



AUDIENCE POLL

Which Feature Do You Most Want To Learn About?

- Messenger Ads
- Facebook's New Real Estate Feed Type
- Retargeting on Facebook
- Dynamic Ads



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SEPT 2018



ADVANCED FACEBOOK[®] STRATEGIES: PART ONE

WHAT'S TRENDING NOW

Hosted by: Jim Marks & Ryan Rockwood

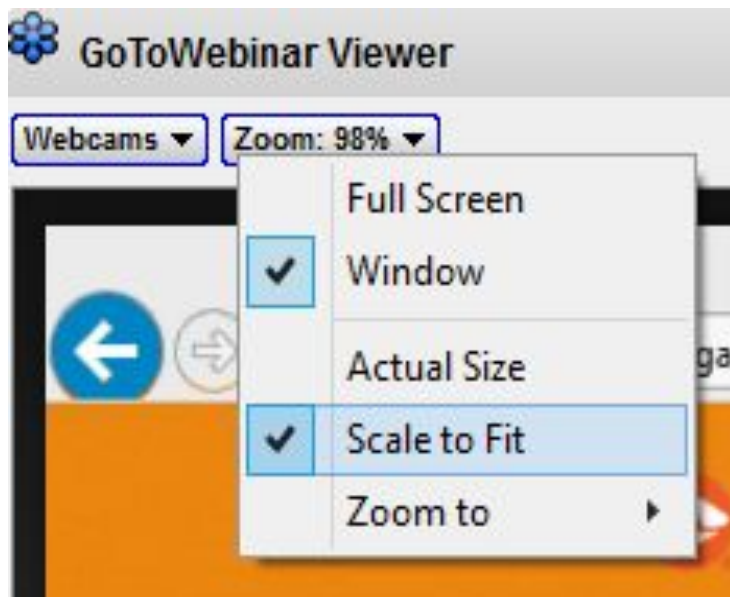
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1) YOU ARE MUTED FOR THE DURATION OF THE WEBINAR

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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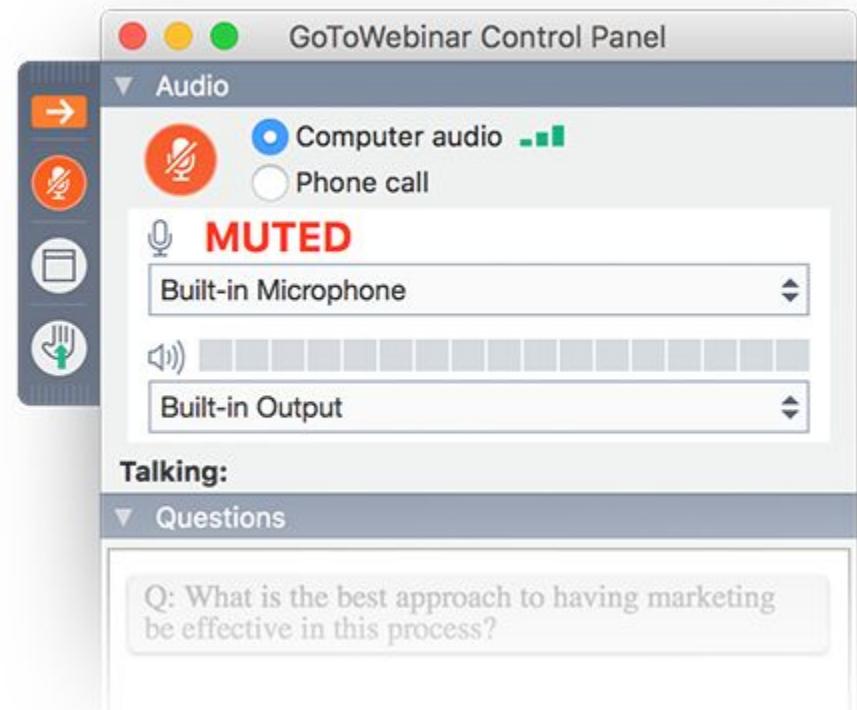


HAVE QUESTIONS? Not A Problem!

Locate the Questions
Panel.

You CAN type a question in
your control panel.

We will do our best to
answer it.



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

Tried Tested

APPROVED

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AUDIENCE POLL

Poll Results



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What's Trending Now



WHAT'S TRENDING NOW

THIS WEBINAR COVERS:

Advanced Overview

Facebook Pixel

Facebook Ad Types

Real Estate Facebook Feed Type

Run These Ads



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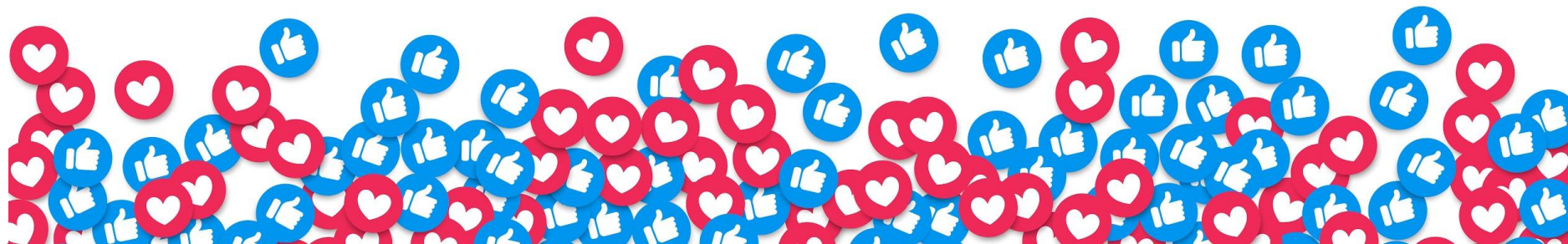
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SECTION 1: ADVANCED OVERVIEW

Latest Changes

Facebook Post Privacy



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ADVANCED OVERVIEW

In March of 2018, The Guardian revealed a data breach that resulted in the harvesting of potentially 87 million Facebook users' personal information.



