



For
Real Estate
Agents

The Definitive Guide to Getting More Seller Leads from Facebook

(and special bonus: How to convert them
during your listing presentation)



PERSPECTIVE 3-D
3D & VR SOLUTIONS

To navigate this eBook, please click the arrows on the right and left of the page.
If your browser does not support the arrows, please use the left and right arrow keys.

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Real estate agents - read on to learn how you can use Facebook to build your brand, generate more seller leads, and win more listings. By incorporating dynamic and engaging visual content - including 3D visuals, 2D floor plans, teaser videos, GIFs, 360° Snapshots, and more - you can drive engagement, attract more followers, and crush your competition.

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Create a Facebook Page That Shines



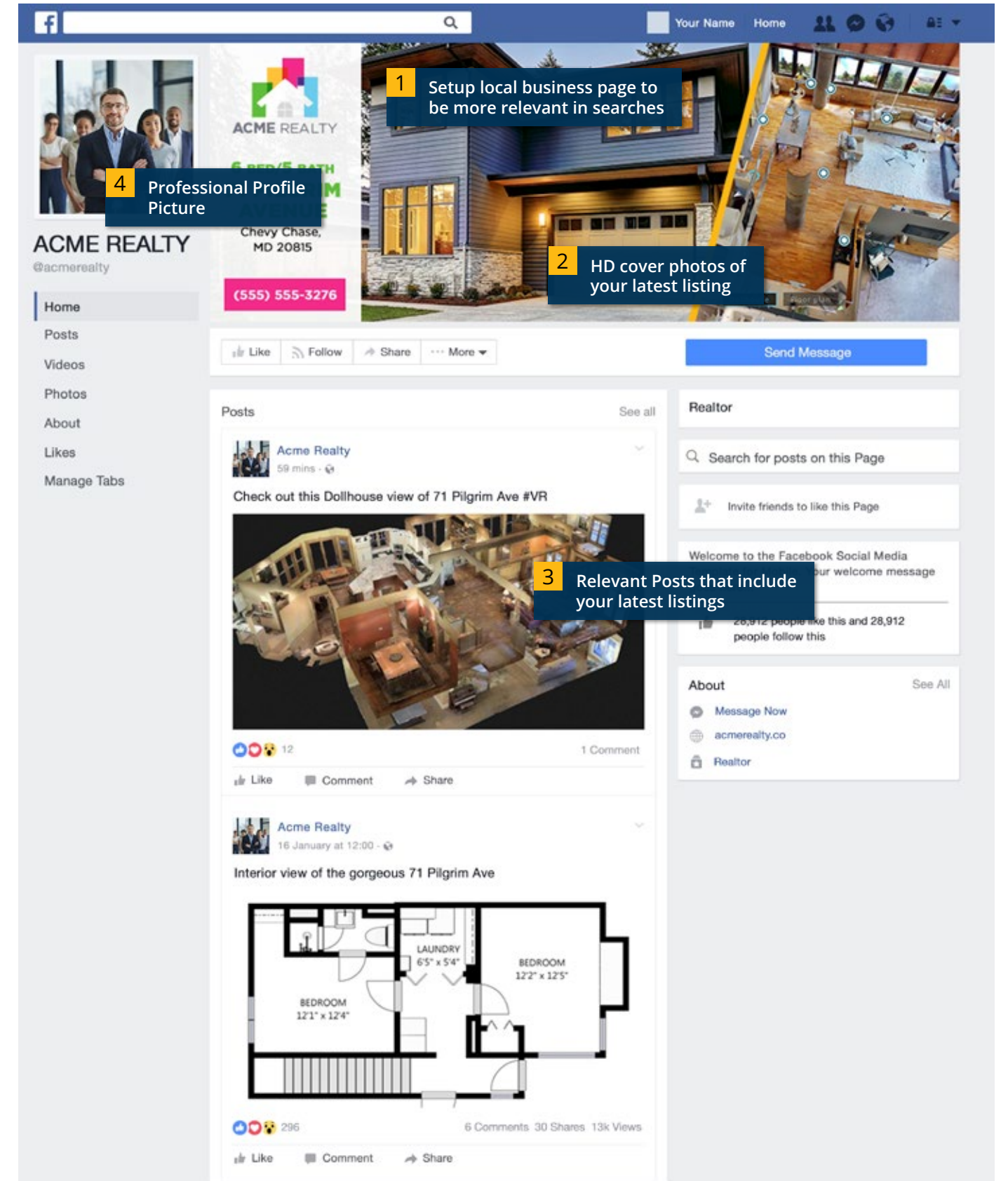


You only get one chance to make a first impression. This is why it's so important that - before you launch a paid campaign - you set up a stellar Facebook page that represents