



# The Definitive Guide to Facebook Business Pages for Real Estate

# About the Author

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## Harry Kierbow

Senior Director, Paid Social Media Marketing @ [CINC](#)

Harry is CINC's Senior Director of Paid Social Media Advertising.

Over the last 5 years, Harry has led the CINC Social Media Marketing Program including overseeing the creation of CINC's dynamic remarketing program ([ListCast](#)) and developing CINC's one-of-a-kind Facebook Lead Ad integration.

Harry has over a decade of experience managing Facebook campaigns at scale - with more than half being in real estate specifically.

Harry graduated from the University of Georgia with a BS in Psychology.



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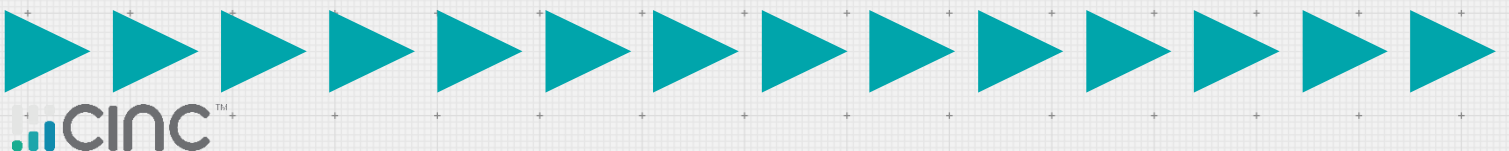
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*Chapter One*

**What is a Facebook  
Business Page?**





Harry's Hacks: Keep branding consistent across your website, social profiles, and other marketing. Help people know they're in the right place.

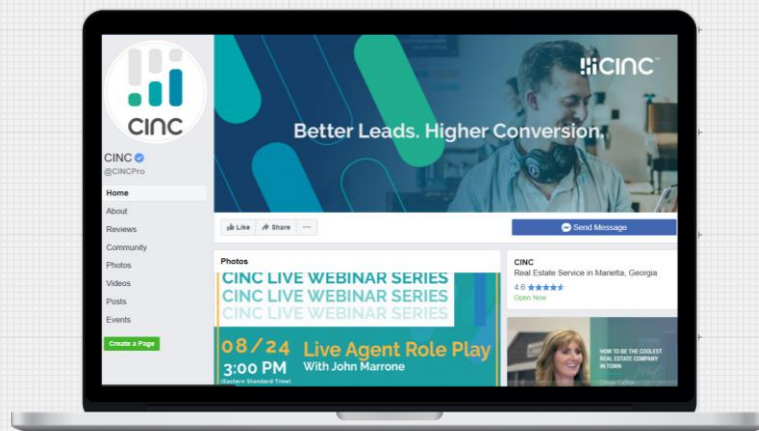
## What is a Facebook Business Page?

*A Page is very similar to a profile, but for a business.*

We hear the question often – should I share my business content on Facebook from a Business Page or a Personal Page? **If you're sharing content for your business, it should be on a Business Page.**

A Page is very similar to a profile, but for a business or brand rather than a person. A Page is meant to be the official Facebook presence of a brand, is always public, has “followers” instead of “friends,” and is a place to connect with your fans, followers, and communities as your brand.

Think of your Facebook Page as a digital home for your business. A Business Page helps people find your business and learn more about what you have to offer. It's a place where you can interact with your clients and where people can reach out to chat and ask questions.



