



TurnKey Suite

Facebook marketing solution for real estate agents

Facebook Advertising Options

The screenshot shows a Facebook ad on the left and a 'Facebook Ads Reporting' dashboard on the right. The ad is for a real estate agent named 'Real Estate' and promotes a home value report. The dashboard provides a detailed breakdown of the ad's performance.

Facebook Ads Reporting

CURRENT REPORT

Full Report Save Report Schedule Share Export

REPORT SETTINGS

Level: Ad Customize Columns Breakdown: Placement Clear Filters

Actions Ad Set name is Highland, Fontana, Redlands, San Bernardino - 27+ Victor Bishara 3.10.15

Start Date	End Date	Ad Name	Placement	Reach	Frequency	Impressions
2015-03-10	2015-03-30			1,176 People	1.29 Per Person	1,522 Total
2015-03-10	2015-03-30	Post: "Wondering v	News Feed on Desk	24	1.50	36
2015-03-10	2015-03-30	Post: "Wondering v	News Feed on Mobi	1,151	1.28	1,477
2015-03-10	2015-03-30	Post: "Wondering v	Right Column Ads c	6	1.17	7
2015-03-10	2015-03-30	Post: "Wondering v	Right Column Ads c	2	1.00	2

Do you have an upcoming open house? A hot new listing (or an old listing that needs a little TLC)? A home value report with lead capture? Or simply want to promote yourself as the go-to real estate professional in your area? We have you covered!

Apart from social real estate apps and engaging page content, advertising is the most effective way to drive traffic to your Facebook page and grow your business. There are several ways to advertise your business, services, and listings on Facebook. We often hear from agents that it can be overwhelming to know where to start.

That's why your TurnKey Suite Account Managers are here to help you reach your Facebook marketing goals! We handle the hassle of ads for you. This includes researching your market, custom designing your ads, deciding which advertising type will work best for your needs, as well as launching, monitoring and optimizing ad performance.

Our aim is to launch highly successful ads for you as we do for thousands of agents across the country. Your social media campaigns should reflect who *you* are as a real estate professional. This includes *your* personal branding, mission, and ideals! We'll help local buyers and sellers become familiarized with you, with the goal of them ultimately choosing you for their real estate needs when the time is right.

Let our experience and know-how give you a greater quality return at a reasonable cost.

Read on to learn about the advertising options available to you and see the last page for pricing.

Your TurnKey Suite marketing consultants are trained in composing highly targeted ads. We research your market area, create your ad (including any Photoshop and design work), write the verbiage, set highly targeted ad settings, launch your ad, monitor/tweak its performance, and send you up-to-date progress reports.

Below, you will find some examples of popular ad types. Please keep in mind that because these ads are customizable, if you have a different ad in mind, we are more than happy to create what works best for your brand.

Post Engagements

Post Engagements are any piece of content (page post) you can promote “boost” directly on your Facebook business page wall. Promoting posts allows you to place your content in front hundreds or thousands of potential home buyers and sellers in your immediate area. Promoting posts helps to attract local home buyers and sellers, as well as build engagement on your page.

Here is an example of a promoted post:



July 15

Want to know the value of your home near Turlock, California? Find out here! Click the link below to receive your FREE Home Value & Local Market Trends report all within 24 hours!

[http://\[redacted\]Free.html](http://[redacted]Free.html)



Like · Comment · Share

1 Share

 42 people like this.




Page Likes Ads

The most common types of ads to run are **Page Likes Ads**. Page Likes Ads help to increase your number of Facebook business page fans--likely home buyers or sellers who 'like'/become a fan of your page.

Here is an example of a Page Likes Ad:

(Notice the 'Like Page' button included in the bottom right-hand corner.)


Suggested Page



Village Real Estate

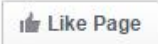
Sponsored (demo)

Looking to buy or sell a home near Lake Tahoe North Shore? Like my page to search homes!



Village Real Estate

Real Estate Agent
179 people like this.



