

#Turning**P**oint

Revealed:

How top agents create impact on social media



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Guests:

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in association with



01. The Opportunity

Reaching buyers, sellers & tenants where they spend their time



4 Hours

Spent on their phones every day



26 million

on Facebook & Instagram



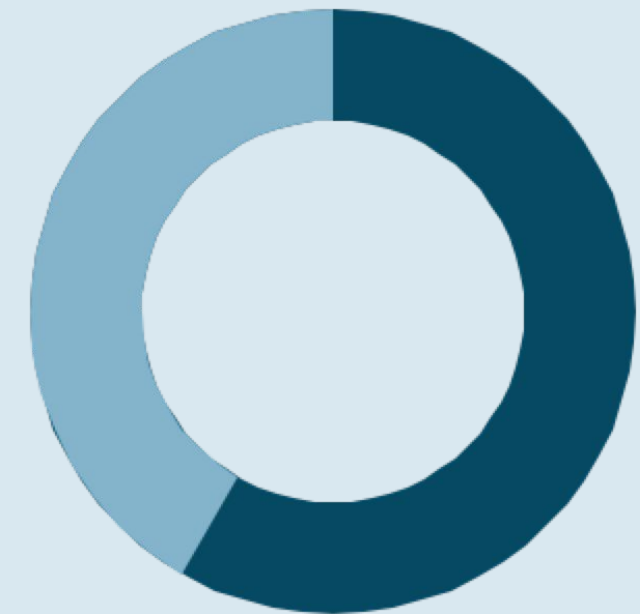
130 million

& 30k+ companies
On LinkedIn



70%

Come back daily



● Digital Marketing

● Media, Radio & print

60%
of marketing budget
across business sectors
is **spent on digital**

Most of digital is spent on Facebook & Google

02. Social Media vs Traditional Marketing

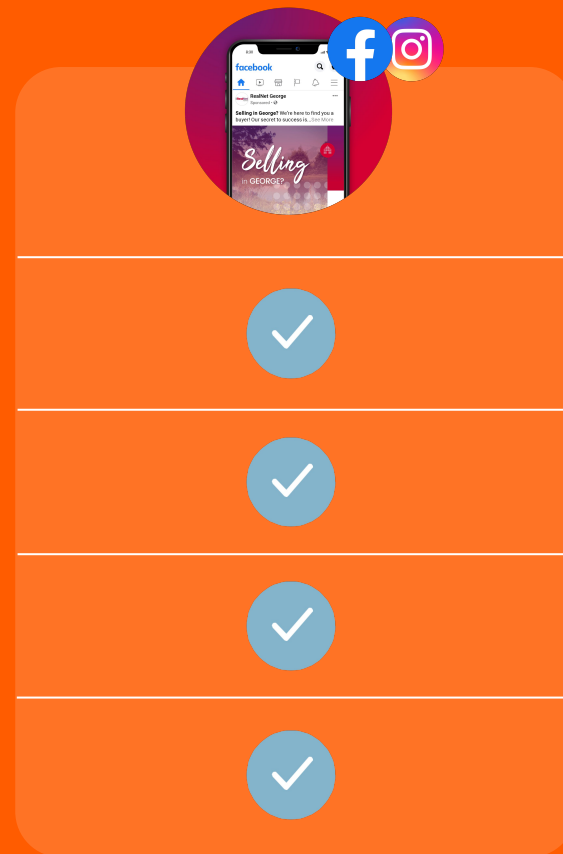
Additional Features & Benefits

Targeting ability

Quickly and easily editable

Reach an audience with frequency

Measurable CPL
(listing ads)



50%+

of sellers only talk with one agent before deciding who to work with - highlighting the importance of staying **top-of-mind**

Social media is particularly important for Brand Awareness.

