



## AUDIENCE POLL

**In 2019, what is your planned budget for Facebook Ads?**

- Less than \$200/mo
- \$200 - \$500/mo
- \$500 to \$1,500/mo
- \$1,500/mo+



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# OCT 2018



## ADVANCED FACEBOOK<sup>®</sup> STRATEGIES: PART TWO

# WHAT'S TRENDING NOW

Hosted by: Jim Marks & Ryan Rockwood

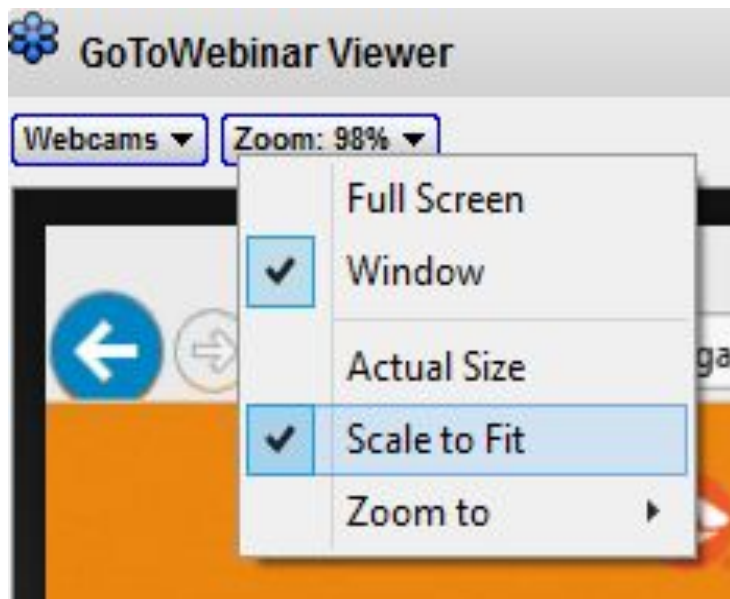
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If you are NOT seeing the presentation at Full Screen please adjust the zoom on **your** GoTo Viewer window (see screenshot).



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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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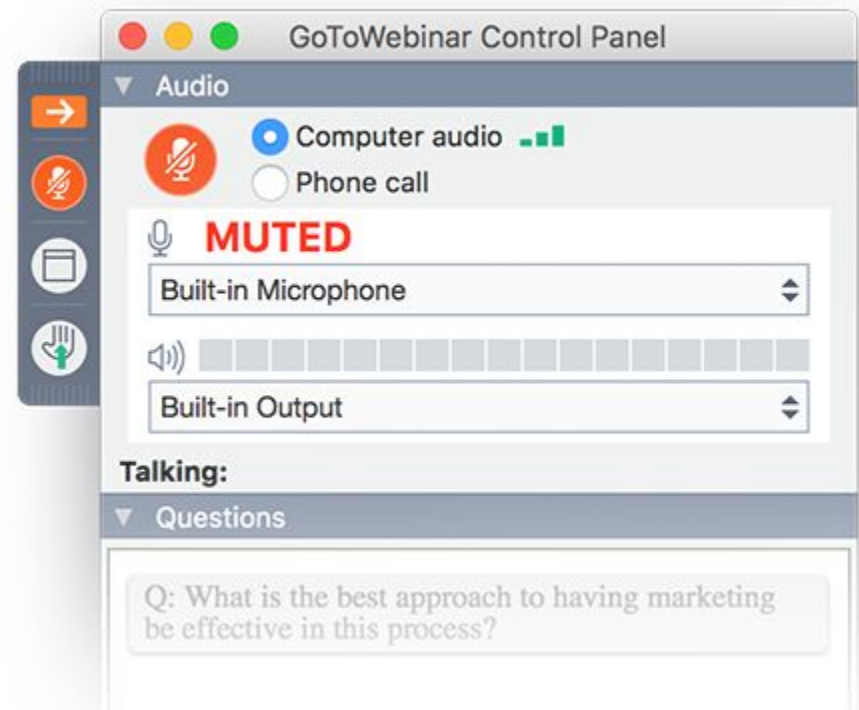


## HAVE QUESTIONS? Not A Problem!

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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## THE FALLOUT & YOU



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# What's Trending Now



## INFO & ADS

The screenshot shows the Facebook page for Compass (@compass). The page header includes navigation buttons for Like, Follow, Share, and a menu icon. Below the header, a section titled "Active ads from Compass" contains a message: "Facebook is showing you ads this Page is currently running to provide more transparency into advertising. Offers and pricing may not apply to you. Learn more". Below this is another message: "You're seeing ads that Compass is currently running in your location. They aren't running ads in any other country." The main content area features a sponsored post from Compass with the text: "Compass real estate brokerage disrupts with high-tech, smart 'for sale' sign." - CNBC. Below the text is a video player. On the left side, a navigation menu lists: Home, About, Reviews, Photos, Videos, Posts, Community, Info and Ads (highlighted in yellow), and Instagram feed. The page is decorated with a border of red hearts and blue thumbs-up icons.

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## INFO & ADS

“The new Info and Ads tab shows your competitor’s Facebook ads. Now you have a first row seat to learn from those who have mastered Facebook Ads.

