

SETTING UP
facebook[®]
FOR BUSINESSES

Your Real Estate Guide

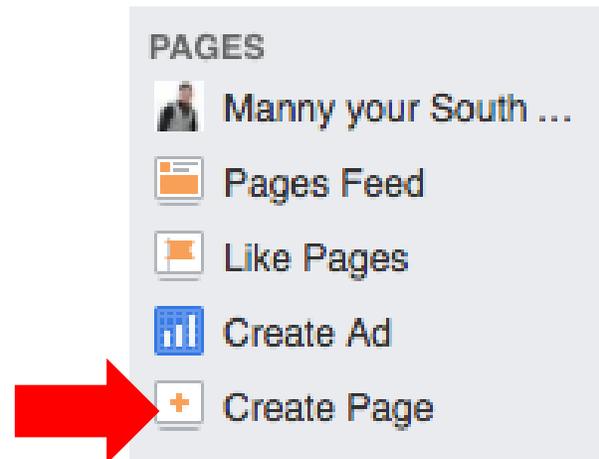


Create a business page...

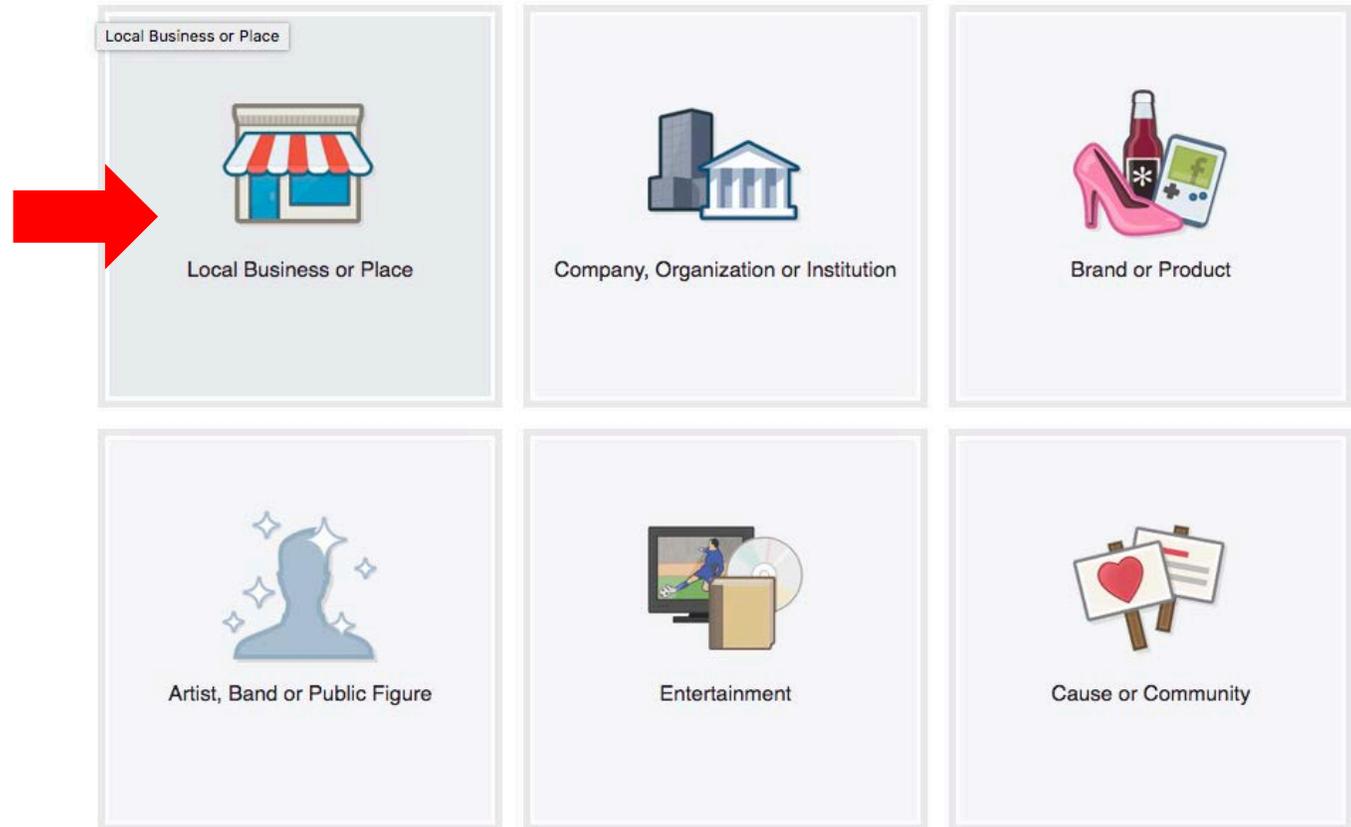
- Click the Facebook logo in the top left part of the screen to go “home”



