

Complete Guide To Getting

THE REAL ESTATE MONEY



HOW TO CREATE A SUCCESSFUL,
MARKETING STRATEGY

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INTRODUCTION

THEY NEED HELP!

AND YOU ARE THE ONLY ONE THAT CAN HELP THEM!

Who needs help? And how can you help them?

I'll explain it all to you in a moment, but first let me introduce you to the world of real estate marketing.

You see those real estate companies that have properties everywhere... they need your help to sell their properties.

Because...

What is the usefulness of a property if it doesn't get sold?

They can't do all the marketing alone, and that is why they are constantly looking out for talented agents that can help them make sales.

And that is why you see different people on the internet advertising different properties for sale.

So, when you help them make money, you make money too, which is a win-win situation.

Now, here's the problem...

You cannot sell real estate the same way you sell regular products. You cannot advertise a 1-million-dollar property the same way you will advertise a shoe/bag of 100 dollars.

It takes a higher level of persuasion to convince someone to give you their hard-earned money. So, you need a predictable process that will help you cut through the strongest buyer resistance and close as many deals as possible.

This strategy has been working since forever, and it will keep working till the end of time. As long as the sky is blue and the leaves are green.

Once you are able to grasp and apply the things I am about to explain, you will be on your way to the top of the food chain.

THE PSYCHOLOGY OF A REAL ESTATE BUYER

Before I delve into the main game, I would like to take you on a journey. This is to give you a clear representation of the process of making a real estate sale.

You see, the world has evolved, and traditional marketing strategies don't work again.

In a time where realtors are closing multi-million-dollar deals on the internet, someone somewhere is busy printing fliers and begging random people to buy their properties.

Humans have evolved, and we now have a very short attention span. So, if you want to sell something to someone, you had better grab all their attention with something that makes them tick.

Let me explain the psychology of a real estate buyer to you...

People only buy from someone they KNOW, LIKE & TRUST.

Those are the 3 magic words

KNOW

LIKE

TRUST

If you want anyone to take you serious to the extent of giving you their hard-earned money, you must make them feel safe with you. If you can tick those 3 boxes, there is no level of selling that you can't achieve.

Now that you know what your buyers are looking out for, the next thing is to find your way around it and present yourself as someone that understands their needs.

The phenomenon above is why some real estate companies spend millions on heavy marketing campaigns, they do this in order to make themselves known.

Then they advertise different offers so that you will like them, after which they show you testimonials from people that have done business with them. This is to establish trust.

When the drill is complete, they can sell their properties comfortably to almost anyone.

But I guess you don't have millions to blow on marketing campaigns, right?

So, what can upcoming realtors with minimal budget do?

Well, we can utilize the Targeted Lead Generation process to get as many clients as we want, without begging any rich man or spamming random people with our offers.

And I'll break this down in the next chapter.

THE TARGETED LEAD GENERATION PROCESS

To successfully sell any property on the internet, you only need 1 thing. This thing is a simple process that helps you to get the attention of your potential clients, retain their attention, and make them take a desired action.

Now, the lead generation process requires 4 things only. They are:

1. A perfect Audience
2. Source of traffic
3. Marketing content/ offer
4. Marketing funnel

When these 4 elements have been carefully catered for, you will milk the internet to your satisfaction.

Let's take them one after the other.

1. THE AUDIENCE

Selling real estate on the internet requires a very high level of audience segmentation and qualification. You don't want to show your ads to just anyone.

You want to show them to people who **need** and **can afford** what you are selling.

Showing your campaign to wrong set of people is the same as setting your money on fire.

To target the perfect real estate audience, you must identify who exactly your audience are.

There are only 4 sets of people you should target when selling real estate on the internet. Sell to anyone outside this people, and you will hardly close one sale.

They are:

- **Investors**
- **Wealth protectors**
- **Individuals looking for housing**
- **Nigerians living Abroad**

These are the 4 group of people you need in order to turn the internet to your golden cow.

Now that you know who your potential client is, how do you get to them?

I'll discuss the full process in the following chapters.

2. SOURCE OF TRAFFIC

Your source of traffic is where you get your customers from. Since you are using the internet, your traffic can come from Facebook, Twitter, Instagram or LinkedIn

But a source that we have tested over and over again is Facebook.

Facebook is a collection of hot buyers that will readily put money in your pocket, as long as you know the right way to talk to them.

Twitter is also an underrated goldmine, but I'll focus on Facebook in this publication.

Now, here is something about traffic.

Because of how expensive real estate could be, you don't want to drive a low-quality traffic to your offer. You need high quality traffic that will give you all you need.

And high-quality traffic is equal to a group of people that have plenty money to spend, and looking for the next property to buy.

3. THE OFFER

After you identify your audience and you have a source of traffic to pull them in, the next thing is to meet them with an **irresistible offer**. This is probably the most important element...

The way you present your marketing content will determine if you can be trusted or not.

When selling to investors, you are not necessarily selling them a piece of land. You are selling them an investment that will put extra millions in their pockets.

Selling luxury homes?

You are not selling the white walls and Versace designs to them; you are selling them a high-class lifestyle they can brag about.

Regular realtors sell buildings, but legendary realtors sell the feeling behind the buildings.

And this is where the BIG MARKETING IDEA comes into play.

Seduce your clients and make them an irresistible offer.

I will show you how this is done in the following chapters

4. THE MARKETING FUNNEL

This is the life-wire of your lead generation process. This is where you take your clients from one level to another without losing their attention. You need to pay extra attention to this.

But first, **what is a funnel?**

A marketing funnel is your customer's journey with you. From the initial stages when someone learns about your business, to the purchasing stage.

Take for example, you don't just approach a lady and tell her you want to take her home.

You have to take her through a journey: i.e collect her contact details, have conversations, take her on a date, and maybe after then you can take her home and have fun.

That process is called a funnel.

The same goes for your real estate business, you have to create a path for your prospective clients.

Below is a representation of what the marketing funnel looks like.



can you see how the processes are connected?

Our goal is to close the deal, but we can't do that without advertising our offer first.

So, we start with advertising and we move down the funnel.

Now, let me explain each stage of the funnel.

THE ADVERT

This is your first interaction with your prospect. You call out to them and let them know that you have properties for sale.

But here is the thing; you must call them in a way that makes them want to answer your call.

If you sound like every Realtor on the internet, they will ignore you like the first slice of bread.

[This is a link to various examples of good adverts that got the job done.](#)

Did you notice anything about these ads?

You will realize that they didn't sound like the desperate realtor that just wants to sell-off a property. We carefully highlighted the problem we are solving and the offer we are making.

That is how you write Ads that pull in millions of naira.

If you want to write an emotional appealing advert, you will need to hire an experienced copywriter.

But I guess you don't have enough funds to hire a copywriter right now, so I have done the heavy lifting for you.

[Here's the list](#) of the adverts that we have used to sell properties of different price ranges. Just check through, then pick the one that suits what you are trying to sell.

THE LANDING PAGE

If you are trying to be all professional and decide to use a website/landing page, the landing page is where you further explain your adverts and give them the full details of what you are selling.

But this is not compulsory, if you don't have a website, you can do all your marketing on Facebook. Refer to the swipe file to see different ads and offers we have put out.