We expect a dramatic rise in overall ad quality and an increasing rate of ad innovation”

-Ryan Rockwood, Virtual Results

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WHAT'S TRENDING NOW

## INFO & ADS

- Study Your Competitors
- Implement Your New Knowledge
- Transparency Goes Both Ways
- Manipulation Will Likely Occur
- Info and Ads - Listing Presentation Jet Fuel



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WHAT'S TRENDING NOW

## CUSTOM AUDIENCE TARGETING CHANGES

Upload lists for Custom Audiences? Facebook now requires you identify the source, every time.

**Select Data Origin**

**Directly from customers**  
Advertisers collected information directly from their customers.

**Customers and partners**  
Advertisers collected information directly from their customers and it was also sourced from their partners (i.e. agencies).

**Directly from partners**  
Advertisers sourced information directly from their partners (i.e. agencies or data providers).

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WHAT'S TRENDING NOW

## CUSTOM AUDIENCE TARGETING CHANGES

Facebook uses that info when a user clicks the “*Why am I seeing this ad*” link.

### About This Facebook Ad ✕

**Why Am I Seeing This Ad?** Options ▾

One reason you're seeing this ad is that **Jasper's Market** added you to a list of people they want to reach on Facebook. They were able to reach you because **your email was on a customer list collected by Jasper's Market and its partners** or you've provided them with your contact information off of Facebook.

There may be other reasons you're seeing this ad, including that Jasper's Market wants to reach **people ages 18 and older who live or were recently in the United States**. This is information based on your Facebook profile and where you've connected to the Internet.

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## CUSTOM AUDIENCE TARGETING CHANGES

“Interest” targeting is NOT similar to “Demographics”

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

homeowner | Suggestions | Browse

- homeowner Interests
- Homeowner association Interests
- National Foundation for Credit Counseling Interests
- Today's Homeowner with Danny Lipford Interests
- Future Military Homeowners Interests
- Homeownership in the United States Interests

**Facebook Stories**

Because Facebook Stories is placement being released gradually, audience and reach estimates are not available.

**Size:** 16,710

**Interests** > Additional Interests > Homeownership in the United States

**Description:** People who have expressed an interest in or like pages related to *Homeownership in the United States*

**Connections** ⓘ

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## CUSTOM AUDIENCE TARGETING CHANGES

### Utilize your email lists to create custom audience: Homeowner

▶ Age ?

▶ \* Religion ?

▶ \* Ethnicity ?

#### Household

▶ Building Structure ?

▾ Length of Residence ?

From:	To:
Less Than One Y	Fifteen Years or M

▶ Income (Household) ?

#### Your Leads

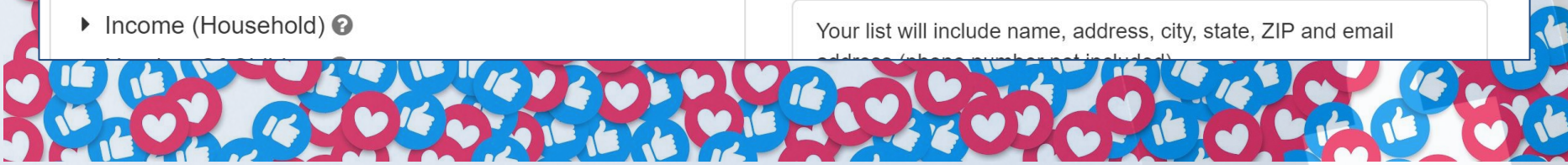
All Individuals Leads Available: 2,037

Enter Number of Leads You Want:

(Enter 1,000 - 2,037)

Save Cart Item

Your list will include name, address, city, state, ZIP and email  
address (where number is not included)



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## CUSTOM AUDIENCE TARGETING CHANGES

### Detailed Targeting

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



Interests > Additional Interests

**realtor.com**

**Trulia**

**Zillow**

Add demographics, interests or behaviors

**Suggestions**

**Browse**

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WHAT'S TRENDING NOW

## CUSTOM AUDIENCE TARGETING CHANGES

### Exclude Tips

**EXCLUDE** people who match at least **ONE** of the following  

Interests > Additional Interests

- CALIFORNIA ASSOCIATION OF REALTORS®**
- National Association of Real Estate Brokers**
- Premier Agent - Zillow & Trulia**
- Real estate broker**
- Realtor.com Pro**

Add demographics, interests or behaviors | **Browse**

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## DYNAMIC ADS FOR REAL ESTATE

“Imagine a machine that handled all your online advertising, automatically. It could auto-adjust based on your current listings, recent solds, your business goals and even adjust retargeting ads based on your website visitors behavior and interests.

...Facebook’s dynamic ads for real estate can do all that and more.”

-Ryan Rockwood

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## DYNAMIC ADS FOR REAL ESTATE: SETUP



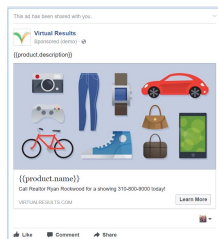
### Product Catalog

(Facebook's term for "Your Listing Data" in a format they can use)



### Facebook Pixel

Add sitewide & customize to identify listings



### Templates

Set up templates for ads, targeting, budget.



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## DYNAMIC ADS FOR REAL ESTATE: PROGRAMMER REQUIRED!

- Create your product catalog using Facebook's new Home Listings Catalog format
- Add additional code to your website to identify to Facebook your listings and inform Facebook of the city, neighborhood, and price when users conduct a search on your site.
- Template setup
- Troubleshooting

More info: <https://developers.facebook.com/docs/marketing-api/dynamic-ads-for-real-estate/>



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## DYNAMIC ADS FOR REAL ESTATE: Example Ad Types!

