

bespokemedia

l e a d  
g e n e r a t i o n

**we are committed to your social  
media excellence**

# what is a lead generation campaign

A social media lead generation campaign is a marketing effort aimed at attracting and converting prospects into leads, using social media platforms.

It typically involves creating and sharing content on social media, running paid ads, and engaging with potential leads in order to collect their contact information.

The goal of a social media lead generation campaign is to build a list of interested and qualified prospects who can be nurtured and eventually converted into customers.

This can be done through various tactics, such as offering gated content, hosting webinars or events, or running contests or giveaways that require users to provide their contact information in order to participate.



# costs of lead generation campaigns

the daily minimum cost per ad spend per day has increased from \$1.81c to \$4 per day since this time last year

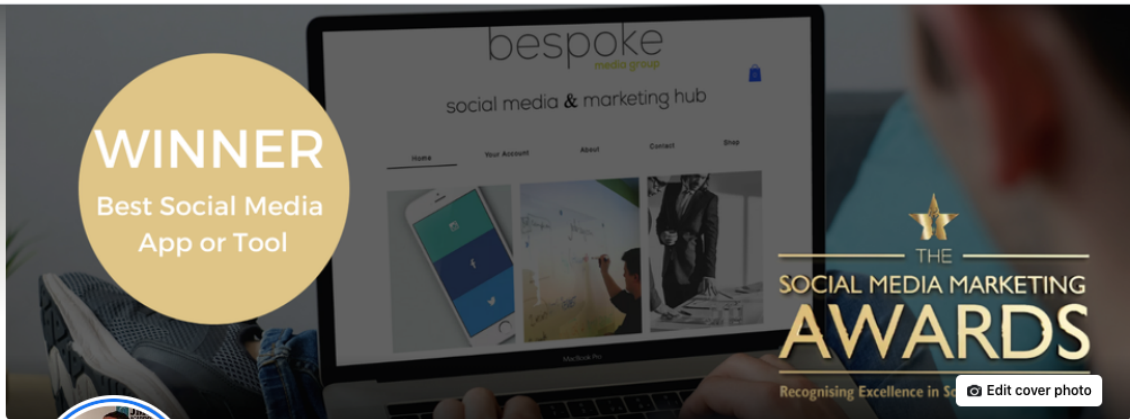
this is due to people leaving the platform, increased advertising and trying to reach the same amount of people. That's right, an increase to reach the SAME amount of people as this time last year.

# let's set up an ad

facebook



- Manage Page**
- Nic Fren
- [Promote](#)
- Home
- Professional Tools**
- Professional dashboard
- Insights
- Ad Center
- Create ads
- Create Automated Ads
- Boost Post
- Boost Instagram Post



**Nic Fren**

1.7K followers · 116 following



- [Edit](#)
- [Manage](#)
- [Create ads](#)

- [Posts](#)
- [About](#)
- [Mentions](#)
- [Reviews](#)
- [Services](#)
- [Reels](#)
- [More](#)

## How healthy is your Page?

Complete these actions to keep improving Nic Fren.

Page health: excellent



What's on your mind?

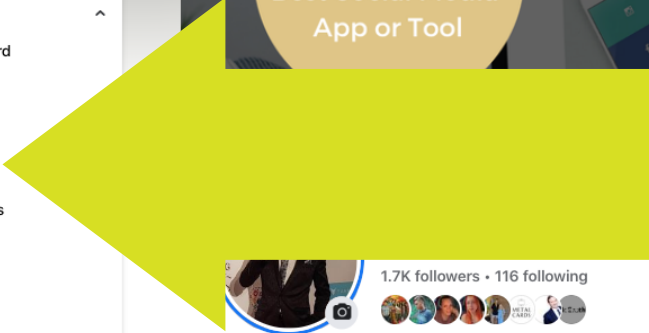
- Article
- Live video
- Photo/video

# let's set up an ad

facebook



- Home
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- Professional dashboard
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- Create Automated Ads
- Boost Post
- Boost Instagram Post



bespoke  
media group  
social media & marketing hub

**WINNER**  
Best Social Media  
App or Tool

THE  
SOCIAL MEDIA MARKETING  
**AWARDS**  
Recognising Excellence in Social Media

Edit cover photo

1.7K followers · 116 following

- Edit
- Manage
- Create ads

Posts About Mentions Reviews Services Reels More

**How healthy is your Page?**

Complete these actions to keep improving Nic Fren.

