



## AUDIENCE POLL

### What is Your Primary Goal with Facebook® Ads?

- Leads
- Branding
- Sphere of Influence Growth
- Geographic Farming (Digitally)

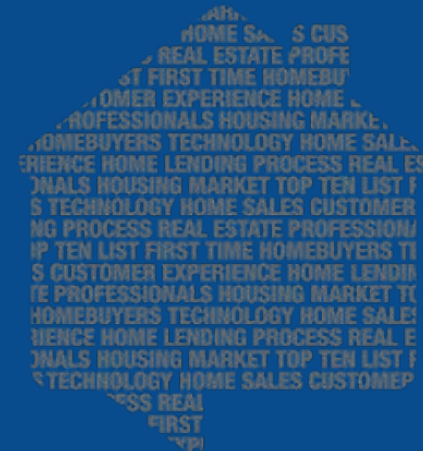


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# FEB 2018



## CREATING FACEBOOK® ADS THAT REALLY WORK

# WHAT'S TRENDING NOW

Hosted by: Jim Marks & Ryan Rockwood

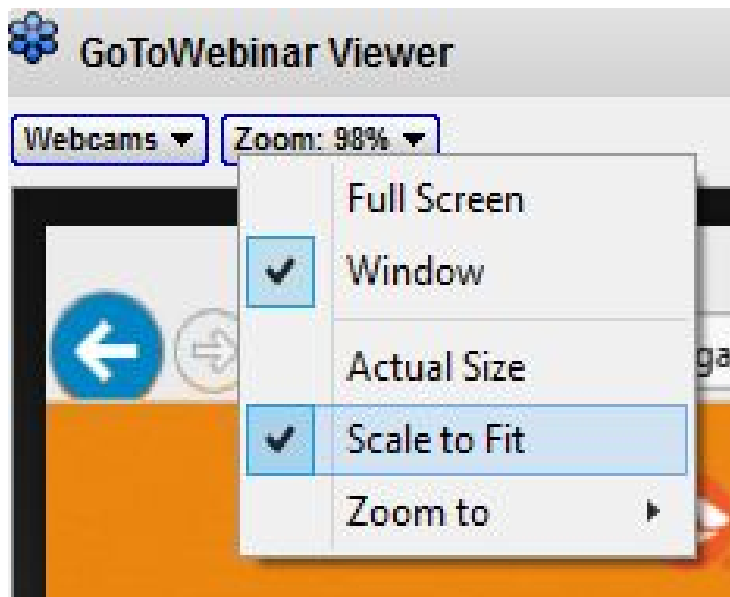


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## 1) YOU ARE MUTED FOR THE DURATION OF THE WEBINAR

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



## 2) THIS WEBINAR WILL LAST 60 MINUTES

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions



## 3) THIS WEBINAR IS BEING RECORDED

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

## IMPORTANT HOUSEKEEPING



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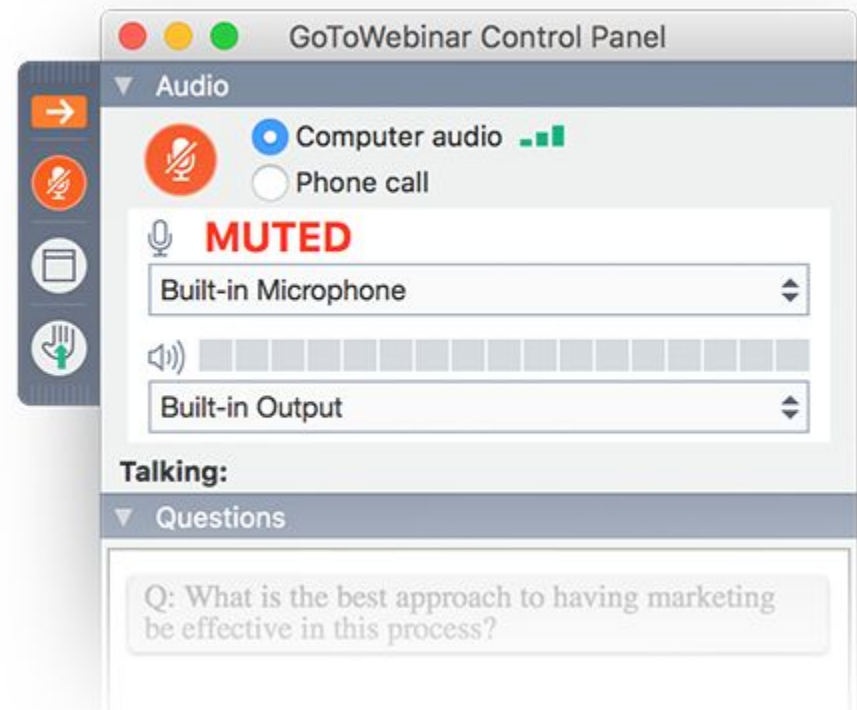


## HAVE QUESTIONS? Not A Problem!

Locate the Questions  
Panel.