- Visitor Retargeting
- Dynamic Retargeting (Display ads based on visitor's actions, listings viewed, city searched, listing price searched, etc)
- Inventory Ads - Coming soon, Active, Price Reduced, Open House, Just Sold

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## FACEBOOK MESSENGER

# Facebook Messenger



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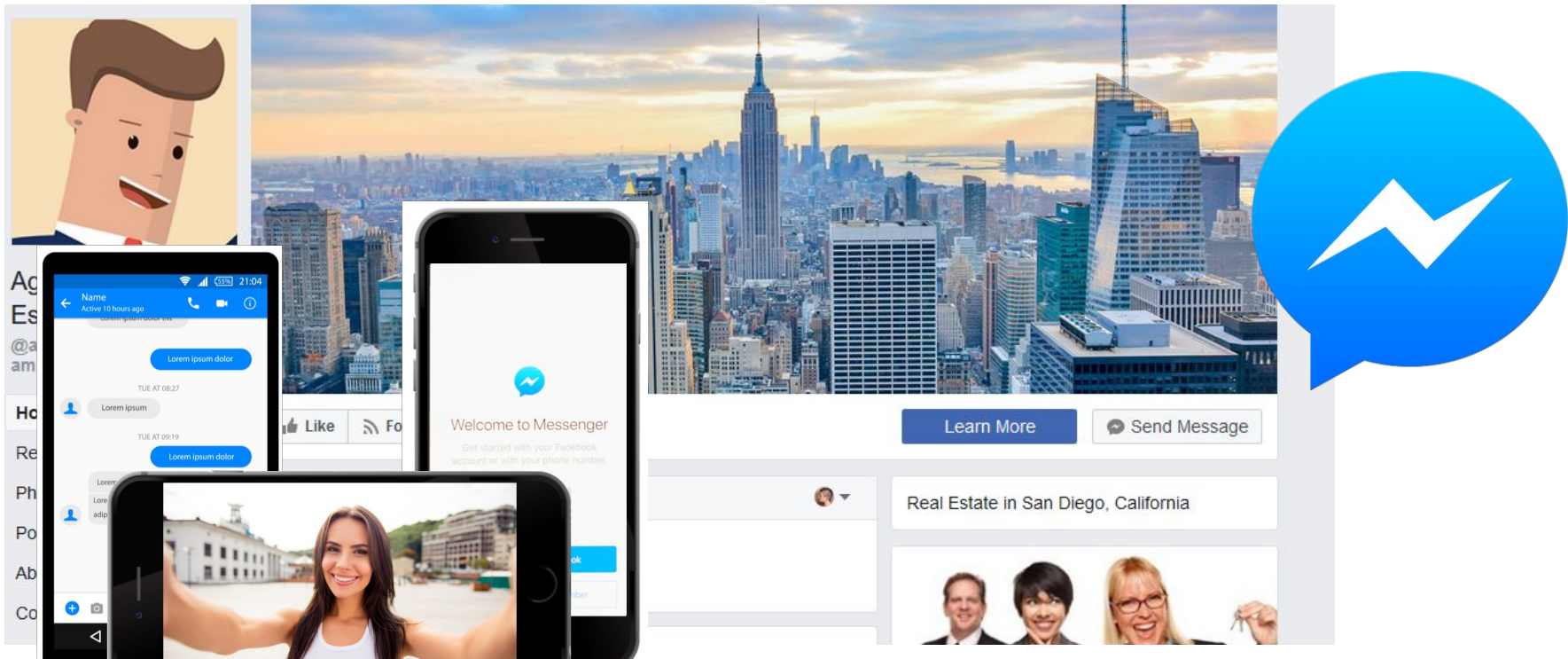


# What's Trending Now



## FACEBOOK MESSENGER

Facebook Messenger

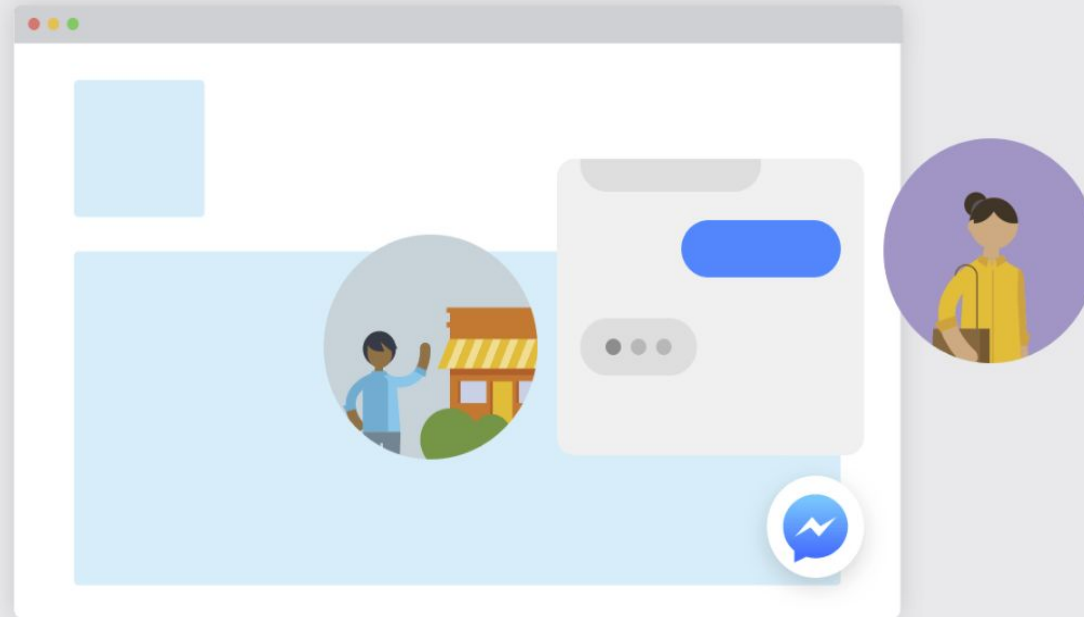


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## Add Messenger to Your Website

Meet your customers where they are. The customer chat plugin lets people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.

