

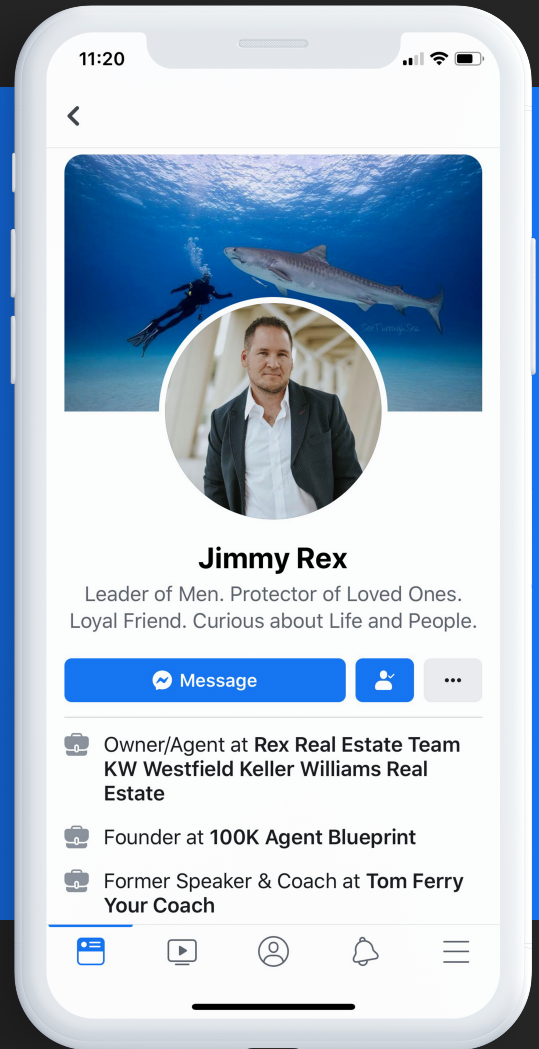
REAL ESTATE AGENTS

GUIDE TO SUCCESS FOR

FACEBOOK



Generate Leads, Expand Your
Network, & Master Facebook For
Real Estate



Jimmy Rex

JIMMY REX

JIMMY REX

Jimmy is one of the most extraordinary people that you will ever meet because he chooses to truly live his life and not let one moment go to waste. Jimmy is currently an active real estate agent based out of Utah. He has found success in the real estate industry starting at a young age to now selling over 2,000 homes by the time he turned 37.

Jimmy is also one of the most sought out coaches in the real estate industry. His course, 100K Agent Blueprint, is focused on helping Agents build their business with the help of learning new processes and techniques like social media.

Because of his massive success in the real estate world, Jimmy is now becoming a very popular speaker. Weekly, Jimmy will speak in front of hundreds of realtors teaching them how to truly optimize their business using popular social media platforms. He also has his own Podcast, The Jimmy Rex Show that shows extraordinary people living extraordinary lives. That show is constantly on the top charts for multiple platforms.

Jimmy also truly makes a difference throughout the world daily. He is very active and has a passion in bettering his community and the world. He works with groups like Operation Underground Railroad, Child Liberation Foundation, and Waterboys. Anyone that knows Jimmy, knows that he truly cares about helping the world in every situation possible.



LEARN MORE

FREE MASTERCLASS

After Reading through this guide, you will want to see if I am still taking spots for my Free Masterclass: How To Gain Hundreds of Leads Using Social Media

This Guide goes hand in hand with the Masterclass but you will learn things that I wasn't able to put into this guide that are musts when it comes to Social Media.

To Register: TOPSOCIALREALTOR.com/MASTERCLASS



WELCOME

Thank you for taking the time to download my Real Estate Agents Guide to Success for Facebook. I am excited for you to be able to take what you learn inside of this guide and truly implement it into your own business so that you can start finding more success using platforms like Facebook.

After reading this guide, you will have a solid understanding with Facebook and how important it is for your business. You will be able to setup your Page, Pixel, and Ads. You will know what common mistakes are usually made when it comes to Facebook and how to avoid them. You will be able to see actual Live Ads that are currently running and gaining solid warm leads daily. And last, you will be able to establish a goal-driven strategy that is going to find you quick success.