Page health: excellent

What's on your mind?

- Article
- Live video
- Photo/video

# let's set up an ad

facebook



**Manage Page**

Nic Fren

Promote

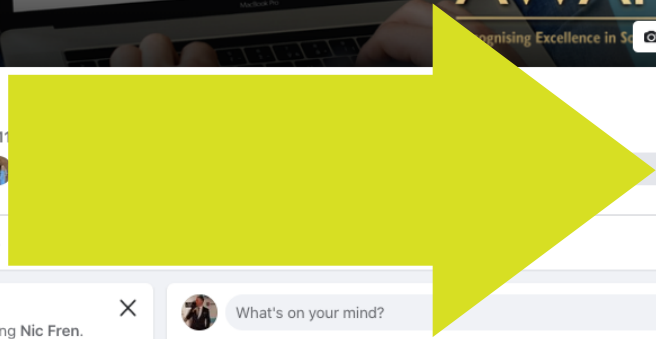
Home

Professional Tools

- Professional dashboard
- Insights
- Ad Center
- Create ads
- Create Automated Ads
- Boost Post
- Boost Instagram Post



**Nic Fren**  
1.7K followers · 11 posts



Posts About Mentions Reviews

**How healthy is your Page?** X

Complete these actions to keep improving Nic Fren.

Page health: excellent

What's on your mind?

Article Live video Photo/video

# let's set up an ad

facebook

**Manage Page**

Nic Fren

Promote

Home

Professional Tools

- Professional dashboard
- Insights
- Ad Center
- Create ads
- Create Automated Ads
- Boost Post
- Boost Instagram Post



**Nic Fren**  
1.7K followers · 11 posts

for this exercise we are going to use this one

Posts About Mentions Reviews

**How healthy is your Page?**

Complete these actions to keep improving Nic Fren.

Page health: excellent

What's on your mind?

Article Live video Photo/video

# let's set up an ad



- Promote**
- Nic Fren**  
Public
  - Automated Ads**  
Choose another business goal for your Automated Ads
  - Choose ad type**  
Get started by selecting your own ad type to promote your business
  - Boost existing content**  
Create an ad from your Page content

## Choose ad type

- Add to your advertising plan**  
*Choose another business goal for your Automated Ads*
- Create new ad**  
*Make an ad using text, photos or videos to promote your business*
- Boost a post**
- Boost an Instagram post**





# let's set up an ad

## Create ad

### Goal

What results would you like from this ad?



**Automatic**

Let Facebook select the most relevant goal based on your settings.

Change

### Shuffle creative

Let Facebook optimize your ad creative by testing a mix of headlines, images, videos and buttons to show **people** the version they're most likely to respond to.



### Ad creative

[Use a post](#)

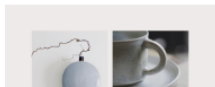
How do you want your ad to look?

Description

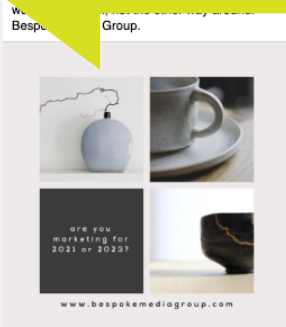
Australia's leading social media agency for the real estate industry. Training agents and agencies on how to get their social media working for them, not the other way around. Bespoke Media Group.

Media 1/5 · Select multiple images or videos to create a carousel.

Select media



### Ad preview



bespokemediamanagement...  
**Digital Marketing Sydney**  
**| Bespoke Media**

Learn more


don't be  
worried if  
the 'get  
more leads'  
option  
doesn't  
come up

Facebook interface showing the 'Goal' selection dialog box. The dialog asks "What results would you like from this ad?" and lists several options:

