

June 2020

# Real Estate Professionals Guide to Success

EMBRACE MOBILE TO GROW YOUR REAL ESTATE BUSINESS



FACEBOOK



# Introduction



## KEITH WATTS

Head of Industry, Real Estate, Facebook

There's so much opportunity out there to reach more customers and grow your business. At Facebook, we want to help put more time and power back in your hands, so you can focus on your customers. We're here to help you get more leads, close more deals and grow your brand.

80% of agents in the US use Facebook to market homes for sale.<sup>1</sup> Whether you are an agent, a property manager or a broker, you'll find tools and resources here to help you effectively market on Facebook.

While you can independently advertise across Facebook, you may consider partnering with a Facebook Technology Partner or a brokerage solution to get the best possible results with minimal time and effort on your part. Whether it's finding new leads, marketing existing listings or farming your networks, these solutions leverage the latest best practices to make it simple and seamless to achieve your business goals.

Right now is the time to do more with digital marketing tools. While we recognize that physical distancing has affected business as usual, there are real opportunities in local real estate. The vast majority of the steps in buying or renting a home can already be done online. Even steps that were once in-person only can be brought online, like hosting a digital open house on Facebook Live and Instagram Live.

Digital tools can help you win mindshare. That mindshare can turn into market share. Generate leads, build your brand, establish yourself as a local market expert and lean into digital solutions to transform your business. Thanks, in advance, for taking the time to read this. We look forward to helping you grow your business on our platforms and through our partners.

- Keith

---

**Source:** <sup>1</sup> Borrell Associates Inc. (2019) "2019 Real Estate Advertising Outlook."

# Today, people hold the power

Like many industries, real estate has been disrupted by digital technology. Just as the scale and convenience of mobile phones disrupted how people shop and travel, mobile has changed how people browse for homes and rentals.

Buyers used to let agents control their open house visits. Now, they use the internet to search and discover hundreds of listings on their own—then contact the agent if they're interested. Similarly, most renters start the search for their apartments online.

The search never stops because it doesn't have to since people now look for homes anytime, anywhere. Your clients still need your services, but they often do much of the initial browsing themselves—on mobile.

## Once they make a decision, buyers move fast



More than

**50%**

only talk with one agent before deciding who to work with—highlighting the importance of staying top of mind<sup>2</sup>

## People search for homes and rentals on mobile

**79%** of homebuyers surveyed use an online resource at some point in their search<sup>3</sup>

**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.<sup>4</sup>

**76%** of Millennial renters turn to mobile to search—versus **61%** of Generation X, **35%** of Baby Boomers and **24%** of Silent Generation renters<sup>5</sup>

**Source:** <sup>2</sup> The Zillow Group (2019), "Consumer Housing Trends Report."; <sup>3</sup> The Zillow Group (2019), "Consumer Housing Trends Report."; <sup>4</sup> Borrell Associates Inc. (2019) "2019 Real Estate Advertising Outlook."; <sup>5</sup> The Zillow Group (2016), "The Zillow Group Report on Consumer Housing Trends."





### Mobile ads matter more than ever

When it comes to effective advertising, it's all about location, location, location. And that means advertising on mobile, where people spend much of their media time.



3

hours spent on mobile by US consumers each day<sup>6</sup>



Nearly

1 in 3

“media minutes” will be spent on mobile this year<sup>7</sup>

### People use their phones to find local businesses like yours

Mobile has evolved into a primary channel for connecting people with agents. It empowers convenience, personalization and autonomy for homebuyers on the go.



8 in 10

people surveyed interact with local businesses on mobile<sup>8</sup>



3 in 4

Facebook users in the US visit the Facebook Page of a local business at least once a week<sup>9</sup>

Source: <sup>6</sup> eMarketer (2019) “US Time Spent with Media 2019.”; <sup>7</sup> eMarketer (2019) “US Time Spent with Media 2019.”; <sup>8</sup> 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); <sup>9</sup> 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).

# Reach people who matter most to your business

When it comes to getting the word out about your listings, you need to reach the people who matter most to your business.



## People spend their time on our apps



According to eMarketer,<sup>12</sup> the average US adult spends a total of **1 hour and 15 minutes** on social each day.

## Facebook is the platform for real estate shoppers

Facebook isn't just a place to connect or spend time. It's a dominant shopping platform for real estate and more.



