

HOME SALES CUSTOMER EXPERIENCE HOME LENDING PROCESS REAL ESTATE PROFESSIONALS HOUSING MARKET TOP TEN LIST

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 45 MINUTES

Our goal is to complete our presentation within 45 minutes and open up the last 5-10 minutes for questions



3) THIS WEBINAR IS BEING RECORDED

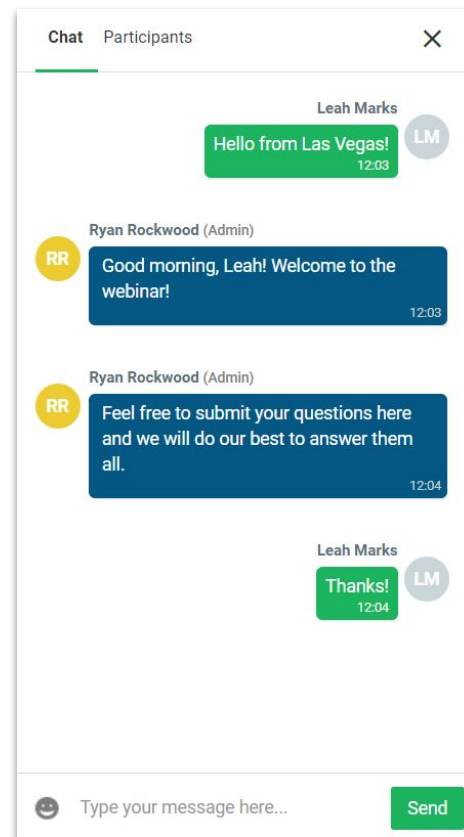
PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

HAVE QUESTIONS?

Locate the Chat Panel.

You CAN type a question.

We will do our best to answer it.



NOTE: Some questions are answered in the webinar, during Q&A. If you would like your name to be anonymous, simply request it when asking your question.



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**WHAT'S
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HAVE QUESTIONS AFTER THE WEBINAR?


Email our Support Team!
support@virtualresults.com

Webinar Question


[Virtual Results Support \(virtualresults.com\)](#)

Webinar Question


Send




Send Later

☐  Tomorrow afternoon

☐ if no reply



Responsible 

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



Tried



Tested



Approved



SERIES BY



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WHAT'S
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HOW THIS SERIES WORKS

Understand the Formula For Success

EXPOSURE TO
NEW STRATEGY

UNDERSTANDING OF BIG
PICTURE AND SMALL STEPS

EXECUTION
(TUESDAY/WEDNESDAY/THURSDAY)

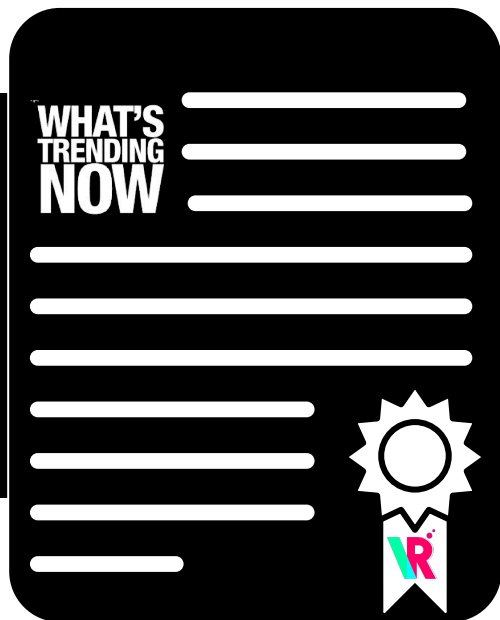
ADJUSTMENT & REVISION
FROM THE BASELINE



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WHAT'S
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To take you step by step through
Facebook advertising for beginners to
show you how to create, edit, budget and
pay for effective and responsible ads.

— BEFORE WE BEGIN — SOME IMPORTANT INFORMATION



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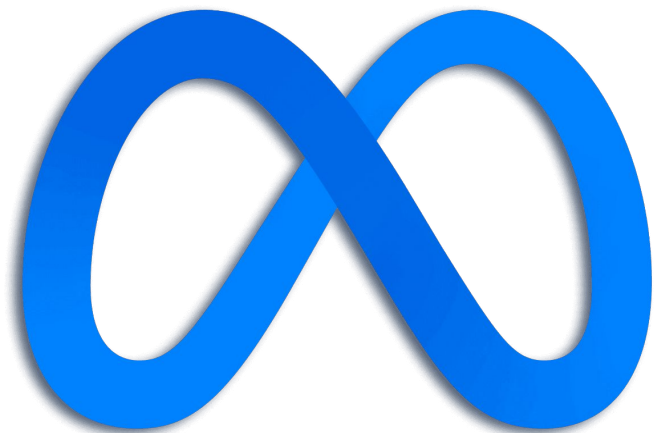
In March of 2018, the National Fair Housing Alliance and three other groups filed suit against Facebook asserting that Facebook’s platform allowed advertisers to place ads that could “exclude” certain protected groups and use targeting options to violate the Fair Housing Act and other civil rights laws.

In August of 2019, the Special Ad Category was launched that set limits to advertising criteria for advertisers in the housing, credit and employment industries.

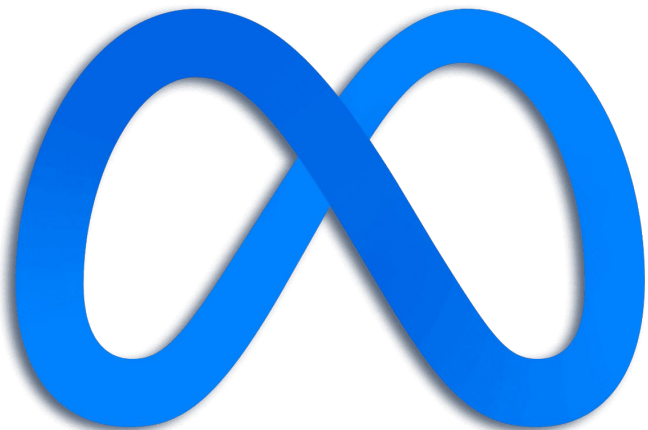


As a result, the demographic targeting options for real estate professionals became much more limited, preventing advertisers from targeting by age, gender, or zipcode.

How did that shift change Facebook Advertising strategies for real estate professionals? Does that limit targeting options for advertisers? Yes. Does that mean Facebook is no longer an effective advertising for real estate professionals? Absolutely not.



Meta



Meta

THE COMPANY



facebook[®]

THE PLATFORM



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WHAT'S
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LET'S START WITH THE BASICS OF FACEBOOK ADVERTISING



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**WHAT'S
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WHY

AUDIENCE TARGETING

INCREASE VISIBILITY

MORE AFFORDABLE

EASY TO SET UP

REMARKETING OPTIONS

AUTOMATION OPTIONS

MOBILE FRIENDLY

DATA AND INSIGHTS

AD CUSTOMIZATION

A/B TESTING FEATURES

...OTHER REASONS?

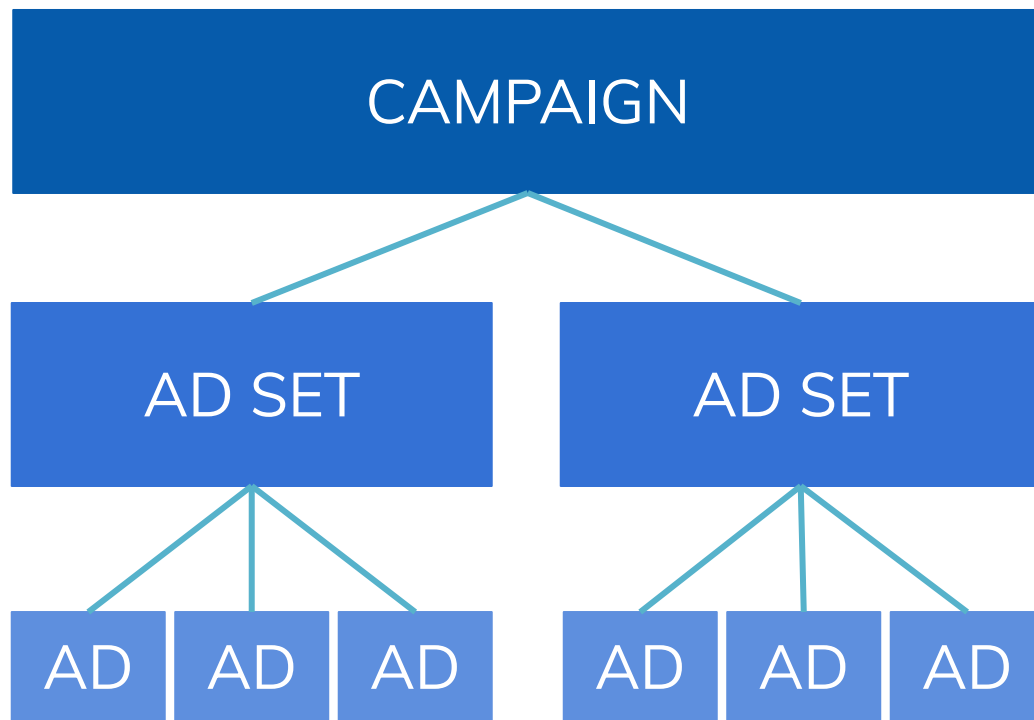


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**WHAT'S
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WHAT



HOW



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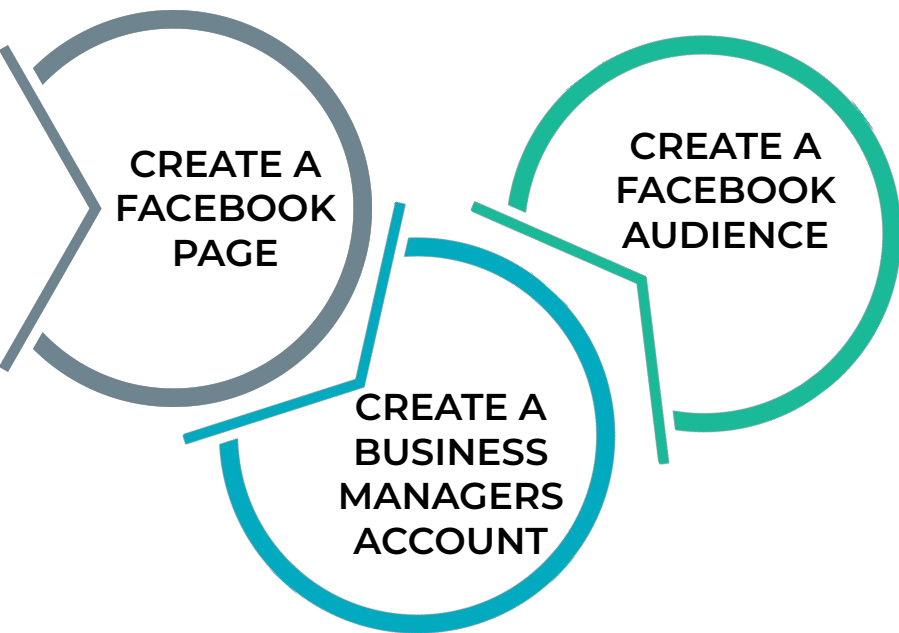


