RealEstateGab.com

The Power of Facebook Pay per click ads

Pay Per Click Advertising For Your Real Estate Business

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How Top Real Estate Professionals Get Great Leads on Facebook

Power of Facebook Pay Per Click Ads

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How Top Real Estate Professionals Get Great Leads On Facebook

Part 1

Understanding Facebook PPC - Getting Started

Why Facebook Matters For Online Marketing

Facebook has become one of those rare post-dotcom boom huge internet success stories. The stats testify to it.

In a few years, it's become the second most visited site in the world behind Google worldwide.

On March 13th 2010, Facebook surpassed Google as the most visited site in the US.

Facebook's popularity has skyrocketed, going from 100 million to 900 million users in the past few years alone.

An estimated 50 percent of active users take the time to log into Facebook each and every day. That's some 400 million people coming to this site daily.

The amount of time people typically spend on Facebook is huge: an estimated 500 billion minutes are spent by users on the site each month – far more than Google.

More than 150 million active users access Facebook through mobile devices across 200 mobile operators in 60 countries.

Facebook currently gets 1 trillion hits per month.

An astounding 96% of Generation Y (those born in the mid 1970's or later) use Facebook.

There are two basic methods of using Facebook for building your real estate business. The first way is by socializing and networking on Facebook. The second way is by using Facebook's Pay per Click ads.

This eBook deals exclusively with the latter method. We offer another eBook which deals with how to building your real estate business through Facebook socializing and networking.

What Facebook Pay per Click Ads Are

A Pay per Click (PPC) ad is basically self explanatory: it's an online classified ad where an advertiser pays for every instance where someone clicks on their ad. Facebook Pay per Click ads are found exclusively on Facebook members' pages when they're logged into their Facebook accounts, regardless of whether they're using home PCs, laptops, or Smart Phones. These ads appear on Facebook users' screens at the upper far right. The ad headline can have up to 25 characters and the ad body up to 90 characters. Ads can include a small picture beside the text. A Facebook ad basically looks like this:

Ad Title Here (25 Chars.)

PICTURE HERE	Body of Ad Here (90 Chars. Max)

How Facebook Ads Work

The whole Facebook PPC advertising system is based upon Facebook using the wealth of personal information people typically have provided in all the time they've ever used Facebook. This includes information users put in their basic profile when they register a new account plus information they provide in their interactions with other Facebook users. Since many people use Facebook on a daily basis and some have been doing this for years, there is a colossal amount of demographic information available to advertisers for many Facebook users.

Facebook allows you to display your ads only to people you specify based upon this highly detailed demographic information. When creating your Facebook ads you can use any of the following demographic criteria for targeting qualified prospects for your business:

Geographic Location
By Country, By Province or State, or By City (optionally include cities within 10, 25, or 50 miles)

Age
Can specify an age range or a particular age only

Gender
Can specify men, women or both

Birthday
Can target only people whose birthday is today

Relationship Status

Can choose from people who specify one of the following in their profile:

- Single
- In a relationship
- It's complicated
- Widowed
- Divorced
- In a domestic partnership
- Engaged
- Married
- In an open relationship
- Separated
- In a civil union

Sexual Preference

Interested in men, women, or both

Languages

Can target by which languages they speak

Likes & Interests

Can target by any hobbies or interests a user specifies in their profile

Education

Can specify whether College Grad, In College, or in High School, plus the names of the schools they attended, years attended, and areas of study

Workplace

Current company organization they work for, their job title, and past places they've worked at

Facebook allows people to reveal a little or a lot about themselves both personally and professionally, depending on whatever they're comfortable with sharing. Any of the above criteria can be provided in a person's Facebook profile. The Likes & Interests category above is culled from a number of other areas in a person's profile. They can include:

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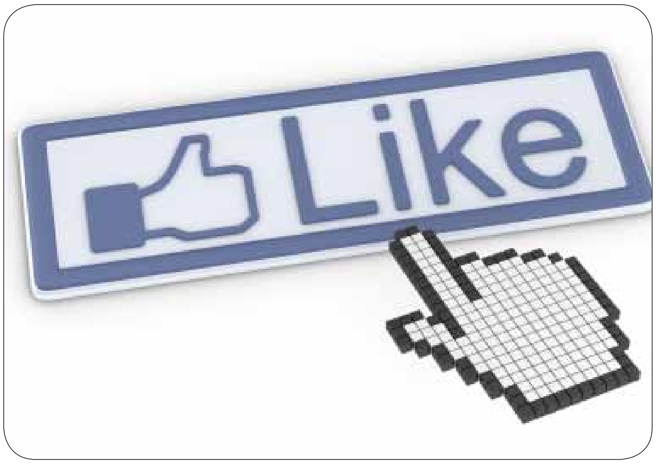
- People Who Inspire You
- Music
- Movies
- Games
- Favorite Teams
- Activities
- Address including City/ Town, Zip/Postal Code, and Neighborhood
- Religion plus a description of your religious beliefs
- Favorite Quotations
- Books
- Television
- Sports You Play
- Favorite Athletes
- Interests
- Political views plus a further description of your political views belief

