

## Realty Tech Talk Series

# Facebook Ads for Real Estate Agents

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The Facebook Ad Platform provides some of the most cost effective and precise demographic and behavioral targeting out of any marketing platform today. Since many agents do not leverage this ad platform yet, there's a clear opportunity for agents willing to learn this Ad platform to gain a competitive advantage.

The Facebook Ad Platform offers a rich, diverse and deep level of targeting options. Three of the broad areas include interests, behaviors and demographics. Let me share an example of a recent Ad I did for an agent with a \$3 million dollar listing to demonstrate how cost effective the advertising is to gain exposure. For this listing, we set out with the goal of getting visits (clicks) to the property page of the listing and advertised it in the Philadelphia DMA (Direct Marketing Association), people within a certain age group (35-65) and making over \$500K / year.

Locations ? Everyone in this location ▼

United States

Philadelphia, DMA®

Include ▼ Add a country, state/province, city, ZIP, DMA or address

Age ? 35 - 65+

Gender ? All Men Women

Languages ? Enter a language...

Income ? Over \$500,000

**Audience Definition**

Specific Broad

Your audience is defined.

**Audience Details:**

- Location:
  - United States: Philadelphia (DMA)
- Income:
  - Over \$500,000
- Age:
  - 35 - 65+

Potential Reach: 52,000 people

You can see that the resulting audience for this Ad based on the above parameters was 52,000 people. We set a budget of \$5 per day for two weeks and got the following results... (see side picture)

You would be hard pressed to get this type of highly targeted audience (5,813 people) to see the Ad and have 406 of them click on the Ad to see this property for a total budget of \$60. This is just one example of how you can do a variety of Facebook ads for open houses, people likely to move, new listings, price reductions and the list goes on. The cost per click (15 cents in the above example) is very low currently for targeted Facebook Ads so it is cost effective strategy for agents to leverage this in their marketing. To learn more and get started, [click here](#).

**406**

Results: Website Clicks

**5,813**

People Reached

**\$59.99**

Amount Spent