bespokemedia

lead generation

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.

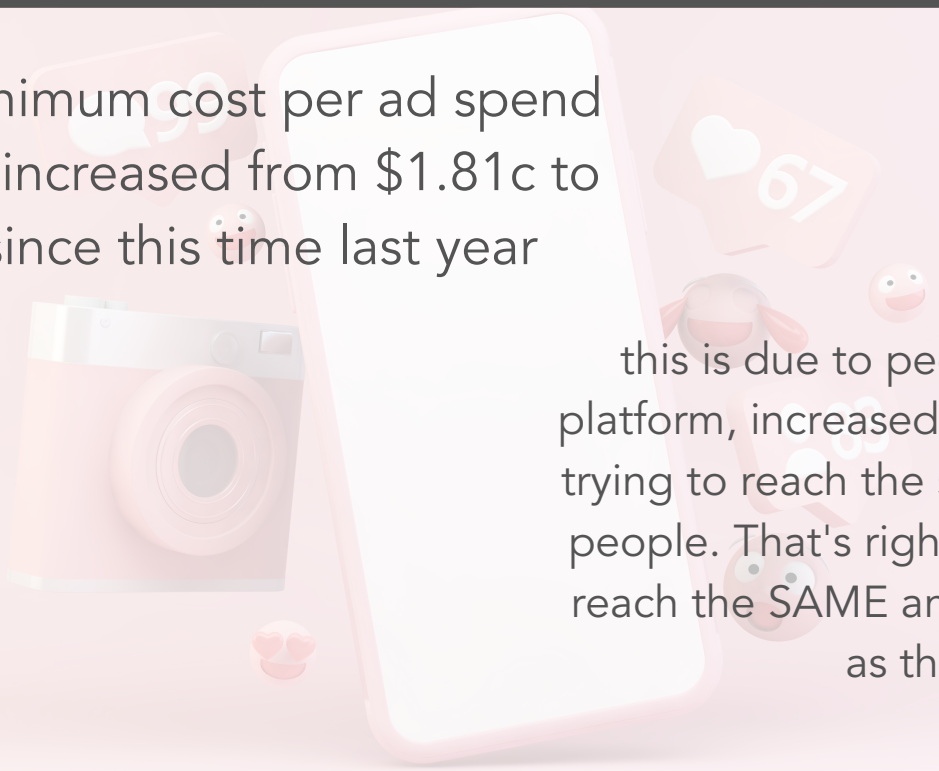
It typically involves creating and sharing content on social media, running paid ads, and engaging with potential leads in order to collect their contact information.

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.