your business well. Facebook Ads aren't the only thing people engage with - every ad you run on Facebook is linked to your Facebook Page (which represents a business or public figure), or your personal page (not recommended), and comes with the opportunity to gain long-term followers who view and share your organic posts - like market tips or future listings in their area.



ProTip

- 1 **Set up a local business page** to be discovered in more relevant searches, and separate your professional and personal profiles.
- 2 **Get creative with your cover photo**, consider changing it up with your current live listings.
- 3 **Post frequently on relevant topics** about local market dynamics, community events, and - of course - new listings, and don't forget to add appealing photos!
- 4 **Use a professional profile picture** with your headshot or a high-res version of your logo.



NOTE

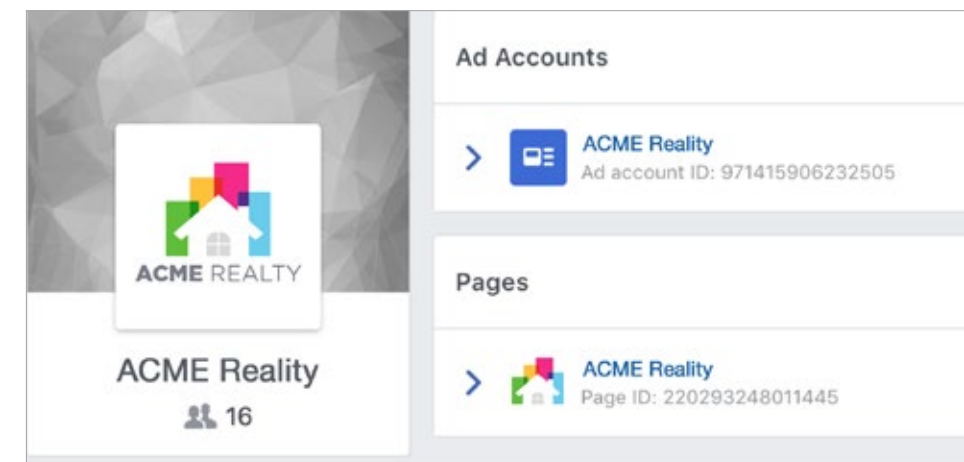
All visual assets here - including the 3D Dollhouse, floor plan, and exterior shot - were generated by a single 3D scan from a Matterport Pro2 3D Camera.



