2019 REAL ESTATE TRENDS AND INSIGHTS REPORT

facebook

INTRODUCTION

Becoming a homeowner is a financial achievement that gives people a sense of stability and security. For many, it's the most important step to fulfilling the American Dream.

Home ownership is a significant milestone—from a young professional making a "starter" condo purchase, to an established family finally able to afford a house with enough room for everyone. From the early twentieth century all the way up to today, real estate agents have been at the center of this important experience, guiding clients through the complex logistical and emotional processes involved in buying a home.

Real estate agents are more necessary than ever—but the role is changing. Mobile devices have made it easier for people to search for homes, creating greater convenience for consumers and more complexity for agents. Thirty years ago, prospective buyers had to rely solely on the expertise and awareness of their agent to find available properties. Today, digital portals empower consumers to do their own on-the-go research and find the properties they want to view before contacting the listing agent.

With more and more people finding their perfect homes online, they're looking to their agent to act as an advisor who can help them through the buying process. And that expertise is much needed. According to Bob Goldberg, CEO of the National Association of Realtors, typical real estate transactions now involve as many as 200 complicated steps or procedures —many of which happen in the period between contract and close, such as navigating the loan process, arranging home inspections and managing paperwork.

Successful lead generation is now determined not only by an agent's ability to secure the hottest properties in the neighborhood, but to present them online in the most compelling way. With today's digital tools, such as mobile video and messaging, the innovative efforts of one agent working alone can distinguish their listings from larger competitors, and get their properties seen first. By focusing on people-first tactics that boost browsing interest, an agent can market her business, establish her expertise, engage her audience and open an always-on communication channel from the first few seconds a homebuyer sees the listing.

This guide presents insights, recommendations and Facebook marketing solutions to help real estate agents understand how mobile technology has changed consumer habits for good, and discover new ways to stand out with today's homebuyers. By mastering top-funnel tactics that draw people in, focusing on solutions that drive efficiency and effectiveness, and building listings for mobile and video first, agents can generate more leads and build a reputation for success.

KEITH WATTS
Head of Industry, Real Estate
Facebook

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Part 1

CONSUMER TRENDS

Consumer trends

MOBILE IS HERE TO STAY

Just as the scale and convenience of handheld mobile devices disrupted how people shop and travel, mobile has changed how people browse for homes. And now, digital is changing how real estate agents think about their business. The average agent spends nearly nine hours each week on marketing tasks, due to the importance of online advertising.[1]
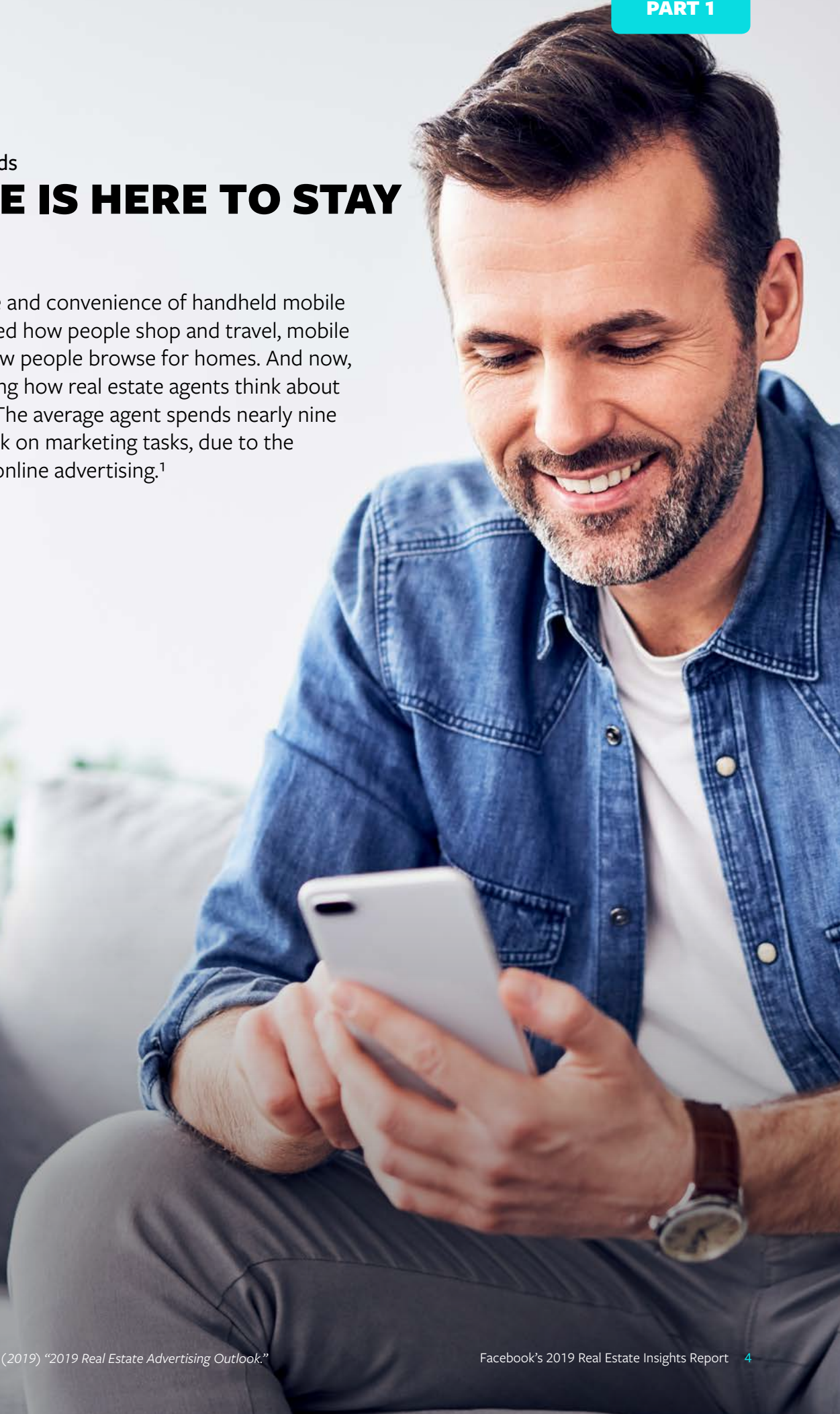
1) *Borrell Associates Inc. (2019) "2019 Real Estate Advertising Outlook."*
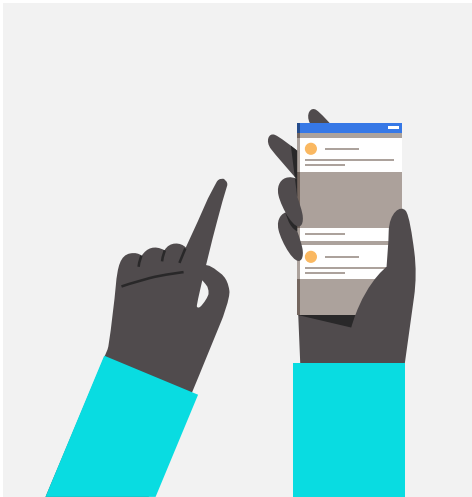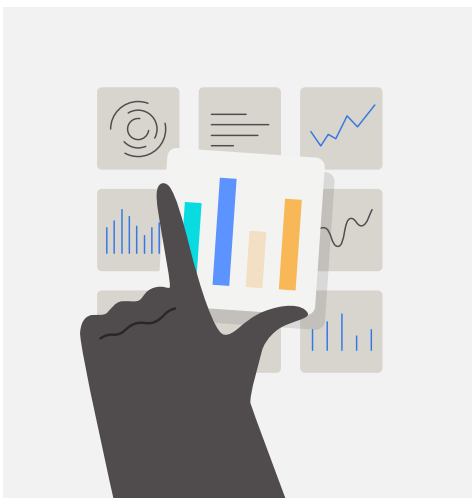
MOBILE IS DOMINANT

>70%

More than 70% of people in the US now use smartphones, and nearly 53% use tablets.[2]

It's estimated that the average US adult will spend nearly 1 out of every 3 media minutes (30.6%) on a mobile device in 2019—up from less than 24% just four years ago.[3]