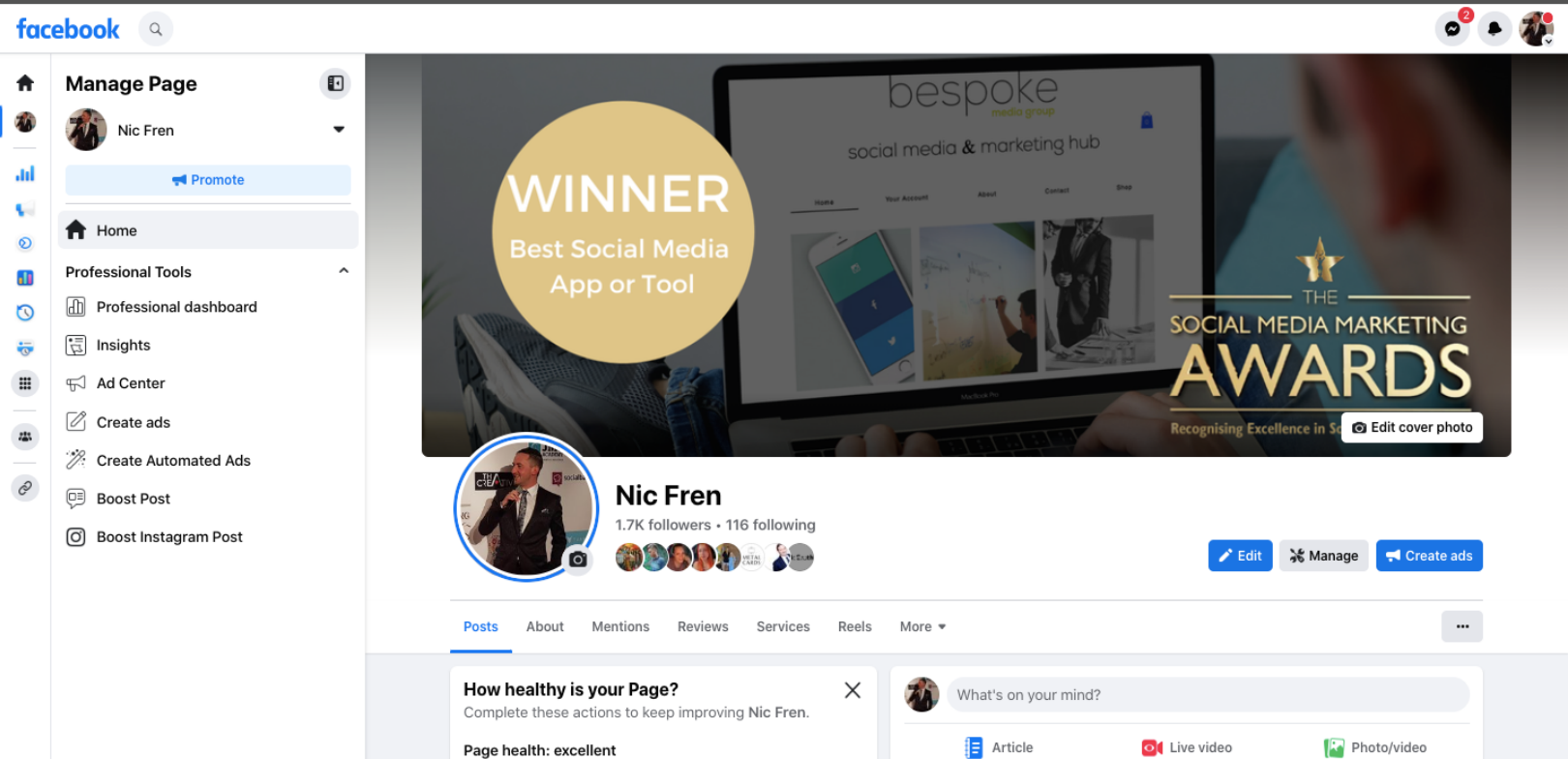
costs of lead generation campaigns

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

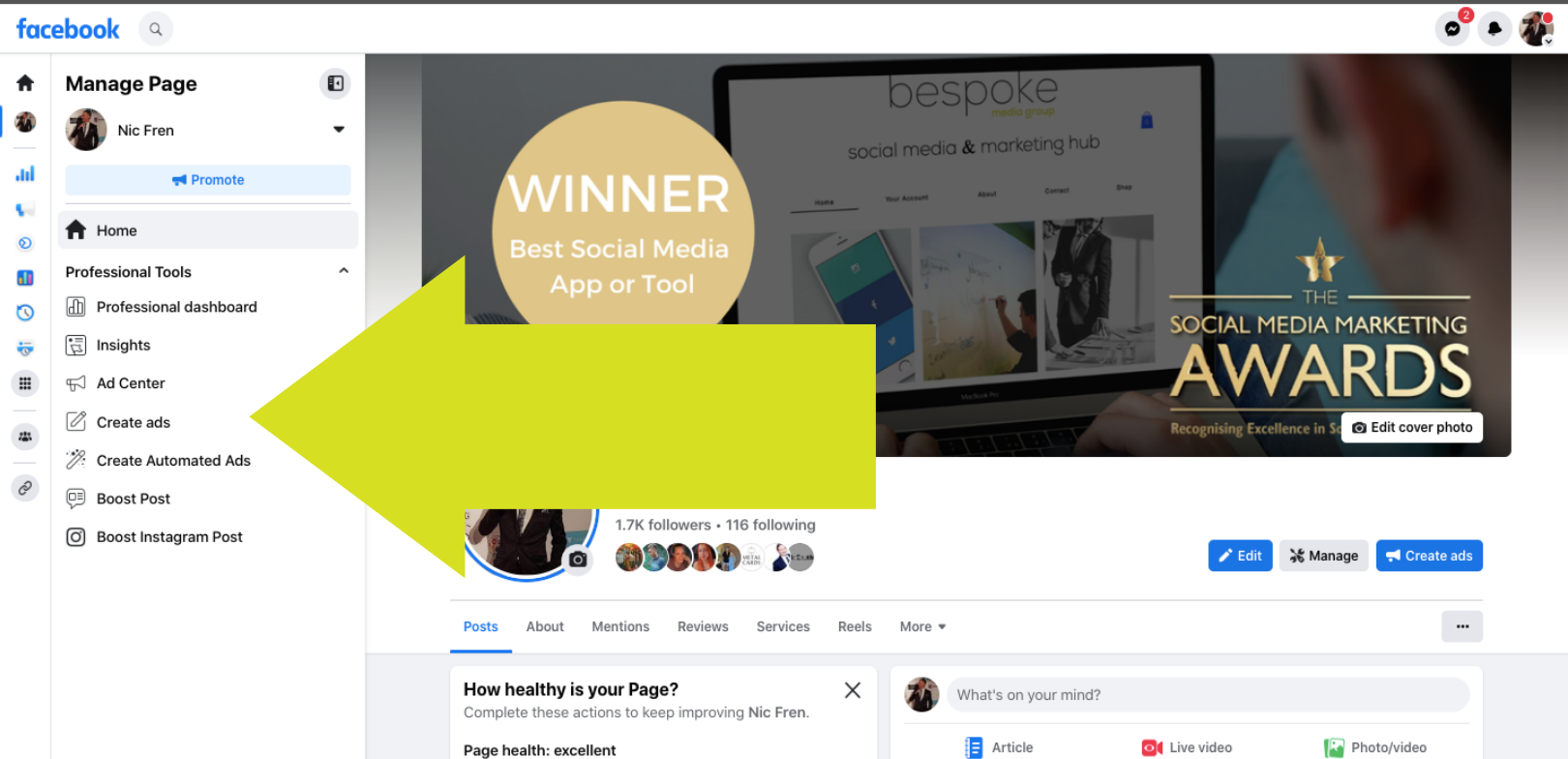


this is due to people leaving the platform, increased advertising and trying to reach the same amount of people. That's right, an increase to reach the SAME amount of people as this time last year.

let's set up an ad



let's set up an ad



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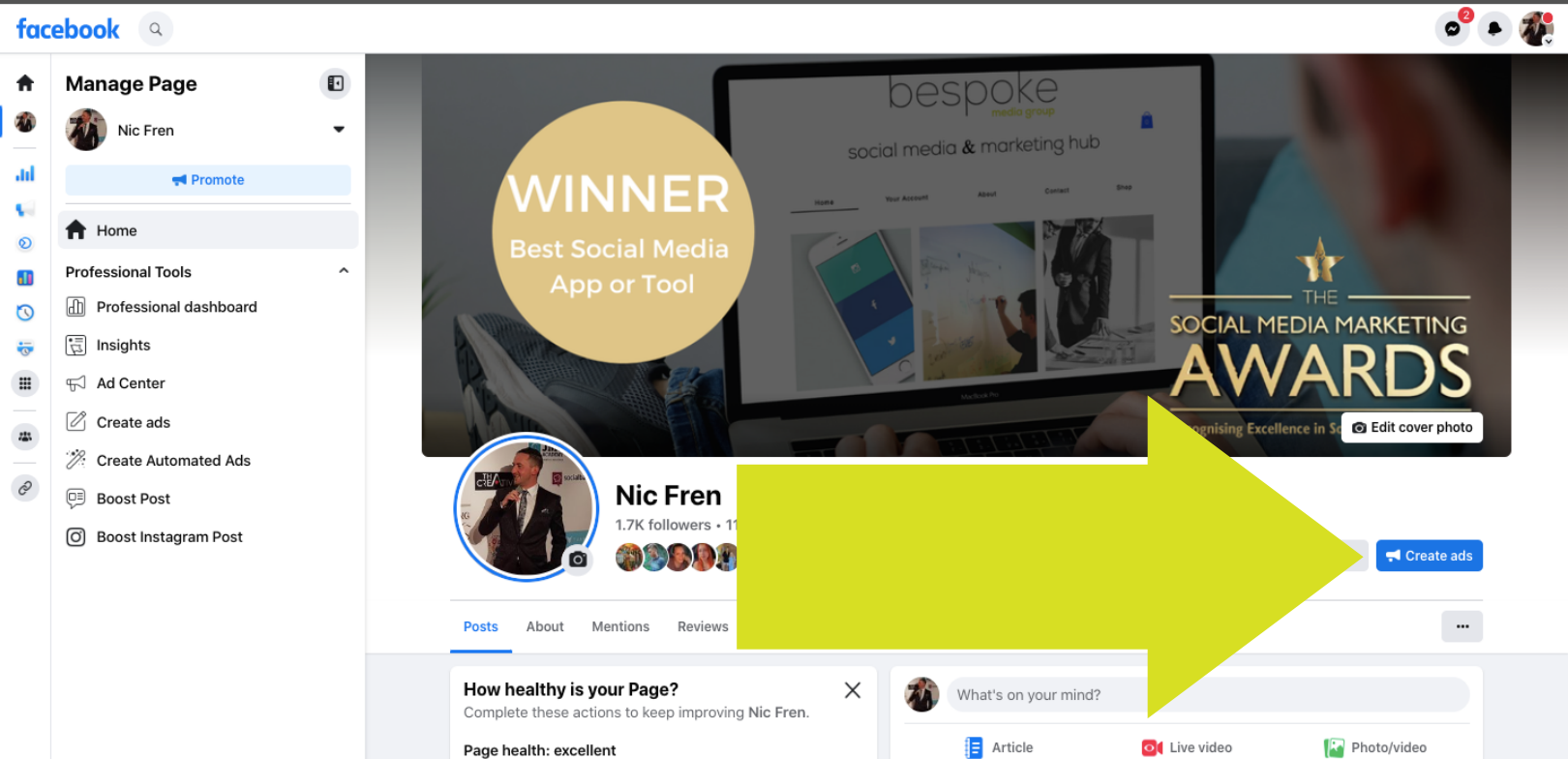
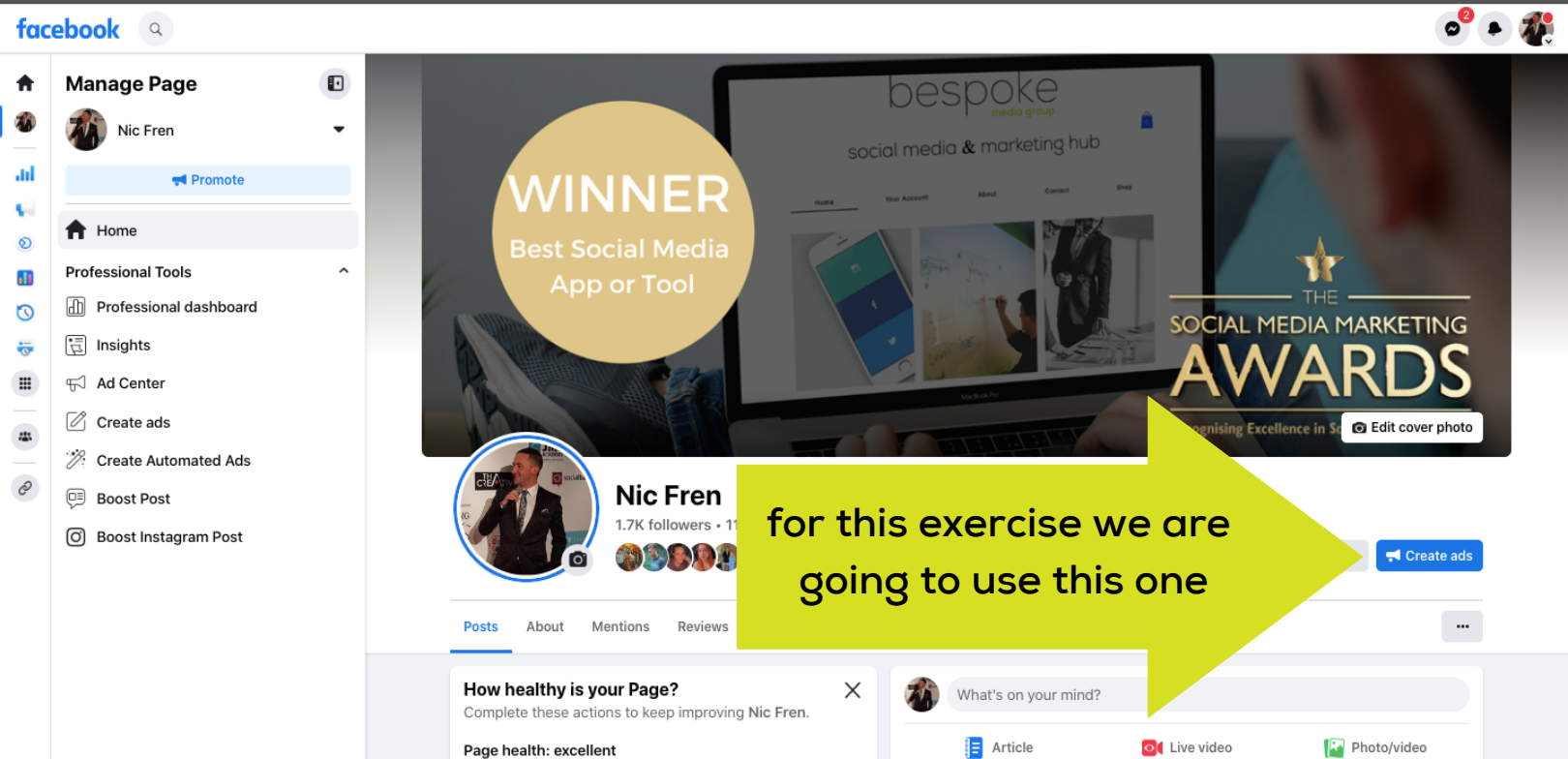


