

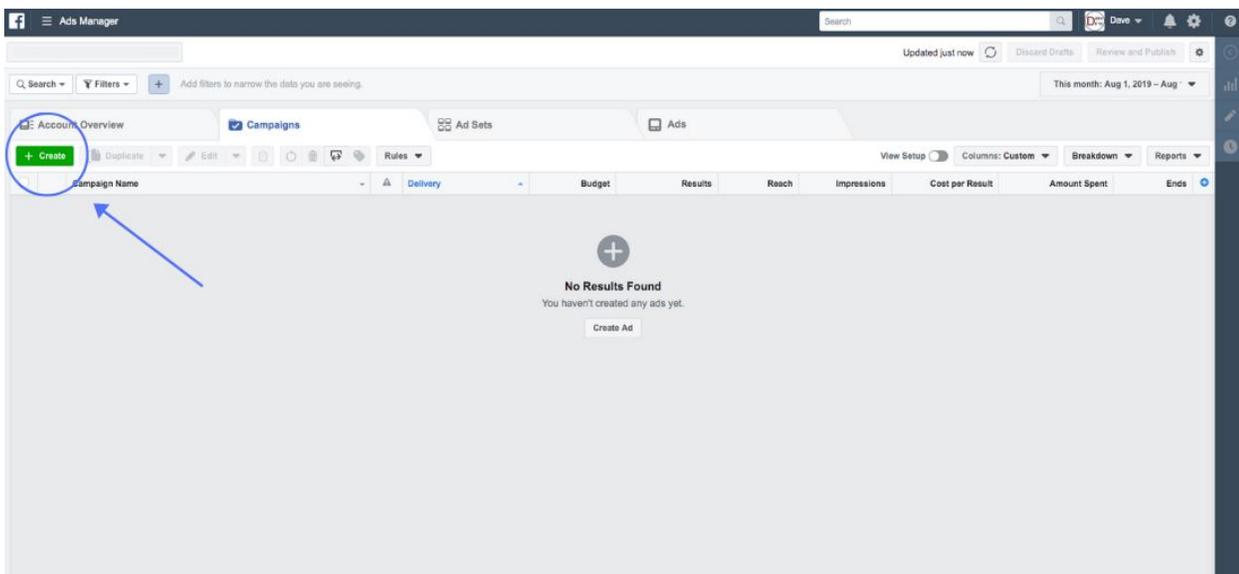


How To Set Up Ads Manager Account

In order to run your Facebook Ads, you will first need to set up an Ads Manager Account.

- You will have to provide a credit card for Facebook to keep on file.
 - Be sure to keep track of that card's expiration date or if it gets too close to its limit. Facebook will stop ads if they can't bill you and it takes a few days to get back up and running.
- Click on the link below to start setting up Ads Manager
<https://www.facebook.com/ads/manager>
- You will need to go to payments and add your credit card information.
- Once you have done that you can start creating your Facebook Ads!

How To Run Facebook Ads



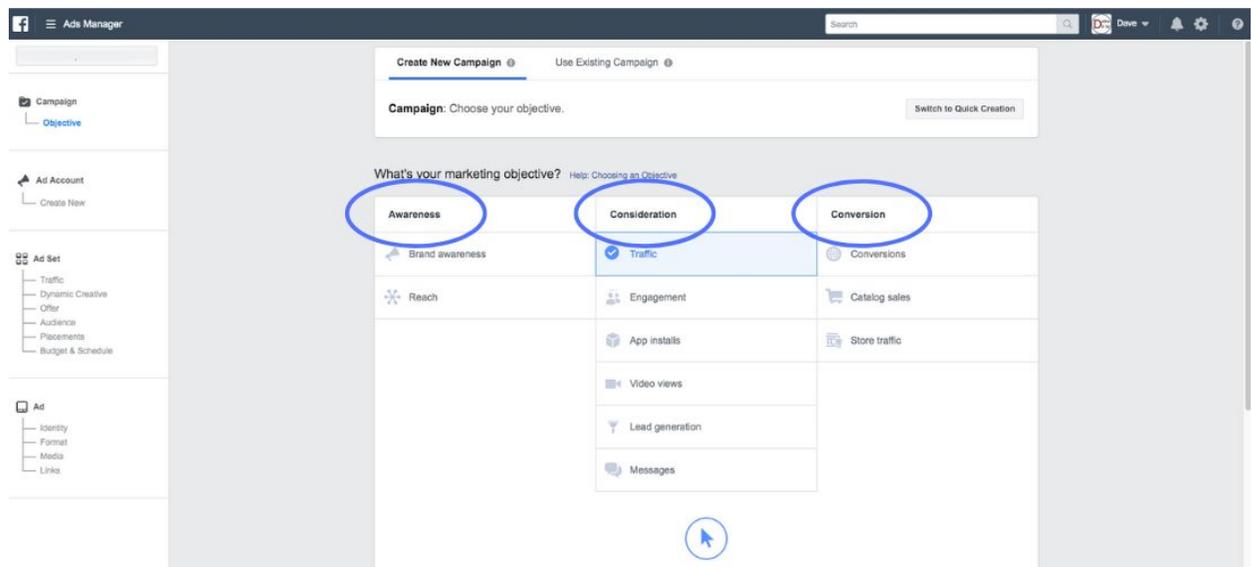
Go to Facebook Ads Manager to begin creating Ads.

- Click the Green “+Create” button to get started.
- Guided Creation versus Quick Creation
 - You will choose Guided Creation. Facebook will walk you through all the steps required to create your ad.
 - Click the link below for Facebook’s tutorial or you can follow along with me as I take you through the creation of an ad step by step!

