

**FACEBOOK
TARGETING IN REAL
ESTATE ADVERTS**

BY

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HELLO THERE

If you are reading this publication right now, it is because you PURCHASED The real estate marketing monopoly.

If you didn't purchase the program and you are viewing this, it means you are a \$&%^!&*(). And I will find you and delete this file from your device (HaHaHa).

Now let's get serious. I created this publication to serve as an update to the Client Acquisition Manual.

Even though I explained the targeting in detail, some people are still finding it difficult to target accurately.

And as I always tell my students, targeting is really important in this business. You are selling a very high-value item and you don't want to waste your time with the wrong people.

So, I have taken my time to further explain the targeting of a thing.

CREATIVE TARGETING

There's no need to get things complicated for yourself. Facebook targeting is all about being creative. Your success with targeting depends on your ability to think and use your mind.

You know the kind of people you want to sell to. So, you must figure out how to get to them and grab their attention.

Now, something I probably didn't mention in my previous publication is that you need to create different audience groups for different sets of properties.

It's not the same set of people that are renting a 500k/year house that will buy a duplex of 60 Million.

They are different people and you should make separate arrangements for them.

So, how do you do this? You do it by creating a customer avatar.

An avatar is a profile that contains the qualities of those people you are trying to target.

How do you create an avatar? You create an avatar by having a list of questions relating to your audience.

For example...

Top 10 thought/authority leaders they follow

Top 10 influencers they follow

Top 10 books/magazines they read

What do they do for a living?

What do they like?

What websites do they visit?

What tools do they use (Netflix, Spotify, etc.)?

What are they spending their money on?

Where do they hangout?

Where do they live?

How old are they?

What does their lifestyle look like?

Take your time to answer these questions and you will have a solid avatar.

You can then go ahead and create 3 to 5 audiences from this information.

The main point of all these is to be creative about it.

How do you get creative?

You get creative by making use of the suggestion tab on the Facebook interest targeting.

Apart from entering your own interest, you can browse through the various interests there and choose the ones that are related to the people you are trying to target.

You should also **NARROW DOWN** your interest.

This is very important. Narrowing down your interest helps you to filter out unnecessary crowds from eating your ad budget.

For example, if I want to target a rich person that has millions to spend, I will enter interests that are related to the individual.

Like: **Cartier, Rolex, Forbes magazine, Business Insider, BMW, Mercedes Benz, Tesla, Golf, Tennis, Luxury Real Estate, Business, Dubai etc....**

Then, I'll narrow it down with another interest

E.g: **Facebook Access (Apple: iOS), Facebook Access (Apple: iPad), Facebook Access (Samsung)**

This means that I've targeted people interested in **Rolex, Forbes** etc...

BUT it is only those who use Samsung and iPhone that will see my ad. There's a higher chance of getting my ads across to high-value individuals.

Anyone can be interested in those luxury options, but you have to narrow it down to people that are most likely living the lifestyle.

Or I can narrow it down with: **Frequent International Travellers, First Class Travel**

This will show my ads to people that travel out of the country regularly. These are the people that are most likely rich enough to buy what I am selling.

It will erase all the I never chop people from your Ad Set. This process of narrowing down has given me access to people I can never come in contact with on a norm.

Another option to try out is the option of EXCLUDING some people.

Now that you have narrowed down your targeting, it is necessary to exclude some people that might pour sand in your Garri.

People like students, teenagers, etc..

Go to the exclude tab and enter those interests. Before you exclude, you should sit down and think of the people that you don't want on your ads.

Enter the interests that relate to them and exclude them.

For example, an adult that is interested in ponzi or money doubling schemes is not my target audience for a 70 million penthouse.

Hope you understand the vibes now.

Try out this targeting process and you will get more quality leads.

The idea is to get creative with it.

TARGETING EXPERIMENT FOR APRIL 2021

Remember that I told you not to target the “REAL ESTATE” interest when setting up your ads because you will only be showing your ads to your fellow realtors.

But one of my bosses from the inner circle called my attention to something. He said we might be missing out on potential clients that have money to spend.

So, what did we do?

We entered a few of our usual interests along with **Real Estate, Real Estate Investment** Etc.

But after narrowing down our audience, we decided to exclude interests like **Realtor, Real Estate Broker, Real Estate Manager** and other interests related to real estate entrepreneurs.

We ran the ad and.....

It was a bomb. We unlocked a new set of real estate clients.

You can also try out this targeting option and get creative with it. It might be the headway you are looking for.

2023 SIDE NOTE: The Ad Set where we excluded realtors and real estate related interests was for a very expensive property.

If you are not selling properties that fall into the 9-figure range, there is no need to exclude realtors and the likes.

If you do that, your audience size will reduce drastically and you might not reach the people you are supposed to reach.

BONUS VIDEO: To see what my typical audience targeting looks like, [CLICK HERE TO WATCH MY AUDIENCE TARGETING VIDEO](#)

And that's all for this publication.

The world of marketing keeps evolving everyday and you have to evolve with it. Once there is a new update about real estate marketing, I will share it with you again.

Till then, keep winning.

If you found this publication valuable, send me an email >> fajothecure@gmail.com

Let me hear your thoughts.