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WHAT'S TRENDING NOW

ADVANCED OVERVIEW

Changes Post Privacy

Detailed Targeting INCLUDE people who match at least ONE of the following

Add demographics.. | **Suggestions** | Browse

- Demographics
 - Education
 - Financial
 - Generation
 - Home
 - Home Ownership
 - Home Type
- Connections
- Placement
 - Household Composition

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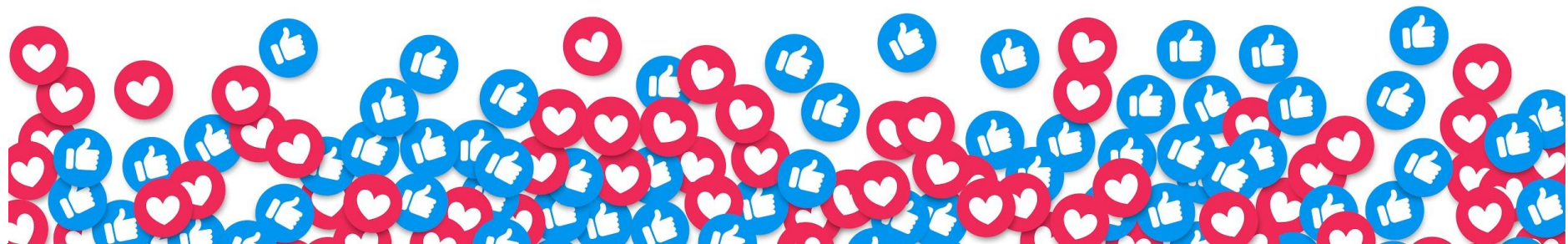


SECTION 2: FACEBOOK PIXEL

Custom Audience

Retargeting

Conversion Tracking



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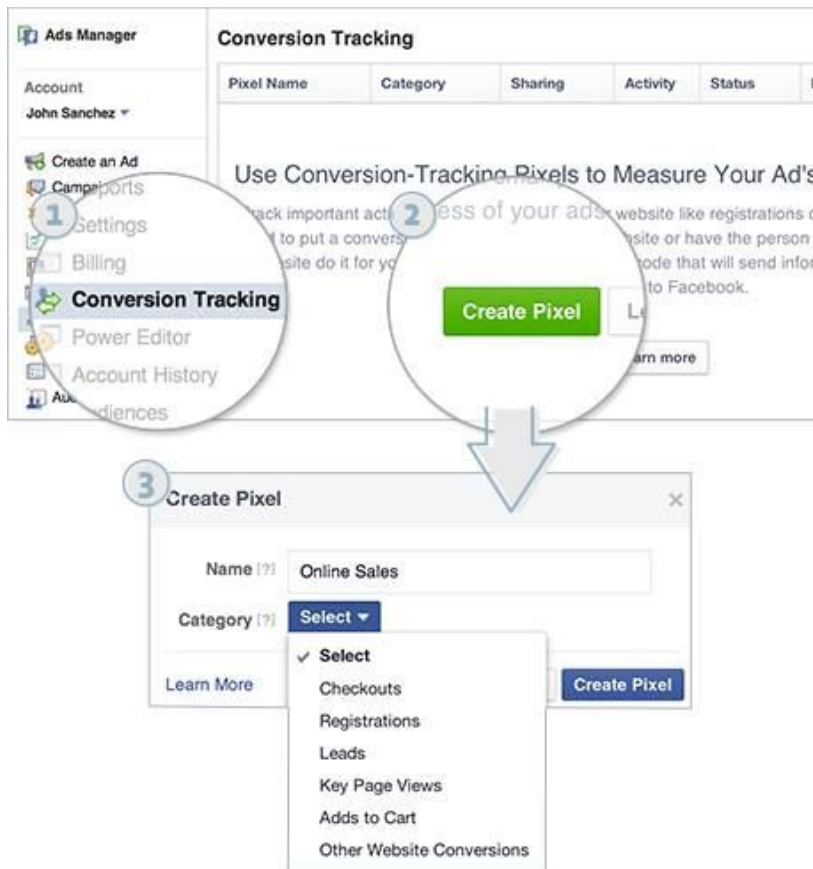
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FACEBOOK PIXEL



What is it? ...A tracking code from Facebook .

Why use it?... To track your conversions and help FB deliver clicks most likely to convert to leads!