<https://www.facebook.com/business/help/898399293584952>

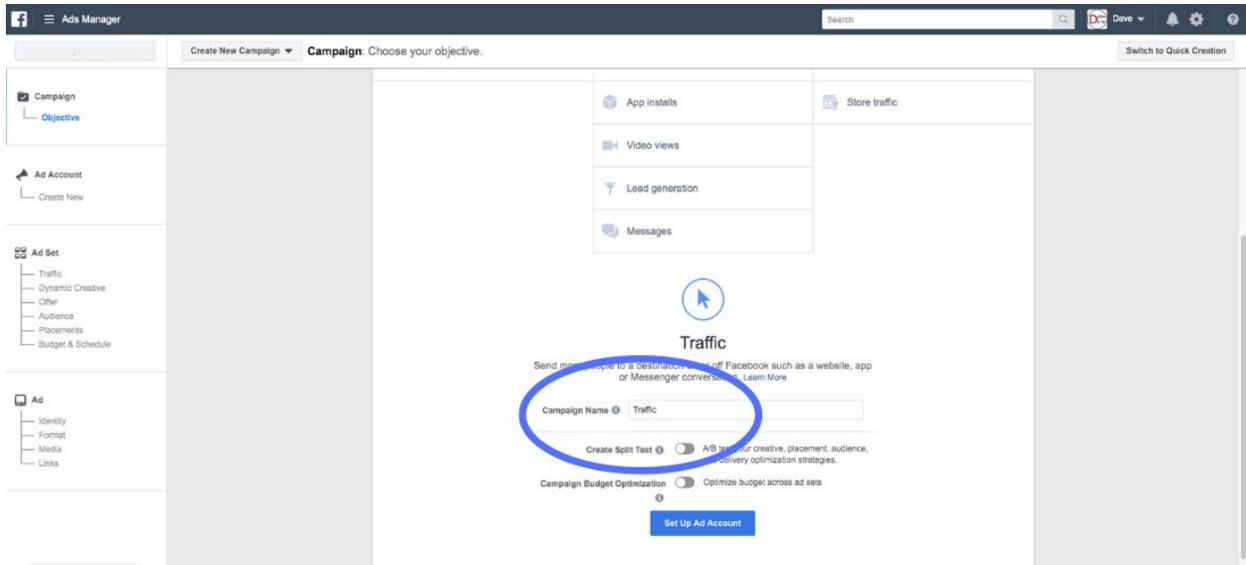
- Campaigns versus Ad Sets versus Ads
 - For the sake of getting used to putting together an ad, we are going to keep things super simple. We aren’t going to get super complicated or fancy. We are going to make one ad for your first campaign. SO...instead of creating a campaign that has multiple ads in it, which can get confusing to start with, it will just have the one ad in that campaign.

<https://www.facebook.com/business/help/613846972027099>

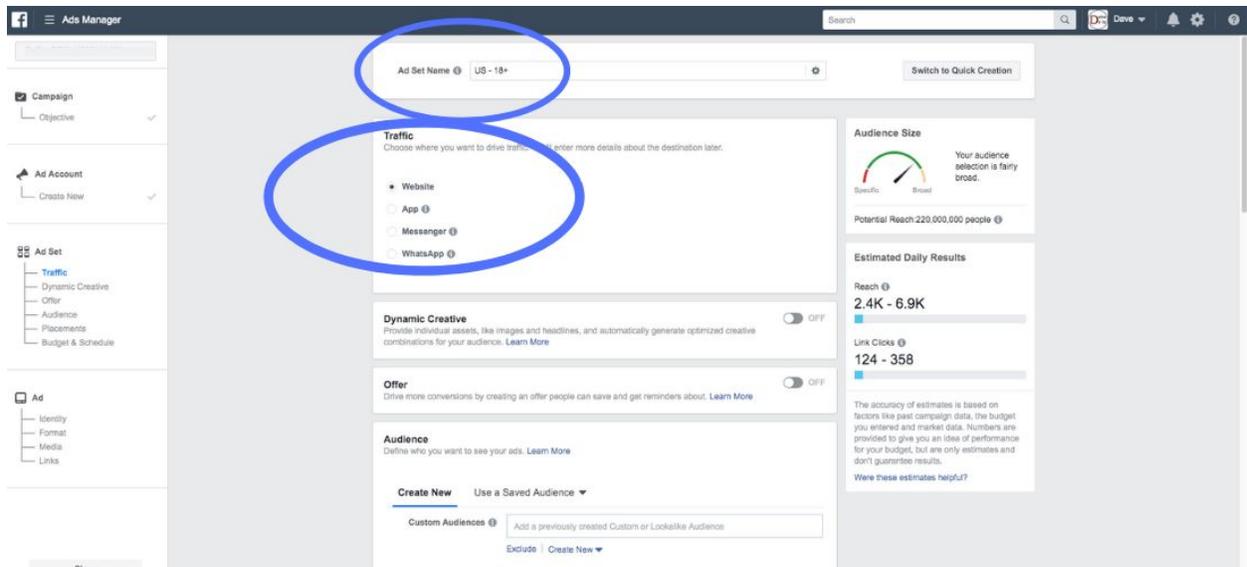


- Awareness versus Consideration versus Conversion
 - We need to determine the objective of this first ad. Is it to get in front of as many people as possible, is it to maximize video views, is it intended to capture a lead's name and email address?
 - Choosing the Right Advertising Objective:

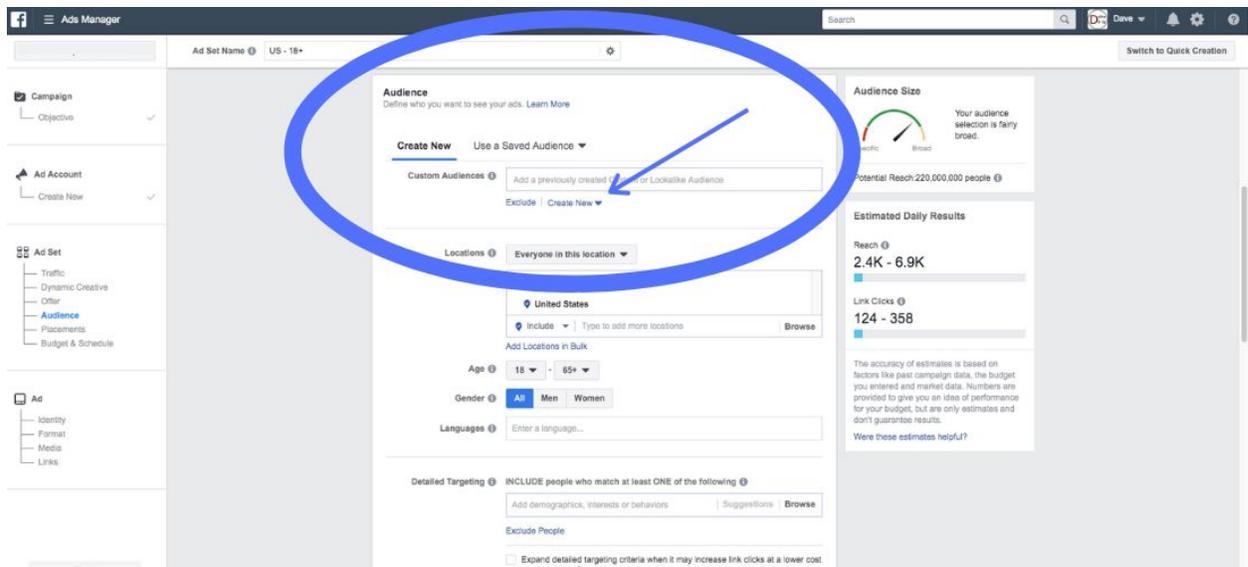
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- Name Your Campaign
 - Because we are only going to have one ad in this campaign, we are going to name the Ad and the Ad Set the same thing. Choose a name that will remind you what you are trying to accomplish. This will help when you have multiple ads running and you are reviewing how well the ads are performing.
 - ex: "My Email List" or "People in Dallas, TX"



- Name Your Ad Set
 - See step above in Name You Campaign
 - Reuse the same name above “My Email List” or “People in Dallas, TX”
- Where do you want to drive traffic?
 - Drive traffic to your website unless you specifically are looking to engage with your folks through Messenger



- Who is your Audience?
 - Custom Audiences
 - Create a Custom Audience From a List
 - Copy every email address you have, for those you would consider to be part of your Sphere of Influence, and dump them into a CSV file. A CSV file will look identical to an Excel Spreadsheet, however when you save it, change the format from “xls” to “csv.” Facebook will only allow you to upload email lists that are formatted as CSV files.
 - Once you have run some different audiences and you have had the chance to test/learn what does and doesn't work, you can begin implementing some additional audience building strategies.
 - Click the link below for step by step instructions on how to upload the list to Facebook.

<https://www.facebook.com/business/help/170456843145568>

- Create a Custom Audience from Only People Who Have Viewed Your Videos
 - You can create new audiences that are comprised of people who have viewed your prior videos. You can target an audience solely comprised of people who watched 25% of a video, 50% of a video, 75% of video...and so on. This is so powerful!! It allows you to create additional content for those people who have already engaged with your marketing...as they are more likely to engage again.
 - Click the link below for step by step instructions on how to create this audience.

<https://www.facebook.com/business/help/1099865760056389>

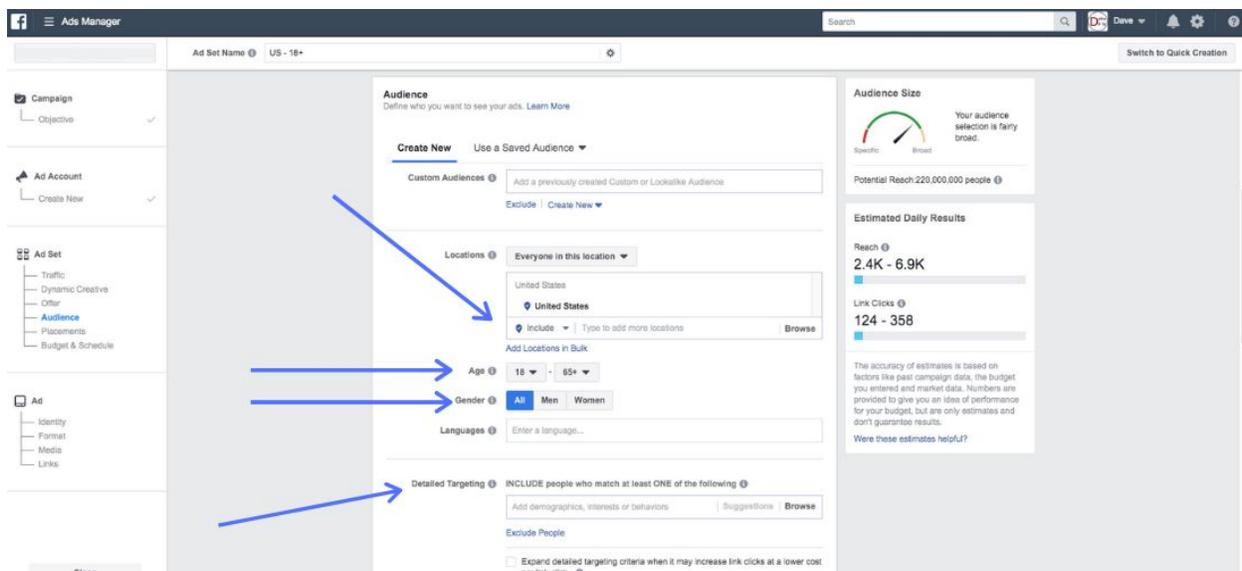
- Create Custom Audiences from People Who Visit Your Website
 - You can create new audiences that are comprised of people that have clicked on an ad directing them back to your website. The idea being, we want to put more content in front of the people who have already engaged with our marketing as they are more likely to engage again.
 - Click the link below for step by step instructions on how to create this audience.