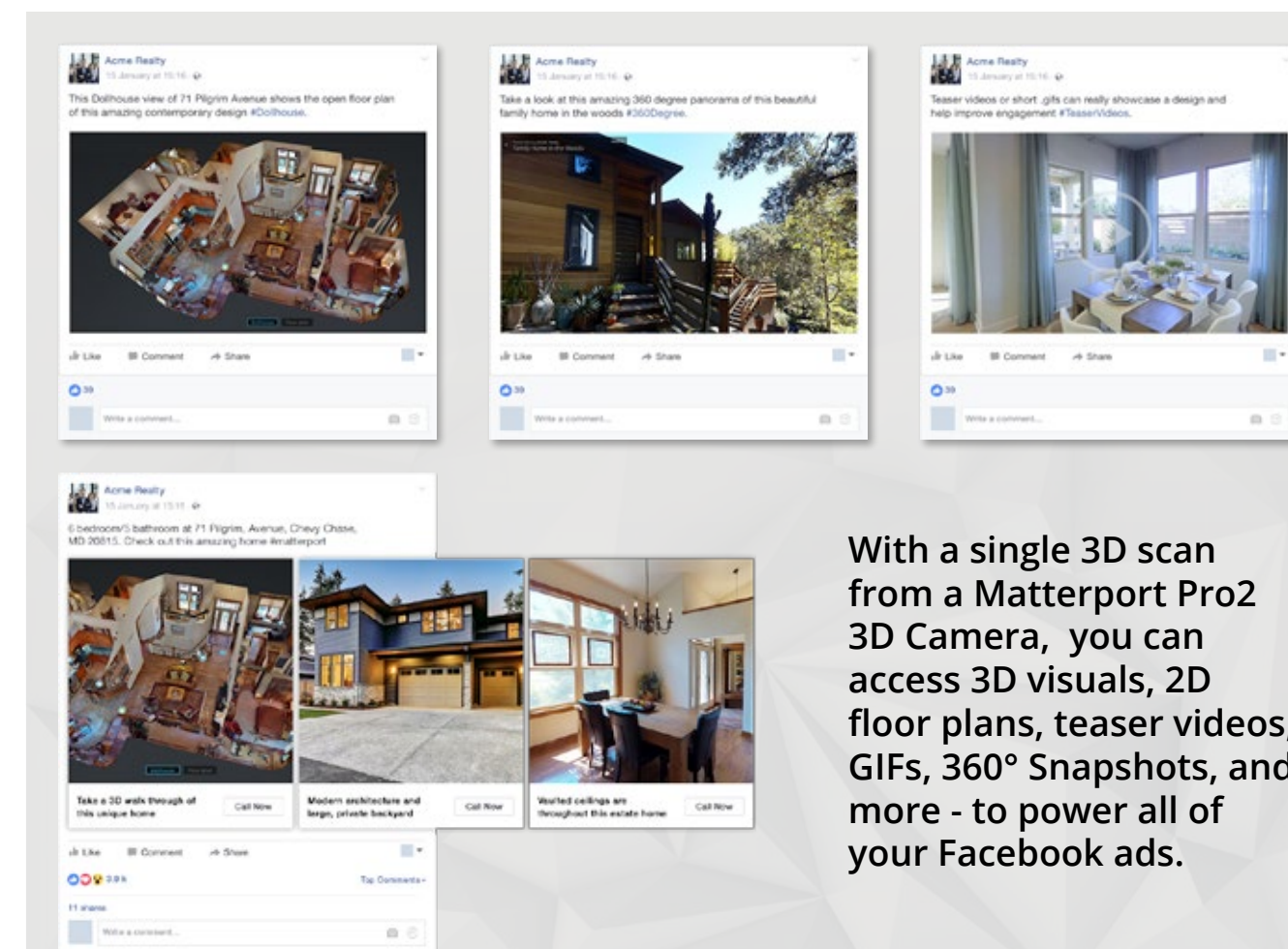
Set up a Paid Facebook Campaign

Set up Your Facebook Campaign

Once you have a killer Facebook page, and have invited all of your existing Facebook friends and contacts to like it, you're ready to launch a paid campaign. This would be to display ads for listings or for your business to potential home sellers and collect their contact information. This ad would drive them to your website (so they can follow it) or a landing page with a form from a CRM like Mailchimp (so you can follow up with them).



Your first step is to navigate to the Ads Manager from your Facebook's Business page.



With a single 3D scan from a Matterport Pro2 3D Camera, you can access 3D visuals, 2D floor plans, teaser videos, GIFs, 360° Snapshots, and more - to power all of your Facebook ads.

Choose an Objective and Audience

The next step is to define your marketing objective - this defines how Facebook will optimize and measure your campaign. For a real estate agent or broker, typical goals focus on getting followers and capturing the contact information of seller leads:

Want to increase awareness of your brokerage or brand within your market (to gain more followers)?

Choose ad types in **Awareness** if you are trying to generate interest in a particular listing or set of listings. These types of ads will cause Facebook to get you the most ad views for the least spend and are typically used by agents just trying to get started. All of these are image-heavy formats which use very minimal text - so choose an image that will get people excited, such as 3D Dollhouses, real estate photos, or potentially a professional headshot. These ads are based on impressions (that is, views).

What's your marketing objective?		
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

- Select **Brand Awareness** if you are trying to get raise general awareness among potential home sellers and buyers. You can still hone in on a target lead persona who is more likely to be in the property buying lifecycle, but with this format your goal should be general awareness, not direct leads.
- Select **Reach** if you are trying to reach the maximum amount of people in your audience. This is casting a wider net to potentially hook more people into your network, but they may be less targeted.