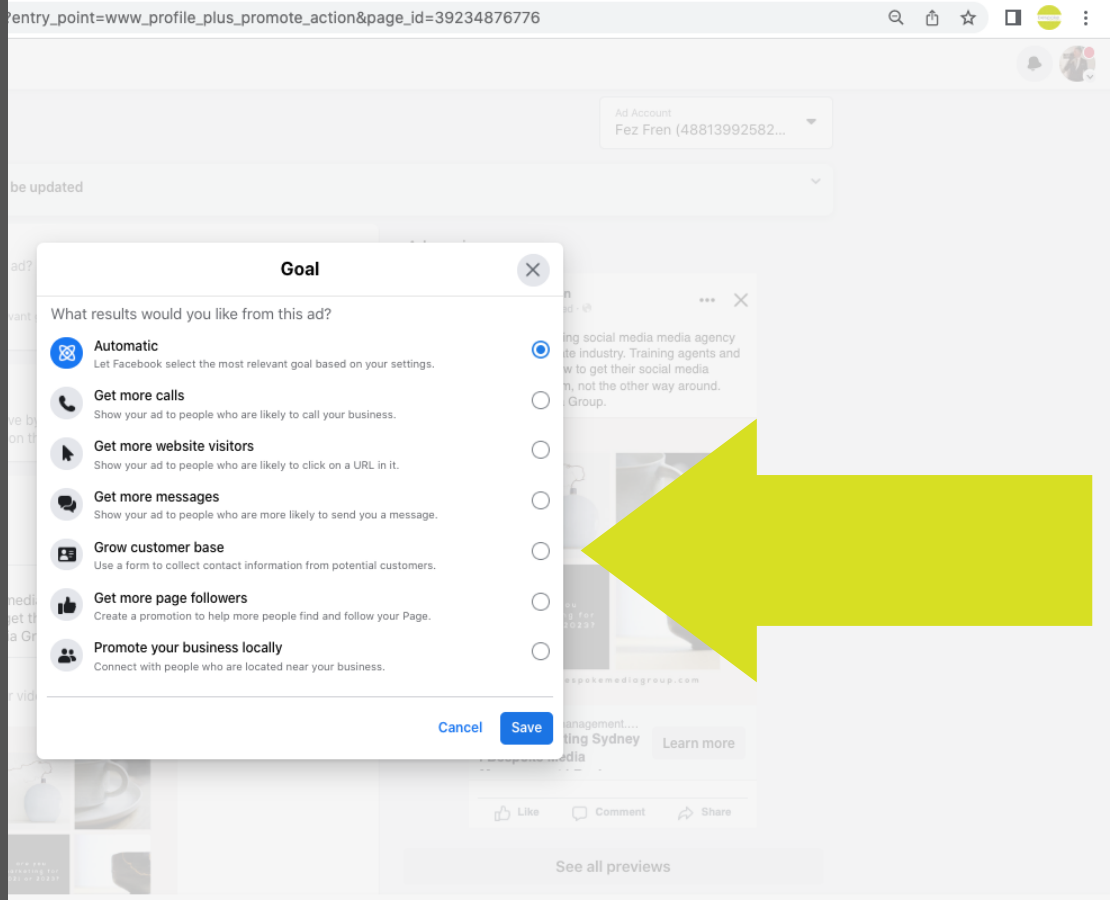
- Automatic**  
Let Facebook select the most relevant goal based on your settings.
- Get more calls**  
Show your ad to people who are likely to call your business.
- Get more website visitors**  
Show your ad to people who are likely to click on a URL in it.
- Get more messages**  
Show your ad to people who are more likely to send you a message.
- Get more leads**  
Use a form to collect contact information from potential customers.
- Get more page followers**  
Create a promotion to help more people find and follow your Page.
- Promote your business locally**  
Connect with people who are located near your business.

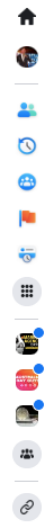
Buttons: [Cancel](#) [Save](#)

Background text: "s to be updated", "your payment method and you currently owe A\$102.61. Please update your payment method and settle your account to create a new ad.", "See all p...", "36 - 104", "Total budget \$28.00 AUD", "Total amount \$28.00 AUD", "We use data about you and your ad account to assess eligibility for and to"



some accounts are showing as grow customer base, it's the same thing





### Create ad

**Goal**  
What results would you like from this ad?

**Get more leads**  
Use a form to collect contact information from potential customers. Change

**Shuffle creative**

Let Facebook optimize your ad creative by testing a mix of headlines, images, videos and buttons to show **people** the version they're most likely to respond to.





**Ad creative** Use a post

How do you want your ad to look?


Description

Australia's leading social media media agency for the real estate industry. Training agents and agencies on how to get their social media working for them, not the other way around. Bespoke Media Group.

**Media 1/5** · Select multiple images or videos to create a carousel. Select media


### Ad preview



**Nic Fren**  
Sponsored

⋮ X

Australia's leading social media media agency for the real estate industry. Training agents and agencies on how to get their social media working for them, not the other way around. Bespoke Media Group.