A person's Likes & Interests are also gathered from their recent interactions with other people on Facebook and what they do on their main page known as their Facebook Wall. For instance, I shared a video clip by author Tim Ferris on my Facebook Wall about his book "The Four Hour Work Week". I soon started getting ads on my Facebook pages about authors similar to Tim Ferris. The people posting these ads had no doubt targeted people whose stated interests somewhere in their Facebook account included 'Tim Ferris' or his book names "The Four Hour Work Week" or "The Four Hour Body" or related keywords such as "outsourcing", "offshore workers" or "virtual workers".

Keep in mind that Facebook currently has 900 million people worldwide using the site. That, coupled with the tremendous demographic information available on millions of Facebook users, makes Facebook PPC ads a marketer's dream come true!

Why Facebook PPC Ads Work Well



As with popular social networking sites like YouTube and MySpace, Facebook helps facilitate viral marketing. The reason marketing can become viral with Facebook is because of the trust factor involved with social networks. 78% of people trust product/service referrals from friends, but only 14% of people trust conventional advertising.

One of Facebook's most popular innovations is the Like button. A Like button is a way for people to support someone or something. For instance, your website could have a Like button on it and you could ask your site visitors to click this button. Let's say John Smith saw your Facebook ad, clicked it, was brought to your website and clicked the Like button on your landing page. If John Smith had 500 friends on his Facebook account (not an uncommon number nowadays) then your site would be visible to all of John's 500 friends on their Facebook News Feed page. It's like a virtual referral from John Smith to his entire friend network.

If John's 500 friends see he likes a particular real estate professional's services, they are more likely to take an interest than if they saw the ad in an impersonal place such as a billboard or newspaper. John's 500 friends know John to some extent and trust him, so having just a few people with big networks of friends click the 'Like' button on your site can drive scores of people to your website.

Facebook ads have developed a reputation for generating better converting traffic. People spend a lot more time on Facebook than with most sites, and there's a genuine feeling of camaraderie and good will when people communicate with friends and family on there. This has lent itself to people being more receptive to ads than if the context is less favorable (think spam email).

Facebook's Advantages Over Other PPC Systems

Some of you may have tried pay-per-click advertising with Google's Ad Words system, but using Ad Words has become problematic. It's so popular that for popular keywords it's becoming more expensive per click to get your ads high ranking in search results.

Google has banned over 15,000 advertisers from using Ad Words in favor of giving better positioning to large corporations with deep pockets (sounds like anti-competitive behavior). Google currently has 20 times more ads than Facebook. Some marketing experts say that Facebook is today's Google Adwords from about five years ago.

The time to get in on the Facebook advertising platform is now while the pricing is low and the competition is not as fierce as with Google Ad Words. It won't be long before others discover the potential Facebook has to offer. Once attention is turned in this direction, the competitive nature of the site is likely to go up along with the advertising costs.

Part 2

Basic Facebook PPC Ad Strategies

Here are some basic strategies for maximizing your Facebook ad PPC campaigns:

Study Best Practices before Starting

Before jumping into Facebook advertising learn from our experience and expertise about what to do and what not to do. This will save you a lot of time and money and increase your online marketing's effectiveness and ROI.

PPC advertising is by no means a sure fire way of making money or promoting your business well. You can spend hundreds if not thousands of dollars on Facebook or other types of PPC ads with little return if you don't know what you're doing.

We are currently creating an online community for real estate professionals dedicated to helping them market their business online. In the meantime, try joining and getting involved in online communities where you can learn the latest strategies for PPC advertising. The site PPC Blog http://ppcblog.com/ is a great one.

Save Big With Free Trial Vouchers

Facebook, search engines and other popular pay-per-click advertising sources offer free trials via gift cards. You can get these gift cards from a variety of Facebook partner vendors such as Best Buy and they come in various denominations. The best source for getting these vouchers is eBay. There are many eBay sellers offering Facebook vouchers at a fraction of their face value.

Keep in mind that these vouchers only work for new Facebook ad accounts. Your Facebook account itself doesn't have to be new but you must not have run any Facebook ads before. Reputable eBay vendors will guide you through a step-by-step process on how and when to redeem the vouchers you buy from them so that you get the full value of what they sell you. If you don't handle this redemption process properly you may not be able to redeem all of the vouchers. Also keep in mind that many of these vouchers often have a near-future expiry date.