You CAN type a question  
in your control panel.

We will do our best to  
answer it.



# What's Trending Now



If we teach it on this webinar series, it's been



Tried



Tested



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## AUDIENCE POLL

### Poll Results



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A screenshot of a Facebook post. At the top left is a profile picture of a man in a suit and the name "Virtual Results Support" in blue, with "Sponsored" and a globe icon below it. To the right is a "Like Page" button with a thumbs-up icon. The main text of the post reads "Uncover the 'Secret' Facebook Technique to Rain Down Riches". Below the text is a large image of a tunnel formed by stacks of US dollar bills, receding into the distance. At the bottom of the post are three interaction buttons: "Like" with a thumbs-up icon, "Comment" with a speech bubble icon, and "Share" with a right-pointing arrow icon.



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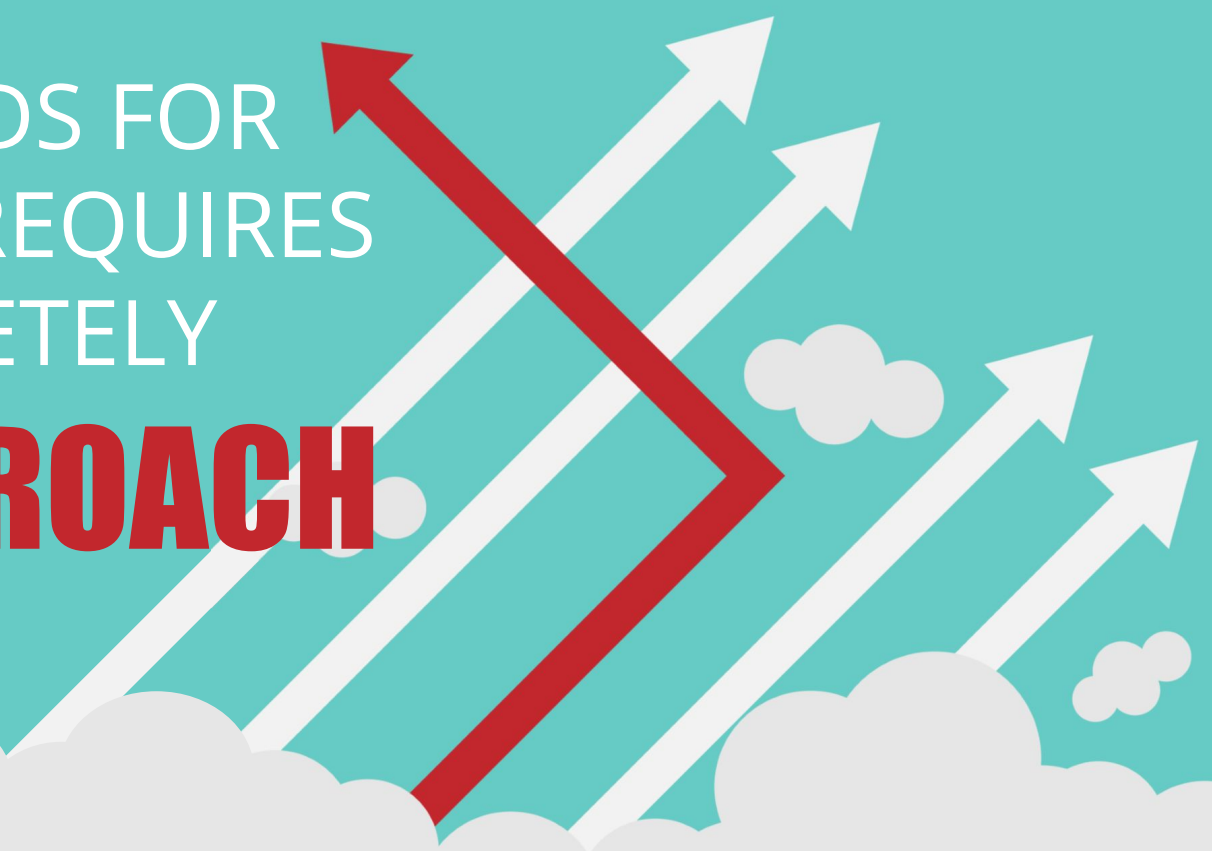