<https://www.facebook.com/business/help/1474662202748341>

- Follow the steps below to create your branding specific Facebook ads. Don't get locked into the idea that you can only run lead generation or farming ads with your housing specific content. There is nothing that limits you from running your branded ads to people in a specific neighborhood or asking people to reach out to you if they would like you to share a professional referral. Please refer to my Branding Library for ideas on the various types of content you can produce.

- If you are trying to Farm a certain area (i.e targeting an audience in a specific neighborhood, Zip Code or City)

- If the purpose for your content is branding
 - Choose the neighborhood or area you would like to farm. Pick an address that is centrally located within that neighborhood and type that address into the search bar. You will see the address populate and a radius will appear around that home. Use the toggle bar to change the radius so that just the neighborhood you are looking to farm is covered within that radius. You can go down to as little as a 1 mile radius should you choose to do so.
- If the purpose for your content is Lead Generation.
 - If you don't want to use an address and you would prefer to use a city as your focal point, you will see that the radius starts at 25 miles and only goes down to 15 miles. Once again, use the meter on the right side of the screen to gauge your audience size. You don't want to be too broad or too specific.

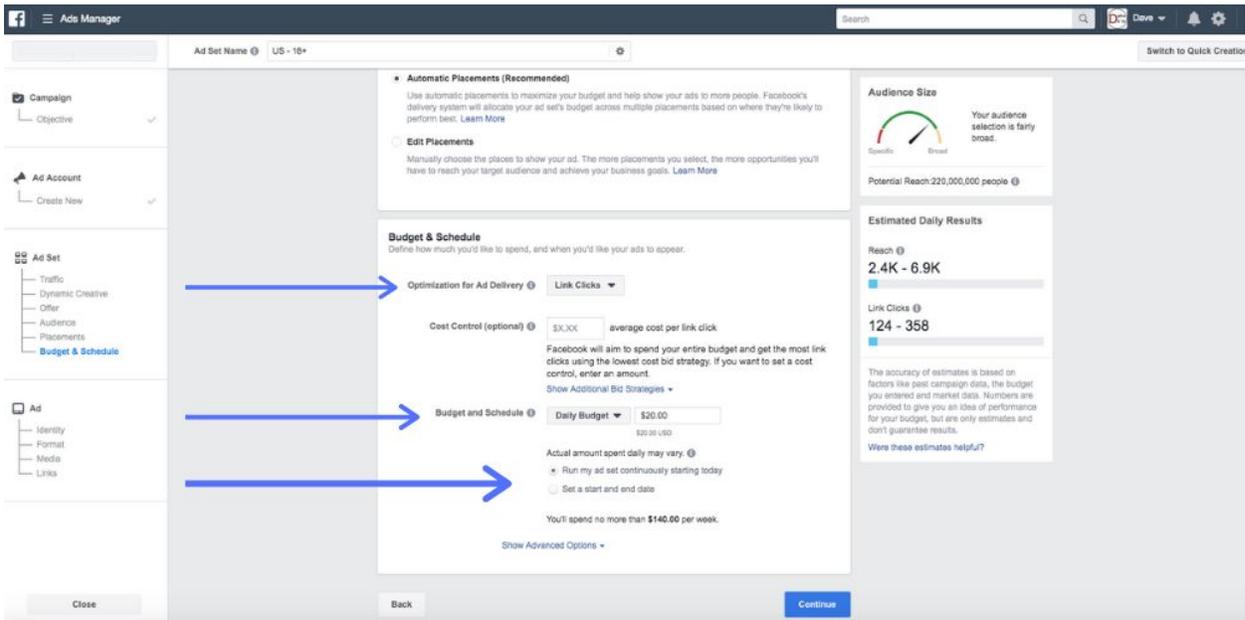


- Audience
 - Locations
 - Reminders:
 - When you use a specific address as the focal point, the minimum coverage radius is 1 mile.

