



A Differentiated Program

You might be wondering why you should use Social Ad Engine, instead of placing ads yourself or leveraging another platform.

Luckily for you, we've taken the time to highlight the differentiators of the Social Ad Engine platform!

Purpose Built for You

Purpose Built for You

A platform that has been designed specifically for you, the agent.

Unlike other offerings, Social Ad Engine is purpose built for the ERA network's agents. From easy log in directly through LevERAge: levERAge.era.com, to ad campaigns that leverage best practices, Social Ad Engine does the heavy-lifting to give you more time to do what you do best!

Simplicity & Speed

Simplicity & Speed

Automated campaign templates can reduce the time you spend building campaigns by 10X.¹

Facebook done right can be a fantastic driver of your business. That said, targeting options number in the thousands. This platform is designed to do the work for you - automatically building best practice listings campaigns that you can easily and quickly edit and publish. Leaving you more time to focus on your buyers and sellers!

24x7 Premier Support

24x7 Premier Support

Access to a dedicated support team for all of your questions.

Feel at ease knowing that a dedicated team with deep experience working across Facebook and within real estate is available 24x7. Take advantage of their knowledge as you have questions about Facebook & Instagram, your campaigns, or really anything related to social media!

Facebook Collaboration

Facebook Collaboration

A unique collaboration with Facebook to build a program customized for the ERA network.

Facebook is more than the one "Big Blue App". Learning and scaling success on Facebook's family of apps and services include Instagram, Audience Network, Messenger and Whatsapp. The relationship we have built directly with industry leaders at Facebook ensures that the Social Ad Engine program will have unique access to product innovation, best practice insights and creative support that will help evolve the platform and drive stronger results for you.

1. Tiger Pistol, Internal Data 2018.



How we stack up!

This chart provides a breakdown of some of our key features, along with a comparison against other offerings and what you can do on your own!

Features

	SOCIAL AD ENGINE	OTHER PLATFORMS	DO IT YOURSELF
Access directly from LevERAge.	X		
Create campaigns in under 5 minutes.	X		
Create campaigns aimed at your advertising goal.	X	X	X
Automatically build campaigns for your listings.	X	X	
Test for most successful images.	X	X	X
Automatically optimize campaigns for best performance.	X	X	X
Downloadable seller reports.	X		
Dedicated support team available 24x7.	X		



A Game Changing
Program Uniquely
Designed for
the ERA network in
Collaboration with
Facebook!

Real Estate Expertise, Social Media Power

Social Ad Engine combines the powerhouse of Facebook's unmatched data and algorithms with ERA real estate expertise. Target new clients through Facebook, Instagram, Marketplace, and Messenger. On mobile, desktop or laptop, ads showcase your best.

The Product: Automated Listings

Your listings are automatically created into Facebook & Instagram campaigns for you to publish. These campaigns are optimized to drive business results that matter to you.

What's Next?

Look for a link to Social Ad Engine on LevERAge: levERAge.era.com and get started today!

Why should you be on Facebook?

1

Reach people where they spend most of their time.

217 million Americans are on Facebook every month¹.

2

Reach people where they are most engaged.

People spend an average of 50 minutes a day on Facebook & Instagram².

3

Robust targeting.

Get in front of people that mean the most to you - buyers and sellers!

Facebook is the largest social platform in the world and can help grow your real estate business.

If that's not already enough:

5m

There are 5M active advertisers on Facebook and over 65M active Facebook Pages.³

1 in 5

mobile minutes are spent on Facebook and Instagram.⁴

42%

of Americans say Facebook and Instagram is their #1 influencer of purchases.⁵

84%

of real estate professionals use social media.⁶

1. Facebook Internal Data, June 2018, 2. "Facebook Has 50 Minutes of Your Time Each Day. It Wants More". James Stewart, NY Times, May 2016, 3. Facebook internal data, 2017, 4. facebook.com/business/news/facebook-and-instagram-ads, 5. News-leadermedia.com, 6. RESAAS

Paid ads drive real results

Understanding the difference between boosted posts and paid ads can help make sure your efforts are driving real results for your business.

FACEBOOK & INSTAGRAM ADS



Paid ads populate in the Newsfeed of your target audience and are optimized based on a specific business goal.

Paid ads are specifically designed to reach an audience greater than just those who have connected with your page, extending the reach of your business.



Maximize awareness
of your property.



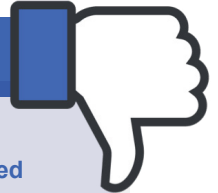
Drive clicks
to the listing webpage or your own website.



Get interested leads
to submit their contact information.

More importantly, the ads are optimized to drive real business outcomes based on the goal you select!

BOOSTED POSTS



Messages you create to display on your Facebook business page that are optimized to get likes, comments and shares.

Posts are content that live on your page, involving content related to your life, industry, or updates on what your business is doing. Posts allow you to stay in touch with your local community on your Facebook and Instagram pages.

Boosting a post takes the same content but puts money behind it to show it to a larger audience. This money is spent on getting people to engage with the post. Likes, 'loves' or 'sad faces' on a post do not equal great awareness or leads for your business.



Running Ads vs Boosting Posts vs Page Posts

| Run ads to drive real results for your listing!

ORGANIC POSTS	ORGANIC POSTS	BOOSTED POSTS	DIRECT RESPONSE ADS
PERSONAL	BUSINESS	BUSINESS	BUSINESS
<p>SUMMARY: A post on your personal page that some of your friends and family will see.</p>	<p>SUMMARY: A post on your business page that typically less than 3% of your page fans will see</p>	<p>SUMMARY: A business page post that has been “boosted” with spend.</p>	<p>SUMMARY: An ad from your business page that is optimized for a specific business outcome - awareness, clicks or leads - to get your listing sold.</p>
<p>VIEWING: Posted to your personal page and will show in some of your friends’ and family’s Newsfeeds.</p>	<p>VIEWING: Posted to your business page and will show in some of your page fans’ Newsfeeds.</p>	<p>VIEWING: Posted to your business page and will show in some people’s Newsfeeds depending on targeting.</p>	<p>VIEWING: Shown in your target audiences Newsfeeds</p>
<p>PURPOSE: Used to let friends and family know what you’re up to.</p>	<p>PURPOSE: Used to show any visitors to your business page that you are active, and to give an idea of who you are and what you do.</p>	<p>PURPOSE: A boosted post is optimized for engagements, meaning you pay for people to react to your ad with likes, comments or shares.</p>	<p>PURPOSE: Ads are optimized for tangible business results, meaning that depending on your chosen goal, you are paying for people to:</p> <ul style="list-style-type: none">• see your ad• click on your ad & go to your listing webpage• submit their contact details via a lead form

Understanding Facebook Lingo

There are a few key terms that are important to understand when it comes to Facebook & Instagram advertising. Particularly, where users will see the ads (Newsfeed), where the ads will come from (your Business Page), and the difference between posts and paid ads.



Newsfeed

is the constantly updating list of stories in the middle of a user's home page. Newsfeed includes status updates, photos, videos, links, app activity and likes from people, Pages and groups that users follow on Facebook. On Instagram, the feed comprises all of the posts from those a user follows.