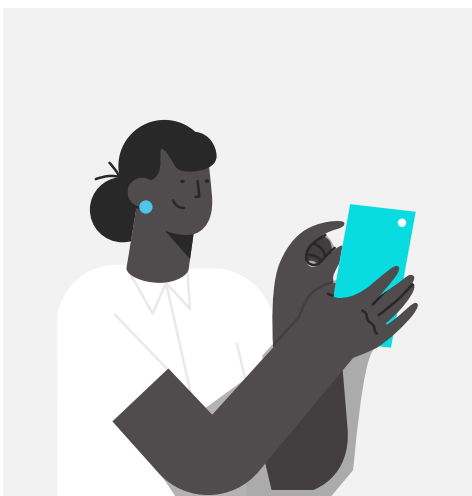By 2021, mobile will account for 41% of all time spent on digital video.[4]

DIGITAL IS ESSENTIAL

~89%

Almost 89% of US real estate agent and broker media spend will go to online ads in 2019. Newspapers ads are second at just 4.8%.[5]

More than 55% of total time spent with media is digital (followed by more than 30% for TV).[6]

VIDEO IS THE FUTURE

$58.39B

Digital video ad spend in the US will reach $58.39 billion in 2023, growing at double-digit percentages year over year during the forecast period.[7]

~235.1M

video viewers in the US today— nearly 83% of internet users.[8]

2) eMarketer (2019) "US Time Spent with Media 2019." 3) eMarketer (2019) "US Time Spent with Media 2019." 4) eMarketer (2019) "US Time Spent with Media 2019." 5) Borrell Associates Inc. (2019) "2019 Real Estate Advertising Outlook." 6) eMarketer (2019) "US Time Spent with Media 2019." 7) eMarketer (2019) "Q1 2019 Digital Video Trends." 8) eMarketer (2019) "Q1 2019 Digital Video Trends."

Consumer trends

PEOPLE HOLD THE POWER

Times have changed— so has real estate

While some people continue to check newspaper listings or cruise their favorite neighborhoods looking for "for sale" signs, the majority of sales today start online. With consumers doing much of the legwork themselves, the role of an agent has evolved to that of an experienced advisor who helps buyers navigate the purchase process.

Today, homebuyers make the first move

Prospective buyers used to let agents control their open house visits. Now, people primarily use the internet to search for and discover available listings—then contact the agent if they're interested.

Mobile is the preferred research tool

Since 2014, homebuyers have used the web or mobile apps to search for home listings more frequently than they've contacted real estate agents.[9] The majority of these searches happened on a mobile device.[10]

9) Borrell Associates Inc. (2019) "2019 Real Estate Advertising Outlook."
10) Borrell Associates Inc. (2019) "2019 Real Estate Advertising Outlook."

Consumer trends

HOMEBUYERS WANT CONVENIENCE, AUTONOMY AND PERSONALIZATION
## —ALL BECAUSE OF MOBILE

Convenience

Autonomy

Personalization

Thanks to mobile, house hunting is now always-on, 24/7. Many consumers prefer to manage their home search on their own time, wherever they are. Today, **nearly 4 out of 5 US homebuyers (79%) surveyed use an online resource at some point in their search.**[11] More than half of first-time homebuyers surveyed who look online use mobile to research properties.[12]

Homebuyers expect a wide range of information and functionality from mobile experiences. Since they're not reliant on agents to bring them listings, they consult multiple sources to find homes for sale, including web portals and social. The average homebuyer spends nearly 14 hours a week on social, and **65% say they're influenced by online friends' homebuying posts.**[13] After seeing that their online friends bought a home, about 33% of millennial first-time homebuyers say they reflect on their ability to do the same.[14]
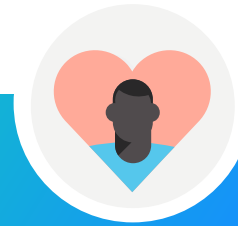
People use mobile apps and devices to customize their internet experiences. Just as they curate what they see, they appreciate getting personalized content from advertisers. **51% of US digital device users surveyed say they're likely to make a purchase when they receive personalized content.**[15]

Homebuyers report using social for real estate inspiration, discovery and agent recommendations.

65%

65% say they're influenced by friends' homebuying posts on Facebook or Instagram.[16]

11) The Zillow Group (2019). "Consumer Housing Trends Report." 12) National Association of Realtors Research (2017) "Real Estate in a Digital Age." 13) Borrell Associates Inc. (2019) "2019 Real Estate Advertising Outlook." 14) USA Today (2018) "Instagram, Facebook photos spur Millennials to become homeowners." 15) Adobe (2019) "2019 Adobe Brand Content Survey" in partnership with Advanis, Feb 13, 2019. 16) Chicago Agent Magazine (2018) "Social Media Sparks Millennial Interest in Homebuying."

EMPLOY NEW MARKETING STRATEGIES TO GROW YOUR DIGITAL IMPACT
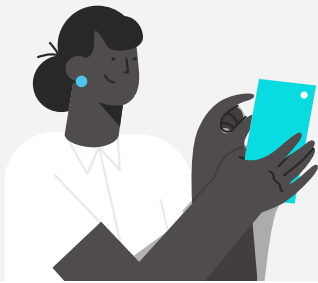
MOBILE VIDEO

Boost digital curb appeal

MESSAGING

Build a personal connection with clients

FACEBOOK MARKETING PARTNERS

Team up with a digital expert to get your listings seen

TAKE THE NEXT STEP: MOBILE VIDEO

Boost digital curb appeal

Take the next step
MOBILE VIDEO
Boost digital curb appeal

Use mobile video ads to bring digital home tours to life.

Video is fast becoming a dominant digital format.

83% There are an estimated 235.1 million video viewers in the US—nearly 83% of internet users.[17]

86% Mobile video in particular is growing at unprecedented rates among real estate consumers. Eighty-six percent of prospective homebuyers say they'd use mobile video to learn more about a specific community they're considering.[18]

The power of mobile video to grow awareness of and interest in real estate listings lies in its ability to deliver visual information in vivid and experiential ways.

2X According to research, video ads are 2X more likely than static image ads to create emotional responses at faster exposure speeds.[19]
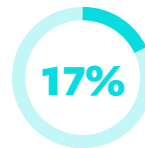
17% And there's a 17% higher conversion rate for static-plus-video campaigns, when compared to static image-only campaigns.[20]

