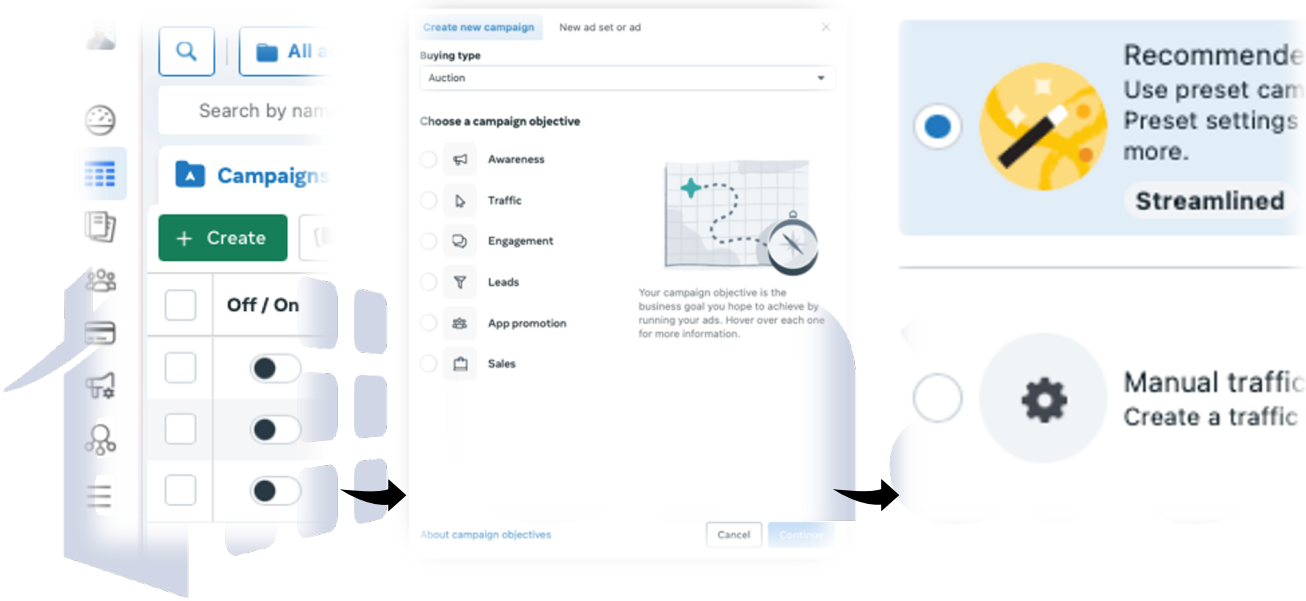
Facebook Ad Setup for Maximum Listing Exposure

📌 Step 1: Access Facebook Ads Manager

1. Go to business.facebook.com and log into your account.
2. Click on **Meta Business Suite → Ads Manager**.
3. Click the **green "+ Create" button** to start a new campaign.

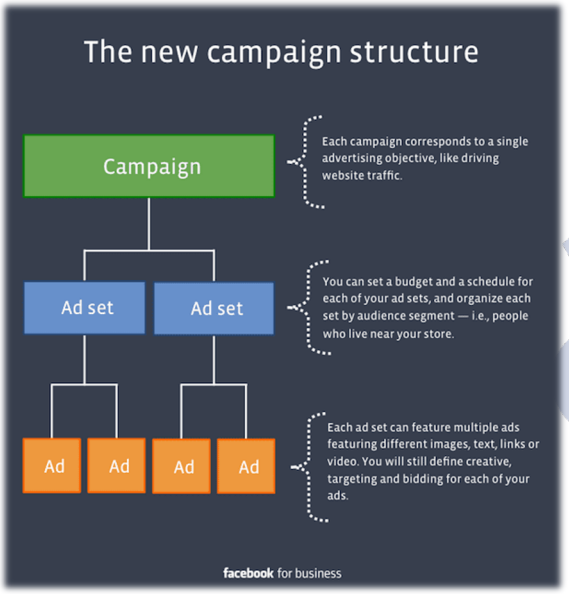


📌 Step 2: Choose the Right Campaign Objective

- Select **"Traffic"** (to drive clicks to your listing page) OR **"Lead Generation"** (to collect buyer leads without leaving Facebook).
- Click **Continue** to move forward.