Want to convince home sellers to choose you as their agent?

Choose ad types under Consideration if you are trying to generate more interest in your brokerage. These ads can be useful if you're trying to build your brand reputation and want more people to know recognize your business. If you're a brokerage, you can also use this to drive your thought leadership position in your market.

You may also offer prospects a piece of content, such as a blog post or guide on your local market, to pull in prospects who might be in the market for real estate agent services. To support this, you may consider creating content that would be interesting to a prospective home seller, like...

- "The Best Way to Select a Real Estate Agent"
- "Top 5 Ways to Sell Your Home"
- "North Shore Neighborhood Market Report"





ProTip


The best ads in the **Consideration** category have specific calls to action focusing on messages to people who are ready to list their homes rather than buying homes.



Want to collect the contact information of seller or buyer leads?

Choose ad types under Conversion if you are focused on collecting seller leads for follow up, or buyer leads for a specific property. This format optimizes to get the most people to fill out a form and give you their contact information, or perform another key action on your website.

This is the most important type of ad format for growing your contact list. With this ad format you can focus on generating seller leads and buyer interest, measured specifically in form fills.



Conversions

Get people to take valuable actions on your website or app, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

☐ Create Split Test: Use this ad campaign to test ad set strategies NEW

Campaign Name

Continue

This is the format to choose if you are promoting a single listing or set of listings to a specific audience, or are trying to promote and get signups for an open house.

You should also use this format to generate seller leads - either with Facebook's built-in form functionality or with a form on your website. Typically the best ads in this category have specific calls to action - focusing on messages to people who are ready to list their homes (rather than, for example, content that may interest someone who is thinking of buying a home, but is not yet ready to meet with and evaluate agents).

Note: To successfully run Conversion ads, you must add some tracking code to your website. Many CMS platforms (the software that runs your site) have native integrations for Facebook tracking pixels and other types of tracking, but some do not.

Consult your web developer if you have one to ensure that your pixel is properly installed on your site before running Conversion ads.

Develop a Targeted Audience

On Facebook, you pay per impression - that means every time someone loads a page with your ad on it, you pay Facebook. A rookie mistake is failing to target your ads only to the people who might actually list with you at some point, or may be ready to buy a home.

Facebook includes options that allow you to create different campaigns with different targeting based on age, income, marital status, geography, home ownership status, and dozens of other parameters. If you are promoting your general brand, you'll want to be sure to target people above the age of 25 in the geographies that you service. Depending on your goals, you can create a local (neighborhood) or widespread (city/state) campaigns.

If you are promoting individual listings, you may want to tailor the audience depending on your ideal home buyer profile.

What to do:
Create a campaign targeting ages 28-65 at a neighborhood level to start, and then try expanding your reach and measure the results. If you're promoting a specific listing as part of a specific campaign, consider your audience. If it's a large 5 bedroom home at a higher price point, raise the income level of your audience accordingly. If it's an ideal first-time home, you may want to target younger audiences, or perhaps people getting married or about to get married (another available Facebook audience).

A screenshot of the Facebook Ads targeting interface. It shows the 'Create New' tab with options for 'Custom Audiences' and 'Use a Saved Audience'. Under 'Custom Audiences', there's a field to 'Add Custom Audiences or Lookalike Audiences'. Below that, 'Locations' is set to 'Everyone in this location' with a dropdown showing 'United States'. 'Age' is set to '18 - 65+'. 'Gender' is set to 'All'. 'Languages' has a field to 'Enter a language...'. At the bottom, 'Detailed Targeting' is set to 'INCLUDE people who match at least ONE of the following' with a field to 'Add demographics, interests or behaviors' and buttons for 'Suggestions' and 'Browse'.

Determine Your Budget

We recommend starting with a small budget (\$50-\$100) to learn and test before going full-force. Once you've determined what's working, you can set goals for yourself and ramp up to a higher spend. Some ads will require a certain number of spend (\$5), so be sure to plan your monthly budget or test spend accordingly.


Reduce Friction (optional)


If you're focused on collecting contact information to build your email lists and generate interest in a property, you may consider using lead ads to collect more contact information for less.

Lead ads are a type of ad format that lets a Facebook user fill out a form directly on a Facebook ad as opposed to being driven to your website or a custom landing page where they can receive more information on your services, so it is a great way to boost the number of form fills and widen your audience of potential buyers and sellers.