To retarget and run dynamic ads (called Retargeting)



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FACEBOOK PIXEL

The screenshot shows the WordPress admin dashboard for 'therobycompany.com'. The 'Header and Footer' settings page is open, with the 'Head and footer' tab selected. A 'Donate' button is visible. Below, there are sections for 'Other useful plugins' and 'PHP is allowed on textareas below'. The 'Head and footer' section is expanded, showing 'Generics' selected. The 'Head and footer' section contains the following code:

```
<HEAD> SECTION INJECTION
Every page
1 <!-- Facebook Pixel Code -->
2 <script>
3 !function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
4 n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
5 n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
6 t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
7 document,'script','https://connect.facebook.net/en_US/fbevents.js');
8
9 fbq('init', '238443913167540');
10 fbq('track', "PageView");</script>
11 <noscript><img height="1" width="1" style="display:none"
desktop
```

Below this, there are sections for 'AFTER THE <BODY> TAG' and 'Desktop'.

<HEAD> SECTION INJECTION

```
1 <!-- Facebook Pixel Code -->
2 <script>
3 !function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
4 n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
5 n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
6 t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
7 document,'script','https://connect.facebook.net/en_US/fbevents.js');
8
9 fbq('init', '238443913167540');
10 fbq('track', "PageView");</script>
11 <noscript><img height="1" width="1" style="display:none"
```

AFTER THE <BODY> TAG

What's Trending Now



FACEBOOK PIXEL: CUSTOM AUDIENCE

The image shows two overlapping screenshots from the Facebook Ads Manager interface. The background screenshot shows the 'Custom Audiences' section with a 'Create New' dropdown menu open, listing 'Custom Audience' and 'Lookalike Audience'. The foreground screenshot is a modal window titled 'Create a Custom Audience' with a close button in the top right. It asks 'How do you want to create this audience?' and lists five options: 'Customer File', 'Website Traffic', 'App Activity', 'Offline Activity' (marked as 'NEW'), and 'Engagement' (marked as 'UPDATED'). Each option includes a brief description of how it works. A privacy notice at the bottom states, 'This process is secure and the details about your customers will be kept private.' A 'Cancel' button is located at the bottom right of the modal.

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FACEBOOK PIXEL: CUSTOM AUDIENCE

Create a Custom Audience

Include people who meet ANY of the following criteria:

VR's Own Account's Pixel

All website visitors in the past 30 days

I agree to the Facebook pixel terms

Audience name: Name your audience (50 characters)

Buttons: Cancel, Back, Create Audience

Create a Custom Audience

Include people who meet ANY of the following criteria:

VR's Own Account's Pixel

All website visitors in the past 30 days

Search dropdown menu:

- All website visitors (checked)
- People who visited specific web pages
- Visitors by time spent
- From your events**
- PageView
- Lytics Audiences
- ViewContent

I agree to the Facebook pixel terms

Audience name: (50 characters) Show description

Buttons: Cancel, Back, Create Audience

Additional options: Suggestions, Browse, Exclude People



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FACEBOOK PIXEL: CUSTOM AUDIENCE

A screenshot of the Facebook 'Create a Custom Audience' interface. The window title is 'Create a Custom Audience'. It features a checkbox for 'Include people who meet ANY of the following criteria:' which is checked. Below this, a dropdown menu is set to 'VR's Own Account's Pixel'. The main configuration area is titled 'People who visited specific web pages' in the past 30 days. It includes a 'URL' dropdown set to 'contains' and a search box containing 'sell-with-us'. There are 'Include More' and 'Exclude' buttons on the right. At the bottom, there is a checkbox for 'I agree to the Facebook pixel terms', an 'Audience name' input field with a character count of 50, and 'Cancel', 'Back', and 'Create Audience' buttons.

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FACEBOOK PIXEL: RETARGETING



Retargeting on FB may be the single most powerful advertising strategy available to you today. But few people do it. Fewer people do it correctly.

Why? Because it requires a few steps to implement.



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FACEBOOK PIXEL: RETARGETING

Website Visitors (registered & abandoned)

Community Pages
Topic pages
(registered & abandoned)

Home Valuation
Landing Page
(registered & abandoned)



Retargeting Brainstorming

Open House
Page
(registered & abandoned)

Buyer vs Renter
Pages
(registered & abandoned)

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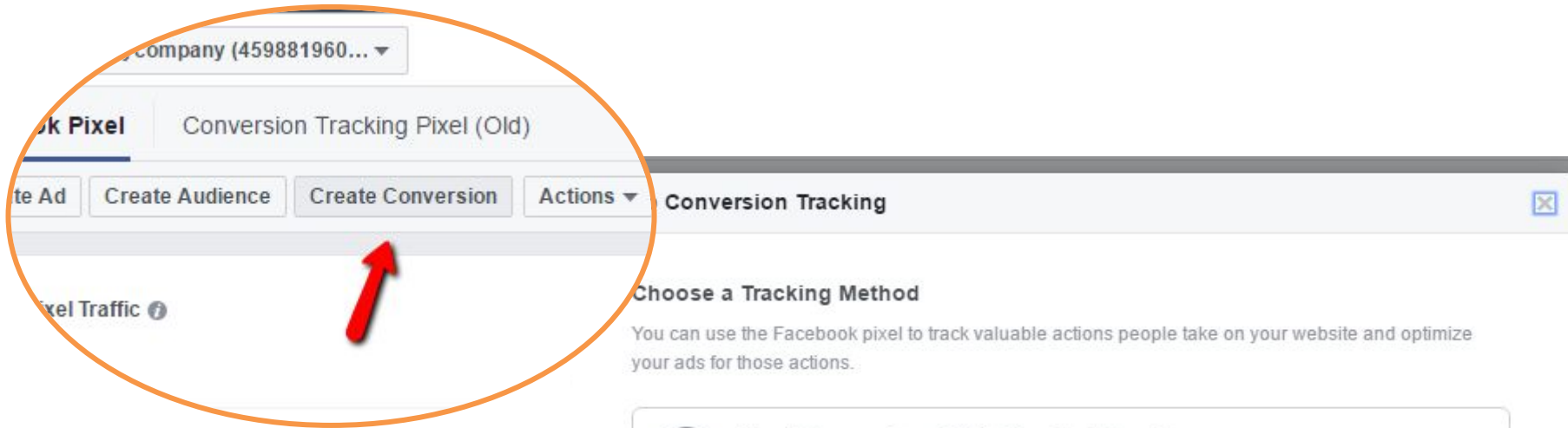
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FACEBOOK PIXEL: CONVERSION TRACKING