Make sure that we are connected via social media. Follow me on Facebook or via Instagram (@mrjimmyrex) and send me a Direct Message letting me know that you are starting the Facebook Guide to success so we can further connect.

Also, make sure you checkout a few of my other links below. These are things that I have put together to help people, no matter where they are at in life and in business, and I know they can help you too!

Daily Motivation Series – JIMMYDAILY.com

The Social Realtor – SOCIALREALESTATEAGENT.com

100K Agent Blueprint – 100KAGENTBLUEPRINT.com

Personal Website – MRJIMMYREX.com

GETTING STARTED

If you are not using Facebook to build your business right now, you do not have time to keep waiting. Facebook is the giant when it comes to social media and it also happens to be the greatest marketing tool not only in our industry, but ever.

With over 1.4 Billion members worldwide, Facebook is the largest social media platform.

Again, Facebook is where it is at and it is where you need to be at if you want to survive in our industry. Look, I get it. I am an Active Agent just like you. I am in the trenches with you every single day. I know that if you start using Facebook to advertise and build your business that you will start finding extreme success and start enjoying your life much more. The nice thing when it comes to this process, once you have it set up and working... IT RUNS ON AUTO PILOT. Which means... More time with your family and friends. More time building your business. More time doing the things you actually want to do in life.

Facebook ads are a cost-effective advertising tool for real estate agents because they allow you to target which users will see your ads. For example, you can target Facebook users in your local area based on relationship status, education, and hobbies. While Facebook also allows targeting by age and gender for most ads, these criteria can violate fair housing, so Facebook will prevent real estate agents from posting ads with these specific demographics.

No matter the size of your business, Facebook Advertising WILL build your business. The reason for this is because you decide how much you want to spend and if done right, you can start getting leads for less than \$1. We currently are spending right around 70 cents for our most popular lead generation ad.

Just know, Facebook is easy to use and super visual, which is exactly what you need to entice when starting. It's simple to share posts and ads.

GETTING STARTED

Before getting started on creating your first ad, there are a few beginning steps that you want to make sure you have set up...

Again, make sure that you have watched my Masterclass (Page 2) before going further with this guide... They go hand in hand together. Without putting what I teach in the Masterclass with what you learn inside of this guide, you will be missing some key steps that ensures you will find the success you are looking for with Facebook.

Before Thinking About Your First Ad:

- Create Your Business Page

Creating your first business page doesn't mean just throwing your name on a page and calling it good. Go through every single section and make sure all of it is filled out. Make sure that your Brand and your company are highlighted in a way that impresses. Use only high quality pictures and logos.

- Create High Quality Content (See Page 13)

- Start Putting Together Your Ideal Audience (See Page 16)

- Have an Solid Strategy

- Place Your Pixel on your Website (See Page 17)

- Create Your "Perfect Client"

- Become Familiar with the Facebook Ad Manager Dashboard

- Ask Questions and Do Your Research to Ensure You Don't Waste Money

GETTING STARTED

Why Do You Need Facebook Ads For Your Real Estate Business?

Brand Awareness

Advertising on Facebook will help any agent create amazing brand awareness for their team, new properties, and events in a local area. If awareness is selected as an objective Facebook ads will be presented to people multiple times in their feed so buyers and sellers become aware of the brand and the real estate agent.

Increase Exposure

Facebook ads can increase sign-ups for events like open houses or other types of events using lead ads. Lead ads allow users to click the “Sign-Up Now” button to complete a form with their name, email, and phone number. The data is submitted to the agent through a CRM connection or a spreadsheet for download.

Buyer Leads

Having Facebook ads that can generate buyer leads by marketing and remarketing a property to buyers in a certain location is very simple. With a Pixel on a landing page, you can easily set up Facebook ads to retarget your ads to buyers who have viewed them in the past or went to your website to check out a certain property but didn't fill out any forms or request information.

Seller Leads

Facebook ads can produce seller leads through awareness and lead ads. Awareness ads can bring exposure to a property or an agent seeking to find sellers in a general area. By remarketing to the interested audience using the Facebook Pixel, lead ads can push users to landing pages with home valuation reports offered in return for filling out a contact form. This is our most popular and most successful type of ad currently. We are currently running in certain areas “Value My Utah Home” where we tell the seller how the Market is doing and ask for their information for a free evaluation.

