



## ***Benefits of Real Leads Facebook Marketing***

Facebook's Lead Ads provide a number of benefits to help you be even more successful using Facebook marketing. These benefits include...

### ***Lower Cost Per Lead***

Cheaper leads means you get more leads with the same marketing budget. Unlike traditional Facebook ads, cheaper leads with lead ads do not result in a decrease in lead quality.

### ***Increased Mobile Conversion Rates***

With lead ads automatically populating information about a lead from their Facebook profile, it is easier than ever to sign-up on mobile devices. We've seen an increase in mobile conversion rates of roughly 20% on lead ads versus traditional link click mobile ads.

### ***Improved Contact Validity***

As we are collecting contact details directly from a lead's Facebook profile, the percentage of correct phone numbers and emails are increased from traditional Facebook ads. With lead ads, roughly 90% of leads have valid contact information. This is an increase from roughly 55% contact validity compared to traditional Facebook ads. Leads from search based advertisements, such as Google PPC, have correct contact information around 70% validity.

### ***Ease of Use for Your Leads***

With lead ads, a lead does not have to visit the website to register as a lead initially. This makes the sign-up process much easier from a lead's perspective, and allows us to get a great cost per lead on mobile devices. If the lead does not continue to the website upon sign-up, they will still have a saved search created for them with relevant content to the ad they signed up on. These saved searches have daily property update email notifications setup as well.

Facebook requires phone number verification to create an account, so phone numbers associated with leads have a high chance of being accurate for a lead. Once the lead lands on the website, we ask them to continue logging in with their Facebook account.



## Maximizing Your Return on Investment

### Working with Leads

Though leads generated through Facebook lead ads are better in many ways than traditional leads, they are still *internet leads*. Just like with any lead type, you will need disciplined follow-up practices to help you be successful.

On average, we expect Facebook leads to convert around the 6 month mark. Here's an example timeline that our customers follow:

- Month 1:** Get in touch with leads and begin to develop relationships.
- Month 2-3:** Start setting appointments and see your pipeline begin to develop.
- Month 3-6:** Strong pipeline developing and multiple appointments being set.
- Month 6-12:** Appointments beginning to turn into sales, and seeing a positive return on investment.

### Considerations

The above timeline is general and an example. How long any given lead takes to convert will vary based on multiple factors, such as your area, your type of ads, and the time of year. For example, leads coming in from an ad for VA loan may convert more quickly than leads coming from an ad for active adult communities.

### Market Variance

Some areas are simply more expensive than others. Markets with extremely high home prices may have a harder time producing cost effective leads with this style of campaign. They will have a higher cost per lead for higher value properties, and may not be able to attain the desired results with their marketing budget.

*Why you ask?* Because more expensive markets, with homes averaging over \$1 million, can have extremely high cost per lead. People that are realistically searching for homes in this bracket are less likely to be using Facebook to find properties. They are also much more likely to already have an existing relationship with a real estate agent.



## Contract Term

Our Real Leads Facebook marketing program is a six month commitment, that continues on month to month upon completion. We require a 30 day notice for cancelation after contact completion.

## Pricing

There are two tiers of management fees for Real Leads Facebook. There are no differences in the type of ads or targeting we do on either level. We have a higher management fee for larger budgets to allow our staff to put a larger portion of our time and resources towards ensuring the campaign is running effectively. Our pricing options are charged monthly as follows:

### \$300 Management Fee +

\$200 Marketing Budget (\$500 Total)  
\$300 Marketing Budget (\$600 Total)  
\$400 Marketing Budget (\$700 Total)

### \$500 Management Fee +

\$500 Marketing Budget (\$1000 Total)  
\$600 Marketing Budget (\$1100 Total)  
\$700 Marketing Budget (\$1200 Total)

## Billing

With our Real Leads marketing services we adjust all billing dates to be the **first of the month**. As this is a lead generation service, a portion of your total monthly charge is directly allocated to your marketing budget.

To ensure we have your Facebook marketing campaign ready to launch ASAP, we will prorate the first month of service based on the day of the month the campaign will go live. If your billing date for the month has already occurred, we will apply a platform credit to your next invoice to account for the change in bill date.

In the event the prorated startup charges or monthly invoice charges fail to process successfully, ad campaigns will be paused until payment is made. Once payment is resumed and the campaign is turned on we will accelerate budget spend to utilize your full marketing budget through the remainder of the month.



## **Types of Ads**

The following are the initial ad options upon setup of a Facebook marketing campaign. All of the ads we run are property search based and you can choose two different ad types of ad areas to focus on:

1. *\*(RECOMMENDED) Homes for Sale in (City)*
2. *Condos for Sale in (City)*
3. *Townhomes for Sale in (City)*
4. *Homes for Sale in (City) Priced UNDER (Price Point)*
5. *Off Market Homes for Sale in (City)*
6. *VA Eligible Homes for Sale in (City)*
7. *New Construction Homes for Sale in (City)*
8. *Foreclosed/Distressed/Reduced Price Homes for Sale in (City)*
9. *Waterfront/Lakefront/Riverfront Homes for Sale in (City)*
10. *Pool Homes for Sale in (City)*
11. *Homes for First Time Buyers in (City)*
12. *Low/Zero Down Payment Homes for Sale in (City)*
13. *Homes for Sale in Active Adult/55+ Communities in (City)*