

How To Create A Facebook Fan Page



**Get Red-Hot Buyer Leads In
The Next 30 Minutes, For Free
Using A Simple 4-Step Process**

Version 3.0

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Introduction

Most real estate professionals have a personal Facebook profile, but few understand how to use Facebook to generate red-hot buyer leads on demand.

Here's a click-by-click system for setting up a Facebook fan page to generate leads in the next half hour – without spending one cent on advertising. I call it...

The Facebook Investor Targeting System™ **("FITS" for short!)**

A little background before I take you through this system...

Facebook started as a site for college students and teenagers, but now has over 500 million users of all ages and backgrounds. The fastest growing segment of users is the 35+ age group.

This means you can now instantly connect with people who live in your area (or people who want to move there) who are ready to buy, sell, or invest soon.

In this way, Facebook is a great source for free leads, but only if you have an easy system to identify the prospects in your local area *without* wasting a lot of time or bombarding your personal contacts. And that's what this ***FITS™ system*** is all about...

Here's a quick overview of this client-getting system:

STEP 1: Create A Facebook "Page" (5 minutes)

STEP 2: Use A "Magnet" To Attract Leads (5 minutes)

STEP 3: Syndicate Listings On Your Page (10 minutes)

STEP 4: Get Visitors To Your Page (10 minutes)

On the next few pages there are screenshots and checklist items for each step to help you set this system up and quickly get investor leads.

You can also use this system to target other types of buyers (or sellers), which you'll understand how to do once you go through this 4-step process...

STEP 1: Create A Facebook "Page" (5 min.)

To create a page you need to [set up a free personal profile](#), or login to your existing account. Then follow this checklist:

- Go to:
<http://www.facebook.com/pages/create.php>
- Select this option: **Local Business**
- Choose this category: **Real Estate**
- For Business or Place: **Name your page...**



Important tips about naming your page:

1. Give your page name some thought because you can't change it after you have 100 fans...
2. It should **NOT be the name of your business or brokerage...**
This is a common mistake because we assume *cold* prospects will be interested in our company name or even our personal life when they're only interested in the information we provide... (some agents do use Facebook to stay in touch with close personal contacts, but this **FITS™ system** is about generating new leads quickly)...
3. It should be **related to the target audience** you're trying to reach and the type of content you're going to give away to attract these prospects...
4. It should be "**keyword rich**" – meaning, it includes the keywords your target audience puts in a search engine...
5. It should be **location specific** (city and state)
6. It should be **short (but still descriptive)** – in just a minute we'll talk about how to get the URL that matches your page name. So you'll want to your page name to be short and memorable...
7. Examples of good Facebook page names:

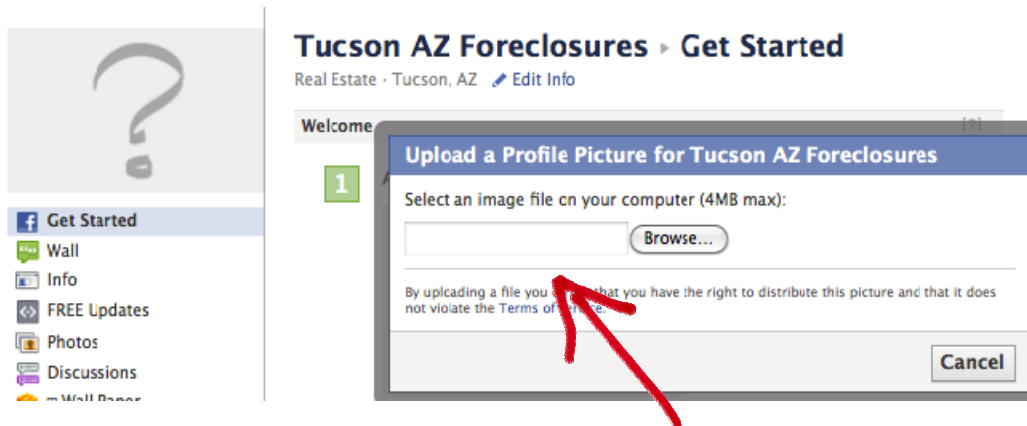
Tucson AZ Home Search

Tucson AZ Condos

Tucson AZ Foreclosures

A screenshot of the Facebook page creation form. The form is titled "Local Business or Place" and includes the subtext "Join your fans on Facebook." The form fields are: "Real Estate" (dropdown menu), "Tucson AZ Foreclosures" (text input), "1234 Happy Street" (text input), "Tucson, AZ" (text input), "85719" (text input), and "520-555-5555" (text input). A blue "Get Started" button is located to the right of the phone number field. A red arrow points to the "Get Started" button. At the bottom of the form, there is a checkbox labeled "I agree to Facebook Pages Terms" which is checked.

After you click the “Get Started” button...you'll see your new page with the page name at the top.



What details do you include on your page?

- Upload a photo that reminds prospects why they should like your page – this should *not* be a picture of you, your team, or your company logo. A stock photo of a foreclosure sign might work, or something that will stand out on the white Facebook page. You can change this later.

Here's an example image:



- Next, click “Edit Page” and fill in details about your page. You can change this later, but this is a good time to put in your phone number and text in the About section like this:

If you're looking for Foreclosures in Tucson AZ this is the page to get the latest listings and updates! Call me for more information or to schedule a showing – 520.555.555

STEP 2: Use A "Magnet" To Attract Leads (5 min.)

Your goal in creating a Facebook page is to collect leads you can convert into clients and commissions.

Instead of prospects submitting their email address, they simply click the **Like button** to be added as a "Fan" of your page (hence the name Facebook Fan Page).



To get people to click the Like button on your page you need to offer a "**lead magnet**." Examples of lead magnets include:

- a **free report** (*7 Ways To Profit From REO Properties*)
- a **free video** (*How To Buy A Foreclosure For 20% Less Than Average Market Prices*)
- **free foreclosure updates...**
- Basically it's free information that will **help** your target prospect make a better decision and reach their goals.

Another common mistake is simply offering a free MLS search. Buyers can get this service anywhere today and it doesn't give them a motivating reason to Like your page.