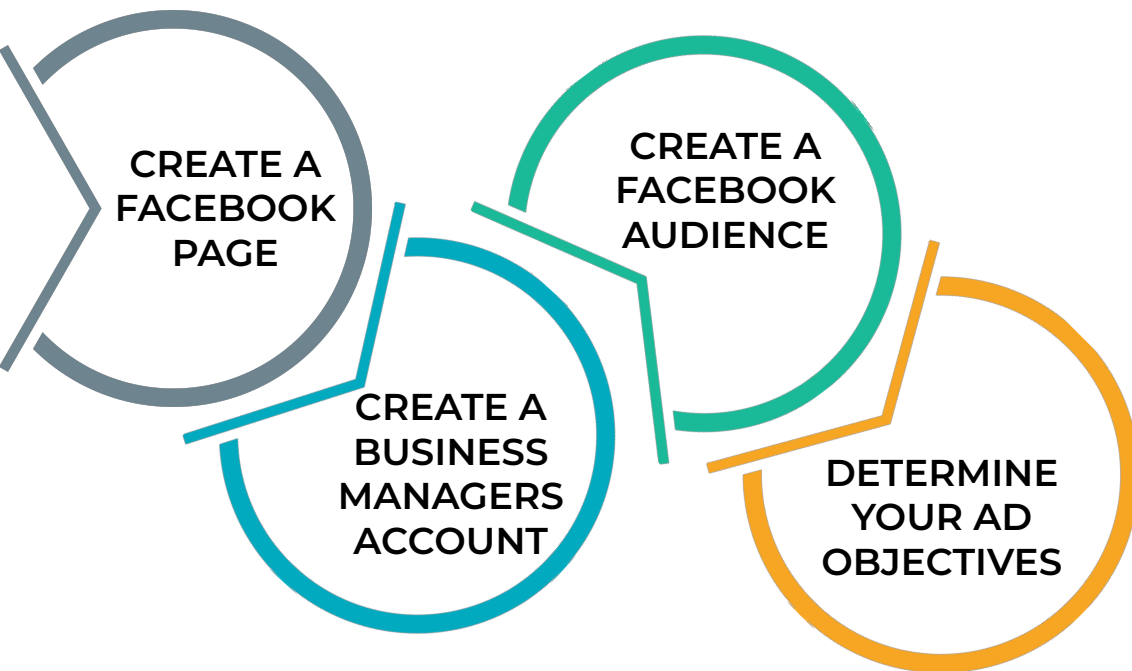
**CREATE A
FACEBOOK
PAGE**

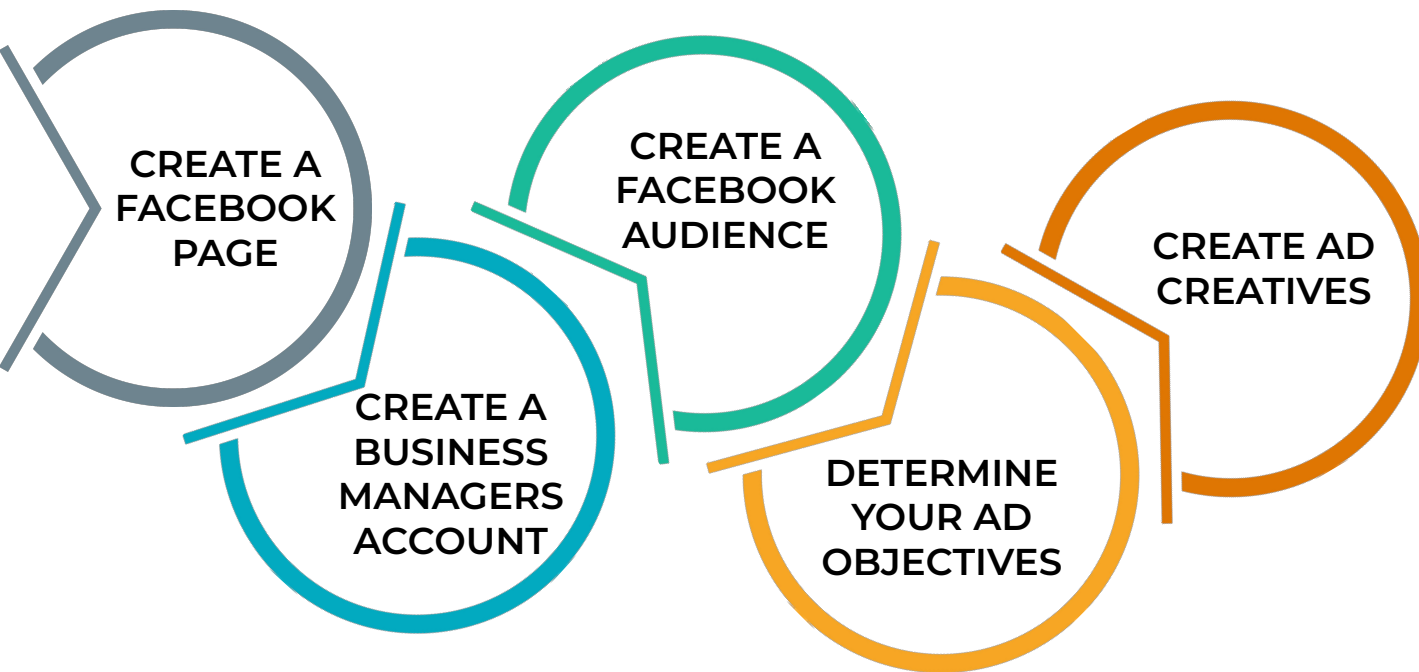


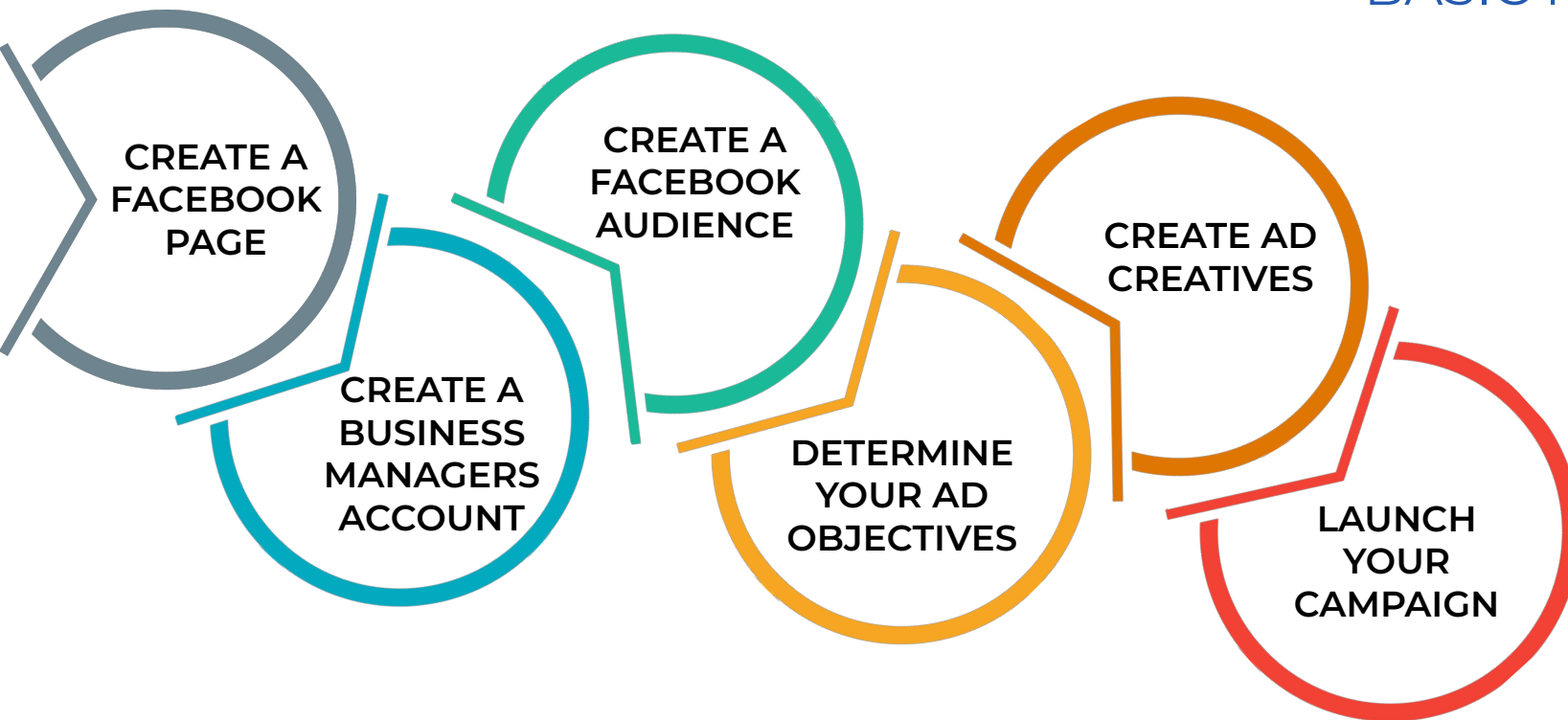
**CREATE A
FACEBOOK
PAGE**

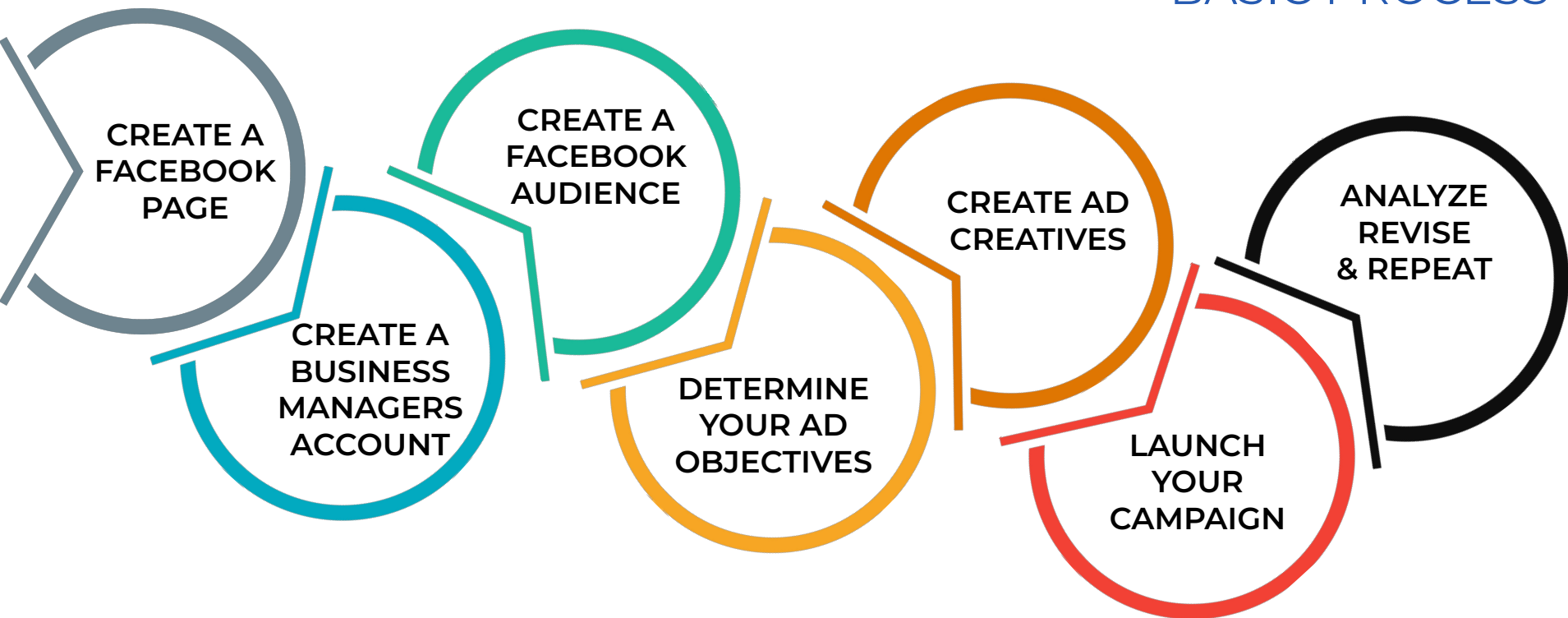
**CREATE A
BUSINESS
MANAGERS
ACCOUNT**











1

CREATE A FACEBOOK PAGE



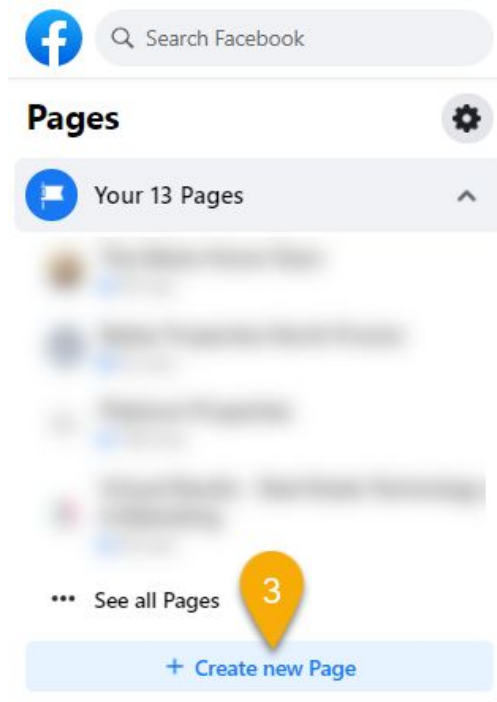
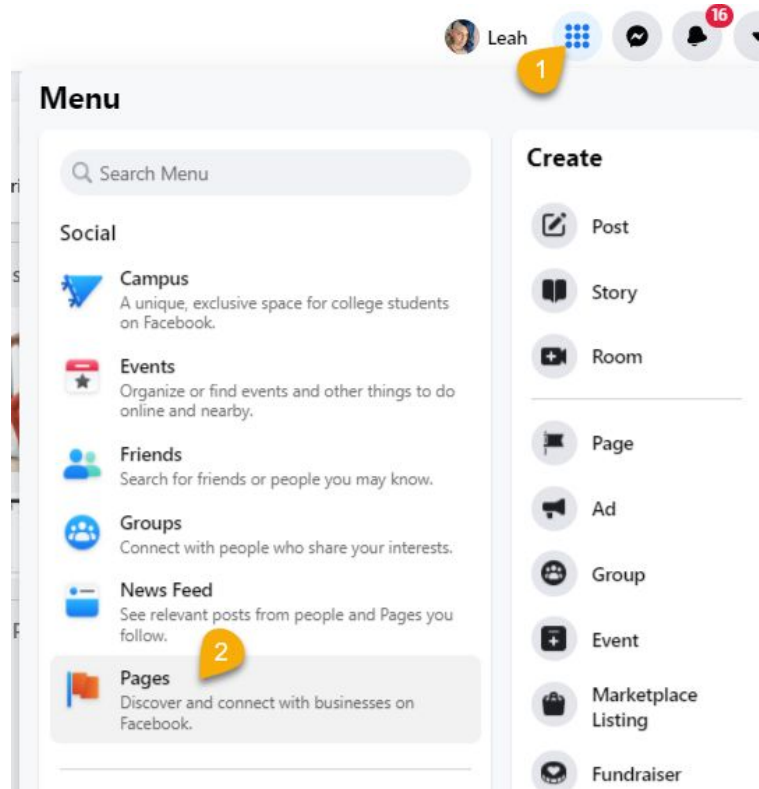
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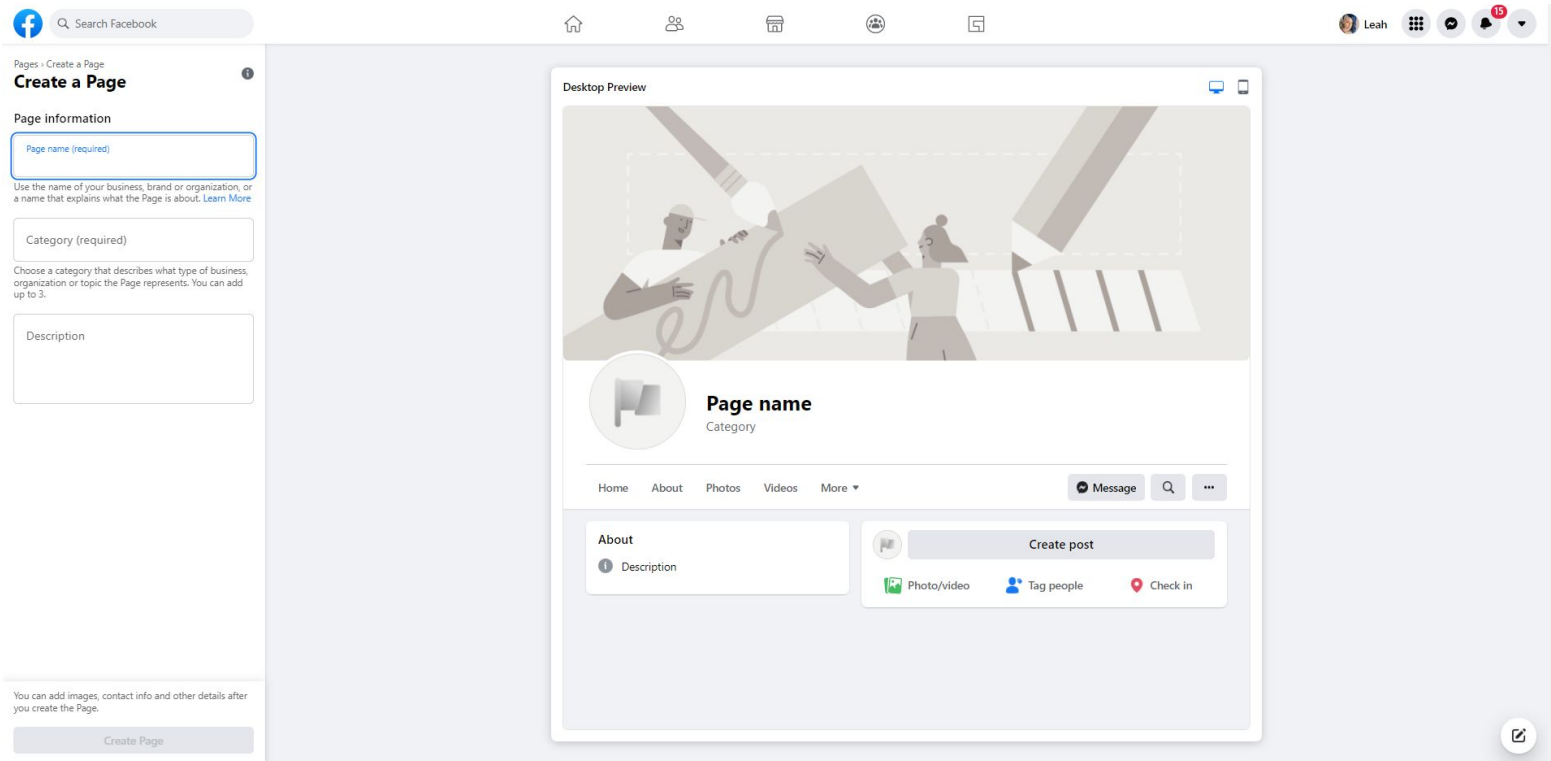
FACEBOOK® ADVERTISING

CREATE A FACEBOOK PAGE



FACEBOOK® ADVERTISING

CREATE A FACEBOOK PAGE



Pages • Create a Page

Create a Page

Page information

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description

You can add images, contact info and other details after you create the Page.

Create Page

Desktop Preview

Home About Photos Videos More ▾

Message 🔍 ⋮

About

1 Description

Create post

Photo/video Tag people Check in

A GOOD START:

- A Profile Photo (circular/square image - NOTE: Facebook will crop)
- Cover Photo (851 X 315 pixels - NOTE: Facebook will stretch)
- Username (your name, team, brand, etc)
- Name Call-To-Action Button
 - (Follow, Send Message, Send Email, Learn More, Contact Us)
- About Information

2

CREATE A META BUSINESS SUITE ACCOUNT



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WHAT'S
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FACEBOOK® ADVERTISING CREATE A META BUSINESS SUITE ACCOUNT

