

FACEBOOK AD AUDIENCES 101

SET-UP FACEBOOK AD AUDIENCES FOR SUCCESS

RE/MAX
— TOWN CENTER —

AT THE END OF THIS TRAINING YOU WILL KNOW

- What set-up on your Facebook Business back-end
- Why you should utilize Facebook Ads to grow your reach
- How to set-up Facebook Ad Audiences

BEFORE YOU GET STARTED SET-UP YOUR BUSINESS BACKEND

Facebook Business Manager

Facebook Ads Manager

Facebook Business Pixel

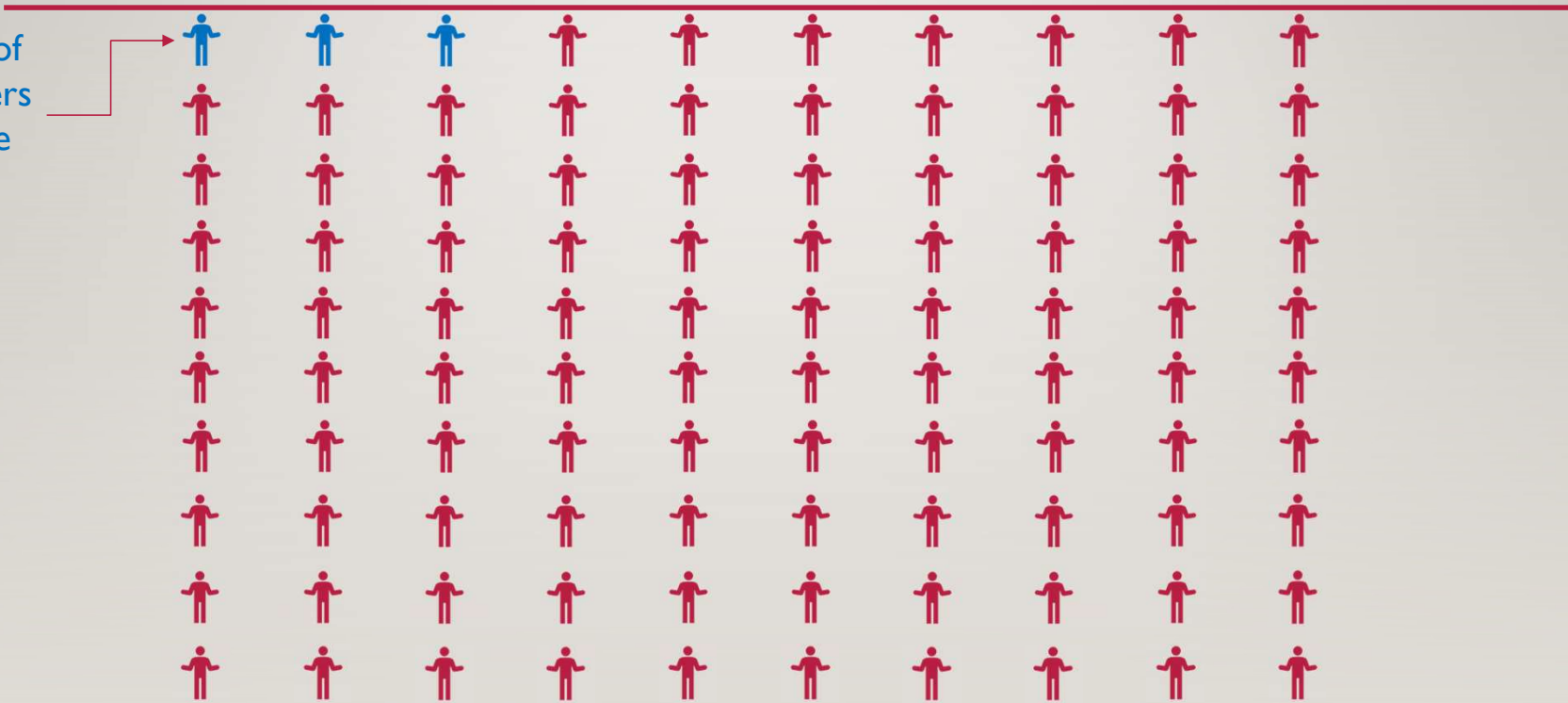
Facebook Business Page

Facebook Audiences

Pixel Installed on Website

THE ONE THING YOU SHOULD KNOW ABOUT ORGANIC FACEBOOK POSTS

Only 2-3% of your followers see any one post.