# What's Trending Now



WHAT'S TRENDING NOW

## WRITING ADS FOR FACEBOOK® REQUIRES A COMPLETELY **NEW APPROACH**



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WHAT'S TRENDING NOW

# facebook® Ads are NOT Adwords® Ads

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 [www.lagunabeachrealestate.com/](http://www.lagunabeachrealestate.com/) ▼ (949) 355-1622

Laguna Beach Real Estate Listings - Detailed Property Photos, Videos, Aerial Map

Sandy Beaches · Beautiful Scenery · Blue Water Ocean Views

Types: Residential, Lot-Land, Rental, Mobile Home

Oceanfront Homes For Sale · Ocean View Homes For Sale

Laguna Beach Real Estate | Listings Updated Every 15 Min | [redfin.com](http://redfin.com)

 [www.redfin.com/Laguna\\_Beach](http://www.redfin.com/Laguna_Beach) ▼

Search Homes for Sale. Contact a Local Agent to start finding your next home.

Laguna Beach CA | Explore Homes On Zillow | [zillow.com](http://zillow.com)

 [www.zillow.com/Homes/Laguna-Beach-CA](http://www.zillow.com/Homes/Laguna-Beach-CA) ▼

★★★★★ Rating for zillow.com: 4.7 - 959 reviews

Browse Laguna Beach CA homes for sale. View home details, photos & more!

See Video Walkthroughs · Save Your Search Filters · Free Mortgage Calculator

Types: Homes, Townhouses, Condos, Apartments

CA Real Estate - Laguna Beach Homes for Sale - [realtor.com](http://realtor.com)

 [www.realtor.com/](http://www.realtor.com/) ▼

★★★★★ Rating for realtor.com: 4.8 - 247 reviews

Listings Updated Every 15 Minutes. View Photos and Request a Showing.

Types: Homes, Townhomes, Condos, Apartments, Home Rentals

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WHAT'S TRENDING NOW

## facebook Ads are NOT

Ads

## Newspaper Ads

Laguna Beach Real Estate  
[www.lagunabeachrealestate.com](http://www.lagunabeachrealestate.com)  
Laguna Beach Real Estate Listings -  
Sandy Beaches - Beautiful Scenery -  
Types: Residential, Lot-Land, Rental,  
Oceanfront Homes For Sale - Ocean

Laguna Beach Real Estate  
[www.redfin.com/Laguna\\_Beach](http://www.redfin.com/Laguna_Beach)  
Search Homes for Sale. Contact a L

Laguna Beach CA | Explore  
[www.zillow.com/Homes/Laguna\\_Beach\\_CA](http://www.zillow.com/Homes/Laguna_Beach_CA)  
★★★★★ Rating for zillow.com: 4.  
Browse Laguna Beach CA homes for  
See Video Walkthroughs - Save Your  
Types: Homes, Townhouses, Condos

CA Real Estate - Laguna Beach  
[www.realtor.com/](http://www.realtor.com/)  
★★★★★ Rating for realtor.com: 4.  
Listings Updated Every 15 Minutes.  
Types: Homes, Townhouses, Condos



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# facebook Ads are NOT

Adwords® Ads

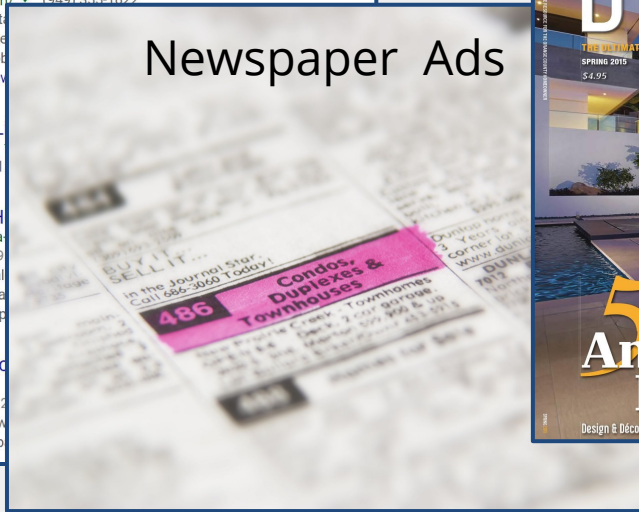
Laguna Beach Real Estate | [www.LagunaBeachRealEstate.com](http://www.LagunaBeachRealEstate.com)  
**Ad** [www.lagunabeachrealestate.com](http://www.lagunabeachrealestate.com) (949) 355-1622  
Laguna Beach Real Estate Listings - Detached Homes - Oceanfront Homes For Sale - Ocean View  
Sandy Beaches - Beautiful Scenery - Blue Ocean Views  
Types: Residential, Lot-Land, Rental, Mobile Homes