Now that you have Facebook's Pixel installed it's time to reap the benefits by setting up conversion tracking.

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FACEBOOK PIXEL: CONVERSION TRACKING

You just enabled FB to track leads!

Why Is this Important?

- So FB can display your ads to people most likely to convert (vs click)!
- AND you can more easily measure your \$\$/lead

All Campaigns ▾		+ Create Campaign		Columns: Performance ▾			Breakd
<input type="checkbox"/>	Campaign Name	Delivery ⓘ	Results ⓘ	Reach ⓘ	Cost ⓘ	Amount Spent ⓘ	
<input type="checkbox"/>		● Active	30 Website Clicks	1,655	\$0.92 Per Website Click	\$27.54	
<input type="checkbox"/>	Ads targeted to local sellers	● Not Delivering Ad Sets Inactive	56 Conversions	7,733	\$5.41 Per Conversion	\$303.15	
<input type="checkbox"/>	Migration	● Not Delivering	—	—	— Per Result	\$0.00	
▶ Results from 3 Campaigns			—	9,234 People	—	\$329.85 Total Spent	



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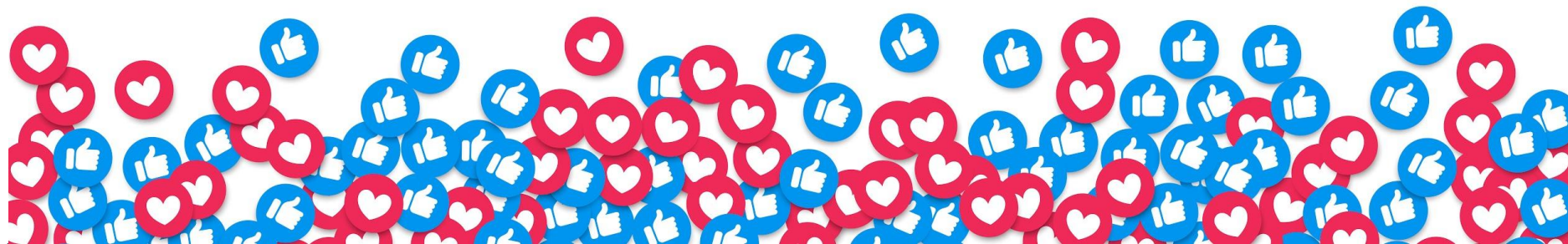
FACEBOOK AD TYPES

Collections

Canvas

Lead Ad Gen

Messenger Ads



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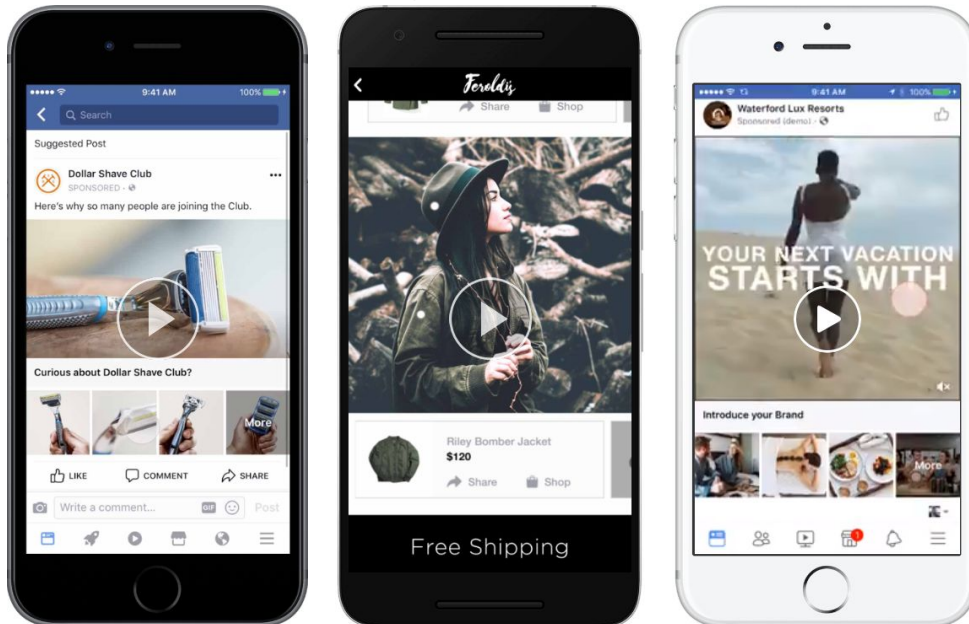


What's Trending Now



FACEBOOK AD TYPES: COLLECTIONS

With Facebook collection ads, people who tap on your ad can browse multiple products or learn more about the features of a specific product, all within a fast-loading experience.