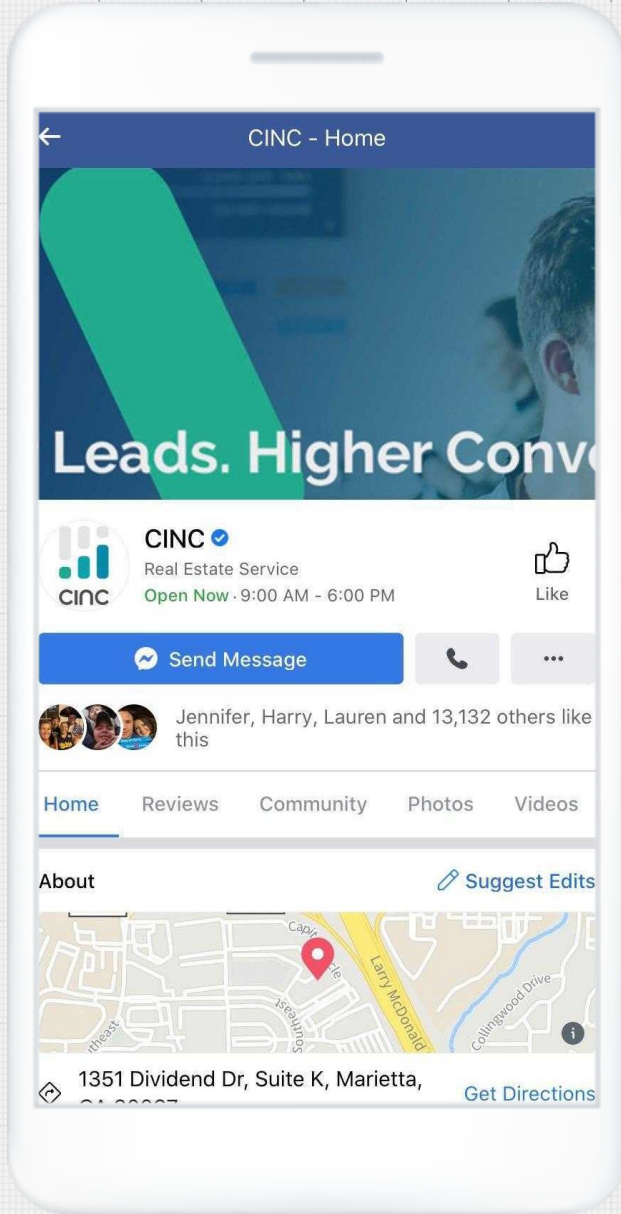


Harry's Hacks: Save the wellness tips, Peloton rides, and last night's dinner for your personal page. Post relevant real estate content on your Business Page.

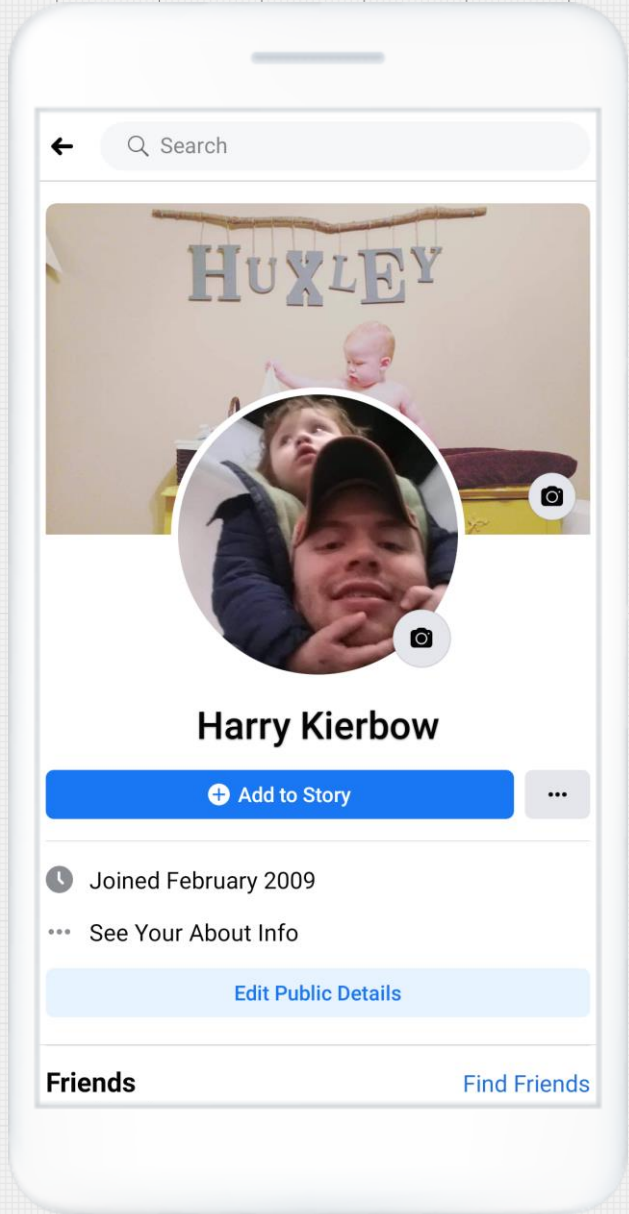
# PAGE vs. PROFILE

A Business Page gives your followers options to connect with you that don't exist on a Personal Profile.

