



A SOCIAL STRATEGY

Facebook™ Targeting Checklist

HOW TO PROPERLY TARGET BUYERS AND SELLERS



Targeting Checklist:

- Location
- Detailed Targeting
- Placements

LOCATION

Counties, Zips or Cities



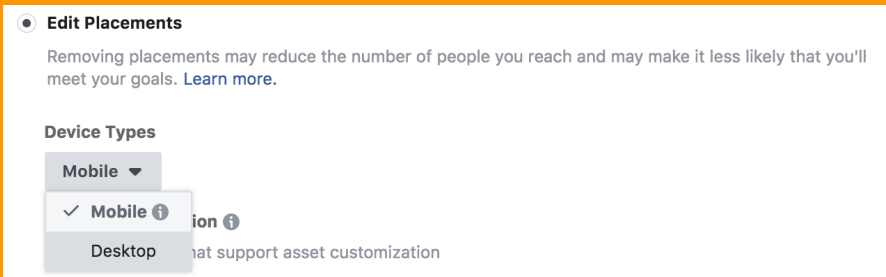
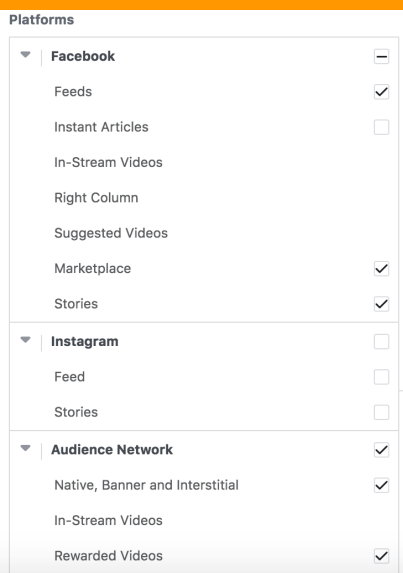
Counties: Use specific zip codes to ensure you are advertising in the correct places.

Range/Radius: Use between 10-15 Miles from Specific location from Zip Code or City

PLACEMENTS

Over 90% Of Leads Come from Mobile

Click Edit Placements, switch to mobile only. Remove Instagram Targeting, Remove Instant Articles, and In Some Cases Remove Audience Network



AUDIENCE INTERESTS



Detailed Targeting:

- Zillow
- Realtor.com
- Homes.com
- Trulia

Narrow Audience:

- Mortgage Loan(s)
- Home Depot
- Lowes

Exclude (Job Title):

- Realtor
- Real Estate Agent
- Real Estate Broker