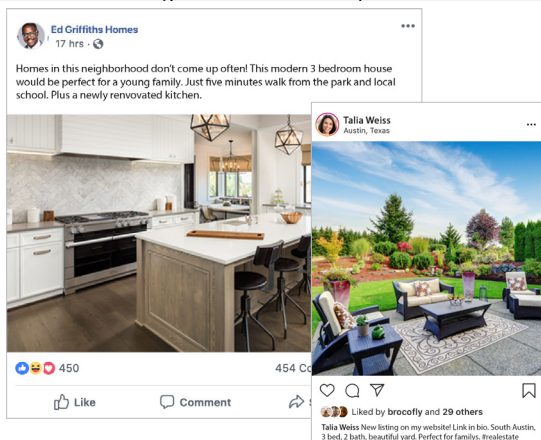
Business Page Feed

houses all of the posts and content you post directly to your Facebook Business page. Posts from this feed will also populate in the Newsfeeds of some of your page followers. A Business Profile on Instagram will contain all the posts created by your Business.



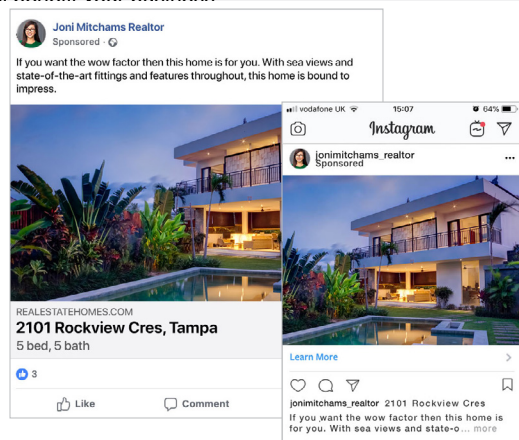
Posts

are messages you create, involving content related to your life, industry, or updates on what your business is doing. Posts allow you to stay in touch with your local community on both Facebook and Instagram and show that you are active.



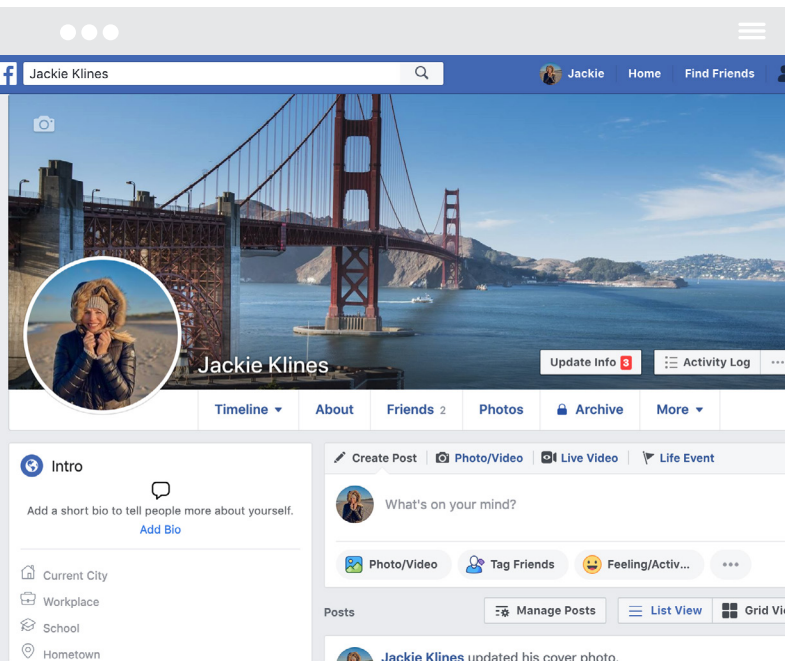
Facebook & Instagram Ads

are paid content with a specific goal such as website traffic, leads or awareness. They populate in the Newsfeeds of your target audience, and encourage users to take an action that will benefit your business.



What is the difference between a Facebook Personal Profile and a Facebook Business Page?

A personal profile is about you as a human.
A business page is about you as an agent.

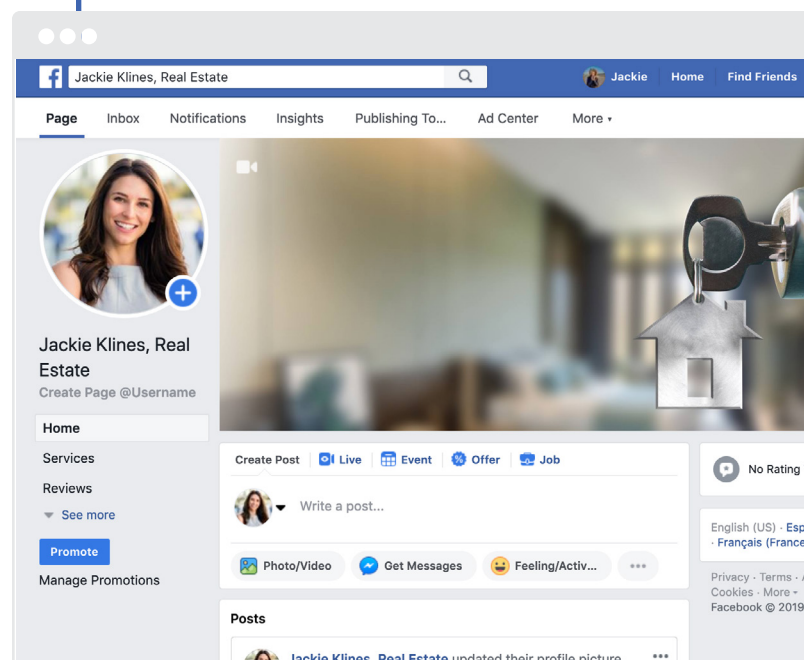


Personal Profile

Personal profiles enable individuals to represent themselves on Facebook. These are intended to maintain interpersonal relationships and perform soft promotion of your business by connecting with friends and contacts. With personal profiles, you have complete control over who can see what you share and post.

Business Pages

Like a personal profile, Business Pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. With a Business Page, you gain access to the powerful marketing tools available on Facebook and Instagram. Unlike your personal profile, Business Pages and their content are visible to everyone on the internet by default. Every person on Facebook can connect with Pages by following them to receive updates in their News Feed.

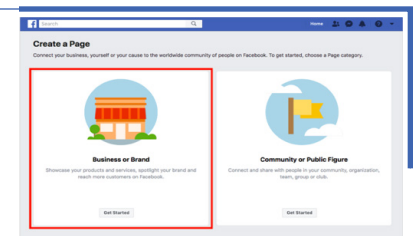


Create Your Facebook Business Page

Log Into Facebook using your personal profile information. If you do not currently have a Facebook account, visit [Facebook.com](https://www.facebook.com) to do so.

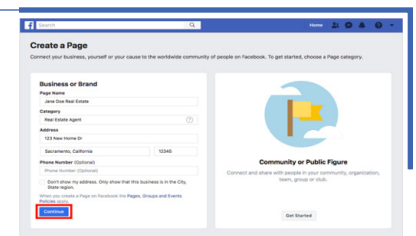
1

Once you have logged in, click the “Create” dropdown arrow in the upper right corner and select ‘Create Page’. Select “Business or Brand Page”.



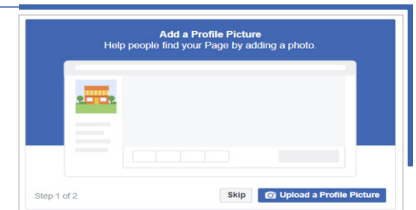
2

Enter your name and brokerage details as the Page Name. Select Real Estate Agent as the Category. Enter your office address and phone number.