## BUSINESS PAGE



## PERSONAL PROFILE



*Chapter Two*

**Why do you need a  
Business Page?**





Harry's Hacks: Think mobile first. 96% of Facebook Users access the platform via mobile device - almost 80% do so exclusively on a mobile device.

## A Business Page Lets People Find Your Business on Facebook

*70% of the US population access Facebook on their mobile device at least once per month.*



**8 out of 10**

people reported using their smartphones to **interact with local businesses.**



**3 out of 4**

Facebook users in the US say they visit the Facebook Page of a **local business** at least **once a week.**

Source: Local shopping study by Factworks (Facebook IQ-commissioned research study of 1,537 people 18+ across the US, ((1,344 monthly Facebook users, 193 non Facebook users) April - May 2017.)





Harry's Hacks: Facebook is the world's leading social platform – reaching over 60% of the world's internet users. 1.73 billion people access Facebook daily.

## A Business Page Lets People Find Your Business on Facebook

*US consumers now spend over 3 hours per day on their mobile devices – over 35% of that is spent on Facebook and Instagram.*

### 1 hour and 15 minutes

Average time spent on social each day



AVERAGE

**38 minutes**

PER DAY



AVERAGE

**26 minutes**

PER DAY

Source: eMarketer, (2019) "Time Spent With Media 2019: US Social"  
eMarketer 2020 "US Mobile Time Spent 2020."



Harry's Hacks: Speed-to-lead is important on Facebook. Since most users are mobile, they're probably holding their phone when they sign up on your site.

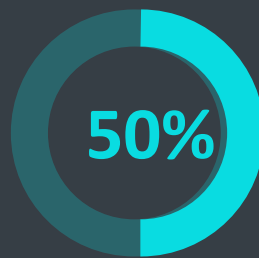
## A Business Page Lets People Find Your Business on Facebook

*More than half of home buyers work with the first agent they speak with – can they find your business?*



**4 out of 5**

US homebuyers (79%) surveyed use an online resource at some point in their search.



of buyers only talk with one agent before deciding who to work with.

Source: eMarketer 2019 "US Time Spent with Media 2019."



Harry's Hacks: Facebook's algorithm values engagement first. If people comment on your posts, reply with a question to keep the conversation going.

## **A Business Page Lets People Find Your Business on Facebook**

*A page has tools to help you grow your business, connect with clients, and see how people interact with you.*

A page lets you...



### **Build a community**

You can post updates, pictures and videos to communicate with your clients. You can also message them directly.



### **Use business tools**

You can create events, manage appointments, hire employees and sell your products directly on your Page.



### **Understand your followers**

You can learn what your followers care about and how often they interact with posts on your Page.

*Chapter Three*

**How to Create a  
Business Page**



# How to Create Your Business Page

*Here's what you'll need...*

## **Your business name and description**

Name your Page after your business, or another name that people search for to find your business. Use the About section to tell people what you do.

## **Profile and Cover photo**

Choose photos that best represent your business. Many businesses use their logo as their Profile photo. For the Cover photo, choose something that represents what you do – for example an image of your storefront, or an image from a current marketing campaign. You can use free tools like [Canva.com](https://www.canva.com) and [Pexels.com](https://www.pexels.com) to help you create images.

Recommended image size

Profile photo: 180x180

Cover photo: 820x360

# How to Create Your Business Page

*Here's what you'll need...*



## **The action you want people to take**

At the top of your Page you can add a call-to-action button that directs your Page's visitors to do something. We've bolded the options that make the most sense in the real estate space below.

