



Facebook Ads for Real Estate: 2024 Checklist

Avoid Common Mistakes

- Boosting Posts:** I avoid boosting posts and instead create ads with clear calls to action (CTAs).
- Self-Promotional Ads:** My ads offer value beyond just promoting my services.
- Free Home Evaluations:** I use alternative incentives or valuable content instead of overused free home evaluations.
- Lack of Testing:** I continuously test and refine my ads. Patience and persistence are key.

Navigate Facebook's Ad Policies

- Special Ad Categories:** I comply with restrictions for housing ads and explore creative targeting strategies.
- Appeals:** If my ad is rejected, I appeal the decision if I believe it was a mistake.
- Review Process:** I maintain a clean advertising history and avoid prohibited content.

Optimize Ad Copy and Targeting

- Inclusive Language:** I use positive, inclusive language in my ad copy.
- Ad Manager:** I use Facebook Ads Manager instead of boosting posts for better targeting and tracking.
- Lead Forms:** I set up lead forms within Ads Manager to collect names, phone numbers, and emails.

Craft Effective Ads

- Valuable Lists:** I provide tailored lists of homes, such as properties under a certain price or in specific neighborhoods.
- Testing and Iteration:** I test different approaches and iterate based on performance data.

Build Long-Term Success

- Email Database:** I collect and manage emails for ongoing marketing efforts.
- Consistency:** I commit to running ads consistently over several months.
- Remarketing:** I follow up with leads through email and other channels to maintain engagement.

Additional Tips

- Monitor Performance:** I regularly review ad performance and make adjustments as needed.
- Stay Updated:** I keep up with changes in Facebook's advertising policies and best practices.
- Leverage Insights:** I use insights from Ads Manager to optimize targeting and ad content.

This checklist helps me stay on track with my Facebook advertising efforts and ensures I'm making the most of my budget and time.