Carrier fees for data usage may apply.

Get new customers

Drive conversions with a mobile landing page that encourages action.

Sell products: Lifestyle layout

Let people explore your products in action by featuring them in photos.

Showcase your business

Give people an engaging way to explore your brand, product or service.



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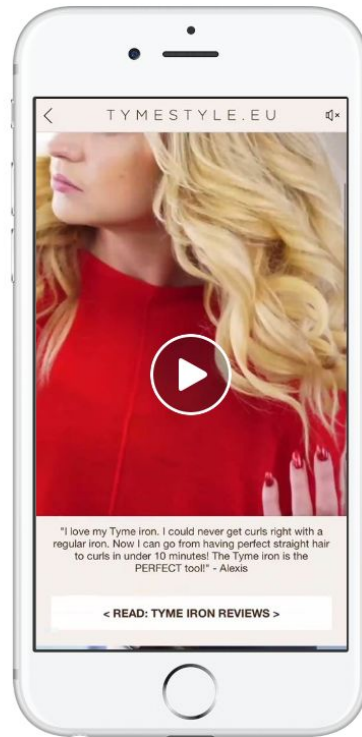
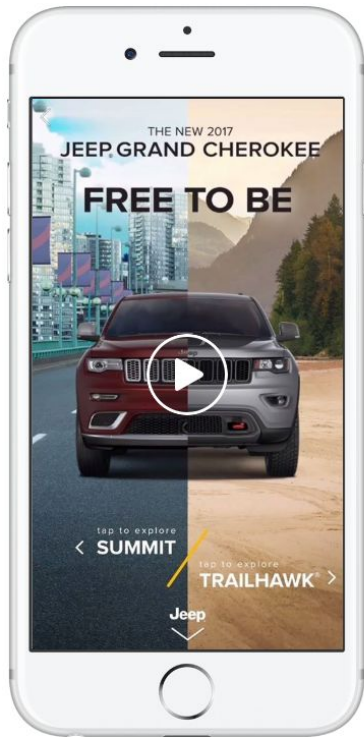
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FACEBOOK AD TYPES: CANVAS



Canvas helps you shorten the distance between your message and the customer. It loads instantly, it's mobile-optimized and it's designed to capture the complete attention of your audience.

With Facebook Canvas, people can watch engaging videos and photos, swipe through carousels, tilt to pan, and explore lifestyle images with tagged products.

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FACEBOOK AD TYPES: LEAD GEN ADS



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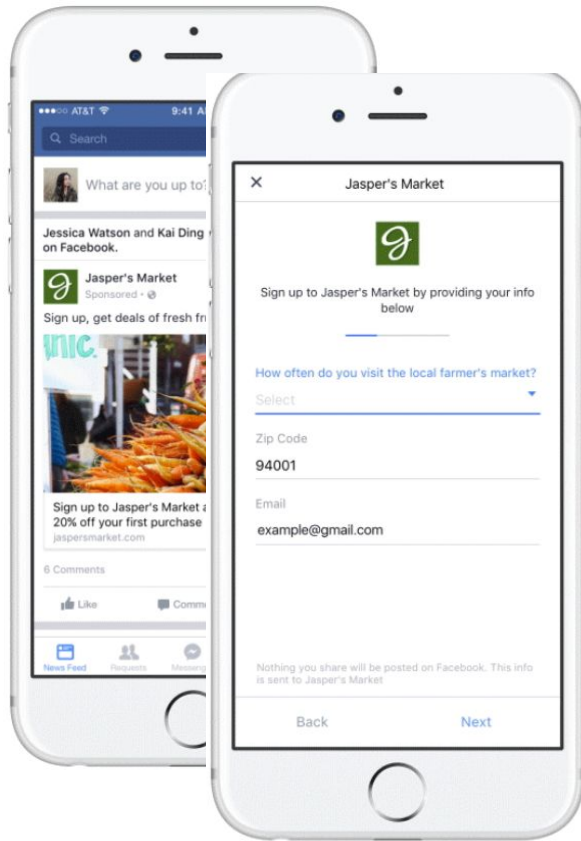
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FACEBOOK AD TYPES: LEAD GEN ADS



No landing page needed. Easy and quick to setup. **Your leads bypass the hassle of entering their email / name, etc. They simply give Facebook permission to share it with you!** Great way to determine if it's worth the effort to build out a landing page, etc.

Carrier fees for data usage may apply.



