Leading with Local

UNLOCKING GROWTH FROM NATIONAL TO NEIGHBORHOOD
Today, people hold the power
Once they make a decision, buyers move fast

More than 50% of buyers only talk with one agent before deciding who to work with—highlighting the importance of staying top of mind¹.

People search for homes and rentals on mobile

79% of homebuyers surveyed use an online resource at some point in their search².

74% of renters use their desktop computers to search for homes, 59% use mobile sites and 43% use apps.

Since 2014, homebuyers have used the web or mobile apps to search for home listings more frequently than they’ve contacted real estate agents. The majority of these searches happened on a mobile device.³

76% of Millennial renters turn to mobile to search—versus 61% of Generation X, 35% of Baby Boomers and 24% of Silent Generation renters⁴.

Mobile ads matter more than ever

4 hours are spent on mobile by US consumers each day\(^5\)

1 in 3 “media minutes” will be spent on mobile this year\(^6\)

Nearly

People use their phones to find local businesses like yours

8 in 10 people surveyed interact with local businesses on mobile\(^7\)

3 in 4 Facebook users in the US visit the Facebook Page of a local business at least once a week\(^8\)

Sources: 5. eMarketer (2019) “US Time Spent with Media 2019.”; 6. eMarketer (2019) “US Time Spent with Media 2019.”; 7. Facebook IQ Sources: Local shopping study by Factworks (Facebook IQ-commissioned research study of 1,537 people 18+ across the US, [1,344 monthly Facebook users, 193 non Facebook users] April-May 2017); 8. Facebook IQ Sources: Local shopping study by Factworks (Facebook IQ-commissioned research study of 1,537 people 18+ across the US, [1,344 monthly Facebook users, 193 non Facebook users] April-May 2017).
The changing consumer
Connecting locally matters

42% of online communities are connected by location\(^1\)

50% are connected by interests\(^1\)

64% of US consumers have supported local businesses during the pandemic\(^2\)

Source: \(^1\)Facebook-commissioned online survey of 2,336 online general population respondents per wave, ages 18+, U.S., Wave 1, May 2020. \(^2\)Facebook IQ Source: "Industry Micro-Shifts Monthly Tracker by Kantar Profiles (FB commissioned online survey of general population respondents ages 18+ (N=16,340 cross 3 waves fielded 5/5/2020-7/11/2020, USA)"
Mobile engagement is increasing

+15% engagement with advertisers on mobile during stay-at-home orders¹

4 hours a day in 2021²

People are changing how they browse and buy

78% are purchases are online¹

27% are doing more pre-store research²

+208% YoY growth in “BOPIS” orders in the US³

Source: ¹Facebook data, May 2020. Analysis of Facebook pixel and app events for ads shown to people 18+ on Facebook; ²GWI (survey of 15,274 internet users ages 16-64 in AU, BR, CA, CN, DE, ES, FR, GB, IE, IN, IT, JP, NL, NZ, PH, SG, US, ZA), Apr 22–27, 2020; ³Adobe Analytics, US only, Apr 2019–Apr 2020
Facebook is the platform for real estate shoppers

People are more likely to buy from a brand they follow on Facebook or Instagram than on 6 other popular platforms combined (i.e., YouTube, Pinterest, Twitter, Snapchat, LinkedIn and Reddit)\(^\text{12}\)

65\%

of homebuyers say they’re influenced by their online friends’ homebuying posts on social\(^\text{13}\)

Apply best practices to effectively market on Facebook
Now, let's take a look at some tips to connect with customers using Facebook's different marketing tools, such as Pages, Stories and Marketplace.
Top Providers Initiative is a new effort to help the agents, brokers, and property management companies who make up the core of the local Real Estate industry. We want to deliver on our promise to each of you, that when you consider using a third-party ad tech firm, you know that the solutions they offer are some of the best-in-class tools to help grow your business via Facebook and Instagram marketing.

What is the Top Providers Initiative?

Providers accelerate business outcomes

1. We know you are presented with a lot of options when it comes to running advertising across our platforms with a third party, and the choice can be overwhelming.

2. We want to help you make that choice with confidence by highlighting which companies have adopted what we have learned to be best practices for local real estate advertising over the years.

3. When you see this list, you can trust that our team works closely with these firms, validating their solutions, all with you and your business growth in mind.
Applying best practices can help you make the most of your marketing on Facebook—whether it’s choosing the right ad objectives or measuring how effective your ads are. A Facebook Top Provider can help.