Laguna Beach Real Estate | [www.redfin.com/Laguna\\_Beach](http://www.redfin.com/Laguna_Beach)  
**Ad** [www.redfin.com/Laguna\\_Beach](http://www.redfin.com/Laguna_Beach)  
Search Homes for Sale. Contact a Local Real Estate Agent

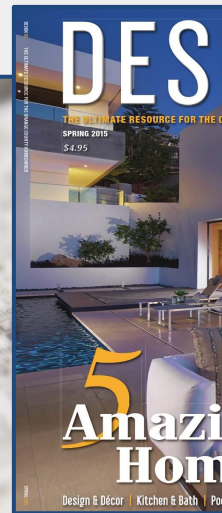
Laguna Beach CA | Explore Homes for Sale | [www.zillow.com/Homes/Laguna-Beach-CA](http://www.zillow.com/Homes/Laguna-Beach-CA)  
**Ad** [www.zillow.com/Homes/Laguna-Beach-CA](http://www.zillow.com/Homes/Laguna-Beach-CA)  
★★★★★ Rating for zillow.com: 4.7 - 9.0  
Browse Laguna Beach CA homes for sale. See Video Walkthroughs - Save Your Search  
Types: Homes, Townhouses, Condos, Apartments

CA Real Estate - Laguna Beach | [www.realtor.com/](http://www.realtor.com/)  
**Ad** [www.realtor.com/](http://www.realtor.com/)  
★★★★★ Rating for realtor.com: 4.8 - 2.0  
Listings Updated Every 15 Minutes. View Photos  
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Newspaper Ads



Magazines



Television Ads



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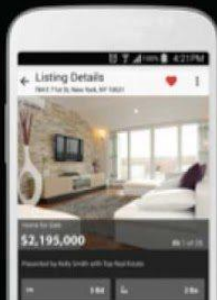
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Carrier fees for data usage may apply

**FIND YOUR NEXT  
APARTMENT IN  
A NEW YORK  
MINUTE.**

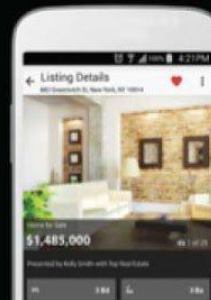
Introducing the new  
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real estate in real time



real estate in real time: most for-sale listings are updated on  
realtor.com® at least every 15 minutes on average.

**THE NYC  
REAL ESTATE  
MARKET NOW  
FITS IN YOUR  
BACK POCKET.**

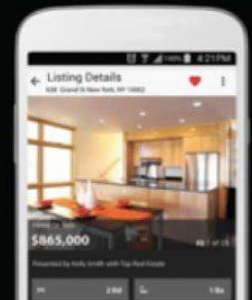
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real estate in real time: most for-sale listings are updated on  
realtor.com® at least every 15 minutes on average.

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BUY IT.**

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**BAD NEWS**



**GOOD NEWS**



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Your ad copy doesn't matter (much)

On Facebook<sup>®</sup> ads,  
the visuals win the day.



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A Unoriginal  
Great Idea!

“If it’s all about  
the image....”

A screenshot of a Facebook post from 'The Neighborhood' (Sponsored). The post features a large image of a swimming pool with text overlaid: 'Oh wow, check out that pool. You could float around after a long day. You seriously deserve this freshwater pool that cost at least \$150K to install! Included House!'. Below the image is the text 'Luxury Like This Is Once-In-A-Lifetime!' and a disclaimer: 'This domain is established to be used for illustrative examples in documents. You may use this domain in examples without prior coordination or asking for permission.' The domain 'EXAMPLE.COM' is listed, and a 'Learn More' button is present. At the bottom are 'Like', 'Comment', and 'Share' buttons.

The Neighborhood

Sponsored · 🌐

Like Page

Home includes crystal ball to summon the butler.

Oh wow, check out that pool. You could float around after a long day. You seriously deserve this freshwater pool that cost at least \$150K to install! Included House!

Luxury Like This Is Once-In-A-Lifetime!

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## 20% Text Rule

Still a good guide despite a slight relaxation on the rule.