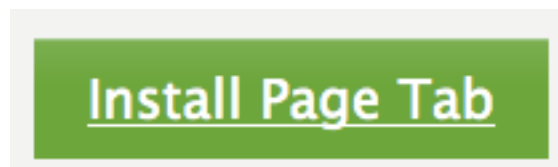


A better strategy to get right-now buyer leads is to target "investors" and offer them free updates on distressed sales in your area – from foreclosures already on the market AND from your first-hand knowledge about deals before they hit the public MLS.

IMPORTANT: You'll need to set up a default page so visitors Like your page before seeing the listings...

How to set up your default page for visitors:

- First, install the "**Static Iframe Tab**" app
 - Search this app name on Facebook or go to here: <https://www.facebook.com/iframehost>
 - Next, click the big green button...



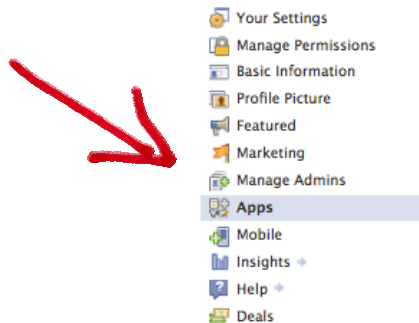
- Then, choose your fan page and click the **"Add Static Iframe Tab"** button



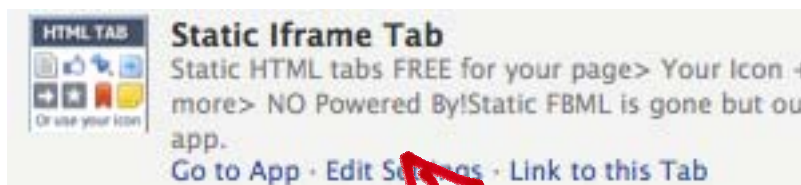
- Note: If prompted, allow access for this app
- Click **"Edit Info"** (or the "Edit Page" button on top right)



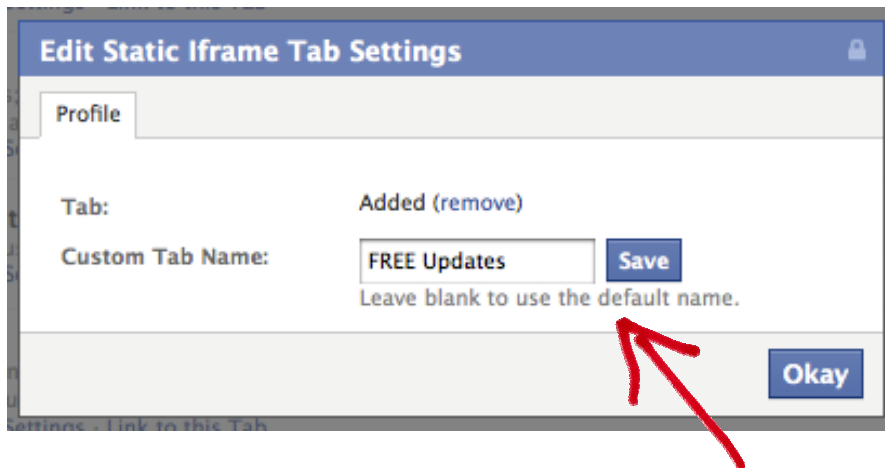
- Click the **"Apps"** tab (left side)



- Scroll down to the **"Static HTML: iframe tabs"** section
 - Click **"Edit Settings"**



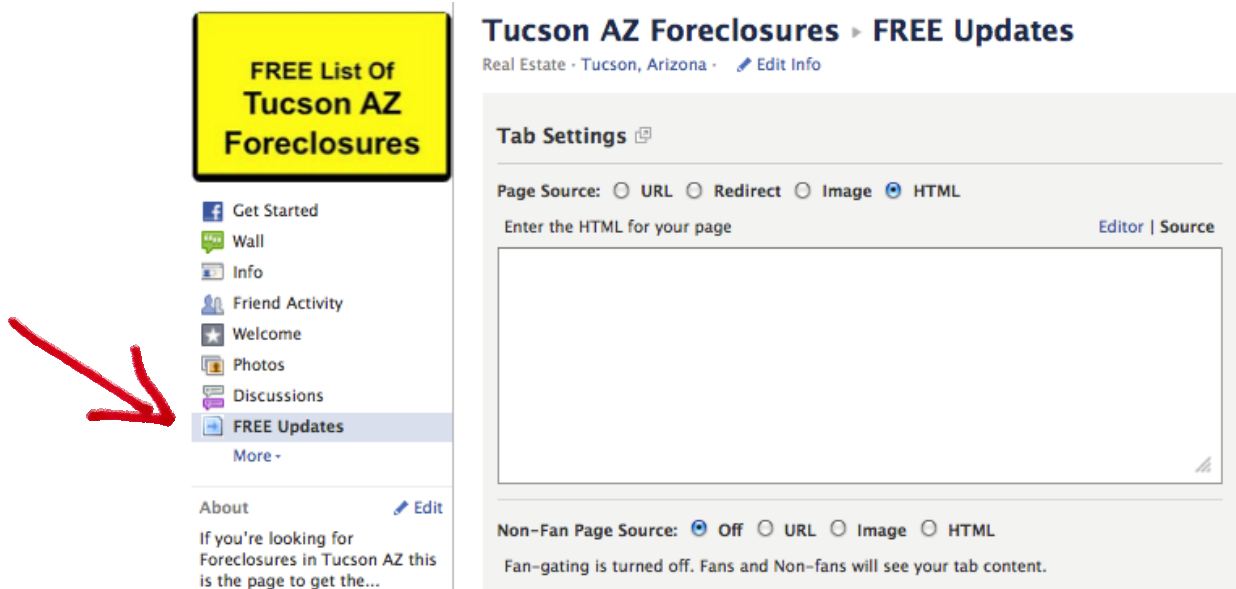
- You'll see a box appear to edit the name of your new tab
 - Enter a custom name and click "**Save**" then "**Okay**" (put whatever you want, you can change it later!)