After your prospects read this and get excited, they will want to take an action. And this is where the booking page comes in.

BOOKING PAGE

This is where you collect the details of your prospects, so that you can contact them later on. You don't ask them to call you, you tell them to provide their details.

This is because people are now lazy and busy, so we don't want to inconvenience them in anyway...

A potential client might forget to call you after copying your number.

How do you get a booking page?

If you are using a website, you can create a form on your landing page. It is a plugin on most website hosting platforms.

If you don't have this, you can create one on google forms.

If you don't have a website, you can use the Facebook lead generation objective to create forms.

Before we move to the next level, I will like to explain **Audience Segmentation** to you.

Audience segmentation is a process of separating your potential clients from time wasters.

When you run your Ad, different people will see it. Your potential clients will see it and some miss-roads will also see it.

If you don't carry out audience segmentation, the miss-roads will stress you and drain your energy.

Now, this is what audience segmentation looks like.

Level 1 Audience - Sees the Ad.

Level 2 - Clicks on the Ad to the landing page.

Level 3 - Reads the landing page copy.

Level 4 - Clicks the booking button on the landing page.

Level 5 - Fills the booking form and Submits.

Level 5 Audience is our ideal client.

With this segmentation, we will narrow down the audience to the serious ones only. So, we don't have to waste our time on the ones that are just looking around.

THE REAL ESTATE MARKETING FUNNEL IN ACTION

Now, before you start your marketing, you should know that there are 2 types of funnels.

The first one is to warm up your clients, while the second one is to turn them into paying clients.

They are the **WARM-UP** and **ACTION** funnels.

1. THE WARM-UP FUNNEL

This is also called the **awareness funnel** and it can be done in **2 ways**.

FIRST WAY:

Awareness Ad (We are here and we sell properties)



Landing Page (Explaining what we do and why you should choose us)



Lead generation (These are our details. Contact us & ask questions)

This process is to create awareness. Here, you are not trying to sell anything. You just want to establish your presence as a credible real estate agent.

Then you talk about yourself/company and tell your audience the benefits of doing business with you.

After that, you drop your details for those who will like to contact you.

From here, you will get 1 or 2 calls and various messages from potential clients asking for more information about your business.

This method is for those who have a landing page.

NOTE: If you don't have a landing page, there is no problem. That means you will use the second awareness funnel.

SECOND WAY:

Page-like Ad (Like our page)



Awareness Ad (This is what we are all about)

First, you run an ad for people to like your page. This is very cheap. You will be surprised at the number of page-likes you can get with just ₦1,500.

After this, you run your awareness ad, where you tell people about your business and what you do.

Then you provide your contact details, so that interested parties can get in-touch with you.

For this one, you can use the messaging objective on Facebook. Anyway, you should be ready to get calls and messages from both interested and uninterested people.

But it doesn't matter, this is just the first step. It is called foreplay.

THIS IS WHERE THE SHOW GETS REAL....

2. THE ACTION FUNNEL

This is the main funnel.

The one that puts money in your pocket.

The one that determines how much money you make from real estate.

And this is what it looks like.

Lead generation Ad (We have this property for sale)



Landing page (Everything about the property & offer)



Booking page (Drop your details, we'll call you)



Sales Call (Close the deal)

OR

Lead generation Ad (We have this property for sale + Offer)



Facebook Forms (Drop your details, we'll call you)



Sales Call (Close the deal)

Before you create your ad, you must have a **BIG MARKETING IDEA**.

Remember that you are not the only one selling properties on Mark Zuckerberg's app.

So, you have to stand out and sound like someone that can be trusted.

Your **BIG MARKETING IDEA** will differentiate you from the 90% that don't know what they are doing.

So, how do you do this?

You state the benefits of the property you are selling, thereby giving them a reason to look at your ad 2 times.

Well, you don't have to worry about coming up with BIG IDEAS because I've put everything in one place. Below is [a link to swipe files](#) that contain big ideas that have been tested and performed well.

Let's breakdown the process of the funnel.

For this operation, you will need the following.

- Properties to sell
- Big marketing idea
- Facebook page
- Facebook business manager
- Website (optional)

Running your campaign without a website

1: visit your Facebook Business Manager and Create a new ad.

2: **Choose an objective:** for this you can choose the **Lead Generation** objective or the conversion/messaging objective. But let's focus on Lead generation.

This is a special ad category that allows you to collect details of your potential clients, so that you can call them later and close the deal.

Create New Campaign



Choose a Campaign Objective

[Learn More](#)