let's set up an ad



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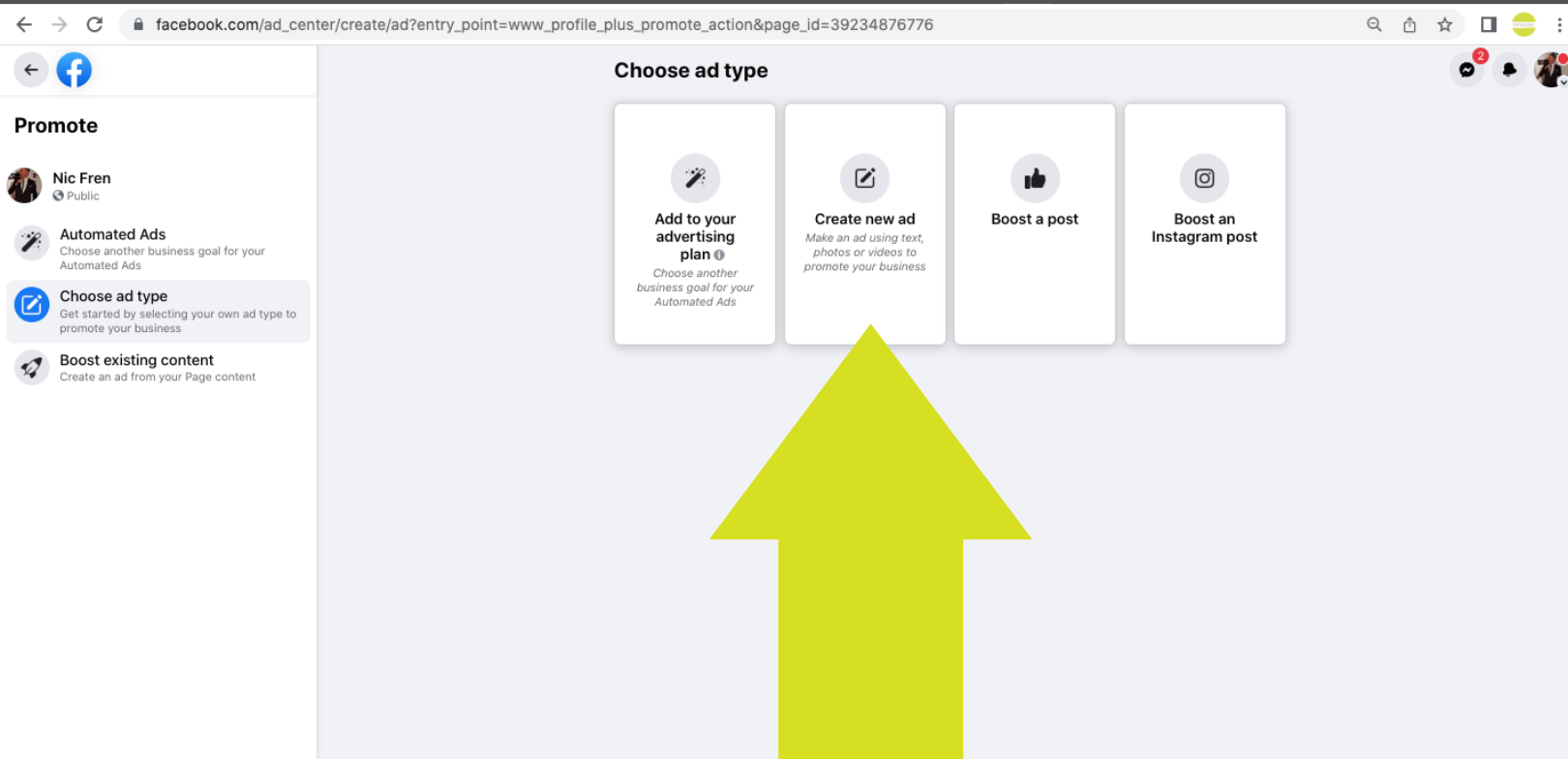


let's set up an ad

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 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

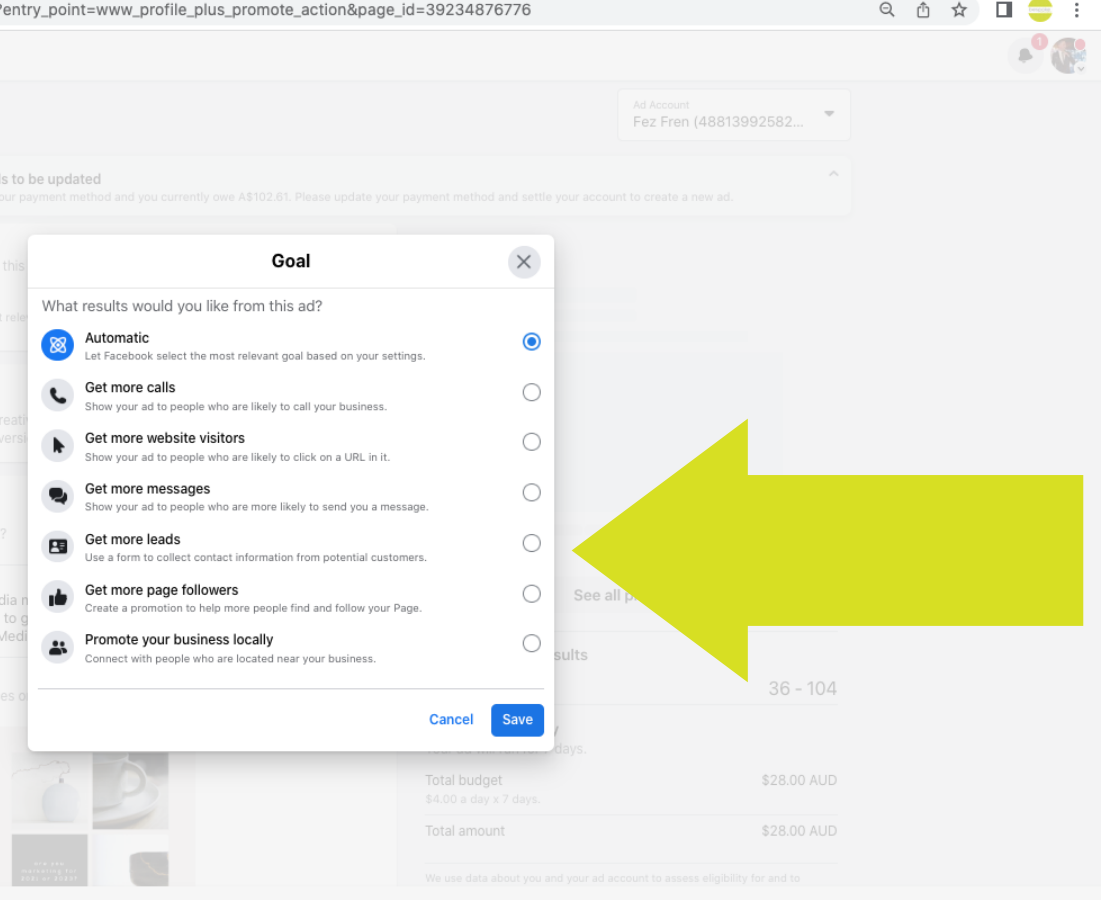
Ad previe

Bespo Group.