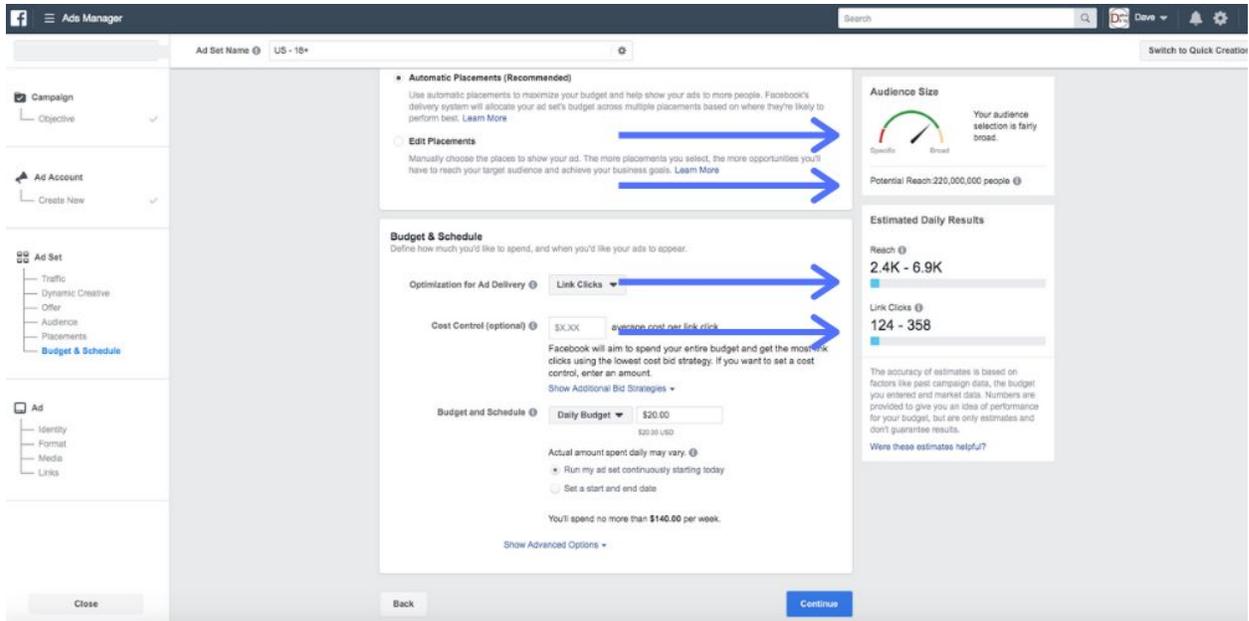
- If you use a city, the minimum coverage radius is 15 miles.
 - You can use multiple addresses in the same ad. So if you are trying to farm more than one area with one ad, you can.
- Age
 - Choose the population you wish to target
- Gender
 - Choose the population you wish to target
- Detailed Targeting
 - This is one of the most important features of the Facebook Ads machine. It allows you to create an audience that most closely resembles your ideal audience.
- Interests to include
 - If you would like help identifying interests that will help your business, please feel free to reach out to me at:
 - Dave@MyBlueCowMedia.com
 - Otherwise, you can browse the many interests and demographics available to you in the Ads Manager platform
- Refine Your Population Further
 - Remember, what makes Facebook ads so powerful is its targeting capabilities. You can continue to refine your audience by selecting the Narrow Your Audience feature. This will allow you to target a very specific population. One that you believe most resembles your ideal client.
- Interests to exclude
 - If you would like to remove people from your target population with specific interests or demographics, you can also remove those people with this feature. This is another powerful feature to utilize to help reduce the number of times your ads are seen by people who will likely have no interest in them.

- Save This Audience
 - You will likely find that you are reusing audiences quite often. I strongly recommend that you save your audiences as you go so that you aren't recreating them from scratch every single time. Click the link below to learn how.

<https://www.facebook.com/help/ads-manager-app/736876326407603>



- Budget and Schedule
 - Decide how much you want to spend on your ad every day.
 - SOI Ads – Start with \$1-\$2 per day and see what your frequency is at the end of 30 days
 - Once your frequency gets up around 2 (people have seen your ad on average twice), it's usually time to create a new Facebook Ad.
 - Farming Ads – Start with \$1-\$2 per day and see what your frequency is at the end of 30 days.
 - Once your frequency gets up around 2 (people have seen your ad on average twice), it's usually time to create a new Facebook Ad.
 - Click here to learn more about budgets:
 - https://www.facebook.com/business/help/214319341922580?helpref=page_content
- Campaign Bid Strategy
 - Leave at Lowest Cost Option



- Audience Size

- Specific vs Broad

- As discussed above, you will see a meter on the right side of the screen that changes as you continue to alter your audience. While this is a helpful tool, just use this as a guide for your audience creation. It's ok to use a specific audience and test it out to see how it converts. Remember, it may cost a bit more to put ads in front of people when the audience is specific, but you may also be reaching the exact people who are most likely to buy or sell. If you test this idea and see that you are getting engagement with a specific audience size, then go for it! If not, then remove some of your parameters and expand your audience until you get the results you are looking for. This process is a never-ending test and learn process.