[www.bespokemediagroup.com](http://www.bespokemediagroup.com)

**FORM ON FACEBOOK**  
Digital Marketing Sydney | Bespoke Media

Learn more

Like

Comment

Share



[See all previews](#)



**Goal**  
What results would you like from this ad?

**Get more leads**  
Use a form to collect contact information from potential customers.

[Change](#)

**Shuffle creative**

Let Facebook optimize your ad creative by testing a mix of headlines, images, videos and buttons to show **people** the version they're most likely to respond to.

**Ad creative**  
Add images, text and buttons to be used in your ad versions.

Description

Australia's leading social media media agency for the real estate industry. Training agents and agencies on how to get their social media working for them, not the other way around. Bespoke Media Group.

**Media 5/5** - Select multiple images or videos.

[Select media](#)

[www.bespokemediagroup.com](#)

**Ad preview**

**Nic Fren**  
Sponsored

Australia's leading social media media agency for the real estate industry. Training agents and agencies on how to get their social media working for them, not the other way around. Bespoke Media Group.

[www.bespokemediagroup.com](#)

**FORM ON FACEBOOK**  
**Digital Marketing Sydney**  
**Bespoke Media**

[Learn more](#)

Like Comment Share

[See all previews](#)

**Estimated daily results**

People Reached 0 - 6

**Payment summary**



### Shuffle creative

Let Facebook optimize your ad creative by testing a mix of headlines, images, videos and buttons to show **people** the version they're most likely to respond to.

### Ad creative

[Use a post](#)

How do you want your ad to look?

Description

Australia's leading social media media agency for the real estate industry. Training agents and agencies on how to get their social media working for them, not the other way around. Bespoke Media Group.

Media 1/5 · Select multiple images or videos to create a carousel.

Select media



Edit options

Headline

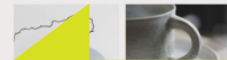
Digital Marketing Sydney | Bespoke Media Management | Real Estate Social Media

78 / 25 characters

Button label

Learn more

Australia's leading social media media agency for the real estate industry. Training agents and agencies on how to get their social media working for them, not the other way around. Bespoke Media Group.



www.bespokemediagroup.com

See all previews

Estimated daily

People Reached

Page

Total budget

\$4.00 a day x

Total amount

\$28.00 AUD



**Goal**

What results would you like from this ad?

**Get more leads**

Use a form to collect contact information from potential customers.

[Change](#)**Shuffle creative**Let Facebook optimize your ad creative by testing a mix of headlines, images, videos and buttons to show **people** the version they're most likely to respond to.**Ad creative** [Use a post](#)

How do you want your ad to look?

Description

Do you want more leads in 2023?

**Media 1/5** · Select multiple images or videos to create a carousel. **Select media**[Edit options](#)

Headline

Let's chat

**Ad preview****Nic Fren**

Sponsored ·



Do you want more leads in 2023?

FORM ON FACEBOOK  
**Let's chat**[Learn more](#)

Like



Comment



Share

[See all previews](#)**Estimated daily results****People Reached**

0 - 6

**Payment summary**

Your ad will run for 7 days.

**Total budget**

\$28.00 AUD

\$4.00 a day x 7 days.

**Total amount**

\$28.00 AUD

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)



### Goal

What results would you like from this ad?



#### Get more leads

Use a form to collect contact information from potential customers.

Change

### Shuffle creative

Let Facebook optimize your ad creative by testing a mix of headlines, images, videos and buttons to show **people** the version they're most likely to respond to.



### Ad creative

[Use a post](#)

How do you want your ad to look?

Description

Do you want more leads in 2023?

Media 1/5 · Select multiple images or videos to create a carousel.

Select media



Edit options

Headline

Let's chat

### Ad preview



Nic Fren

Sponsored ·



Do you want more leads in 2023?



FORM ON FACEBOOK  
Let's chat

Learn more



Like



Comment



Share

See all previews

### Estimated daily results

People Reached

0 - 6

### Payment summary

Your ad will run for 7 days.

Total budget

\$28.00 AUD

\$4.00 a day x 7 days.

Total amount

\$28.00 AUD

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)




to be updated  
your payment method and you currently owe A\$102.61. Please update your payment method and settle your


### All previews

Facebook Instagram Messenger

#### Desktop Feed




**Nic Fren**  
Sponsored · 

Do you want more leads in 2023?