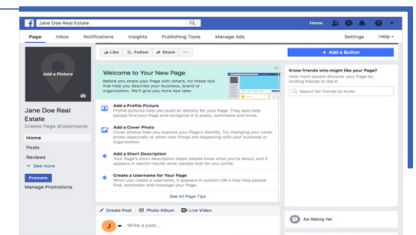
3

Add your best headshot as your Profile Picture and then a favorite image that represents you as your Cover Photo.



4

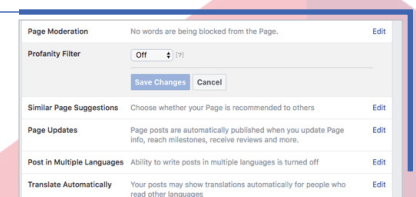
Complete the process providing a bit of context about yourself in the About Section.



5

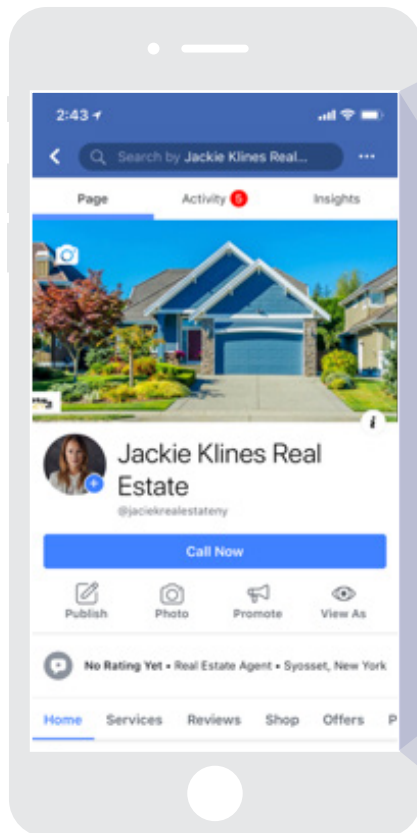
You can enable a profanity filter on your page to prevent obscene comments:

- Click “Settings” at the top of your Page
- Click “Profanity Filter”
- Select “Medium” or “Strong”
- Click “Save Changes”



Post Management - Keep Your Page Active

Keeping your page up to date is important so that any visitors to your page know you are active and can find out more about you.



Do this by:

- Regular posting about your business activities.
- Current and regular photo uploads.
- Engaging with users who interact with your page.
- Posting promotions.

Always have **up-to-date contact information** – if someone would like to reach out and can't find your correct information, that's a valuable lead lost.

How often should I update my business page and what types of things should I post?

You don't want to waste time on Facebook & Instagram activities that are not going to benefit your business.

THINK ABOUT THE FOLLOWING WHEN POSTING ON YOUR PAGE:



Frequency of Posts

Post when you have something compelling to share.



Be Relevant

Celebrate things that are of interest.



Be Responsive

Make it routine to check for post comments and interactions on your page in order to nurture relationships with potential clients.



Types of Posts

Content should help drive engagement and represent the community that your real estate business is serving.

Page Management

Example posts to help keep your Business Page active.

Post every time you have a new active listing.

Rebecca Smith - Real Estate Broker
Sponsored

New Listing: This adorable starter home just went on the market. It won't last long!



45 30 Comments 67 Shares

Like Comment Share

Provide advice on the moving process.

Linda Bradbury - Real Estate Agent
Sponsored

A common mistake people make when moving is not having enough boxes. Make sure you have enough for your move!



32 25 Comments 26 Shares

Like Comment Share

Welcome people to the city and promote yourself as a real estate advisor.

Jeff Callaway - Real Estate Agent
Sponsored

Welcome to San Francisco! I can't wait to show you what all we have to offer.



77 59 Comments 46 Shares

Like Comment Share

Give a shout out to one of your favorite local businesses!

John Edwards - Real Estate Agent
Sponsored

Don't miss a chance to eat at Kim's Cafe! A local favorite with the best coffee in town.



59 41 Comments 37 Shares

Like Comment Share

Responding To Comments From Users


Now that your page is looking more lived in, it's likely that you'll start seeing comments and questions from other Facebook users on your posts. It can be confusing to know when and how to respond to those comments, so we've made this handy chart to get you started!

TYPE OF INTERACTION	HOW TO RESPOND	EXAMPLE
<i>Overtly Positive or Positive</i>	This is great news! Follow up and thank the commenter with a personalized response to keep them engaged.	"Hi [name] thanks for your comment! I love hearing from my clients and I'm thrilled you had a great experience with me."
<i>Question</i>	Always answer even if another commenter has done so already. Thank the original poster for contacting and thank the responding user for helping out. If their answer is correct, reiterate it, or expand upon it where necessary. If the responding user is incorrect, gently correct them or "add to" their response.	"Hi [name], I can usually book a viewing of any property same day. Check out my online booking tool via my website."
<i>Negative or Overtly Negative</i>	A good approach is to directly message the negative commenter if you'd like to engage them. You should thank them for their comment, acknowledge their complaint, reinforce the values of your business, and take it offline (i.e., free house locating/some other perk/offer to email etc.).	"Hi [name], thanks for reaching out. I'm sorry to hear about your recent experience. I pride myself on excellent service and would like to discuss this matter further with you to make sure I can improve in the future. Is there a way I can contact you by phone or email?"

Responding To Comments From Users

The more personalized you make your response, the more likely you are to build brand loyalty.

- You should not remove or hide negative posts, unless they are abusive or inflammatory.
- If you remove or hide a post, comment on the post first letting the user know why you're removing it. For example; "Our Facebook Page guidelines do not allow posts with profanity".
- Ask people that leave positive comments if they can contact you via private message; and follow-up with them.



Allowing **messaging** is a great way to engage the individuals that reach out to your personal business page and encourage them to return for regular updates on new listings.

Follow these steps to enable Facebook's profanity filter on your page – doing so will prevent any obscene comments from users on your ads or posts.

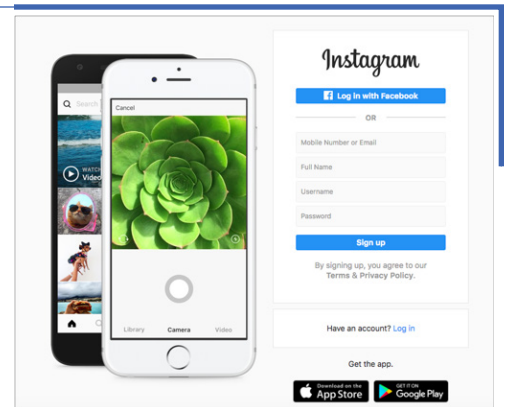
- Click "Settings" at the top of your Page
- Click "Profanity Filter"
- Select "Medium" or "Strong"
- Click "Save Changes"

Create Your Instagram Account

Go to [instagram.com](https://www.instagram.com) or download the Instagram app on your mobile device.

1

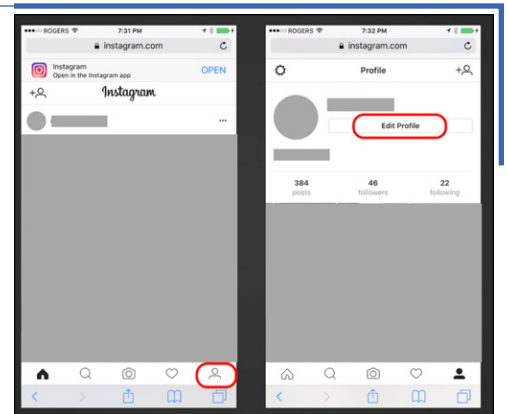
Choose “Login with Facebook” to use the same login credentials as you do on Facebook. Alternatively, complete the required fields: email/phone, full name, username, and password and click **Sign Up** to create a new profile.