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).<sup>13</sup>

**65%** of homebuyers say they're influenced by their online friends' homebuying posts on social.<sup>14</sup>

**Source:** <sup>10.</sup> Facebook data, Q1 2020.; <sup>11.</sup> Based on Facebook data, March 2020.; <sup>12.</sup> eMarketer, (2019) "Time Spent With Media 2019: US Social"; <sup>13.</sup> Social Media Today (2019) "New Study Examines How Brand Engagement on Social Influences Purchase Behavior."; <sup>14.</sup> Chicago Agent Magazine (2018) "Social Media Sparks Millennial Interest in Homebuying."



## Pick the right partner to advertise with ease

If you're looking to scale your business, we recommend that you explore partnerships and native industry tools that can enable you to run sophisticated marketing campaigns with minimal effort required. Many of these solutions are offered either directly through your brokerage, Internet Listing Service (ILS) or with experienced Facebook Technology Partners.

---

Here are some leading companies that offer Facebook marketing solutions for their networks:

- **BHHS:** Automated Advertising Program
- **Compass:** Marketing Center
- **EXIT:** EXIT Ad Center
- **Keller Williams:** Command
- **Realty:** Social Ad Engine
- **Realtor.com:** Market Reach
- **RE/MAX:** Megaphone

### Working with third-party solutions

There are also a number of third-party companies that provide tools and services to get the most out of your Facebook advertising while taking out the heavy lifting for you. Those considering any partner's solutions should evaluate the opportunity with that partner directly.

Facebook's Marketing API allows providers who are not official partners to integrate and provide solutions to real estate agents. Direct the providers you work with to the API documentation. To learn more about what is available, visit [Facebook for developers](#).

# Apply best practices to effectively market on Facebook

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 Technology Partner or a brokerage solution can help.

## Select the right objectives for your ads

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.

### LEARN MORE ABOUT CHOOSING THE RIGHT AD OBJECTIVE

[Explore here](#)

## Clearing up some myths

Some common myths we hear from real estate professionals include:

- |  |                |   |
|--|----------------|---|
|  | <b>MYTH</b>    | “There’s no way to tell if my Facebook ads are even working.”   |
|  | <b>REALITY</b> | A key path to marketing success and business growth is to measure what matters. That goes beyond traditional post-campaign measurement to testing what works, focusing on the outcomes that matter to your business and using the insights you’ve learned to inform strategies. We provide solutions and guidance both natively through our Facebook measurement tools and through our network of trusted partners, such as the solutions we mentioned in the previous section. |
|  | <b>MYTH</b>    | “Status updates and organic posts are as effective as paid ads.”  |
|  | <b>REALITY</b> | Status updates and organic posts on Facebook may not have the same reach as ads. Typically, they’re seen by less than 3% of a Page’s followers.   |
|  | <b>MYTH</b>    | “Boosting a post is the same thing as an ad.”   |
|  | <b>REALITY</b> | While boosting a post is still considered an ad, Facebook ads are created through Ads Manager and offer more advanced customization solutions. There are many advertising objectives to help you reach your specific business goals and the audiences you care about most. Facebook ads can give you more reach and advanced targeting potential.   |

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.



# Build on your brand with Facebook Pages

With a Facebook Page, you can connect with apartment seekers, homebuyers and home-sellers. Nearly **2 in 3 people** who use Facebook across all countries surveyed say they visit the Page of a local business at least once a week.<sup>15</sup>

## The value of Facebook Pages

- Build community value and your real estate brand
- Run advertisements to help drive awareness and sales
- Create demand by helping people discover your business
- Drive consideration by connecting with qualified leads

## LEARN MORE ABOUT FACEBOOK PAGES

Create a [Facebook Page](#) or [learn more](#).

## Partnering to generate demand

A Facebook Technology Partner or brokerage program can help you help people discover and reach your real estate business through your Facebook Page. This includes:

### Making it easy for people to get in touch with you

A partner can add a button—such as Contact Us, Send Message or Send Email—to make it easy for your Page visitors to learn more about your business and inquire about listings. They can also add a Learn More button so it's easy for people to go directly to your website.

### Giving people updates

A partner can help you create posts to stay top of mind with people who are interested in your Page. This includes adding visuals—such as photo and video walkthroughs of your properties—to capture your audience's attention. A partner can also help you promote your posts to reach more people. For example, they could help you post about upcoming open houses, new listings in your portfolio and sales you've recently closed.

### Booking appointments

By [setting up appointments on your Facebook Page](#), a partner can help people book services with your business—to create a more customized and personal experience for your potential customer.