- Estimated Daily Reach

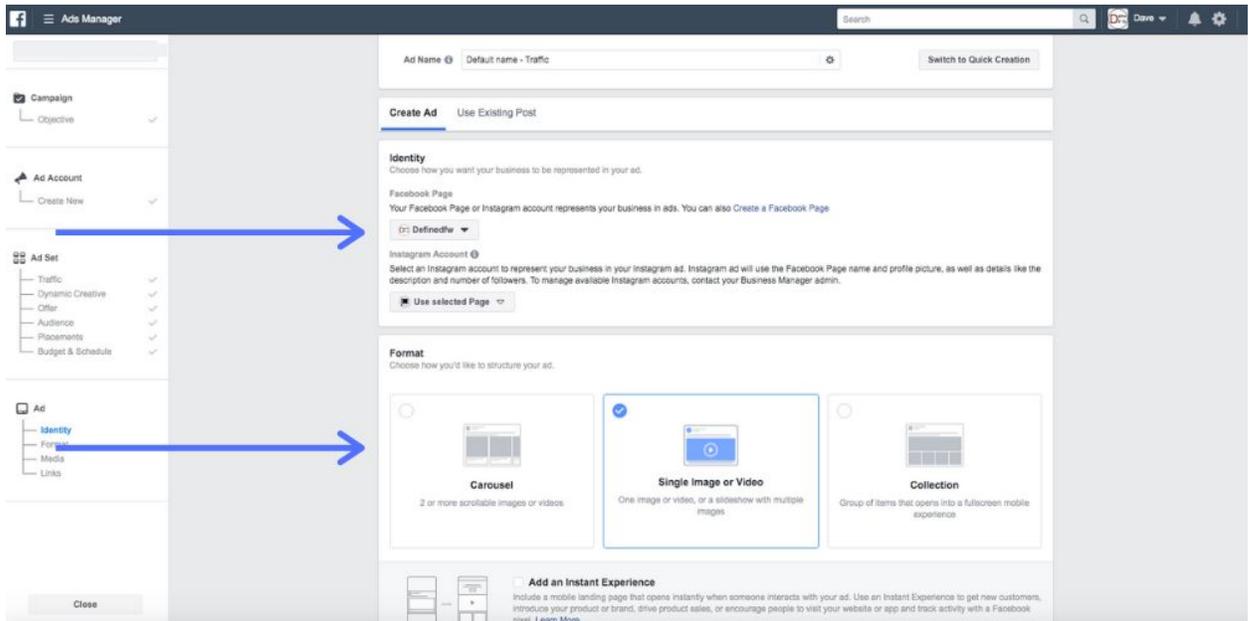
- As you increase your ad spend, your daily estimated reach should be increasing as well. Remember, the estimated reach is just a best guess on Facebook's part. You really won't know how many people each day will see your ad until you start running them. The actual reach will ultimately depend on how successfully you put together your Facebook Audience and Creative for your Ad.

- Click the link for more information about Estimated Daily Reach

<https://www.facebook.com/business/help/1438142206453359>

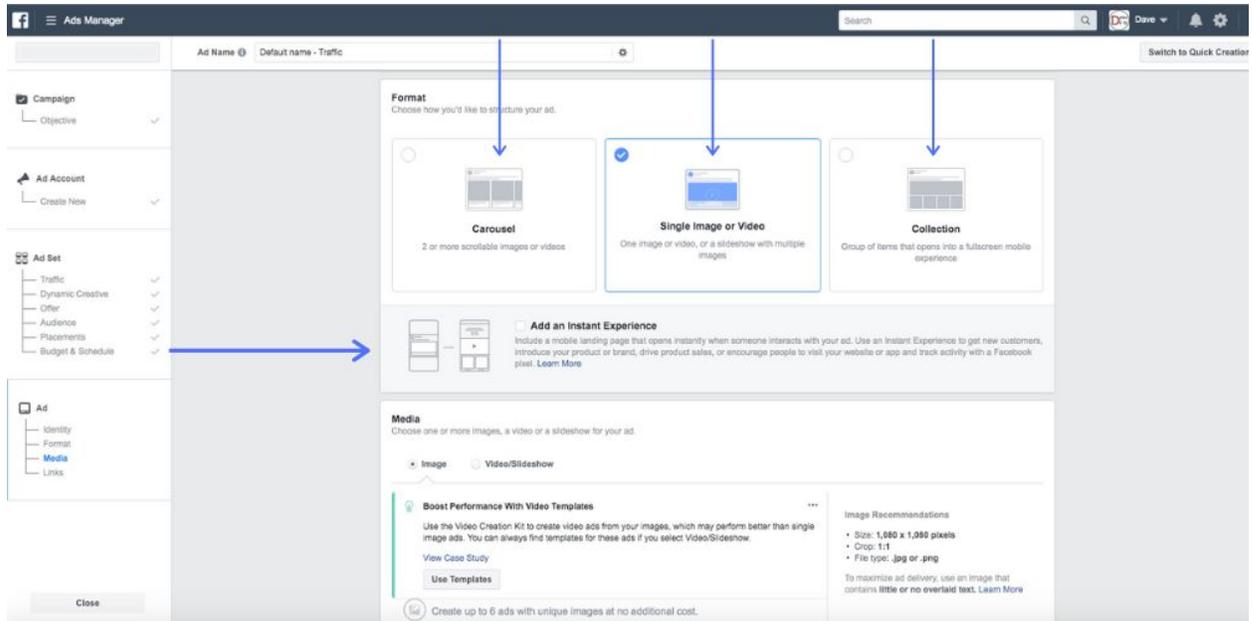
- Link Clicks

- Based on your ad spend, Facebook will also provide a projected number of ad clicks per day. Again, this is a best guess based on your daily dollar spend. There are so many variables that impact an ad's success that you can't put too much stock into this number. Just use it as a guide.
- Click the link for more information about Link Clicks
<https://www.facebook.com/business/help/659185130844708>