2

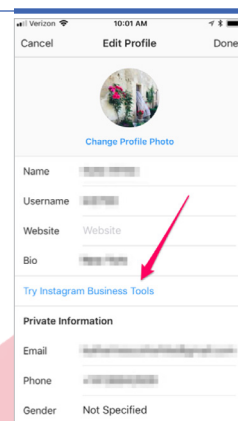
Once logged in: Select **edit profile** and fill out the following fields:

- a. **Profile photo:** We recommend a headshot!
- b. **Bio:** Short description of your services.
- c. **Website link:** Use your personal agent page.



3

Once you’ve input your information, from the edit profile page you can select **“Try Instagram Business Tools”** to connect your Facebook business page with your Instagram account.





Getting Started Guide

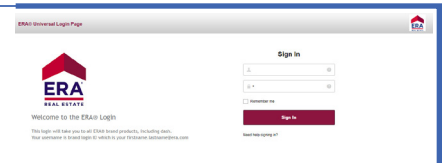
Getting started is simple and should take you less than 5 minutes.

Step

1

ACCESS YOUR COMPANY INTRANET

Look for the Social Ad Engine Link on LevERAge: levERAge.era.com.

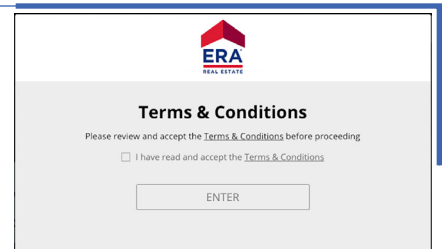


Step

2

ACCEPT TERMS & CONDITIONS

You'll see a pop-up asking you to review and accept Terms and Conditions. Please accept these in order to proceed.

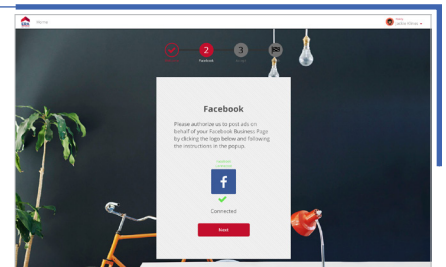


Step

3

CONNECT YOUR FACEBOOK BUSINESS PAGE

Now that you're logged in, a pop-up will appear asking you to connect your Facebook account. You will not be able to run ads on Facebook until this has been completed.

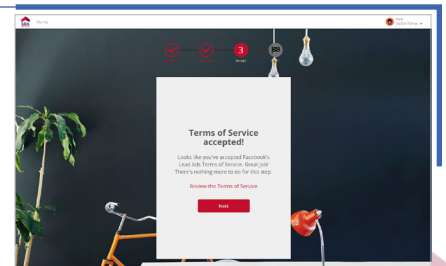


Step

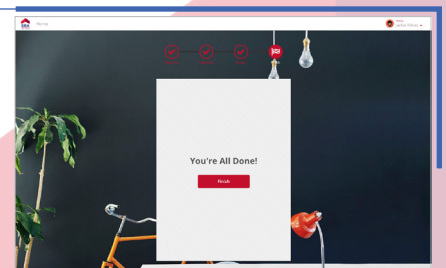
4

ACCEPT FACEBOOK'S LEAD ADS TERMS OF SERVICE

You may be asked to accept Facebook's Lead Ads Terms of Service. Please read and accept this policy if you want to proceed.



Now you're all set, so let's get to promoting those listings!



Create & Publish A Listing Campaign

Access Social Ad Engine via LevERAge: levERAge.era.com and click on the Listings tab in the upper right navigation bar to view your active listings. Find the listing you wish to publish and click 'Promote'.

GOAL

COPY


WEBSITE


IMAGES

TARGETING

BUDGET

PUBLISH


Jackie Klines



Jackie Klines
JACKIE KLINE - AUSTIN

[Overview](#)
[Listings](#)
[Reporting](#)

[BACK](#)

Promote Listing

Step 1. Edit Campaign

1. What are you trying to achieve?

I want to drive traffic to my listing webpage

2. Edit Content




Headline: Come check out this listing!

Body text: Gorgeous and newly renovated family home, 4 bedrooms, finished basement and a pool out back! (one en suite. Bed: 4, Bath: 3, Sq. ft: 3481)

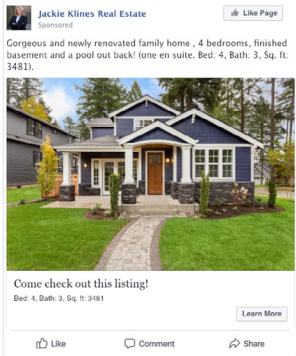
Link description: Bed: 4, Bath: 3, Sq. ft: 3481

Destination URL: www.jackieklines.com

Set image variations:

* You have 3 variations within this Campaign.
* Download the Campaign Best Practices Guide [here](#).



[SAVE CONTENT](#)
[UNDO CHANGES](#)
[RESET TO DEFAULT](#)

3. Edit Targeting

☐ USE DEFAULT
☒ CHOOSE CITIES
☐ CHOOSE ZIPS

Search for cities

Selected cities:

Los Angeles, California	Radius: 10 miles	x
Austin, Texas	Radius: 10 miles	x

Step 2. Budget, Dates & Payment

1. Select Your Budget

All prices stated below are excl. Sales Tax.

\$49 \$99 \$199 \$299

2. Publish Now Or Publish Later

Listing campaigns run for 7 days from the start date. Set your campaign to publish now, or set a future start date.

[PUBLISH NOW](#)
[PUBLISH LATER](#)

Feb 3, 2019

3. Redeem Coupon

If you have received a discount Coupon Code you can redeem it below

Enter Coupon Code [REDEEM](#)

4. Enter Payment Details

Select your preferred payment option below.

☒ Use Alternative Credit Card

SAVE

PAY

Create & Publish A Listing Campaign

Step

1

Build &
Save Your
Campaign

SELECT YOUR GOAL

- **Reach** - get as many people as possible to see your ad.
- **Traffic** - drive as many people as possible to your website/link.
- **Leads** - allow Facebook users to submit their contact information.

EDIT THE CAMPAIGN COPY

Text fields will be pre-populated based on campaign copy best practices. You may edit the text by clicking into the body, headline, or link description boxes.

SELECT YOUR IMAGERY

Select 3 images that showcase the key features of your listing. You may select any image you'd like by clicking 'Edit Image' below each of the images. Check out the Campaign Best Practices Guide for help with Copy and Imagery!

SELECT YOUR TARGETING

Your listing will target with a 25-mile radius around it's address by default. If you would like more custom targeting you can choose your own cities or zip codes to target from the Targeting menu.

SAVE CONTENT, UNDO CHANGES OR RESET TO DEFAULT

If changes have been made, you must save content before you proceed. You also have the ability to undo or reset the changes you've made.

Step

2

Select &
Publish Your
Campaign

SELECT PACKAGE

Use the slider to choose the package that fits your desired budget.