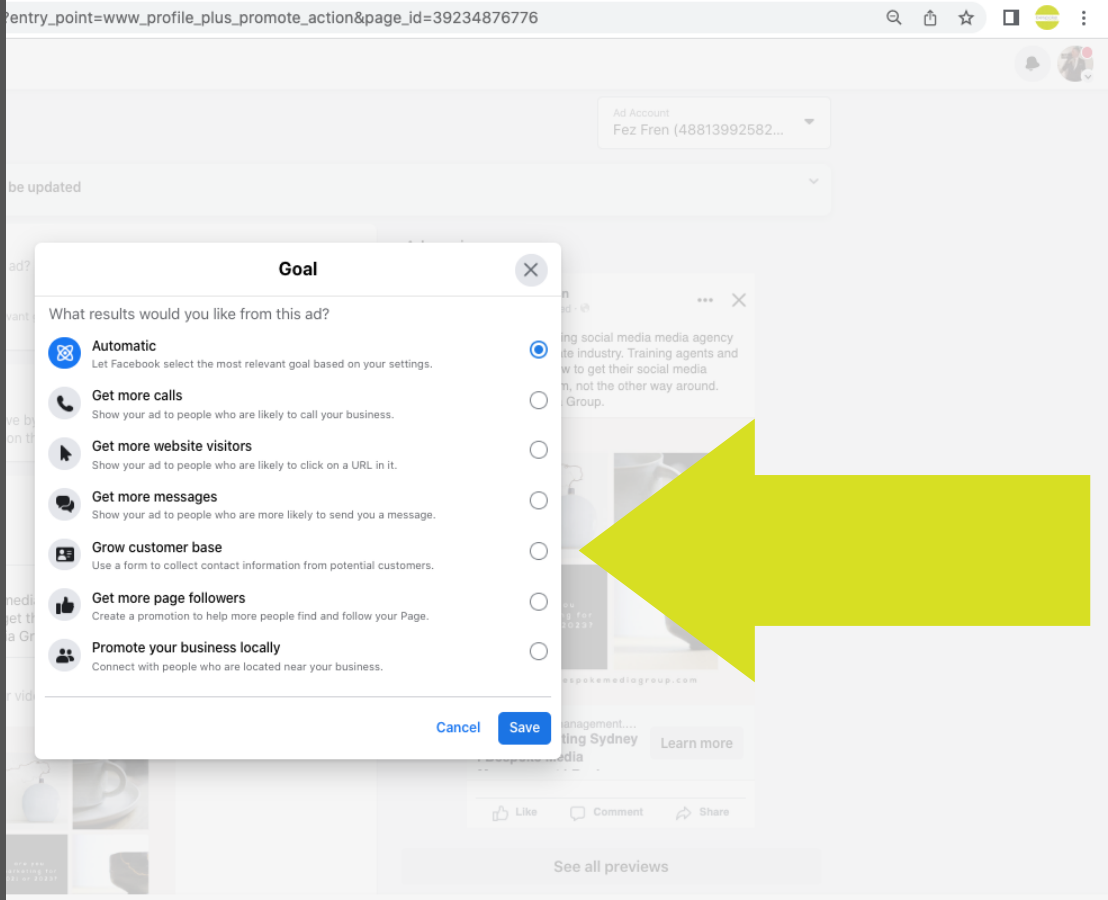
bespokemediamanagement....
Digital Marketing Sydney | Bespoke Media

Learn more

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



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



facebook.com/ad_center/create/consolidatedad?entry_point=www_profile_plus_promote_action&page_id=392348767 76

facebook

Create ad

Goal
What results would you like from this ad?

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

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Ad preview

See all previews

facebook

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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

Ad preview

See all previews

Estimated daily results

People Reached 0 - 6

Payment summary

facebook.com/ad_center/create/consolidatedad?entry_point=www_profile_plus_promote_action&page_id=39234876776

Shuffle creative

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Ad creative

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

Select media

Edit options

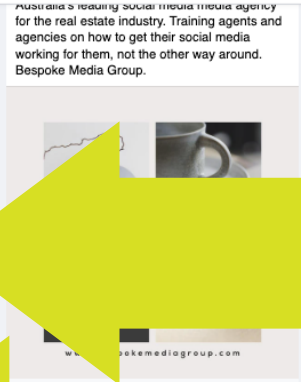
Headline

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

78 / 25 characters

Button label

Learn more



See all previews

Estimated daily

People Reac

Pa

Total bud

$4.00 a day x

Total amount $28.00 AUD

facebook

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Change

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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 $4.00 a day x 7 days.	$28.00 AUD
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

facebook

Goal

What results would you like from this ad?

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Use a form to collect contact information from potential customers.

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Select media

Edit options

Headline
Let's chat

Ad preview

Nic Fren
Sponsored ·

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FORM ON FACEBOOK
Let's chat

Learn more

Like Comment Share

See all previews

Estimated daily results

People Reached 0 - 6

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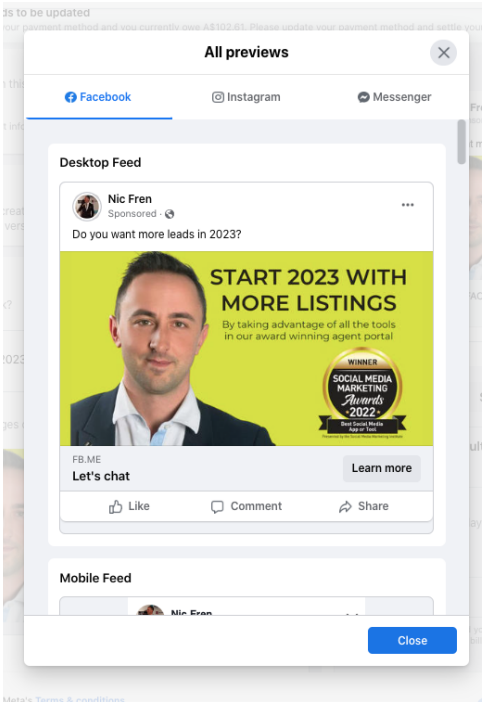
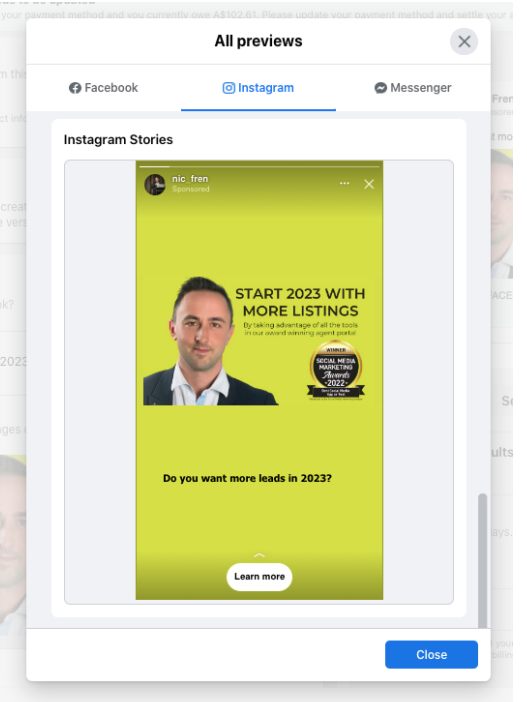
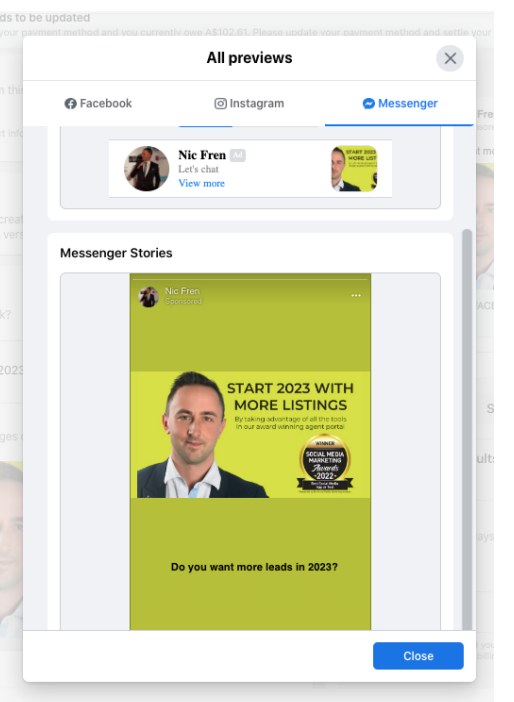