You can also get vouchers redeemable after you run your first campaign. One way of getting these is by signing up for an advertiser's network or application. Take a look around on YouTube or Google for how-to videos or page on Facebook advertisers currently offering these credits. Some offers will be expired by the time you find them, while others will still be active.

Use Eye Catching Graphics with Your Ads

It's easy for people to 'tune out' any sponsored pay per click ads on Google since most of them are in an unobtrusive spot on the side of the page. Recognizing this, Facebook allows sponsored ads to include a graphic of your choice with your ad. So you should use a graphic that will catch their eye and make them more likely to read your ad. This is another advantage of Facebook ads as Google Ad Words don't allow graphics within their ads.

In a Facebook ad one creative real estate professional took a graphic of a Stop sign and added his own writing above and below the Stop area so the ad says "Click Here to STOP Foreclosure". Perhaps use a picture of the typical homes in your farm area, particularly if there are any distinctive looking ones. Are there any landmarks in your farm area that are immediately recognizable to anyone living in the region? If so, try using a picture of at least one of those landmarks or other notable features. If you sell a lot of condos then use a picture of a condo building. If there are any condo buildings in your area that are really distinctive looking then use pictures of those, otherwise any condo building picture will do. Just do a Google search for "condo" and then restrict your search to show images only. When you find an image you want simply right click over the image and select the Save Image As option. This will save the picture to your PC for future use.

Carefully Consider Your Ad Wording

You're only allowed 25 characters with your ad headline and 90 characters for the ad's body, so writing tight is a must. This is one of the biggest factors in attracting qualified prospects to your ad and landing page. In both headline and body focus on the benefits to prospects of clicking and finding out more.

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Entice Them to "Like" Your Ad

Facebook ad quality is determined by feedback from users. As with other aspects of the site, your ads will include a "Like" button people can click that basically gives a vote for your ad to Facebook. The more people who "like" your ad, the more likely it is to win a bid. The best way of getting Liked ads is by having laser targeted ads for your unique services no one else is offering.

Market to Real Estate Investors

If you want to reach local prospects, you need not restrict yourself to only them. Remember that plenty of investors worldwide are buying up foreclosure properties in the US at discounted prices, holding them for a few years, and then planning to resell them once the US real estate market recovers. When creating ads for investors, speak their language. Talk about things like projected ROI, that you have access to tenants, property managers, and so on. Under the interests section, specify that you want people who are investors, not necessarily just real estate investors. Some people who have invested in other areas (e.g. stocks) may be interested in something less volatile like real estate.

If it's your intent to market to a global clientele, Facebook is the place to turn for assistance. This site has 70 different translations available for just about every country on the map. In fact, an estimated 70 percent of the site's users are living outside of the United States. This means Facebook advertisers can target people living just about anywhere in the world or they can attempt to reach them all with a broad-based campaign. Facebook automatically does the translating for your ads into your prospects' first language.

Part 3

Advanced Facebook PPC Ad Strategies

Have Like Buttons Everywhere

Facebook's 'Like' button allows people to indicate the things they like in the Facebook world, whether it is new articles, video clips on people's walls or anything else. The 'Like' button is now being used outside Facebook by search engines as an influential social bookmarking tool. The more popular a site is, the more it means to search engines when it's users bookmark or 'like' the site. Facebook uses the number of likes your website pages get as a way of gauging your prospects interest in your pages. If lots of people like your pages vs. your competitor's page, Facebook will give your ads more impressions even if it means they get less per click than your competitors. Your relatively high # of likes means people are more likely to click your ads, meaning more revenue for Facebook.

So you want the prospects you drive to your landing pages via your ads to indicate they 'like' what you offer. You should have 'Like' buttons in 1-2 places (more if the page is long enough) on all pages on your site. You never know if people will find one of your less visited pages through a search engine.

When people start clicking your Like buttons the number who have done so will start appearing in your Facebook ads. You can tell how influential these likes are in the Social % stat in your campaign reporting. This stat tells you the % of impressions that were clicked due to people seeing how many others 'liked' your site.

Another thing you should do is make sure all of the pages you put a like button on come from the same domain as your website. If your website is johnsmith.com and you are directing people to a landing page with the URL johnsmithcondos.com if people click the like button on that page they'll be voting for a different site than people who click on the like button at johnsmith.com.

Use Pictures Of Notable People In Your Ads

Pictures of famous people do well on Facebook because of the site's overall social focus. If you use a picture of Donald Trump with the headline "Donald Buys New York Real Estate. So should you!" If you have fixer upper properties needing renovations get a picture of Mike Holmes and use the headline "Mike Holmes Makes Money Renovating … So Can You!"