Awareness

- Brand awareness
- Reach

Consideration

- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

Conversion

- Conversions
- Catalog sales
- Store traffic



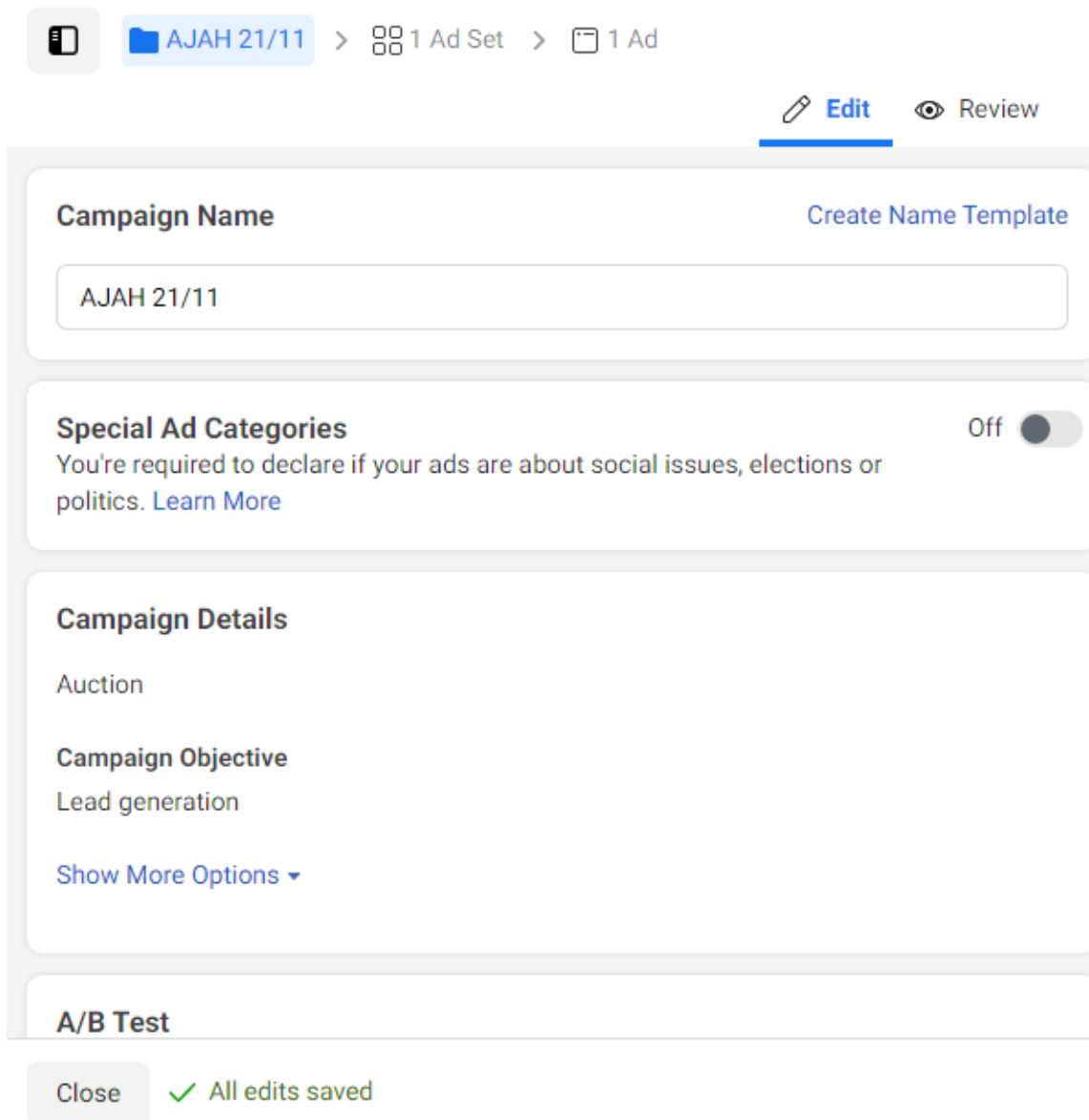
Lead generation

Collect leads for your business or brand.

Cancel

Continue

3: Click on ‘**continue**’ and name your campaign



The screenshot shows the Facebook Ads campaign creation interface. At the top, there is a breadcrumb trail: a mobile phone icon, a folder icon labeled 'AJAH 21/11', a chevron, a grid icon labeled '1 Ad Set', a chevron, and a document icon labeled '1 Ad'. To the right of the breadcrumb are two buttons: 'Edit' with a pencil icon and 'Review' with an eye icon. Below this is a form with several sections:

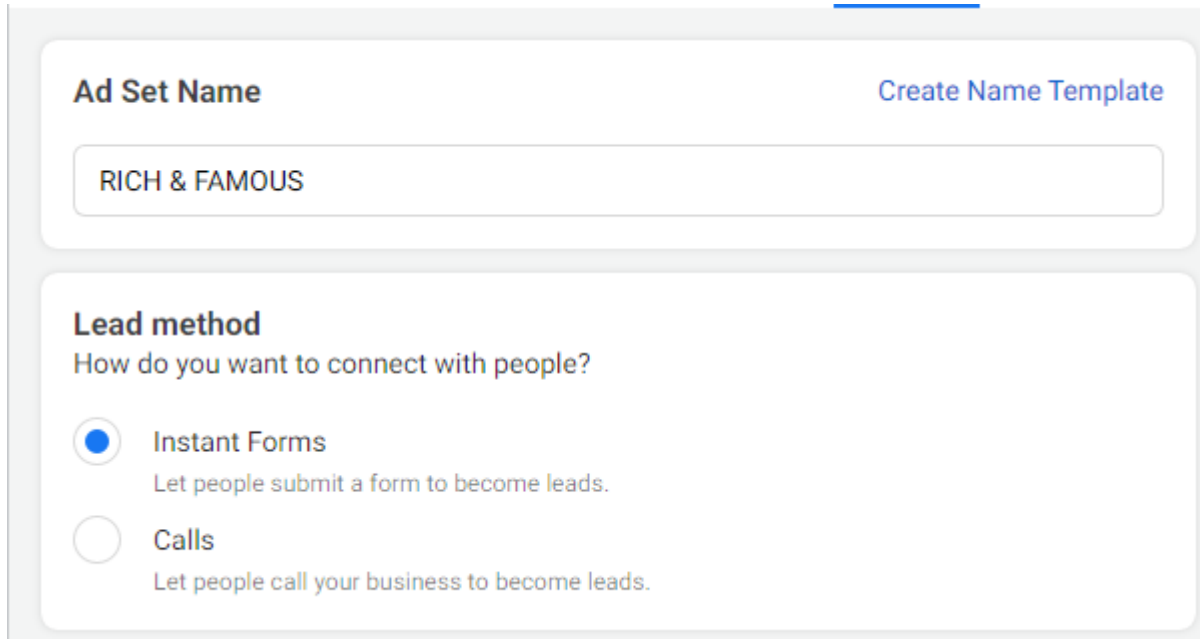
- Campaign Name:** A text input field containing 'AJAH 21/11'. To the right of the input is a link 'Create Name Template'.
- Special Ad Categories:** A section with a toggle switch set to 'Off'. Below the toggle is the text: 'You're required to declare if your ads are about social issues, elections or politics. [Learn More](#)'.
- Campaign Details:** A section with the following options:
 - Auction
 - Campaign Objective: Lead generation
 - Show More Options ▾
- A/B Test:** A section that is currently empty.

At the bottom of the form, there is a 'Close' button and a green checkmark followed by the text 'All edits saved'.

As you can see, the name of the campaign above is ‘*AJAH 21/11*’. You can name yours with whatever you like, but I’ll advice that the name of the campaign is related to what you are about to sell.

This will make it easy for you track the progress of your Ads.

4: Create and name your Ad Set



Ad Set Name [Create Name Template](#)

RICH & FAMOUS

Lead method
How do you want to connect with people?

Instant Forms
Let people submit a form to become leads.

Calls
Let people call your business to become leads.

The Ad Set is where you engineer your ad and set it all up.

Depending on how you want to generate leads, you can pick between Instant Forms and calls. But for this report, we are working with Instant forms.

5: Accept the terms.

The screenshot shows the Facebook Ads Manager interface. At the top, there's a breadcrumb trail: 'AJAH 21/11 > RICH & FAMOUS > 1 Ad'. A 'Setup Error' indicator is visible in the top right. Below the breadcrumb, there are 'Edit' and 'Review' options. The main content area is divided into several sections:

- Page:** 'Choose the Facebook Page you want to promote.' Below this is a 'Facebook Page' dropdown menu. A red arrow points to a dropdown menu that is currently open, showing a list of pages. Below the dropdown, a red error message box states: 'Terms of Service Not Accepted: You can't run lead ads until your Facebook Page accepts Facebook's Lead Generation Terms of Service.' A red arrow points to this error message.
- Terms of Service:** Below the error message, there's a text box that says 'Please read and accept Facebook's Lead Ads Terms before creating your ad for this page.' Below this text is a 'View Terms' button, which is highlighted with a red arrow.
- Dynamic Creative:** This section is currently turned 'Off'.
- Verifying Your Changes:** This is a red-bordered box on the right side of the screen. It contains the same error message as the one in the 'Page' section. A red arrow points to the top of this box.
- Audience Definition:** This section shows a gauge indicating 'Your audience selection is fairly broad.' and a 'Potential Reach: 28,000,000 people'.
- Estimated Daily Results:** This section shows 'Reach' with a range of '1.6K - 4.5K'.

At the bottom of the interface, there are 'Close', 'All edits saved', 'Back', and 'Next' buttons.

Because this is like a special ad category that involves the collection of people's data, Facebook requires you to **read and accept** their terms. If you don't accept the terms, you will not be able to run ads with this objective.