CHOOSE A START DATE

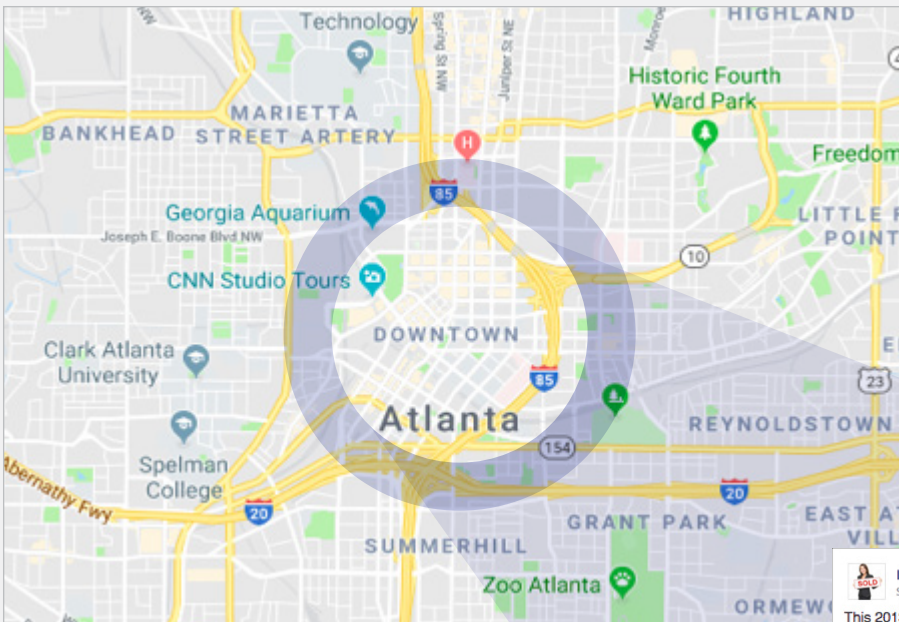
You can choose to have your ad go live immediately or select a future date. If a future date is desired, click publish later, click the date, and select your desired date from the pop-up calendar.

PAY AND PUBLISH!

Selecting Your Advertising Goal

It is important to select the right advertising goal for your campaign based on your specific business needs.

From the Listings Tool, you have three unique ways in which you can deliver your ad based on your advertising goal - Traffic, Leads & Awareness.

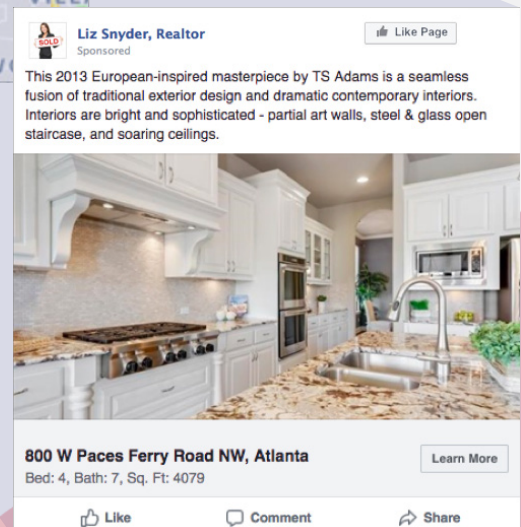


WHY SHOULD I CHOOSE A REACH AD?

- Maximize exposure of the listing and of you as an agent.
- Promote specific local events such as open houses or special events tied to the listing.

Reach Campaigns

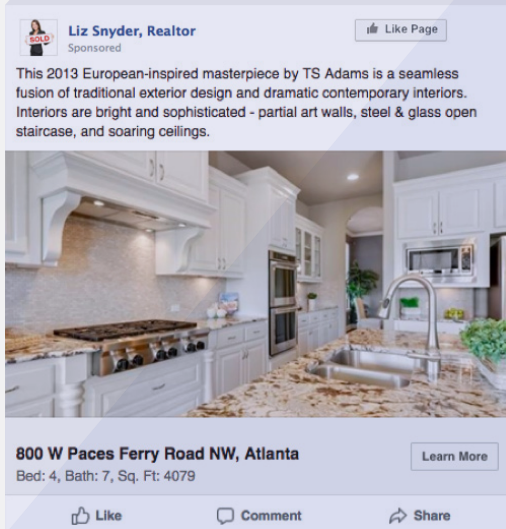
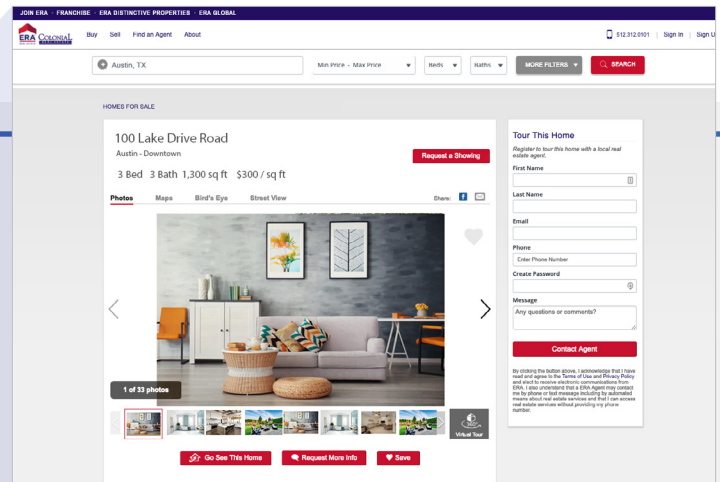
Reach campaigns help your property be seen by the most amount of people on Facebook & Instagram within a radius you set when you publish your campaign.



Selecting Your Advertising Goal

Traffic Campaigns

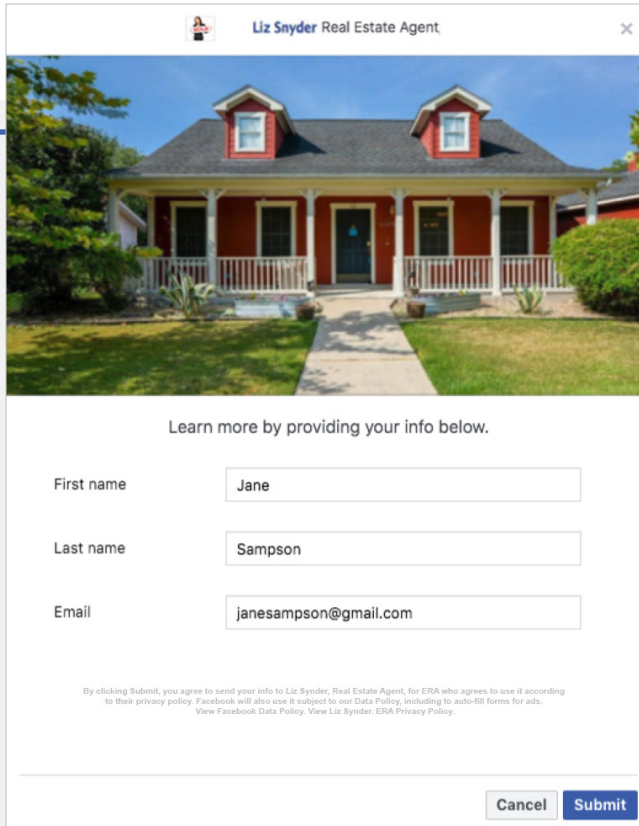
Traffic campaigns drive as many interested users as possible to the specific listing page on era.com to learn more about the property. Your budget is used to optimized for the most clicks. You can also override the destination url to send people directly to your website.



WHY SHOULD I CHOOSE A TRAFFIC AD?