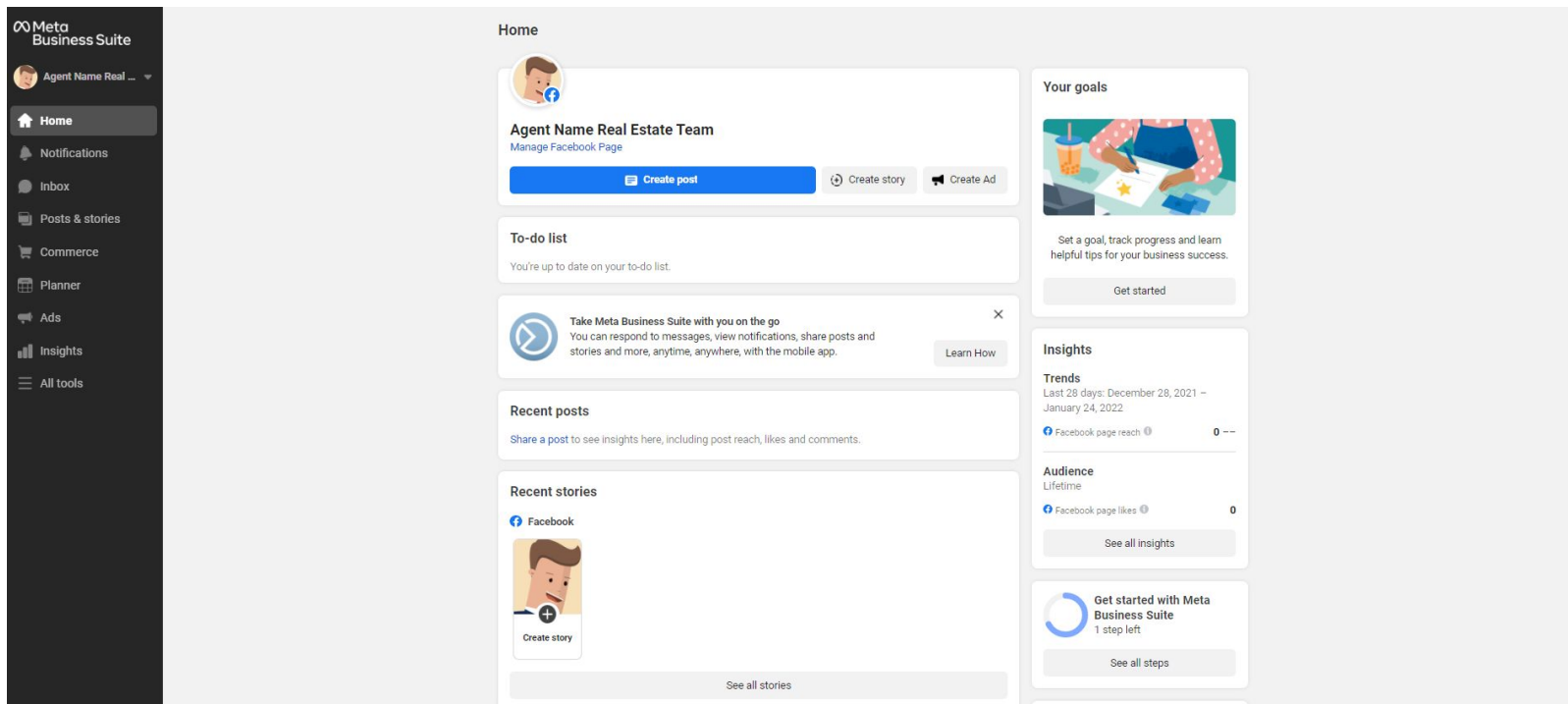
business.facebook.com/overview



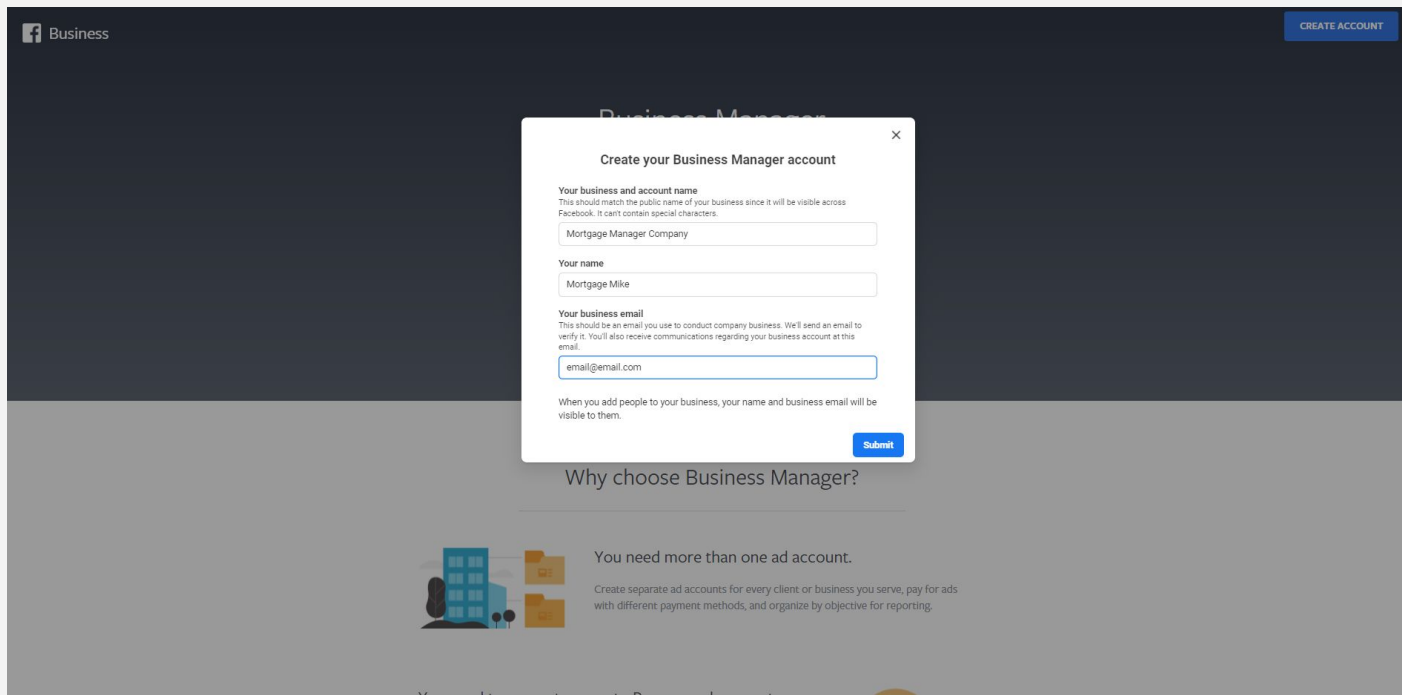
The screenshot shows the Facebook Business Manager overview page. At the top left is the Facebook Business logo. At the top right is a blue button labeled "CREATE ACCOUNT". The main heading is "Business Manager" with the subtext "Manage ad accounts, Pages, and the people who work on them — all in one place. It's free." Below this is an illustration of a person working on a laptop with various business icons like a pie chart, calendar, and bar graph. Further down, the heading "Why choose Business Manager?" is followed by an illustration of a person at a desk with a building icon. To the right of the illustration, the text reads: "You need more than one ad account. Create separate ad accounts for every client or business you serve, pay for ads with different payment methods, and organize by objective for reporting."

FACEBOOK® ADVERTISING

CREATE A META BUSINESS SUITE ACCOUNT



FACEBOOK® ADVERTISING CREATE A META BUSINESS SUITE ACCOUNT



The screenshot shows the Facebook Business Manager account creation interface. At the top left is the 'Business' header with a Facebook icon. At the top right is a 'CREATE ACCOUNT' button. The main content area is a dark blue background with a white modal window titled 'Create your Business Manager account'. The modal contains the following sections:

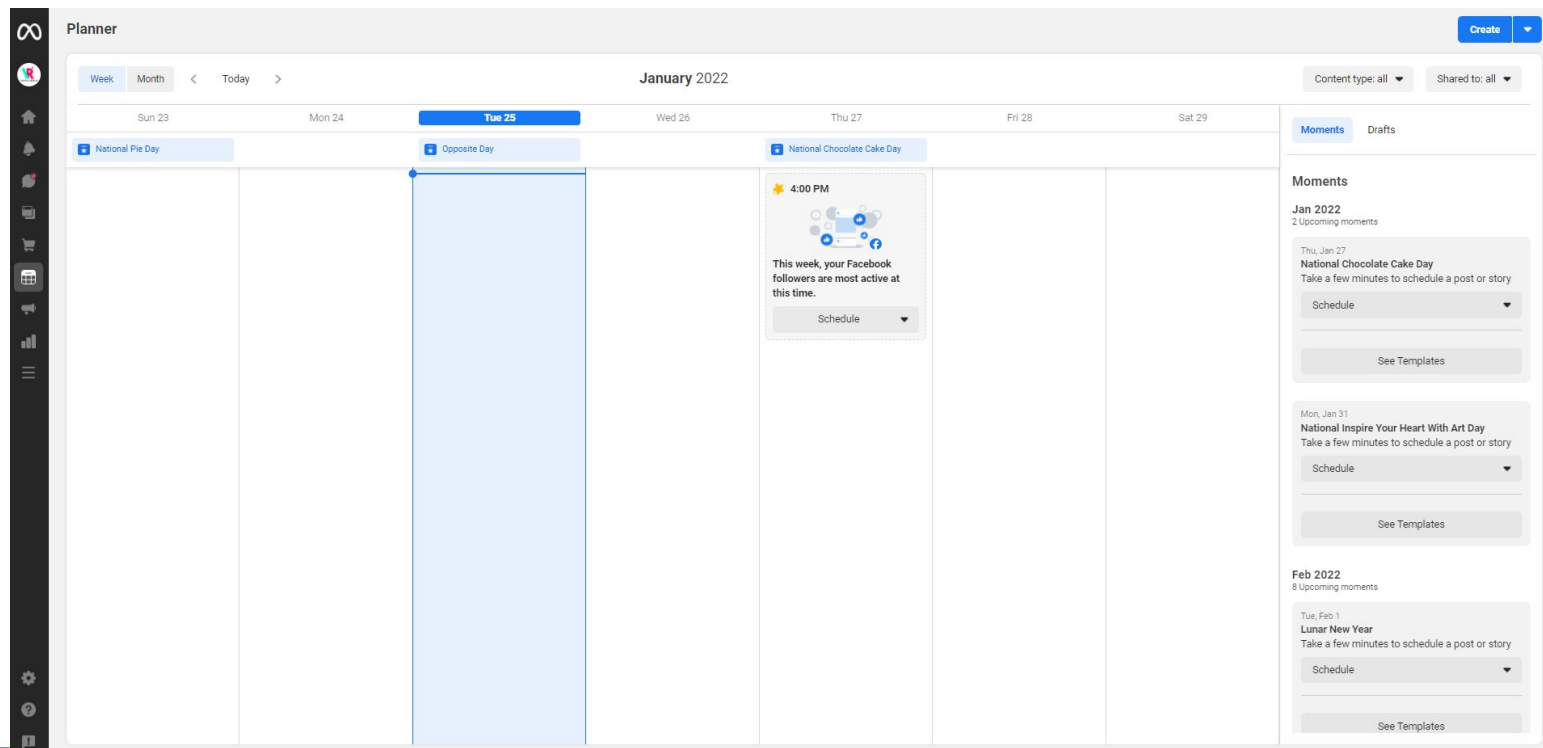
- Your business and account name**
This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.
- Your name**
- Your business email**
This should be an email you use to conduct company business. We'll send an email to verify it. You'll also receive communications regarding your business account at this email.

Below the email field, there is a note: 'When you add people to your business, your name and business email will be visible to them.' and a blue 'Submit' button.

Below the modal, the text 'Why choose Business Manager?' is visible, followed by an illustration of a building and a folder, and the text 'You need more than one ad account. Create separate ad accounts for every client or business you serve, pay for ads with different payment methods, and organize by objective for reporting.'

FACEBOOK[®] ADVERTISING

CREATE A META BUSINESS SUITE ACCOUNT



The screenshot displays the Facebook Planner interface. The main calendar view shows January 2022. Scheduled posts include:

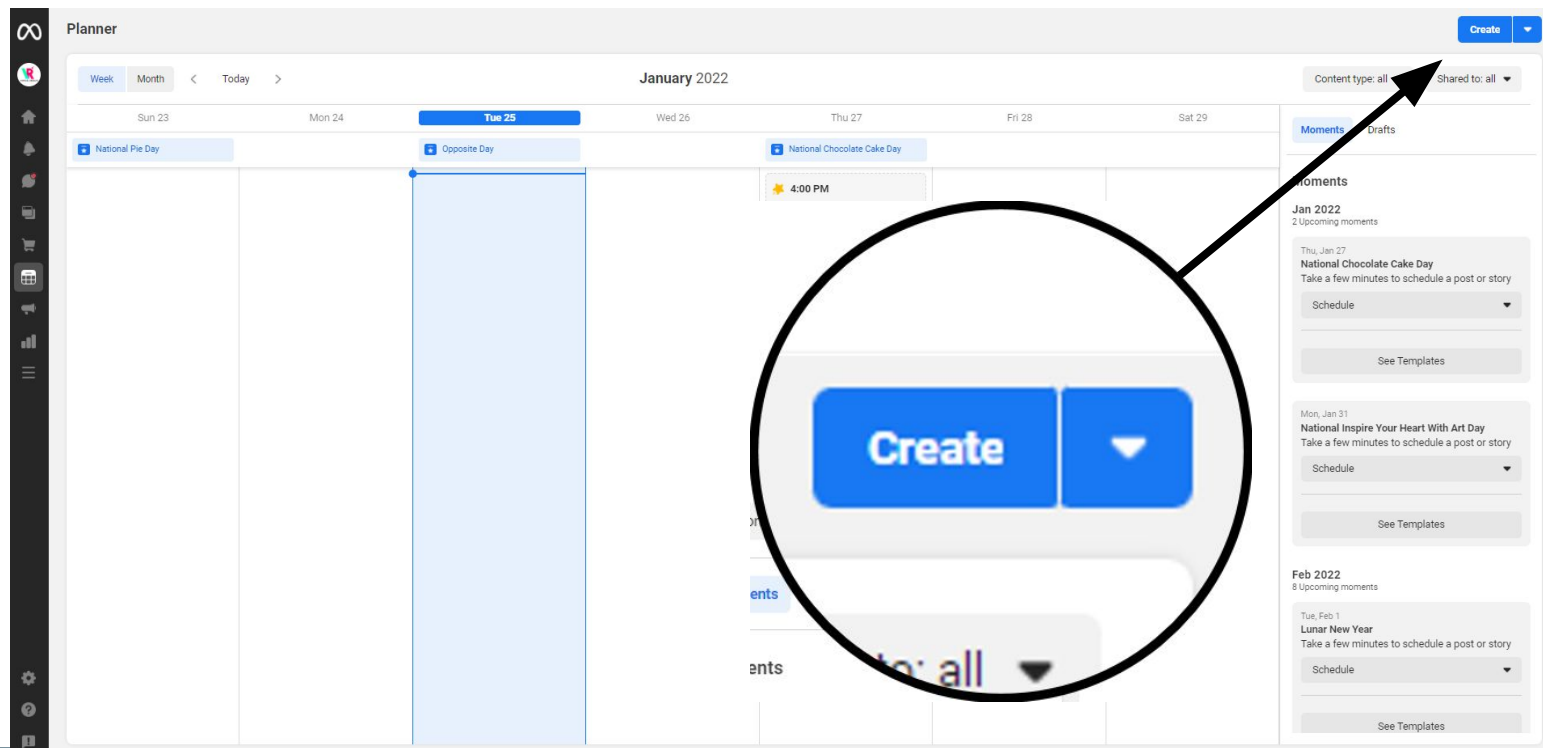
- Sun 23:** National Pie Day
- Tue 25:** Opposite Day
- Thu 27:** National Chocolate Cake Day (4:00 PM)