> "Video-rich advertising isn't just a distant possibility on the horizon—the tools and formats agents need to bring interactive, engaging home listings vividly to life are readily available and easy to use today."
> **— Keith Watts, Head of Industry, Real Estate, Facebook**
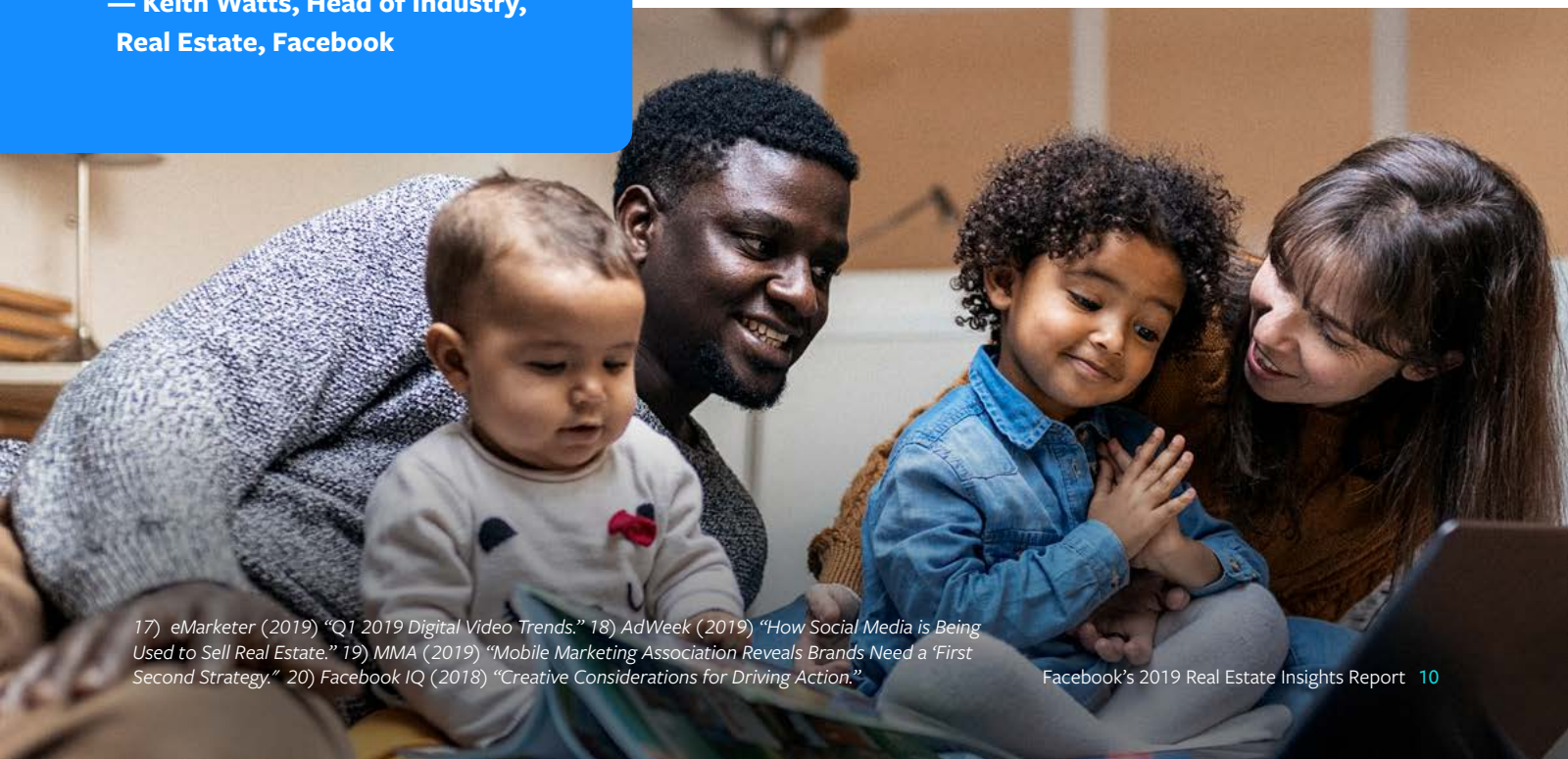
17) eMarketer (2019) "Q1 2019 Digital Video Trends." 18) AdWeek (2019) "How Social Media is Being Used to Sell Real Estate." 19) MMA (2019) "Mobile Marketing Association Reveals Brands Need a 'First Second Strategy." 20) Facebook IQ (2018) "Creative Considerations for Driving Action."

Take the next step

MOBILE VIDEO
Boost digital curb appeal

But not all video ads are created equal. In order to capture attention, it's critical for advertisers to adopt a mobile-first strategy and create video ads that fit seamlessly into the mobile content consumption experience.

We've found that mobile-first creative has a...

27% higher likelihood of driving brand lift.

23% higher likelihood of driving message association when compared with video ads that aren't optimized for mobile.[21]

Take the next step

MOBILE VIDEO
Boost digital curb appeal

Mobile video can work for businesses of any size.

While creating mobile video ads might seem difficult or time-consuming, it's less complicated than you think. In fact, Facebook's Creative Shop recently developed a framework for creating lightweight video ads from still image ads. To help advertisers put this approach into action, Facebook released video creation tools to help bring video ads to life with ease.

Get started with these video production tools today:

✓ Video Creation Kit

The Video Creation Kit helps you turn existing image and text assets into mobile-optimized videos framed in **1:1 for feed environments, or 9:16 for Stories** on Facebook, Instagram and Messenger. This kit includes four templates, each designed with specific business goals in mind.

You can find these templates in Facebook Ads Manager within the single video and slideshow formats, as well as in Publishing Tools on your Facebook Page. Templates make it easy to create effective mobile video ads that follow a performance-optimized story arc.

Depending on your business goals, you can:

Promote a listing: Focus on a key listing to generate interest and sales.

Promote multiple listings: Show a selection of listings, promote a special offer, and drive sales.

Show listing benefits: Highlight specific features of your listing, or explain what makes it unique.

Drive discovery: Bring your brand to life and share what makes your listing unique.

✓ Lightweight motion

To help advertisers maximize existing ad creative, Facebook Creative Shop developed "Create to Convert," a best practices framework that shows marketers how to add lightweight motion to still images and create compelling, effective direct-response ads.

69%

To test the efficacy of this approach, **Facebook conducted 49 studies with brands that used these production methods, and measured a positive outcome for 69% of businesses.**[22] View "4 ways to turn still image ads into video ads" **here.**

Take the next step

MOBILE VIDEO
Boost digital curb appeal

✓ **Video cropping**

The video cropping tool helps marketers easily optimize the framing of video ads by cropping videos to a recommended aspect ratio within the ad creation flow.

You can crop video ads to:

1:1 and 4:5 for feed
16:9 for in-stream
9:16 for Stories

Cropping video ads to the recommended aspect ratios helps ads fit seamlessly with how people consume content in different mobile environments.

✓ **Simple video creation tools**

For advertisers creating ads directly from their business Facebook Page, specifically on mobile, simple video creation tools build templated videos out of Page assets, such as photos and company logos. This is an effective and easy way to create eye-catching video ads that look great on mobile—without major investment, in-house training or having to build new assets.

Simply select the "animate" option when boosting a post, and a video will automatically be created for you. From there, you can use the video as created, or customize it to suit your business needs.

Take the next step

MOBILE VIDEO
Boost digital curb appeal

In-motion ad opportunites

Facebook offers a variety of in-motion ad placements to help marketers effectively reach consumers on mobile. We've designed these options to reflect the different ways people consume video—from bite-sized formats they watch on the go, to longer formats they watch at home on the couch.

Consider the following solutions when crafting your next ad campaign:

Video built for mobile

People of all ages are watching more video on mobile, making it ever more important to consider the ideal creative viewing experience.

79%

For example, **79% of novice vertical video consumers agreed that the format is more engaging on mobile** than horizontal or square video, and said they would choose the vertical format in most cases.[23]

65%

Additionally, **65% of respondents said that brands using vertical video for their advertising are "more innovative."**[24]

Instant experiences

Instant Experience is a full-screen format for mobile devices that loads instantly and is designed to capture the complete attention of the audience.

This format can be used with all Facebook ad formats—**carousel, single image, single video, slideshow or collection**—and is optimized to showcase products and highlight brands.

In-stream video

The In-stream video advertising lets advertisers deliver **5-to-15 second video ads** to people watching videos delivered via Facebook and Audience Network.

These are ideal for longer or more complex messages that require sound on. Mid-roll video ads are shown to people watching video content from publishing partners on Facebook.

Slideshow

If video production still seems daunting, we also offer Slideshow—which is another way to enable video production in a lightweight fashion. Slideshow can add motion to a collection of static assets, and turn them into compelling video presentations and more engaging and effective performance ads.

17%

In a recent study, static-plus-video campaigns achieved conversion lift at a 17% higher rate than static image-only campaigns.[25]

23) *Digital News Daily* (2017) *"Short Video Turns Heads on Social Platforms, Mobile Devices."* 24) *Digital News Daily* (2017) *"Short Video Turns Heads on Social Platforms, Mobile Devices."* 25) *Facebook Business* (2018) *"4 Ways to Turn Still Image Ads into Video Ads."*

Take the next step
MOBILE VIDEO
Boost digital curb appeal

Stories

Tell a more immersive business story with this Facebook and Instagram format that's fast, fun and flexible.

Any existing creative asset can be turned into a native ad in Stories. Advertisers can also create new content that's tailor-made for Stories.

This format offers a number of creative features that allow you to enhance your existing creative, including filters, geotags, hashtags, music and GIFs.

Carousel

The carousel ad format is available for Facebook, Instagram, Messenger and Audience Network, and allows advertisers to showcase up to **10 images or videos within a single ad**—each with its own link.