**Source:** <sup>15</sup> "Local shopping study" by Factworks (Facebook IQ-commissioned research study of 10,340 people 18+ across US, DE, FR, UK, IT, ES, PL and CA - 8,878 monthly Facebook users; 1,562 non-Facebook users) April - May 2017



## Drive consideration through lead ads

[Lead ads](#) allow people on mobile to complete forms with just a couple of taps, making it easy to send you their information. Lead ads can help you learn where people are looking for homes, gather information about your customers' budgets, understand where customers are in the homebuying process and schedule home showings.

Lead ads can be a powerful driver of your business goals by helping you acquire new customers and deepen relationships. You can work with a partner to create lead ads, which enable you to:



### Build trust and consideration

by telling people about your brand and enabling them to start the conversation about your listings.



### Deepen relationships

by maintaining ongoing contact with current prospects or customers through relevant experiences that engender long-term loyalty.



### Acquire high-quality customers

who are more likely to be interested in buying or renting a home.



### Acquire more leads

by simplifying lead generation on mobile with pre-populated and easy-to-edit forms—reducing the friction for completing forms.

## Use real estate ads to close deals

Brokers and teams can use real estate ads (previously known as dynamic ads for real estate) to get your listings in front of people who have expressed interest in buying or renting a new property. They enable you to show the right properties to interested buyers based on criteria like neighborhood, price, square footage and more. Real estate ads are only available for brokers and teams. The solution is:



### Scalable

Promote home listings with unique creative without having to configure each individual ad.



### Cross-device

Reach people with ads on any device they use, regardless of their original touchpoint.



### Always-on

Set up campaigns once to continually reach people with the right listings at the right time.



### Dynamically relevant

Show geographically relevant ads based on your customers' intent signals with real-time pricing and availability.

Dynamic ads use machine learning to automatically deliver predictive, relevant ad content to people based on their behaviors, interests and intent. Real estate ads are dynamic ads, which leverage cross-device intent signals to dynamically promote relevant listings from your real estate inventory with unique creative on Facebook, Instagram and Audience Network.

Using the Facebook pixel and SDK, real estate ads will build in-market audiences of people who have browsed specific properties on your website or mobile app.

Facebook then dynamically matches listings from your catalog to this audience based on price, size, neighborhood and other attributes.

For example, a person who has been browsing 3-bedroom houses in Austin, Texas will automatically have relevant listings within their budget retargeted to them, which can drive them to your website to learn about relevant homes or submit a request for more information.

**LEARN MORE ABOUT  
REAL ESTATE ADS**

[Explore here](#)



## Bring your listings to life with mobile video

Mobile has changed the way that renters and buyers browse for homes and connect with agents. Central to this shift is mobile video. You can create mobile-first video ads and experiences to attract more attention for your listings and bring your digital home tours to life.

### Why use video?

- There are an estimated **235.1 million** video viewers in the US—nearly **83%** of Internet users<sup>16</sup>
- Digital video ad spend in the US will reach **\$58.39 billion** in 2023, growing at double-digit percentages year-over-year during the forecast period<sup>17</sup>

### Boost digital curb appeal

Mobile video is growing among real estate consumers.

- **86%** of prospective homebuyers say they'd use mobile video to learn more about a specific community they're considering<sup>18</sup>

Mobile video grows awareness and interest in real estate listings because it delivers visual information in vivid and experiential ways.

- There's a **17%** higher conversion rate for static-plus-video campaigns, when compared to static image-only campaigns<sup>19</sup>

### Video best practices

But not all video ads are created equal. In order to capture attention, it's critical for advertisers to adopt a mobile-first strategy and create video ads that fit seamlessly into the mobile content consumption experience.

Mobile-first video is video that is 15 seconds or less OR vertical aspect ratio (4:5 – 9:16).

---

“Video-rich advertising isn't just a distant possibility on the horizon—the tools and formats agents need to bring interactive, engaging home listings vividly to life are readily available and easy to use today.”

— Keith Watts, Head of Industry, Real Estate

---

### EXPLORE MORE BENEFITS OF VIDEO ADS

[Learn more](#)

**Source:** <sup>16</sup> eMarketer (2019) “Q1 2019 Digital Video Trends.”; <sup>17</sup> eMarketer (2019) “Q1 2019 Digital Video Trends.”; <sup>18</sup> AdWeek (2019) “How Social Media is Being Used to Sell Real Estate.”; <sup>19</sup> Facebook IQ (2018) “Creative Considerations for Driving Action.”

# Create immersive real estate experiences with Stories

Stories is a mobile-first format 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 Technology Partner or brokerage solution, you can use Stories to make your listings shine.