Short & Snappy Call To Action / Offer



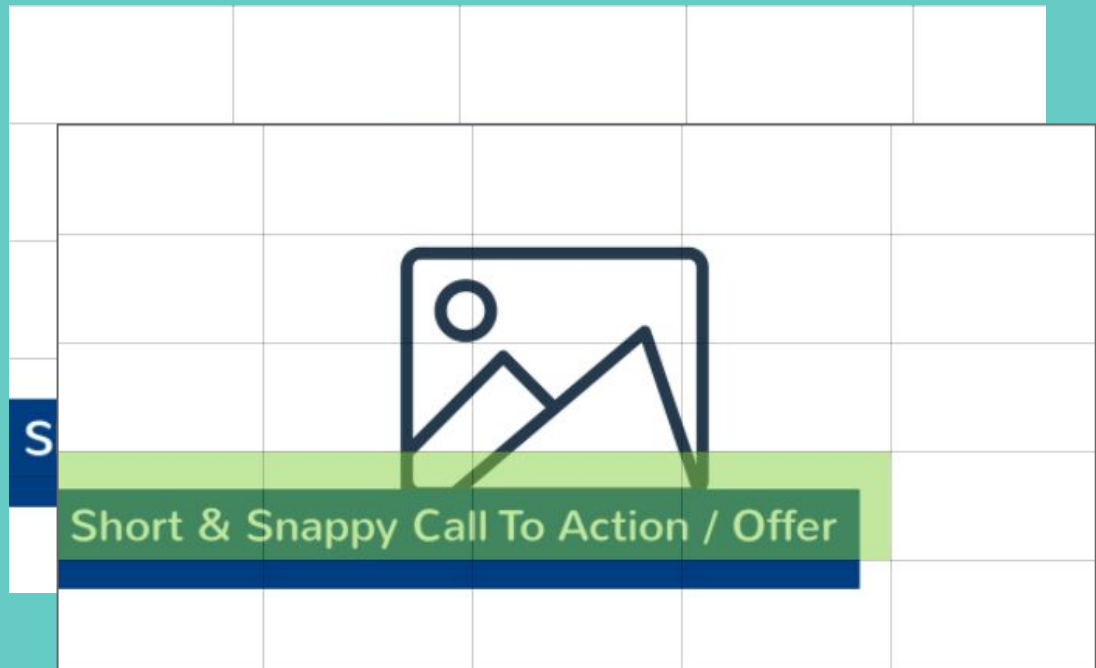
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## Facebook®'s new overlay tool

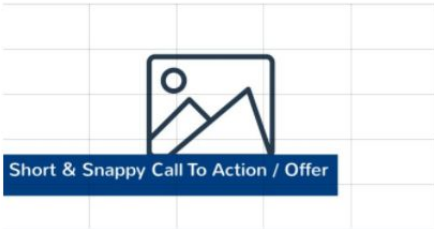
### Image Text Check

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ads may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

**Upload**

**Image Text: OK**  
Your ad will run normally.



### Image Text Ratings

- Image Text: OK**  
Your ad will run normally.
- Image Text: Low**  
Your ad's reach may be slightly lower.
- Image Text: Medium**  
Your ad's reach may be much lower.
- Image Text: High**  
Your ad may not run.

### Frequently Asked Questions

What does it mean that I have too much image text?

Try it out at <http://VirtualResults.com/overlay>



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# What's Trending Now




## So What is Most Important?



**The Neighborhood**  
Sponsored · 🌐

Like Page

Home includes crystal bell to summon the butler.



Oh wow, check out that pool. You could float around after a long day. You seriously deserve this freshwater pool that cost at least \$150K to install! Included House!

Luxury Like This Is Once-In-A-Lifetime!

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EXAMPLE.COM

Learn More

Like Comment Share



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# What's Trending Now



WHAT'S TRENDING NOW

Let's Take Another Look:  
Facebook® Ad-topsy

ROUND  
2

The Neighborhood  
Sponsored · 🌐

Like Page

Ad Body Text - Limit to 40 Characters

Image & Image Text

Headline: Repeat Image Text (5 Words or Less)  
Newsfeed Link Description: Work with headline. Repeat or elaborate on offer.

EXAMPLE.COM [Learn More](#)

Like Comment Share



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# What's Trending Now



## Let's Take Another Look: Facebook® Ad-topsy

1

Best Photo / Most Important Message "Short and Snappy" on dark background

A mockup of a Facebook advertisement. At the top left is a profile picture of a beach and the name "The Neighborhood" with "Sponsored" and a globe icon below it. To the right is a "Like Page" button. Below this is the text "Ad Body Text - Limit to 40 Characters". The main ad area is enclosed in a red border and contains a placeholder image of a mountain range with a sun. Below the image is a dark blue bar with the white text "Image & Image Text". Underneath the red border is the headline "Headline: Repeat Image Text (5 Words or Less)", followed by the "Newsfeed Link Description: Work with headline. Repeat or elaborate on offer." and the URL "EXAMPLE.COM". A "Learn More" button is on the right. At the bottom are "Like", "Comment", and "Share" buttons.

