ADVERTISING OPEN HOUSES USING FACEBOOK EVENTS

It's that time of year! Spring officially begins in just a few days. With the warm weather comes the hot Spring market and many, many open houses. With agents competing for clients every weekend, get an edge on the competition by effectively advertising your open house on Facebook.

WHAT TYPE OF FACEBOOK ADVERTISEMENT SHOULD I RUN?

Facebook Ads vs Boosted Posts vs Boosted Events

There are essentially 3 methods of advertising open houses on Facebook: Creating custom ads, Boosting Posts, and Boosting Events. Which one should you choose?

Boosting Posts is the easiest way advertising on Facebook. However, Boosted Posts have two drawbacks: targeting options are somewhat limited and boosted posts generally result in engagements, not actions. In other words, Boosted posts are fantastic for getting likes, shares, and comments, but not necessarily for getting clicks, leads, or sign-ups.
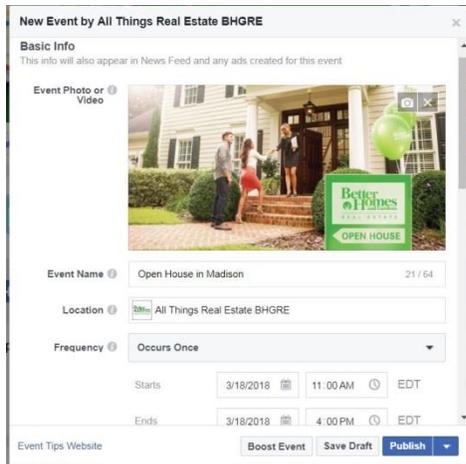
Using Facebook Ads requires a bit more knowledge and time, but the results are worth it! Custom ads are fantastic because they allow for different types of creative (customized images, videos, image sliders, etc.) and the full array of targeting options. However, these abilities require an Ad Manager account and some additional training.

A great middle-of-the-road strategy is to create and Boost Events. Events work well because they are more likely to show organically than posts to your network, allow you to send custom invites to your sphere, allow you to partner with other agents/team members, and offer the same ease of Boosted Posts.

So, if you are an advanced user, go with the Facebook Ads option. If you are just getting your feet wet with Facebook and looking to spend less than $20, opt for the Boosted Event.
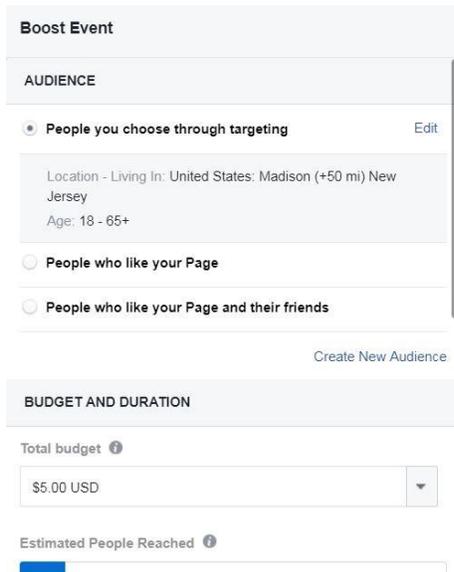
CREATING THE EVENT

Simply create a new event directly from your Facebook page. Just input the basic event info (time, location) and be sure to add an eye-catching image.
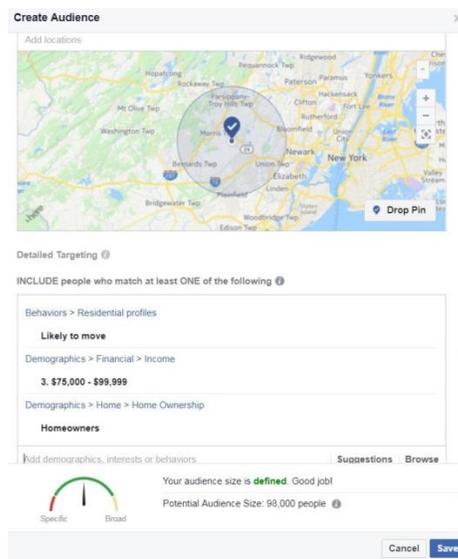

TARGETING THE RIGHT AUDIENCE

After entering your event information, select the Boost Event option. You will then be given automatic targeting options. These options are generally too generic or target people you already know. Select 'Create New Audience'.

Geographic Targeting

The most basic (and essential) targeting option is geographic. You may choose to target a radius around your event. This option tends to work great in more rural and suburban areas. If you are advertising an open house in a more densely populated area, however, you may wish to individually add cities without radius targeting.

Demographic Targeting

Be sure to target basic demographics, including age (generally 25+), home ownership, and income (depending on value of the home).

Behavioral Targeting

Facebook amasses huge amounts of data which allow it to offer some fantastic, real estate-specific targeting options, including Likely to Move and First Time Home Buyers. Both of these options are likely to work well for open house advertisements.

WRAPPING UP

After selecting your audience, simply indicate your budget based on desired reach (number of times your ad will be seen) and boost your post!

Finally, be sure to invite contacts within your sphere to your event (which will help organically show the event to their connections) and add your fellow agents/team members as collaborators. Just like standard posts, the more people that indicate an interest in your event, the more your event will be seen throughout the network.