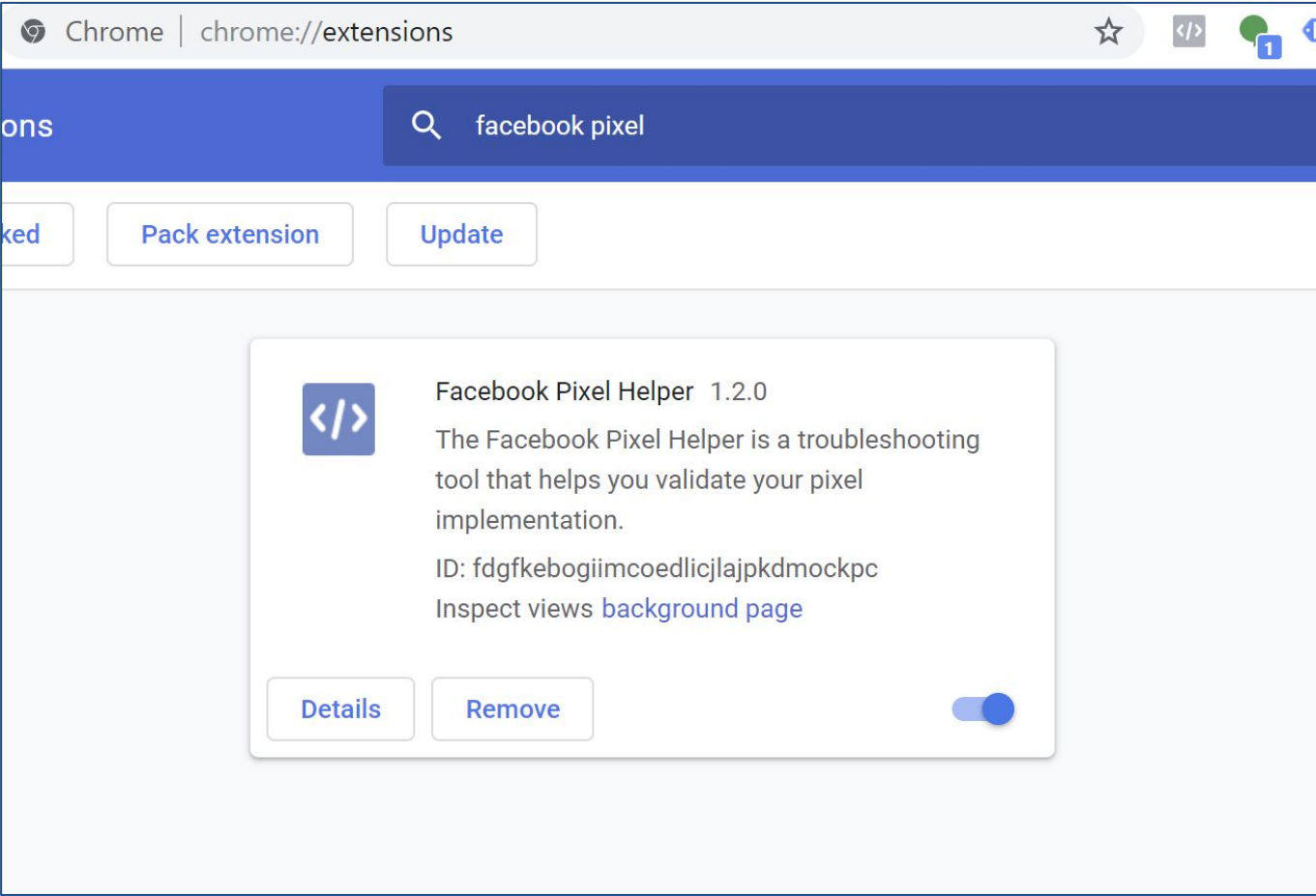
3 pixels found on revalguides.com

Facebook Pixel
Pixel ID: 50493 [redacted]

[Troubleshoot Pixel](#)
[View Analytics](#)

- ▶ PageView
- ▶ CompleteRegistration
- ▶ Microdata Automatically Detected

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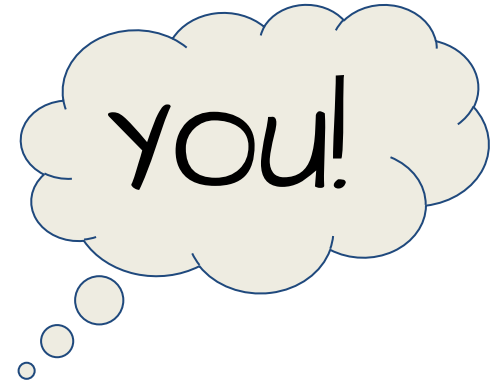




WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES

REMAIN TOP OF
MIND WITH AN
EFFECTIVE BRAND
AWARENESS
CAMPAIGN.