The Neighborhood  
Sponsored · 🌐

Like Page

Ad Body Text - Limit to 40 Characters

Image & Image Text

Headline: Repeat Image Text (5 Words or Less)  
Newsfeed Link Description: Work with headline. Repeat or elaborate on offer.  
EXAMPLE.COM

Learn More

Like Comment Share



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# What's Trending Now



## Let's Take Another Look: Facebook® Ad-topsy

# 2

Headline, repeat "Short and Snappy" image text and perhaps expand on it.

A screenshot of a Facebook advertisement for "The Neighborhood". The ad features a profile picture of a beach, the name "The Neighborhood", and a "Sponsored" label. A "Like Page" button is in the top right. The ad body text is limited to 40 characters. The main image area contains a placeholder icon of a mountain and sun, with a blue banner at the bottom that says "Image & Image Text". Below the image is a red-bordered box containing the headline "Headline: Repeat Image Text (5 Words or Less)". Underneath is a "Newsfeed Link Description" and a "Learn More" button. At the bottom are "Like", "Comment", and "Share" buttons.

The Neighborhood  
Sponsored · 🌐

Like Page

Ad Body Text - Limit to 40 Characters

Image & Image Text

**Headline: Repeat Image Text (5 Words or Less)**

Newsfeed Link Description: Work with headline. Repeat or elaborate on offer.

EXAMPLE.COM

Learn More

Like Comment Share



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# What's Trending Now



WHAT'S TRENDING NOW

## Let's Take Another Look: Facebook® Ad-topsy

# 3

## Ad body text

The Neighborhood  
Sponsored · 🌐

Like Page

Ad Body Text - Limit to 40 Characters

Image & Image Text

Headline: Repeat Image Text (5 Words or Less)  
Newsfeed Link Description: Work with headline. Repeat or elaborate on offer.

EXAMPLE.COM [Learn More](#)

Like Comment Share



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# What's Trending Now



## Let's Take Another Look: Facebook® Ad-topsy

# 4

### Newsfeed Link Description

The Neighborhood  
Sponsored · 🌐 Like Page

Ad Body Text - Limit to 40 Characters

Image & Image Text

Headline: Repeat Image Text (5 Words or Less)

Newsfeed Link Description: Work with headline. Repeat or elaborate on offer.

EXAMPLE.COM Learn More

Like Comment Share



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# What's Trending Now



## Let's Take Another Look: Facebook® Ad-topsy

# 5

## Call To Action

A mockup of a Facebook advertisement interface. At the top left is a profile picture of "The Neighborhood" with a "Sponsored" label and a globe icon. To the right is a "Like Page" button. Below this is the text "Ad Body Text - Limit to 40 Characters". The main content area features a placeholder image of a mountain range with a sun, overlaid with a blue banner that says "Image & Image Text". Below the image is a headline: "Headline: Repeat Image Text (5 Words or Less)". Underneath is a "Newsfeed Link Description: Work with headline. Repeat or elaborate on offer." and the URL "EXAMPLE.COM". A red-bordered box highlights a "Learn More" button. At the bottom are "Like", "Comment", and "Share" interaction buttons.

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## Time to Define Your Hierarchy of Goals

What do you want Facebook<sup>®</sup> users to do? *Important note: Buying your listing is not a valid answer. That's not possible on Facebook<sup>®</sup> (Yet)!*

# I WANT YOU TO



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## Time to Define Your Hierarchy of Goals



**Branding** < **Sphere of Influence** < **Lead**



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# What's Trending Now



## What's Your Offer? (Call to Action / Main Message)

Hint: Spend some time on this because it has to be truly special for great results.

### Offer: Brainstorming

- **New.** *"Not yet listed." "Coming soon." Only available here*
- **Insult.** Comparison to competition, etc. State something opposite to norms. *"Do not consider this house unless X is important to you"*
- **Dream.** *"If you lived here, you'd be home now." "What if your private school tuition went toward your mortgage?" "Imagine the memories you'll make."*
- **Bye-bye.** Kill something off, leave it behind. *"Popcorn ceilings are dead" "Granite is so 2017"*
- **Hello again.** Declare something as "back." *"Remind me why we didn't want a lawn?"*
- **Bad guy.** *"Neighbors furious over listing price" "We'll tell you what other agents won't"*



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# What's Trending Now



WHAT'S TRENDING NOW



Let's do this *for real!*



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**Our Goal**  
Lead

**Our Offer**  
Lowest Price Per SQFT



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# What's Trending Now



## Let's Start With The Image

- Our Goal: Lead
- Our Offer: Lowest Price Per SQFT

A mockup of a Facebook advertisement. At the top left is a profile picture of a beach and the name "The Neighborhood" in blue, with "Sponsored" and a globe icon below it. At the top right is a "Like Page" button. Below this is the text "Ad Body Text - Limit to 40 Characters". The main content area features a placeholder image of a mountain range with a sun, and a blue banner at the bottom of the image that says "Image &amp; Image Text". Below the image is a headline: "Headline: Repeat Image Text (5 Words or Less)", followed by a "Newsfeed Link Description: Work with headline. Repeat or elaborate on offer." and the URL "EXAMPLE.COM". A "Learn More" button is located at the bottom right of the ad content. At the very bottom of the ad are icons for "Like", "Comment", and "Share".