The screenshot shows a dialog box titled 'Lead Ad Terms'. The text inside reads:

Lead Ad Terms
Facebook provides features that enable you to run an advertising unit allowing a Facebook user to provide their email address or other user information to you ("Lead Ads"). By clicking "Agree" or by using features made subject to these terms, you agree to the following:

A. You are solely responsible for ensuring that each Lead Ad submitted by you complies with these terms, the Facebook Terms of Service located at <https://www.facebook.com/legal/terms> (as defined below, including the Facebook Advertising Policies located at <https://www.facebook.com/policies/ads>, which includes the Lead Ads Policy, the Facebook Platform Policy located at <https://developers.facebook.com/policy/>, and the Facebook Commercial Terms located at https://www.facebook.com/legal/commercial_terms) and all applicable laws, rules and regulations (including providing all necessary disclosures to Facebook Users). If you are accepting these terms on behalf of a third party, you represent and warrant that you have the authority as agent to such party to use such feature on their behalf and bind such party to these terms.

B. You will ensure that each Lead Ad includes the following disclosures to Facebook users: (i) all disclosures and choice mechanisms necessary and sufficient to comply with applicable laws, rules and regulations, including any necessary offer terms promoted in the Lead Ad (e.g., criteria to qualify, expiration date, or limitations on redemption) ("**Offer Terms**"); (ii) a clear and prominent disclosure that if a user submits data to you through a Lead Ad, such data will be governed by your privacy policy; and (iii) a link to your privacy policy. You will further ensure that no Lead Ads will be targeted to any minors.

C. "**Lead Ad Data**" means the information that a Facebook user elects to send to you through a Lead Ad, which may consist of such Facebook user's email address and any additional user information.

D. You may only use the Lead Ad Data in accordance with these terms; the Facebook Platform Policy; the Facebook Advertising Policies; your privacy policy; any Offer Terms, consents, additional terms and conditions agreed to by the Facebook user when agreeing to provide Lead Ad Data to you through the Lead Ads and applicable laws, rules and regulations (including all applicable data privacy, advertising, telemarketing or other laws). If you are receiving Lead Ad Data on behalf of an advertiser, you may only use or share such Lead Ad Data on such advertiser's behalf and you may not augment, commingle, or supplement such Lead Ad Data with any other data from any other advertiser.

At the bottom of the dialog box, there are two buttons: 'Cancel' and 'I Agree to Terms and Conditions'. A red arrow points to the 'I Agree to Terms and Conditions' button.

6: Accept the terms and set up your Ad Set.

The screenshot shows the Facebook Ad Set configuration interface. At the top, there is a breadcrumb trail: 'AJAH 21/11' > 'RICH & FAMOUS' > '1 Ad'. On the right, there is a toggle for 'In Draft' (turned on) and a menu icon. Below the breadcrumb, there are 'Edit' and 'Review' buttons. The main configuration area is divided into three sections:

- Budget & Schedule:** Includes a 'Budget' section with a dropdown for 'Daily Budget' and a value of '₦3,980.00' (NGN). Below this is a note: 'Actual amount spent daily may vary.' The 'Start Date' section has an empty input field and a 'Lagos Time' selector. The 'End - Optional' section has a checkbox for 'Set an end date'. A 'Show More Options' link is at the bottom.
- Audience Definition:** Features a gauge chart with 'Specific' on the left and 'Broad' on the right. A text box states: 'Your audience selection is fairly broad.' Below the gauge, it shows 'Potential Reach: 8,300,000 people'.
- Estimated Daily Results:** Shows 'Reach' as '1.5K - 4.5K' with a blue progress bar. Below that, 'Leads' are shown as '20 - 57'.

First, you are asked to set your budget. You can set any amount depending on how much you are willing to spend.

But from experience, a ₦5,000 per day budget for 4 days is good enough to get you high quality leads and a great return on your investment.

Lead generation ads tend to be very high quality. So, you will definitely make your money back.

In some cases, you might not spend your whole budget.

Even If you get only 5 responses, 3 will be favourable.

Once you close a deal over the phone, you can go ahead and pause the ad. Since there is no need for it again, except you have multiple properties of that type to sell.

So, with less than 10k, you can close a deal of 5 million naira and get your cut.

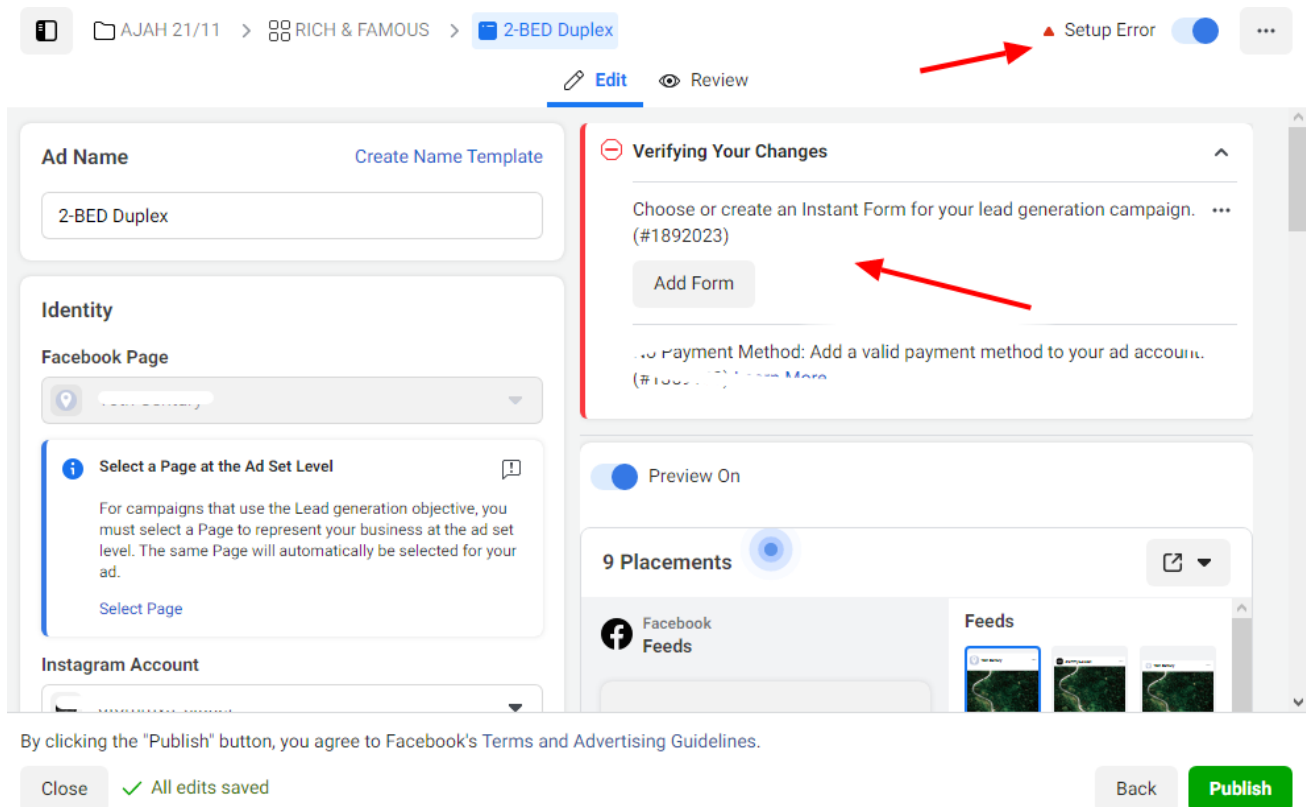
Still on the Ad Set, the next thing is to create/choose your audience.

