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QUICK GUIDE

Digital Campaign Builder Best Practices

A comprehensive guide detailing the best practices for real estate digital marketing, both on Meta and Google.

Introduction

Welcome to our comprehensive guide detailing the best practices for real estate digital marketing, both on Meta and Google. The guide provides a variety of strategies and tactics to help boost your brand, highlight your properties, and engage with your audience effectively.

But why are these best practices? The strategies and techniques included in this guide have been carefully crafted based on our extensive experience, research, and analysis of trends in the real estate and digital marketing industries. They draw on what we know works in engaging audiences, drawing traffic, and fostering customer relationships.

Importantly, these best practices also follow the guidelines set by Meta and Google, ensuring your content adheres to their standards for maximum exposure and impact.

By following these best practices, you will increase your brand's visibility, improve your marketing efforts' efficiency, and ultimately drive more potential leads to your business. This guide is your roadmap to navigate the world of real estate digital marketing effectively. Let's get started!



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Headline & Body Text

Social Retargeting, Web Retargeting, Video on Social, Brand on Social, Google Search

Emojis are only available on Meta, not Google.

Brand Ads on Social and Google

Keywords: Highlight your brand

Headline:

Trusted Partner in Home Buying

Body Text: (pick one)

- We're here to guide you through the home buying process & help you find your perfect home.
- Regardless of your stage in the home buying process, we're here to help!

Headline:

Find Your Forever Agent

Body Text: (pick one)

- Simplify your 🏠 buying and selling process with [name of brokerage]
- Whether buying a home or selling one, our team is here to help. 🏠

Headline:

How to Make Money in Any Market 🏠

Body Text:

- We sold this home for significantly over asking. Are you still considering but are on the fence with this market? We would love to help you.

Headline:

Property values have risen X%

Body Text:

- One average that increases equates to \$X in equity for the median home price. Are you thinking of selling?



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Google Search-Geo-Location

Keywords: Use information relevant to your market

Headline: (pick one)

- **Find Your Dream Home Today**
- **Searching for the perfect home in [Location]? Search no further**

Body Text: (pick one)

- Don't wait. Schedule a showing for your dream home today.
- Our team of experts will help you find your dream home, no matter your budget or needs.

Headline:

Ready for something new?

Body Text: (pick one)

- Make your Colorado real estate experience enjoyable and easy.
- We make your Colorado real estate experience enjoyable and easy through education and excellent communication while catering to YOUR unique story. 🏠

Headline:

LA Expert Real Estate

Body Text: (pick one)

- We're here to guide you through the process of selling or buying residential real estate.
- Selling or Buying Real Estate in Los Angeles?



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Listings on Social or Video on Social: Highlight Key Features

Headline:

 **Privacy for Under \$1M**

Body Text:

-  3 bedrooms
2 bathrooms 
Enjoy the Corralitos Lifestyle

Headline:

Ready for a new home?

Body Text:

-  Huge Lot Space
 Entertainer's Dream Home
 Gourmet Kitchen
 RV and Desert Toy Parking

Headline:

3 Walden Elms [Property Address]

Body Text:

- [Key Features] A 5 beds/5+2 x .5 baths estate on 1.12 acres. Gated. Cul-de-sac. Finest materials and European architectural details. Viking kitchen appliances and custom cabinetry.



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Creative

Images

When creating ads, it's essential to use high-quality, visually appealing images that showcase properties in a way that appeals to potential buyers and sellers. Use:

Consistent visual style

Keep your images' overall look and feel consistent to build brand recognition and trust.

High-resolution images

Use images that are at least 1080 pixels wide to ensure that they look clear and sharp on high-resolution screens. Refrain from over editing or filtering images to ensure they look natural and authentic.

Capture attention

Use attention-grabbing images relevant to your message to increase the chances of people engaging with your ad. Try to elicit an emotional response, whether it's happiness, sadness, or excitement, to connect with your audience on a deeper level.

Examples

Property images – Interior and exterior images

Use images that showcase the interior and exterior of the property to give a complete view of the property.



Lifestyle images

Use images that depict people living in the property or enjoying the surrounding area to create an emotional connection with potential buyers.



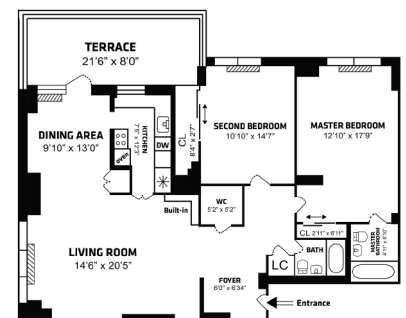
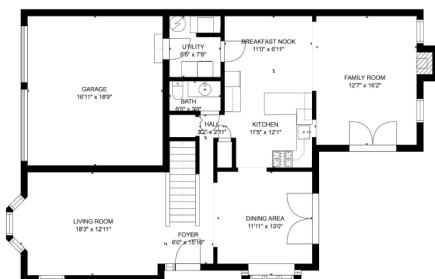
Aerial images

Use aerial images to showcase the property's location and surroundings.



Floor plans

Use floor plans to give potential buyers a sense of the layout and flow of the property.



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Text and Logos in Images

Using text sparingly can be effective. For example:

- Overlay “Open House” or “Just Listed”
- Share a key message, like property statistics or brand values
- No more than 20% of text in images
- Overlay your logo to build brand awareness

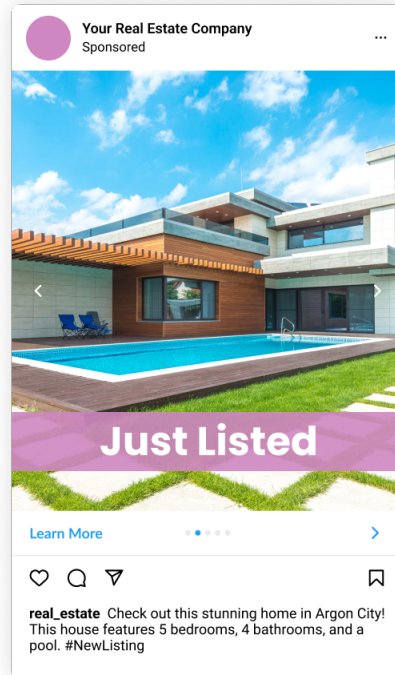


Image Sizes

Landscape

- 1.9:1 aspect ratio
- 1200 x 628 pixels recommended
- Minimum of 600 x 314 pixels required

Square

- 1:1
- 1200 x 1200 pixels recommended
- Minimum of 300 x 300 pixels required

Images have a max file size of 5120 KB and should be in GIF, JPG, or PNG file types.



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Landing Pages

- 1 Align your landing page with the goal of your ad campaigns
 - If you want to collect leads on Google, make sure your landing page contains a lead form
 - Keep lead forms simple, and include a thank you page after submission
- 2 Test landing page design, layout, copy, and calls to action
 - If you are featuring a particular listing in your ad creative, make sure the landing page has the listing
- 3 Put calls to action and important information at the top of the page
- 4 Keep landing pages mobile friendly
- 5 Make sure the page loads quickly on desktop and mobile

Resources

Meta Creative Guidance

Tips from Meta creative experts for Facebook & Instagram ads

Google Creative Guidance

Tips from Google creative experts for Google Display ads.

Canva

Free graphic design tool. Use the tool to edit images and add logos, headshots and text.



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