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# What's Trending Now



## Tips For The Image & Image Text

- Use the best image to achieve your objective
  - Is a listing photo best / required?
  - Text to be Short / Powerful
  - Repeat image text in headline
  - Repeat image text in body text
  - Keep text under 20% (use tool)
  - Add colored background behind text
- 
- Our Goal: Lead
  - Our Offer: Lowest Price Per SQFT

A screenshot of a Facebook advertisement. At the top left is the profile picture and name "The Neighborhood" with "Sponsored" below it. At the top right is a "Like Page" button. Below this is the text "Ad Body Text - Limit to 40 Characters". The main image shows an interior hallway with arches and a blue banner at the bottom with the text "Our SQFT Could Beat Up Yours". Below the image is the headline "Headline: Repeat Image Text (5 Words or Less)", a newsfeed link description "Newsfeed Link Description: Work with headline. Repeat or elaborate on offer.", and the URL "EXAMPLE.COM". At the bottom right of the ad is a "Learn More" button. At the very bottom of the ad are icons for "Like", "Comment", and "Share".



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# What's Trending Now



## Tips For The Headline

- 5 Words
- Remember *benefits vs features*
- You get 1 message
- Write for the click (not the sale)
- Calls to Action when possible

- Our Goal: Lead
- Our Offer: Lowest Price Per SQFT

A mockup of a Facebook advertisement. At the top left is a profile picture of a beach and the name "The Neighborhood" in blue, with "Sponsored" and a globe icon below it. At the top right is a "Like Page" button. Below this is the text "Ad Body Text - Limit to 40 Characters". The main image shows an interior hallway with a large archway and a blue banner at the bottom with the text "Our SQFT Could Beat Up Yours". Below the image is the headline "Headline: Repeat Image Text (5 Words or Less)", a newsfeed link description "Newsfeed Link Description: Work with headline. Repeat or elaborate on offer.", and the URL "EXAMPLE.COM". At the bottom right of the ad is a "Learn More" button. At the very bottom of the ad are icons for "Like", "Comment", and "Share".



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# What's Trending Now



## Tips For Ad Body Text

- Ideally 40 Characters, max 90 characters
- Reinforce / Restate your Offer / Headline
- Include Calls to Action

- Our Goal: Lead
- Our Offer: Lowest Price Per SQFT

A screenshot of a Facebook advertisement. At the top left is a profile picture of a beach and the name "The Neighborhood" in blue. To the right is a "Like Page" button. Below the name is "Sponsored" with a globe icon. The ad body text says "Ad Body Text - Limit to 40 Characters". The main image shows an arched doorway leading to a bright interior, with a blue circular profile picture placeholder overlaid on the left. A blue banner at the bottom of the image contains the text "Our SQFT Could Beat Up Yours". Below the image is the headline "Headline: Repeat Image Text (5 Words or Less)" and the newsfeed link description "Newsfeed Link Description: Work with headline. Repeat or elaborate on offer." At the bottom left is "EXAMPLE.COM" and at the bottom right is a "Learn More" button. At the very bottom are icons for "Like", "Comment", and "Share".



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# What's Trending Now



## Tips For Newsfeed Description

- Reinforce your Headline
- Continue the ad's sole message
- Write for the click
- Tell users exactly what to do
- Reinforce and expand on your offer

## Tips For Offer Button

- Learn More or Shop Now

- Our Goal: Lead
- Our Offer: Lowest Price Per SQFT

**The Neighborhood**  
Sponsored · 🌐

Like Page

Ad Body Text - Limit to 40 Characters

**Our SQFT Could Beat Up Yours**

Headline: Repeat Image Text (5 Words or Less)  
Newsfeed Link Description: Work with headline. Repeat or elaborate on offer.

EXAMPLE.COM [Learn More](#)

Like Comment Share



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# What's Trending Now



## !! Preview ALL ad versions!

**The Neighborhood Scoop**  
Sponsored · 🌐 [Like Page](#)

Imagine a peaceful household w/enough space and privacy for your family.