All previews
Facebook
Instagram
Messenger
Desktop Feed
Nic Fren
Sponsored
Do you want more leads in 2023?
START 2023 WITH MORE LISTINGS
By taking advantage of all the tools in our award winning agent portal
WINNER
SOCIAL MEDIA MARKETING Awards 2022
FB.ME
Let's chat
Learn more
Like
Comment
Share
Mobile Feed
Close


All previews
Facebook
Instagram
Messenger
Instagram Stories
nic_fren
Sponsored
START 2023 WITH MORE LISTINGS
By taking advantage of all the tools in our award winning agent portal
Do you want more leads in 2023?
Learn more
Close


All previews
Facebook
Instagram
Messenger
Nic Fren
Let's chat
View more
Messenger Stories
Nic Fren
Sponsored
START 2023 WITH MORE LISTINGS
By taking advantage of all the tools in our award winning agent portal
WINNER
SOCIAL MEDIA MARKETING Awards 2022
Do you want more leads in 2023?
Close

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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

12:22pm

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

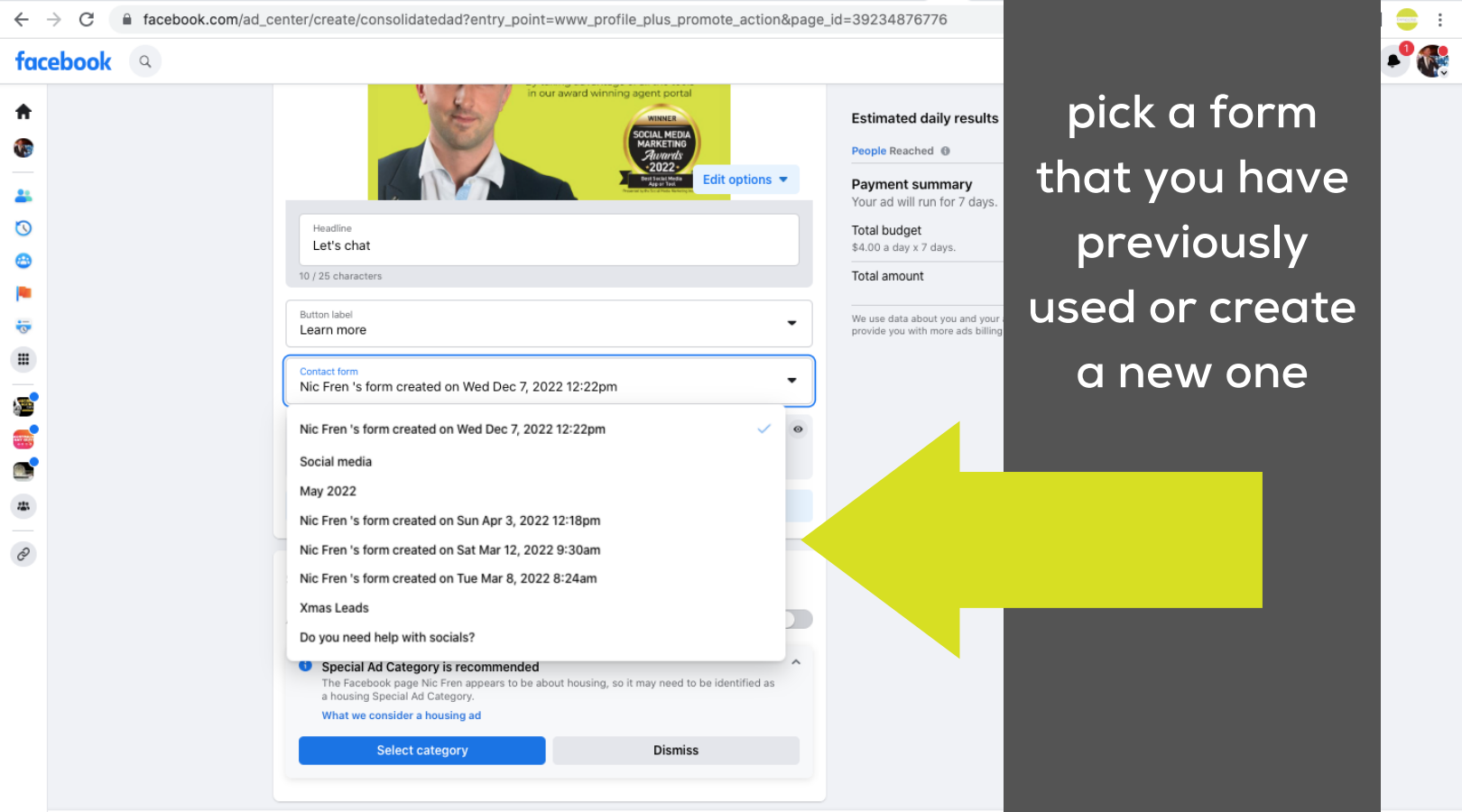
Estimated daily results

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


facebook.com/ad_center/create/consolidatedad?entry_point=www_profile_plus_promote_action&page_id=39234876776
facebook
in our award winning agent portal
WINNER
SOCIAL MEDIA MARKETING Awards 2022
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