FB.ME [Learn more](#)

Let's chat

 Like  Comment  Share

#### Mobile Feed

**Nic Fren**

[Close](#)

[Meta's Terms & conditions](#)


your payment method and you currently owe A\$102.61. Please update your payment method and settle your

### All previews

Facebook Instagram Messenger

#### Instagram Stories

**nic fren**  
Sponsored



[Learn more](#)

[Close](#)

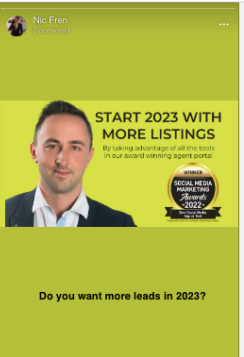
eds to be updated  
g your payment method and you currently owe A\$102.61. Please update your payment method and settle your

### All previews

Facebook Instagram Messenger

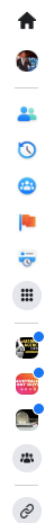
#### Messenger Stories

**Nic Fren**  
Sponsored



[Learn more](#)

[Close](#)



How do you want your ad to look?

Description  
Australia's leading social media media agency for the real estate industry. Training agents and agencies on how to get their social media working for them, not the other way around. Bespoke Media Group.

Media 1/5 · Select multiple images or videos to create a carousel. [Select media](#)

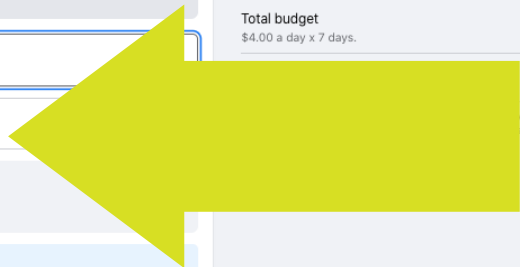


[Edit options](#)

Headline  
Digital Marketing Sydney | Bespoke Media Management | Real Estate Social Media  
78 / 25 characters

Button label  
Learn more

- Apply now
- Learn more
- Get quote
- Sign up
- Subscribe



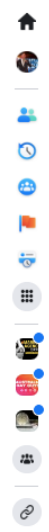
FORM ON FACEBOOK  
Digital Marketing Sydney | Bespoke Media  
[Learn more](#)  
Like Comment Share

[See all previews](#)

Estimated daily results  
People Reached 0 - 6

Payment summary  
Your ad will run for 7 days.  
Total budget \$28.00 AUD  
\$4.00 a day x 7 days. \$28.00 AUD

eligibility for and to  
[Learn more](#)



Description  
Do you want more leads in 2023?

Media 1/5 - Select multiple images or videos to create a carousel. [Select media](#)



[Edit options](#)

Headline  
Let's chat  
10 / 25 characters

Button label  
Learn more

Contact form  
Nic Fren 's form created on Wed Dec 7, 2022 12:22pm

Form details  
Date created: 12/7/22  
[See more...](#)

[Create Form](#)

Special Ad Category

[Like](#) [Comment](#) [Share](#)

[See all previews](#)

Estimated daily results

People Reached 0 - 6

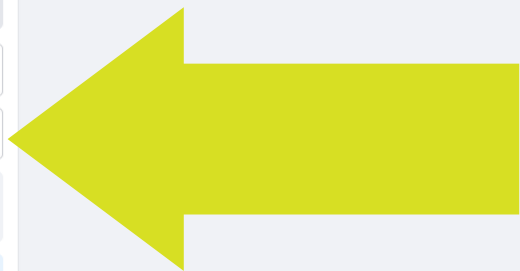
Payment summary

Your ad will run for 7 days.

Total budget \$28.00 AUD  
\$4.00 a day x 7 days.

Total amount \$28.00 AUD

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)





Edit options

Headline  
Let's chat  
10 / 25 characters

Button label  
Learn more

Contact form  
Nic Fren 's form created on Wed Dec 7, 2022 12:22pm

Nic Fren 's form created on Wed Dec 7, 2022 12:22pm

Social media

May 2022

Nic Fren 's form created on Sun Apr 3, 2022 12:18pm

Nic Fren 's form created on Sat Mar 12, 2022 9:30am

Nic Fren 's form created on Tue Mar 8, 2022 8:24am

Xmas Leads

Do you need help with socials?

Special Ad Category is recommended

The Facebook page Nic Fren appears to be about housing, so it may need to be identified as a housing Special Ad Category.

What we consider a housing ad

Select category

Dismiss

Estimated daily results

People Reached

Payment summary

Your ad will run for 7 days.