- Sending users to your listing's website will provide more information that you can't show on your Facebook and Instagram ad.
- The user will also be able to learn more about you and the other listings you may have for sale.
- The user can contact you using your details found on the site, or via the contact form on the site.

Selecting Your Advertising Goal



Liz Snyder Real Estate Agent

Learn more by providing your info below.

First name: Jane

Last name: Sampson

Email: janesampson@gmail.com

By clicking Submit, you agree to send your info to Liz Snyder, Real Estate Agent, for ERA 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. View Liz Snyder, ERA Privacy Policy.

Cancel Submit

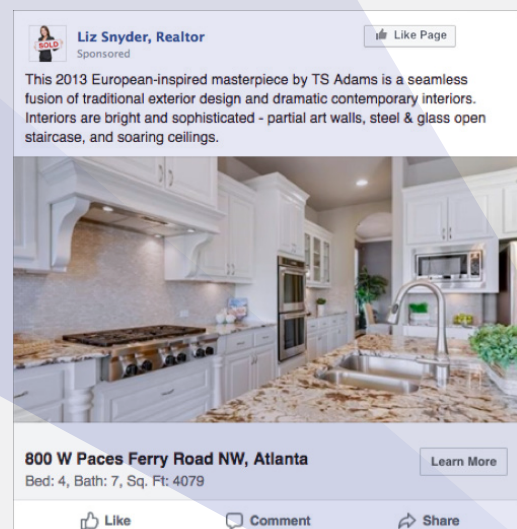
Lead Generation Campaigns

Lead campaigns allow users to leave their contact details via a Lead Form on Facebook or Instagram, without leaving the app. They click the ad and the form immediately pops up with their details auto-populated. If you're a LeadRouter agent, the lead details will be automatically routed to you via LeadRouter for follow-up.

WHY SHOULD I CHOOSE A LEAD AD?

- Immediately receive contact details of interested users via LeadRouter, or via email.
- Users who take time to submit a form are showing genuine interest in finding out more.

It is important to follow up with leads as soon as possible with more information for the best chance of turning the user into a genuine lead for the property.



Liz Snyder, Realtor
Sponsored

Like Page

This 2013 European-inspired masterpiece by TS Adams is a seamless fusion of traditional exterior design and dramatic contemporary interiors. Interiors are bright and sophisticated - partial art walls, steel & glass open staircase, and soaring ceilings.

800 W Paces Ferry Road NW, Atlanta
Bed: 4, Bath: 7, Sq. Ft: 4079

Learn More

Like Comment Share

Campaign Best Practices - Imagery Tips

Tip

1

Use photos that best represent your listing to generate more interest! Your listing campaign will test 3 images, so you will be able to select 3 images from all your listing pictures.



Tip

2

The best photos for Facebook advertising are well-lit and have a clear focal point. You will also want to make sure that a prime feature of the property is highlighted in each of the photos you have chosen.



Tip

3

We recommend choosing at least one exterior and one interior shot. Depending on the home type, your audience may respond better to one type of image over the other.



Tip

4

Be sure to utilize photos that are in landscape orientation. Photos that are in portrait orientation don't fit as well in Facebook ads and may become distorted.



Campaign Best Practices - Copy Tips

BODY



Jackie Klines Real Estate
Sponsored

Like Page

Gorgeous and newly renovated family home , 4 bedrooms, finished basement and a pool out back! (one en suite. Bed: 4, Bath: 3, Sq. ft: 3481).



Come check out this listing!
Bed: 4, Bath: 3, Sq. ft: 3481

Learn More

Like Comment Share

HEADLINE

LINK DESCRIPTION

Your ad includes three distinct copy fields:

- **HEADLINE:** Highlights the address of the property, or a clear call to action; 25 characters recommended.
- **BODY:** References clear selling points of the property; 90 characters recommended.
- **LINK DESCRIPTION:** Emphasizes key selling points; 30 characters recommended.



Campaign Best Practices - Copy Tips

We've tested thousands of real estate ads – here's what we found works best!

Headline

- Having the address in the headline drives the best results – this is why it has been selected as the default for all listings campaigns. If you decide not to use the address, go with something short and sweet, like “Check out this listing” or “Welcome to Your New Home!”.
- There is a recommended 25 character limit to ensure the headline is fully displayed across all devices.

Body

- The first 2 sentences of your MLS listing description will be used for the body of your ad, although it's easy to edit this to feature any key selling points of your property.
- Feel free to include the property's proximity to landmarks, amenities, or unique design features.
- The important thing to remember while editing this field is to keep it easy to read and to the point by adhering to the 100 character limit. Facebook users are likely to scroll right past your ad if they're presented with an overload of text!

Link Description

- While your link description will be configured to read “Bed: x, Bath: x, Sq. ft.: x” where x is the number reflected in the listing, you're free to edit this field as well!
- Link descriptions aren't visible on mobile devices, so make sure you're not filling this with any critical information.
- You can use this to emphasize any other key selling points you'd like to mention.



Your Social Ad Engine Dashboard

Understand how to navigate the platform to see your campaigns and results!

Jackie Klines

Overview Listings Reporting

Welcome to Social Ad Engine for the ERA Network

An automated and targeted Social Media Advertising platform.

Overview

Recent Campaigns

Campaign Title	Objective
VIEW ALL CAMPAIGNS	

Activity Snapshot

Connected Networks f	Package Lead Gen
Live Campaigns ⓘ 0	Total Campaigns ⓘ 0
Total Leads ⓘ	Total Impressions ⓘ 0

LINK DESCRIPTION

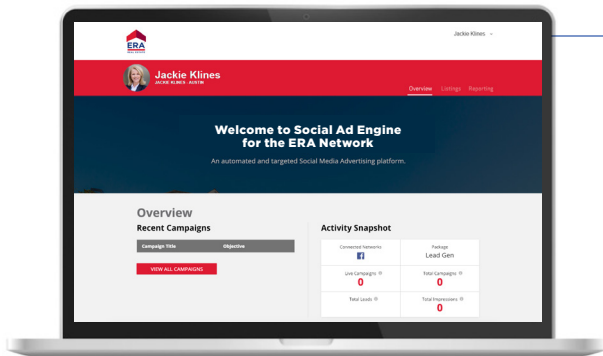
PAY & PUBLISH

- After accessing Social Ad Engine via Leverage: levERAge.era.com, you will land on the Overview tab.
- This view shows a list of your recent campaigns, plus a snapshot of your total activity.
- From the navigation bar in the top right, you can promote your current listings (under the **Listings** tab) and see detailed results of campaigns (in the **Reporting** tab).

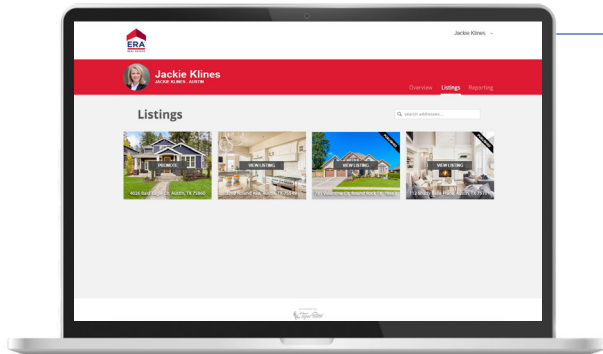


Your Social Ad Engine Dashboard

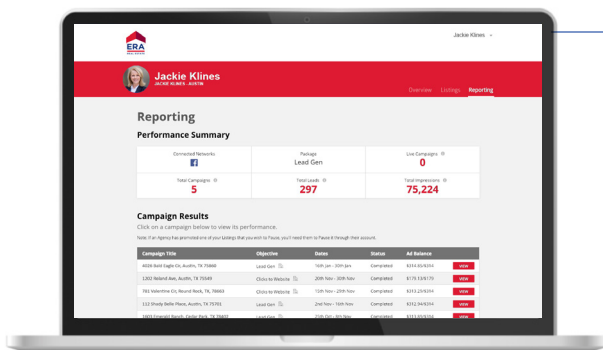
Using the Navigation tab, you can click through to promote listings, review ad performance or see an overview of your activity.