Just be aware that often home seekers who fill out Lead Ads are less qualified than those who make it all the way to your website lead form, so be sure that you are achieving the goals of your campaign, whether it's growing your list or generating live meetings.

A screenshot of the Facebook Ads targeting interface, identical to the one in the first block. It shows the 'Create New' tab with options for 'Custom Audiences' and 'Use a Saved Audience'. Under 'Custom Audiences', there's a field to 'Add Custom Audiences or Lookalike Audiences'. Below that, 'Locations' is set to 'Everyone in this location' with a dropdown showing 'United States'. 'Age' is set to '18 - 65+'. 'Gender' is set to 'All'. 'Languages' has a field to 'Enter a language...'. At the bottom, 'Detailed Targeting' is set to 'INCLUDE people who match at least ONE of the following' with a field to 'Add demographics, interests or behaviors' and buttons for 'Suggestions' and 'Browse'.

**ProTip**



- ✓ **When targeting, always be sure to check off homeowners**
- ✓ **For demographics, make sure to check off single family homes (or the type of home seller you may want to be targeting)**
- ✓ **For residential profiles, select "Likely to move" and also find the length of residence and select the appropriate range for your market.**
- ✓ **If you find (in your market) that people are less likely to move after 1 year, select something higher. If you find people are more likely to move after 5 years in a home, select 5 years.**