Consider Demographics When Choosing Ad Pictures

It's a good idea to have a picture of your ad's target audience. If it's retired empty nesters have a picture of a smiling, upbeat older couple. If it's first time buyers have a picture of a young couple holding an infant. If it's a luxury home have a picture of an executive type (perhaps with glasses) in a business suit.

Try Advertising Listings

One thing few (if any) of your competitors will be doing is advertising specific listings in their Facebook ads. Virtually all of them will be advertising a type of property (e.g. foreclosures) and linking to a squeeze page seeking your contact info. Advertising a listing can get you pretty good bang for your buck if you're very specific in the ad about what the property is. There's no reason for someone to click the ad if they're not interested in that specific type of property, so you can bet you'll get better prospects than having an ad for foreclosures as with those properties you often get a lot of dreamers who never take action.

It doesn't even have to be your own listing. It can be a home in your farm area you want to become known for (e.g. luxury homes) when you want to move up to dealing with more expensive properties in your area. Also consider advertising your Just Sold homes in the same way.

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When advertising a listing, create the most ads for people in that specific city or town the property is located in. That's where most of the interest usually comes from, so you want to have as many ad permutations as possible.

Appeal to Ethnic Groups

Facebook allows you to isolate people who speak a specific language and have your ads delivered only to people who speak that language. Take a look on Wikipedia about how your farm area breaks down ethnically and then create ads and landing pages written in the top 4 or 5 non-English languages spoken. You don't have to hire a translator to do this. Many free online services are available for doing this translation for you. Babel Fish gives you instant translations between dozens of languages.

Laser Target Your Prospects and Save Money

When you specify to Facebook the demographics and other details about your target prospects it really helps being highly specific in describing exactly who those prospects are. It ensures your ads only appear in front of the best qualified prospects, which lowers your overall PPC costs and increases conversions.

Laser targeting also improves your click through rate because better qualified prospects are more likely to click your ad. A high click through rate (greater than 0.1%) ensures you can pay Facebook a lower price per click yet still get the same number of impressions as ads that cost more per click but have a lower click through rate.

Let's illustrate this trimming down process of your prospect pool with an example.

Say you're a real estate broker in New York City looking to recruit established reps from other local brokerages. You start out with the following criteria for your ad:

Age

Any Age

Interests
Real Estate Broker, Real Estate Sales, Realtor, Real Estate Sales Agent, Real Estate

New York City + people within 50 miles
Total Prospects = 35,280

Now if your office is right in New York City you may want to see how many people are within X miles of the city. By changing this one variable, we get the following results:

- New York City + people within 25 miles – Total Prospects = 28,960
- New York City + people within 10 miles – Total Prospects = 19,920
- New York City alone – Total Prospects = 19,920

So by changing this one variable you've reduced the total number of prospects by 44%.

Let's assume you want to ensure these people are current real estate professionals. In the interest section, there is one category that doesn't fit this description: "real estate." Someone could state "real estate" as an interest in their Facebook profile yet they might not be a real estate sales rep. They might be a home buyer or seller, a real estate investor, or something else that's real estate related but isn't what you're looking for.

If we remove Real Estate from our list our Total Number of Prospects is 4080 people. That's only 20% of our last number, and that's a very drastic reduction in our potential number of prospects. We should consider having some ads with Real Estate as an interest and some without. Some real estate sales reps may not have stated they were sales reps in their profile.

For the ads where we leave Real Estate as an interest, let's start thinking about narrowing things down by age. We might consider only going after an age range that fits the type of rep who's in our office. If we're a tech savvy office with young people under 35 we would have a tough time attracting veteran reps in the 50+ age group who are still relying on traditional methods of doing business, and vice versa. So we might restrict our search to people aged 18-35. That's only 2680 prospects. That's a far cry from the number we started out with (35,280).

These are the numbers we get for the following age ranges while keeping all the other variables we're using the same:

- Ages 18-25 – 9520 Total Prospects
- Ages 26-35 – 14020 Total Prospects
- Ages 36-45 – 8380 Total Prospects
- Ages 46-55 – 4120 Total Prospects
- Ages 56-64 – 1980 Total Prospects

Without Real Estate as in interest we get the following numbers:

- Ages 18-25 – 1300 Total Prospects
- Ages 26-35 – 2380 Total Prospects
- Ages 36-45 – 1980 Total Prospects
- Ages 46-55 – 1300 Total Prospects
- Ages 56-64 – 780 Total Prospects

So when whittling down your prospect pool, the key thing to remember is this: the smaller the number of qualified prospects per ad, the better. The better qualified prospects you have, the better click through rate you'll have, and consequently the less you'll have to pay per click.