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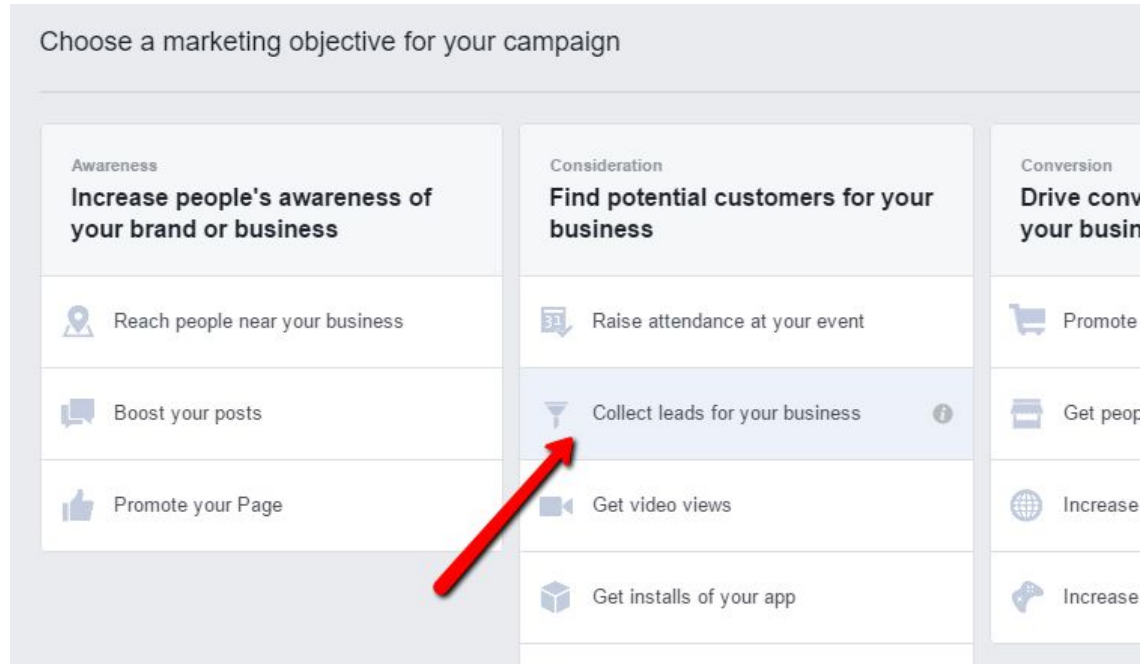
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FACEBOOK AD TYPES: LEAD GEN ADS



Step by Step directions: <http://virtualresults.com/lead-ads>



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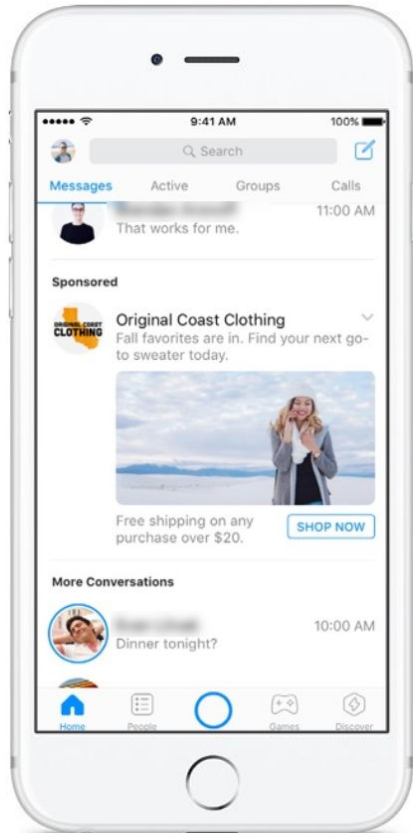
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FACEBOOK AD TYPES: MESSENGER



Extend your ads to 1.3 billion people! People frequently interact with businesses on Messenger—over 2 billion messages are exchanged between people and businesses every month.

The easiest way to take advantage of Messenger's global reach is to run ads in the home screen of the Messenger app.

It will automatically deliver ads to the placement that's most likely to drive campaign results at the lowest possible cost.

People will see Messenger ads in the home screen of their Messenger mobile app. When they tap on an ad, they'll be sent to the destination you chose during the ad's creation

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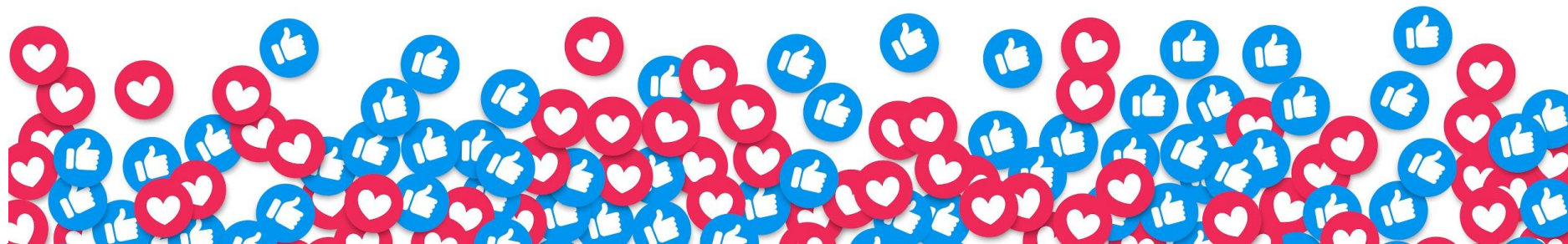
REAL ESTATE FACEBOOK FEED TYPES

New Features

Technical Requirements of the Feed

Identifying Products Viewed by Pixel

Configuring Dynamic Ad Template



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REAL ESTATE FACEBOOK FEED TYPES

On This Page ▼

Dynamic Ads for Real Estate

Automatically promote your home listings on Facebook. Leverage cross-device intent signals to automatically promote relevant listings from your inventory with a unique creative on Facebook.