- Find Pages on left side bar and click Create Page



- Select Local Business as your business category



- Enter your “business” details. Be selective as Facebook only lets your change your name once

Local Business or Place

Real Estate

Local Real Estate Team

2227 Wilton Drive

Wilton Manors, Florida

33305

5615555555

By clicking Get Started, you agree to the [Facebook Pages Terms](#).

Get Started

- Add details and profile photo... SKIP 3 & 4

Set Up Local Real Estate Team

1 About > 2 Profile Picture > 3 Add to Favorites > 4 Preferred Page Audience

Add categories, a description and a website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Real Estate ✕

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

155

*Tell people what your Page is about...

Website (ex: your website, Instagram, Twitter or other social media links)

Is Local Real Estate Team a real establishment, business or venue? Yes No
This will help people find this establishment, business or venue more easily on Facebook.

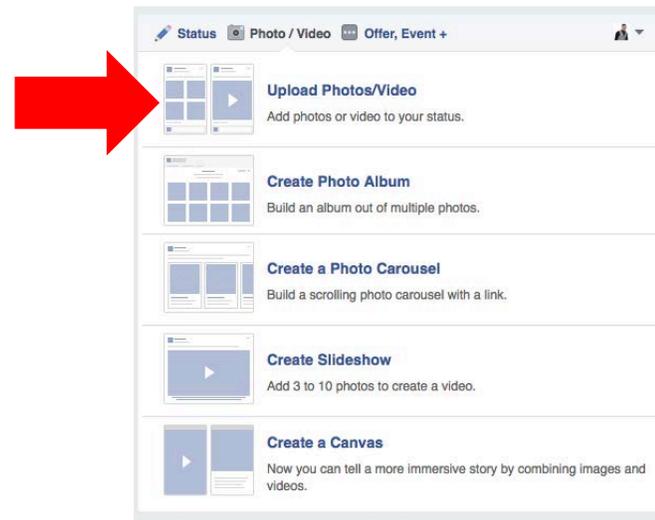
Need Help? Skip Save Info

- WELCOME TO FACEBOOK BUSINESS!

Process of Posting

- Start drafting your post
- Keep it simple and to the point
- MAX of 4 lines with link