Aggressively Screen Out Unlikely Prospects

There's a flip side to creating great ads laser targeted to your best qualified prospects, and that is screening out the people who are close to but don't fit that description. You only want to have your ads in front of the people most likely to buy the type of properties you've listed or in your farm area.
For instance, if you're selling luxury homes it's best to restrict the age range

for such people to 40 or older. Sure, there are some people aged 30-40 who can afford a $2 million dollar home, but there are far more people in that age range who can't, so it's better to cut all of them out. It's likely someone who can afford such a home has post-secondary education, so you should restrict your luxury property ads only to people with this education level.

You also might be able to isolate suitable affluent prospects by attracting people whose interests stated in their Facebook profile indicate their financial stature including "Business Owner", "Executive", "President", "CEO" or other C-Level positions. Try thinking of interests and activities affluent people tend to indulge in such as "golf", "boating", "sailing", and so on. If they're wealthy snowbirds then their profile may include "Florida", "Arizona", "Mexico" or some other popular snowbird winter time destination.

Have Highly Nuanced Ad Pricing

Whenever you look at a large group of prospects, there are usually multitudes of ways of dividing that group of prospects up into smaller groups. For example, you can immediately divide any group in half by separating male from female. Age is another great way of dividing your groups up, as is relationship status. The fewer number of prospects Facebook identifies as suitable for each ad based on your specifications, the better. This is known as taking the Long Tail approach to marketing. Long Tail Marketing is the cornerstone of any highly successful Pay per Click system.

Once you've specified all the demographics of who you want your ads shown to Facebook will suggest the price range for what you should big per click (e.g. $1.00 - $1.50). Presumably the lowest current bid amongst advertisers for your demographic is $1.00 per click, and the highest is $1.50 per click.

This isn't the case. In fact, even if you bid far below the minimum suggested bid (e.g. 30 – 50 cents) you'll still get quite a few ad impressions. The trick is creating a lot of ads at low bid prices. Doing this will give you lots of ad impressions and cost you much less. So for example rather than having 5 ads placed at $1.00, $1.05, $1.10, $1.15 and $1.20, place 30 identical ads as follows using pay per click:

- 10 ads between 30 and 39 cents – ads at 0.30, 0.31, 0.32, 0.33, 0.34, 0.35, 0.36, 0.37, 0.38, and 0.39
- 10 ads between 40 and 49 cents – ads at 0.40, 0.41, 0.42, 0.43, 0.44, 0.45, 0.46, 0.47, 0.48 and 0.49
- 10 ads between 50 and 59 cents – ads at 0.50, 0.51, 0.52, 0.53, 0.54, 0.55, 0.56, 0.57, 0.58 and 0.59

Using this approach I've found my average cost per click rate gets cut in half vs. bidding at or near the suggested minimum bid price. The only problem with using the low ball bid per click method is you won't get nearly as many ad impressions than if your ads are at or near the suggested minimum bid per click. This is why you want to create loads of lowball ads with slight tweaks to the ad headline, body and the image you use.

In general, if you have ads bid at less than 25% of the suggested minimum bid (e.g. 20 cents for a minimum $1 bid) then you'll find your ads get very few impressions. Still, it's worth setting up ads at these lowball prices as you'll get a few very inexpensive clicks from time to time which will lower your overall Average Cost Per Click significantly.

Have Multiple Ads

It's always a good idea to get as many types of home buyers and sellers as possible that fit the demographics of your farm area, so to do that you need to setup different ads for appealing to each type. For instance, for attracting buyers you could have the following domains and resulting landing pages:

- TorontoFirstTimeBuyers.com
- TorontoMoveUp.com
- TorontoPremierHomes.com
- DistressSalesToronto.com

For attracting sellers you could use the following:

- FacingForeclosureToronto.com
- FindTorontoHomeSales.com
- FindMyTorontoHomeValue.com
- LuxuryHomesToronto.com

The best way of testing the effectiveness of your ads is using what's known as A/B testing with multiple ads. This is where you use one ad and then make a duplicate of that ad that's identical in every way except that it changes one variable (e.g. the ad headline). Pay very close attention to these tests and the results for each ad as this is the real nitty-gritty data for understanding what makes your ads effective.

Always Use Squeeze Landing Pages

You don't want people clicking your ad, visiting your site, and then leaving. That's just a waste of money and many people will do this if you don't capture their contact info on your landing page. What you need to do is capture that person's interest by having your ad link to a squeeze landing page. A landing page is the page people get directed to when they click your ad.