CREATE YOUR AD

Facebook Ads for Real Estate are being used by very few agents, but the ones that are using it are finding tremendous success. These ads are used to generate both buyer and seller leads through targeted advertising campaigns. To be able to create a Facebook ad, you will need to first create your business page, determine who your perfect client is, set specific goals, pick your targets, and create lead generating content that provides value and gains trust.

The BEST ads are simple, to the point, and have some sort of value to the engager.

1. Determine Your Perfect Client

When it comes to Facebook Ads, one of the most important things you need to do is create an avatar of your ‘perfect client’... You will want to go into as much detail as possible when creating this avatar... Are they married? Kids? First Time Home Buyer? Luxury? What are their hobbies? What type of job do they have? Age? Again, go into as much detail as possible. This will help you so that you can start setting proper goals and know how to direct your ad to what audience when you launch.

2. Create a Strategy Plan

Advertising on Facebook should always have a strategy plan in the beginning stages. A well-thought-out plan that considers things like what you are trying to accomplish, what your ad is going to look like, how will you build your ads, who is your target audiences...

Knowing these things will help build a strong starting points that will help ensure ad success.

After you create your Perfect Client by using things like their age, gender, income, relationship status, job, and any other location information, you will be able to start your strategy plan with a solid demographic which is the most important part. Next, determine where that Perfect Client is in the buying process. Are they buying? Are they building? First time home buyer? Are they selling? Are they investing? Once you have

CREATE YOUR AD

both of these things finalized, you are now ready to start choosing which type of ad you are going to run. When it comes to picking which type of ad, you want to start with a few considerations. Ask yourself, “What type of ad do I want to run and what do I want it to accomplish?” Well, are you looking to generate leads? Then you will need to start with an ad that brings Brand Awareness...

Brand Awareness Ads helps real estate agents show up in front of buyers more frequently to build a stronger trustworthy brand. Leads in the awareness stage are simply letting people know who you are and give them the thought of buying or selling in the future. Introducing yourself in a way that gives trust and value. To ensure both of those things are done, you will want to provide the potential lead with something of value for free in exchange for an email, phone number, or Facebook messenger request.
(Example: Value of their home or Free Event)

Engagement Ads are important because it gives you as an agent solid exposure to buyers and sellers who you know are looking to purchase a home or sell a home in the near future. People in the consideration stage have plans of moving or investing soon and you want to ensure they are going to use you. While the Brand Awareness stage will obviously help in this stage as well, it is not as direct as consideration ads. An example of a consideration ad would be one where if the lead clicked on your ad, they did so knowing that they are looking to buy or sell soon. Some ways of doing this are “Looking to sell your house soon? Download this free guide showing you step by step how we sell homes faster, better, and for more money...” If someone was to click on that ad, you know that they are looking to take action soon.











Retargeting Ads are designed to be shown to people who already are in your sphere of influence, network, or they at least know who you are and what your company is about. These people know you, like you, and trust you... So sending ads to them will be more successful. These also can be used to gain referrals.

CREATE YOUR AD

Once you know the type of ad that you want to run, what target audience you will have, and a full strategy plan that is backed by goals, then you will be ready to head to your Ad Manager inside Facebook to start creating your first ads.

3. Choose Your Marketing Objective

Log into your Facebook Ads Manager and the first thing that you are going to see is the Campaign Level, which lets you choose which type of marketing objective you have for your ad campaign. The objective is dependent on your overall strategy and is broken into three different main categories. Each category is specific to your campaign and what type of result you want with your ad. (Example: Click my website)

What's your marketing objective?		
Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	

The ones that we currently use for our ads and have found to be the best success are:
Brand Awareness – Brand awareness gives real estate agents the upper hand by showing ads to audiences repeatedly to gain recognition. The goal for this ad for agents is to get your overall message out to the world and really show the potential clients what you are all about.

Reach – Reach is how many people receive your message over a period of time. Reach gives the agent the ability to track the number of people who see a piece of content. For

CREATE YOUR AD

real estate agents, reach simply means a certain number of buyers or sellers will see their Facebook advertisement.