The right sidebar shows upcoming moments:

- Jan 2022:** 2 Upcoming moments
 - Thu, Jan 27:** National Chocolate Cake Day. Take a few minutes to schedule a post or story. [Schedule]
 - Mon, Jan 31:** National Inspire Your Heart With Art Day. Take a few minutes to schedule a post or story. [Schedule]
- Feb 2022:** 8 Upcoming moments
 - Tue, Feb 1:** Lunar New Year. Take a few minutes to schedule a post or story. [Schedule]

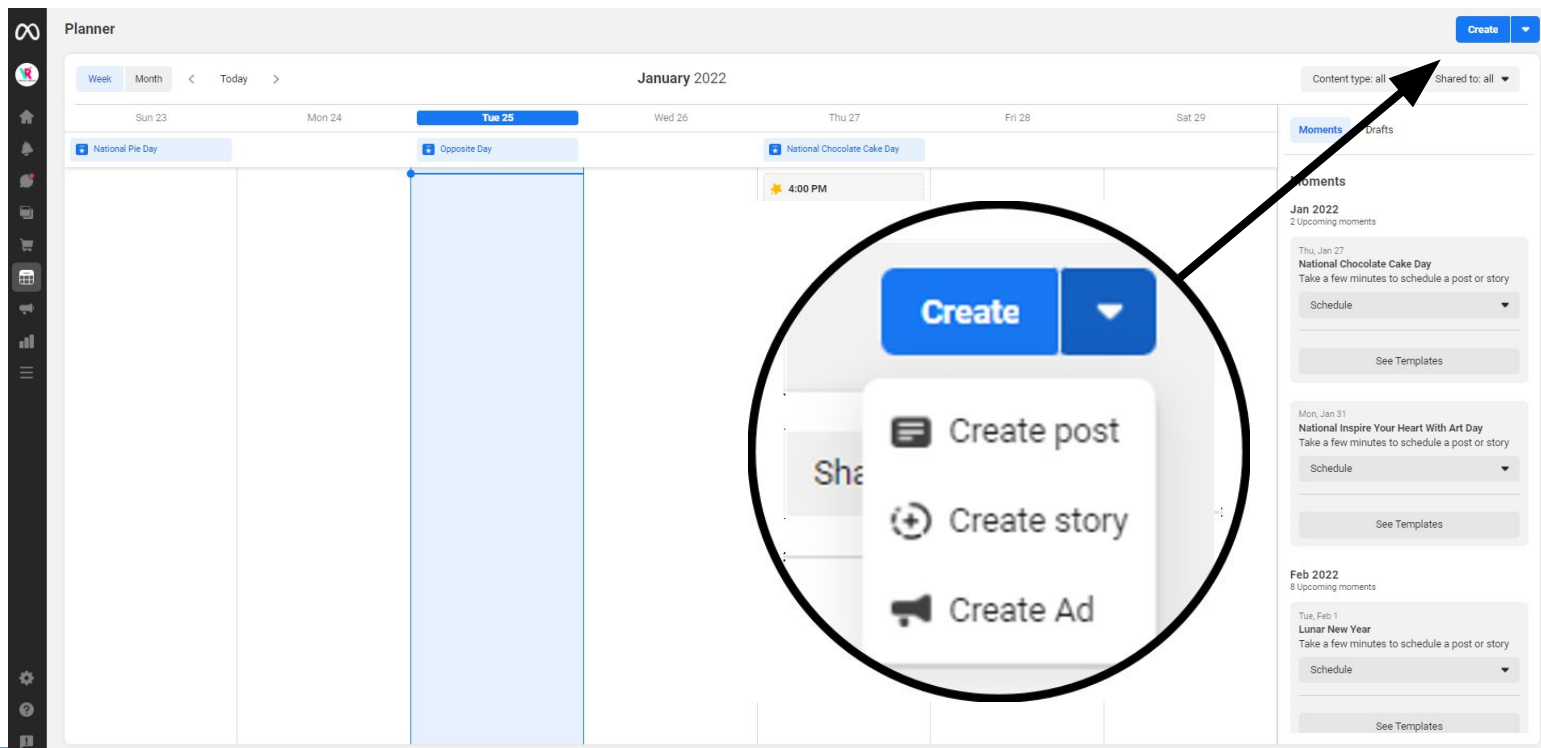
FACEBOOK® ADVERTISING

CREATE A META BUSINESS SUITE ACCOUNT



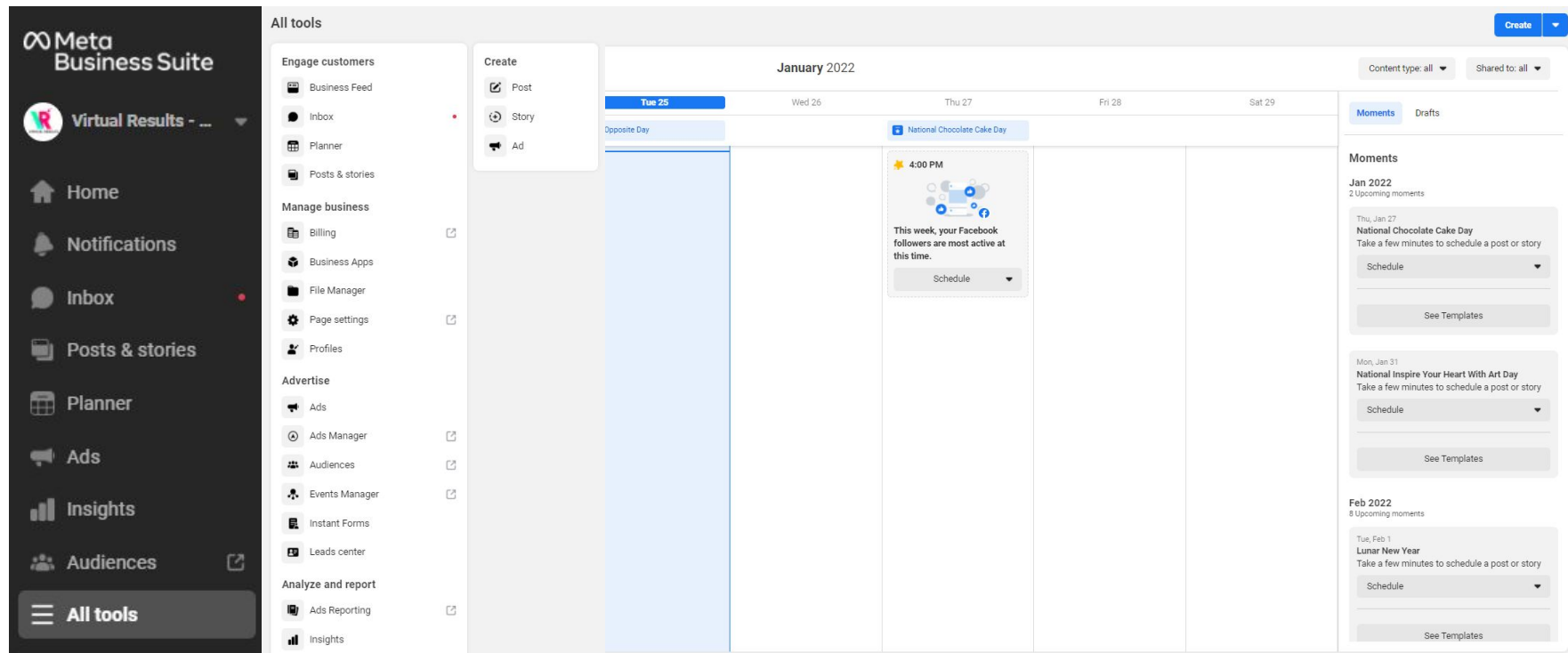
FACEBOOK® ADVERTISING

CREATE A META BUSINESS SUITE ACCOUNT



FACEBOOK® ADVERTISING

CREATE A META BUSINESS SUITE ACCOUNT



The screenshot displays the Meta Business Suite interface. On the left is a dark sidebar with navigation options: Home, Notifications, Inbox, Posts & stories, Planner, Ads, Insights, and Audiences. The main area is titled 'All tools' and contains several sections: 'Engage customers' (Business Feed, Inbox, Planner, Posts & stories), 'Manage business' (Billing, Business Apps, File Manager, Page settings, Profiles), 'Advertise' (Ads, Ads Manager, Audiences, Events Manager, Instant Forms, Leads center), and 'Analyze and report' (Ads Reporting, Insights). A 'Create' dropdown menu is visible, showing options for Post, Story, and Ad. The central calendar view shows January 2022, with a highlighted event for 'National Chocolate Cake Day' on Thursday, Jan 27, at 4:00 PM. The right sidebar shows 'Moments' for January and February 2022, with upcoming events like 'National Chocolate Cake Day' and 'National Inspire Your Heart With Art Day'.



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**WHAT'S
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NOW**

3

CREATE A
FACEBOOK
AUDIENCE

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**WHAT'S
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NOW**



Audience

Virtual Results Training (2795... ▼

Create Audience ▼

Columns ▼

Search by name or audience ID 🔍

☒ All Audiences

Filter

Status ▼

Type ▼

Availability ▼






Source ▼

<input type="checkbox"/>	Name	Type	Size	Availability	Audience ID
<input type="checkbox"/>	All Visitors - 14 Days	Custom Audience Website	Below 1000 Populating 1	● Ready	23844752997610474
<input type="checkbox"/>	All Visitors - 30 Days	Custom Audience Website	Below 1000 Populating 1	● Ready	23844752989860474
<input type="checkbox"/>	All Visitors - 30 Days, No Lead Capture	Custom Audience Website	Below 1000 Populating 1	● Ready	23844753008880474
<input type="checkbox"/>	All Visitors - 7 Days	Custom Audience Website	Below 1000 Populating 1	● Ready	23844753000850474
<input type="checkbox"/>	All Visitors - 90 Days	Custom Audience Website	Below 1000 Populating 1	● Ready	23844752994020474
<input type="checkbox"/>	Home Valuation Visitors - 30 Days	Custom Audience Website	Below 1000 Populating 1	● Ready	23844753004450474
<input type="checkbox"/>	Property Search Visitors - 30 Days	Custom Audience Website	Below 1000 Populating 1	● Ready	23844753011680474







Virtual Results Training (2795...