A squeeze landing page has a single thing to offer (e.g. foreclosure properties) and the visitor is either interested or they aren't. If your Facebook ad clearly states "Toronto Foreclosure Homes" and someone clicks it then you can bet if your squeeze page describes the exact same thing and only that you'll have a lot of people following through and providing their email address for receiving updates via email on this type of property. Remember, the entire point of your real estate website is building your email database of qualified prospects, and squeeze pages are a very important way of doing that.

The reason they're called squeeze pages is they reduce or 'squeeze' the page visitor's choices down to a single choice, usually a Yes or No proposition. In this case, they're either interested in what you're offering, or they aren't: they're either interested in signing up for receiving the information you're offering them, or they aren't. If you've really laser targeted the prospects who can view your ad then you're more likely to get people signing up for your mailing list than if your targeting was more broad and unfocused.

Make sure you tell your would-be signups what they'll get and how often. Don't offer them 10 different things. Just offer them one thing that directly parallels what your Facebook ad offers.

Try making your squeeze pages truly a single Yes or No proposition by eliminating anything else from these pages that might distract them or cause them to wander away from this page before giving you their email address. If possible, have your website's normal navigation area or menu absent from your squeeze pages. You don't want them checking out the rest of your site until you have their email.

Another way of improving your conversation rate with your squeeze pages is by briefly stating your privacy policy. For instance, "We keep all mailing list members' contact info fully confidential. We will never sell, rent or in any way disclose this information to any third party unless required to do so by law."

Also be sure to have multiple Like buttons on the landing pages for your Facebook ads. Having people clicking your Like buttons, along with a high Click through Rate (CTR), are critical factors in getting lots of impressions for your ads while minimizing your costs per click.

Always Request Their Email Address

One thing that's fundamentally different about using pay per click ads with Facebook and social media sites vs. search engines like Google is what people are trying to accomplish when they use these sites. It's important to

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understand each site has a different purpose and people use them for those specific purposes.

With social media sites people use them for socializing. You could say Facebook is a relationship search engine. That's why most of the sponsored ads on Facebook are ads for online dating sites. Many people cruise around on Facebook looking to meet someone of the opposite (or same!) sex through their friends, family and other contacts, so by having these dating sites ads they're helping many people find what they're already looking for.

But with search engines like Google and Yahoo people are using them for looking for a specific thing, whatever that might be. Since the only thing Google knows about people is the geographic region they come from (and this isn't relevant to many searches) the only thing Google can use to match up people with what they want is the keywords they specify in their searches.

Search engines are laser focused on matching up people only with the searches that best fit their keywords. With Google Adwords they allow you to specify the specific keywords and keyword strings that your pay per click ads will be found under. To determine what words people are using to search you can use Google Wordtracker to see how many searches have been done locally and internationally for specific keywords and keyword phrases.

The key difference between Facebook and Google for real estate professionals is that on Facebook, people may or may not be interested in buying or selling real estate in the near future. But if they find you through Google then you can be sure they went looking for what you offer and found you using keywords related to the home they're looking for. People who find you through Google tend to be more serious about buying or selling real estate immediately than people who find you on Facebook.

In most cases, your Facebook ad's landing pages should be squeeze pages stating what your services are and should request the email addresses of your leads to provide them with information about the farm area. This ensures that if they're at all interested in your offerings that they'll signup to receive your mailings. If your landing page is your home page they may just cruise around a bit but not sign up because their interest level was low and there was no clear call to action, an unambiguous yes or no proposition.

Some people are more comfortable with adding you as a friend on Facebook than giving you their email address since they can hide their email address from you on their Facebook profile and not worry about getting spammed by you or having their email address bought and sold.

Allow people to choose how they want to connect with you: either through Facebook, through email or both. The advantage of adding these people via Facebook is they might stop using the email address they give you sometime in the future but you'll probably always be able to contact them through Facebook.

Experiment with Your Pay per Click Rates

You should understand how Facebook charges for each ad click because what you pay isn't the same amount at any given time. What you pay for each click depends on what other advertisers vying for the same demographic audience at that date and time are willing to pay for their clicks.

Let's say you specify you'll pay 50 cents maximum per click and the next highest competitor today has a maximum bid per click of 40 cents. Facebook would charge you 41 cents for that click – just enough to beat out the next highest bidder. But if next week you still had your maximum bid at 50 cents and the next highest bidder was only for

20 cents then you'd get that click for 21 cents. So Facebook only charges you what you need to pay to just beat out the next highest bidder for the demographic you're going after at that particular date and time. So really keep an eye out for particular dates/times when competition for clicks is minimal and offer more campaigns during those periods.