# 62%

of people who use Stories across Facebook apps said they have become more interested in a brand or product after seeing an ad in Stories<sup>20</sup>

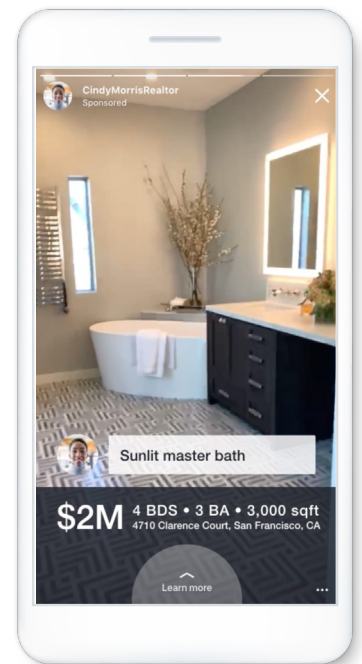
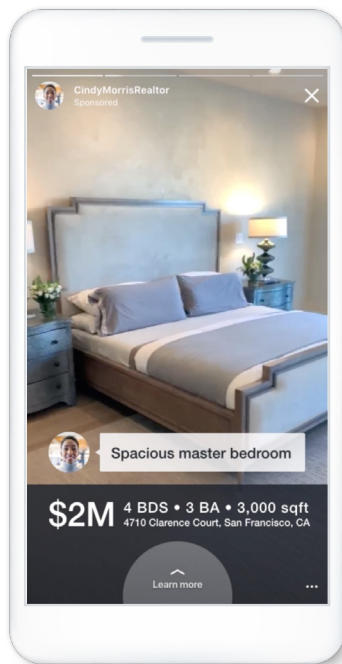
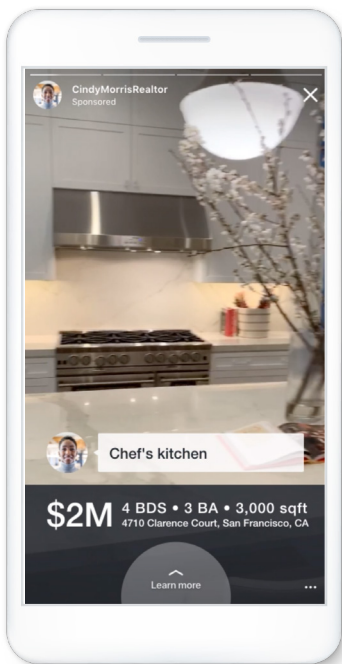
## Why use Stories?

Each day,

# 1B

Stories are shared across the world and across Facebook apps<sup>21</sup>

Stories are created specifically for mobile and vertical orientation—the way people actually hold their phones. And studies show that people care about Stories because the format helps them experience new things, feel closer to friends and feel part of a larger community.



Source: <sup>20</sup> Facebook IQ (2018) "Why Stories is a Format that Can Help Marketers Promote Brands."; <sup>21</sup> Facebook internal data (2019)



## Succeeding with Stories in real estate

A Nielsen Catalina study showed that **56%** of a brand's sales lift can be attributed to the quality of their creative.<sup>22</sup>

We've found that people are most interested in seeing Stories from brands that are quick and easy to understand (**52%**), feature sales/promos (**50%**), introduce new products (**47%**), feel real (**46%**) and offer tips/advice (**46%**).<sup>23</sup>

### Creative considerations

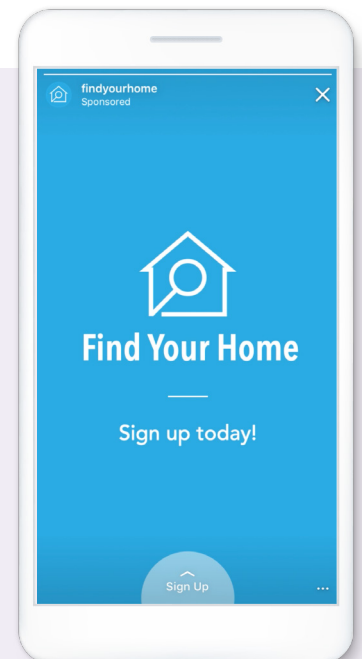
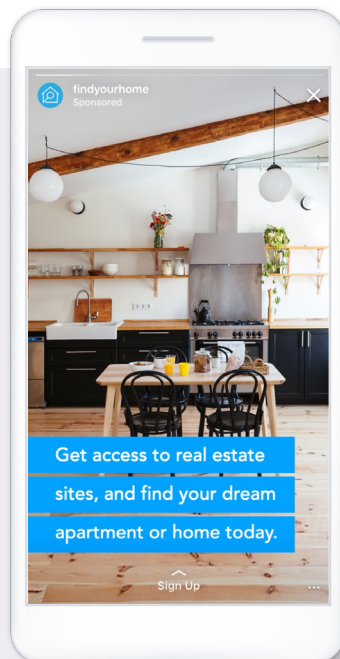
Turn any existing creative asset into a native ad in Stories or create new content tailor-made for Stories. You can customize [your ad creative for placements](#) or find help through a Facebook Technology Partner or brokerage solution.