### **Call-to-Action Button Options:**

- **Book Now**
- Buy Gift Card
- **Call Now**
- **Contact Us**
- **Get Quote**
- **Learn More**
- Order Food
- Play Game
- See Offers
- **Send Email**
- **Send Message**
- **Shop Now**
- Sign Up
- Use App
- Watch Video
- WhatsApp



Harry's Hacks: Adding a location to your Facebook Business Page and posts can help people in your local area find you more easily.

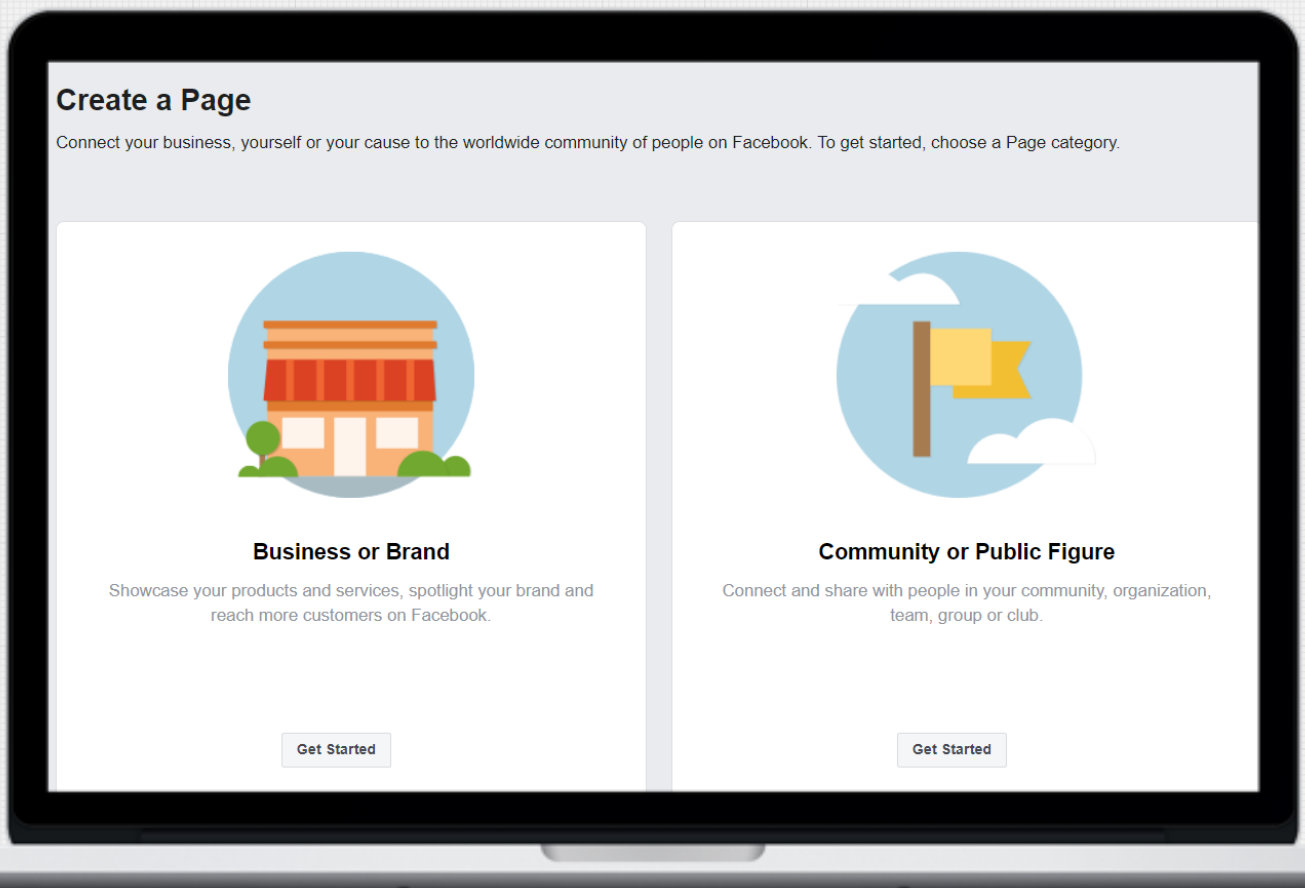
## How to Create Your Business Page

*When you're ready to get started...*



**[Click here](#) to create your Business Page.**

Click 'Get Started' under the Business or Brand option. You can also create a new page by clicking the '+' icon from your personal Facebook account.