Estimated daily results

0 - 6

$28.00 AUD

$28.00 AUD

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

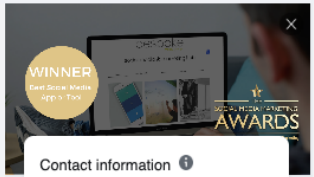
Short Answer Question

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

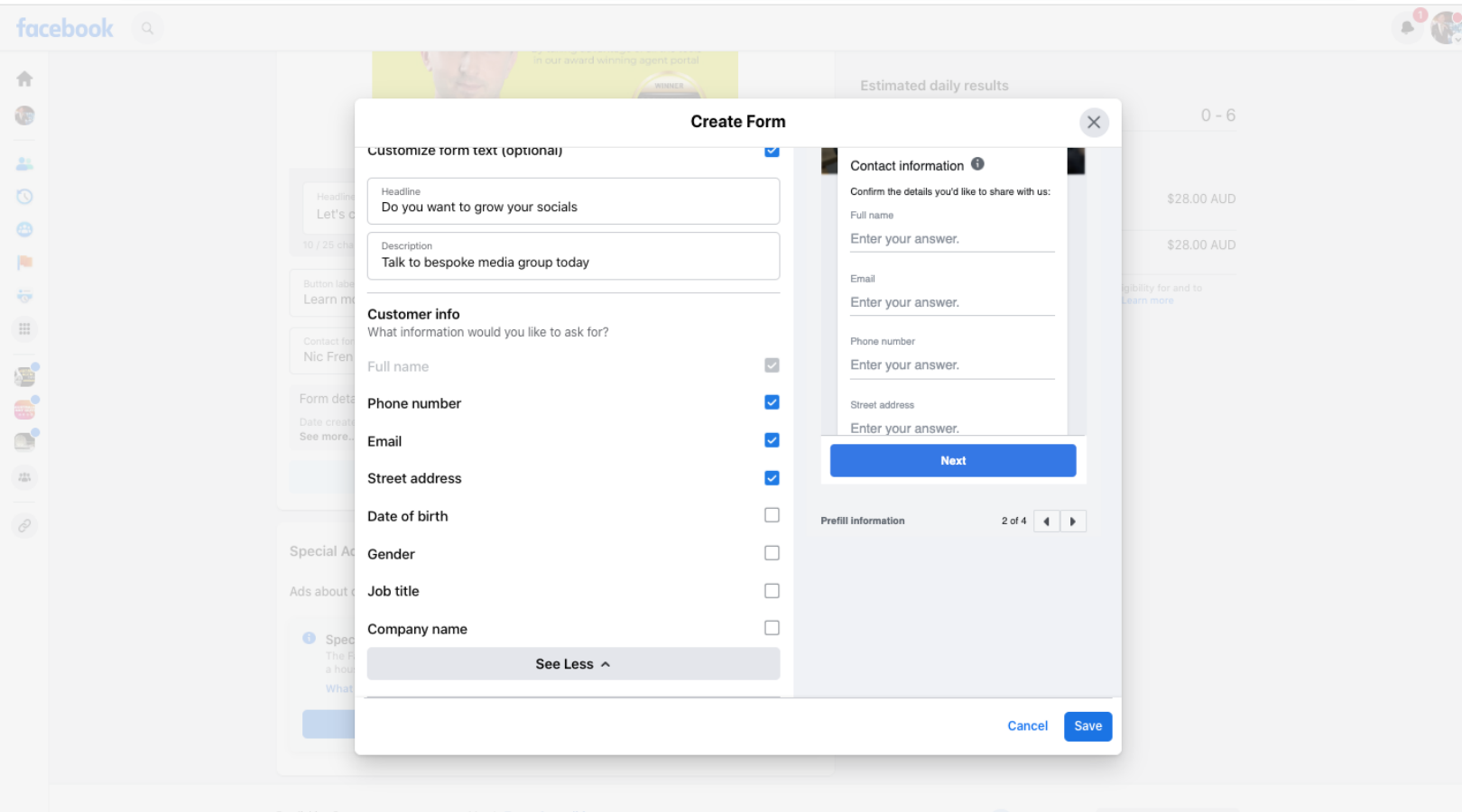
Do you want to grow your socials

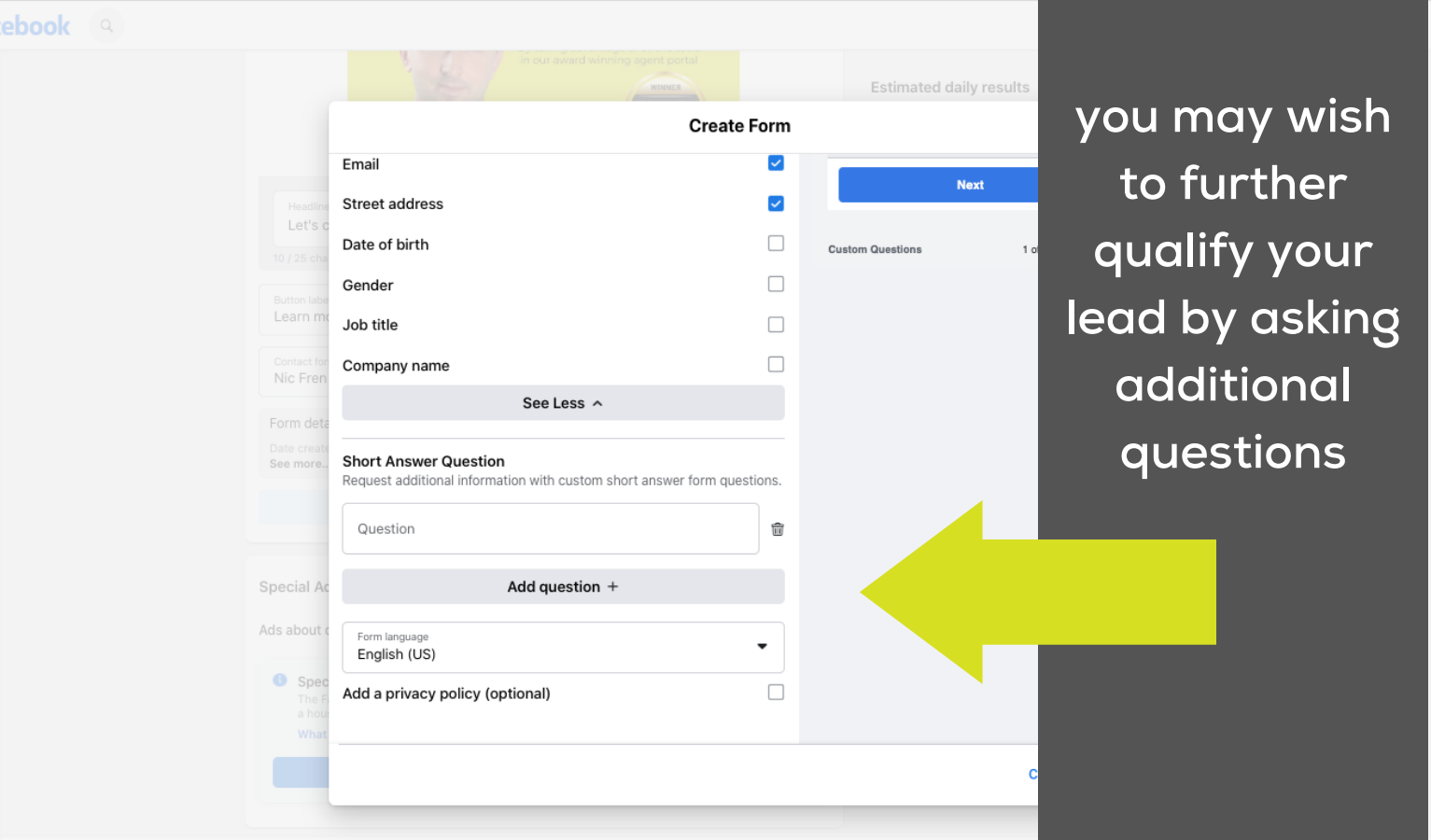
Talk to bespoke media group today

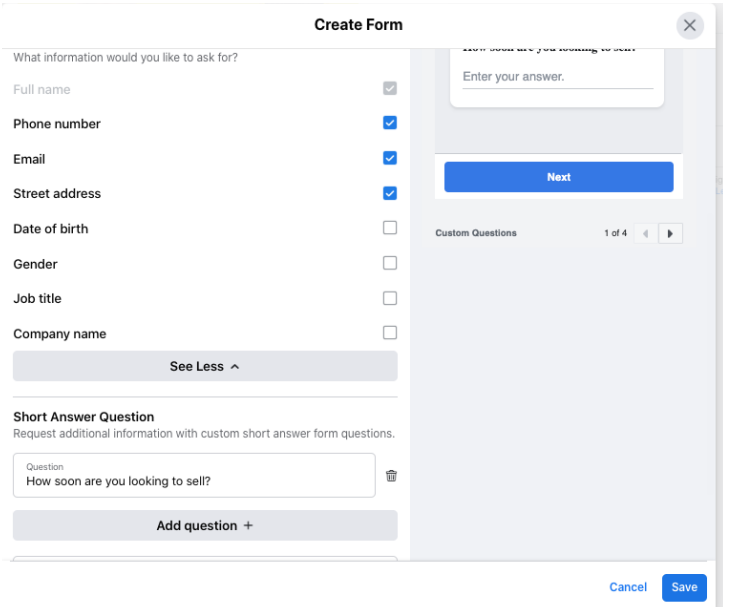
Next →

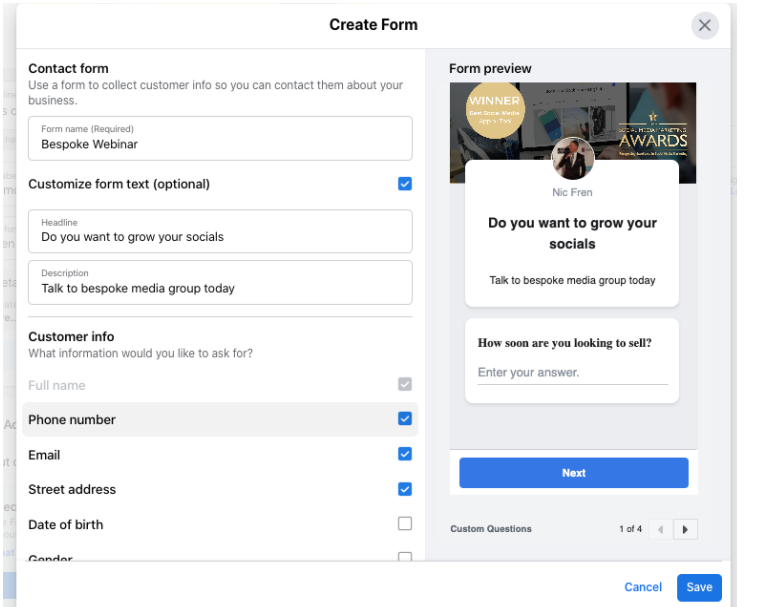
Intro 1 of 4

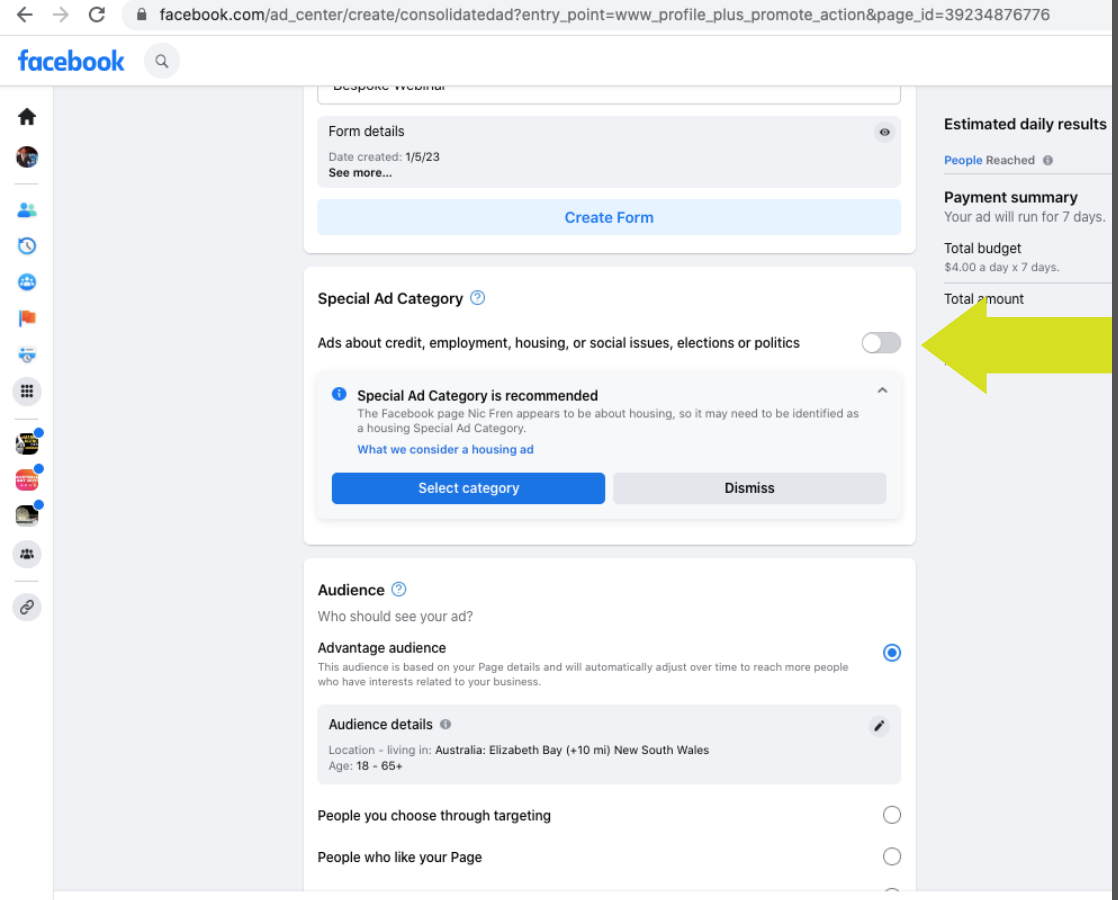
Cancel Save


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

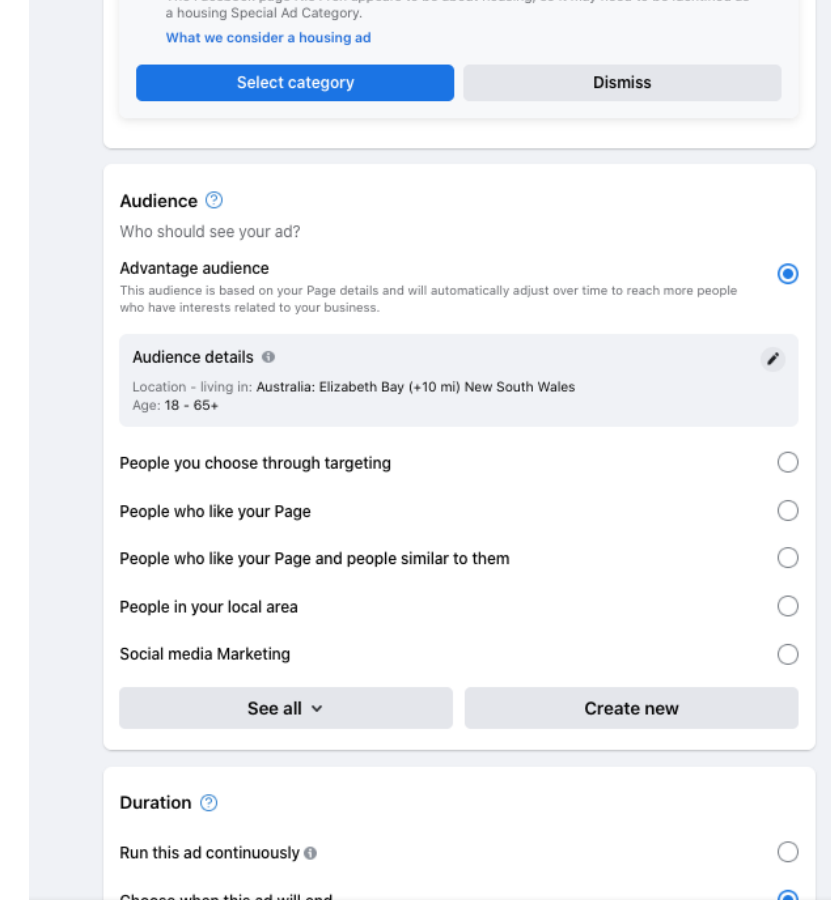