### When creating Stories:

- Consider keeping attention with speed, creating for Stories first, using multiple scenes and enhancing static with motion
- Experiment with capturing everyday moments and mixing/matching video and static
- Enhance your existing creative with Stories features like filters, geotags, hashtags, music and GIFs

### LEARN MORE ABOUT STORIES

[Learn more](#)



**Source:** <sup>22</sup> Nielsen Catalina Solutions (Aug 2017), "Five Keys to Advertising Effectiveness: Quantifying the Impact of Advertising on Sales"; <sup>23</sup> Facebook IQ Source: Facebook Stories survey by Ipsos (Facebook-commissioned survey of 1,603 people ages 13-54 in the US), Aug 2018. All participants surveyed reported they use Stories on at least one Facebook-owned app (Facebook, Instagram, Messenger, or WhatsApp) at least once per week.

# Use live video to host an open house or apartment showing

You can make the most of Facebook Live and Instagram Live, which are video-first solutions that can help you connect with real estate buyers or renters. These can be especially important when in-person open houses are not an option.

By going Live, agents and property managers can take clients on a tour of a listing during a real-time, interactive broadcast—a virtual open house. You don't need a fancy camera or crew, just a smartphone. A partner can help you make the most of your Live open house. Here are some tips to consider:

## 1

### BEFORE OPEN HOUSE

- Send an email blast to your network letting them know when to tune in to your Facebook Page for the Live—include a link to your Facebook Page. Post those same details on your website and your listings.
- For Facebook Live, use Facebook Events to get your open house on calendars, send updates and reminders. For Instagram, try using the countdown sticker in Stories or posting on your Instagram Feed.
- Directly reach out to potential buyers from your open house and invite them.

## 2

### LIVE OPEN HOUSE

- Plan your virtual tour like you would an in-person tour. Consider where you will go first and what you will highlight in each room.
- Begin by introducing yourself, sharing your credentials and saying what's great about the home.
- People may come in and out, so periodically remind people who you are and what property you're touring.
- Interact with your audience by building in time in each room to pause and answer questions from the comments.
- For Instagram specifically, try a Live Q&A. Either ask questions during the stream or use the Questions sticker in Stories to source questions beforehand.

## 3

### AFTER OPEN HOUSE

- After the Live stream is over, the video becomes on-demand content, which can then be shared, downloaded, edited and re-purposed. It is very likely that even more people will see your Live tour after you're finished.
- Use links to the "Live After" video on your listings and send to clients who missed the tour.
- Save your Live video to edit. You can use shorter clips to post on your page. Think of these as house highlights.
- Use comments from the audience to gauge what type of information they are looking for about the property. Tailor your future messaging based on the comments.
- Follow up with your prospects on Messenger. They may eventually be interested in putting in an offer.
- For Instagram Live specifically, save your Live video and upload it to Stories.

## Tips and ideas for Live

- Test your connection throughout the house so you know if there will be any connectivity issues.
- Turn off notifications before you broadcast.
- When you're in rooms, consider placing the phone on a tripod for stability while you speak.
- As you are walking or panning through a room, go slower than you think necessary, as fast jerky actions can be disorienting. Consider using a stabilizer.
- Have the listing information handy in case you get a question.
- Watch some other home tour videos. Note what you like and what you think doesn't work.

## Consider sharing a video on IGTV

Another way to go deeper with your audience is by sharing longer videos around topics related to your real estate business. IGTV is full screen (vertical or horizontal) and videos can be up to 1 hour long. A partner can set you up with your own channel on IGTV that gives you more opportunity to be discovered by customers. You can engage people by publishing original content, and using sound, editing and graphics techniques to make your IGTV stand out.

## Getting started

To go Live with Instagram, swipe right from Feed to open the Stories camera, then tap "Live", then "Start Live Video."

Here's instructions for [going live with Facebook](#).