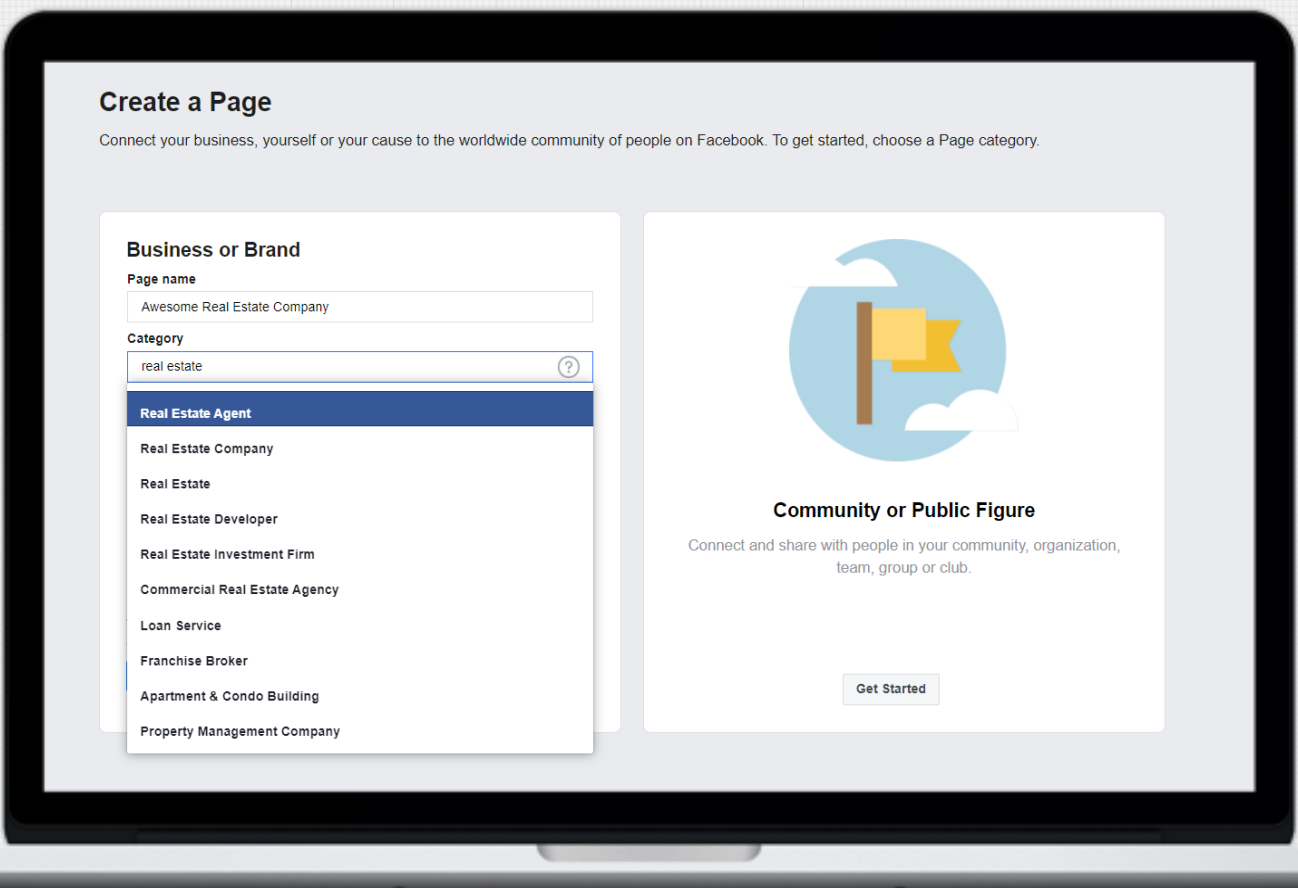
Harry's Hacks: You can select one Category at this stage. You'll be able to select another two later for a total of three. These help people find your page.