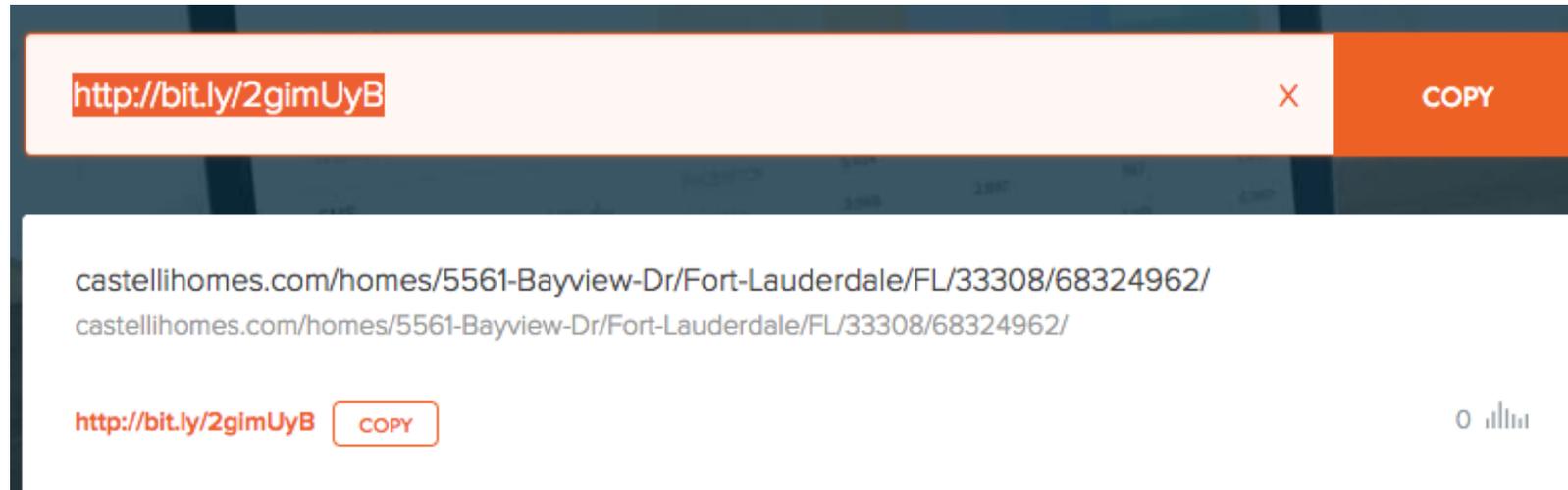
- Click photo/video to add your photos to the post... People love photos!



- Add your bit link – bitly.com
 - Find the page of the listing you are promoting either thru your website or desired location. Now copy it from the address bar

 www.castellihomes.com/homes/5561-Bayview-Dr/Fort-Lauderdale/FL/33308/68324962/

- Open your bitly.com page and past the web address to obtain your link



- It may automatically shorten it for you... if not hit shorten. Now click copy

- Now paste that bit link on your post
- Proof read your post and then post

 **Manny your South Florida Realtor** added 11 new photos. December 7 at 4:10pm · 🌐

Tropical oasis HOME FOR SALE! 2 bedroom, 1 bathroom, Tiki bar, surround sound, very desirable location! Entertainers paradise! Click here for more info <http://bit.ly/2h4dubO>



114 people reached Boost Post

 Chulazo Jaquez and Juanita Sanchez 

 Like  Comment  Share

Paid Ads

The image shows a Facebook news feed interface. At the top, there is a search bar and navigation icons. The left sidebar contains navigation options like 'News Feed', 'Messages', and 'SHORTCUTS'. The main feed area shows a sponsored post from 'Real Estate Agent Directory' featuring a woman in a suit and a house. Below it is another sponsored post for 'Men's Sweaters' from 'dresslily.com'. A third sponsored post for 'JBL Flip 3' is also visible. At the bottom, there are links for 'Privacy', 'Terms', and 'Advertising'. Two red arrows are overlaid on the image: one points to the 'Real Estate Agent Directory' ad, and the other points to the 'Men's Sweaters' ad.

Manuel Garcia

Search Facebook

Manuel Home

Write a comment...

Real Estate Agent Directory
Sponsored · *

Join Facebook's free Real Estate Agent Directory of over 450,000 agents. Gain access to marketing tools like MLS search and more!

Home Buyers
... are on ...
Facebook

REALTORS® & AGENTS, Accept Your Invitation!

APPS.FACEBOOK.COM [Learn More](#)

3.6K 18 Comments 225 Shares

Like Comment Share

Joe Maez
Yesterday at 8:26am · 🌐

Oh this guy...