## Rent more properties on Marketplace

With Marketplace, you can get your rental property inventory in front of people where they're already searching for homes. In fact, **1 in 3** people on Facebook in the US use Marketplace each month.<sup>24</sup>

### Why use Marketplace?

Millions of people are visiting Marketplace every month to discover and buy items in their local neighborhoods and cities. As a property manager, agent or landlord, you can tap into this growing community by working with one of our listing partners or listing inventory directly, which will help you promote your properties, capture leads and connect with new tenants. By listing your properties on Facebook Marketplace, you can:

- Grow your renter base
- Target browsers on the go with mobile-friendly listings
- Give potential renters useful property information on a detailed listing page
- Answer renters in real-time with an instant lead form

**Source:** <sup>24</sup> Facebook data (Sept 2019)

### How can you list on Marketplace?

#### List directly

Directly upload your listings on a manual, one-by-one basis from your phone or desktop using a Facebook Business Page.

#### Automated upload

We work with a [range of partners](#) to help property managers, agents and landlords automate listing uploads, inventory management and lead management using their existing workflows.

### Marketplace listing best practices

- Provide as many high-quality photos as possible
  - Listings with 15-20 photos tend to perform better (you can include up to 50)
  - Photo resolution should be 960x720 or greater
- Write a complete property description
- Respond quickly to rental leads

### LEARN MORE ABOUT MARKETPLACE

Visit our [informational site](#) to learn more about Marketplace for real estate.



# Exploring real stories of success with partners

Using Facebook ads and marketing tools, digital platforms like CINC and Ylopo partner with local real estate agents to help them achieve their business goals—whether it’s getting more leads or helping close deals. Let’s take a closer look at what they did.

## CINC helped a local agent get 385 new leads using Facebook

CINC (Commissions Inc.) helps real estate agents capture and manage leads to drive new business growth. CINC wanted to help one of its clients manage leads and shorten the average buying time by keeping potential buyers continually engaged with the client’s real estate website as the leads moved from consideration to purchase.

CINC’s ListCast product used Facebook real estate ads (previously known as dynamic ads for real estate) to help its agent clients reach new leads. Real estate ads not only help ensure that potential leads receive listings that they will be interested in—they also inspire existing leads to continually revisit agent websites.

For this campaign, CINC first delivered lead ads on Facebook to people who’d already visited the website of one of its clients, but hadn’t registered. These ads continued to reach people over a 30-day period, with the goal of driving them back to the client site to complete the registration form.

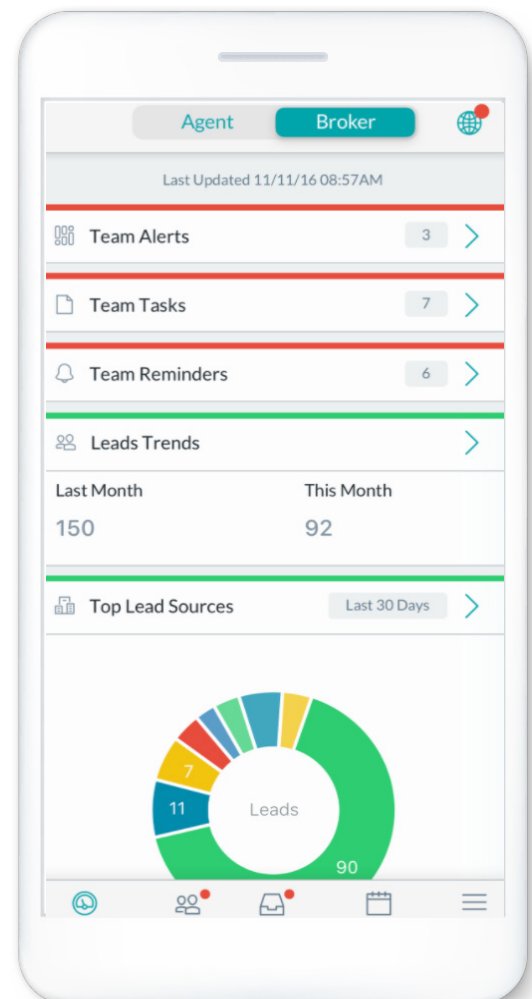
Facebook real estate ads helped CINC’s client drive more website visits for less money. Between April–September 2019, the campaign achieved:

**13.8X** return on ad spend from Facebook real estate ads

**385** new lead signups from Facebook real estate ads

READ MORE ABOUT THEIR SUCCESS [HERE](#).