High-Level Steps

1. Set up your Home Listing Catalog
2. Build your Audience for Real Estate
3. Create and deliver ads for your home listings



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REAL ESTATE FACEBOOK FEED TYPES

The screenshot shows the Facebook 'Product Catalogs' creation interface. At the top left, there is a Facebook logo and the text 'Product Catalogs'. A search bar is located at the top right. The main content area features a decorative graphic of a network of nodes and lines, with a blue circular button containing a white grid icon and a plus sign. Below this graphic, the form includes a 'Catalog Name' text input field, a 'Catalog Type' section with several radio button options, and a 'Catalog Owner' dropdown menu. A blue 'Create Catalog' button is positioned at the bottom right of the form. At the bottom of the page, there is a 'Cancel' button and a line of text: 'By creating a product catalog, you agree to the [Product Catalog Terms](#).'

Product Catalogs

Search

Catalog Name

Catalog Type

- Products
Products sold online
- Hotels
Hotels and vacation properties
- Flights
Flight tickets sold online
- Destinations
Travel destinations
- Home Listings
Home listings

Catalog Owner

Personal

Create Catalog

By creating a product catalog, you agree to the [Product Catalog Terms](#).

Cancel



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REAL ESTATE FACEBOOK FEED TYPES

- Template Tags

A template tag is dynamic text that can be inserted into your ad template. The following template tags are available for dynamic ads for real estate:

	Template tag	Description
1	home_listing.description	Description of home listing
2	home_listing.name	Name
3	home_listing.num_beds	Number of beds
4	home_listing.num_baths	Number of baths
5	home_listing.num_units	Number of units
6	home_listing.price	Price of the home listing
7	home_listing.year_built	Year the home was built
8	home_listing.city	City provided in catalog
9	home_listing.country	Country provided in catalog
10	home_listing.region	Region provided in catalog
11	home_listing.street_address	Street address provided in catalog



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RUN THESE ADS

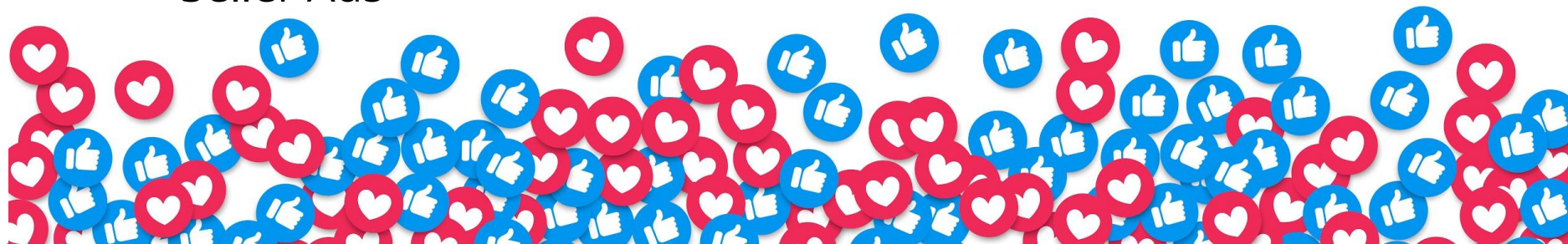
Dynamic Product Ad

Product Ad

Interest Based Ad

Messenger Ads

Seller Ads



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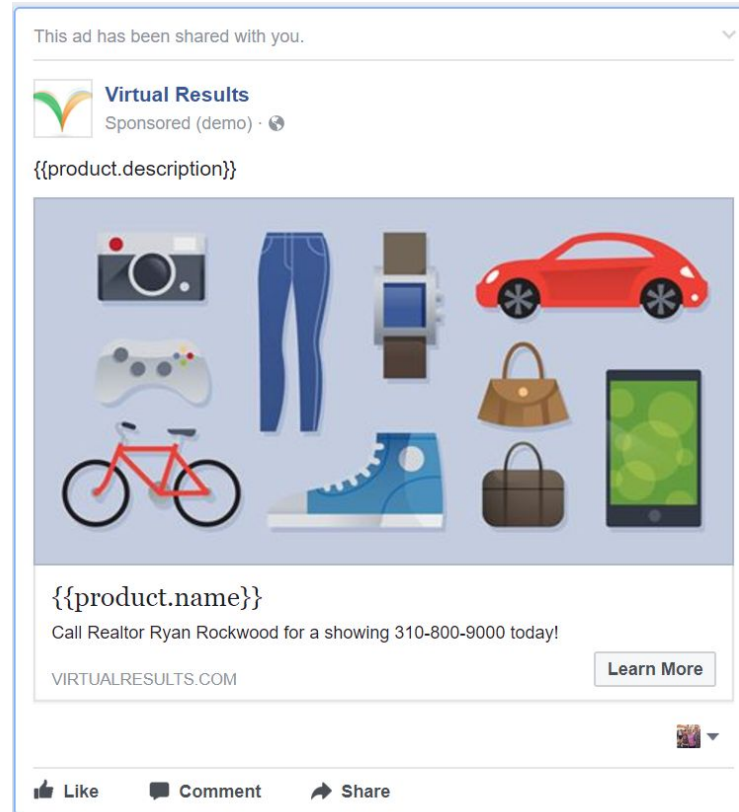