Total budget

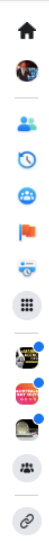
\$4.00 a day x 7 days.

Total amount

We use data about you and your provide you with more ads billing

pick a form that you have previously used or create a new one





Description  
Do you want more leads in 2023?

Media 1/5 · Select multiple images or videos to create a carousel. [Select media](#)



[Edit options](#)

Headline  
Let's chat  
10 / 25 characters

Button label  
Learn more

Contact form  
Nic Fren 's form created on Wed Dec 7, 2022 12:22pm

Form details  
Date created: 12/7/22  
[See more...](#)

[Create Form](#)

Special Ad Category

[Like](#) [Comment](#) [Share](#)

[See all previews](#)

Estimated daily results

People Reached 0 - 6

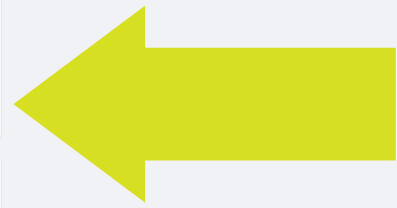
Payment summary

Your ad will run for 7 days.

Total budget \$28.00 AUD  
\$4.00 a day x 7 days.

Total amount \$28.00 AUD

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)



### Create Form

**Contact form**  
Use a form to collect customer info so you can contact them about your business.

Form name (Required)  
Nic Fren 's form created on Thu Jan 5, 2023 7:51am

Customize form text (optional)

**Customer info**  
What information would you like to ask for?

Full name

Phone number

Email

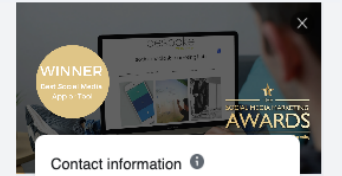
See all

**Short Answer Question**  
Request additional information with custom short answer form questions.

Add question +

Form language  
English (US)

### Form preview



**Contact information** ⓘ  
Confirm the details you'd like to share with us:  
Full name  
Enter your answer.  
Email  
Enter your answer.

Next

Prefill information 1 of 3

Cancel Save

### Create Form

**Contact form**  
Use a form to collect customer info so you can contact them about your business.

Form name (Required)  
**Bespoke Webinar**

**Customize form text (optional)**

Headline  
**Do you want to grow your socials**

Description  
**Talk to bespoke media group today**

**Customer info**  
What information would you like to ask for?

Full name

Phone number

Email

See all ▾

**Short Answer Question**  
Request additional information with custom short answer form questions.

**Form preview**

Nic Fren

**Do you want to grow your socials**

Talk to bespoke media group today

Next →

Intro 1 of 4 ◀ ▶

Cancel
Save

Estimated daily results

0 - 6

\$28.00 AUD

\$28.00 AUD

eligibility for and to  
Learn more

Headline  
Let's c  
10 / 25 cha

Button label  
Learn m

Contact for  
Nic Fren

Form deta  
Date creat  
See more..

Special Ad

Ads about c

Spec  
The P  
a hou  
What

### Create Form

**Customize form text (optional)**

Headline

Do you want to grow your socials

Description

Talk to bespoke media group today

**Customer info**

What information would you like to ask for?

- Full name
- Phone number
- Email
- Street address
- Date of birth
- Gender
- Job title
- Company name

See Less ^

**Contact information** ⓘ

Confirm the details you'd like to share with us:

Full name

Enter your answer.

---

Email

Enter your answer.

---

Phone number

Enter your answer.

---

Street address

Enter your answer.

---

Next

Prefill information 2 of 4 ◀ ▶

Cancel Save

Estimated daily results

0 - 6

\$28.00 AUD

\$28.00 AUD

Learn more





in our award winning agent portal

Estimated daily results


### Create Form

Email	<input checked="" type="checkbox"/>
Street address	<input checked="" type="checkbox"/>
Date of birth	<input type="checkbox"/>
Gender	<input type="checkbox"/>
Job title	<input type="checkbox"/>
Company name	<input type="checkbox"/>

[See Less ^](#)

#### Short Answer Question

Request additional information with custom short answer form questions.

Question 

[Add question +](#)

Form language  
English (US) ▼

Add a privacy policy (optional)

Next

Custom Questions 1 of

you may wish  
to further  
qualify your  
lead by asking  
additional  
questions



## Create Form



What information would you like to ask for?