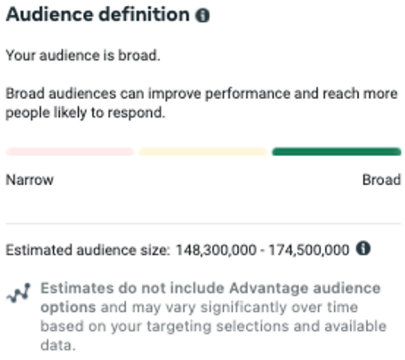
📌 Step 3: Set Up Your Campaign

1. **Name your campaign** (e.g., "Listings").
2. **Advantage+** (for assisted setup and options).
3. **Categorize Your Ads.** (Housing*)
4. **Click Next to Move on to Ad Set**



📌 Step 4: Define Your Ad Set

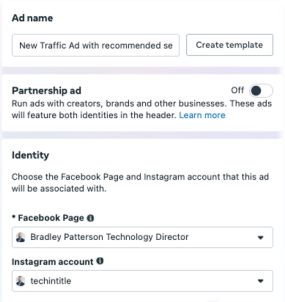
1. **Conversion:** (Website for Traffic)
2. **Set Budget & Dates:** More 💰+⏱ = More 👀
3. **Detailed Targeting:** Add Interests or Skip
    - Skip to allow Meta to target the most likely audience for you.
4. Click **Next** to move to the ad creation level.

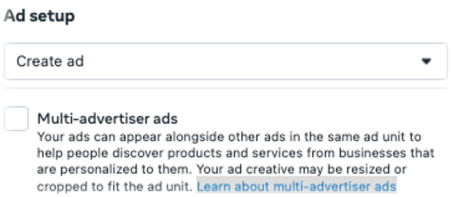


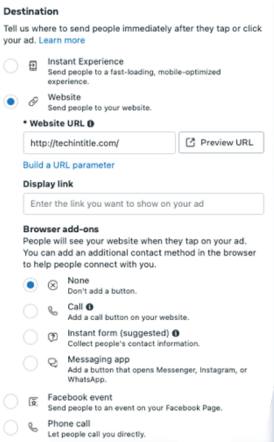
📌 Step 5: Create the Listing Ad

Setup:

- **Ad Name:** ("New Listing *Address*")
- **Partnership Ad:** Off
- **Identity:** FB + IG pages
- **Multi-advertiser ads:** (user preference)







1. Select Ad Setup:

- **Single Image/Video:** Best for a high-quality home photo or video walkthrough.
- **Carousel:** Great for showing multiple images of the property.

2. Upload Media:

- Use **high-quality photos or a short video** (10-30 sec walkthrough).
- Add a clear **Call-to-Action (CTA)** like **"Learn More" or "Schedule a Tour."**

3. Write Your Ad Copy (Example):

- **Headline:** "🏡 Just Listed! Check out this stunning home in [Neighborhood]"
- **Primary Text:** *"This [X]-bed, [X]-bath home in [City] just hit the market! Featuring [top features like open floor plan, large backyard, updated kitchen]. Click below to see more and schedule a private tour! 📲🏡"*
- **Call to Action (CTA):** Choose **"Get a First Look"** or **"Private Tour"**

📌 Step 6: Verify Budget & Duration

- **Recommended Budget:** $5-$15 per day (run for at least 7 days).
- **Schedule:** Start immediately or choose a custom date.
- Click **Next.**

📌 Step 7: Review & Launch Your Ad

1. Double-check all settings.
2. Click **"Publish"** to submit for approval.
3. Monitor performance in **Ads Manager** and tweak if needed.

🔥 Bonus: Retargeting Ad Setup (For Extra Exposure!)

✅ **Retarget People Who:**

- Clicked on your listing ad but didn't take action.
- Engaged with your Instagram or Facebook posts.
- Visited your website in the last 30 days.

📌 Steps to Set Up Retargeting Ad:

1. In Ads Manager, create a **new ad campaign** → Choose **"Traffic"** or **"Lead Generation."**
2. Go to **Audience Section** → Click **Custom Audiences.**
3. Choose **"Engagement"** → Select **People who engaged with your page or ad.**
4. Set a budget and **launch the ad!**