- Go to top and click "**View Page**" button (on right)



- Click the new "**FREE Updates**" tab (or the title you used)

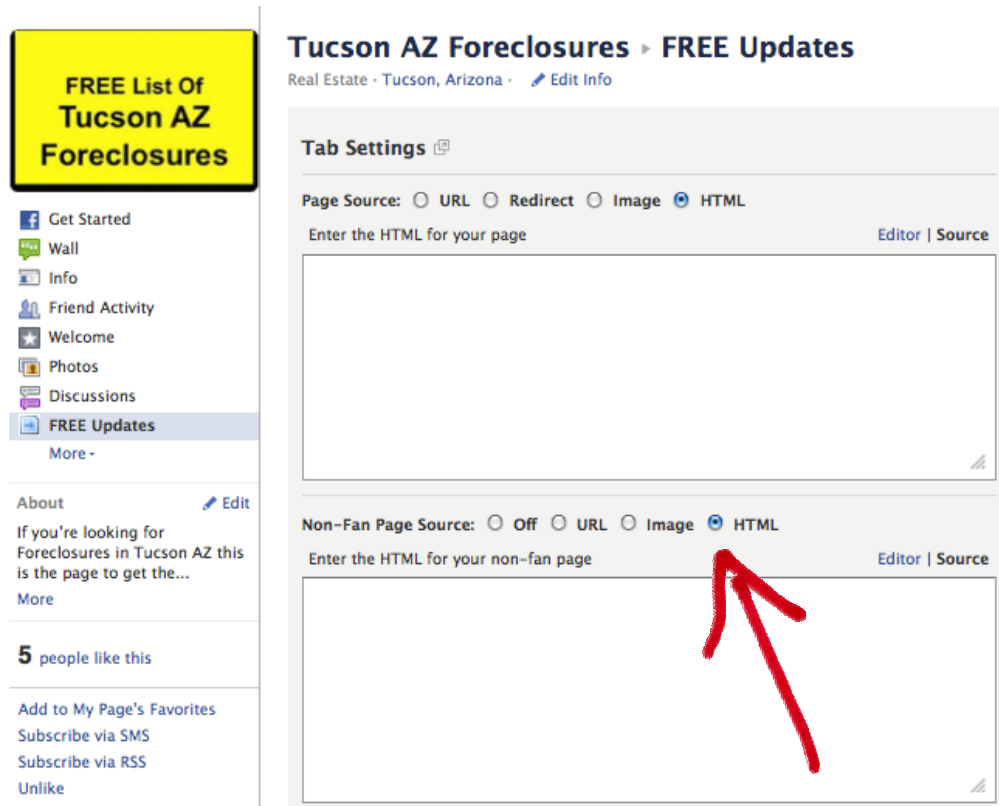


- NEXT, enter in content for non-fans to see in the top box
- Then put in content for your fans to see (those who like your fan page)
- **There's also a much easier way to do this...**

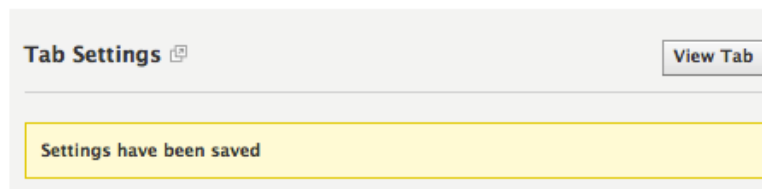
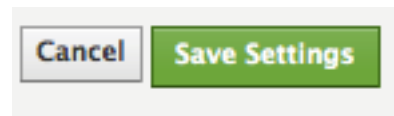
HIGHLY RECOMMENDED: To get your free download of copy-and-paste content for this section, [CLICK HERE to join our agent community for free](#) and get the software code along with 3 other welcome gifts.

Already a member? – enter your details again to go to the download page!

- After you download this free [HTML Template code](#)...
 - Go to your Static IFrame Tab again (“FREE Updates”)
 - You’ll see a box to enter your HTML, and underneath it says “**Non-Fan Page Source**”...**click HTML button**



- You’ll see another box appear to enter in HTML...
 - Then copy and paste the code into the top and bottom boxes, click “**Save Settings**”
- Click “**View Tab**” at the top and double check what you’re showing to Fans of your page

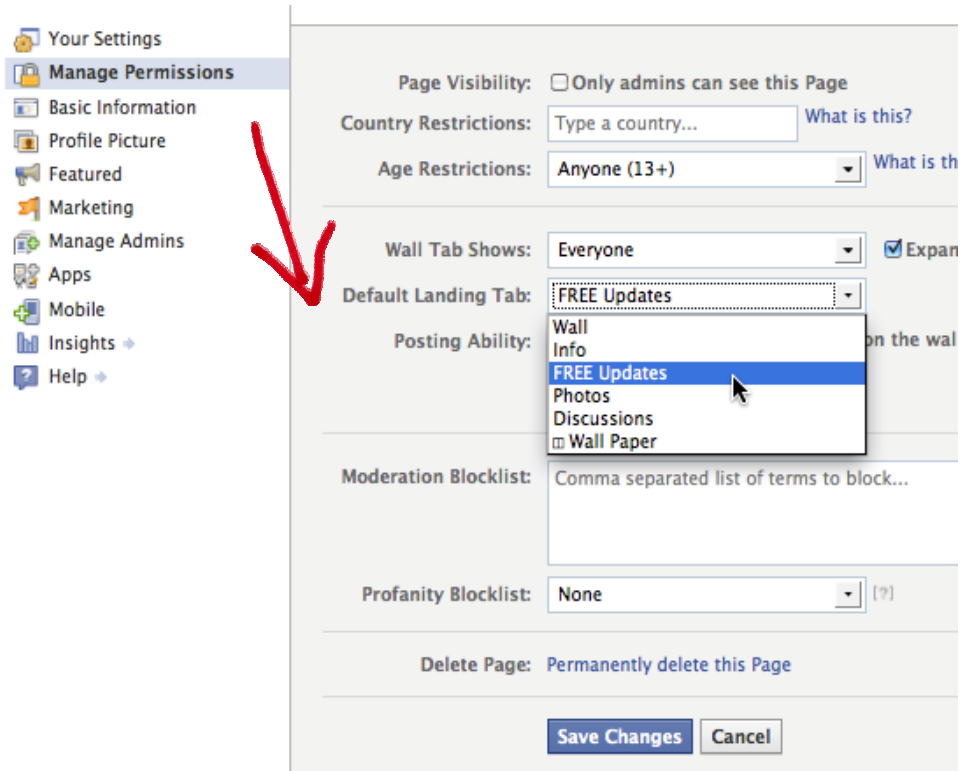


- Then choose “**View as Non-Fan**” and double check what you’re showing to visitors before they like your page...