With more creative space within an ad, advertisers can highlight different products, showcase specific details about a product, service or promotion, or tell a story about the brand that develops across each carousel card. And if you're not using carousel to tell a sequential story, you can choose to let Facebook optimize the order of the carousel images based on each card's performance.

In a recent Facebook-commissioned survey by Ipsos of 1,603 US respondents:

69%

69% of people who use Stories across the Facebook family of apps said that ads instories are a great way to get to know new products or services.[26]

62%

62% of people who use Stories across the Facebook family of apps said they have become more interested in a brand or product after seeing an ad in Stories.[27]

26) Facebook IQ (2018) "Why Stories is a Format that Can Help Marketers Promote Brands."
27) Facebook IQ (2018) "Why Stories is a Format that Can Help Marketers Promote Brands."

Take the next step
MOBILE VIDEO
Boost digital curb appeal

NEW OFFERING!

Use Facebook Showcase to deliver premium content and unique video experiences.

Facebook recently introduced Showcase, a premium video ad program, as an expansion of our growing video ecosystem.

Showcase gives online video and TV ad buyers participating in the upfront selling cycle new opportunities to reach their target audiences within the highest-quality videos on Facebook.

Showcase is now available for campaigns delivered to US audiences, and includes the following products:

In-Stream Reserve

This product helps advertisers reach people watching video from a selection of hundreds of the most engaging, highest-quality publishers and creators.

These placements are bought in advance at a fixed cost, and delivered to in-target audiences verified by Nielsen.

On average, nearly

100 million people

in the US watch In-Stream Reserve-eligible content across Watch, News Feed and Pages on Facebook each month.[28]

In-Stream Reserve Categories

include all the features of In-Stream Reserve, and allow advertisers to reach people within contextually relevant content. These categories include sports, fashion/beauty, entertainment, food and news.

Sponsorships

allow advertisers to be the exclusive sponsor of a program for US viewers, giving advertisers the opportunity to place their ads in specific shows.
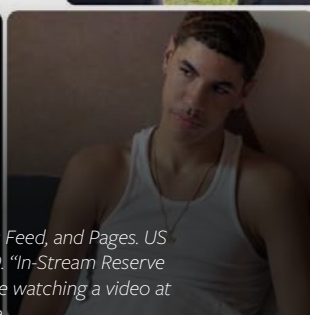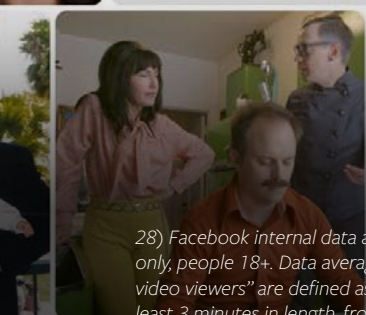
28) Facebook internal data across surfaces including Watch, News Feed, and Pages. US only, people 18+. Data averaged across Nov 7, 2018 - Jan 31, 2019. "In-Stream Reserve video viewers" are defined as people that spent at least one minute watching a video at least 3 minutes in length, from an In-Stream Reserve qualified Page.
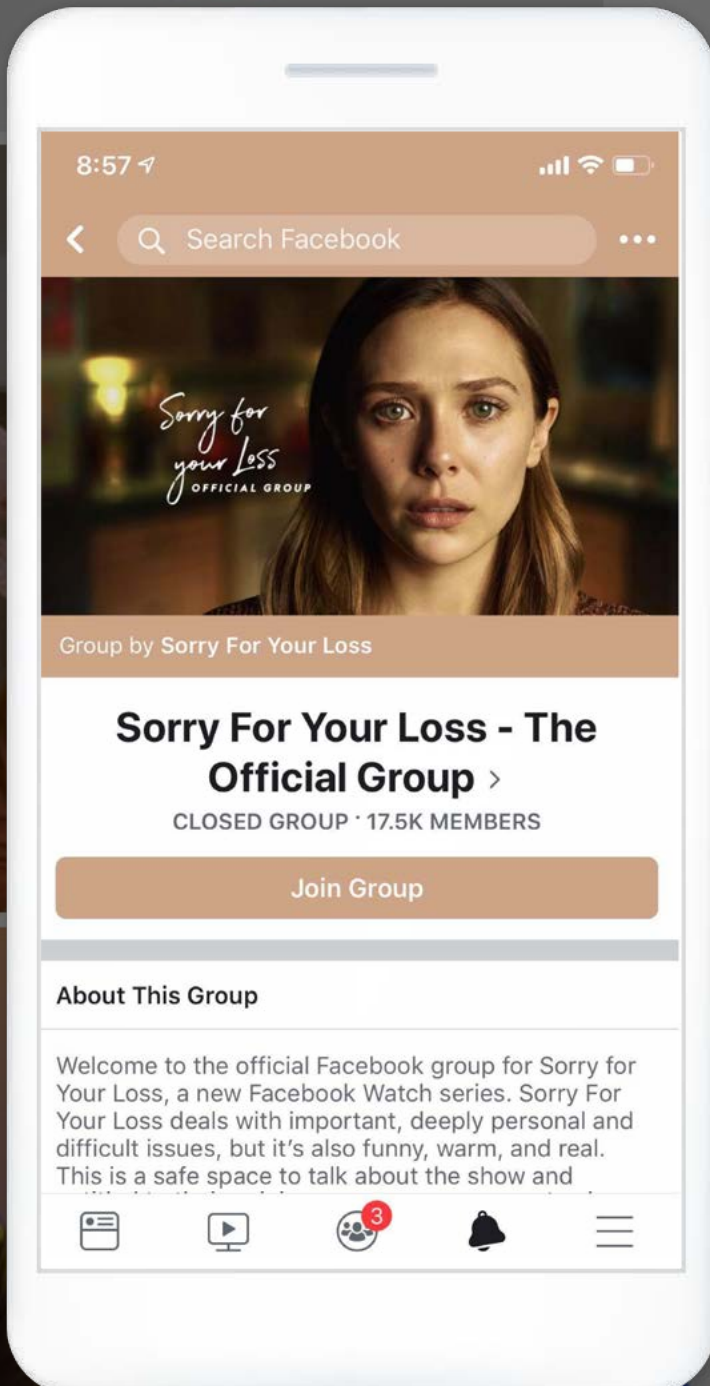
Take the next step
MOBILE VIDEO
Boost digital curb appeal

Showcase can help advertisers reach younger-skewing audiences that are increasingly difficult to reach on TV.

There are also a variety of options to measure ad campaign results, including Nielsen Total Ad Ratings, Digital Ad Ratings and brand lift studies from Facebook or Nielsen. Across 13 statistically significant Facebook brand lift studies, we saw evidence that **In-Stream Reserve drives positive ad recall lift, with a median 10-point incremental lift.**

69% And of those studies, 69% saw an absolute average incremental lift in ad recall that outperformed their vertical benchmark.

Showcase makes it easy to plan, buy and measure video ad campaigns targeted at audiences ages 18+, using the same processes that premium video and TV ad buyers are familiar with. Advertisers can reserve inventory upfront, at a fixed price, guaranteed against Nielsen demographics and delivered with managed services from Facebook.

TAKE THE NEXT STEP: MESSAGING

Build a personal connection with clients

Take the next step
MESSAGING
Build a personal connection with clients

Homebuyers want the ability to quickly and easily message agents.

Put yourself in the shoes of a potential client. You've just found a mobile video listing for the property that could be your dream home, and you want to see it in person as soon as possible, but the agent's office is closed until 10 AM the next day.

DO YOU...

1. Leave a voicemail, hoping they'll call you back first thing in the morning?

2. Send an email, and hope that the agent has email notifications turned on

3. Fill out a form, even though you know from past experience that it sometimes takes weeks to get a reply?

Or do you pass on all three, and make a mental note to check back the next day? Of course, by that time, it's possible you'll have moved on to a different listing with a different agent.

If the agent had enabled app- or web-based messaging in the first place, things would be a lot easier.

WHY?