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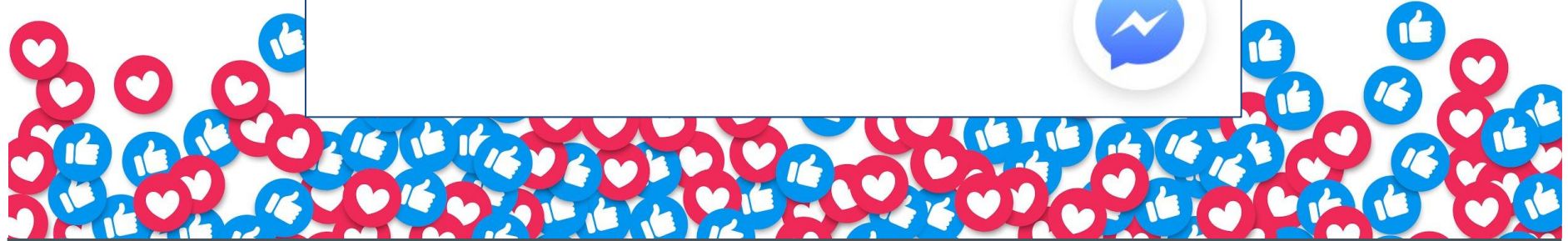
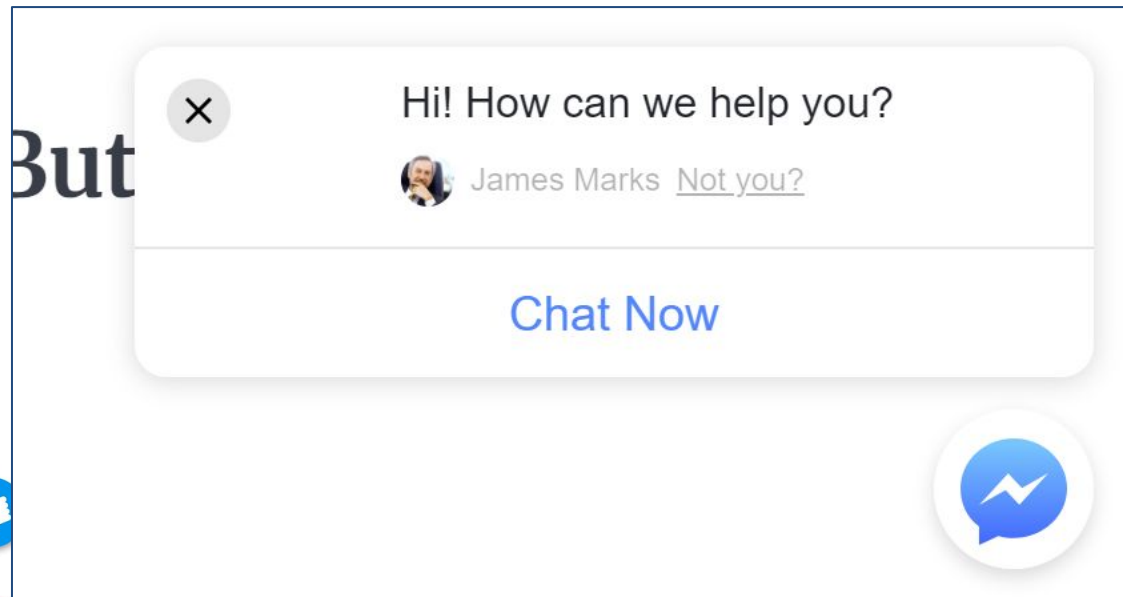




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## FACEBOOK MESSENGER: YOUR SITE



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# What's Trending Now



## FACEBOOK MESSENGER: GET THE CODE

A screenshot of the Facebook Messenger settings interface for a page named "Home Value Guides". The top navigation bar includes the page name, a search icon, the user's name "Ryan", and icons for Home, a group of people, a notification bell with "45", and a help icon. Below this is a secondary navigation bar with "Page", "Inbox 3", "Manage Jobs", "Notifications 34", "Insights", "Publishing Tools", "More", "Settings" (highlighted in yellow), and "Help". The main content area is divided into a left sidebar and a right main panel. The sidebar lists settings categories: General, Messaging, Page Info, Templates and Tabs, Post Attribution, Notifications, Messenger Platform (highlighted in yellow), Page Roles, and People and Other Pages. The main panel is titled "Messenger Platform" and contains the text "Manage how your Page or bot appears in Messenger." Below this is a "Sections" list with four items: "General Settings", "Your Messenger Link", "Advanced Messaging Features", and "Customer Chat Plugin" (highlighted in yellow), each with a "Jump to Section" link. The "Discover Settings" link is also present at the bottom of the list.