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WHAT'S TRENDING NOW

JUST SOLD
IN YOUR NEIGHBORHOOD

BRAND
AWARENESS!

HEADLINE

LISTING ADDRESS LINE 1

LISTING ADDRESS LINE 2

COMPANY NAME

Phone / Other





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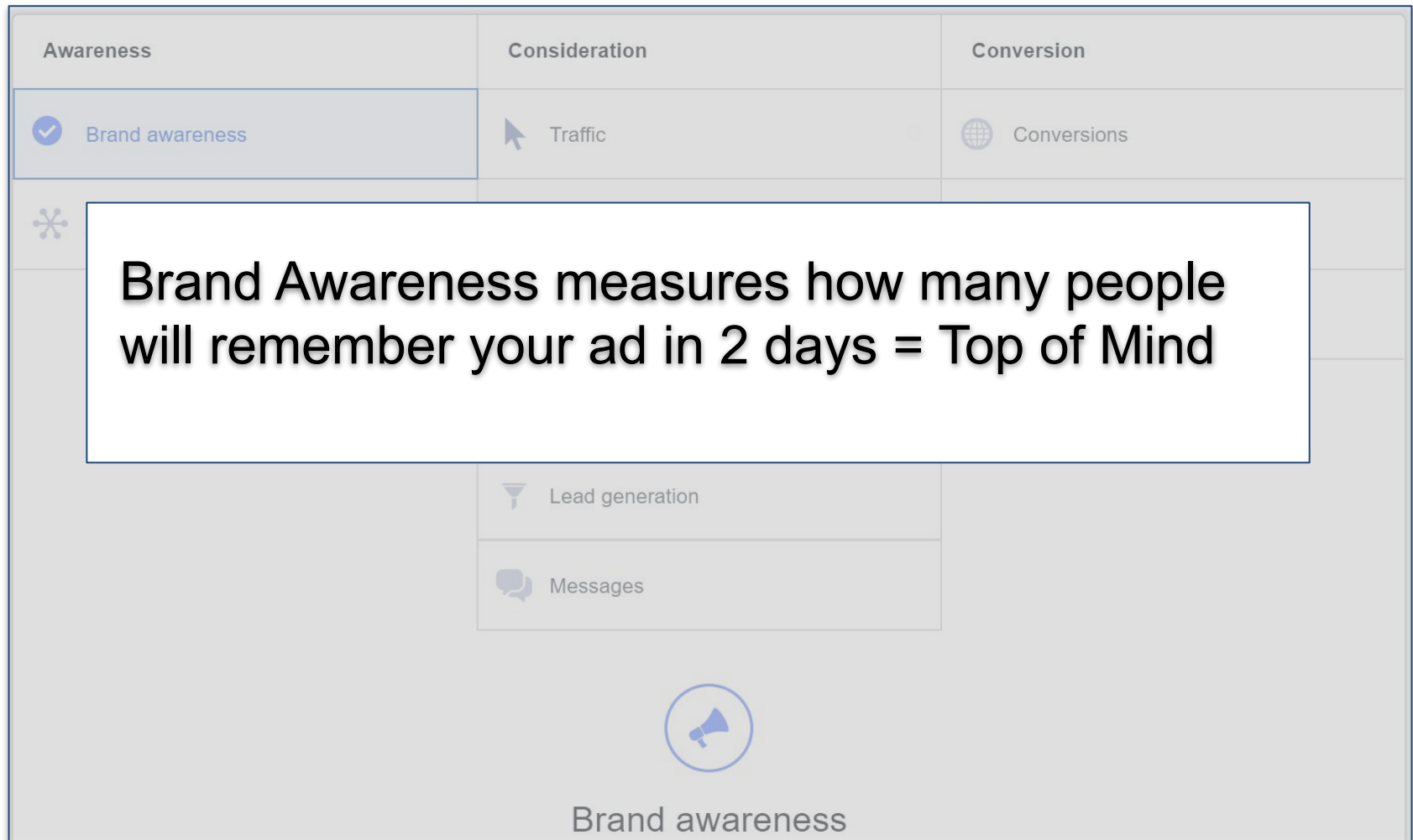
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

Brand awareness

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WHAT'S TRENDING NOW



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WHAT'S TRENDING NOW

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 **Facebook** would like to hear from you
Advertiser sponsored poll · 

Do you recall seeing an ad for **Acme Bike** online or on a mobile device in the last 2 days?