Here is a list of Top Providers for Real Estate Marketing on Facebook and Instagram:

- ADWERX
- BACK AT YOU
- Compass Marketing Center
- evocalize
- Exit
- homesnap
- HomeSpotter
- Inside Real Estate
- kw Command
- megaphone
- MoxiWorks
- REALOGY Social Ad Engine
- realtor.com
- Ylopo
OBJECTIVES

When creating a Facebook ad, you should select the ad objectives that align to your marketing goals. It’s important to know what you want to achieve in order to choose the right objective. Your advertising objective is what you want people to do when they see your ads.

For example, if you want to direct people to your website to learn more, you can create ads using the traffic objective that encourages people to visit your website.

If you’re looking to encourage people to watch a walkthrough of the property or generate quality leads, consider using video view, lead ads and web conversions objectives.

Providers offer the opportunity to advertiser across these three categories:

- Reach/Brand Awareness/ Video Views
- Lead Generation/ Website Conversion
- Traffic (off-site website traffic)
PLACEMENTS

Reaching consumers across the breadth and scope of Facebook, Instagram and Messenger can be a key opportunity to scale business outcomes engaging with potential consumers where they spend their time, no matter the platform.

Top Providers offer the following ad formats for your ads:
- Facebook News Feed
- Instagram Feed
- Facebook Stories
- Instagram Stories
- Messenger Stories
- Facebook Marketplace
- Facebook In-Stream (video ads)
Top Providers Initiative presented by Facebook

**CREATIVE FORMATS**

We have seen that going beyond just a static photo can be a key to ROI and success. Providers need to offer more, taking the hard work off your plate.

Stories and Video are mobile-first formats that can help you engage homebuyers and renters with immersive experiences. Stories are fast, fun, flexible and have many interactive features. Working with a Facebook Provider, you can use Stories and Video to make your listings shine.

**Top Providers offer the following creative formats for your ads:**

- Static image
- Carousel
- Video (slideshow eligible) and Stories
Facebook can be your connection to local consumers
Reach the right people

Get more value for what you spend

Give yourself greater marketing freedom

Connect with the community when it matters most

Make it easier to discover and convert
Reaching a local audience has never been more important.

Americans use Facebook each month on mobile.

Source: Facebook Audience Insights, US only, ages 18+
220M Americans use Facebook each month on mobile

167M Americans use Facebook each day

Source: ¹ Facebook data, Q4 2020. ² Facebook data, Q4 2020.
How can you reach the right people in your neighborhood?

Use global capabilities to power local results

Use the power of machine learning to make your products discoverable.
Efficiency
Digital advertising provides a clearer picture of performance

56% of a brand’s sales lift from digital advertising can be attributed to high-quality creative

Source: SocialCode Facebook ecommerce macro data Jan - May 2017, Facebook study of over 300 multi-cell conversion lift tests.
How can you make the most of your investment?

Re-evaluate your media approach

Measure cross-platform and cross-device performance and adjust your marketing efforts based on real results.

Automate your media for efficiency and cost-effectiveness.

Test new creative strategies and learn from them.
Versatility
Our lives have been fundamentally changed

98%
Say they’ve changed their behavior in some way

90%
Expect enduring changes after the pandemic

VERSATILITY

How can you make changes in the moment?

Build a nimble local strategy

Reduce reliance on national or long-lead media in order to quickly adapt creative and messaging.

Use digital channels to communicate local store hours, closings, available services (i.e., curbside pickup, BOPIS), promotions and inventory.
Build a mobile storefront
Online communities are helping people stay locally connected

From February – May 2020, local groups on Facebook in the US grew their membership by

+15%

Source: Facebook groups data, AU, BR, CA, DE, ES, FR, GB, HK, ID, IN, IT, JP, KR, MX, NZ, SG, TW and US, Feb 23–May 5, 2020. Growth based on comparing weekly local group joins from the first week to the last week during the time period analyzed.
How can you help strengthen relationships with local customers?

Build a mobile storefront

Capture attention and tell your business’ story through immersive formats.

Bring the expertise of your in-store staff to mobile through messaging experiences.

Create content that highlights how your company continues to support the community.

Bring in-store interaction online by encouraging people to engage and interact around the issues your business cares about.
How can you convert customers online?

Make discovery and purchase seamless

Reduce friction across every step of the consumer journey.

Help people discover and buy where they are spending most of their time today.

Connect the right product or service to the right person—even before they search for it.
Connect with your customers, from national to neighborhood.
Thank you