

A photograph of three business professionals in a modern office. A woman with long blonde hair, wearing a purple top and blue jeans, stands with her back to the camera, holding a black fringed bag. A man in a dark blue suit stands next to her, looking out a large window. A woman in a white shirt and dark pants stands further right, holding a black folder. The office has a red leather sofa, a glass coffee table with a terrarium, and a large potted plant. The background shows a city skyline through the window.

# From Best Guess to Best Practice

Overview of the Facebook Platform and  
Why It Can Help Drive Your Business

facebook  
f w i g l o



# Follow-up on Questions from Last Week

1. Will people get a reminder if they have a Page invitation waiting?
  - Yes, they will get a notification when they have been invited to like the Page and also a follow-up notification with a reminder
2. Can reviews be shared from other platforms to Facebook?
  - Currently, there is no way to import reviews from other platforms



**THEN**

The right place at the right time

# NOW

People hold  
the power



## Since 2014

homebuyers have used the web or mobile apps to search for home listings more frequently than they've contacted real estate agents.

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The majority of these searches happened on a mobile device.

# PEOPLE ARE HOUSE HUNTING 24/7

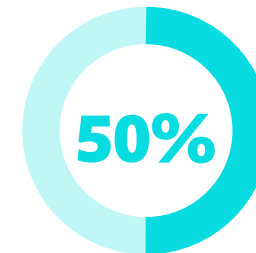
## Since 2014

Web and mobile searches > Contacting agents  
Mobile > web



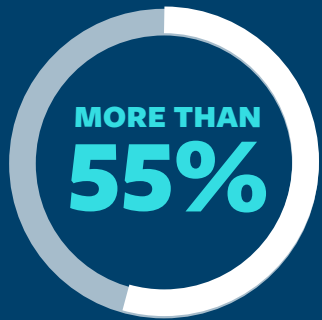
**4 out of 5**

US homebuyers (79%) surveyed use an online resource at some point in their search



of buyers only talk with one agent before  
deciding who to work with

# US consumers now spend 3 hours per day on mobile devices



of total time spent with media is digital



of people in the US use smartphones, and nearly 53% use tablets

ESTIMATED NEARLY

# 1 in 3

media minutes will be spent on mobile in 2019

Source: eMarketer 2019 "US Time Spent with Media 2019."





# 8 out of 10

of people reported using their smartphones to  
**interact with local businesses**



# 3 out of 4

Facebook users in the US say they visit the  
Facebook Page of a **local business** at least  
**once a week**

Source: 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.)





266

**MILLION**

People in the US

209

**MILLION**

Americans access  
Facebook every month  
on mobile — **80% of the  
entire population**