SPONSORED [Create Ad](#)

Men's Sweaters: \$10-\$30
www.dresslily.com
\$10 OFF \$80 Code: NOV10. Free Shipping. Black Friday Sale. Take A Peek!

Save \$20 on a JBL Flip 3.
Now only \$79.99.
Retail Price: \$99.99
[Shop now >](#)

verizon better matters

The best gifts on the best network.
vzw.com
JBL Flip 3 Save \$20 Now only \$79.99 Retail: \$99.99

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2016

- Boost your post

- Click Create New Audience
- Your 1st boost will be generic

Boost Post

AUDIENCE

- People who like your Page
- People who like your Page and their friends
- People you choose through targeting Edit

Location - Living In: United States: Florida
Age: 18 - 65+

Create New Audience

BUDGET AND DURATION

Total budget

\$5.00

Estimated People Reached

390 - 1,000 people of 8,300,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

DESKTOP NEWS FEED **MOBILE NEWS FEED**

Manny your South Florida Realtor added 11 new photos. Like Page

Sponsored ·

Tropical oasis HOME FOR SALE! 2 bedroom, 1 bathroom, Tiki bar, surround sound, very desirable location! Entertainers paradise! Click here for more info <http://bit.ly/2h4dubO>

- Enter details and city
- When enter city you can click on distance and change to city only. - SAVE

Create Audience

Name
Wilton

Gender [?]
All Men Women

Age [?]
28 - 65+

Locations [?]

United States

- Fort Lauderdale, Florida
- Oakland Park, Florida + 25mi
- Wilton Manors, Florida

Add locations

Cancel Save

- Select your audience

- Add your budget

- Select Boost

- Enter Payment

Select a Payment Method Help

Add a new payment method to your Facebook Ads account · [Terms Apply](#)

Show payment methods for: United States

Credit or Debit Card VISA MasterCard American Express DISCOVER

Card Number Expiration

MM YY

Security Code Billing Zip Code

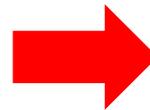
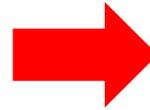
PayPal PayPal

Online Banking (Add your bank account instantly)

Your payment info is stored securely. [Learn More.](#)

I have a coupon to redeem [?]

Cancel Continue



Boost Post ×

AUDIENCE

- People who like your Page
- People who like your Page and their friends
- People you choose through targeting
- Wilton -** Edit

Location - Living In: United States: Fort Lauderdale, Oakland Park, Wilton Manors Florida

Age: 28 - 65+

[Create New Audience](#)