1. Messaging is growing because it's the easiest way to get in touch

2. Messenger creates personalized connections at scale
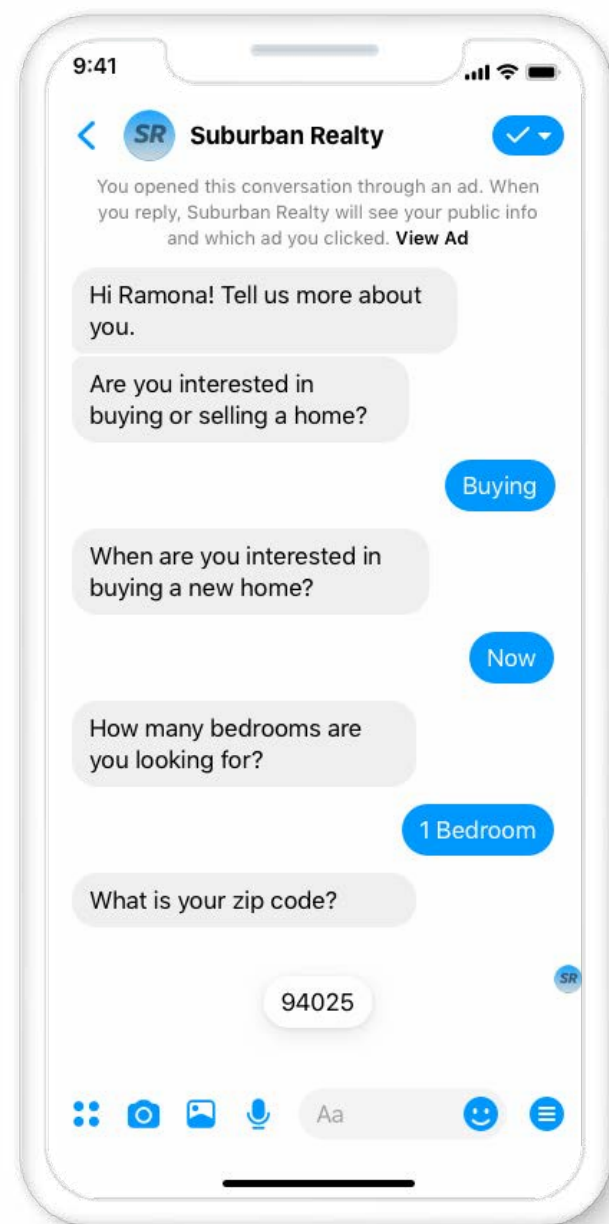
Take the next step
MESSAGING
Build a personal connection with clients

People prefer to message businesses

65% of people feel more confident messaging a business than emailing (55%), filling out a form on a website (58%) or calling (58%).[29]

62% of people say messaging is the easiest, most convenient way to contact a business.[30]

74% of people expect messaging to enable better customer experiences[31]

People are already reaching out on Messenger

A recent study found that **80% of US adults** message every day.[32]

20B messages are exchanged between people and businesses every month.[33]

10X increase in Person-to-Business messaging since 2016.[34]

67% of people across seven markets said their use of messaging has increased over the past two years.[35]

>75% of people said chat-based messaging would be a preferred means to contact customer service, if they knew it would get an immediate response.[36]

74% of people expect messaging to enable better customer experiences.[37]

29) Facebook IQ Source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science (Facebook-commissioned survey of 8,156 people in BR, GB, IN and the US), Jun 2018. Research refers to people surveyed who use a messaging app daily and have messaged a business in the past three months using one of their most commonly used apps. 30) Facebook IQ Source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science. 31) Facebook IQ Source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science 32) Facebook IQ Source: "The Art of Communication: Messages That Matter" by Greenberg, Inc., (survey of 2,255 people in the AU, BR, CA, DE, GB, FR, KR and the US who use a messaging app monthly), Nov 2017. 33) Facebook Internal Data. H1 2019 vs. H2 2016. 34) Facebook Internal Data. H1 2019 vs. H2 2016. 35) Facebook IQ Source: "The Art of Communication: Messages That Matter" by Greenberg, Inc., (survey of 2,255 people in the AU, BR, CA, DE, GB, FR, KR and the US who use a messaging app monthly), Nov 2017. 36) eMarketer (2018) "Chatbots May Ease Consumers' Customer Service Concerns." 37) Facebook IQ Source: "The Art of Communication: Messages That Matter" by Greenberg, Inc., (survey of 2,255 people in the AU, BR, CA, DE, GB, FR, KR and the US who use a messaging app monthly), Nov 2017.

Take the next step
MESSAGING
Build a personal connection with clients

Messenger helps create customer connections at scale.

Messenger makes it possible for businesses and people to start and nurture conversations across devices, wherever and whenever it's convenient.

Here are ways you can get started today:

1 Homebuyers can use Messenger to ask questions, schedule viewings, search inventory, and much more.

2 Messenger features like message templates and quick replies can create guided home browsing experiences in conversation. This helps people find the right property in your inventory based on predetermined inputs s uch as location and price range.

3 Messenger can help real estate agents generate quality leads at scale. Collect information from customers through automated question and answer prompts that allow you to instantly qualify and disqualify leads based on responses, and prioritize leads based on intent and signals.

4 Reach the right customers with targeted ads that click to Messenger and drive interested people into conversation with your business. Create simple, automated conversations in Messenger to gather information using the lead generation template in Ads Manager under the Messages objective. With lead generation in Messenger you can qualify customers who meet your requirements based on responses, follow up on prospective leads directly in Messenger, send a free reminder to encourage people who drop out of conversation to complete your questions, and re-engage these open conversations with promotions or relevant news using Sponsored Messages.

Visit Facebook for Business to learn how to get started on Messenger today

The Messenger API is open to all businesses. Create your experience — whether using live chat, automated, or some combination of the two – and engage a Platform Development Partner who specializes in your industry to help create a custom experience.

Part 4

TAKE THE NEXT STEP: FACEBOOK MARKETING PARTNER

Team up with a digital expert
to get your listings seen

Take the next step
FACEBOOK MARKETING PARTNERS
Team up with a digital expert to get your listings seen

>50%

Since more than 50% of buyers only talk with one agent before deciding who to work with, staying top of mind is incredibly important.[38]

Many agents still rely on expensive tactics like postcards and bus stop benches to get the word out.

2.7B

With a user base of more than 2.7 billion people each month, the Facebook Family of Apps and Services can widen an agent's visibility for less money, and get your listings in front of people where they're already spending more and more of their time— on digital screens.[39]

The time involved in onboarding and managing a new marketing channel can feel daunting to even the most experienced agents. That's why Facebook works with a variety of marketing partners to help agents and brokers get the benefit of a full-fledged digital program, without the headache of setting up and managing the back-end alone.

There are a variety of companies that can help you optimize and run mobile ads across the Facebook Family of Apps and Services today. These partners can help both individual agents and brokerages turn existing creative into video ads, build out full-scale digital programs and templatize ad placements for easy, repeated use.

38) "The Zillow Group (2019) "Consumer Housing Trends Report."
39) Facebook Internal Data, Q1 2019.

HOW CAN YOU ASSESS IF A DIGITAL MARKETING PARTNER IS RIGHT FOR YOU?

Start by asking yourself a few basic questions about what you're hoping to find in a partner, so you can be sure the company you choose is working toward the same goal:

" How much are they charging, and what's the breakdown of those charges?"

E.g., "how much is going to actual media (advertising to drive your agent's business), and how much is going to administrative costs (service fees, etc.)?"

" What does the support model look like for multiple agents?"

"Is it streamlined?"

"Easy to onboard?"

" Will the campaign be run from an owned and operated agent or brokerage page, or a centralized page that your brand doesn't own?"

" Are your agents already integrated into a listing service or platform that can offer these kinds of services today?"

" Is an out-of-the-box system sufficient, or do you want to invest in a white-labeled, customized approach?"

While this isn't an extensive list, there are no right or wrong answers to evaluative questions like these—the goal is finding the partner that best aligns to your needs. To continue your search for the right marketing technology solution, and learn more about Facebook Marketing Partners, visit **Facebook for Business.**

Part 5

CREATIVE BEST PRACTICES

REAL ESTATE DIGITAL MARKETING BEST PRACTICES

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Follow these guidelines to get the most from your digital campaigns.