168

**MILLION**

Americans use  
Facebook every day

# 1 hour and 15 minutes

Average time spent on social each day



**AVERAGE**

**38 minutes**

**PER DAY**



**AVERAGE**

**26 minutes**

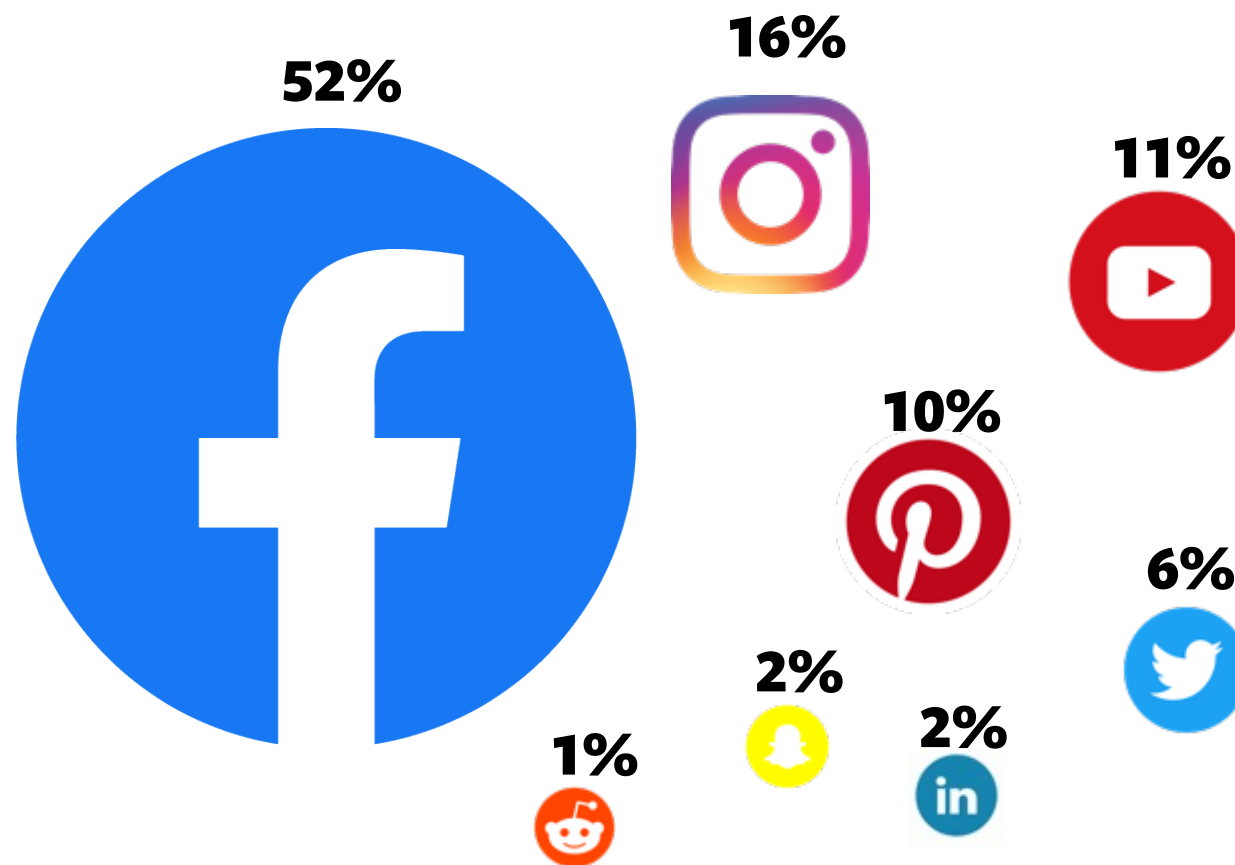
**PER DAY**

Source: eMarketer, (2019) "Time Spent With Media 2019: US Social"





## HOW LIKELY TO BUY



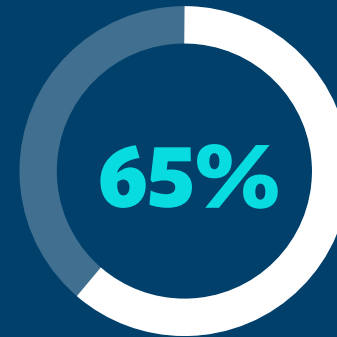
Source: Social Media Today (2019) "New Study Examines How Brand Engagement on Social Influences Purchase Behavior." Chicago Agent Magazine (2018) "Social Media Sparks Millennial Interest in Homebuying." Adobe Digital Advertising Survey, (2018)



## INFLUENCED BY SOCIAL

**Half of Generation Z and 42% of Millennials** say social is the most relevant ad channel.

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65% of homebuyers say they're influenced by their online friends' homebuying posts on social.

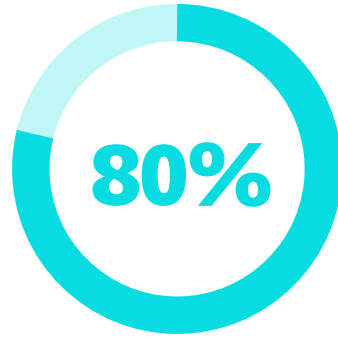
Quick Break for  
Questions



# AGENT 2020



**200 STEPS**



And **with 80% of agents using Facebook to market homes for sale** — the vast majority — it makes sense you'd need to set aside time to complete those important marketing tasks.”