Once you've specified all the criteria for your ad you'll then be asked how much you want to pay per click. Facebook will suggest to you a range of prices to pay ($X minimum to $Y maximum). Facebook would have you believe that you need to bid within this range to be competitive and have your ad seen. However, it doesn't necessarily mean if you bid below the minimum that you'll get little or no traffic to your website because your ad won't be displayed. After all, Facebook's main source of revenue is these ads, so it's not in their best interest to advise you start your campaigns at a nominal amount per click.

So try out your campaigns starting at very low amounts (less than 50 cents per click), see how many impressions and clicks you get, and let the campaign run for a week or two. Then start another campaign and gradually increase the amount you're willing to pay per click (let's say in increments of 10 cents) and see to what extent paying extra increases your exposure and clicks. If you play with this enough you should find an optimal amount to pay per click that delivers the highest return on investment. The ad posting automation software is particularly valuable for this sort of analysis.

Let's say you have a new listing and you want to start getting lots of impressions as soon as possible. The way to do this is offer a high amount per click for the first click ONLY for all ads you create. Offering a high amount per click will get you lots of impressions very quickly. Once you get a click you'll have established a Click through Rate (CTR) % for your ad, and if your ad is targeted and "Long Tail" enough your CTR should easily be 0.1% or greater. Once you've got that immediately reduce your bid per click drastically – perhaps 30% of what you originally offered. You'll pay a lot for the first click on all these ads but you'll get a lot more impressions a lot more quicker and will be paying far less for subsequent clicks than the first click.

The 0.1% Rule

There are two ways you can pay for ads on Facebook: pay per click or pay per thousand ad impressions. Pay per click is paying a fixed rate you agree to with Facebook when you create each ad and you pay it every time someone clicks your ad. Often you'll pay less than your bid for a click, depending on the competition with other ads and their click bids that also seek your target prospects when your ad is clicked. An ad impression is your ad appearing once on one of your target prospect's screens. If you run ad campaigns for a few days with either payment method Facebook keeps track of your Click through Rate (CTR) regardless of what payment method you use.

If you find over time your Click through Rate is 0.1% then that means for every 1000 times your ad appears one person has clicked it once on average. So if you had paid 50 cents per click it would have cost the same as paying 50 cents for 1000 impressions. So the amount you pay per click when you have a 0.1% average Click through Rate is the same as what you'd pay for 1000 impressions.

Now let's say your Click through Rate is 0.2%. That means you got 2 clicks on average for every 1000 times your ad appeared on screens. If you had paid 50 cents per click you would have paid $1, whereas if you'd paid 50 cents per thousand impressions then you'd have only paid 50 cents. So with a 0.2% average Click through Rate it would be cheaper to pay per thousand impressions than paying per click.

But say your Click through Rate was 0.05%. That means you got 1 click for every 2000 impressions on average. If you had paid 50 cents per click you would have paid 50 cents for this campaign, whereas if you'd paid 50 cents per thousand impressions then you'd have paid $1 for this campaign. So with a 0.05% average Click through Rate it would be cheaper to pay per click than paying per thousand impressions.

So after a few days of having your ads displayed if your average Click through Rate is above 0.1% then using the cost per impressions method will be cheaper than pay per click. If the Click through Rate is less than 0.1% then the pay per click payment method will be cheaper. You'll probably find in most cases your Click through Rate (CTR) is usually below 0.1%, meaning the Pay per Click method will be less expensive than paying per thousand impressions. But if you have a very small target audience based on strict parameters you specify when you create your ad you may find the opposite is true. Experiment and see which payment method works best for you while keeping the 0.1% Click through Rate rule firmly in mind.

CPM Vs. Pay per Click

Your Facebook ad allows you to either pay a fixed amount for each time someone clicks your ad or paying a fixed amount for every 1000 ad impressions (CPM means cost per thousand). One impression is your ad appearing on someone's computer screen once. Be careful in using CPM because your ad can quickly get loads of impressions but relatively little traffic. It makes more sense to use CPM when you have very specific criteria for your target audience, making this audience relatively small.

For instance, you might find that there are 100,000 people in your city and within 10 miles of your city's boundary, but there may only be 5000 people who are over age 50 in your city, only 1000 who state investing as an interest and only 300 who specifically state real estate investing as an interest. Advertising luxury homes or investment properties to these people using CPM might be very effective because your ad would reach all of them fairly quickly. You may not even have to pay that much per thousand for having this ad since it's so targeted. But if you don't pay much for CPM you won't get many impressions, so you need to strike a balance between your CTR and what you'll pay for CPM.

The greater the % of people who click your ad, the more it makes sense to pay per 1000 impressions over paying per click. The % of people who click Facebook ads varies widely – reportedly people are getting anywhere from 0.01% to 3% of people clicking their ads.