Admin Tab Options [View as Non-Fan](#) [Stats](#) [Settings](#)

***** There's one more setting to change so visitors see your lead magnet offer when they FIRST hit your page, and have to Like your page **before** seeing the actual foreclosure listings...

- Go to: "**Edit Page**" and click "**Manage Permissions**"
- Under "**Default Landing Tab**" choose the page that has your lead magnet from the drop down, "**Save**" changes



- **TIP:** As another test what Non-Fans see... sign out, then click the Back button to know your "like offer" is working.

Before "liking" your page, visitors see →



After they click the Like button to become a fan of your page, they'll see this message below...

And advanced notice of deals before they hit the general public websites.

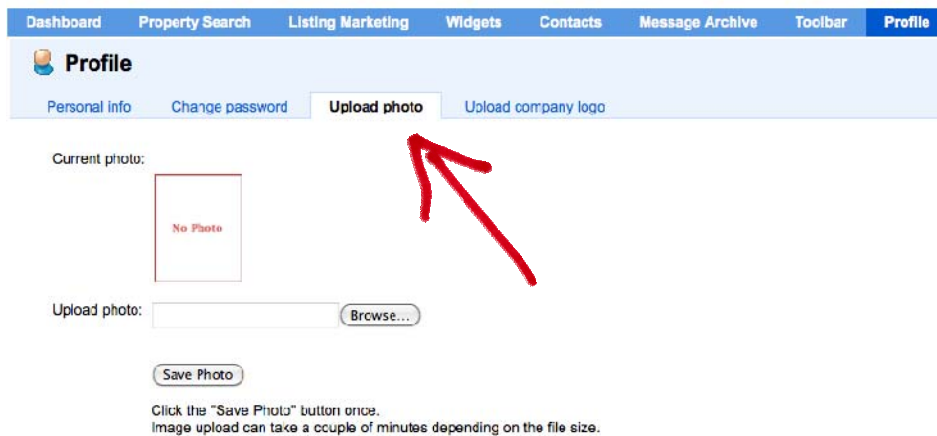
Thanks! And let me know if I can answer any questions for you...

Next... I'll show you how exactly to get your local foreclosure listings to show up on your page without you having to manually update the page. This is an *optional* step but could save you many hours each week...

STEP 3: Syndicate Foreclosure Listings (10 min.)

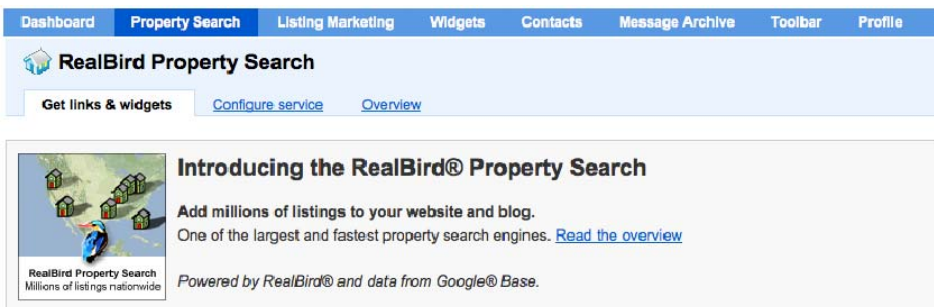
This is an OPTIONAL step to add foreclosure listings to your Facebook page and make updates to your page automatic.

- Go to: Realbird.com
- At the top right click "**Register for free**" (complete the free application – *you do NOT need to pay or upgrade*)
- Login to the account using the username and password you created (ignore any pop ups to sign up for pro service)
- Click on "**Profile**" and "**Upload photo**"
 - This photo and personal information is important because it's displayed when someone clicks on a listings for more information (this can be a headshot)



Get your listings feed URL

- Then click on "**Property Search**"



Scroll down to enter in a radius search with these details:

- Listing type: **For Sale**
- Property type: **Foreclosures**

- Sort results by: **Most recent**
- Click: **Generate widgets and links**

Location: 85712 Distance: 15 miles Listing type: Foreclosure Property type: Any property type

Price range: Minimum to Maximum Beds: Minimum Baths: Minimum Keywords: Keywords Sort results by: Recent

[Generate Widgets and Links](#) [Click here to create a blank search form widget.](#)

- Then click a tab that says: **“Embed in webpage or blog”**
- Scroll down under **“Preview”** and click **“Search”** again to show the results (you can also narrow your search by price range or other criteria... ignore message to upgrade.)

Preview

SEARCH MILLIONS OF LISTINGS NATIONWIDE

Search My Account

Location: 85712 Distance: 15 miles Listing type: Foreclosure Property type: Any property type

Price range: \$ to \$ Beds: Baths: Keywords:

Search

[Save search](#) [Search RSS](#) [Search permalink](#) [Grab search widget](#)

Showing 1-10 of 8,718 matching properties Sort by: Recent

Previous set [Next set](#)

[Ads by Google](#) [Real Estate](#) [MLS Realty](#) [Realtors MLS](#) [MLS Homes](#) [Find Homes](#)

[View result on map](#)

- Click **Search RSS** and copy the URL that shows up in the new window (save this URL because we'll need to use it in a moment)

[http://listings.realbird.com/home-search/rss.aspx?rb_id=C5A3C3C6&bq=\[item type:housing\]\[location:@85712\]](http://listings.realbird.com/home-search/rss.aspx?rb_id=C5A3C3C6&bq=[item type:housing][location:@85712])