The screenshot shows the Facebook Ad Set configuration interface. At the top, the breadcrumb navigation reads 'AJAH 21/11 > RICH & FAMOUS > 1 Ad'. The status is 'In Draft'. Below the navigation are 'Edit' and 'Review' buttons. The main interface is divided into two columns. The left column, titled 'Audience', contains options for 'Create New Audience' and 'Use Saved Audience', a search bar for 'Custom Audiences', an 'Exclude' button, and target settings for 'Locations' (Nigeria), 'Age' (35-65+), and 'Gender' (All genders). The right column contains three summary cards: 'Audience Definition' with a gauge showing 'Your audience selection is fairly broad' and 'Potential Reach: 8,300,000 people'; 'Estimated Daily Results' showing 'Reach: 1.5K - 4.5K' and 'Leads: 20 - 57'; and a disclaimer about the accuracy of estimates.

This is comfortably the most critical part of the set up because you will waste money if you show your ads to the wrong people.

If you don't know how to target people with fat pockets, check out my book about audience targeting. I've explained how we target our audience and get the best results.

7: Create your Ad creative.

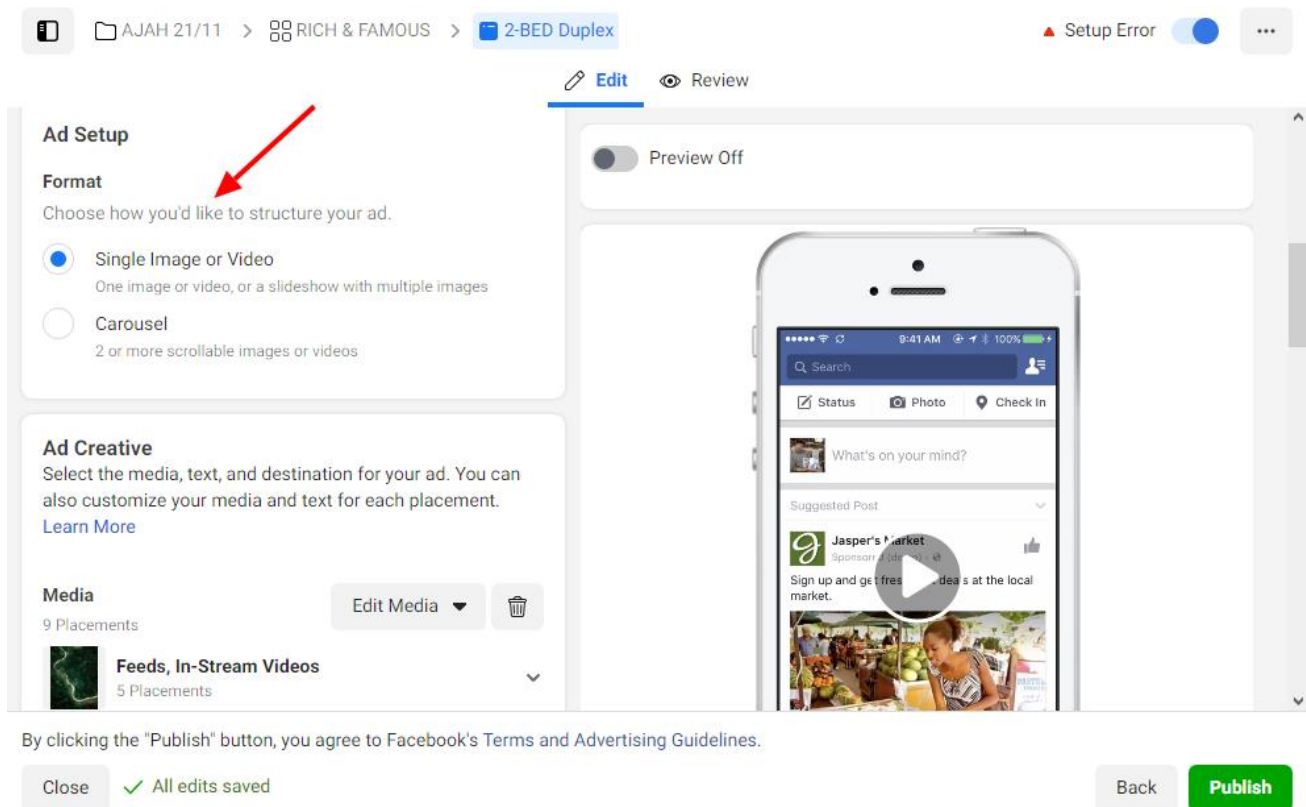


The screenshot displays the Facebook Ads Manager interface for a campaign named "2-BED Duplex". The top navigation bar includes the breadcrumb "AJAH 21/11 > RICH & FAMOUS > 2-BED Duplex" and a "Setup Error" notification with a red triangle icon and a blue toggle switch. Below the navigation, there are "Edit" and "Review" options. The main content area is divided into several sections: "Ad Name" (2-BED Duplex), "Identity" (Facebook Page), "Instagram Account", "Verifying Your Changes" (with a red border and a red arrow pointing to an "Add Form" button), "Preview On" (toggled on), and "9 Placements" (Facebook Feeds). At the bottom, there is a disclaimer: "By clicking the 'Publish' button, you agree to Facebook's Terms and Advertising Guidelines." and buttons for "Close", "All edits saved", "Back", and "Publish".

This is the aesthetics. This is where you design what your audience see when you put your ad out.

And as you can see, the arrow is pointing to a warning, which means you must create a form before you can create an Ad with this objective.

8: Choose your Ad format.



The screenshot shows the Facebook Ad Setup interface. At the top, there's a breadcrumb trail: "AJAH 21/11" > "RICH & FAMOUS" > "2-BED Duplex". To the right, there's a "Setup Error" indicator and a "Review" button. The "Ad Setup" section is active, with a red arrow pointing to the "Format" option. Under "Format", there are two choices: "Single Image or Video" (selected with a blue radio button) and "Carousel". Below this is the "Ad Creative" section, which includes a "Media" section with "9 Placements" and a "Feeds, In-Stream Videos" section with "5 Placements". A "Preview Off" toggle is visible. At the bottom, there's a "Publish" button and a "Back" button. A green checkmark indicates "All edits saved".

Do you want to show your Ad in form of a single picture/video of the property? Or you want them to see different pictures of it?

This is where you determine that.

From experience, video Ads work like magic. A video that shows them the interior, exterior and everything else they have to see about the property will produce more leads.

But if you don't have a video at your disposal, you can use the carousel option to show them multiple pictures of the property.

Or you use just one single image of the property and back it up with a great write up.