Create Form
Email
Street address
Date of birth
Gender
Job title
Company name
See Less
Short Answer Question
Request additional information with custom short answer form questions.
Question
Add question +
Form language
English (US)
Add a privacy policy (optional)
Next
Custom Questions
Estimated daily results
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
Form preview
WINNER
AWARDS
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

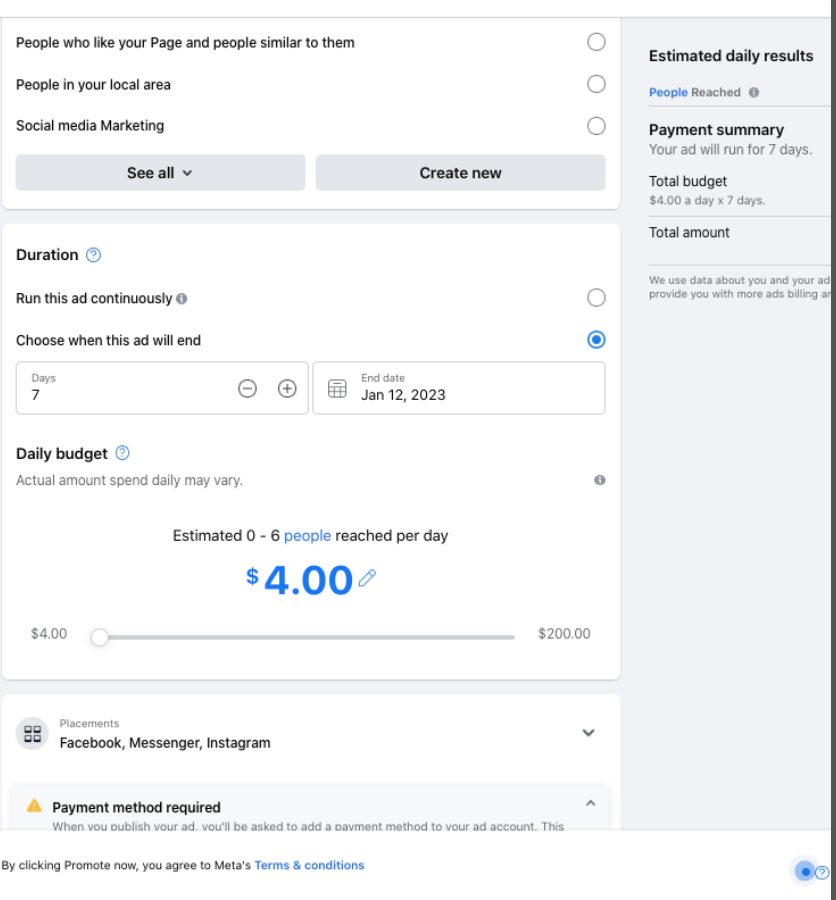


sometimes this can be in an issue in the review process and you may have to come back and click yes, I often leave it as is to further the reach