Add your listing feed to your Facebook page

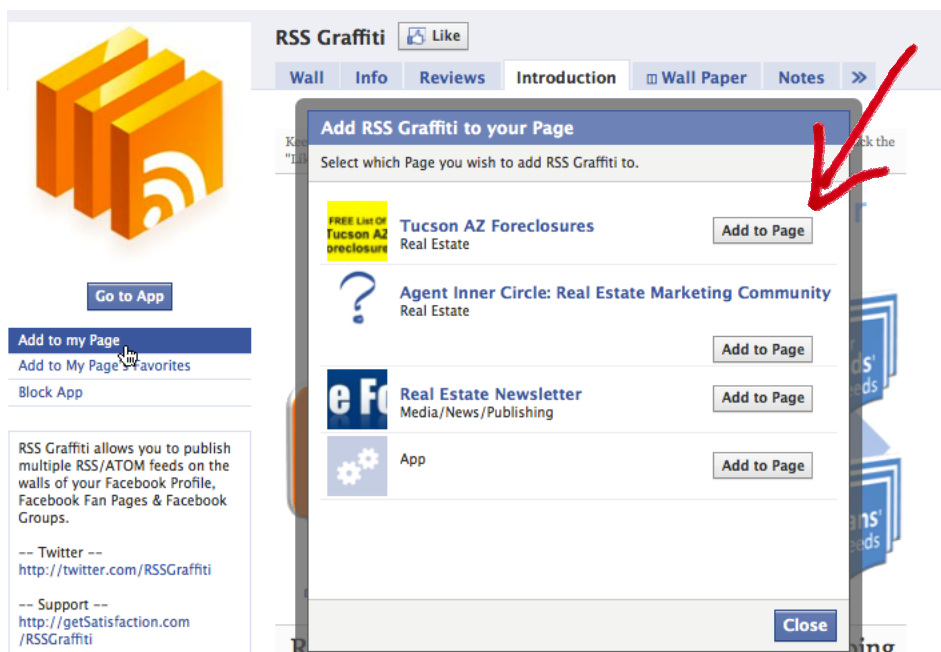
This will send the latest foreclosure listings updates to your page without you lifting another finger...

- Go to your Facebook page and click **“Edit Page”**
- Select **“Apps”** on the left side navigation

- ❑ Scroll to the bottom and click "**Browse more applications**"
- ❑ Enter into the search box on left: "**RSS Graffiti**"
- ❑ Click the blue name of the App



- ❑ Then click "**Add to my page**" (on left under the logo)...
- ❑ And pick your specific page



- ❑ Click the "**Close**" button
- ❑ Go back to your Facebook page and click "**Edit Page**"
- ❑ Select "**Apps**" on the left side navigation
- ❑ Scroll and you'll now see "**RSS Graffiti**" as one of your applications
- ❑ Click the "**Go to App**" link



- Click the blue button to Authorize (this lets them know you're a real person who is requesting to have listings be syndicated on a Facebook page you manage)

Authorization required

You have not yet authorized this application to access your facebook profile.




RSS Graffiti will be able to help you centrally manage all the RSS/Atom feeds you publish in each of your Facebook Pages after you authorize access to this information.

[Click HERE to authorize RSS Graffiti](#)

- Click the "Allow" button for the application to access basic info on the page

Request for Permission

RSS Graffiti is requesting permission to do the following:

 Access my basic information Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've shared with everyone.	→	 RSS Graffiti ★★★★☆
 Post to my Wall RSS Graffiti may post status messages, notes, photos, and videos to my Wall		

By proceeding, you agree to the RSS Graffiti Terms of Service and Privacy Policy · Report App

Logged in as [redacted] (Not You?) [Allow](#) [Leave App](#)

- Scroll down after the confirmation message and there are 2 more permissions to set to allow this to post listings on your page automatically
- First select the button for authorizing the "user-level permissions"

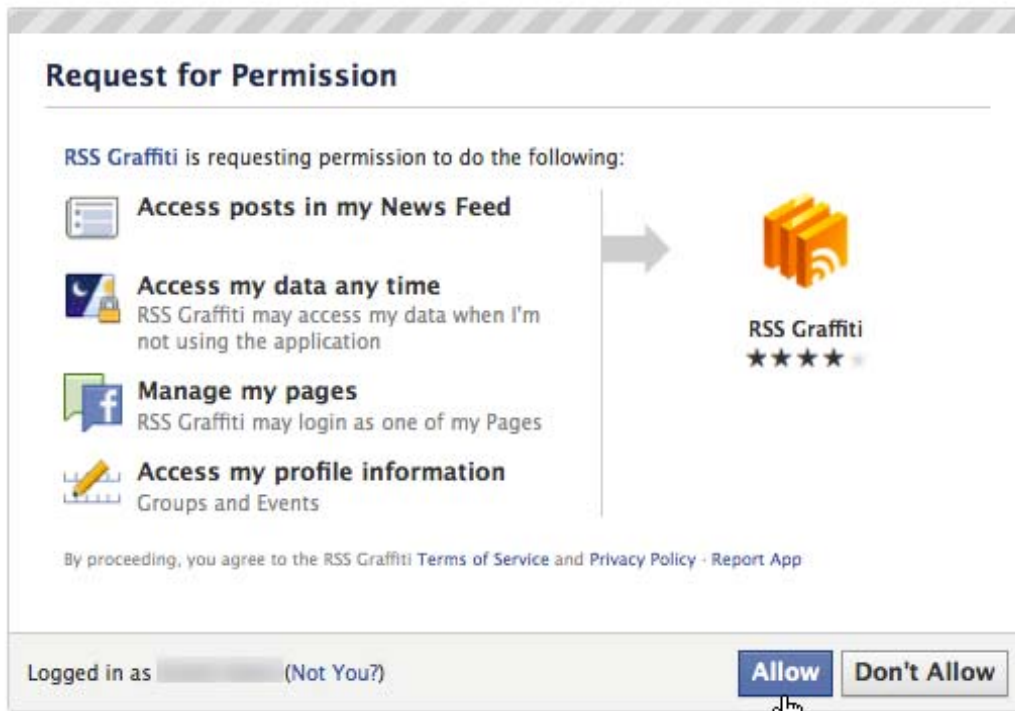
Action required: Assign missing permissions

Some of the permissions required to allow RSS Graffiti to function properly are missing. Consult the setup checklist below for details. Please click on the button below to grant required permissions.