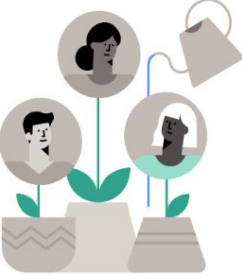
Create a Custom Audience

Use your sources

-  Website 
-  Customer list
-  App activity
-  Offline activity


Use Facebook sources

-  Video
-  Instagram business profile
-  Lead form
-  Events
-  Instant Experience
-  Facebook Page

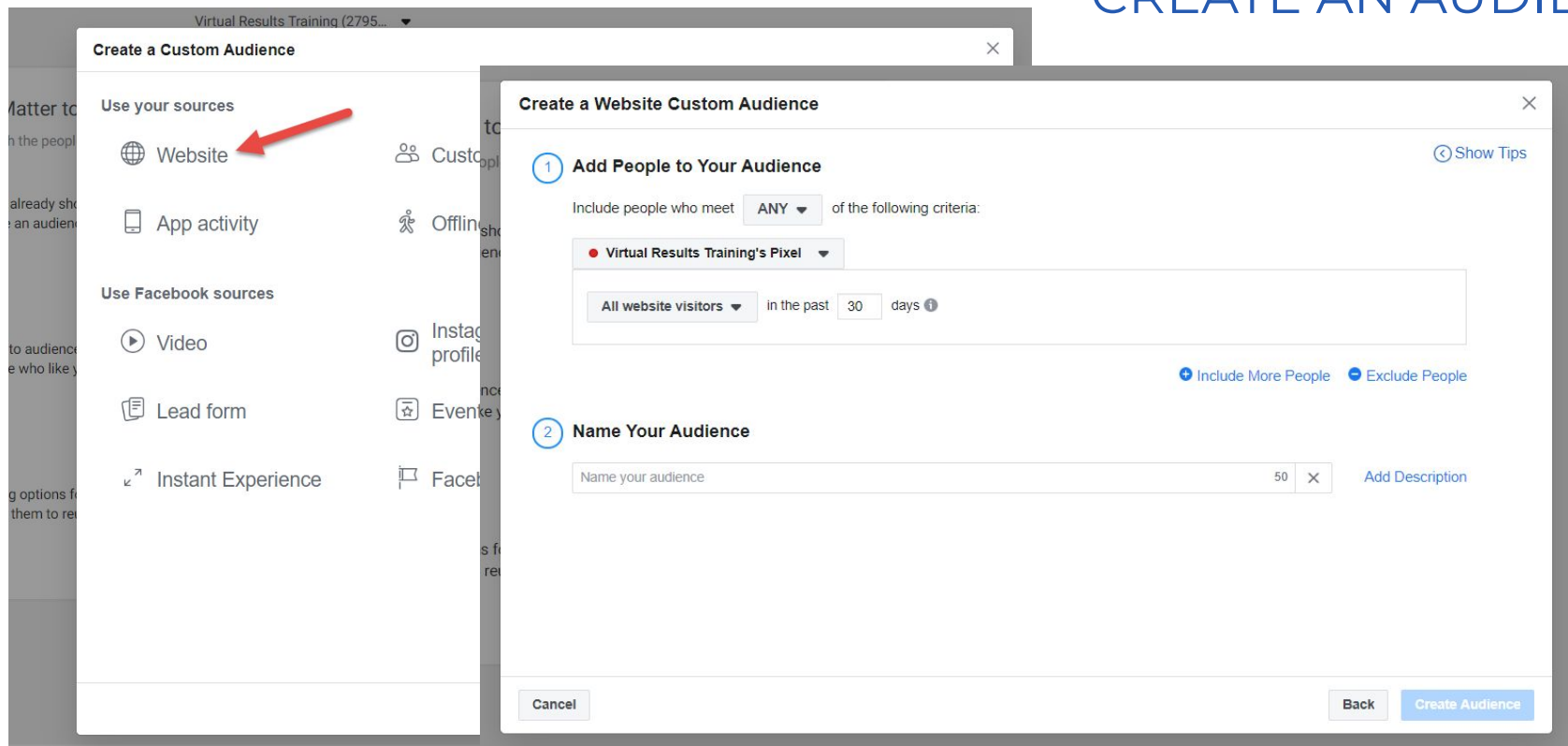


About Custom Audiences

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



The screenshot shows the Facebook Audience Creation process. On the left, a panel titled "Create a Custom Audience" lists various sources. A red arrow points to the "Website" option under "Use your sources". The main panel, titled "Create a Website Custom Audience", shows the configuration steps:

- Add People to Your Audience**:
 - Include people who meet **ANY** of the following criteria:
 - Virtual Results Training's Pixel** (selected)
 - All website visitors** in the past **30** days
 - Buttons: **Include More People** (blue) and **Exclude People** (blue)
- Name Your Audience**:
 - Text input: "Name your audience" (with a character count of 50)
 - Button: **Add Description** (blue)

At the bottom of the main panel are buttons for **Cancel**, **Back**, and **Create Audience** (blue).

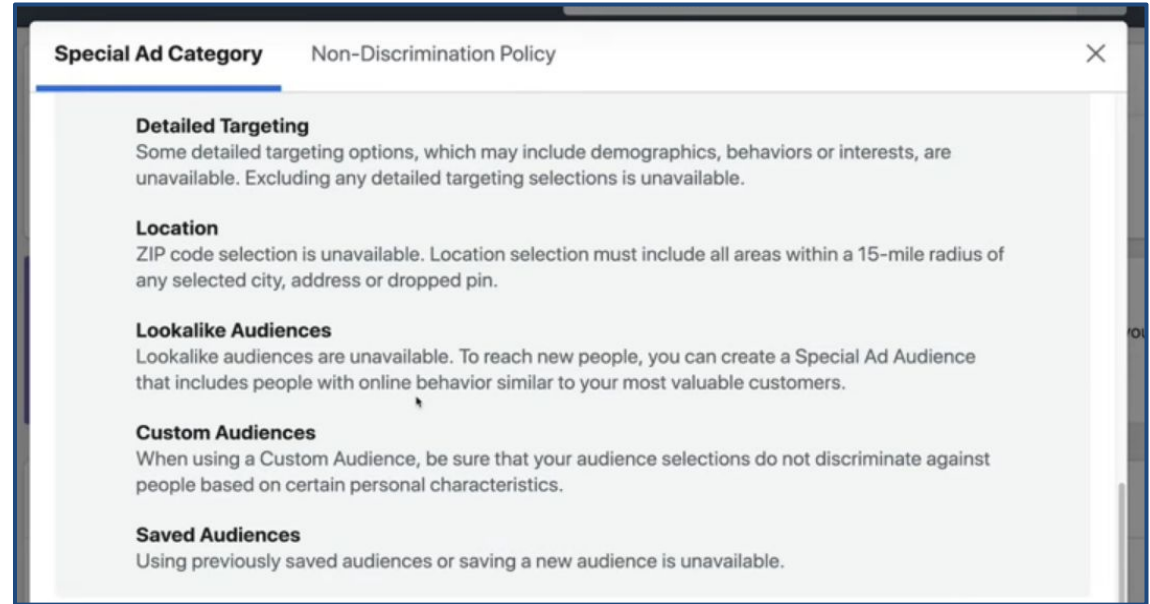
Minimum Location Radius
changed from 1 mile to 15 mile

No age based targeting

No gender targeting

No lookalike audiences

No excluding portion in
detailed targeting



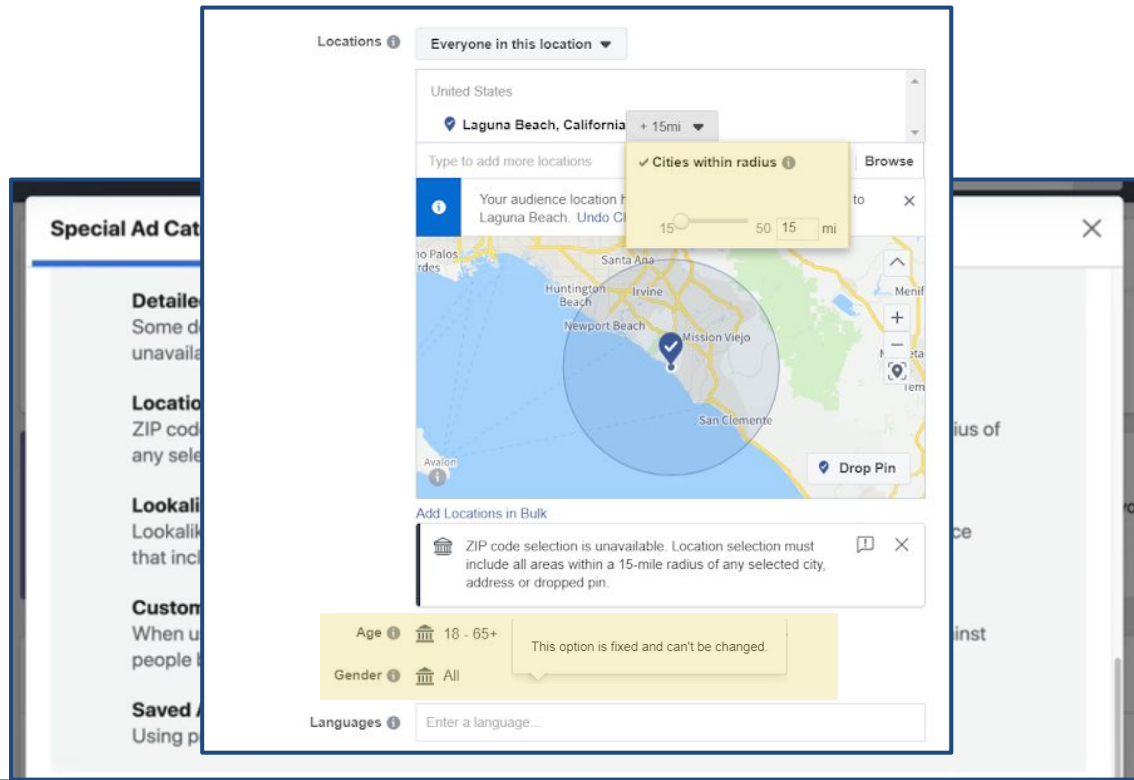
Minimum Location Radius
changed from 1 mile to 15 mile

No age based targeting

No gender targeting

No lookalike audiences

No excluding portion in
detailed targeting



WHAT ABOUT INTEREST BASED TARGETING?

Home and Garden > Home Improvement

Home and Garden > Gardening

Outdoor Recreation > Boating

Outdoor Recreation > Fishing

Outdoor Recreation > Horseback riding

Outdoor Recreation > Surfing

Personal Finance > Mortgage Loans

Personal Finance > Investment

Cooking > Baking

Politics and social issues > Volunteering

Politics and social issues > Sustainability

Politics and social issues > Military

Sports > Swimming

Sports > Golf

Family and relationships > Weddings

Home and Garden > Home Improvement

Home and Garden > Gardening

Outdoor Recreation > Boating

Outdoor Recreation > Fishing

Outdoor Recreation > Horseback riding

Outdoor Recreation > Surfing

Personal Finance > Mortgage Loans

Personal Finance > Investment

Cooking > Baking

Politics and social issues > Volunteering

Politics and social issues > Sustainability

Politics and social issues > Military

Sports > Swimming

Sports > Golf

Family and relationships > Weddings



MT THE MARKS HOME TEAM

GET A FULL REPORT IN 35 SECONDS OR LESS TODAY

What is the Value of your Home?

[THEMARKSHOMETEAM.COM/HOME-VALUATION](https://themarkshometeam.com/home-valuation)

Home and Garden > Home Improvement

Home and Garden > Gardening

Outdoor Recreation > Boating

Outdoor Recreation > Fishing

Outdoor Recreation > Horseback riding

Outdoor Recreation > Surfing

Personal Finance > Mortgage Loans

Personal Finance > Investment

Cooking > Baking

Politics and social issues > Volunteering

Politics and social issues > Sustainability

Politics and social issues > Military

Sports > Swimming

Sports > Golf

Family and relationships > Weddings



Home and Garden > Home Improvement

Home and Garden > Gardening

Outdoor Recreation > Boating

Outdoor Recreation > Fishing

Outdoor Recreation > Horseback riding

Outdoor Recreation > Surfing

Personal Finance > Mortgage Loans

Personal Finance > Investment

Cooking > Baking

Politics and social issues > Volunteering

Politics and social issues > Sustainability

Politics and social issues > Military

Sports > Swimming

Sports > Golf

Family and relationships > Weddings

On average
Concierge
homes in 2021
are selling

30%
faster

than
non-Concierge
listings at
Kittleman.



Get fronted for the cost of home services with
no interest - EVER!