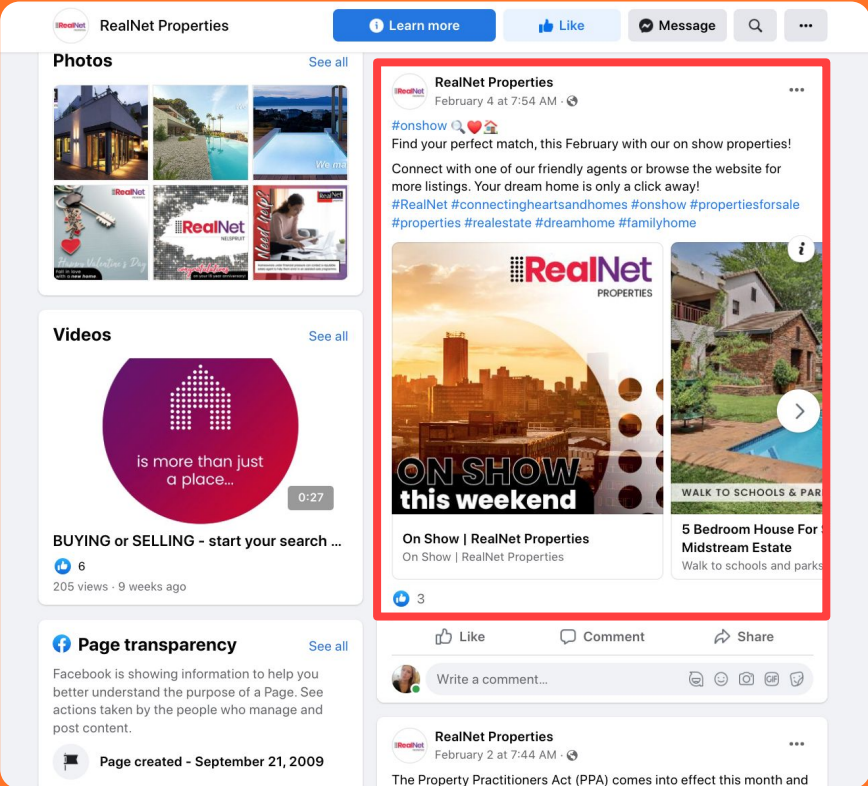
Top agents employ regular and effective advertising to build trust and credibility - helping them to get in early on a seller's consideration process.



03. Posting on Social Media

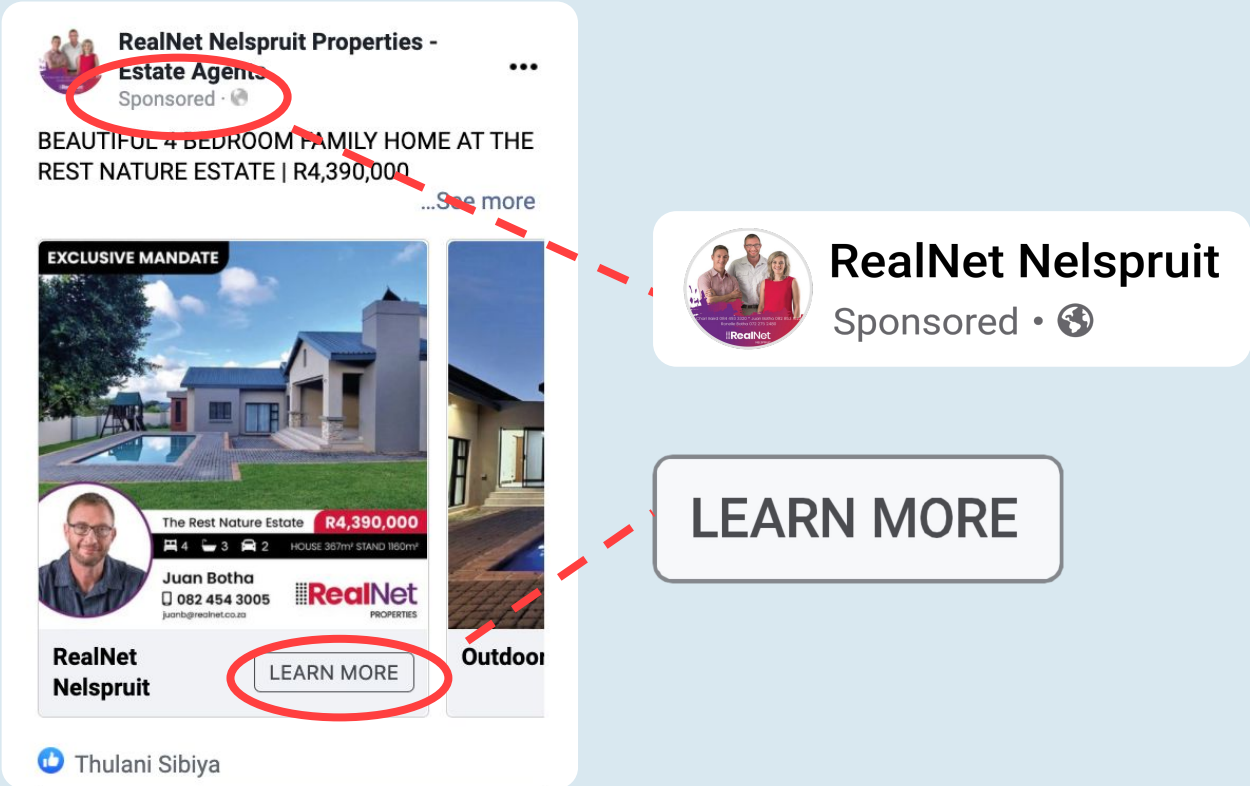
Top agents use paid advertising for maximum reach and exposure