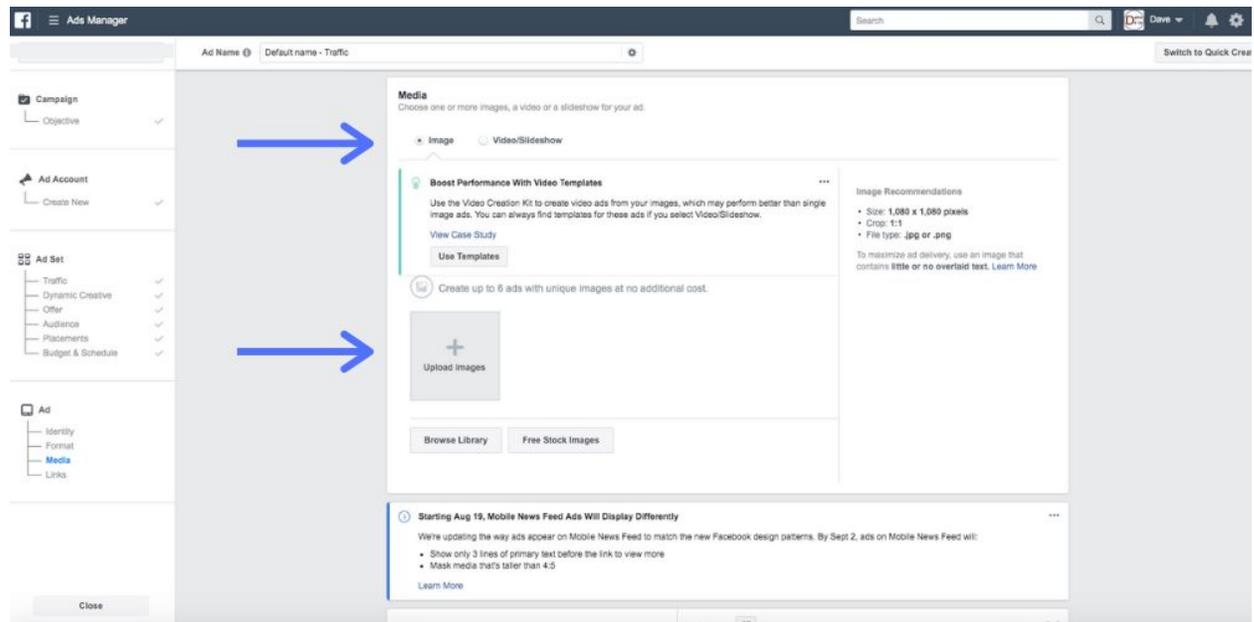


- Identity

- Make sure that your ads are linked to your Facebook Business Page. If you have more than one Business Page, double check it's the business page for your Real Estate Business.



- Format
 - Carousel
 - You will typically want to use the “Single Image or Video” for most of your Real Estate Ads early on. Once you get more comfortable with the Ads Manager program, feel free to try out different formats to see what you can do with them.
 - Click the link below for more info on the Carousel Format: <https://www.facebook.com/business/ads-guide/carousel/facebook-feed/traffic>
 - Single Image or Video
 - This will be the format you use most often. It allows you to use single images or videos for your ads. It also allows you to post multiple pictures in one ad. This works well if there is a home with multiple rooms you would like to promote, or multiple homes you would like to share in one ad.
 - Collection
 - Add an Instant Experience
 - This is another format that you can use. For the time being, focus on getting comfortable with the Single Image or Video format. Once you get more comfortable with the Ads Manager program, feel free to try out this format to see how you can use it.



- Add Media
 - Add Image
 - Download any images that you own directly to your Ads Manager media library so that you can use them in your ads.
 - It is imperative that you only use images that you own, otherwise you could be subject to copyright infringement. Same with music and videos.
 - You can also browse Facebook’s library of stock images as well.
 - Click Add Images and look at the top of the page where you will see a tab titled Stock
- Add Video
 - Download any videos that you own directly to your Ads Manager media library so that you can use them in your ads.
 - It is imperative that you only use videos that you own, otherwise you could be subject to copyright infringement.
- Text and Links
 - Select the Link Type For Your ad
 - Leave this as “website”
- Primary Text
 - This is where you will write the actual ad itself. Remember these few things: Your goal is to tap into an emotion with the first line. Do your best

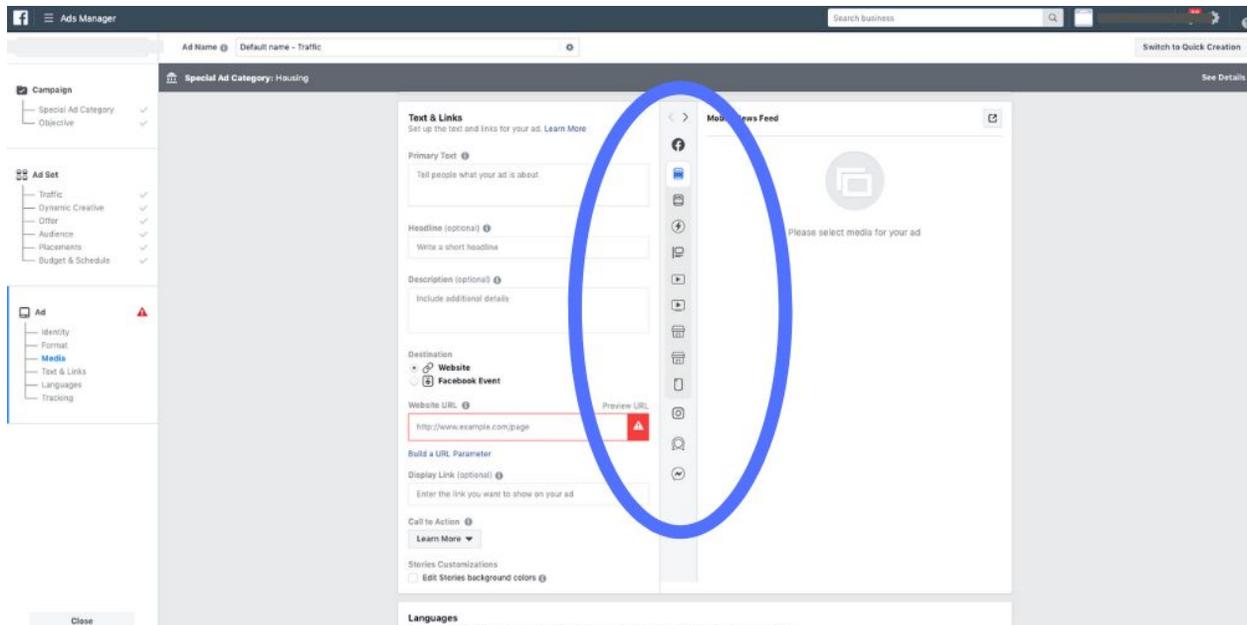
to draw your audience in by tapping into the emotion that most clearly aligns with your ad...excitement, urgent, etc.