USING FACEBOOK ADS EXPANDS YOUR REACH

Comparable stats

Advertised vs. Unadvertised

Reach **7,931** to 73

Engagements **3,154** to 8

Likes **31** vs 3

Comments **3** vs 0

REMAX Town Center
Published by Karim Khoury · November 6 at 1:26 PM

New listing! Relax and entertain in this delightfully landscaped 4 BR, 3 BA, 2,794 sq.ft home located on the quiet end of a cul-de-sac.

Open House Dates - Sat (11/7) 1-4 & Sun (11/8) 2-5

Price, Photos & Location <https://rem.ax/Entertainandrelax101216thMukilteo>

Featuring...

- 1) Ground level back patio for relaxing and entertaining outdoors
- 2) Enclosed back yard for safety and privacy
- 3) Open floor plan for kitchen, dining, and living for family entertaining
- 4) End of cul-de-sac location provides a quiet setting

7,931 People Reached
3,154 Engagements

Boosted on November 6 at 1:41 PM Completed
By Karim Khoury

People Reached	7.2K	Post Engagements	1.7K
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View Results

You and 31 others

4 Comments 4 Shares

Like Comment Share

Comment as REMAX Town Center

Nguyen Phan Thank Truc HaiLoan Nguyen
Like Reply Message · 3w

Chhoeung Om Love lay out
Like Reply Message · 3w

Juliette Danielle Jacobsohn Very nice
Like Reply Message · 3w

Nicole Crowell Thank you, Adam!
Like Reply Message · 3w

REMAX Town Center
Published by Adam Stuhlfaut · November 23 at 5:08 PM

OFFER REVIEW DATE TUESDAY 11/24! Don't miss out on this updated 4-bed craftsman on a quiet cul-de-sac in the heart of Bridle Trails.

Full listing and pics <https://rem.ax/kirklandcraftsman120th>

Minutes from Downtown Kirkland but situated in the beauty of Bridle Trails, this 4 BR, 2 BA 2,380 sqft home is a highlight of our Thanksgiving week.

Features include:

- The HUGE family room w/tongue & groove peaked ceiling-perfect for gatherings.
- The entire upstairs is your private master oasis w/sitting room, bath & huge walk-in.
- Spacious backyard with ground-level patio for summer BBQ fun.

73 People Reached
8 Engagements

3 Likes
1 Comment

Like Comment Share

Comment as REMAX Town Center

Author **REMAX Town Center Special Agent Team**
Like Reply · Commented on by Adam Stuhlfaut · 6d

RE/MAX
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FACEBOOK MARKETING HELPS YOU TAKE YOUR CLIENT THROUGH A CUSTOMER JOURNEY



FACEBOOK AUDIENCES HELP YOU GROW AND DEFINE YOUR SALE FUNNEL

The one they forget: Special Ad Audiences*

Definition: Cold audience that are most alike your engaged audiences, but don't include discriminatory data



Targeting - Totally Cold based on geography or other targeting factors

Retargeting - Warm Audiences like Facebook followers, website visitors, email list

Closing - Closest to purchase

Source: Curaytor

*Special Ad Audiences are the same as Lookalike Audiences, except they don't consider race, gender, marital status and other discriminatory demographics. Real estate ads are only allowed to use Special Ad Audiences and cannot use Lookalike Audiences.

BEFORE YOU GET STARTED SET-UP YOUR BUSINESS BACKEND

Facebook Audiences to Set-Up



LET'S GO TO FACEBOOK BUSINESS

The remainder of the class we are working in Facebook Business manager to learn about setting up all the audience types.