You can select between the **Overview**, **Listings**, and **Reporting** tabs in the top right corner.



From the **Listings tab**, you are able to search for your listing, set up your campaign and publish in a few easy steps.



You can review your listing ad's performance and download the corresponding seller report from the **Reporting tab**.



Your Listing Campaign Report

Once your ads are live, use the Reporting tab in your dashboard to view real time results of the campaign.

ERA REAL ESTATE

Jackie Klines
JACKIE KLINES - AUSTIN

REPORTING TAB

Overview Listings **Reporting**

Reporting

Performance Summary

Connected Networks 	Package Lead Gen	Live Campaigns 0
Total Campaigns 5	Total Leads 297	Total Impressions 75,224

Campaign Results

Click on a campaign below to view its performance.

Note: If an Agency has promoted one of your Listings that you wish to Pause, you'll need them to Pause it through their account.

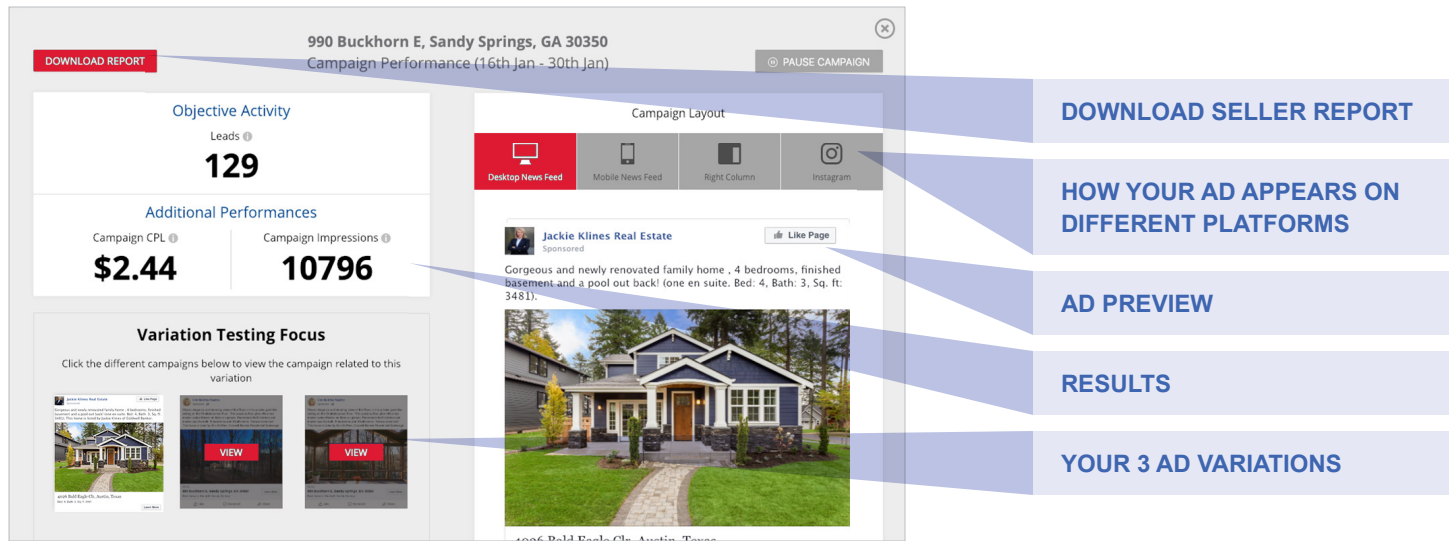
Campaign Title	Objective	Dates	Status	Ad Balance	
4026 Bald Eagle Cir, Austin, TX 75860	Lead Gen	16th Jan - 30th Jan	Completed	\$314.85/\$314	VIEW
1202 Roland Ave, Austin, TX 75549	Clicks to Website	20th Nov - 30th Nov	Completed	\$179.13/\$179	VIEW
781 Valentine Cir, Round Rock, TX, 78663	Clicks to Website	15th Nov - 29th Nov	Completed	\$313.29/\$314	VIEW
112 Shady Belle Place, Austin, TX 75701	Lead Gen	2nd Nov - 16th Nov	Completed	\$312.94/\$314	VIEW
1603 Emerald Ranch, Cedar Park, TX 78402	Lead Gen	25th Oct - 8th Nov	Completed	\$313.89/\$314	VIEW

OVERVIEW OF PERFORMANCE ACROSS ALL CAMPAIGNS




TAKES YOU TO DETAILED VIEW OF A CAMPAIGN'S PERFORMANCE

Your Listing Campaign Report

Detailed view of a lead campaign.



The reporting metrics you see for your campaign will vary depending on your campaign goal.

REACH 	TRAFFIC 	LEADS 
Hero Metric Impressions	Hero Metric Clicks	Hero Metric Leads
Secondary Metric Reach	Secondary Metric Click Through Rate	Secondary Metric Reach
Cost Per 1000 Impressions	Cost Per Click	Cost Per Lead



Reporting Terms

To best understand your campaigns and how they perform, there are some key terms used by on Facebook & Instagram that are important to understand. The below metrics are dependent on your campaign goal and your campaign's performance in relation to that goal.

“Reach”

The number of users that saw the ad in their Newsfeed.

“Impressions”

The number of times the ad was seen in users' newsfeeds.

“Clicks”

The number of to the listing webpage. Users have seen the ad, clicked on it, and visited the listing on the website.

“Leads”

When a user has submitted their contact details through a form on Facebook or Instagram which is then passed to LeadRouter or sent directly to you via email. Remember to follow-up with the lead asap so the property is top of mind.

“CPM”

The cost per thousand impressions for the campaign. How much it cost for the ad to be seen 1,000 times.

“CPC”

The cost per click to the listing website for the campaign.

“CPL”

The cost per lead for the campaign.

“CTR”

The click through rate of the campaign, calculated as the total number of clicks divided by the total number of impressions.