It's one thing to read research that tells advertisers video advertising is powerful and prevalent—and another to understand and implement the most effective ways of bringing video to life. Consult the following best practices guides to find ways to improve your video ad creative and optimize the ads you deliver in Facebook and Instagram Stories, Slideshow, Instant Experience and Carousel format.

Creative best practices
VIDEO ADS

When designed properly, video ads can help you grab people's attention with motion, show what your business offers and bring your message to life. Consider the following best practices when designing your video ad creative:

✓ Include your brand early

Try to show your brand in the first 3 seconds, with a logo, recognizable spokespeople, colors, products and/or visual. Superimpose a logo (static image) over a portion of the video ad; this is different than having a "brand card" at the outset of the video. Reinforce your name in any captions or superimposed text.

✓ Focus on your product or service

Visually show what people would be buying for the majority of the video, especially at the beginning. Use cutaways to showcase multiple product colors or variants. Crop the video so that the focal point of the video is the product. Highlight how the product can be used through DIY content or step-by-step tutorials.

✓ Capture attention

Choose attention-grabbing video thumbnails. Lead with shots of products against vivid backgrounds and make use of contrasting colors and put your "hero" front and center. Try using quick movements and transitions between scenes. Consider using text captions and overlays to emphasize key messages at the outset.

✓ Design for sound off, delight with sound on

Your video ads should communicate clearly without sound, but get better with sound on. Include captions that are optimized for smaller mobile screens. Use graphics, motion and explanatory visuals to convey your message. **Learn how.**

✓ Optimize your videos

Create two versions of a video for an optimal placement. (Square 1:1 for Feed; Vertical video 9:16 for Stories).

✓ Create short-form videos

Consider editing videos down to 15 seconds. Challenge yourself to be brief. **Learn how.**

✓ Choose an interesting thumbnail

During Facebook or Instagram ad setup, after uploading the video for the ad, make sure you choose a thumbnail that isn't text heavy and that will grab the attention of your audience. **Learn how.**

Creative best practices
STORIES

Ads in Facebook and Instagram Stories create full-screen, immersive experiences, powered by Facebook delivery, to drive deeper connections with consumers.

✓ Be authentic

People on social media know when and how to spot a fake. Make sure your content is authentic and honest in both message and execution.

✓ Provide value

Your audience wants you to give them something that enriches their experience and adds value to their life. You can do this by providing them with useful information and/or entertainment. If you do this consistently, your audience will come back, share your content and grow.

✓ Optomize for mobile

Creating bespoke content isn't necessary for success—but optimizing for mobile is. Check out our white paper "Why Creativity Matters More in the Age of Mobile" to brush up on essential mobile creative considerations.

✓ Play with speed

People consume content even more quickly in stories. Try using quick movements and transitions between scenes in your videos. Use the Videoshop mobile app to add transitions in your videos.

✓ Take advantage of the full screen

Consider combining two images or two videos together. Try using different templates to do so. Use Unfold or Adobe Spark Post mobile apps.

✓ Hero your product

Product-focused creative drives business results more efficiently. Place your product at the center and highlight its uniqueness.

Creative best practices
SLIDESHOW

With the Slideshow creative format, you can create engaging, eye-catching animated ads without investing the time and money that's often required to produce video ads.

✓ **Use what you already have**

Instead of taking new photos or videos, use the ones from your website or your Facebook page. If you still need additional images, choose from the many free stock photos we provide.

✓ **Keep dimensions similar**

Start with 3-10 images, with an image ratio of 16:9, 1:1 or 2:3. Each image should have a similar image ratio.

✓ **Grab attention immediately**

Select a great thumbnail image, which appears before the video starts and again when it is finished. Make sure the first few images are appealing to draw the viewer in.

✓ **Include your company's branding and logo**

Consider integrating your branding into the first few images. For example, you can use your logo, a sign, your picture, your tagline or your storefront.

✓ **Use built-in creative features**

Experiment with cropping images, reordering them, adding text, using fade and changing duration for effect. Upload your own music (if you own the rights). If not, several free music tracks are available.

Creative best practices
INSTANT EXPERIENCES

Instant Experience is a full-screen experience for mobile devices that loads instantly and is designed to capture the complete attention of your audience.

✓ Open strong

Instant Experience starts with an ad in News Feed and when tapped, opens into a full-screen experience. Grab the attention of your audience with a strong opening that gives them a reason to want to tap the ad and see more. People looking at your Instant Experience may not always reach the end, so highlight your strongest points early or throughout the Instant Experience to keep them interested. For example, if you have celebrity endorsements or products you want to feature, don't wait to reveal them—show them immediately.

✓ Make content relevant to people

An Instant Experience that feels overly commercial or focused on the brand does not perform as well. Offer value with your content. Educate people about products, promote current deals or tell an interesting story about how your business has made an impact on real customers.

### ✓ Combine photos, videos and text

An Instant Experience that only uses one video or one photo tends to get less attention compared to a longer Instant Experience that combines 5-7 components. Use compelling headlines and succinct copy to guide people along. Words can help break up your Instant Experience into consumable sections.

✓ Let people interact at their own pace

When people control the pace at which they consume content, their experience feels more dynamic and personalized. Make it easy for them to explore your Instant Experience by keeping videos and ads in carousel format short and include interactive features like tilt-to-pan.

✓ Guide people along

People spend more time in Instant Experience when there are interactive features like Carousels and tilt-to-pan. Tell people that they can tilt their phone to explore a photo/video or swipe to see additional carousel cards. Add structure by using frameworks like steps, timelines or chapters to help people understand that if they continue to scroll, there's more to see.
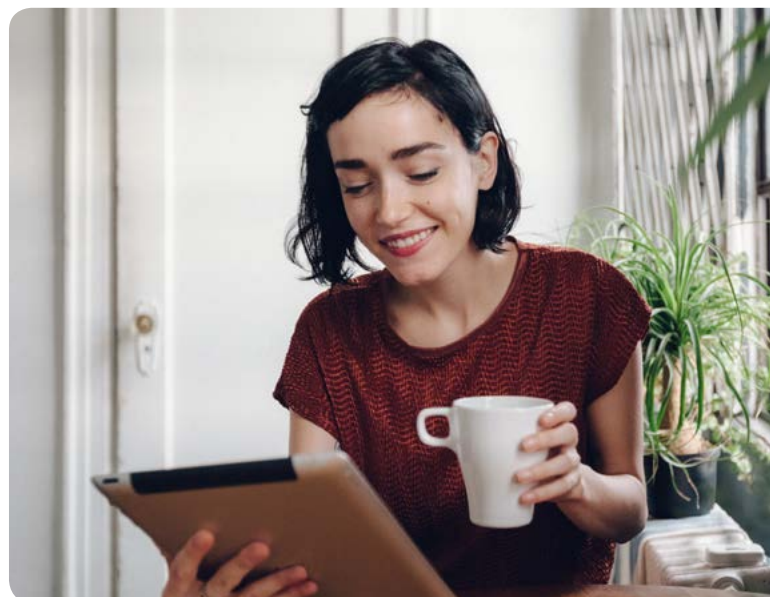
Creative best practices
CAROUSEL

With an ad in carousel format, you can use a series of images or videos to create a compelling visual story about your business.

✓ Don't forget the copy

Copy can be additive to your creative. Use snappy headlines and descriptions that give context, detail and grab people's attention. You can also spread out copy across multiple cards. Remember to include a strong call to action.

✓ Consider your audience

Use product imagery when targeting people who have visited product pages on your website. Reach prospective customers with lifestyle imagery.

✓ Use creative optimization

In most cases, you should show the best-performing carousel cards first. One of the benefits of the carousel format is that you can test multiple pieces of creative at once and order them based on performance. Then you can replace or remove low-performing carousel cards. However, if you're using the format to tell a sequential story or as an Instant Experience for one long image, make sure you opt out of the automatic placements feature when you create the ad.

✓ Tell a story

Showing products is one way to use the carousel format, but if you want to develop a narrative through each sequential image, try linking images together in a panorama to share a bigger story.