Organic Posts



Who sees it: your followers (3-5%)
Where: your page, their newsfeed

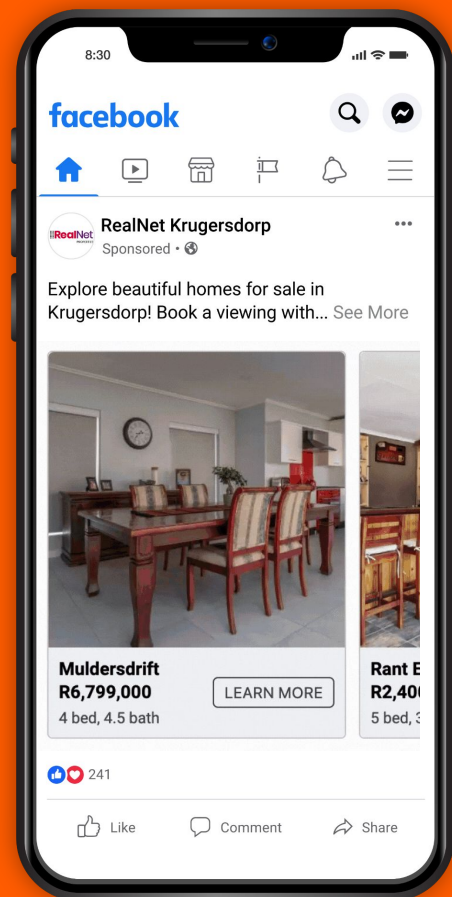
Paid Ads



Who sees it: determined by your preferences & budget
Where: 16+ locations across Facebook & Instagram

04. Paid Ad Types & Placements

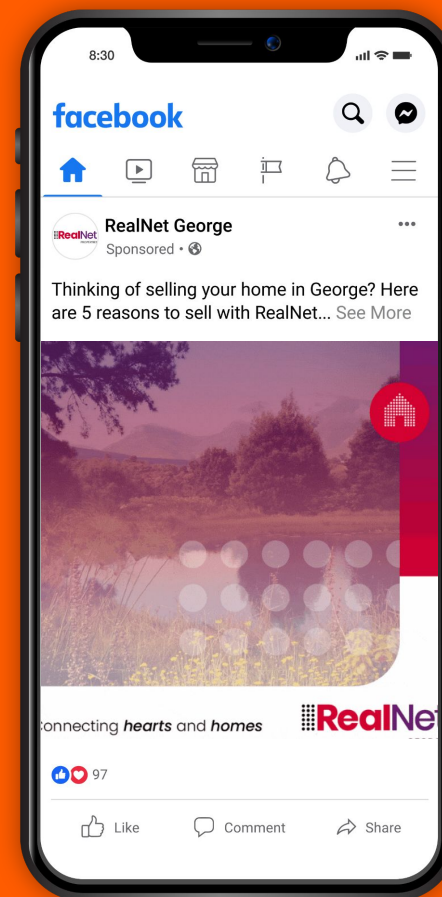
Top agents choose the most engaging ad formats, based on their objectives.
Paid ads can appear in 16+ locations, including on Stories, Marketplace & news feeds.



Carousel

- Storytelling
- 2-10 images (carousel cards)
- Dynamic content (listings)
- Best for: lead generation & brand awareness

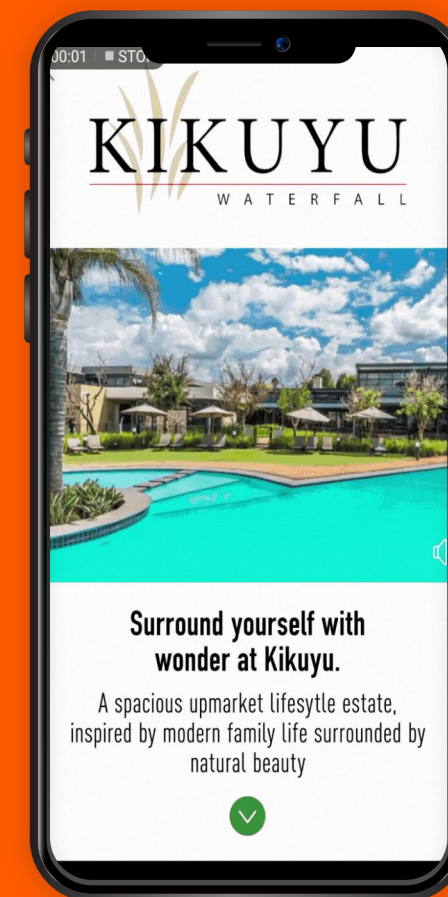
Best for Lead Gen



Video

- Highly engaging, immersive
- Best practice: 15-45 secs, subtitles
- Best for: brand awareness