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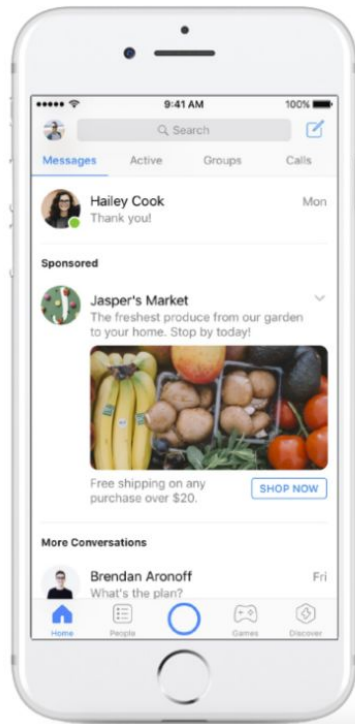
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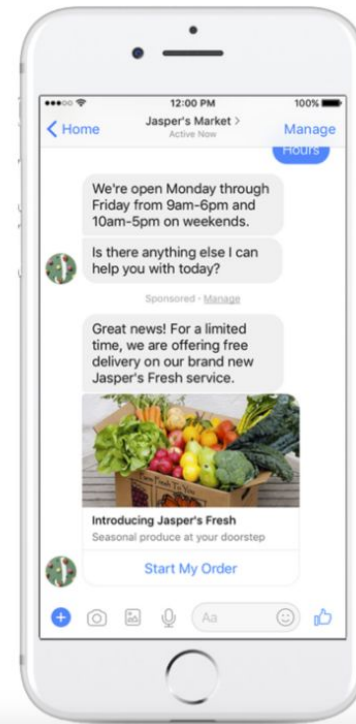
## MESSENGER ADS



*Messenger Ads*



*Click-to-Messenger ads*



*Sponsored Messages*



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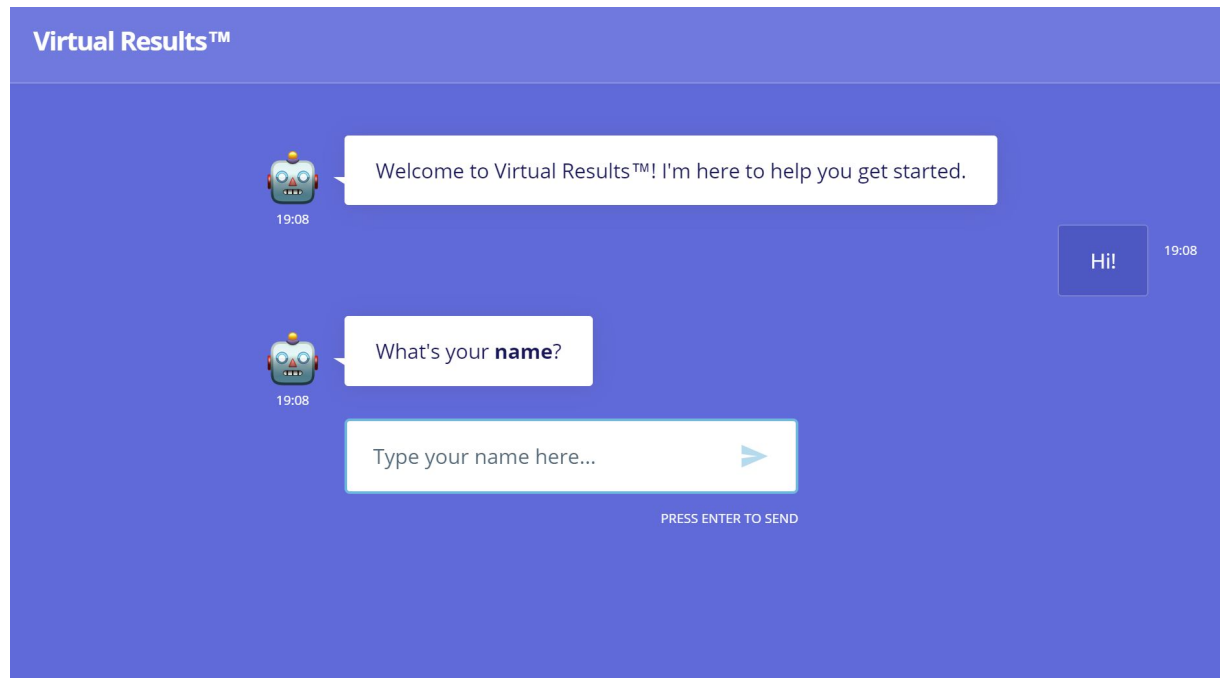
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## MESSENGER ADS: CHATBOT INTEGRATION