This is text that is replaceable and can say whatever is needed

4 DETERMINE YOUR AD OBJECTIVES



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WHAT'S
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NOW

APRIL 2021

KICKSTART YOUR FACEBOOK ADVERTISING

Hosted by: Ryan Rockwood & Leah Marks



WHAT'S TRENDING NOW



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YOUR OBJECTIVES

Ad Type	Business Objective	Marketing Purpose
Promote Your Page	Increase people's awareness of your business or service and get Page likes.	Brand Awareness, Brand Recognition
Promote Your Business Locally	Reach people near your business or a specific city, within 15 miles.	Brand Awareness, Brand Recognition
Boost Post	Reach people more likely to engage with your post. Engagement includes actions such as reacting to, commenting on or sharing the ad.	Brand Awareness, Brand Recognition, Engagement
Boost a video post	Share videos of your business with people on Facebook most likely to watch it.	Brand Awareness, Brand Recognition, Engagement
Boost an Event	Generate interest in an upcoming event and encourage attendance.	Attendance, Virtual and In Person
Promote Your Call-to-Action Button	Encourage people to take a specific action based on your Page's call-to-action button, such as Send Message or Sign Up.	Lead Generation
Get More Website Visitors	Send people to a specific URL, such as your website's home page or a blog post.	Drive Traffic



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**WHAT'S
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THEIR OBJECTIVES

BE IN THE KNOW

Trusted Messages About Process

Up To Date Products & Services

Quick, Helpful, Relevant Bites of Information

BE INSPIRED

Messages of Encouragement

What You Are Doing For Or With Your Community

Success Stories

BE OCCUPIED

Anecdotal, Stories

Videos/Facebook Live

Humor

5

CREATE AD
CREATIVES

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AD CREATIVE: This is the ad itself (type, image, text, video, CTA).

AUDIENCE: Who gets to see your ad creative. Your audience can be created by setting criteria such as demographics or behavior.

BUDGET: The amount of money you pay to show your ad, which can be preset or custom determined, though some ads have a minimum budget.

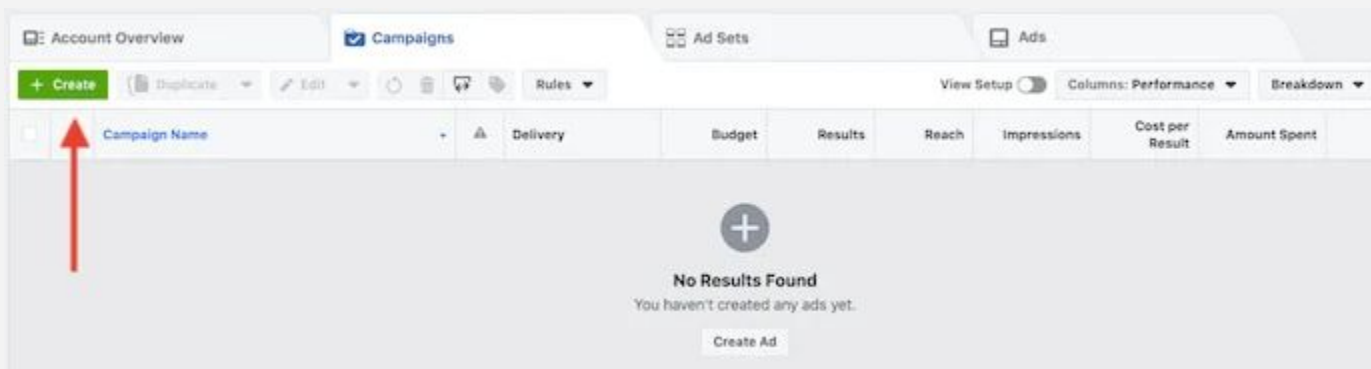
DURATION: The amount of time your ad runs, either by number of days, or by selecting an end date.

PLACEMENT: Where your ad appears (News Feed, Instagram Feed, etc.)



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Format

Choose how you'd like your ad to look.



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









Canvas

Tell a more immersive story by combining images and videos

Automated Ads

Set Up Your Ad

Create up to 6 different versions for this ad objective. The most engaging versions will be shown more often. These photos from your Page might perform well.

Edit Version 1 of 2

Format

Choose the type of image or video format you'd like to use in this version.


Single Image

Single Image

Upload an image or choose one from your page

Browse Library

Free Stock Images



2048 x 1365

Headline


15 / 25

Back

Next


Preview: Mobile News Feed

Version 1 of 2



Jasper's Market
Sponsored · 🌐

Jasper's is a creation of Facebook Inc. to highlight some of the products and features we offer to businesses on Pages.



JASPERMARKET.COM
Jasper's Market

SHOP NOW

Like

Comment

Share

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Budget & Schedule

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

Budget ⓘ

Daily Budget ▼ \$20.00

✓ **Daily Budget** .00 USD

Lifetime Budget may vary. ⓘ

Schedule ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

You'll spend no more than **\$140.00** per week.

6 LAUNCH YOUR AD CAMPAIGN



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7

ANALYZE REVISE & REPEAT

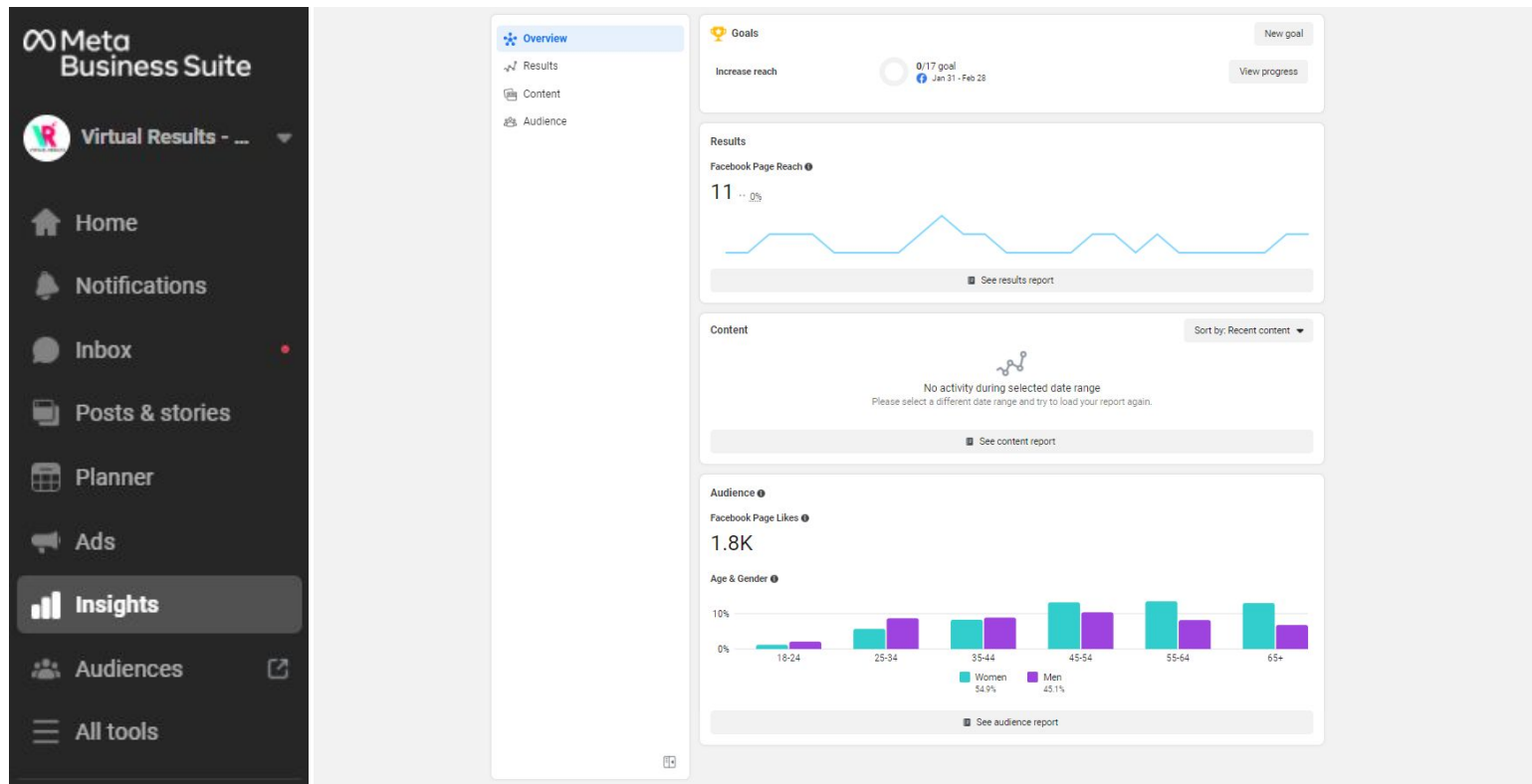


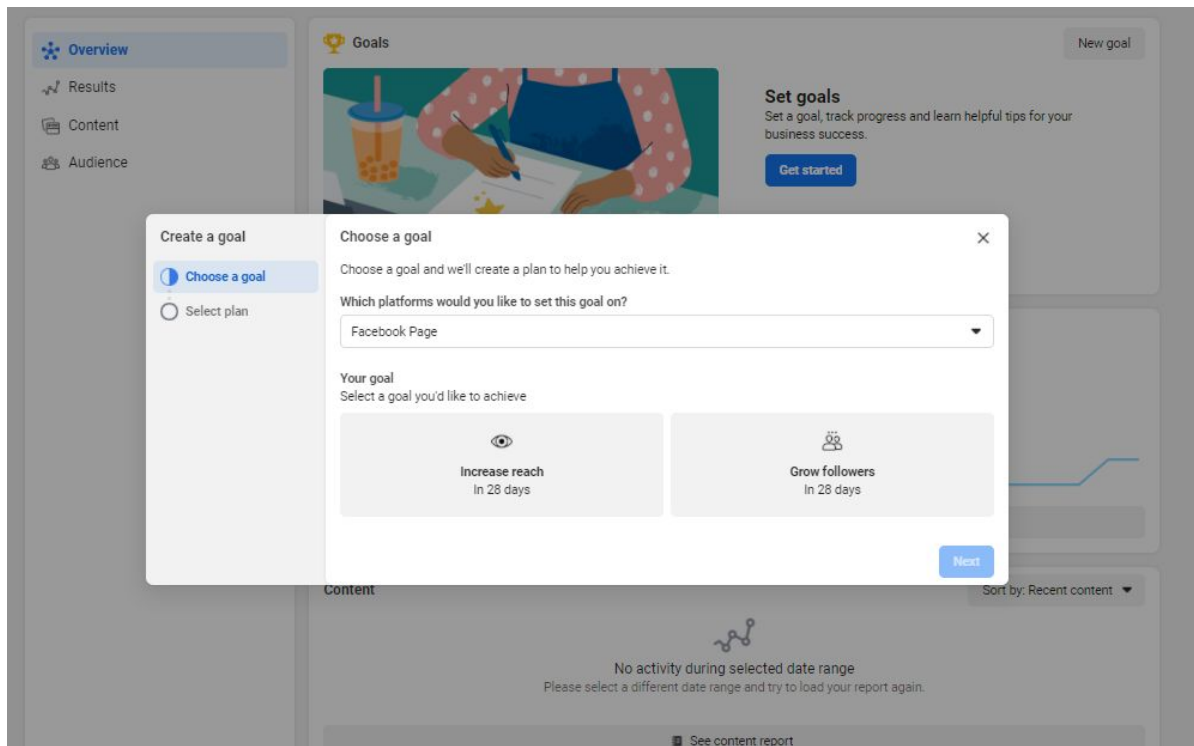
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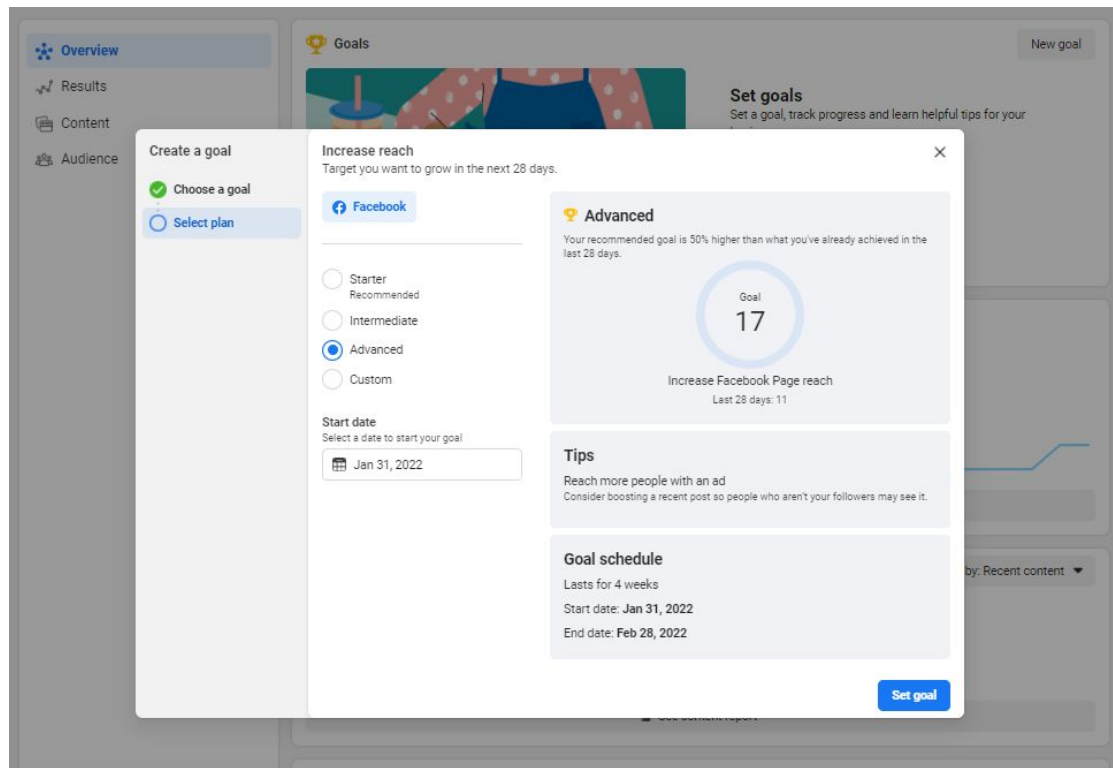
**WHAT'S
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FACEBOOK® ADVERTISING ANALYZE, REVISE, REPEAT.