Best for brand/audience building



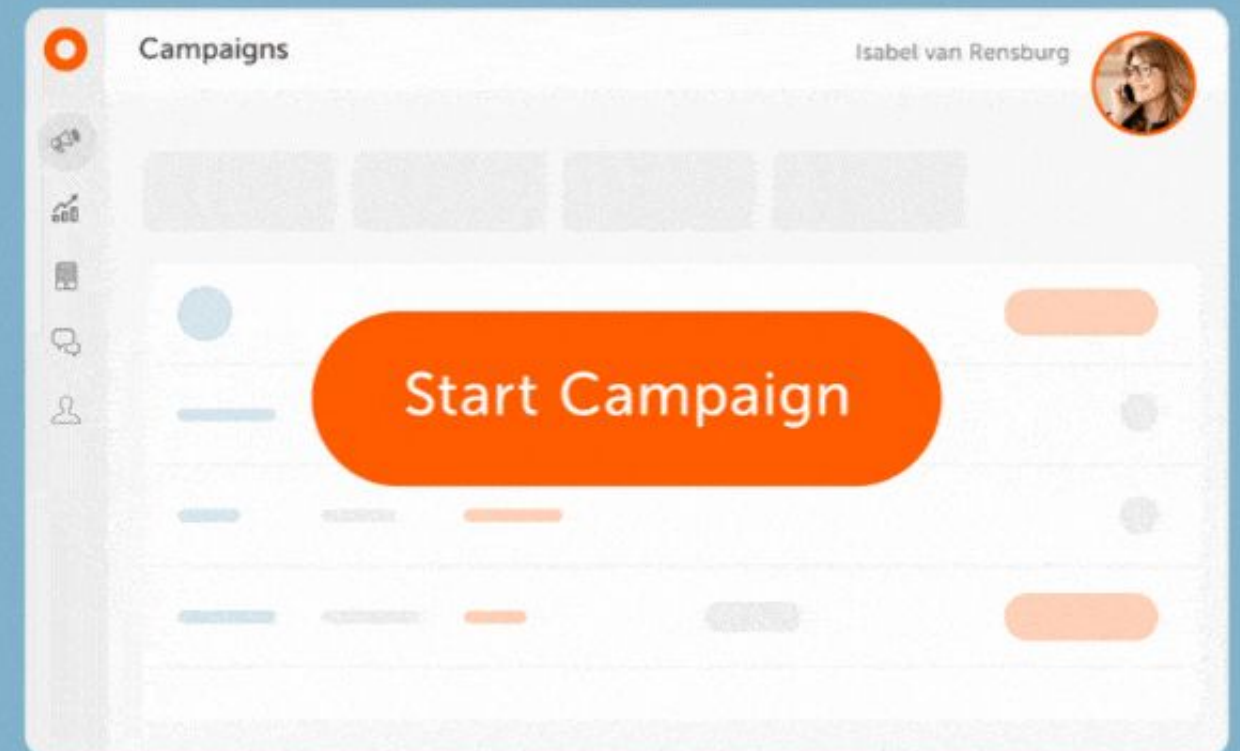
Instant Experience

- Highly engaging, quick loading, immersive
- Max brand experience
- Best for: brand awareness

05. Great design improves your ad's chances of success

With Flow, you can create DIY Facebook ads - **but like a PRO**

- ✓ Select from **100's of optimised** ad templates
- ✓ Create beautifully crafted **agent profile and listing ads**, in just a few clicks
- ✓ **Stay on-brand** with exclusive agency templates tailored to your CI



05. Targeting the right audience

With Flow's automated targeting, your ads are only seen by the most relevant people:



By age



By gender



By location



By type
(buyer/renter)



When people interact with your ads, Flow can track where they are, what price range they're looking in, what kind of property they're looking at, and in which area.

Flow does all the hard work to **retarget** them with ads for similar properties, until they're hooked and seek you out to start talking.

What about
Boosting?

Boost Post

Boosting on Facebook offers you the chance to pay to increase the visibility of your **organic post** in peoples' busy news feeds.

Top agents don't just Boost posts, as it doesn't guarantee the right people will see their content.

Boosting is a very basic version of Facebook's full advertising system, offering **limited targeting ability and tools.**

Thank You.



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