- Full name
- Phone number
- Email
- Street address
- Date of birth
- Gender
- Job title
- Company name

See Less ^

### Short Answer Question

Request additional information with custom short answer form questions.

Question  
How soon are you looking to sell?

Add question +

Enter your answer.

Next

Custom Questions

1 of 4



Cancel

Save

## Create Form



### Contact form

Use a form to collect customer info so you can contact them about your business.

Form name (Required)

Bespoke Webinar

### Customize form text (optional)

Headline

Do you want to grow your socials

Description

Talk to bespoke media group today

### Customer info

What information would you like to ask for?

Full name

Phone number

Email

Street address

Date of birth

Gender

### Form preview



Nic Fren

Do you want to grow your socials

Talk to bespoke media group today

How soon are you looking to sell?

Enter your answer.

Next

Custom Questions

1 of 4



Cancel

Save

Form details

Date created: 1/5/23  
See more...

Create Form

Special Ad Category

Ads about credit, employment, housing, or social issues, elections or politics

Special Ad Category is recommended

The Facebook page Nic Fren appears to be about housing, so it may need to be identified as a housing Special Ad Category.

What we consider a housing ad

Select category

Dismiss

Audience

Who should see your ad?

Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details

Location - living in: Australia: Elizabeth Bay (+10 mi) New South Wales  
Age: 18 - 65+

People you choose through targeting

People who like your Page

Estimated daily results

People Reached

Payment summary

Your ad will run for 7 days.

Total budget

\$4.00 a day x 7 days.

Total amount



sometimes this can be in an issue in the review process and you may have to come back and click yes, I often leave it as is to further the reach

a housing Special Ad Category.

What we consider a housing ad

Select category

Dismiss

## Audience

Who should see your ad?

### Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

#### Audience details

Location - living in: Australia: Elizabeth Bay (+10 mi) New South Wales  
Age: 18 - 65+

People you choose through targeting

People who like your Page

People who like your Page and people similar to them

People in your local area

Social media Marketing

See all 

Create new

## Duration

Run this ad continuously

Choose when this ad will end 

depending on your desired audience, you will want to decide who want to predominantly push this ad out to. my suggestions are:

- 1) advantage audience
- 2) people who like your page or people similar to them
- 3) people in your local area

- People who like your Page and people similar to them
  - People in your local area
  - Social media Marketing
- [See all](#) [Create new](#)

**Duration** ⓘ

Run this ad continuously

Choose when this ad will end

Days: 7   End date: Jan 12, 2023

**Daily budget** ⓘ

Actual amount spend daily may vary.

Estimated 0 - 6 people reached per day

**\$4.00** ⓘ

\$4.00  \$200.00

**Placements**

Facebook, Messenger, Instagram

**Payment method required**

When you publish your ad, you'll be asked to add a payment method to your ad account. This

**Estimated daily results**

People Reached ⓘ

**Payment summary**

Your ad will run for 7 days.

**Total budget**

\$4.00 a day x 7 days.

**Total amount**

We use data about you and your ad to provide you with more ads billing at

decide how long you want to run your ad for and how much you want to spend per day

### Duration

Run this ad continuously

Choose when this ad will end

#### Increase the Duration

Ads that run for at least 4 days tend to get better results.

Days


1



End date

Jan 6, 2023

### Daily budget

Actual amount spend daily may vary. 

Estimated 0 - 6 people reached per day

\$ **3.50**

 The minimum budget is \$3.75 per day



Placements

Facebook, Messenger, Instagram 

#### Payment method required

When you publish your ad, you'll be asked to add a payment method to your ad account. This payment method will be charged for any amount spent beyond the value of your ad credit.



Payment method

Ad credits: A\$0.91 

the minimum per day is \$3.75c

my suggestion if just starting out is start out with the \$3.75c for 30 days and see how you. if you aren't getting any results, the two options you have are to either change the ad creative or increase your daily send.

for optimal results, we do suggest agents spend at least \$10 per day on a campaign.

- Promote
- Home
- Professional Tools
  - Professional dashboard
  - Insights
  - Ad Center
  - Create ads
  - Create Automated Ads
  - Boost Post
  - Boost Instagram Post
  - Link WhatsApp



where to find your leads.

there's two ways, either through ads manager, or through the individual ad themselves. while ads manager is where we suggest you go to find these leads, we will show you how to find them with each ad.