[Click here authorize](#)
(missing some user-level permissions)

[Click to authorize](#)
(missing some page-level permissions)

- Click the “**Allow**” button for the application to access detailed info on the page

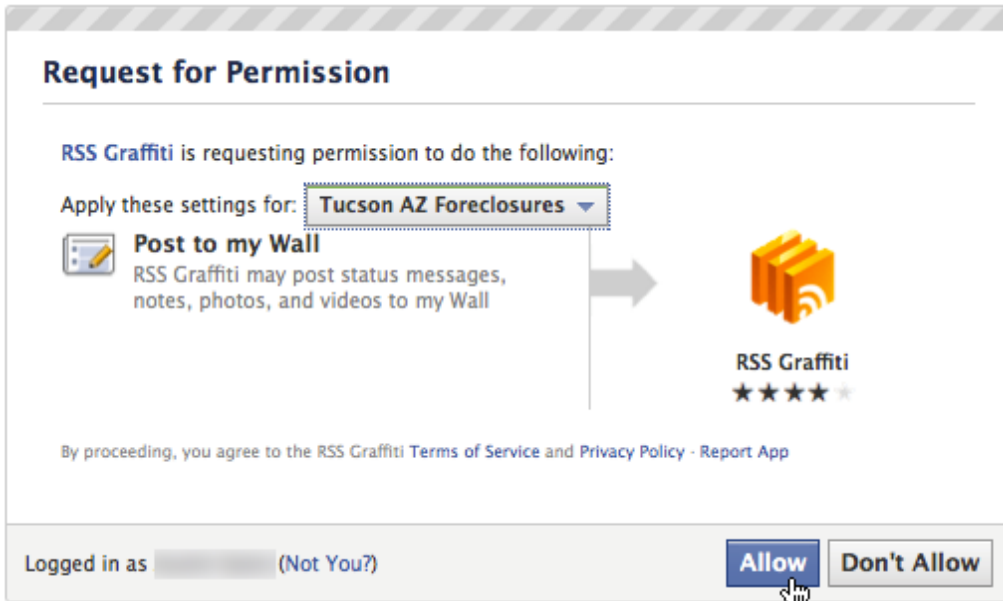


- Second, select the button for authorizing the “**page-level permissions**”

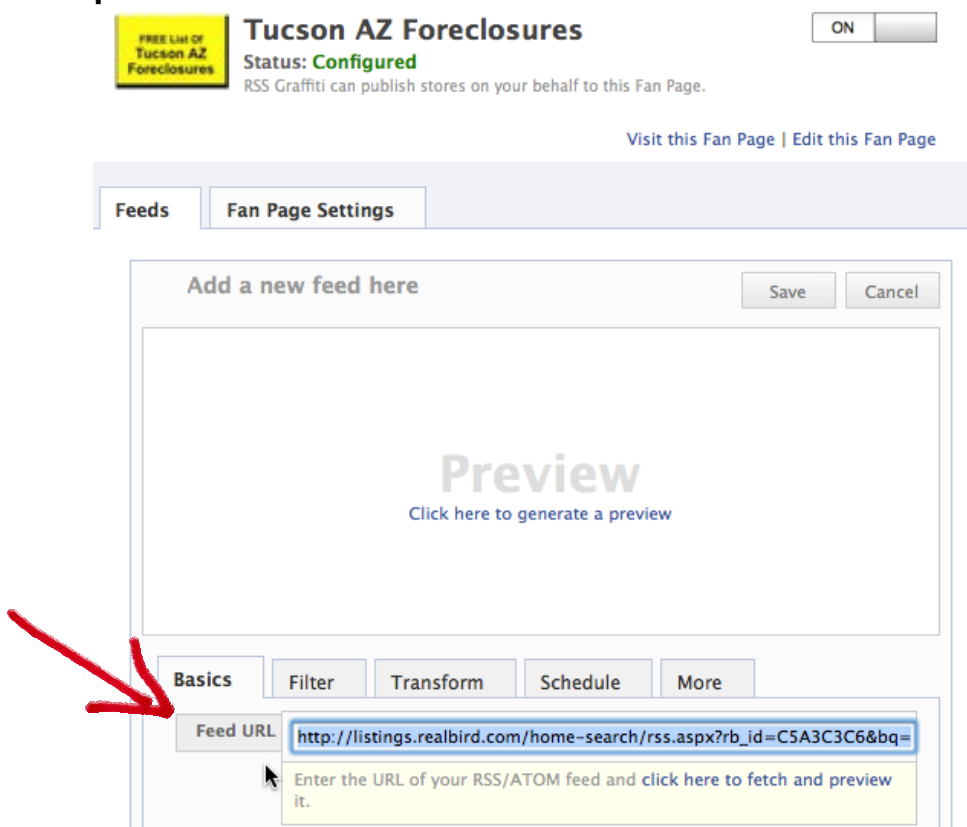


- For the last time (!) click the “**Allow**” button for the application to post to the wall of the page

Make sure this is for the page where you want your syndicated listings to go (***screenshot on next page***)...



- Click **"Add Feed"**
- Then paste the URL you got from RealBird into the box
- Under the Feed URL area, select **"click here to fetch and preview"**



- NOTE: You can change any options with the tabs that appear above the Feed URL
- DON'T FORGET:** Click **"Save"**
(your feed will show up in your page in a few minutes)
- Then move on to the final and most important step...

STEP 4: Get Visitors To Your Page (10 min.)

This final step covers how to use your Facebook fan page to sift-and-sort through your local market and get investor prospects to call you.

After your page is set up, you need to send traffic (visitors) to the page by:

- Sending a message to your current personal contacts
- Uploading a list (email contacts and/or business contacts)

First, follow these steps to invite your personal friends on Facebook to like your page...

And remember, this system is about reaching potential buyers on Facebook without annoying all your personal contacts. With this in mind...

- Go to the "**Get Started**" page, click "**Invite your friends**" and only select local friends who are investors or those who are considering buying soon
- Here's a good personal message to use:

Hey, I just set up a page for local foreclosure listings. Can you check it out and let me know what you think?

Click the LIKE button to help me out and get priority notice of new foreclosure listings. Thanks!

- When your friend goes to the page, the first thing they see is the default page explaining the offer to get free updates
- IMPORTANT:** If a friend clicks the "Like" button, it will show up on their news feed for their friends to see – so your page can get more targeted investor leads through this automatic, viral growth.

Second, you may know investors and potential buyers who aren't your Facebook friends yet, but who probably have a Facebook profile. You can easily upload a list of contacts to Facebook and invite them to Like your page. To do this...

- Go to: "**Edit Page**" and click "**Marketing**"
- Click "**Tell Your Fans**" and upload a CSV file of contacts
 - (must include their email address)

- Or, you can have Facebook pull up your contacts you're your email program

Tell Your Fans

Upload a Contact File (Outlook, Constant Contact, .csv file, etc.)*
Upload a contacts file below and Facebook will securely import your contacts.
How to create a contact file...