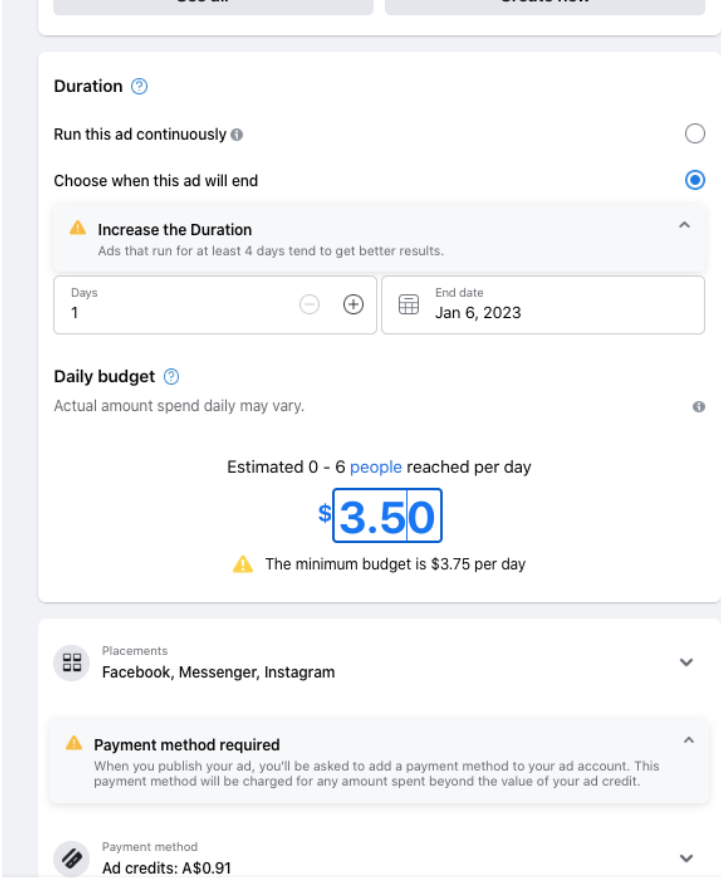


depending on your desired audience, you will want to decide who want to predominantly push this ad out to. my suggestions are:

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



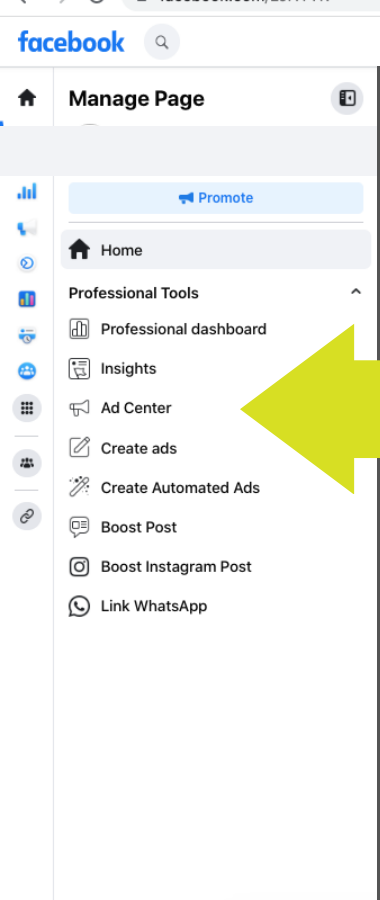
decide how long you want to run your ad for and how much you want to spend per day



the minimum per day is $3.75c

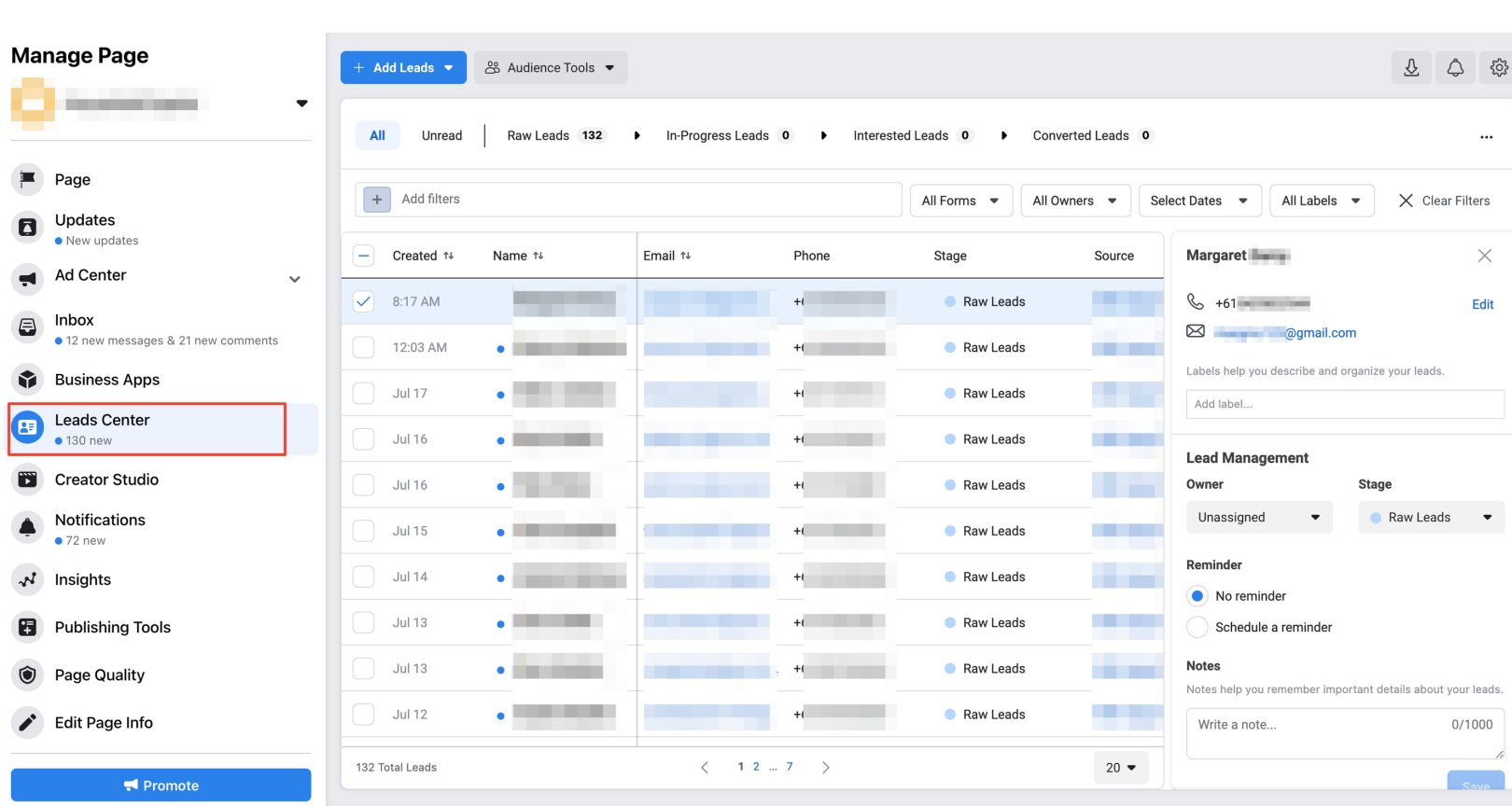
my suggestion if just starting out is start out with the $3.75c for 30 days and see how you. if you aren't getting any results, the two options you have are to either change the ad creative or increase your daily send.

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



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
8:17 AM
12:03 AM
Jul 17
Jul 16
Jul 16
Jul 15
Jul 14
Jul 13
Jul 13
Jul 12
Raw Leads
132 Total Leads
1 2 ... 7
20
Margaret
+61
Edit
@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.