Yes

No

Not Sure

The survey sponsor won't be able to identify you and your responses aren't attached to your Facebook profile.
[Learn more.](#)

Facebook measures more than a thousand signals including the existing relationship someone has with your Page, their likelihood of interacting with the ad and demographic characteristics.



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USE CROSS PLATFORM
TARGETING TO GAIN
THE MOST EXPENSIVE
AUDIENCE ON THE
LEAST EXPENSIVE
PLATFORM.



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WHAT'S TRENDING NOW

The screenshot shows a Google search for "torrance homes for sale". The search bar contains the text "torrance homes for sale". Below the search bar, the results show "About 9,390,000 results (0.63 seconds)". The first result is an advertisement titled "Homes For Sale Torrance | MLS Updates Every 15 Minutes" from a website. The second result is another advertisement titled "Torrance Homes For Sale | Try Our Easy To-Use MLS Search" from a website. The third result is "Torrance Real Estate - Torrance CA Homes For Sale | Zillow". A red arrow points from the search bar to the first result. A red arrow points from the first result to the second result. A red arrow points from the second result to the third result. A red arrow points from the third result to a callout box on the right.

torrance homes for sale

About 9,390,000 results (0.63 seconds)

Homes For Sale Torrance | MLS Updates Every 15 Minutes

(Ad) WW...om/ (310) ...4

Newest Listings Updated Every 15 Minutes. Find Your New Home in Torrance! Local agents minute Updates. Open house alerts. Instant access.

104 ... 100, Manhattan Beach, California

Torrance Homes For Sale | Try Our Easy To-Use MLS Search

(Ad) WWW...les.com/

Create a Free MLS Search Account. Find the Perfect Torrance Home. More Home Listings. Full Database Access. Daily Listing Updates. Fastest Updates. No Ads. Advanced Home Search. 1000s of Listings. Most Accurate Data. Interactive Map Search. No Sign-Up Costs.

San Pedro Homes · Marina Del Rey Homes · Hancock Park Homes · Silver Lake Homes

Torrance Real Estate - Torrance CA Homes For Sale | Zillow

https://www...ce-ca

\$2.46
Average Cost
Per Click!



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WHAT'S TRENDING NOW



\$0.46
Average Cost
Per Click!



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WHAT'S TRENDING NOW



Google Ads



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facebook.com/adsmanager/creation?act=183706738971236&business_id=777301755993739

anager

Used	Plan	+ Create & Manage	Measure & Report	Assets	Settings
	Audience Insights Creative Hub	Business Manager Ads Manager Commerce Manager Page Posts App Dashboard App Ads Helper Automated Rules Account Quality	Ads Reporting Test and Learn Attribution Analytics Events Manager Pixels Offline Events App Events Custom Conversions Partner Integrations	<u>Audiences</u> Images Catalogs Store Locations Brand Safety Block Lists	Settings Business Billing

All Tools >

Audiences: Manage and create Custom Audiences, lookalikes and saved audiences



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WHAT'S TRENDING NOW

Create a Custom Audience

Use your sources

Website traffic

App activity

Instant Experience

Customer list

Offline activity

Facebook Page


Use Facebook sources

Video

Lead form


Instagram business profile

Events



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.



This process is secure and the details about your customers will be kept private.

Cancel

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WHAT'S TRENDING NOW

Create a Customer List Custom Audience

1 Prepare a File with Your Customer Data

Identifiers you can use (15)

Email

Phone Number

Mobile Advertiser ID

First Name

Last Name

ZIP/Postal Code

City

State/Province

Country

Date of Birth

Year of Birth

Gender

Age

Facebook App User ID

Facebook Page User ID

2 Add Your File

Original Data Source

Directly from customers

Add a new file (CSV or TXT)

Download file template

Drag and drop your file here or Upload File

Copy and paste

3 Name Your Audience

My Sphere of Influence 9/1/2019

19

Add Description

Cancel

Back

Next



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WHAT'S TRENDING NOW

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LEARN TO UTILIZE CBO EFFECTIVELY!