**Our SQFT Could Beat Up Yours**

**Lowest Price/SQFT In Rancho Pacifica - By Far!**  
example.com [Learn More](#)

[Like](#) [Comment](#) [Share](#)

**Instagram**

**The Neighborhood**  
Sponsored

**Our SQFT Could Beat Up Yours**

[Learn More](#)

Imagine a peaceful household w/enough space and privacy for your family.

**The Neighborhood**  
Sponsored · 🌐

Imagine a peaceful household w/enough space and privacy for your family.

**Our SQFT Could Beat Up Yours**

**Lowest Price/SQFT In Rancho Pacifica - By Far!**  
example.com [Learn More](#)

[Like](#) [Comment](#) [Share](#)

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# Facebook<sup>®</sup>'s Creative Tips for Making Ads

<http://virtualresults.com/creative-tips>



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# Never forget Facebook<sup>®</sup>'s super power:

# Audience Targeting

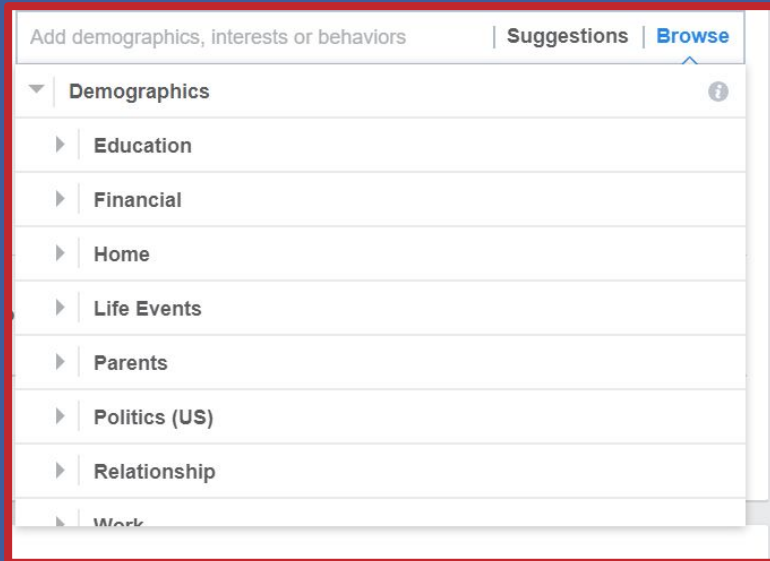


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## Audience Targeting



### Demographics

Choose people based on traits like age, gender, relationship status, education, workplace, job titles and more.



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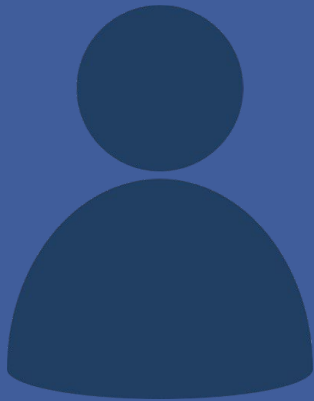
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# Audience Targeting

## Demographics Cheat Sheet



- Age = Average age of your clients, minus 10 years, with logical low/high based on your market. Ex: If your average client age is 45. Target users 35 to 65.
- Education = College Grad+
- Financial = Select a minimum based on market
- Home = New Parents / Home Type / Home Value
- Life Events = Newly Engaged / Newlywed / Recently moved
- Job Title = Realtor :)



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# What's Trending Now



## Your Turn

A screenshot of a Facebook post from 'The Neighborhood'. The post is sponsored and includes a 'Like Page' button. The main text reads: 'Imagine a peaceful household w/enough space and privacy for your family.' Below this is a large image of a house interior with a blue banner that says 'Our SQFT Could Beat Up Yours'. Underneath the image is the text 'Lowest Price/SQFT In Rancho Pacifica - By Far!' and 'Click "Lean More" for instant access to photos and specs. Don't let this be the one that got away.' There is a 'Learn More' button and the URL 'EXAMPLE.COM'. At the bottom are 'Like', 'Comment', and 'Share' options.

**The Neighborhood**  
Sponsored · Like Page

Imagine a peaceful household w/enough space and privacy for your family.

**Our SQFT Could Beat Up Yours**

**Lowest Price/SQFT In Rancho Pacifica - By Far!**  
Click "Lean More" for instant access to photos and specs. Don't let this be the one that got away.

EXAMPLE.COM [Learn More](#)

Like Comment Share

Rewrite the body text (top) for:

- Age 55+
- Non parents
- Realtors
- Age 30 and below
- Newlywed
- New Parents



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