✓ Start with captivating elements

The first image or video in your carousel is the first thing your audience sees. Capture their attention by using imagery that has a strong focal point, vivid colors and at least some animation.

✓ Develop creative consistency

A visual thread is key. If your creative feels disjointed, it detracts from your story. Make sure that every image within the carousel format has a similar visual style, including lighting, colors and composition.

✓ Imply continuation

Capturing your audience's attention is the first step, getting them to swipe through the rest of the carousel cards is the next. Create a "need-to-complete" feeling with your imagery. For example, your first image or video can tease your second, or it can suggest that the narrative continues throughout each card.

Part 6

SUCCESS STORIES

Learn from strategies and solutions that have helped other businesses

CONVERTING QUALITY LEADS WITH VIDEO ADS

88% reduction
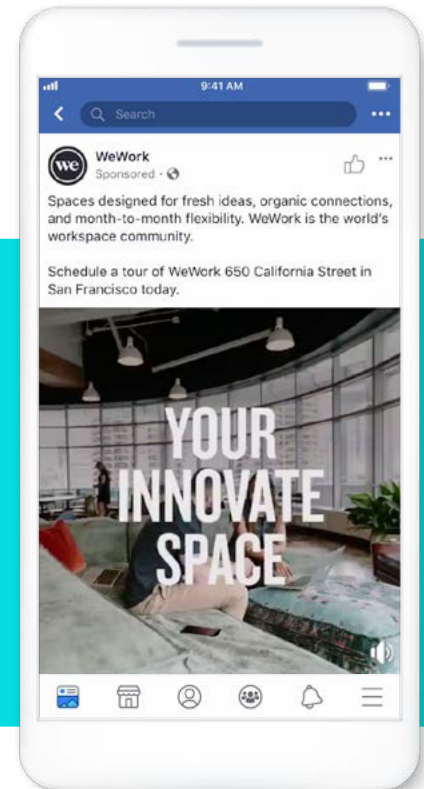in cost per desk sold

10X increase
in return on ad spend

80% reduction
in cost per closed lead

16% increase
in lead-to-tour
completion ratio

WEWORK

WeWork is a global network of workspaces designed for creativity, focus and connection. It wanted to reach more people seeking office space, improve its quantity and quality of leads, and increase online conversions.

THEIR SOLUTION

Reimagining existing assets

WeWork had previously run photo lead ad campaigns, but people were confused about the ad's intent and even the type of business WeWork is, so the company didn't receive the quality leads and results it was looking for.

To better convey its value proposition, WeWork partnered with Facebook on a new strategy to use its existing ad assets in innovative ways.

The team's strategy was not to scrap existing ad assets, but use them in a more innovative way. First, the team added quick motion to the photo ads, turning them into exhilarating Facebook and Instagram video ads with fast-cut interior workspace shots, interspersed with text-overlay messaging: "Your think / launch / invent / innovate / do / make / nailed it / hell yeah / killed it / San Francisco space." The ad then prompted viewers to "Book a Tour" to explore their local building and become a WeWork member.

Learn More

> " We struggled with poor lead quality and conversions because our unique value proposition was difficult to convey via static ad creative. That changed, though, once we worked with Facebook Creative Shop to add thumb-captivating short-form video ads with strong upfront branding, visuals and text overlays that helped people appreciate our offering."
>
> **—Corey Brown**
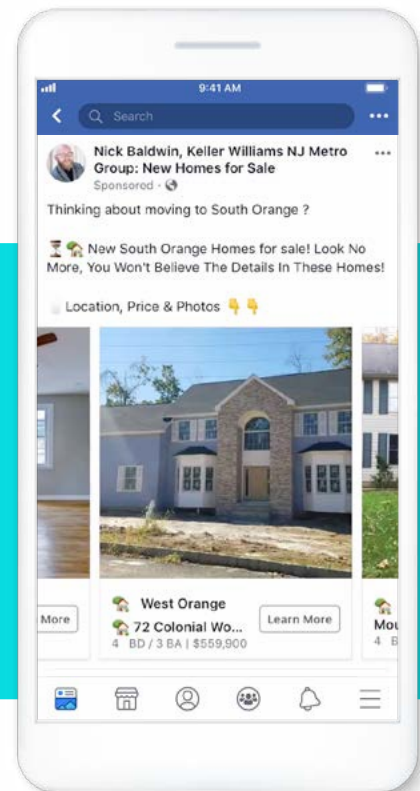> Senior Brand Manager, WeWork

Success stories

REACHING HIGH-QUALITY HOMEBUYERS WITH DYNAMIC ADS

7.6X return
on ad spend

24% lower
cost per lead than lead ads alone

43% lower
cost per lead compared to leads from other display and paid search channels

YLOPO

Ylopo is a digital marketing technology platform serving real estate agents. It wanted to generate high-quality prospective homebuyers for its client, a high-performing real estate agent in New Jersey.

THEIR SOLUTION

Dynamic ad formats

Dynamic ads for real estate show people home listings based on properties they might be interested in, while lead ads deliver higher-quality contact information by pre-filling details from information people have already shared with Facebook. By combining these two products, businesses can help capture better leads at a lower price.

To run dynamic ads for real estate, Ylopo uploaded the client's MLS catalog of homes on Ad Manager, and installed the Facebook pixel on the agent's website. Ylopo showed homebuyers on the agent's website listings exactly matching or similar to what they had previously looked at on the site. Photo ads in carousel format allowed the agent to show multiple homes in one ad. The ads also included a "Learn More" button.

When the prospective homebuyer clicked the button, the pre-filled lead form appeared. If the shopper clicked to submit the information, the agent received a high-quality lead to follow up on, complete with information about what kind of home and location the customer was seeking.

> "We have never found a better format for generating high-quality leads. The ability to reach consumers on a hyper-local level and show them relevant content in a dynamic format delivers the ultimate win-win for homebuyers and real estate agents. Our clients could not be happier with the results."
>
> **—Juefeng Ge**
> Co-Founder and CMO, Ylopo

Learn More

INCREASING AWARENESS WITH MOBILE-OPTIMIZED ADS

8.4PT lift
in brand awareness

9.3PT lift
lift in consideration intent

12.8PT lift
in brand favorability


AMERICAN FAMILY INSURANCE

American Family Insurance group is the 13th-largest property/casualty insurance group in the US, and ranks number 311 on the Fortune 500 list. It wanted to repurpose its TV creative assets for mobile, with the aim of boosting brand favorability and increasing brand awareness.

THEIR SOLUTION

Reshaping non-mobile creative

American Family Insurance had previously run a TV ad campaign called "This Dream," and wanted to run the ads on Facebook and Instagram to increase brand favorability and awareness. However, the TV creative was too long and not suited for mobile. The team at Facebook encouraged American Family to work with Facebook Marketing Partner VidMob to build new assets from the original TV campaign.

VidMob helped American Family reshape the original commercial into video and photo assets that followed Facebook's best practices for mobile viewing. American Family ran video ads and photo ads in carousel format in Facebook News Feed and Instagram feed. Each included a "Watch More" or "Learn More" call-to-action button that linked to the American Family Insurance website. American Family determined the successful results of the campaign using a Kantar Millward Brown measurement study.

