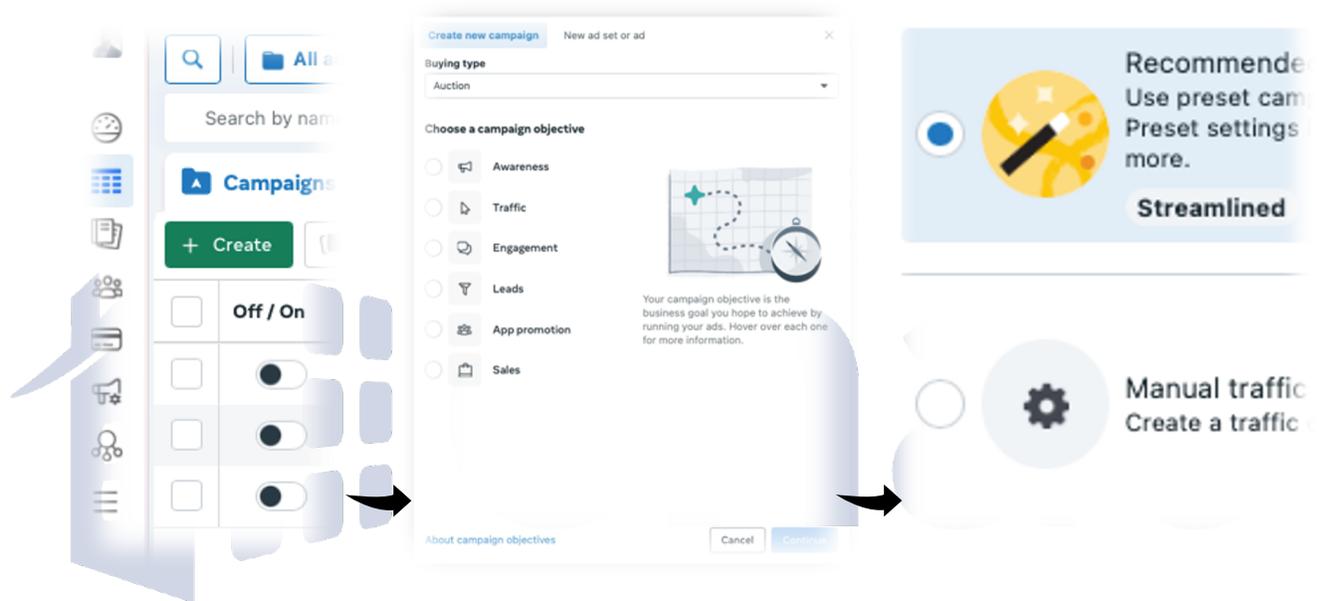


Facebook Ad Setup for Maximum Listing Exposure

📌 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.

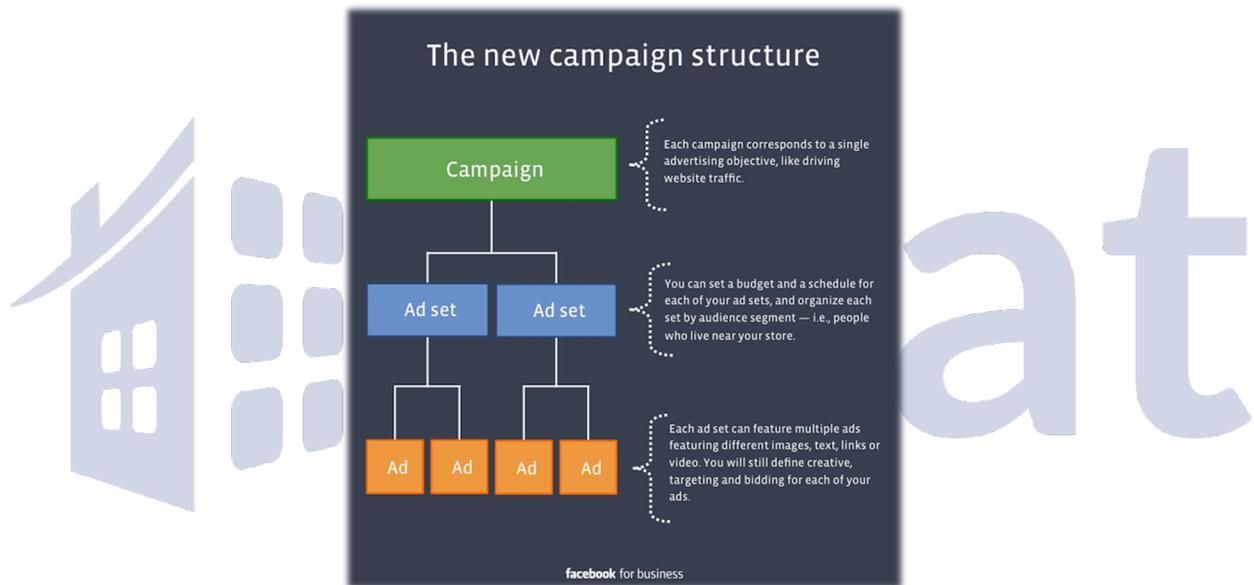


📌 Step 2: Choose the Right Campaign Objective

- 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.

Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Estimated audience size: 148,300,000 - 174,500,000 ⓘ

⚡ Estimates do not include Advantage audience options and may vary significantly over time based on your targeting selections and available data.

📌 Step 5: Create the Listing Ad

Setup:

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

Ad name

New Traffic Ad with recommended se

Partnership ad OFF

Run ads with creators, brands and other businesses. These ads will feature both identities in the header. [Learn more](#)

Identity

Choose the Facebook Page and Instagram account that this ad will be associated with.

• **Facebook Page**

Bradley Patterson Technology Director

• **Instagram account**

techintitle

Ad setup

Create ad

- Multi-advertiser ads**
- Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalized to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

Instant Experience
Send people to a fast-loading, mobile-optimized experience.

Website
Send people to your website.

• **Website URL**

Build a URL, parameter

Display link

Enter the link you want to show on your ad

Browser add-ons

People will see your website when they tap on your ad. You can add an additional contact method in the browser to help people connect with you.

None
Don't add a button.

Call
Add a call button on your website.

Instant form (suggested)
Collect people's contact information.

Messaging app
Add a button that opens Messenger, Instagram, or WhatsApp.

Facebook event
Send people to an event on your Facebook Page.

Phone call
Let people call you directly.

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!**