So let's consider the two extremes. Say you had 10,000 impressions. If you had 0.01% people clicking that would mean only about 1 click. If you paid $1 per click then you'd only paying $1 for that campaign. If you had 3% of people clicking your campaign that would be 300 clicks costing your $300. Now let's say you were willing to pay $5 per thousand impressions. That'd mean you'd get 10,000 impressions for about $50. Let's say you have a really catchy ad that gets 3% of the people clicking. With 10,000 impressions that's 300 clicks and @ $1 per click you'd be paying $300. So obviously paying per 1000 impressions is quite a lot more economical than paying per click in this case.

Adjusting Your Pay per Click Rate

The amount you specify you'll pay per click isn't necessarily what you get charged for each click. For example, you may have specified 50 cents per click but you actually only get charged 40 cents. When you see your bid amount is higher than what you're charged per click try lowering your bid amount to what you got charged per click. Afterwards keep your eye on the number of impressions you're getting per day at this lowered rate. If the number of impressions remains about the same then lower your bid amount further. Keep doing this until you see a considerable drop in your impressions and then raise your bid amount a few cents to keep getting lots of impressions at a low rate per click. Again, this is where your ad posting automation software and its analytical abilities are invaluable.

Delete Your Unpopular Ads

If you find some of your ads are performing well below your average Click through Rate for all your campaigns then tweak them. If they still don't perform near the average Click through Rate then delete them and understand what factors in the ad are failing. The reason for doing this is a poor performing ad to Facebook is like people clicking an unlike button (this button doesn't actually exist). The more Facebook finds your target prospects aren't clicking your ads or clicking your Like buttons, the less the impressions you'll get and the more it will cost per click or thousand impressions for your Facebook ads. Remember that Facebook gives preference to popular ads that get clicked a lot relative to competitors for the same prospects and have lots of likes. They do this even for less money per click than what your competitors are asking because Facebook makes more money with these popular ads.

Using Advanced Demographics

Age and relationship status – all demographic info stops at age 64

Average conversion rates for pay-per-click advertising run between 2 and 3 percent. This means for every 100 people that see an ad, two to three people actually click through.

Start Low With Bids

Do remember as you set your budget amount that Facebook has a very low entry point for advertisers. You can technically get an ad out there for as little as $1 a day. Facebook tends to recommend a budget of at least $50, but you can adjust up or down based on your own financial requirements.

Offer A Freebie

People reluctant to give out email address. State privacy policy.

Ask any newspaper journalist and they'll tell you the most important part of a story is the headline. If it isn't clear, catchy and designed to entice, readers will just move on to the next one. To create a Facebook ad that truly reels viewers in and gets them reading more and even clicking, you have to start with your headline. 25 characters max

Use Call To Actions

Use words that sell try working important defining words that sell in your headlines. Free, discount, act now and so on catch attention and get people to act.

Keep it free of clutter - Let's say you're selling a child's toy. Using a photo of a single child playing with a toy is a good idea. Opting for a tiny photo with ten kids all playing with toys will make the image hard to focus on and it can cause your message to lose its meaning.

90 characters for ad body

Ask questions and provide the answer If you're selling a product that might solve a viewer's problems, ask a question related to the issue.

For example:

> Got acne? Product X stops it in its tracks. Find out how this new formula beats even T-zone breakouts fast.

Keywords

Use as many as you want

Use Facebook Ad Manager

Allows you to try lots of different things for each variable in the ad (e.g. ad title). Will cost $199

Creativity frowned upon

Facebook is reportedly very strict on what it will allow and not allow in your ads. Further, all ads are reviewed by a person and then either approved or rejected, and what one person may approve, another may reject. So when you use creativity with your ads be sure not to cross the line into being deceptive or using too much hype.

Appeal To Slackers

Facebook has become the bane of many an employer. Many people cruise around on Facebook when they're bored or otherwise unmotivated to work or just feel like daydreaming a bit and wishing they were anywhere else.

CTR percentage

His calculates the amount of times people have successfully clicked versus the number of impressions. This is one of the most important figures to pay attention to. It can help you gauge if an ad is really performing well or is falling flat.

Average CPC

This breaks out how much each click has cost you on average. Spent Find out exactly how much a campaign has cost you to date with this field.

Building Your "Fan" Base

What Facebook's fan pages really enable businesses to really do is take advantage of good, old fashion word-of-mouth advertising. While Facebook is an online "community," it is a community nonetheless.

Think of your fans as your customers in the real world and the millions of other users they are connected to as potential customers. When you wow those you already serve, Facebook makes it very easy for those happy clients to share their pleasure with their own friends. "6 Degrees of separation."