Contact File:

OR

Find Your Web Email Contacts (Hotmail, Gmail, Yahoo, etc.)
Searching your email for contacts is the fastest and easiest way to find potential fans.

Your Email:

Email Password:

Facebook won't store your password.

*Maximum of 5,000 contacts supported.

- Either way, you can send an invitation to all the uploaded contacts to Like your page

(or choose specific contacts to message using the check boxes)

- Then "Preview Invitation" ...and "Send" your message

Tell Your Fans

Found 203 contacts who are not yet associated with Tucson AZ Foreclosures
Select contacts you would like to invite to your Page below.

Select All/None

<input checked="" type="checkbox"/>	David Miller	11111111111111111111
<input checked="" type="checkbox"/>	Teresa Brown	11111111111111111111
<input checked="" type="checkbox"/>	John Doe	11111111111111111111
<input checked="" type="checkbox"/>	Thomas White	11111111111111111111
<input checked="" type="checkbox"/>	Jane Smith	11111111111111111111
<input checked="" type="checkbox"/>	Mike Jones	11111111111111111111
<input checked="" type="checkbox"/>	Sarah Wilson	11111111111111111111
<input checked="" type="checkbox"/>	Chris Garcia	11111111111111111111
<input checked="" type="checkbox"/>	Michelle Lee	11111111111111111111

An email will also be sent to your subscribers who are not on Facebook.

facebook

Check out Tucson AZ Foreclosures

Hi,

Tucson AZ Foreclosures is inviting you to join Facebook.

Once you join, you'll be able to connect with the Tucson AZ Foreclosures Page, along with people you care about and other things that interest you.

Thanks,
Tucson AZ Foreclosures

To sign up for Facebook, follow the link below:
<http://www.facebook.com/r.php>

You are receiving this email from Tucson AZ Foreclosures. Tucson AZ Foreclosures has sent you this message through Facebook. If you no longer want to receive messages through Facebook, click [here](#).
Facebook, Inc. P.O. Box 10005, Palo Alto, CA 94303

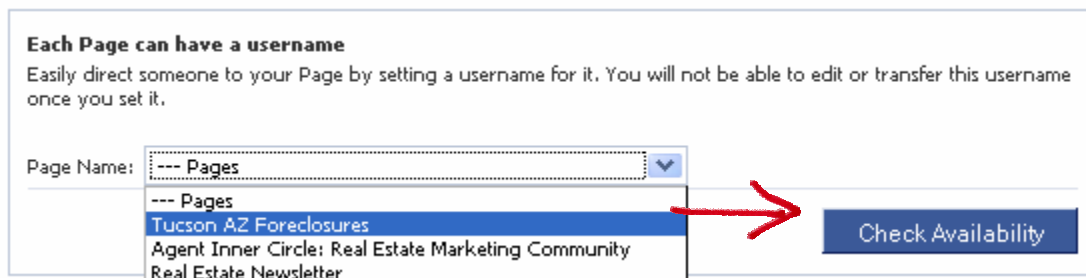
You agree that you have obtained appropriate authorization and consent to send these invitations to the email addresses you imported through this tool. [Guidelines and Learn More](#)

Once you have 25 fans, get your "name specific" URL:

This is the short website address that has your name in it (example = facebook.com/myhometownrealty).

This makes it easy for people to remember your page, and you can get more fans by putting it on your business cards, email signature, or wherever else you want to promote your page.

- Once you have 25 fans, go to: facebook.com/username
- Choose the page you want to name
- Then "**Check Availability**" and follow the on screen prompts to claim your page username



The screenshot shows a Facebook interface for setting a page username. At the top, it says "Each Page can have a username" and explains that the username is permanent. Below this is a "Page Name:" label followed by a dropdown menu. The dropdown menu is open, showing a list of suggestions: "Tucson AZ Foreclosures", "Agent Inner Circle: Real Estate Marketing Community", and "Real Estate Newsletter". A red arrow points from the dropdown menu to a blue "Check Availability" button.



How do you convert fans to clients?

This is the \$64,000 question that separates those who just *play* with social media from those who use it as a powerful income-multiplying tool.

At this point you have a group of fans, which are basically prospects (leads!) who have expressed interest in a particular type of real estate property. Remember, the example for this **FITS™ System** is for targeting foreclosure buyers, but you can use the same system to target any type of buyer or seller.

There are 4 ways to start a dialogue with any buyer or seller "fan" of your Facebook page and convert them into a commission-producing client...

1. Send all your fans an update at the same time
2. Post a status update on your fan page
3. Send a private message to each fan individually
4. Have your fans opt-in to your email list

The next few pages will explain how to use each strategy to message your fans and get these targeted leads to contact you for your real estate help...

Client Conversion Strategy #1:

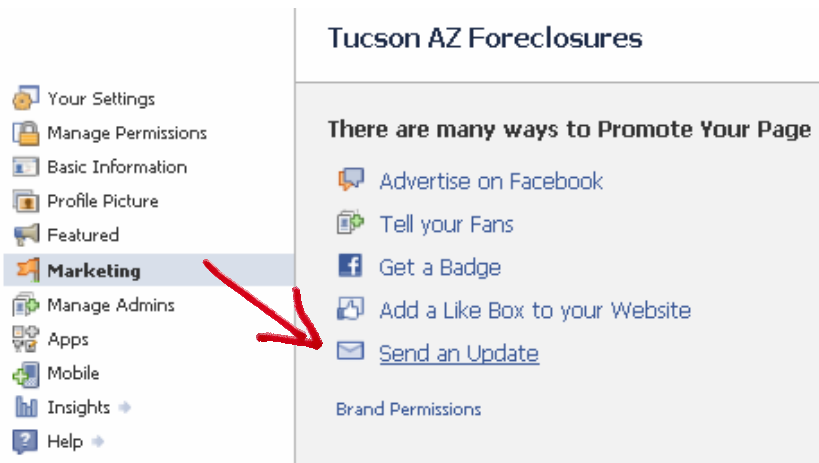
FIRST, you can message your fans from within Facebook using the "update" feature. This is like a mass email, except that it's only an update in a person's Facebook messages area (they will not receive a separate email like they would with a group).

"So, why not start a Facebook Group instead of a Fan page?"

Fan pages are better to get new leads because they allow you to reach people who are not yet your personal friends on Facebook. Groups allow you to message only those people who are already your personal friends and who have joined your group.