**CINC**

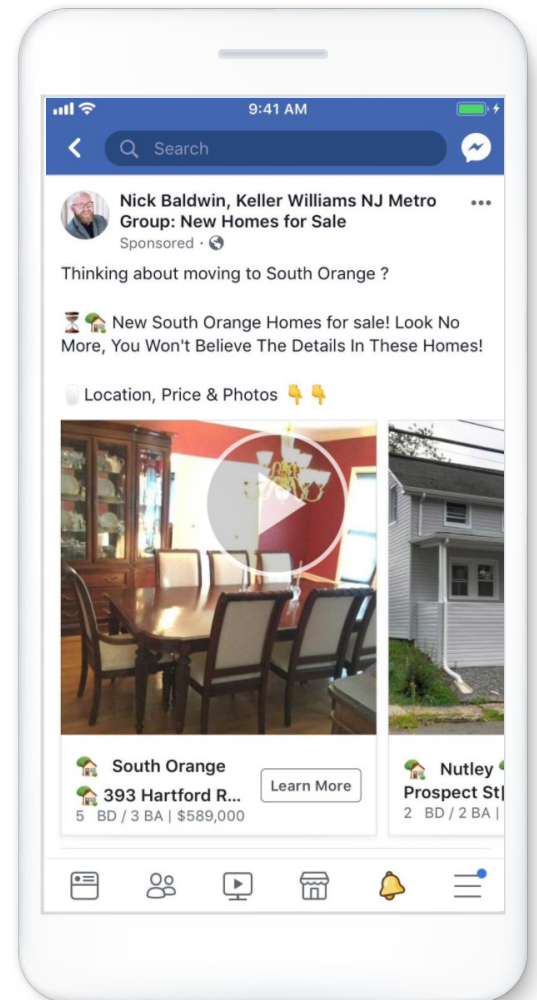


## Ylopo generated high-quality leads for an agent at lower costs

Ylopo is a digital marketing technology platform serving real estate agents. Ylopo wanted to generate high-quality prospective homebuyers for its client, a high-performing real estate agent and team leader in New Jersey. When Facebook provided an updated solution to pair dynamic ads for real estate with lead ads, Ylopo jumped on board.

Real estate ads show people home listings based on homes they might be interested in, while the lead ad can deliver higher-quality contact information by pre-filling details from the information people have already shared with Facebook, such as name, email address and phone number. By combining these two products, businesses can help capture better leads at a lower price.

Ylopo's March 1-31, 2018 campaign combined the power of real estate ads with lead ads and brought the realtor better leads at a lower price.



### Results include:

# 7.6X

return on  
ad spend

# 24%

lower cost per lead  
than lead ads alone

# 43%

lower cost per lead  
compared to leads from  
other display and paid  
search channels

READ MORE ABOUT THEIR SUCCESS [HERE](#).

## Homesnap finds renters for single-family homes on Facebook Marketplace

Homesnap offers lead generation and marketing services to real estate professionals. Real estate professionals share property listings on MLS databases for specific markets so other agents can find them. Homesnap wanted to help its clients get more exposure for the single-family home rental listings in the MLSs since these rentals are not typically posted or prominently featured on traditional rental-property portals.

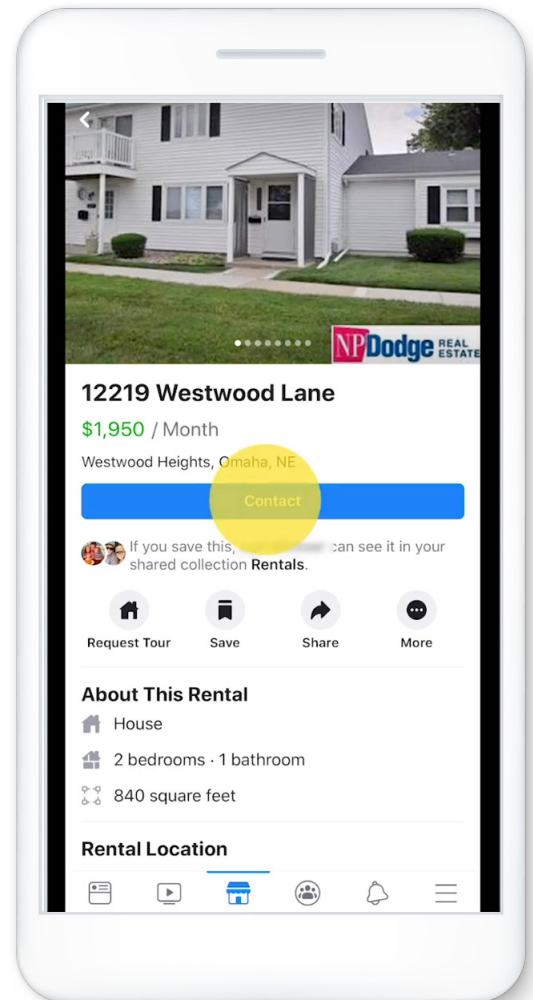
To help agents and brokers reach more renters, Homesnap turned to Facebook Marketplace, a commerce destination visited by millions of people every day. As a real estate listing partner on Marketplace, Homesnap began posting its MLS partners' rental inventory on the platform, helping agents and brokers tap into a targeted and relevant audience.

