



# Facebook Ad Blueprint for New Construction Homes

Presented by Gillies Team Real Estate in Association with Ascend Agents

## Introduction

Greetings, real estate pros! This is your go-to Facebook Ad Blueprint, courtesy of Gillies Team Real Estate and Ascend Agents. This guide is designed to walk you through setting up a Facebook ad campaign focused on new construction homes. Let's get started!

## Table of Contents

1. Preparing Your Facebook Business Account
2. Defining Your Target Audience
3. Designing Your Ad Content
4. Budgeting and Timing
5. Tracking and Fine-Tuning

### 1. Preparing Your Facebook Business Account

First things first, you'll need a Facebook Business Account to run ads.

Steps:

1. Navigate to Facebook Business and click "Create a Page."
2. Select "Business or Brand" and input the required details.  
**Task:** If you haven't set up a Facebook Business Account yet, now's the time.

### 2. Defining Your Target Audience

For this campaign, we're focusing on new construction homes.

Steps:

1. Open Facebook Ads Manager and initiate a new campaign.
2. In the "Audience" section, choose:
  - Age: 25-45
  - Interests: Real Estate, New Homes, Home Buying
  - Location: Your target area**Task:** Configure your target audience settings in Ads Manager.

### 3. Designing Your Ad Content

Your ad should be visually appealing and resonate with your target audience.

Steps:

1. Headline: "Discover Your Dream Home in [Your Area]'s Newest Communities!"
2. Description: "Step into modern living with our new construction homes. Click to explore."
3. Use high-resolution images or videos showcasing the new construction homes.

**Task:** Assemble your ad content, including images or videos.

### 4. Budgeting and Timing

Allocate your budget and set the ad schedule for maximum impact.

Steps:

1. Determine your budget (e.g., \$30/day).
2. Opt for peak viewing times for your ad (e.g., weekends, 10 AM - 4 PM).

**Task:** Input your budget and timing preferences in Ads Manager.

### 5. Tracking and Fine-Tuning

Regularly monitor your campaign and make necessary adjustments.

Steps:

1. Keep an eye on key metrics like Click-Through Rate (CTR) and Cost Per Click (CPC).
2. Update elements to enhance performance (e.g., modify images, adjust headlines).

**Task:** Review your campaign's performance metrics daily.

## Conclusion

Facebook ads are an invaluable asset for lead generation, especially when you're promoting new construction homes. This blueprint offers a detailed guide to help you set up a successful campaign. Follow these steps and tasks to get your Facebook ads up and running.

For more personalized advice, [book a consultation with us](#).

If you have any questions or are considering joining our team, we're always here to help you reach new heights in your career!

Until next time, aim high and keep reaching for those stars!

### [Downloadable Checklist](#)

- Set up Facebook Business Account
- Configure Target Audience in Ads Manager
- Assemble Ad Content
- Input Budget and Timing
- Monitor and Fine-Tune Campaign

Feel free to print this guide and the accompanying checklist to keep you on track. Wishing you all the best in your Facebook advertising endeavors!