Traffic – Traffic gives us agents the ability to send clicks to a website or landing page to view an offer, find out more about a property, or receive a report. Real estate agents may use traffic as an objective if they want to focus on a specific outcome like signing up for a newsletter or advertising an open house. This has been our most popular and successful objective so far.

Engagement – Engagement gives real estate agents the ability to use their followers to gain traffic and recognition. Through the action of the buyer or seller who likes, shares, or comments on a post (known as engagement), we use their Facebook audience to spread the word about a property or our brand.

Video Views – Real estate agents can use the power of video in their Facebook advertising campaigns to show off the property or introduce themselves to potential buyers and sellers. With video views as an objective, real estate agents can speak directly to buyers through video.

Lead Generation – The lead generation objective gives real estate agents the ability to present a lead capture magnet—like a value my home for free campaign—directly on the Facebook platform. This type of Facebook advertising offers the buyer or seller a lead capture form without going to an external website. The real estate agent receives the leads in a spreadsheet for quick follow-up.

Conversions – Conversions allow agents to track Facebook users from ad click to landing pages by using embedded the Facebook Code (See Page 14) code to see how many visitors complete a task (like filling out a lead form). By tracking conversions, real estate agents are able to see if their Facebook advertising dollars turn into leads.

CREATE YOUR AD

4. Create Your Audience & Decide a Budget

After you choose your objective, you then will be directed to the next step where you will create an audience and set your budget.

Creating your audience will allow you to select exactly who you want to be seeing your ads. There are hundreds of different choices that Facebook allows you to use to define your audience, including location, interests, hobbies, and behaviors. (See Page 17)

Choose your demographic information first and then enter your spending limits and budget. As you are making the changes to your demographic, Facebook shows you exactly how big of an audience you have. Remember, having a big audience doesn't always mean that your ad is going to find success. Most of the time, the ads that have the most direct and concise audience does the best because Facebook works behind the scene to really know each user and can make sure that your ad goes to the right users.

Your Budget can be set for a daily spend or a certain amount of time. There is no perfect amount of budget that you can have because each ad is so different and unique based on audience and offer but I suggest that each ad campaign should at least be spending around \$300 a month to really see if it is finding success or not. Remember, you should have multiple ad campaigns running at once and each of these ad campaigns should have at least that starting budget.

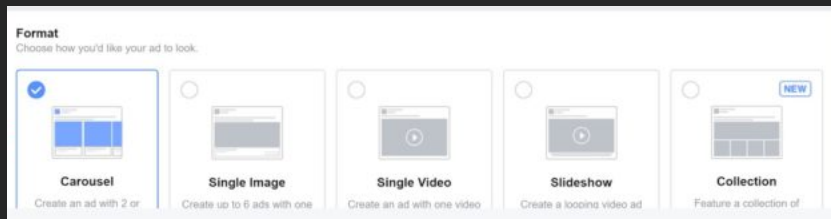
Placing your ad is the next step when it comes to this process. You have three options when it comes to placing your ad. You can do a normal Facebook Ads, Network ads (ads that are placed on pages throughout the internet by Facebook), or Instagram Ads. All three of these are a must. Make sure that you connect your business Instagram to your Facebook page so that you are able to run Instagram and Instagram Story Ads.

When it comes to the different placements, make sure that you size your ad artwork to the right size for each placement so it looks best on all of them.

CREATE YOUR AD

5. Create Your Ad at Ad Level

The Ad Level is where you will actually design your ad and choose the style of ad. This is where you will be able to show off your design and your creative side to truly help build your business by showing people that you care about your business. Choosing the right content to post for an Ad is very important. It is also just as important to make sure that you are only posting content that is high quality and will showcase your brand in a positive way. You can choose a series of different styles for your ad. You can choose a single image or video, a carousel (choose a series or group of pictures), Slideshow (images can transition to have extra interaction), or Collections (one large picture on top of several smaller images underneath). It is important for you to know that you can choose up to 6 images and 1 video. Also, your ad must only contain 20% or less text to picture ratio.



Writing your Ad Copy is EXTREMELY IMPORTANT. Make sure that you are using words that will bring interest to a user when they see your ad. Your copy should always have some sort of Call To Action where you are getting something in return of them making some type of action on your ad. Address main points and remember, the longer usually the better. Separate it out and make sure that it is easy to read.