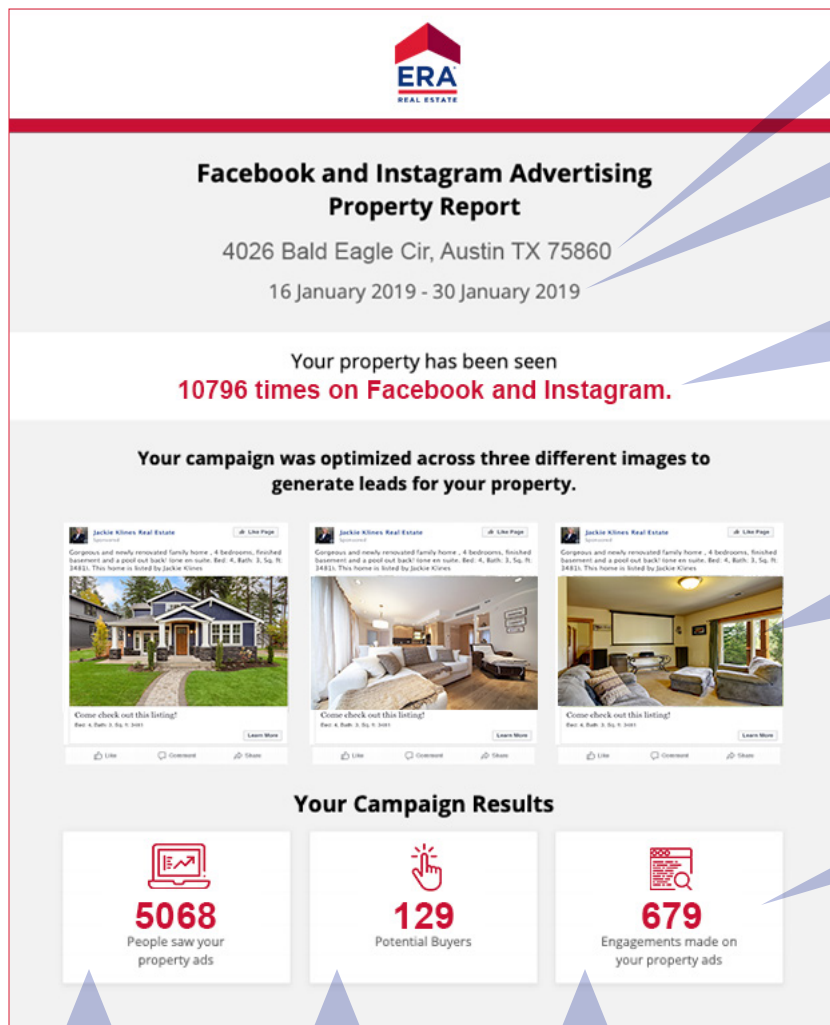
“Engagements”

The number of times users reacted to, commented on, or shared the ad.



Understanding Your Seller Report

The Campaign Seller Report is a valuable visual ad you can present to your sellers, and prospective sellers, to showcase your advertising efforts to sell their listing and differentiate yourself from the competition.



PROPERTY DETAILS

A quick overview of the listing address.

CAMPAIGN RUN DATES

The dates during which your campaign was live.

THE NUMBER OF TIMES YOUR AD WAS SEEN

This is the total number of times your campaign was seen by Facebook and Instagram users.

THREE IMAGES TESTED FOR THE CAMPAIGN

A preview of all three variations of the listing ads you ran, showing the three images used in the campaign.

PERFORMANCE METRICS

These are the measurements by which the effectiveness of your ads are determined. The performance metrics consist of impressions, clicks or leads, and engagement.

This is how many users saw your campaign on Facebook and Instagram.

Dependent on your goal, this will either be the number of times your ads were clicked or the number of leads generated.

This is the number of your times your ads were reacted to, including likes, comments and shares.



Lead Follow up

Get the most from your leads!

Running ads through Social Ad Engine can get you leads through two main channels - via the listing webpage on era.com.

If you're a LeadRouter agent, leads will be automatically routed to you via LeadRouter.

Quick follow up is key

- *Sales associates are 100 times more likely to establish contact with a lead if they call within 5 minutes vs. 30 minutes.¹*
- *The average response time for sales associates to follow up with an online lead is 61 hours - exceed the lead's expectations by following up quickly.²*

With leads coming directly and instantly to you from both website inquiries and Facebook leads, rapid response is easy.

Internet leads have a longer conversion period. The average incubation time for Internet leads is 7-12 months, and even longer.³

Typical internet and social media leads are not "leads" as we traditionally think about them. These potential buyers and sellers are prospects. Knowing this can guide your communication with them.

Connect quickly. It is probable online users, regardless of where they are in the home search process or how soon (or not!) they are thinking of selling, are on many sites/apps. You want to grab them before the competition.

Communicate! These prospects have a longer incubation period. What tools do you as an ERA affiliated agent have at your fingertips?

Patience is a priority and nurturing the relationship is key.

Traffic Ad

era.com

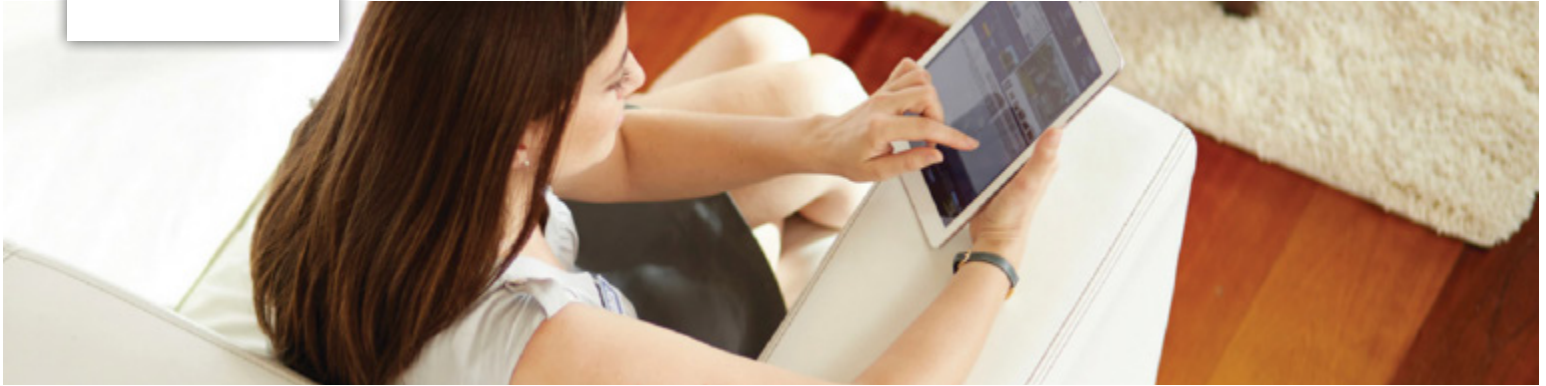
Contact Form

Lead Ad

FB Lead Forms

Lead populates in LEADROUTER to follow up or sent to you directly via email.

1. http://www.leadresponsemanagement.org/lrm_study "THE LEAD RESPONSE MANAGEMENT STUDY" 2010 2. Realtor Magazine "Build Stronger Relationships With Your Internet Leads" March 2014 3. <https://www.marketleader.com/> "The Truth About Online Real Estate Leads" 2017



Pricing Tiers

The below results are based on data from thousands of Real Estate campaigns published on Facebook and Instagram.

The results should be used as a guide as to what you might generate based on the package and goal you choose. That said, these results are not guaranteed.

Pricing	\$49	\$99	\$199	\$299
Duration	5 days	7 days	11 days	14 days
Goals Available	Traffic, Reach	Traffic, Reach, Leads	Traffic, Reach, Leads	Traffic, Reach, Leads
Expected Impressions <i>If you select "I want to drive awareness of my listing"</i>	9,500 ⁺	19,200 ⁺	38,600 ⁺	58,000 ⁺
Expected Clicks <i>If you select "I want to drive traffic to my listing webpage"</i>	15 ⁺	35 ⁺	70 ⁺	110 ⁺
Expected Leads <i>If you select "I want to drive leads from Facebook & Instagram"</i>	–	1 ⁺	3 ⁺	4 ⁺

The pricing table above provides expected results based on historical data. These results are not guaranteed. 75% of the total package price is spent on Facebook and Instagram Advertising. The remaining 25% goes towards payment processing fees and 24x7 Helpdesk Support.