



**HOME  
CONTRACTORS  
CASE STUDY  
REAL ESTATE**

# How to increase B2B leads for your business with the digital real estates

- + Even though many consumers want to hear from your company, completing forms on a mobile device might be challenging. B2B Lead generation is simplified with Facebook lead ads. People can tap your advertisement, which then triggers the appearance of a form with their Facebook contact information pre-populated and ready to be sent to you. They can easily access the data they need with a few taps, and you can then use that lead to further your business.
- + As it was expressed by the client that his business was going through a period of loss and was struggling to meet his goals using Facebook ads. We chose the most efficient and easy way to enhance the lead generation for his business. Therefore, an advertisement may be the best way to proceed with the transaction.



- + In the business community, there are numerous venues where you can advertise, though, and that is the point of the argument. Therefore, the key question is: Which should you choose in the real estate context?
- + We are going with **Facebook advertisements**. We are aware that your next inquiry is, "Why?" Then how? Keep reading as we explore Facebook ads for real estate in further detail and help our client to achieve his goals of getting B2B leads for less than \$100 per lead with no time.
- + Everybody involved in the real estate business knows the industry's complexity. Numerous short-term investors, long-term investors, the rental market, and actual users add to the demand's difficulties.
- + It would be best if you were extremely cautious with your real estate Facebook marketing due to the significant market volatility and the regular instances of ad expenses getting out of control. However, to get the most out of your real estate Facebook marketing campaign, you need to develop a solid plan that will enable you to target the relevant demographic with your adverts accurately.

- + For our client, we developed a plan and a marketing strategy after determining his audience and how effectively his business can reach people via Facebook marketing.
- + For a successful real estate Facebook marketing strategy, Facebook audience targeting is crucial. It determines if your Facebook ad campaign is successful or not. If you choose the correct population to target, Facebook marketing for real estate brokers can be successful.
- + Your conversion rates will be low regardless of how lovely and alluring your offer is if you do not target a good group of people. However, if you can choose the correct audience to reach, even a subpar offer will still convert.

# The Process

For our client to achieve **B2B** leads for less than **\$100** per lead, we initiated the following steps:

- + When you have new homes to sell or need to buy, you can make advertising and target your database to advertise. For example, you may remind them to refer you to others who could need your services through advertising, or you can market a supplementary product to what you have already sold to them.
- + To remind your contact about your real estate services, we designed Facebook advertising with a TOF campaign just for them. We submitted a list to our client list, which includes information on each person on it, including his or her first and last name, email address, phone number, postal code, city, country, and state, as well as his or her birthdate and year.



- + Started the ad spend budget at \$30 per day and slowly increased it to \$40 per day.
  - + There are two alternatives when choosing a budget: a daily budget and a lifetime budget. We opted to establish a daily budget of \$30.
  - + With the aid of an "Audience Definition" speedometer chart, Facebook offers advice on how to make sure your audience is just the right amount, both broad and narrow. Aim to stay within the green gauge.
  - + We decided to maintain a sizable audience for the first days of the Facebook ad campaign. The idea is that the charm might appeal to a wide range of people, and until we had access to some data, we did not want to exclude those who might make a purchase.
- + To start, we decided to run two commercials for the business. After a few days, I alter the approach after reviewing the outcomes and consulting with a few prominent peers. I started this experiment by conducting a traffic campaign to gather cheap clicks and observe how people engaged with my advertisement.
  - + A traffic campaign will show your advertising to more people and send more people to your website. Still, the quality of the visitors that is, the probability that a visitor will become a customer – tends to be lower than when running a conversion campaign.

- + In our next campaign, we opted to use a combination of four ad copies and eight creatives intended to speak perfectly for the business. Again, we found customer reports, as 76% of respondents claimed that their preference for particular channels varied depending on the situation. Additionally, 52% anticipate personalized offers all the time.
- + Your prospects will more likely become leads if you reassure them that doing business with you will be easy and seamless. Therefore, once the previous ad sets had stopped working, we tested three new ad sets, one by one; during this step, we found out that the business had generated positive leads and determined the results.



# The Results

- + Finding leads and nurturing qualified ones via the marketing funnel and into your sales pipeline can be accomplished with excellent lead-generation tactics. From our efforts, we attained 63 leads/scheduled calls and achieved a CPL value of \$48.54, which was much lower than the desired target of \$100.
- + The fundamental meaning of lead generation is the distinction between hoping for sales and initiating steps to make sales possible; for instance, we found three effective ad sets that worked well out of the six. In addition, there is a sincere dedication to business expansion.



- + In addition, we were able to identify three winning creatives and ad copies each, which will enable the client to run his business effectively and achieve his B2B lead goals.