With this in mind, here's how you send an update to fans of your Facebook fan page:

- Go to: "**Edit Page**" and click "**Marketing**"
- Then click "**Send an Update**"



- This will bring up a screen to type a message to your fans:

A screenshot of the Facebook 'Send an Update' form. The form is titled 'Audience: All people who like Tucson AZ Foreclosures. (edit)'. Below the audience selection is a checkbox labeled 'Target this update'. There are two input fields: 'Subject:' and 'Message:'. At the bottom, there is an 'Attach:' section with options for 'Record Video' and 'Post Link'. At the very bottom are two buttons: 'Send' and 'Cancel'.

- **TIP #1:** Keep the update message short and include a link to your website/blog or to your Fan page
- **TIP #2:** A great strategy is to sound like you're talking directly to one person (even though you are messaging an entire group of people).

Here's a good example update message:

I just found a property you might be interested in... Check it out by clicking this link:

[link to property information]

If you want to see this one, give me a call at 520.555.5555

Again, this allows you to send mass update to all your fans, but they will only see it if they check their "updates" – all but the most active fans could miss this. Which is why you also use...

Client Conversion Strategy #2:

The SECOND way to reach out to your fans is to post a status update on your fan page. Your message will appear in each fan's News Feed (which most Facebook users do actively check).

Because it's obvious you're not sending a message directly to each person, here's a good example status update message:

Hey everyone... I just found a great potential investment property... Check it out by clicking this link:

[link to property information]

If you want to see this one, give me a call at 520.555.5555



This is a strategy most agents try to use with their personal profile. Where most fail is a lack of targeting – messaging every one of your **personal** contacts is not a good idea (most don't care and some may find promoting your business annoying or offensive).

That's why using this system to group your personal contacts, and new contacts, into "niche markets" is so much more effective... you're able to send targeted messages to those you

know are interested because they became a fan of your property-specific page! How *else* can you message fans?...

Client Conversion Strategy #3:

The THIRD way to message fans of your Facebook page is to send them a private message...

- Click on the "**People Like This**" link on your page (on the left side under the number of your fans)
- Click on any fan's name or their photo to go to their personal profile
- Then click "**Send Message**" on the top right (even if they are not your personal connections yet, you can send them a personal message)...

It's up to you if you want to "collect" these leads as personal friends. But realize your objective is to target potential buyers, not waste time on Facebook! Speaking of your valuable time...

You can have your assistant (if you have one) message contacts daily. Use this message the first time for new fans:

Hey just wanted to say hi and thanks for being a fan of my page: [[name of page]].

Is there anything I can help you with?

You can reach me directly at 520.555.5555, or send me an email at email@example.com

Client Conversion Strategy #4:

The FOURTH way to message your fans is probably the most powerful but might take the most work for your fans.

There's a way to get your fans to "opt-in" to your normal email list by putting a signup form on your page. This would let you directly send messages into their email in-box through whatever email marketing provider you use.

Your fans already liked your page to get a free gift. Is there something else of value you can give them to sign up for your email list?

Go to the next page for some examples...

Examples of additional lead magnets to get an opt-in:

- a **free home analysis** (*Maximum Home Value Audit™*)
- a **free home search** (*Dream Home Finder Service™*)
- **free workshop on foreclosure investing...**
- Basically this should be a "step up" from your first lead magnet offer and should continue the client-conversion process.

How to add an opt-in form to your Facebook page:

We already added a new tab to our fan page, but now we need to add an additional one to be used as a opt-in form...

- Go back to the "Static Iframe Tab" app:
<https://www.facebook.com/iframehost>
- Choose: "**Install 2nd Tab**"



- Select your page and click the button to add the app
- After it's on the page, click the **Welcome** tab (on left)
 - You can give this tab a different title such as, "Free Consultation" or another offer (see pages 5-6)
- Then paste in the HTML code you get from your email marketing provider for an opt-in form...

I wish I could provide more detail here, but each email marketing company has as any easy way to copy and paste HTML for an opt-in form. Here are some tutorials I found from three of the larger companies:

[Aweber](#) , [Vertical Response](#) , [Constant Contact](#)

- Don't forget to click "**Save Settings**" then "**View Tab**"

A BETTER way to get new opt-ins may be to simply have a [hyperlink](#) over to your website or blog.

This way you don't have to mess with setting up an opt-in form inside Facebook. To do this:

- Add a link to the software code used for the main "Like" lead magnet
- IMPORTANT:** To get your free download of the code you need for this, [CLICK HERE to join our agent community](#) and get the software code along with 3 other welcome gifts.
- After you download the software code... Copy and paste it into this box, then...
- Modify it in this section:

Thanks! And let me know if I can answer any questions for you...


```
<a href="http://yourwebsite.com">CLICK HERE to get a free custom home search on my website</a>
```

- Click "**Save Changes**"

The web page visitors go to after clicking this link needs to clearly describe how a person can get what you're offering by submitting their email address on a form on your website.

Then follow up with your new email subscribers to fulfill what you offered and convert them to a client.

Let's wrap this up. Go to the last page...

Conclusion

I hope by now you see the power of leveraging this social community to tap into ready-to-act groups of buyers and sellers.

And with the **FITS™ System** you now have a step-by-step way to generate investor clients for free from Facebook.

This system also works for any type of niche market you want to target in your local area...

- First time homebuyers
- Older sellers with equity wishing to sell
- Distressed sellers looking for short sale help

But, remember you need a **lead magnet** that gives value to the specific audience you're trying to attract. This gives visitors a self-serving reason to Like your page.

Then after they Like your page, continue to give them valuable information related to their interests, including:

- The automatic feed of listings from **RealBird** focused on the type of homes they're looking for...
- Links to articles from the **Wall Street Journal** about the real estate market and the economy...
- Videos from **YouTube** explaining how to buy foreclosed homes, fix them up, and sell them for a profit...

Think about what's important to your "Fans" and continue to be a helpful resource for them by posting new information at least once a week (which would only take 5 minutes each time).

Now, go out and get some fans, leads, and new clients!

Share The Love!

Tell your REALTOR® Friends About Our Page...

1. Go To: facebook.com/agentinnercircle
2. Select "Share" (scroll to bottom left)
3. Type a message like "Attn Realtors: check this out..."
4. Click the share button to post to your profile!