Courtesy <https://virtualresults.com/welcome/>



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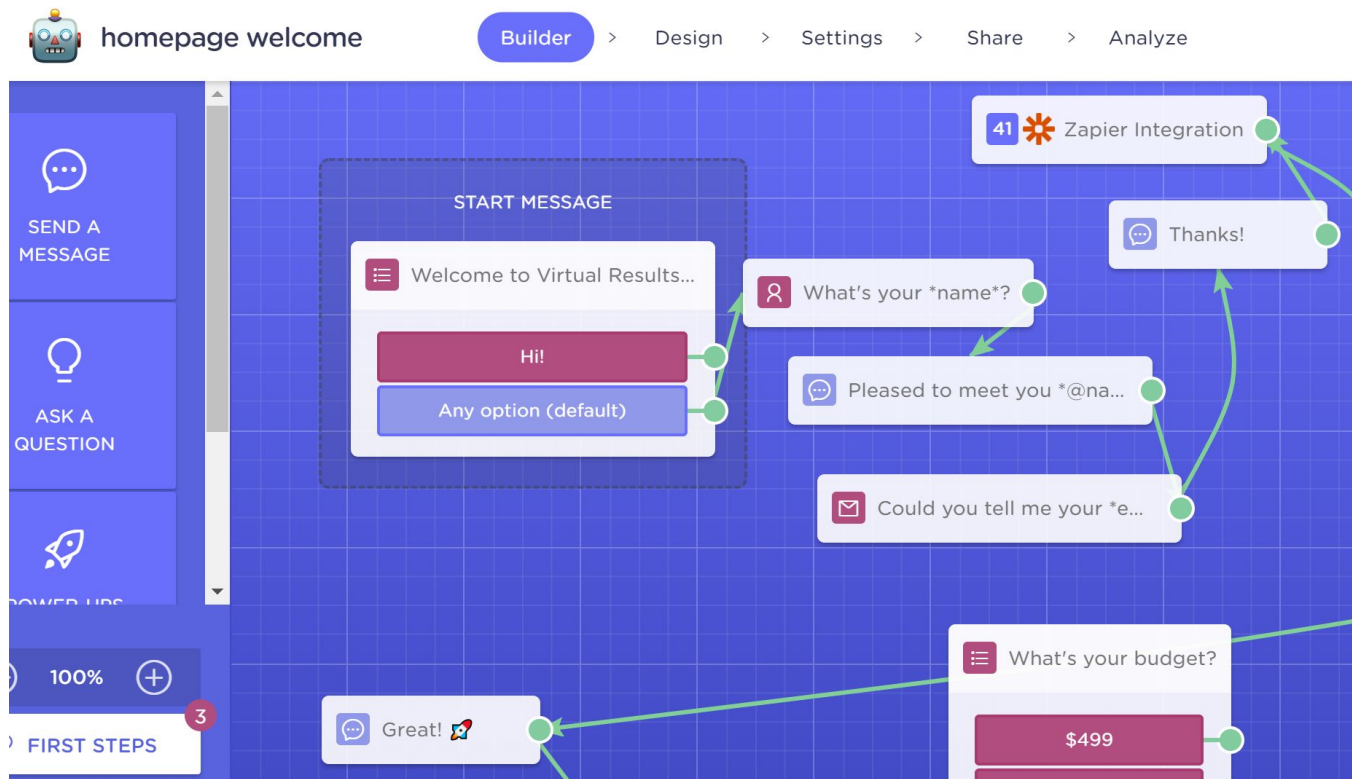
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## MESSENGER ADS: PROGRAM YOUR BOT



Courtesy Landbot.io



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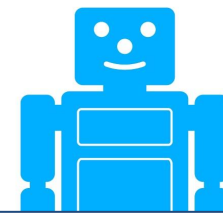
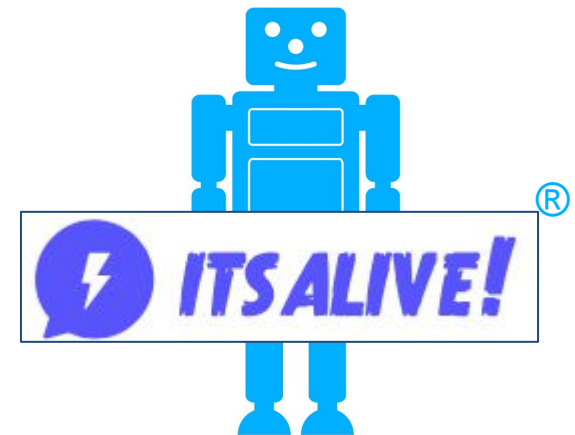
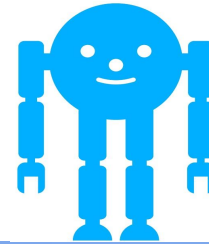
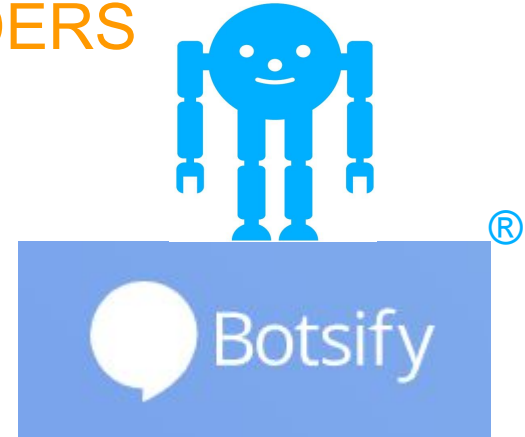
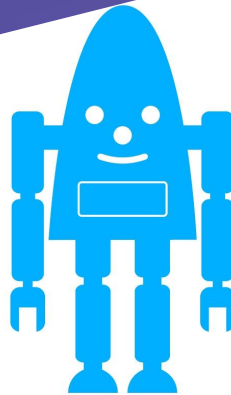
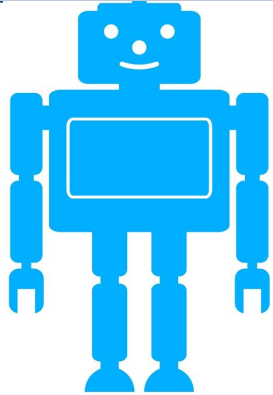
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## MESSENGER ADS: CHATBOT PROVIDERS



(Not an endorsement of any provider.)