Learn More
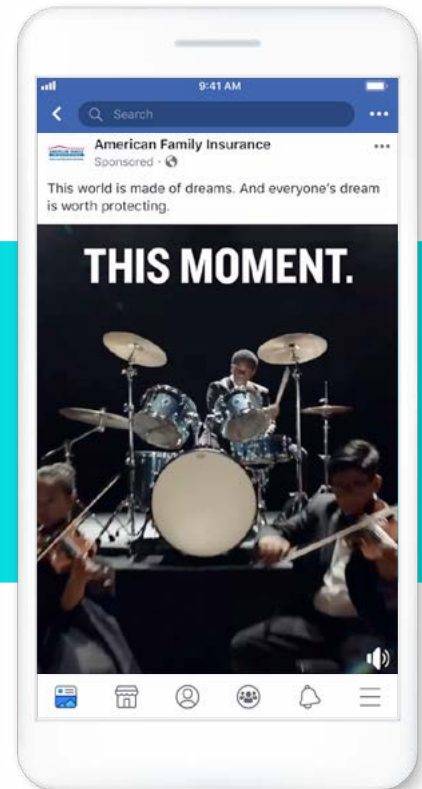
> " We were able to boost brand awareness and favorability on mobile by thinking differently about how we run our campaigns. Working with Facebook and the team at VidMob helped us determine how to best rework the "This Dream" TV campaign into mobile-optimized creative that would be just as impactful and inspiring on Facebook and Instagram."
>
> **—Stephanie Mueller**
> Social Media Manager, American Family Insurance

USING FACEBOOK SOLUTIONS TO GROW CLIENT CONNECTIONS

45% of leads
attributed to Facebook Group

35% increase
in group members

WHITNEY HANSEN

Whitney Hansen found her calling as a financial coach after paying off her student debt in less than 10 months. While working on her MBA in 2013, Whitney founded a financial counseling business. By mid-2018, she had counseled more than 400 people on how to pay off their debt and control their financial destiny. Her marketing goal was to increase the number of leads for her business.

HER SOLUTION

Connecting on a personal level

Whitney takes multiple opportunities to generate leads via Facebook and Instagram:

### Humanizing financial counseling

When posting Stories on Facebook and Instagram, Whitney engages her community with personal narrative and educational content, steering clear of plugging her services directly. She often uses Stories to feature people who've achieved a key financial milestone, such as paying off debt. Whitney also delights her followers by tagging them in her Stories.

Helpful advice in real time

Each month, Whitney hosts a Facebook Live broadcast to discuss popular financial topics. She also shows her audience how to create a budget using a free spreadsheet template. Viewers pin a comment during the broadcast to request the download, and after the broadcast, Whitney sends them a link via Messenger, which often leads to further conversations.

Deepening ties through Facebook Groups

Whitney created a Facebook Group called "Manage Your Money Like a Boss" to provide a forum for members to ask questions, and inspire each. By promoting the group on Facebook and Instagram, Whitney has grown the community to more than 1,700 people since October 2015. About 45% of Whitney's applications come from people who've joined.
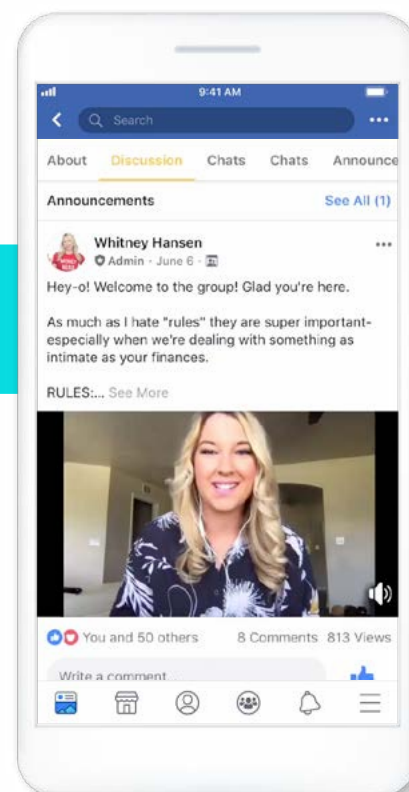
> "Using Stories has allowed me to engage with my community at a personal level, while my Facebook Group has delivered quality leads, helping to expand my clientele. Thanks to Facebook, I'm able to reach my target audience and cultivate my practice. Best of all, the Facebook tools I'm using to grow my business are free."
>
> **—Whitney Hansen**
> Owner, Whitney Hansen Co.

Learn More

ATTRACTING RENTERS WITH MARKETPLACE AND NEWS FEED
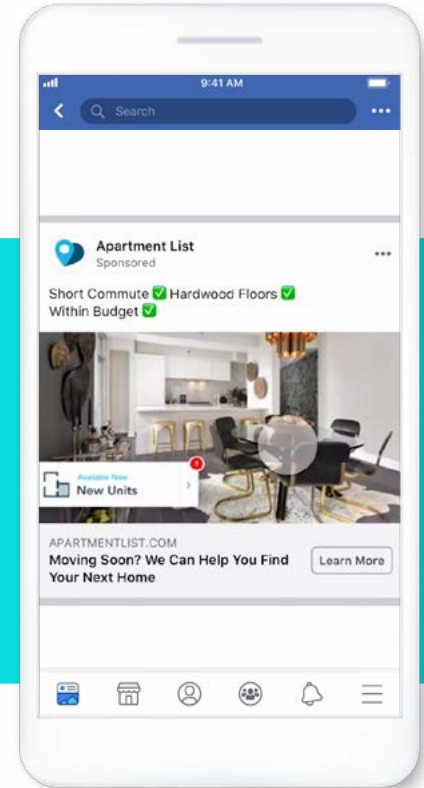
Success stories

16% decrease

in cost per website registration with ads in Facebook Marketplace and Newsfeed compared to Newsfeed alone

10% lower

cost per thousand impressions with ads in Marketplace and Newsfeed compared to Newsfeed alone

17.5% higher

reach with ads in Marketplace and Newsfeed compared to Newsfeed alone

APARTMENT LIST

Apartment List's mobile app and website connect potential renters to properties that match their budgetary and amenity needs. It wanted to reach more renters and encourage them to register on its site.

THEIR SOLUTION

Combining ad placements

Apartment List asks people to register during their first interaction so it can easily communicate about properties they're interested in. Renters answer a series of questions about the size, location and amenities they're looking for in their next apartment. Apartment List uses these responses to create a renter profile for each person, which it then uses to match people with available units.

Apartment List tested ads in Facebook Marketplace to get ads in front of people who are actively shopping. Apartment List then conducted a conversion lift study to learn if adding the Marketplace placement would boost renter registration rates when compared to running ads in Facebook News Feed alone.

The ad creative showcased a stylish apartment kitchen area alongside messaging that read: "Moving soon? We can help you find your next apartment." The ad directed people to the Apartment List website, where they could begin the registration process. Apartment List served the ads to a lookalike audience based on people who expressed interest in a listed property within the previous days.

> " We're always looking for new ways to register prospective renters. We were excited to test the new Marketplace placement because it offers access to renters who are actively in the thick of their rental search. During the campaign, running our ads in both the News Feed and Marketplace generated incremental conversions compared to delivering to New Feed alone."
>
> **—Mark Trapani**
> Performance Marketing Associate, Apartment List

Learn More

Success stories

INCREASING REGISTRATIONS AND RETURN ON AD SPEND

BoomTown!

11X return
on ad spend

52% of leads
engaged in two-way communication with an agent

82% of leads
provided at least one form of valid contact information

BOOMTOWN

BoomTown is a real estate sales and marketing software company that helps teams and brokerages close more deals through its software and services, such as paid lead generation. It wanted people searching for homes in West Omaha to visit, register and browse listings on Omaha's Elite Real Estate Group's website, and ultimately buy a property from the brokerage.

THEIR SOLUTION

A unique, in-house answer

BoomTown and Omaha's Elite Real Estate Group used location and demographic solutions to reach people living in West Omaha, aged 25–65. To ensure the campaign reached the correct audience, BoomTown also used Custom Audiences to exclude people who had registered 180 days before the campaign, as well as people who were BoomTown clients and employees.

The team placed a Facebook pixel on OmahasEliteRealEstateGroup.com, which was optimized for conversions. BoomTown's in-house solution allowed the team to select the landing page, images, copy, display URL and call-to-action button for the ads, and then use Facebook's Marketing API (application programming interface) to add these to Ads Manager.

BoomTown's custom solution helped result in an extremely successful campaign, by closing more sales with a shorter sales cycle.

Learn More

> " Because more of our clients are opting in to advertising with Facebook, we developed a suite of tools using Facebook's API to maximize automation, performance and reporting. Now we use Facebook to advertise to the masses on behalf of our clients. Not only has Omaha's Elite Real Estate Group already closed sales through this particular campaign, but in some instances its sales cycle reduced from 12–18 months to just 6 months."
>
> **—Dotty Bell**
> Digital Marketing Team Manager, BoomTown

facebook