# Manage Page



Page

Updates  
• New updates

Ad Center

Inbox  
• 12 new messages & 21 new comments

Business Apps

**Leads Center**  
• 130 new

Creator Studio

Notifications  
• 72 new

Insights

Publishing Tools

Page Quality

Edit Page Info

Promote

+ Add Leads

Audience Tools



All | Unread | Raw Leads 132 | In-Progress Leads 0 | Interested Leads 0 | Converted Leads 0

+ Add filters | All Forms | All Owners | Select Dates | All Labels | Clear Filters

	Created ↑	Name ↑	Email ↑	Phone	Stage	Source
<input checked="" type="checkbox"/>	8:17 AM	[Redacted]	[Redacted]	+ [Redacted]	Raw Leads	[Redacted]
<input type="checkbox"/>	12:03 AM	[Redacted]	[Redacted]	+ [Redacted]	Raw Leads	[Redacted]
<input type="checkbox"/>	Jul 17	[Redacted]	[Redacted]	+ [Redacted]	Raw Leads	[Redacted]
<input type="checkbox"/>	Jul 16	[Redacted]	[Redacted]	+ [Redacted]	Raw Leads	[Redacted]
<input type="checkbox"/>	Jul 16	[Redacted]	[Redacted]	+ [Redacted]	Raw Leads	[Redacted]
<input type="checkbox"/>	Jul 15	[Redacted]	[Redacted]	+ [Redacted]	Raw Leads	[Redacted]
<input type="checkbox"/>	Jul 14	[Redacted]	[Redacted]	+ [Redacted]	Raw Leads	[Redacted]
<input type="checkbox"/>	Jul 13	[Redacted]	[Redacted]	+ [Redacted]	Raw Leads	[Redacted]
<input type="checkbox"/>	Jul 13	[Redacted]	[Redacted]	+ [Redacted]	Raw Leads	[Redacted]
<input type="checkbox"/>	Jul 12	[Redacted]	[Redacted]	+ [Redacted]	Raw Leads	[Redacted]

132 Total Leads

< 1 2 ... 7 >

20

**Margaret** [Redacted] ✕

📞 +61 [Redacted] Edit

✉ [Redacted]@gmail.com

Labels help you describe and organize your leads.

Add label...

**Lead Management**

**Owner** Unassigned **Stage** Raw Leads

**Reminder**

No reminder  
 Schedule a reminder

**Notes**

Notes help you remember important details about your leads.

Write a note... 0/1000

Save



# what kind of campaigns work best?

There are several types of lead generation campaigns that can be effective for real estate salespeople on social media. Some options include:

**Content marketing:** Creating and sharing valuable, informative content about the real estate industry, local market trends, and the benefits of working with a real estate salesperson can help attract potential clients to your social media profiles and website.

**Targeted advertising:** Using social media advertising platforms to target specific demographics or geographic locations can help you reach potential clients who may be interested in your services.

**Social media contests and giveaways:** Running contests or giveaways on social media can help you attract new followers and generate leads. For example, you could ask participants to follow your social media profiles and submit their contact information for a chance to win a prize related to real estate or home ownership.

**Live video:** Using live video features on social media platforms can help you connect with potential clients in a more personal, authentic way. You can use live video to showcase properties, host Q&A sessions, or give virtual tours.

The most effective lead generation campaigns on social media will vary depending on your target audience, budget, and the resources available to you. It's important to test different approaches and see what works best for your business.



# what kind of campaigns don't perform so well?

There isn't a one-size-fits-all answer to this question, as the effectiveness of a social media ad can depend on a variety of factors, including the audience it is targeting, the platform it is being shown on, and the quality of the ad itself. However, there are a few general strategies that may be less effective for generating leads in the real estate industry:

1. Ads that are too generic or not targeted to a specific audience are less likely to be effective.
2. Ads that are too salesy or pushy may turn off potential leads.
3. Ads that are not visually appealing or do not grab the attention of the viewer are less likely to be successful.
4. Ads that do not clearly convey the value or benefit of working with the real estate agent or agency may not be as effective in generating leads.

It's important to test different ad strategies and continuously optimize and improve your ads to find what works best for your business.



# conclusion

people don't care about us when they are scrolling on social media, they care about themselves. constantly hitting your market with are you thinking of selling or would you like a price update is a missed opportunity. owners/landlords know they can call an agent to find out this information. put information out that they don't know about. forever pushing out salesy content will turn people off you, resulting in your cost per lead going through the roof. that's why you might be paying a fortune at the moment in lead gen ads. with these few simple tweaks, we can get these costs down and get your leads up.