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Dynamic Product Ad



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What's Trending Now



RUN THESE ADS

Product Ad

The screenshot shows the Facebook Ad creation interface. On the left is the 'Edit appearance' panel with fields for Text, Headline, News Feed Link Description, Website URL, Preview URL, Call To Action (set to 'Learn More'), and Deep link to website. On the right is the 'Ad Preview' showing a desktop news feed. The ad features a 'Virtual Results' sponsored post with an aerial photo of a large house, a price tag of '\$4,750,000', and the headline 'Best Value in Rancho Santa Fe - 4 acres!'. A dropdown menu is open over the ad image, listing fields: Name, Brand, Description, Short Description, Price, and Current Price.



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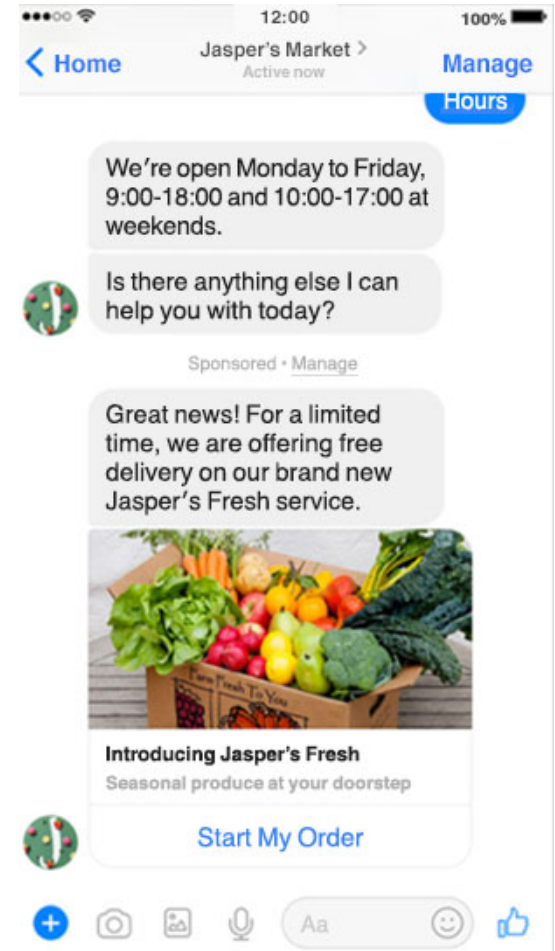
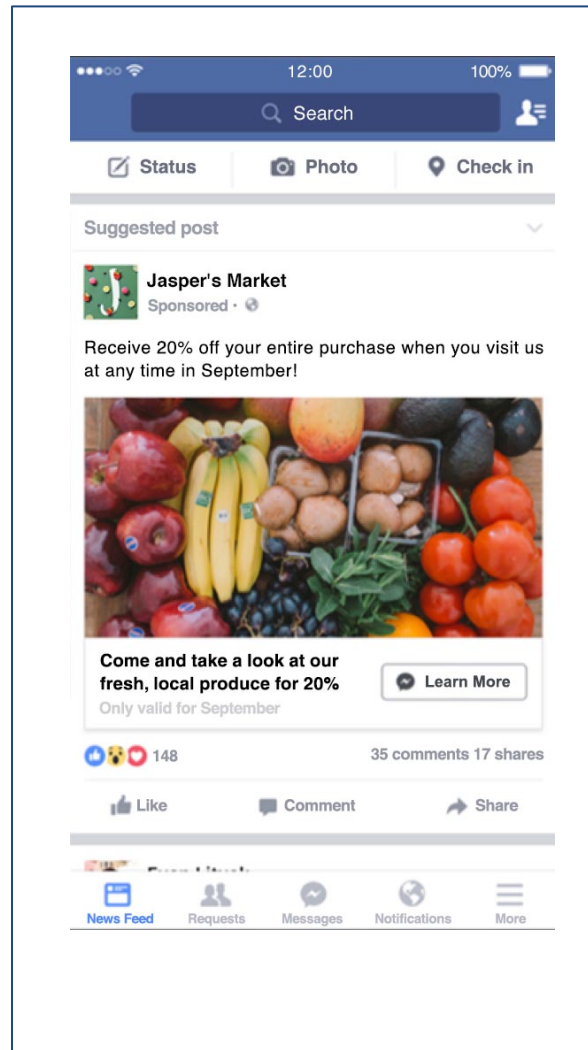
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RUN THESE ADS

Messenger Ads



WHAT'S TRENDING NOW



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WHAT'S TRENDING NOW

RUN THESE ADS

Seller Ads

Fairbanks Ranch Homeowner? Curious what your neighbor's home sold for? Find out fast & free!

Learn what your Fairbanks Ranch CA home could sell for in this HOT market. New online tool provides an incredibly comprehensive report on EXACTLY what is selling and sold around your Fairbanks Ranch home, free!

Do you know the value of your home?
It takes just 20 seconds to find out

Please enter your street address



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SO, ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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Notes and Replay from Today's Presentation

Visit the PNC Mortgage Agent Alliance Website
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View the Replay at
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