9: Set up your creative.

The screenshot displays the Facebook Ads Manager interface for setting up a creative. The left sidebar contains the following fields, each with a red arrow pointing to it:

- Primary Text** (1 of 5): Duplex at Ajah
- Headline - Optional** (1 of 5): Own a your own house
- Description - Optional** (1 of 5): Click the Learn More Button
- Display Link - Optional**: Enter the link you want to show on your ad
- Call to Action**: Learn More

The right sidebar shows a preview of the ad with the following details:

- 9 Placements**
- Facebook Feeds**: Sponsored - W Duplex at Ajah
- Feeds**: Three mobile device previews showing the ad.
- Stories**: Two mobile device previews showing the ad.
- In-Stream**: One mobile device preview showing the ad.

At the bottom of the interface, there is a 'Publish' button and a 'Back' button. A green checkmark indicates 'All edits saved'.

Look at the arrows; those are the most important parts that you have to fill up.

The primary text is where you capture their attention and feed them with a great marketing content. (This part can either make or mar your campaign)

But don't worry, my swipe file will help you out. Just copy my marketing content and customize it to what you are selling. And you'll be glad you did.

Your headline is what drives them to click the call-to-action button. As you can see, the above headline is **“Own your own house”**

Then you further describe what they need to do in order to own their own house.

Finally, you choose a call-to-action.

For this, we have chosen “Learn More”

10: Create your form

Question Format

Choose how you'd like to collect information from people after they click on your ad.

- Instant Form
Use a form that people can quickly fill out and submit. [Learn More](#)
- Automated Chat
Use a messaging template to ask questions. Then follow up with leads in the same chat. [Learn More](#)

Instant Form

Make connections with people by letting them send contact information and other details to you through a form. [Learn More](#)

Create Form

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close ✓ All edits saved Back Publish

This is the part we have been waiting for. Choose the kind of form you want to create, and customize it.

For this, we have chosen the **Instant form**. This is just a short form that your potential clients can fill and submit quickly, because there is no need to long things.

11: Design your form

The screenshot shows the 'Create Form' interface. On the left, the 'Form Type' section is expanded, showing two options: 'More Volume' (selected with a radio button and a red arrow) and 'Higher Intent'. Below this are sections for 'Intro (Optional)', 'Questions', 'Privacy Policy', and 'Completion'. On the right, a 'More Volume - Form Preview' is shown, featuring a background image of a winding path through a forest. The preview includes a location pin icon, the text '16th Century', a 'Headline Text' placeholder, and a blue 'Next' button with a right arrow.

For this, we choose **‘more volume’** as the form type. This is a simple form. We are not trying to stress our clients, so we keep it simple.

11B. **Fill the Intro content:** this is the first page your clients come across when they click your ad.


This page is to make them fill at home and tell them what next to do.



The **headline** can simply be HELLO or any other light greeting.

Followed by the **layout**, where you tell them the exact thing you want them to do.


In this case: **“kindly provide your contact details, so we can contact you”**

You know people are sceptical about putting their details online, so you have to sound as calm as possible.

Form 001 

Content | Settings  

Form Type

Intro (Optional) 



Headline 48 

Image Use the image from your ad
The image from your ad will appear with your context card

Use uploaded image
Recommended image size: 1200 x 628 pixels

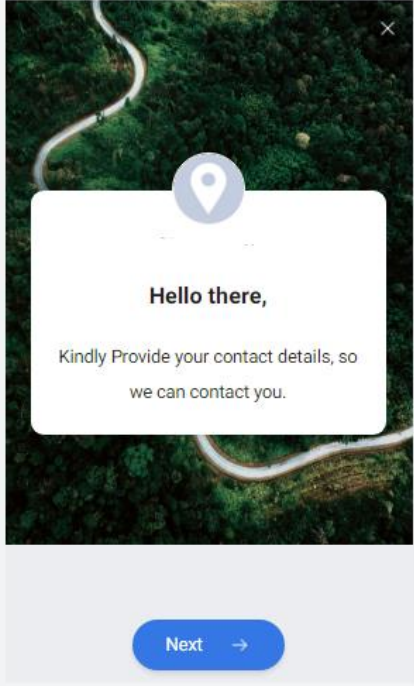
Layout ▾





Questions


Privacy Policy



More Volume - Form Preview



Intro 1 of 4  


11C: Ask your questions


Form 001 

Content | Settings  

Questions

Custom Questions
Ask for responses to questions that matter to your business.





54

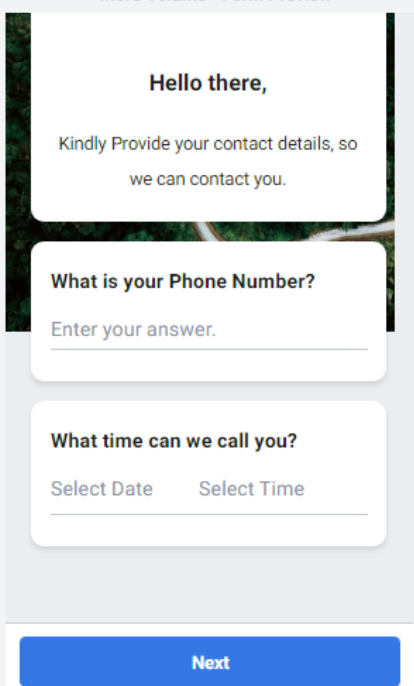
100



Date and Time availability
Monday to Sunday - 7am to 10pm

▾

Prefill Information ⓘ
Let people know how the information they give you will be used or shared. [See Examples](#)

More Volume - Form Preview



Custom Questions 1 of 4  

The custom question is for whatever you would like to know about them before calling.

Here, you can ask for their phone number and when you can call them.

You can ask of other things also, but we are trying to keep it simple to prevent our clients from freaking out.

11D: Prefill questions

The screenshot displays the Facebook form builder interface. On the left, the 'Content' tab is active, showing a 'Prefill Information' section. A red arrow points to the text 'We will use this information to contact you.' in a text input field. Below this, there are two categories of information: 'Contact Fields' (with 'Email' selected) and 'User Information' (with 'Full name' selected). At the bottom, there are radio buttons for 'Privacy Policy' and 'Completion'. On the right, a 'More Volume - Form Preview' window shows the form as it will appear to users. It features a 'Contact Information' header, the same prefill text, and input fields for 'Email' and 'Full name'. A blue 'Next' button is visible at the bottom of the preview. The preview also shows 'Prefill Information' and '2 of 4' at the bottom.

This part is automatically filled by Facebook.

You don't have to ask them for it; you only need to tell them why you need that information.

You can simply state: **“we will use this information to contact you”**

11E: Privacy Policy

The image shows two parts of a Facebook form configuration interface. On the left is the 'Settings' panel, and on the right is a 'Form Preview'.

