



Facebook Ads

For Real Estate Agents

*Your step-by-step, beginners guide to
generating leads on Facebook*



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How to Set Up a Facebook Ad: Get Likes Campaign

- Open Google Chrome and log in to Facebook
- Go to to www.facebook.com/ads/manage/powereditor
- Click **Download to Power Editor**, select your account, and hit **Download**
- Click the plus symbol (+) under **Campaigns**
- Enter in the **Name of your Campaign** using the naming convention
[Page Name] - [Objective]
- Leave **Buying Type** as "Auction"
- Change **Objective** to "Page Likes"
- Select **Create**
- Click on the **Ad Sets** tab and then the plus symbol (+)
- Click on **Use Existing** and select the campaign you just created in the drop down menu
- Add audience information to your **Ad Set Title** using the naming convention
[Page Name] - [Objective] - [Audience Segment]
- Hit **Create**
- A good place to start with your **Budget** is a daily budget of \$2
- Select your **Start Date**
- Check the box next to **Run my ad continuously from the start date**
- Click on the **Ads** tab and hit the plus symbol (+)
- Select your Campaign and Ad Set from the drop down menus
- **Name your Ad** using the naming convention:
[Page Name] - [Objective] - [Home Location] - [Audience Segment] - [Ad Variation]
- Hit **Create**



Continued

- Make sure your Facebook Business Page is selected next to **Facebook Page / Place**
- Select “Timeline” next to **Landing View**
- Edit your **Headline** and **Text**
- Choose an **Image**
- For your first ad, leave all **Placement** options checked
- Click on the **Audience** tab
- Edit your **Location**
- Edit the **Age** of your audience using your knowledge of who is buying and selling homes in your area
- Under **Connections**, enter in your page name next to “Target users who are not already connected to”
- Enter in your page name under **Friends of Connections**
- Click on the **Optimization & Pricing** tab and select “Optimized CPM”
- Select **Use Default Bids**
- Review your ad for any typos or changes you’d like to make
- Click on **Upload Changes**

For further instruction and guidance on using Facebook in your real estate business, please contact us at support@thepaperlessagent.com.