BUDGET AND DURATION

Total budget ⓘ

\$10.00

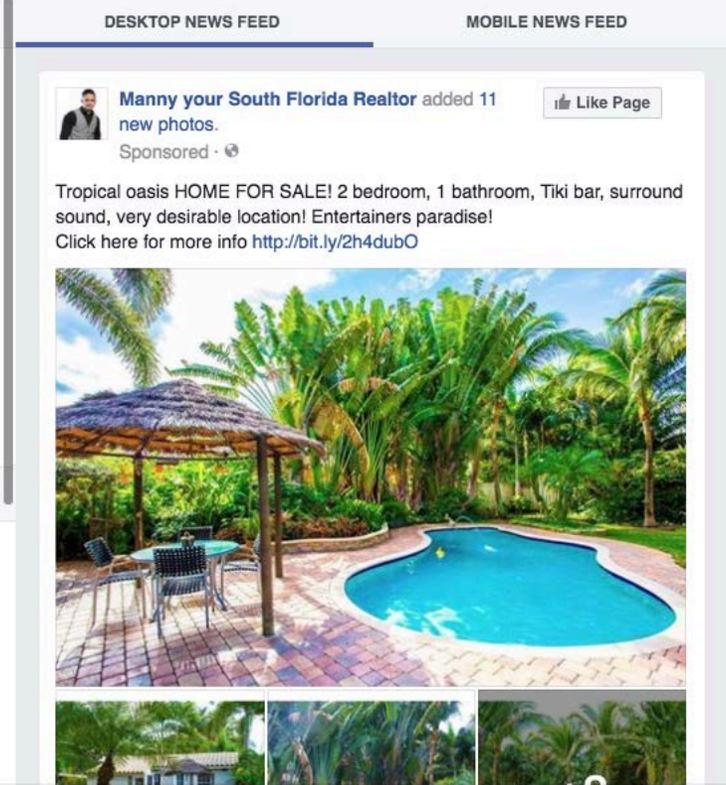
Estimated People Reached ⓘ

490 - 1,300 people of 110,000

Refine your audience or add budget to reach more of the people that matter to you.

⚙️ By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel Boost



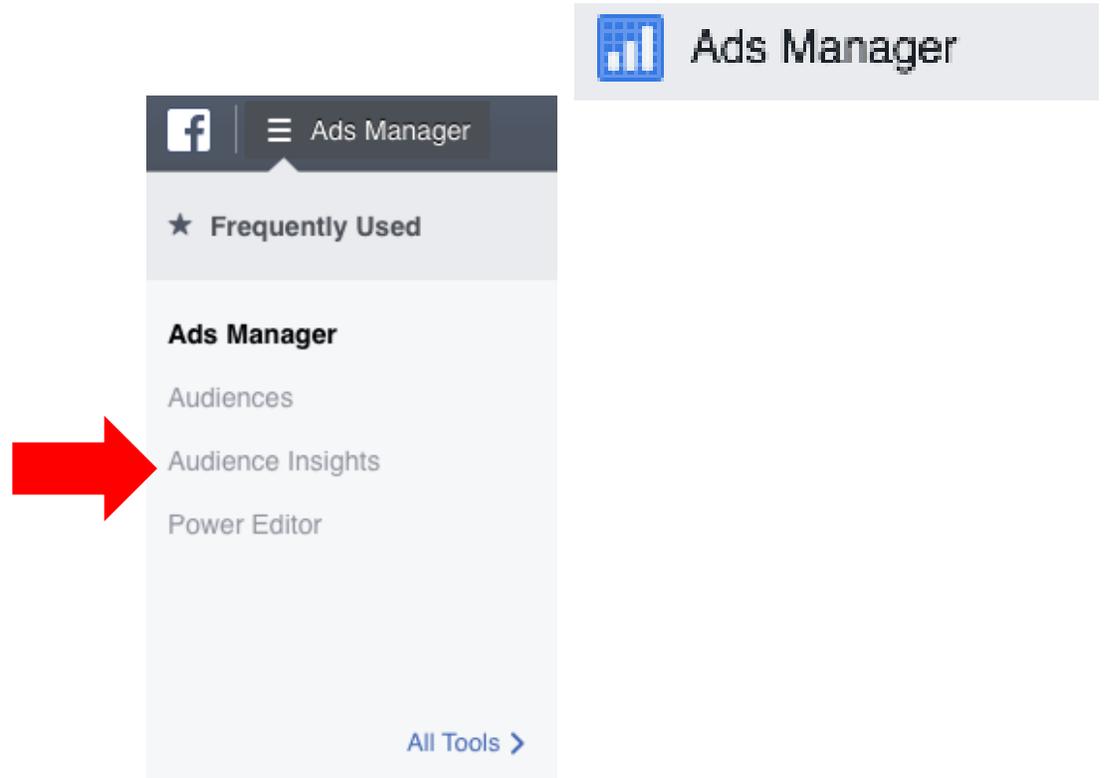
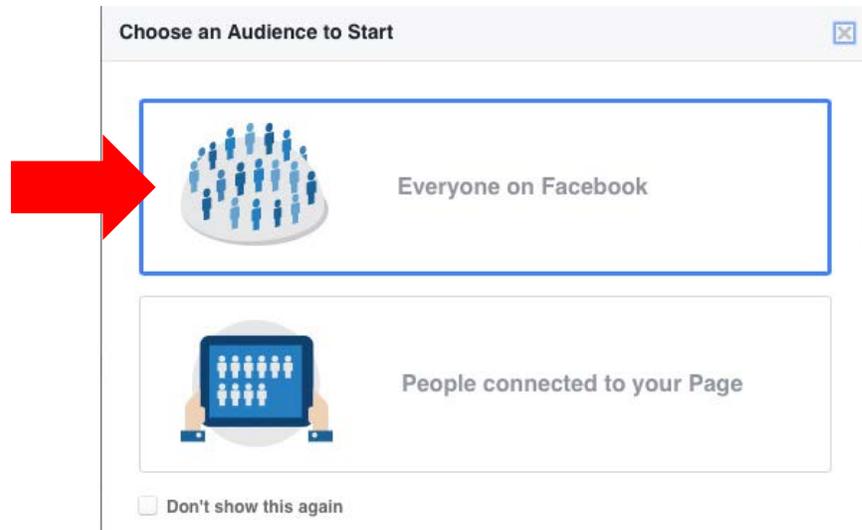
Advanced...