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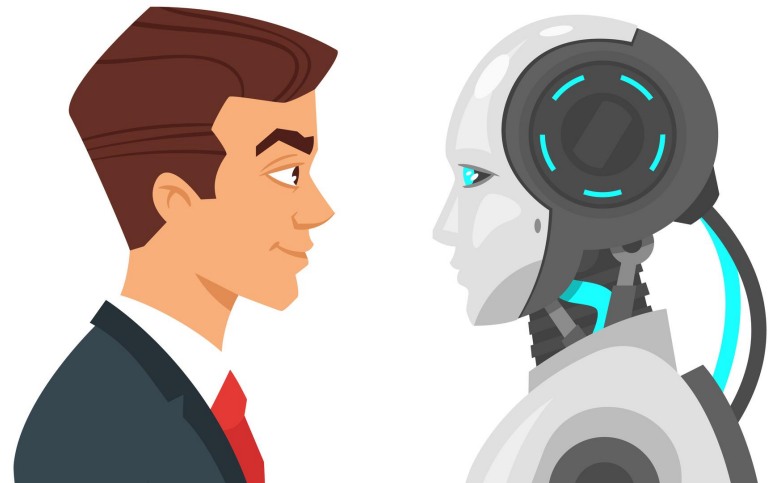
WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES

Has Machine Learning and AI exceeded the ability of human attention in Facebook Advertising?

We suspect Facebook thinks so!

CBO was launched in November of 2017 and has already become mandatory for accounts already using 100% CBO. Facebook will increase the number of accounts for which CBO is required through February of 2020, although even then not all accounts will have it.



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Lead generation

Collect lead information from people interested in your business.

Campaign Name


[Create name template](#)

Lead generation

 **Create Split Test** 

A/B test your creative, placement, audience, and delivery optimization strategies. [Learn More](#)

☐ OFF

Campaign Budget Optimization 

Optimize budget across ad sets

☐ OFF

Continue



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WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES

Campaign Budget Optimization ⓘ
Optimize budget across ad sets

Campaign Budget ⓘ

Daily Budget ▼

\$100.00

Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy ⓘ

Lowest cost ▼

Ad Scheduling ⓘ

☒ **Run ads all the time**

☐ **Run ads on a schedule**

You'll set the specific schedule within each ad set.

Delivery Type ⓘ

☒ **Standard** - Get results throughout your selected schedule

☐ **Accelerated** - Spend your budget and get results as quickly as possible

Hide Advanced Options ▲

Continue



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WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES

For whom is the transition to CBO Beneficial?

- Those who consider themselves beginner level
- Those who don't have the time to spend 20 minutes checking campaign metrics and budget allocation

For whom is the transition to CBO Detrimental?

- Those who have extensive experience with ad campaign management.
- Those who desire to retain control over budgeting at the ad level, or to determine which ad sets receive money.



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WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES

IMPORTANT NOTE: You STILL have SOME control of budget at the ad set level.

Budget & schedule

Ad set spend limits ⓘ This ad set is part of a campaign that is using campaign budget optimisation. If you have spending requirements for this ad set, add them here.

Add spend limits to this ad set



Ad set spend limits ⓘ This ad set is part of a campaign that is using campaign budget optimisation. If you have spending requirements for this ad set, add them here.

Minimum

Optional daily



We can't guarantee that this amount will be spent. ⓘ

Maximum

Optional daily



We won't spend more than this amount.

[Remove spending limits](#)



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WHAT'S TRENDING NOW

ADVANCED FACEBOOK® STRATEGIES

IMPORTANT NOTE: Even AI needs time to learn what works when determining budget distribution.

- Wait to edit your ad set until its out of the learning phase. During the learning phase, performance is less stable, so your results aren't always indicative of future performance. By editing an ad, ad set or campaign during the learning phase, you reset learning and delay our delivery system's ability to optimize.
- Avoid high ad volumes. When you create many ads and ad sets, the delivery system learns less about each ad and ad set than when you create fewer ads and ad sets. By combining similar ads and ad sets, you also combine learnings.



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SO, ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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Did You Know We Do This Monthly?

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**WHAT'S
TRENDING
NOW**

Each will teach ONE KEY strategy that:

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business

Questions or Comments?
Support@virtualresults.com



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