- Good copywriting is a whole course in and of itself. But, if you can tell a story while evoking some sort of emotion, you should be in good shape.
- Keep the text short. People don't want to read a lot.
- Make sure you always comply with all state regulations and rules for advertising that are specific to your industry.
- Your goal is to be able to get someone to engage with your ad through what they see in the photo or video AND with the first 3 lines of text that they are able to read in your ad. Notice the "See More" link in the ad below. We need to capture people's attention with your first three lines of text so that they will click that link!

The screenshot displays the Facebook Ad Manager interface. At the top, there is a search bar and navigation elements. The main area is divided into two panels. The left panel, titled 'Edit', contains a section 'Crop videos for different placements' and a section 'Primary Text Will Show 3 Lines' which is circled in blue. Below this, the 'Primary Text' is shown in a blue-bordered box: 'Are you a Realtor who needs to BRAND your business better, but it seems overwhelming? I have created a totally FREE, no strings attached, program to show you:'. A list of benefits follows, including 'How to create your own custom website', 'How to run Ads', 'How to build out your key Social Media platforms', 'A Content Library to help you come with ideas for your Social Media posts', 'A Content Distribution Schedule to keep you on track with your daily posting', 'How to follow up with your Top 100 (the people most likely to refer you business)', and 'And TONS more...all for FREE!'. A note at the bottom says 'Click on "LEARN MORE" to request a COPY. When you'. The right panel, titled 'Ad Preview', shows the ad as it will appear in a 'Mobile News Feed'. It features the 'My Blue Cow Media' profile, a video thumbnail with a play button, and the text: 'Are you a Realtor who needs to BRAND your business better, but it seems overwhelming? I have created a totally FREE, no ...See More'. Below the video is a 'LEARN MORE' button. At the bottom of the ad preview are 'Like', 'Comment', and 'Share' icons. At the bottom of the entire interface are 'Close', 'Discard Draft', and 'Publish' buttons.

- Website URL

- More often than not, you are going to want to drive traffic to either your website or to a [squeeze page](#).
- If your goal is to drive traffic back to your website, then simply type in your URL or the specific page on your website you are trying to drive people to.
- If your goal is to acquire leads through a squeeze page, then you will be using the URL provided by your CRM. If your CRM allows you to create squeeze pages, you will simply compile a list of homes that fit the criteria you will be offering in your ad. Once that is done, your CRM will provide you with a particular link that you will put into the Website URL box in Facebook Ads that will take people from Facebook to your squeeze page. Once there, the person will have the option to opt-in to receive the list of homes you advertised, or they can simply close out the window and choose not to provide their info.
- Driving traffic to your website is very powerful, as you will see after you set up your Facebook Pixel. Long story short, the pixel is a snippet of code that Facebook provides you. You then take that code and imbed it into your website. The Pixel will be able to determine who is clicking on your Facebook ads and who is going to your website to look around. With that information, we can then create new ads and only target those people that are engaging with Facebook Ads. Why is this important? Simply because your ads will perform better in the future when you are only putting them in front of the people that have engaged with previous ads. If someone clicked on a picture of your listing, they did so because there was some level of curiosity there. These are the people we want to keep engaged. You can then create new ads sharing other listings and valuable content that they might find helpful. It stands to reason that they will be more likely to engage with new and fresh content because they already clicked once. The pixel can do a lot more, but this is just one powerful example.
 - Learn how the Facebook Pixel works:
<https://www.facebook.com/business/learn/facebook-ads-pixel>
- **Headline**
 - Make sure it's short and direct. It should never be so long that you run out of room to read the entire Headline.
- **Call To Action**
 - This is the link that people will click to visit your website. Typically for these ads you will be selecting "Learn More" as your call to action. By clicking on the Learn More button, they will be driven to the Website URL you entered above. This will usually be your website, but it can also be landing pages and squeeze pages.



- **Formatting For Various Platforms**
 - Look in the middle of the screen for a set of 12 vertical icons.
 - If you hover over each icon, you will be able to see how the Ad you are running will appear on each platform.
 - If for any reason you want to change the ad before publishing, because of how the ad appears on certain platforms, alter the text until the ad is presented as you like.
 - Remember that Facebook Mobile is likely how most of your audience will be viewing the Ad. For that reason, it is important that above all other platforms, the Ad format for Mobile looks great!
- **Run Your Ad**
 - Hit the green Confirm button at the bottom of the screen and you are ALMOST live!
 - Your Facebook Ad is now in review.
 - If this is your first Ad, it may take some time to get this through the review process. Facebook will notify you via email when your Ad has gone live!