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# What's Trending Now



## FACEBOOK LEADS: THE ELEPHANT IN THE ROOM

### ANSWER THE QUESTIONS:

Why is the failure rate so much higher when trying to turn Facebook leads to appointments?

What strategies work to convert these leads to appointments?



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## FACEBOOK LEADS: BAD LEADS?

### Why is the failure rate so high?

Is that because Facebook leads are low quality leads?

Why am I spending so much effort on leads that don't convert?



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FACEBOOK LEADS:

NOT BAD. DIFFERENT.



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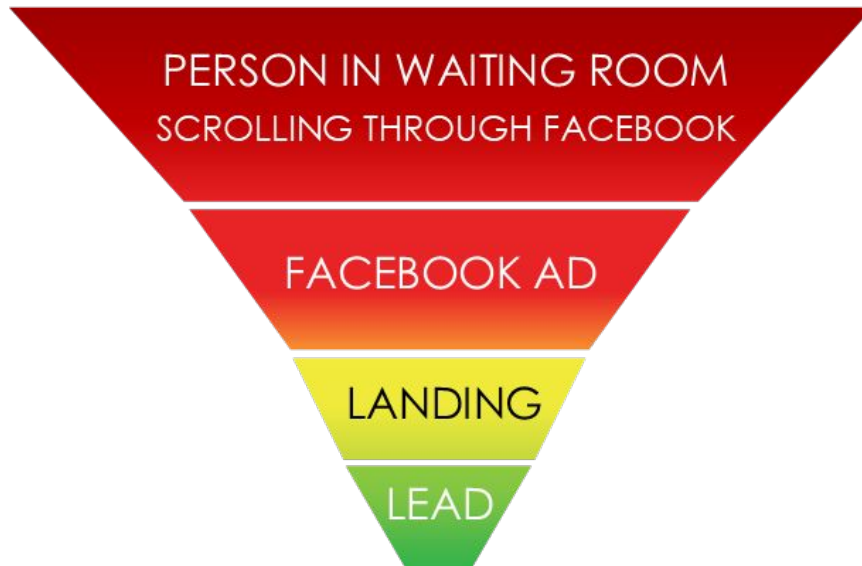


# What's Trending Now

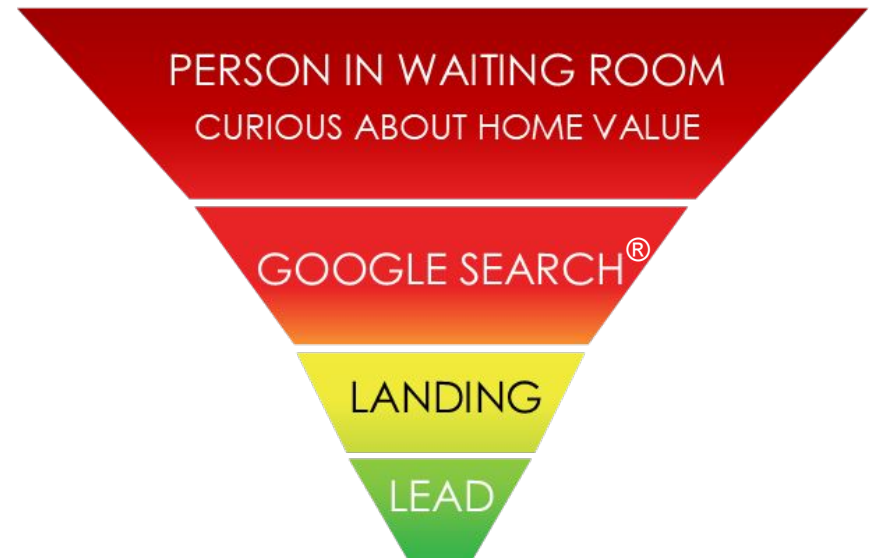


## FACEBOOK LEADS VS GOOGLE LEADS

### NEEDS READING MATERIAL



### WANTED HOME VALUATION



## INTENT of the Lead



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## FACEBOOK LEADS:

### Facebook Leads Challenge Us To



**1) IDENTIFY THE 5 "NOW" LEADS**

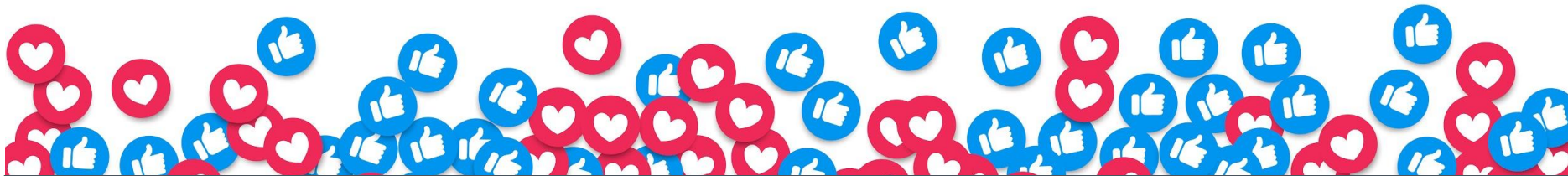


**2) MAKE A GREAT IMPRESSION ON THE OTHER 95**



**3) STAY IN TOUCH WITH ALL THESE LEADS... FOREVER**

This is NOT easy. But we have a pretty straightforward system that you can use. We'll go through it step by step.