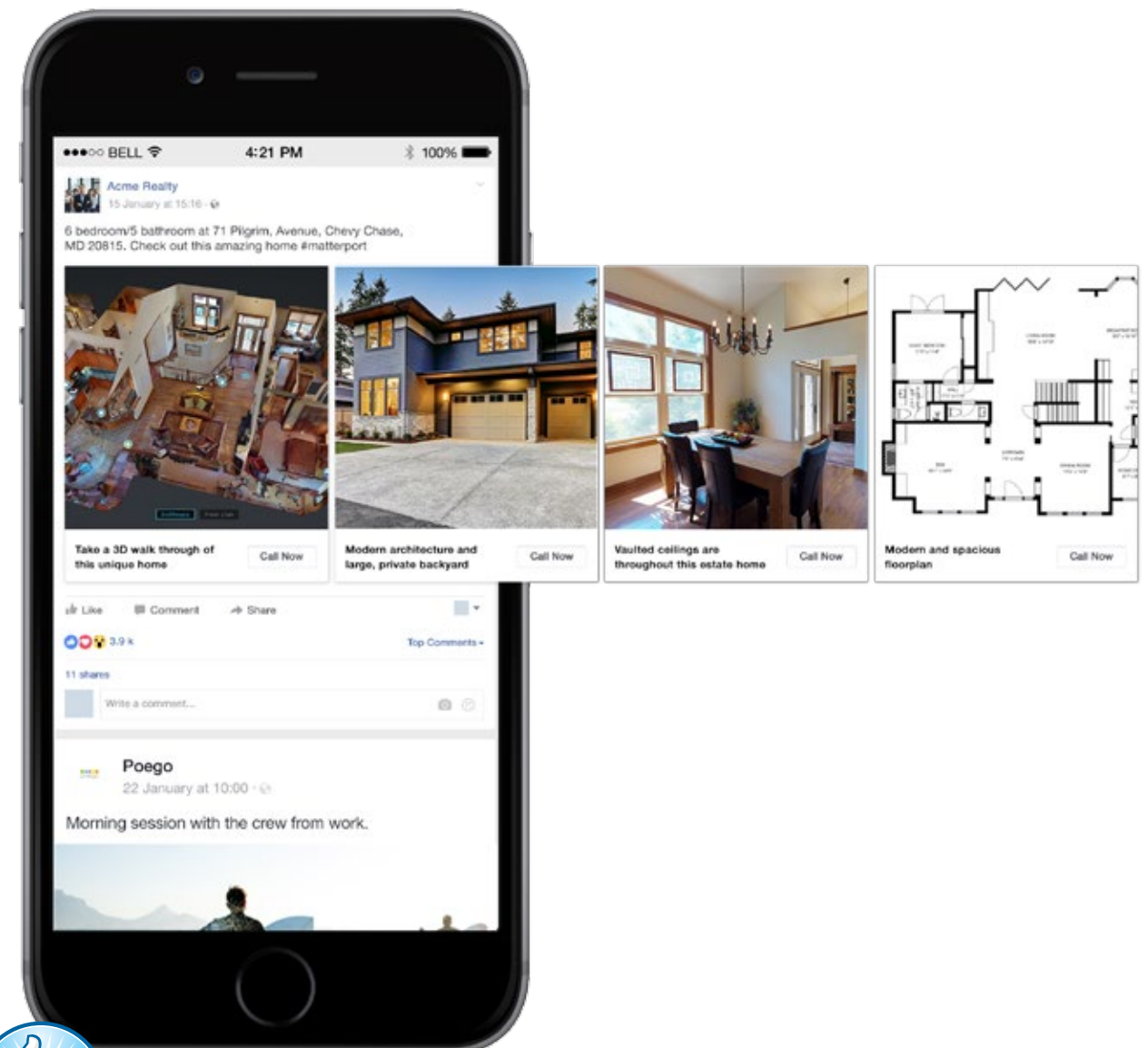


Use Exciting, Engaging Content to Gain More Followers

Showcase Your Listings in Ways That Inspire Clicks

Capture the attention of seller leads by using eye-catching, clickbait content to highlight your listings: hi-res photography, video, 3D tours, links to property landing pages, and links to smartphone-ready virtual reality experiences (like those automatically offered on Matterport tours).

If you are adding visual assets, consider including an entire set of images which span from cutting-edge visuals to traditional 2D floor plans. You can feature multiple images together as a **Carousel Ad** to showcase different views of a property in a single ad.



ProTip

Using automatically generated GIFs and MP4s from your Matterport Spaces is a great way to maximize clicks. Our Teaser Videos are designed to maximize click-through and shares for social posts, and they're automatically generated - without any manual editing whatsoever. You can also try using 360° Snapshots which you can also pull from any scan location from your 3D tour.

Be Experimental

Ads get stale and others are competing for the same eyeballs you are. This means you have to constantly test new ad copy and creative to keep improving results, and to figure out what works best in driving your core metric - whether it's shares, form fills, or inbound calls.

Things to try:

1

3D Dollhouse
Views that will catch their eye



2

360° Snapshots
(panoramic views)
of the interior
to generate
engagement



ProTip

In Matterport testing, 3D Dollhouses have the highest conversion rate out of the majority of 2D visuals - including interior and exterior views.

3

Teaser Videos or GIFs that will pique interest



(Advanced) Connect with a Web Developer

Build a Custom Property Landing Page Template to Drive Traffic to

Generating leads on Facebook is useless unless you are driving them to a page which impresses them and inspires them to work with you. Creating a property landing pages which features a variety of visuals - 3D images, hi-res photos, interactive walkthroughs, 2D floor plans, etc. - is the best way to showcase that you are the only agent which can market their property effectively, get them the most value for their home, and do it in a timely fashion. By connecting with a web developer or by creating a template via WordPress or Wix, you can make the process plug-and-play.



ProTip

Property landing pages are one of the most effective ways to present yourself and your services to a potential client. Matterport allows you to generate every visual asset you would need to quickly and affordably populate a property landing page template.

Use Dynamic Ads for Real Estate

Facebook is ramping up its efforts to cater to real estate professionals with a dedicated ad format, which is very exciting. If you have a web developer resource, ask them to look into developing a feed for the new API for Facebook's new real estate offering.