Home Value Report:



Estate

Sponsored

Want to know the value of your home? Click the link to find out here, free!
bit.ly/1hJPIAs



Real Estate

Real Estate Agent
240 likes



Clicks-to-Website

Clicks-to-Website Ads drive traffic to either a page on your external website, or to a service tab on your Facebook business page, such as your Home Search. When coupled with lead capture tools, this can be a very beneficial ad type to run.

Here is an example of a Clicks-to-Website Ad:
(Notice the website URL included at the bottom of the ad.)



Realty Hawaii

Sponsored ·

Want to know where your home stands in the market? I can help with a FREE Home Evaluation!



What's your home worth?

WWW.HOMEINSIGHT.COM | BY HOMEINSIGHT.COM

More Ad Examples Included on next page...

Promoted Post for Website:

[redacted]ity

July 8

If you're thinking of buying or selling a home near Raleigh, contact Debra at (919) [redacted] check out our website! [http://www.\[redacted\].org/](http://www.[redacted].org/)

When you're looking to buy a home, you want to know that you're in the best of hands. For a stress-free home buying or selling experience, let us help you!



Like · Comment · Share

 59 people like this.

Write a comment...

Press Enter to post.

Terra [redacted] Is the property in this picture for sale?

Like · Reply · July 11 at 6:27pm

Self-Promotion:

[redacted]

July 8

As your trusted Real Estate Expert around beautiful Astoria, New York, I am here to help make your buying or selling experience stress-free.

Whether you are buying your first home, selling your existing property, or looking to invest in Real Estate, I am here every step of the way. Contact [redacted] for more information (917) [redacted]



Like · Comment · Share

 1 Share

 12 people like this.

Write a comment...

Press Enter to post.

Current Listings:



Meredith [redacted] **Expert**

added 21 new photos.

Sponsored · 🌐

Check out this beautifully remodeled, private 5 bedroom, 3 bath home located in Omaha!

Everything about this property is brand NEW! Including the drywall, plumbing, windows, electrical, and roof. This upgraded home is set off the street, allowing for ample privacy and plenty of open yard space! Contact Meredith at (402) [redacted] questions or to set up a time to see this stunning house.



Like · Comment · Share · 👍 56 💬 25

👍 56 people like this.

Top Comments ▾



Write a comment...



Press Enter to post.



Amy [redacted] Interested.... can you pm me details including open house dates.

Like · Reply · July 30 at 4:44pm



Meredith [redacted] replied · 2 Replies



Maria [redacted] Rent to own or through Bank ?

Like · Reply · August 1 at 10:51pm



Meredith [redacted] Neither, Maria. Sorry. This beautiful home is for sale through the current owners represented by myself as their agent.

Like · 👍 1 · Commented on by Meredith Klein [?] · August 1 at 10:57pm



Write a reply...



Christina [redacted] Hi there can you send me the info sheet please.

Like · Reply · August 1 at 1:24pm



Meredith [redacted] Hi, Christina! What's your email address? I'll get that sent over.

Like · Commented on by Meredith Klein [?] · August 1 at 1:25pm



Write a reply...



How to Get Started

When it comes to your business plan, we're on your side. We know that your workload changes month-to-month, and we are here to make monthly changes go seamlessly for your marketing plan. The ads that we launch on your behalf are completely customizable, meaning, we can switch them up as needed.

Let us handle your ad needs:

- Contact your TurnKey Suite marketing team to let them know:
 - o The type of campaign you'd like to run
 - o Your campaign goals
 - o Your desired budget
 - o Your desired campaign length
 - o Your desired target audience
 - o Any image(s) you would like to include in the campaign

Pricing: \$10 service fee + desired ad spend (recommended min. \$1-2/day for 30 days)

If you have any questions, please contact our
TurnKey Suite marketing specialists:

turnkey@n-play.com • 904-302-5671 • [Live Chat](#)

Hours: M-F 9am-5:30pm EST

We ask that you please give us a 24-hour notice (1 business day) for phone call requests so that we may schedule a time that works best for all parties.