FACEBOOK® ADVERTISING ANALYZE, REVISE, REPEAT.



The image shows a screenshot of the Facebook 'Create a goal' interface. On the left, a sidebar contains links for Overview, Results, Content, and Audience. The main area is titled 'Goals' and includes a 'New goal' button. A modal window titled 'Create a goal' is open, showing the 'Increase reach' target for the next 28 days. The 'Facebook' platform is selected. Under 'Select plan', the 'Advanced' option is chosen. The 'Start date' is set to Jan 31, 2022. The 'Advanced' section displays a recommended goal of 17, based on a 50% increase from the last 28 days' reach of 11. It also provides tips on reaching more people with ads and a goal schedule lasting 4 weeks from Jan 31, 2022, to Feb 28, 2022. A 'Set goal' button is at the bottom right.

Create a goal

✓ Choose a goal
○ Select plan

Increase reach
Target you want to grow in the next 28 days.

Facebook

☐ Starter
Recommended

☐ Intermediate

☒ Advanced

☐ Custom

Start date
Select a date to start your goal
Jan 31, 2022

Advanced
Your recommended goal is 50% higher than what you've already achieved in the last 28 days.

Goal
17

Increase Facebook Page reach
Last 28 days: 11

Tips
Reach more people with an ad
Consider boosting a recent post so people who aren't your followers may see it.

Goal schedule
Lasts for 4 weeks
Start date: Jan 31, 2022
End date: Feb 28, 2022

Set goal

Performance: Reach and Impressions

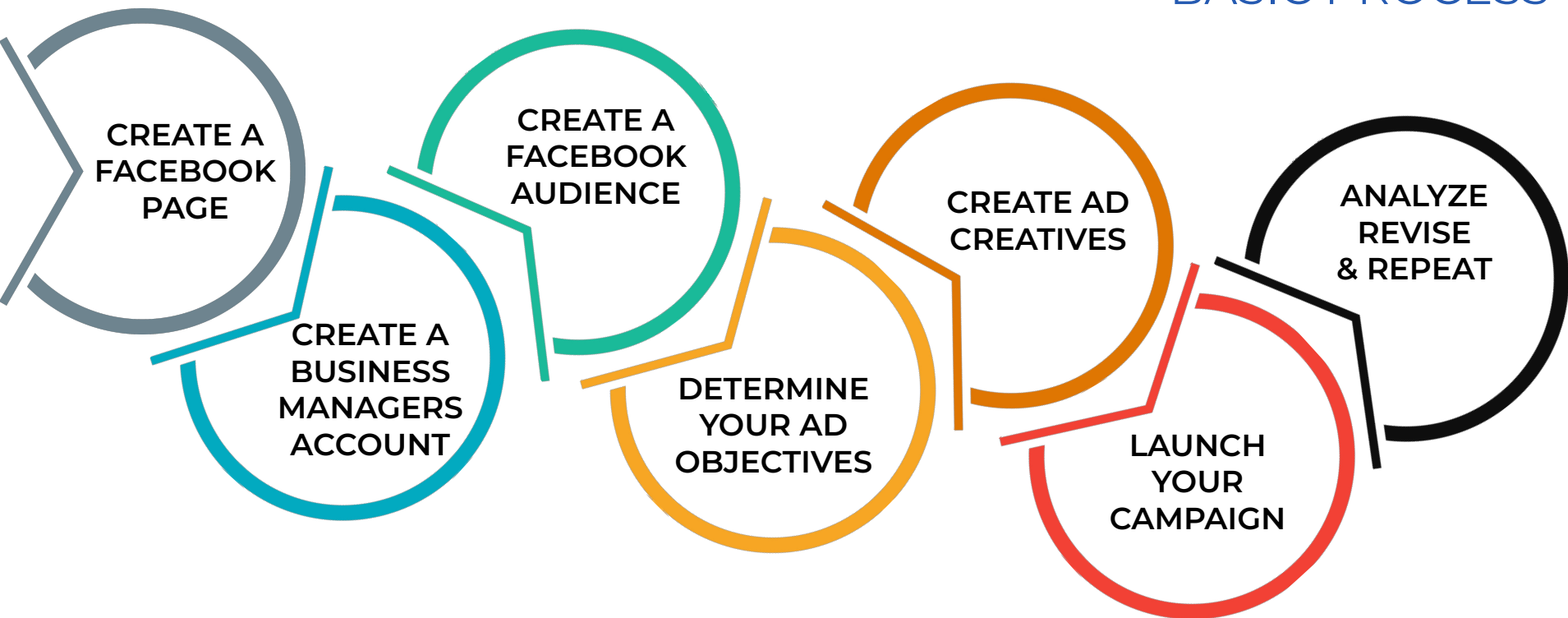
Engagement: Likes and Engagement

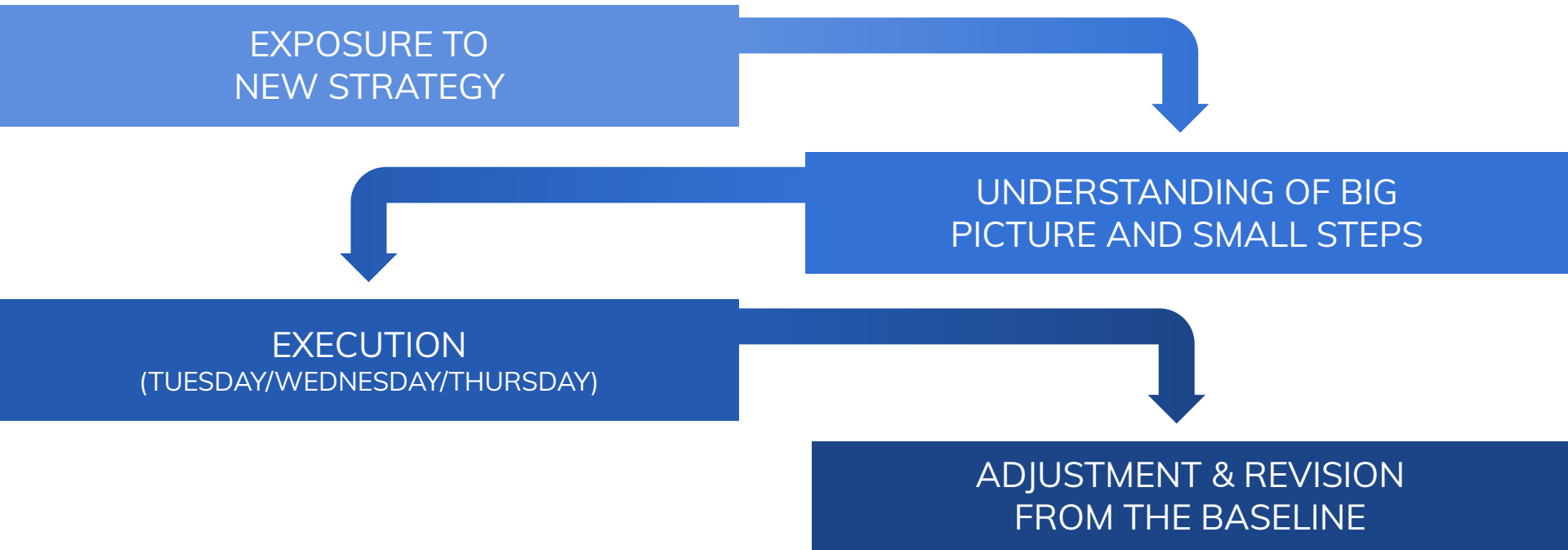
Videos: Views and % of video viewed

Website Traffic: Visitors on your site

Events: Attendance and Shares

Clicks: Unique clicks, CTR (click-through rate) and CPC (cost per click)





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DID YOU KNOW WE DO THIS MONTHLY?

Each will teach ONE KEY strategy that:

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

Questions or Comments?

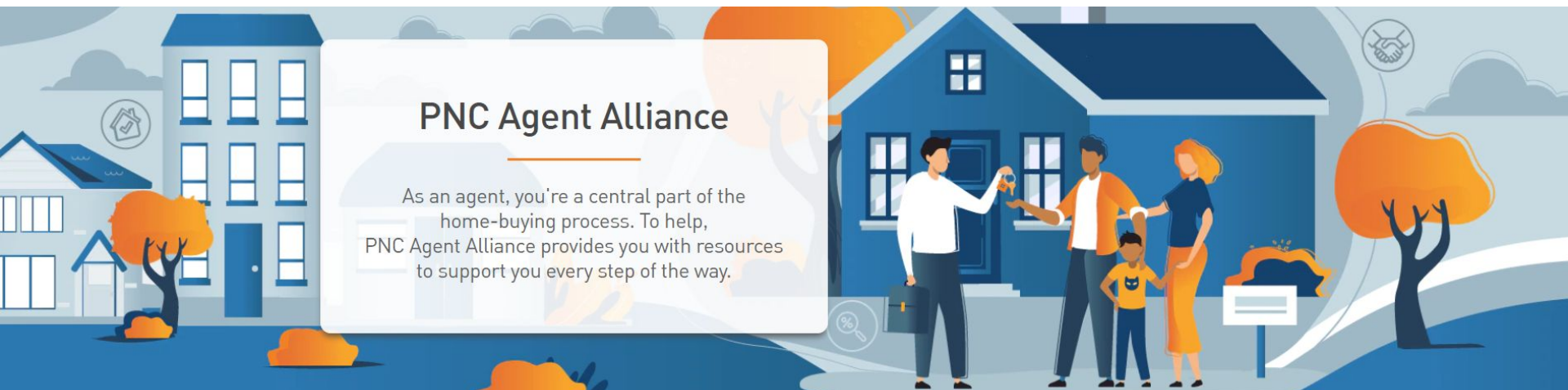
Support@virtualresults.com



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Notes & Replay from Today's Presentation

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<https://www.pnc.com/agent-alliance>



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