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## FACEBOOK LEADS

# Our Mission

Work with Warm Leads. Charm and Cultivate Everyone Else.

- 1) Deliver what you promised, when promised. **AUTOMATICALLY.**  
(Market Report, Home Info, Starbucks Card)
- 2) Immediate more personal thank you / greeting SMS or email. **AUTOMATICALLY.**
- 3) Place all leads on perpetual follow-up. **AUTOMATICALLY.**
- 4) Place all leads on a short term email drip plan full of opportunities for them to disqualify or raise their hand. **AUTOMATICALLY.**  
(2 Emails/week for 30 days)
- 5) You have one job: Convert anyone who responds!

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## FACEBOOK LEADS

# Tools to Help



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Know your customers. Grow your business.

Transform partial identities into complete profiles to connect with prospects, capture audience insights, and enhance customer experiences.

[fullcontact.com](http://fullcontact.com)



## Email Verification Simplified

Verify your email list quickly and securely with our online self-service application.

[datavalidation.com](http://datavalidation.com)

**Ryan Rockwood**  
Chief Operating Officer at Virtual Results, Inc

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**Rancho Palos Verdes, California, United States**

**Male / Age 33-43**

**BIO**

Rancho Palos Verdes Real Estate Sales. Online business development and marketing expert. Specialties: Rancho Palos Verdes Real Estate Expertise, Online Marketing

**TOPICS**

Religion Sociology Twitter

**SOCIAL AFFINITIES**

None Found

**CURRENT JOBS**

**Chief Operating Officer**  
Virtual Results, Inc  
2009 - Present

**Realtor**  
Palos Verdes Keller Williams  
2005 - Present

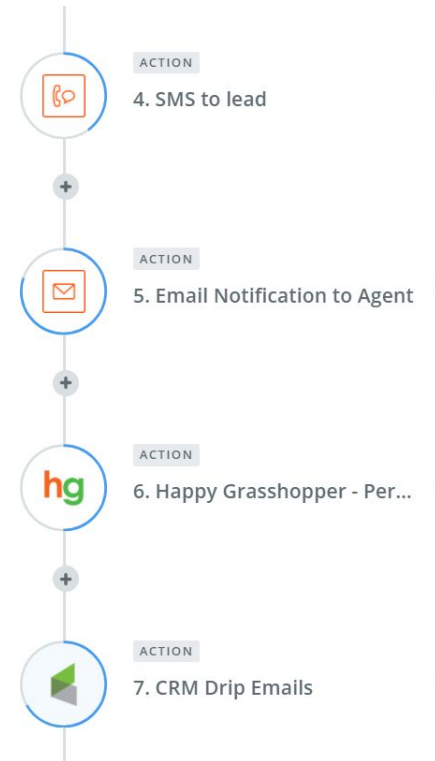
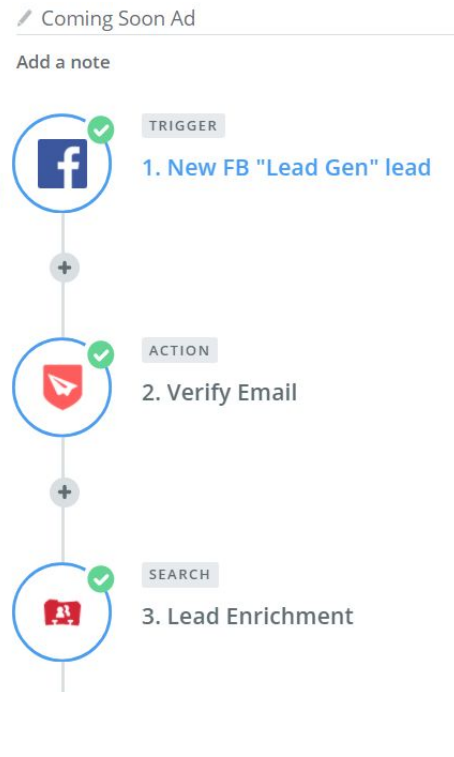


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## SO, ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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EQUAL HOUSING  
LENDER

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## Did You Know We Do This Monthly?

Each will teach ONE KEY strategy that:

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business

HOME SALES CUSTOMERS  
REAL ESTATE PROFESSIONALS  
FIRST TIME HOMEBUYERS  
CUSTOMER EXPERIENCE HOME LENDING  
PROFESSIONALS HOUSING MARKET TOP TEN LIST  
HOMEBUYERS TECHNOLOGY HOME SALES  
EXPERIENCE HOME LENDING PROCESS REAL ESTATE  
PROFESSIONALS HOUSING MARKET TOP TEN LIST  
TECHNOLOGY HOME SALES CUSTOMER EXPERIENCE  
HOME LENDING PROCESS REAL ESTATE PROFESSIONALS  
HOUSING MARKET TOP TEN LIST FIRST TIME HOMEBUYERS  
CUSTOMER EXPERIENCE HOME LENDING PROCESS  
PROFESSIONALS HOUSING MARKET TOP TEN LIST  
HOMEBUYERS TECHNOLOGY HOME SALES CUSTOMER  
EXPERIENCE HOME LENDING PROCESS REAL ESTATE  
PROFESSIONALS HOUSING MARKET TOP TEN LIST  
TECHNOLOGY HOME SALES CUSTOMER EXPERIENCE

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Questions or Comments?  
[Support@virtualresults.com](mailto:Support@virtualresults.com)



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View the Replay at  
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