Publish your Ad and you are ready to go! Facebook will then review it and will either come back telling you what to change or make it live. Make sure you are checking your business manager and tracking results. Use the analytics to either change the ads or raise the budget depending on how it is performing.

CONTENT

Ask yourself, ‘Why should anyone follow my Facebook Page?’

The answer should be simple... Because you provide them with content that is valuable to them and will provide them with something in return.

Instead of annoying everyone that possibly knows you by posting listing after listing and open house after open house... Think about how you can give your followers value without asking for anything in return.

People will start to look to your account for information and build a relationship with you as a brand. They start to build the most important word in our industry... TRUST.

When the time comes to buy or list their home, you’re the one they’re going to turn to since you’ve been so knowledgeable and helpful in the past.

You’ll stay top of mind without your clients feeling as if they’re being “pitched” or “sold to” all the time. It’s a true win/win.

So how do you do this the right way?

Start with the 80/20 rule, which means 80% of your Facebook posts should be helpful, relevant content while the remaining 20% should be kept for listings, testimonials, open houses...

Create a variety of posts instead of simply relying on the boring photo + listing information standard. They want to see you. They follow you. One of the biggest mistakes that we as agents make is we think that our followers want to see REAL ESTATE... But really, they want to see you.

CONTENT

Being a real estate agent, it is important for our success to be able to get out of our comfort zones and meet people to get your name out there. Well, social media is the perfect place to do it.

Social media is the only place that you can get complete strangers to trust you with one of the most important decisions of their lives in a matter of seconds.

Stop posting listing, after listing, after listing. Don't feel bad, 95% of agents do this and you just don't know better. But this needs to stop. Posting listings can be an okay thing every once awhile but doing so often is going to not only kill your chances of finding social media success but will force you to be swallowed up in the long run.

When it comes to content, post with the right intent and you will always be in the green. If you are posting to sell homes, you are already so wrong that you should just stop and not post. If you are posting to genuinely help your followers or to show the happiness in your client, then you are good to go post. Make sure you don't miss the opportunity to post with solid intent.

Do not over post... No one wants to be scrolling through their feed and see your name pop up 3 or 4 times a day. Stop doing this. It is very easy to over post and that is just as annoying to followers as posting your listing for the 8th straight day. Don't over post.

Keep it simple and remember this rule, if you are in a rush and have to search for something to post, don't post. Let the content come to you. Look for opportunities to serve your followers when you post, and you will be doing it right.

DO NOT FORCE CONTENT ON FOLLOWERS

This will not only lose you followers, but will lose you business. The quality of your content and the type of posting will reflect the success of your business.

CONTENT

Last, but definitely not least: Make sure that when it comes to content that you never forget these important rules...

PROVIDE VALUE

POST HIGH QUALITY CONTENT WITH PURPOSE

KNOW YOUR AUDIENCE

DON'T FORCE CONTENT

If you focus on just those four things when it comes to posting content, you will not only see your business explode, but you will also see your network and your friend list growing with amazing people that connected with you because of your efforts on content with social media.

Some Good Extras

Best Days To Post On Facebook: Sunday, Thursday, Friday

Best Times To Post: 10 am – 7 pm with the best time possible between 1 pm - 3 pm

Audience: 71% of all internet users have a Facebook Account and are active

Ages: 18 – 19 (87%) / 30 – 49 (73%) / 50 – 64 (63%) / 65+ (56%)

Time Spent: Average user spends at least 42 minutes a day on Facebook

DEMOGRAPHIC

Aside from Facebook's popularity, what makes it the perfect platform to advertise on is the truly detailed level of targeting you are able to perform. After configuring the goal of your campaign you can use the various targeting options to layer on options, and ensure you're showing your ads to the right audience.