- Once you have set up your ad account you will access to Ad Manager

- Create detailed audiences

- Audience Insights

- Select Everyone on Facebook



- Enter details about your audience

SAVE your audience

Create New | Open | Save | More ▾

Save As...
Take Tour

(New Audience)
200m - 250m monthly active people



CREATE AUDIENCE

Location ▾

UNITED STATES
All United States
+ Country, region, or city

Age and Gender ▾

Age
18 ▾ — Any ▾

Gender
All Men Women

Interests ▾
+ Interest

Connections ▾

Pages ▾

People Connected to
+ Your Page

People Not Connected to
+ Your Page

Advanced ▾

Behaviors >

Language >

Relationship Status >

Education >

Work >

Financial >

Home >

Market Segments >

Parents >

Politics (US) >

Life Events >

Device Owners >

(New Audience) People on Facebook
200m - 250m monthly active people Country: United States of America ⓘ

Demographics | Page Likes | Location | Activity | Household | Purchase

Age and Gender
Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

54% Women
54% All Facebook

46% Men
46% All Facebook

Age Group	Women (%)	Men (%)
18 - 24	17%	20%
25 - 34	24%	28%
35 - 44	18%	19%
45 - 54	16%	15%
55 - 64	14%	10%
65 +	11%	8%

Lifestyle
US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix
Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience	Compare
Fun & Games	1%	+0%
Outward Bound	1%	+0%
Skyboxes and Suburbans	6%	+0%
Solid Single Parents	6%	+0%
Cartoons and Carpools	2%	+0%
Soccer and SUVs	2%	+0%
Children First	2%	+0%
Kids and Clout	1%	+0%
Country Single	0.7%	+0%
Summit Estates	7%	+0%

See All

53% of audience matched

- Results

Post Details Reported stats may be delayed from what appears on posts X

 **Manny your South Florida Realtor** added 17 new photos. Like Page

Published by Lawrence Perez [?] · December 3 at 11:47am

OPEN HOUSE - WILTON MANORS
4641 NE 6th Ave,
Fort Lauderdale, FL 33334
Saturday & Sunday 12-4... [See More](#)



4,315 people reached View Results

Angela Ware, Colette Kienle and 77 others 6 Comments 2 Shares

Like Comment Share

4,315 People Reached

92 Reactions, Comments & Shares

74 Like	72 On Post	2 On Shares
7 Love	7 On Post	0 On Shares
8 Comments	8 On Post	0 On Shares
4 Shares	2 On Post	2 On Shares

1,678 Post Clicks

1,411 Photo Views	134 Link Clicks	133 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

\$30.00
Spent of \$30.00

Boost Again

Reference Links

- Facebook.com
- *Yourpage*.castellihomes.com
- Bitly.com