Settings Panel:

- Content** | Settings
- Form Type** (dropdown)
- Intro (Optional)** (toggle: ON)
- Questions** (dropdown)
- Privacy Policy** (dropdown)
 - Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.
 - Link Text:** Privacy Policy (with a red arrow pointing to it) [58]
 - Link URL:** [redacted]
 - Custom Disclaimer:**
 - You can add additional notices like marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.
 - Add custom disclaimer
- Completion** (dropdown)

Form Preview (More Volume - Form Preview):

- Background image: A winding path through a forest.
- Privacy Policy** (title)
- Text: "By clicking Submit, you agree to send your info to 16th Century who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [Privacy Policy](#)"
- Submit** button
- Footer: Privacy Review 3 of 4

If you are collecting people's details, Facebook has to be sure that you are not going to sell that information or use it in a negative way.

So, a link to the privacy policy of your business is required.

From my guess, you don't have a website, right? which could be a form of set-back.

But not to worry, there is a way around it. You don't need a whole website; you only need to create a privacy page.

And this can be done with Google docs.

I. Go to docs.google.com

II. Click on create new doc.

III. open another tab and visit this link >> [Privacy Policy](#)

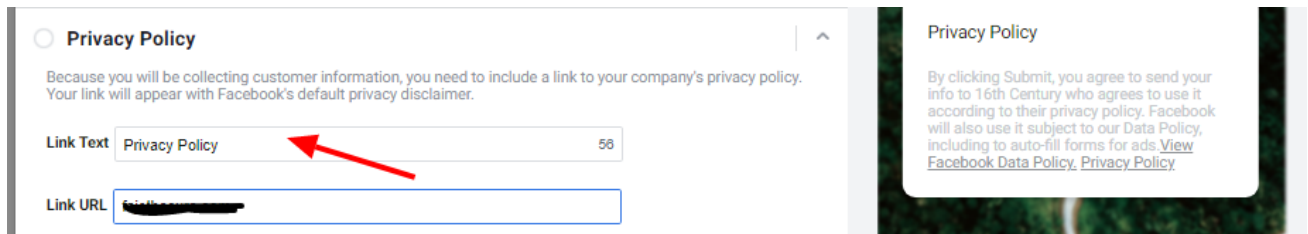
IV. Copy the Privacy Policy content on it and paste it on your own Google doc.

V. edit the areas that are highlighted in red, and change it to your own name/business.

VI. change sharing options to “anyone with the link” and copy the link.

VII. Go to bit.ly and shorten the long link you have generated.

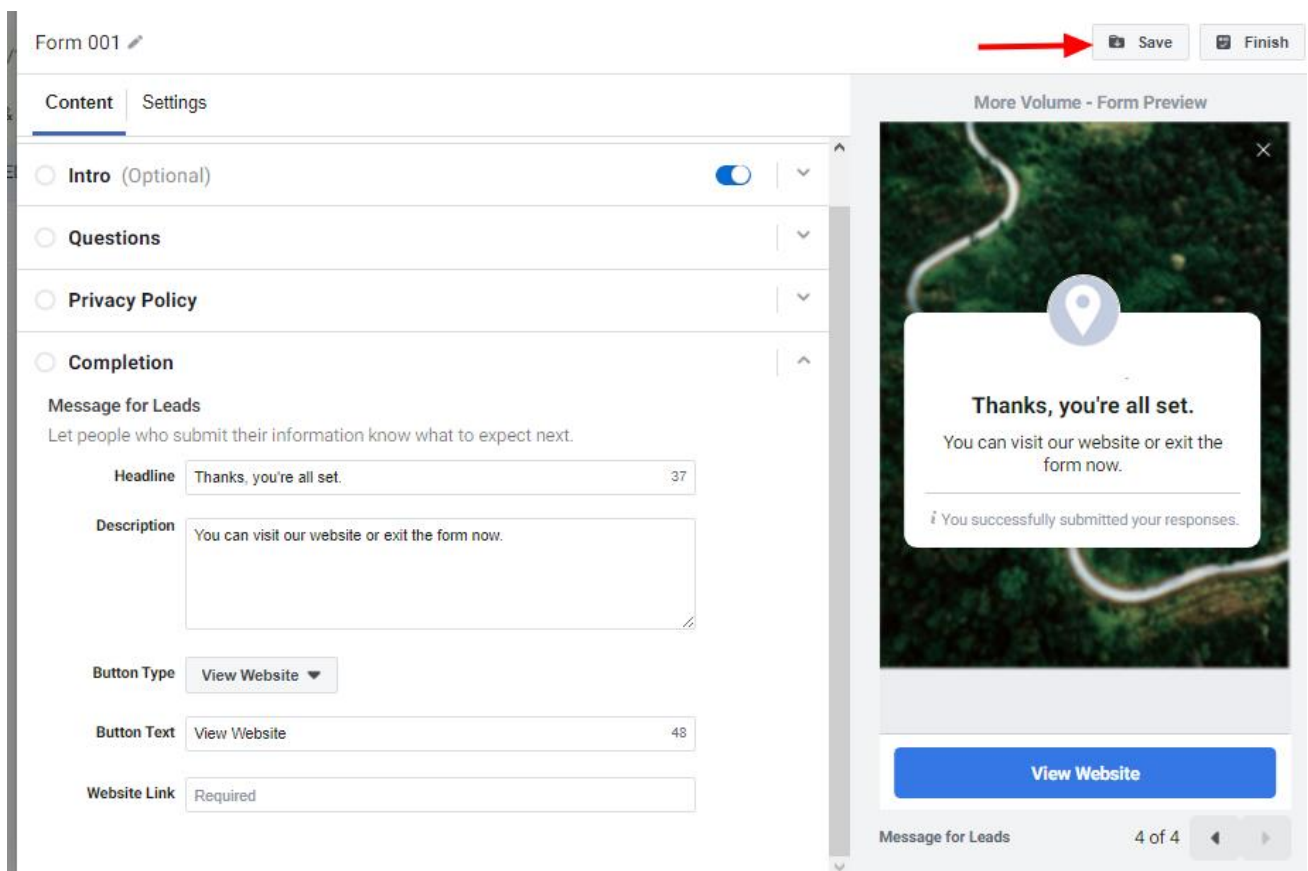
VIII. Copy the short link and paste on the link field on Facebook.



The screenshot shows the 'Privacy Policy' configuration for a Facebook form. On the left, there are two input fields: 'Link Text' containing 'Privacy Policy' and 'Link URL' containing a redacted long URL. A red arrow points to the 'Link Text' field. On the right, a preview of the privacy policy message is shown, which includes a location pin icon and text stating that by clicking 'Submit', the user agrees to send their info to '16th Century' and use it according to their privacy policy. It also mentions that Facebook will use the info subject to its Data Policy and for auto-fill forms for ads, with links to 'View Facebook Data Policy' and 'Privacy Policy'.

Congratulations, you are almost done.

11F: Include your final words in ‘Completion’.