Here are a few of the Ad Targeting and tactics that we use on the Ad Set Level:

Behavior

Likely To Move
Buyer portals (i.e. Zillow, Trulia, etc.)
For Sale By Owner

Demographic

Homeowners
First Time Home Buyers
Income
Home Value
Newlyweds
Military
New Parents (Upsizing)
Adult Parents (Downsizing)
Language
New Job

Geography

Zip Codes (both include and exclude)
Cities (both include and exclude)
Radius around an address
Pin Drop (to reach all of the homes in a neighborhood)

PIXEL

The Facebook Pixel is a powerful Facebook advertising tool that uses code that is installed on your websites to track site visitors. The pixel then provides advertisers with information about their visitor's interactions on their site, such as pages they viewed and any actions they were there.

The Pixel provides general Facebook advertisers information such as site visits and what visitors are looking for using a site's search function, and indicates when a new lead has completed any sort of sign-up on your site or completes a registration form.

Advertisers can use the Pixel to gauge site visitors' intent and then create ads specifically to attract a similar audience on Facebook, ensure their brand stays in front of previous visitors, or give warm leads another reason to visit their site. This is called retargeting.

Because of how important retargeting is for our business (especially for nurturing leads, repeat business, and referrals) you will need to create your pixel and place it on your website.

Most websites will allow you to simply place the Pixel into your website by clicking on the Facebook side "Setup Method" and click "Manually Install the Code Yourself" and search via google "How to setup Facebook Pixel on (place your web host here) website?" If your website is hosted through your Broker, they are sure to have an easy way to add your pixel. If they do not, the other option that you have is create a couple quick and easy landing pages and plug in your pixel to those landing pages.

Head to your Ad Manager account and click the 3 lined menu in the top left and click "Pixels" under analytics to create and setup your Pixel.

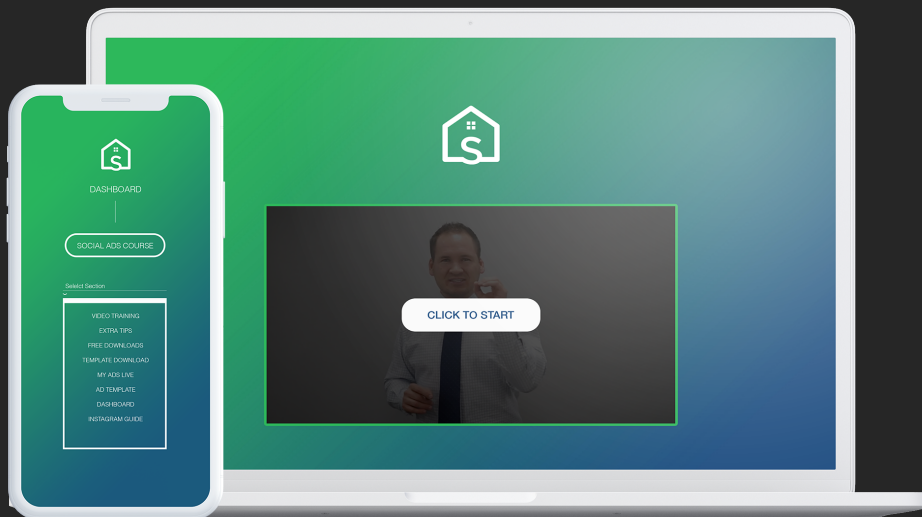
A good resource to setting up your Facebook Pixel –
[FACEBOOK.com/BUSINESS/HELP](https://www.facebook.com/BUSINESS/HELP)

LEARN MORE

If you are looking to learn more about Social Media for Real Estate, I offer a full course for agents that are looking to become the local expert in their community and truly expand their business and life to new limits.

The Social Realtor is the ultimate blueprint and training course by one of the top producing agents in the country. The course focuses on teaching agents how they can gain leads using social media and grow their business by using proven strategies, effective advertising, and strong processes.

To Learn More: TOPSOCIALREALTOR.com



LEARN MORE

Reminder... FREE MASTERCLASS

Thank you for taking the time to go through this guide. I hope that this guide at least gave you a starting point when it comes to Facebook and especially Facebook Ads.

This Guide goes hand in hand with the Masterclass but you will learn things that I wasn't able to put into this guide that are musts when it comes to Social Media.

To Register: TOPSOCIALREALTOR.com/MASTERCLASS



REAL ESTATE AGENTS

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Generate Leads, Expand Your Network, & Master Facebook For Real Estate

THANK YOU

Jimmy Rex

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