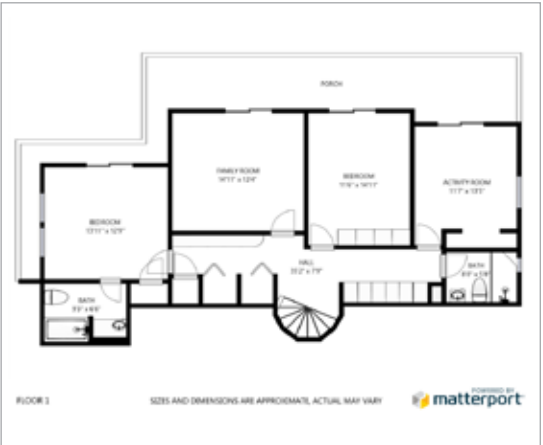


All Your Facebook Marketing Assets from One Place

Every Visual Asset Below Was Generated by One 3D Scan



3D DOLLHOUSES



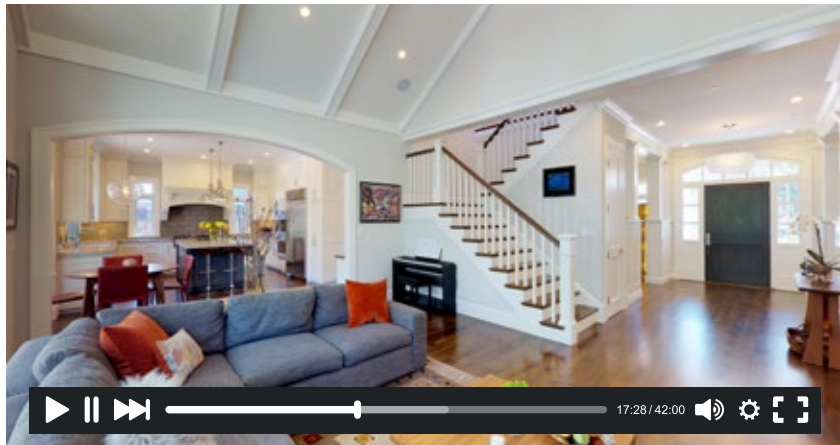
2D FLOOR PLANS



GIFS



360° SNAPSHOTS

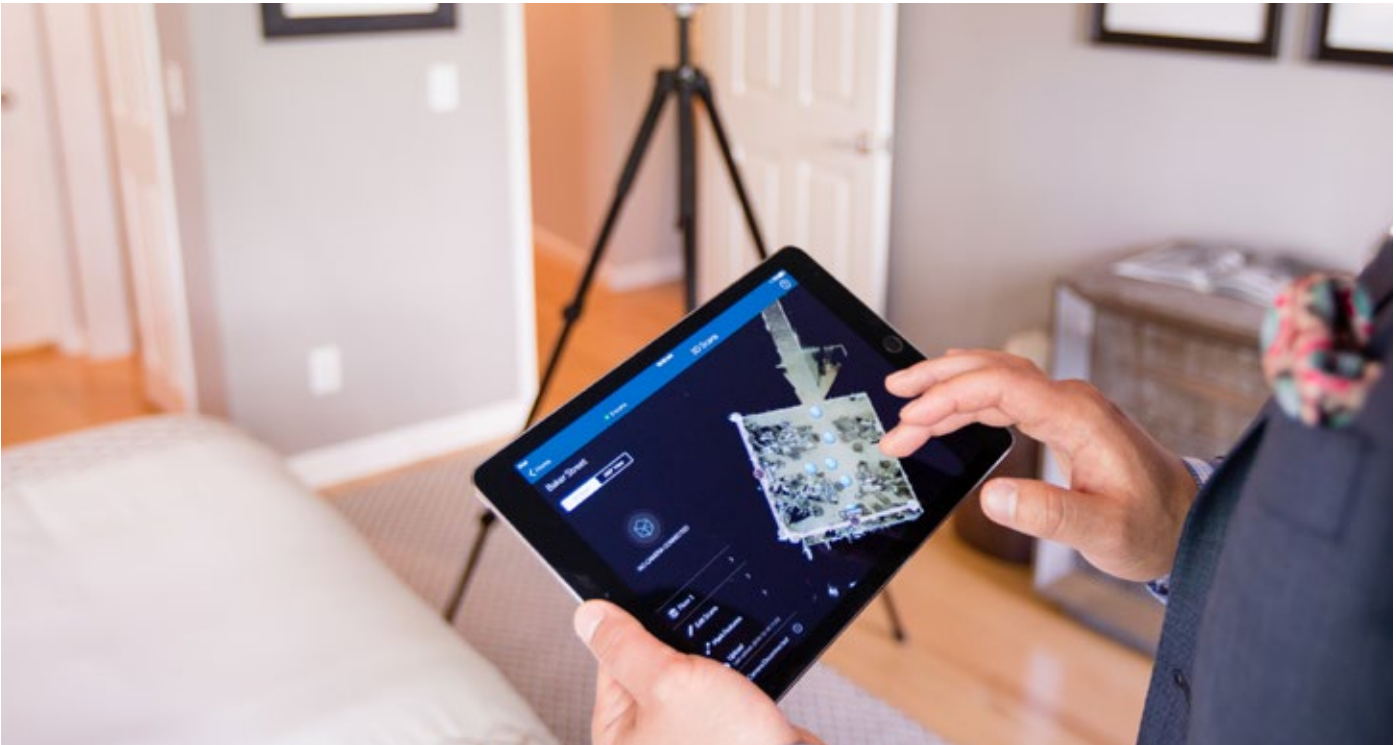


VIDEOS



SNAPSHOTS

Why Choose Matterport



<p>95%</p> <p>more calls about a property featured in 3D versus properties without a 3D tour (realestate.com.au)</p>	<p>95%</p> <p>listing conversion rate for one RE/MAX agent after she began using Matterport in her listing presentation (previously 60%)</p>	<p>74%</p> <p>of real estate professionals say Matterport wins Them more listings (2016 Matterport customer survey)</p>
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- ▶ Get it all with a single 3D property shoot
- ▶ Make 3D Showcase your listing closer
- ▶ Hire a 3D pro



BONUS



Generating seller leads on Facebook is one thing - but closing them is another thing altogether. Top agents use Matterport as their listing presentation closer to wow their seller leads and win that