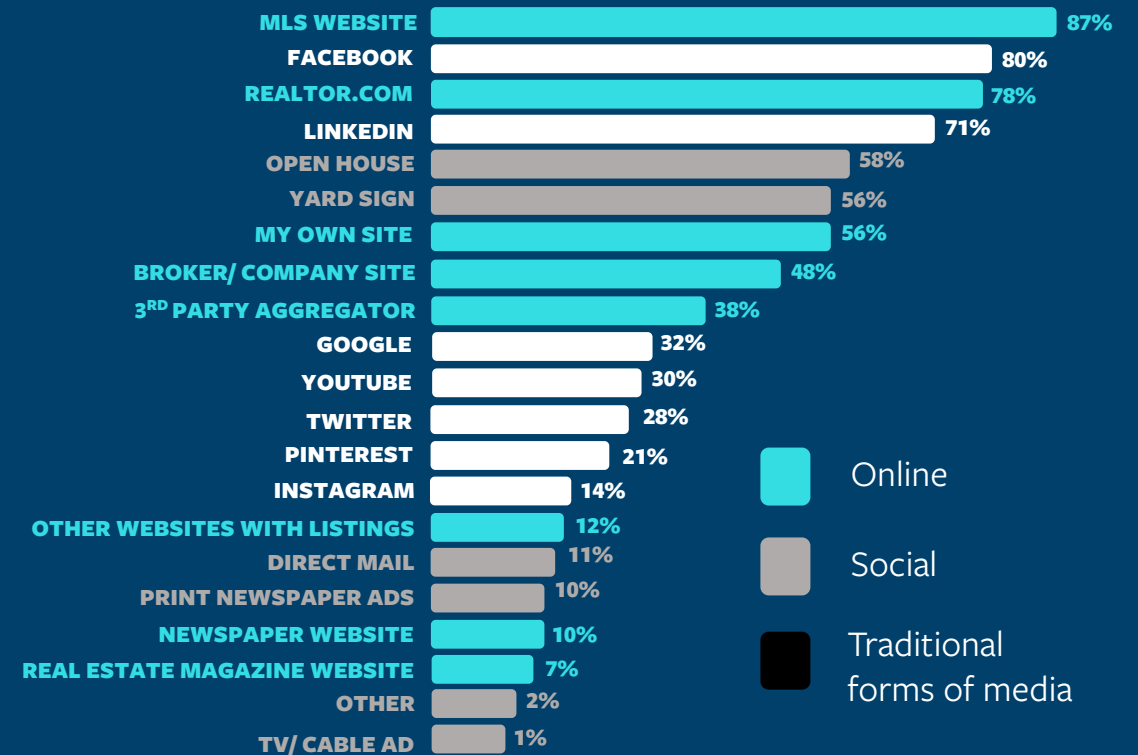


Nearly  
**9 HOURS**  
hours each week

# METHODS AGENTS USE TO MARKET HOMES FOR SALE



## Number of realty agents using each method





# COMMON SPEND HABITS

## Common Practices



**PAGE LIKES**  
**CLICKS**

**POST ENGAGEMENT**  
**OTHER**

## Best practices



**SITE VIEWS**  
**VIDEO VIEWS**

**LEAD ADS**  
**WEB LEAD SUBMISSION**

# COMMON MISCONCEPTIONS

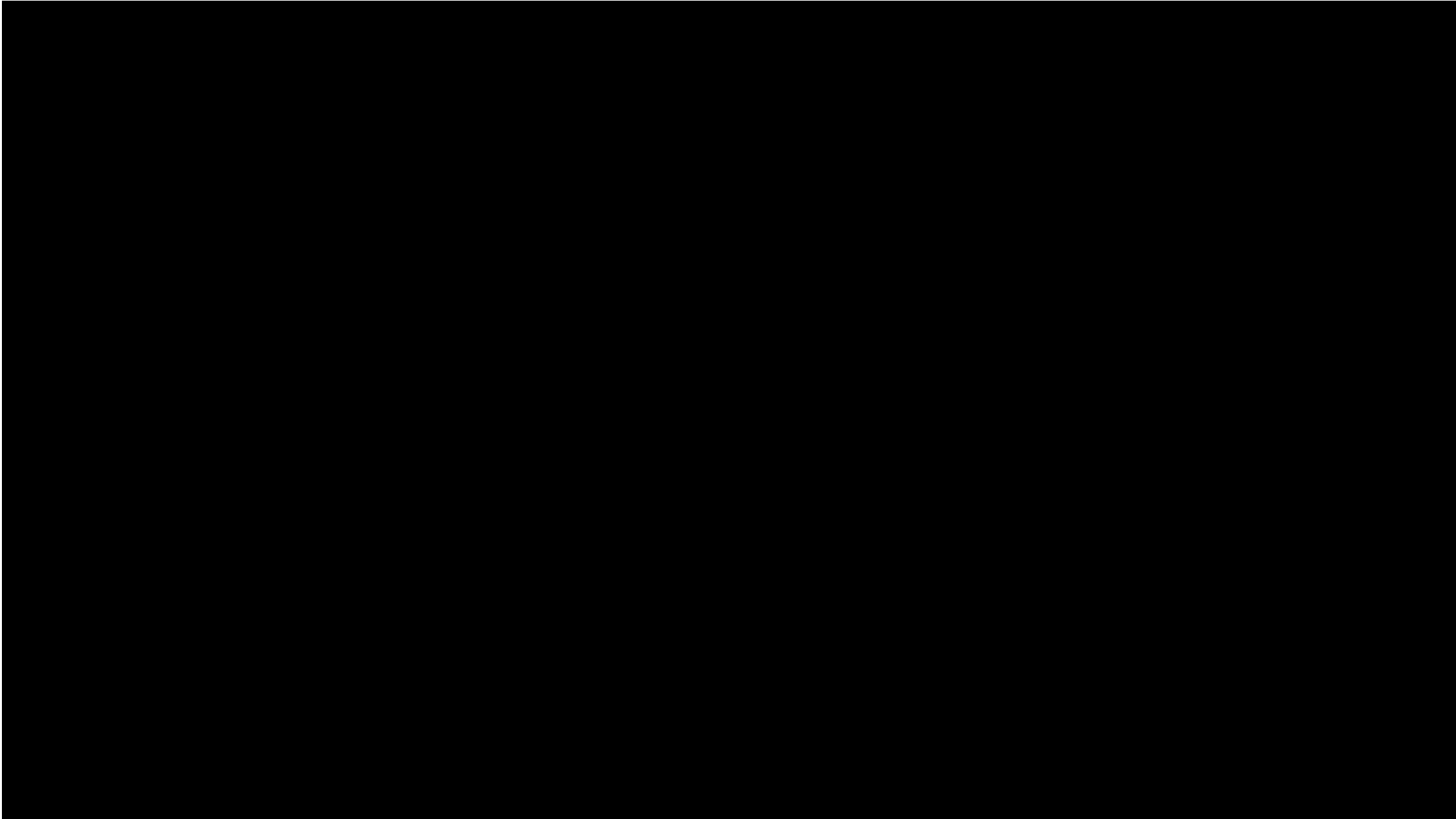
## REALITY

“Facebook and Instagram are not the same thing. Facebook is a social network and Instagram is a photo-sharing app. They are both owned by Facebook, but they are not the same thing.”

NSA, “Facebook and Instagram are not the same thing.”

Facebook, “Facebook and Instagram are not the same thing.”

understand the value of Facebook and Instagram advertising



Any Other  
Questions?

Blueprint is Facebook's global education and training program that empowers advertisers and businesses of any size to reach their business goals with Facebook's family of apps and services.

Learn more at  
[facebook.com/blueprint](https://facebook.com/blueprint)





Thank you

facebook