Homesnap plans to list rental inventory in additional markets on Marketplace, as the commerce platform has proved its extensive reach and value by delivering:

**9.8X** average increase in the number of inquiries from potential renters across US markets<sup>25</sup>

**4.3X** increase in rental listing views<sup>26</sup>

READ MORE ABOUT THEIR SUCCESS [HERE](#).



**Source:** <sup>25</sup> Data applies to period between July 1–October 30, 2019 and reflects an average increase among dozens of MLSs, comparing 30 days of their Marketplace go-live versus the previous 30 days; <sup>26</sup> Data applies to period between July 1–October 30, 2019 and reflects an average increase among dozens of MLSs, comparing 30 days of their Marketplace go-live versus the previous 30 days.

## BoomTown ROI drives more high-quality, inbound lead calls

BoomTown ROI is a leading sales and marketing platform that helps real estate professionals manage their online marketing. To boost inbound calls and close more sales, it hired Invoca, a call intelligence company that provides insights into incoming phone calls and conversations.

BoomTown ROI knew it can start a conversion more effectively by immediately taking a call from an interested agent, rather than responding later to a lead form submission. That's why it wanted to increase the number of calls to its sales team to accelerate its sales process.

The company moved its advertising focus to inbound call leads by using video ads to promote its app, BoomTown NOW. It partnered with Invoca, whose integration with the Facebook Offline Conversions API lets businesses see how their Facebook ads are driving call center calls and sales. To reach real estate agents, the team built a Custom Audience of people who had subscribed to the BoomTown ROI blog and submitted forms through its Facebook campaigns from the last quarter of 2016.

The 6-month campaign between January–June 2017 brought in more calls and helped BoomTown ROI's sales reps close more sales faster, resulting in:

# 63%

increase in total call volume

# 82%

lower cost-per-call acquisition

# 35%

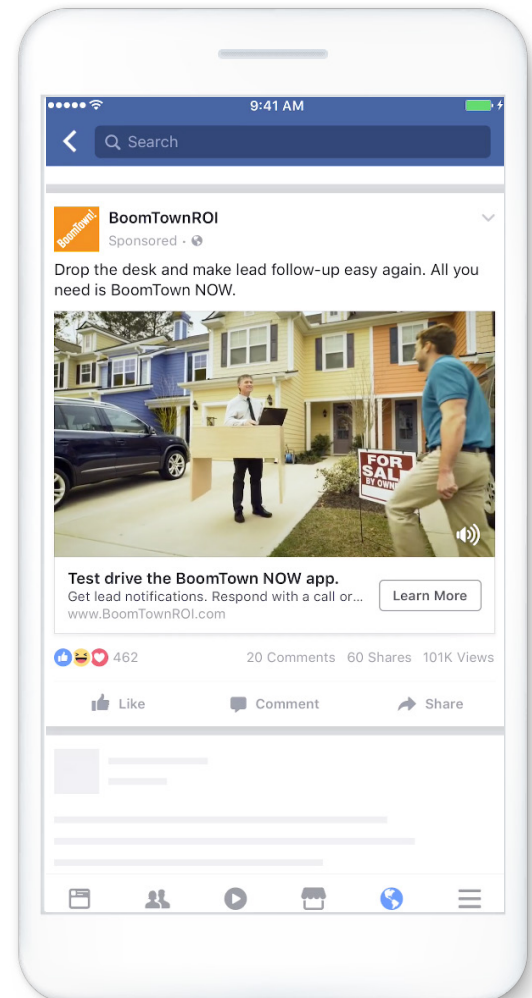
increase in won deals from leads that originated as a call

# 20%

increase in revenue

READ MORE ABOUT THEIR SUCCESS [HERE](#).

## BoomTown!





## The next step

There are a lot of great options for local real estate professionals to grow their businesses with Facebook. By creating compelling digital and mobile experiences, you can market efficiently and effectively to achieve your business goals. With the right partner on your side, more engaged customers, more leads and more deals can be just around the corner.