listing. Want to give it a try? Use the free Matterport 3D Showcase for iOS app on iPad or iPhone in your next listing presentation, and wow your prospective seller with one of our demo walkthroughs.



“With Matterport, I improved my listing appointment conversion from 65% to 95% and reduced days on market by 56%.”
- G. Howarth, RE/MAX FIRST CHOICE

“We haven’t lost a single listing since we began using Matterport in our listing presentation.”
- M. McKenna, Keller Williams

Was this helpful? Visit Perspective3-d.com/contact and let us help you win your next listing. We have listing presentation tools for you!



Get Your Listings in 3D and VR

Tap into the Matterport Service Provider Network, to have it done for you.

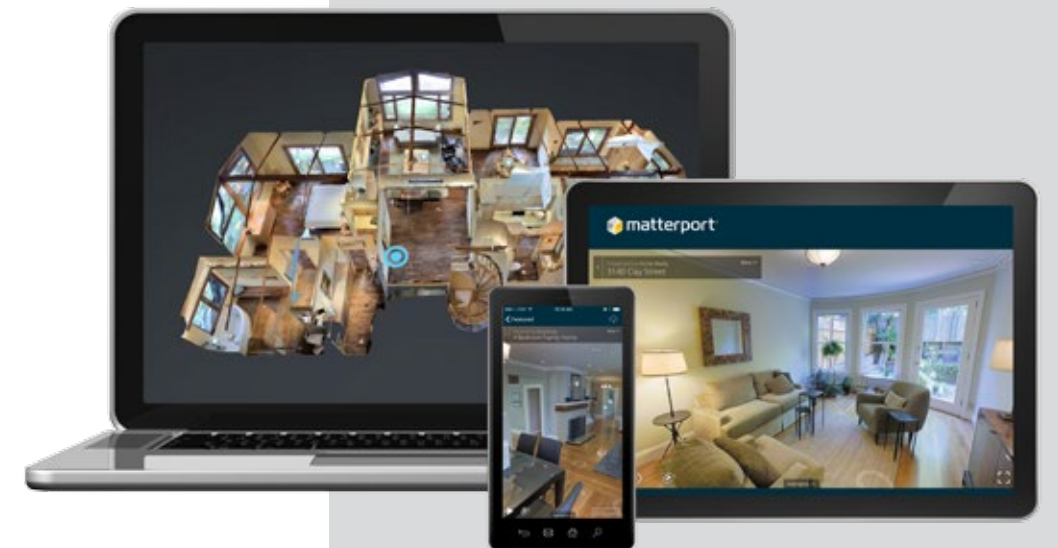


[Click to Get Quote from Service Provider](#)

Congratulations.

You are ready to generate more seller leads on Facebook and win more listings.

Win more listings by showing potential clients how you will use 3D and VR to market their homes.





PERSPECTIVE3-D.COM

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