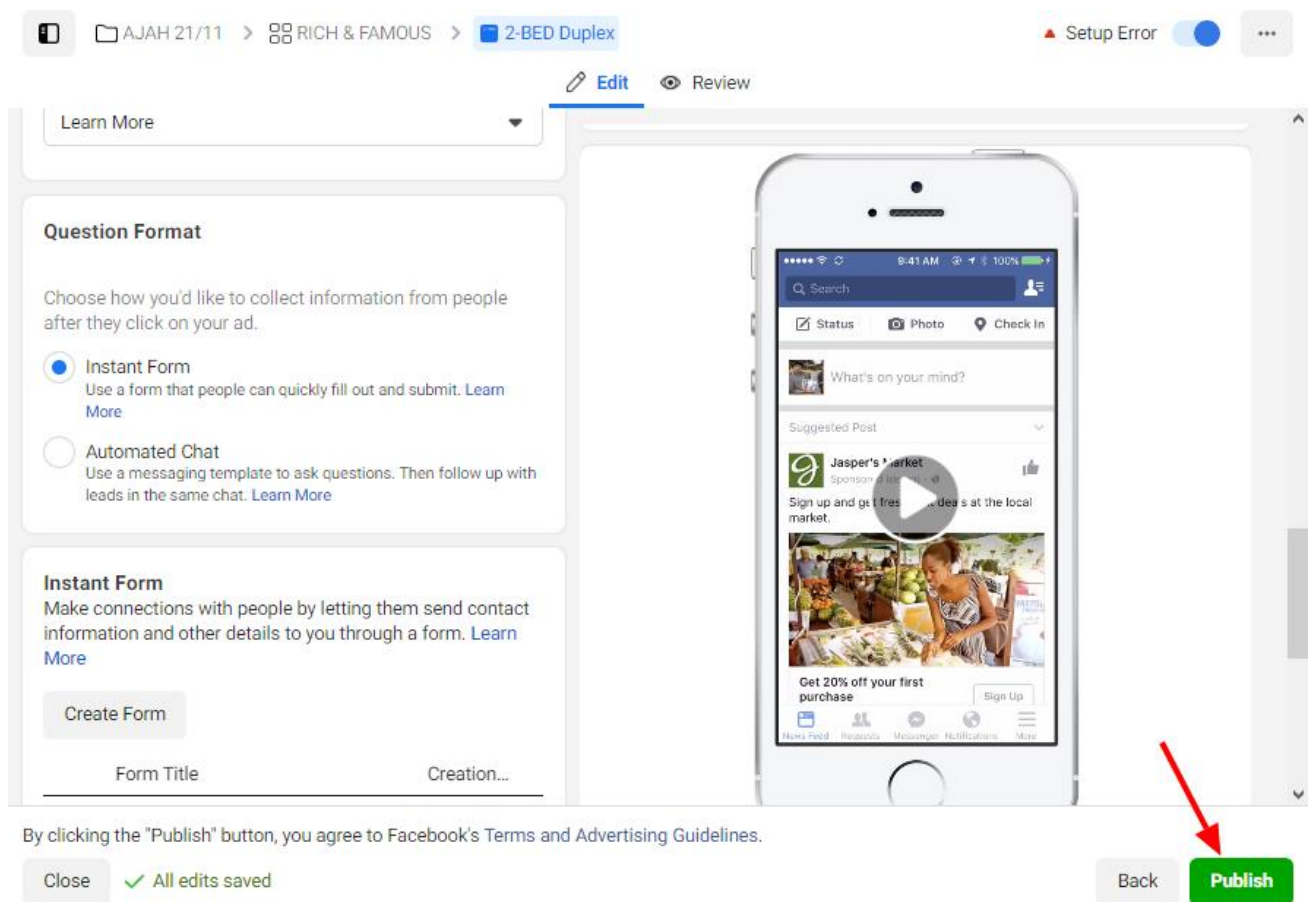
The screenshot shows the 'Completion' settings for a Facebook form. On the left, the 'Completion' section is expanded, showing a 'Message for Leads' configuration. The 'Headline' is 'Thanks, you're all set.' and the 'Description' is 'You can visit our website or exit the form now.' The 'Button Type' is 'View Website', the 'Button Text' is 'View Website', and the 'Website Link' is 'Required'. A red arrow points to the 'Save' button in the top right corner. On the right, a preview of the form completion message is shown, featuring a location pin icon, the headline 'Thanks, you're all set.', the description 'You can visit our website or exit the form now.', and a confirmation message 'You successfully submitted your responses.' Below the message is a blue 'View Website' button. The preview is titled 'More Volume - Form Preview' and shows the form's position on a mobile device screen.

Thank them for filling the form, and click on ‘save’.

Go through the form again to ensure you didn't make any errors. When you are sure that the form is perfect, you can click **'finish'**.

After that, go through your whole Ad set up again to make sure you didn't make any mistake.

When all is well and good, you can then click on **'Publish'**.



If you follow everything as I have explained, you don't have to worry about anything. Your ad will be approved in some hours and the leads will start coming in.

To access the submissions/responses, go to your page and select publishing tools. You will see the forms you created and you can download the response in spreadsheet (.xls) format.

Using a website

If you have a website and you are trying to be all official, the process is a little bit simpler.

- 1: Visit your business manager and create a new ad
- 2: Choose the conversion (purchase) objective: this is to ensure that Facebook shows your ads to people that are more likely to take action.
- 3: Set up your ad Set: it is the same as the one I explained earlier.
- 4: Set up your creative: here you can use a video or images.

The most distinctive factor in this place is that you have to insert the link to your website. The link must land to the page that further explains the offer you are putting out.

This is an opportunity to give full details that will entice your clients and make them more interested.

Trust me not to leave you to figure it out by yourself, you will find various examples of marketing content in my [swipe file](#).

- 5: create a form on your website, where clients can drop their details.

But it should be included in your copy that they should drop their details so that you will contact them later. The reason must be stated.

CLOSING THE DEAL

This is the part where you put the nail in the coffin. Remember that your clients have seen your offer and they are interested, all you need to do is answer their questions, put their minds at rest and schedule an inspection.

When answering their questions, you have to be as polite as possible. And you must sound like someone that knows what he is doing.

The biggest turn-off is when you sound uninformed, and no one wants to give their money to someone that doesn't know what he is doing.

Once you make them feel at home, give them all the terms, and they have confirmed that they are interested, you have successfully closed the deal.

The remaining part of the process is all 'cruise'.

Some clients will go and check the property themselves, some will delegate someone, and some will not even bother with inspection.

The last phase is where the client makes payment and you get your cut. Agents are paid 5 – 15% commission depending on the individual/company that's selling the property.

Once you get your payment, you will get energized and feel like closing more deals.

Welcome to Real Estate.

CONCLUSION

- People buy from sellers they know like and trust
- Don't sound like every other real estate seller on the internet
- Follow the real estate marketing funnel and see the magic
- First run an awareness ad
- The awareness ad is not for selling, it's for warm-up
- Then run the lead generation ad
- Get details of potential clients and call them after.

I've provided every other material and information that is needed to carry out your marketing campaign.

If you want to know more about the BIG IDEA marketing psychology, refer to my other book "How To Generate Big Marketing Ideas In Real Estate".

If you want to know more about targeting the perfect real estate audience, refer to my book "Client Acquisition Manual"

If you want examples of raw marketing content/Advert that we have used to close numerous deals, refer to my [swipe file](#).

This is all you will need to turn the internet into your money—printing machine. The only thing you need to do is follow the blueprint that I have laid down.

Remember, mere information will not help you. It is what you do with the information that matters.

Now, rise up and start taking ruthless action!

Have any questions? send me an email via >> fajothecure@gmail.com