# How to Create Your Business Page

*Name your page and select a relevant category.*



**Create your Page** by entering your Page name and selecting a relevant category. Then, if prompted, enter your phone number and address. You can hide your address if you work from home.







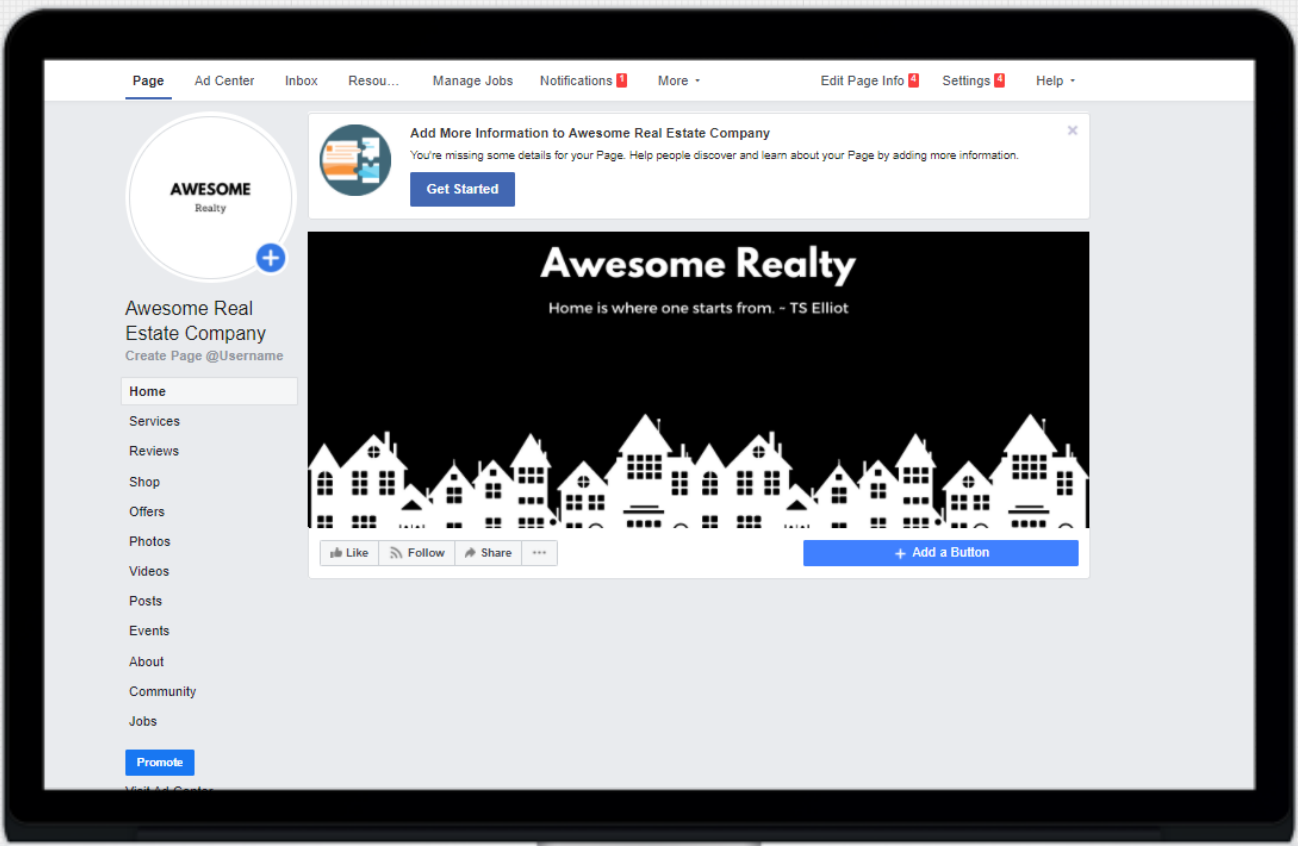
Harry's Hacks: The human brain processes images 60,000 times faster than text. Choose high-quality images that convey what your business does.

# How to Create Your Business Page

*Upload your Profile and Cover photos.*



Next the Page Helper will walk you through uploading a Profile photo (180x180) and a Cover photo (820x360).





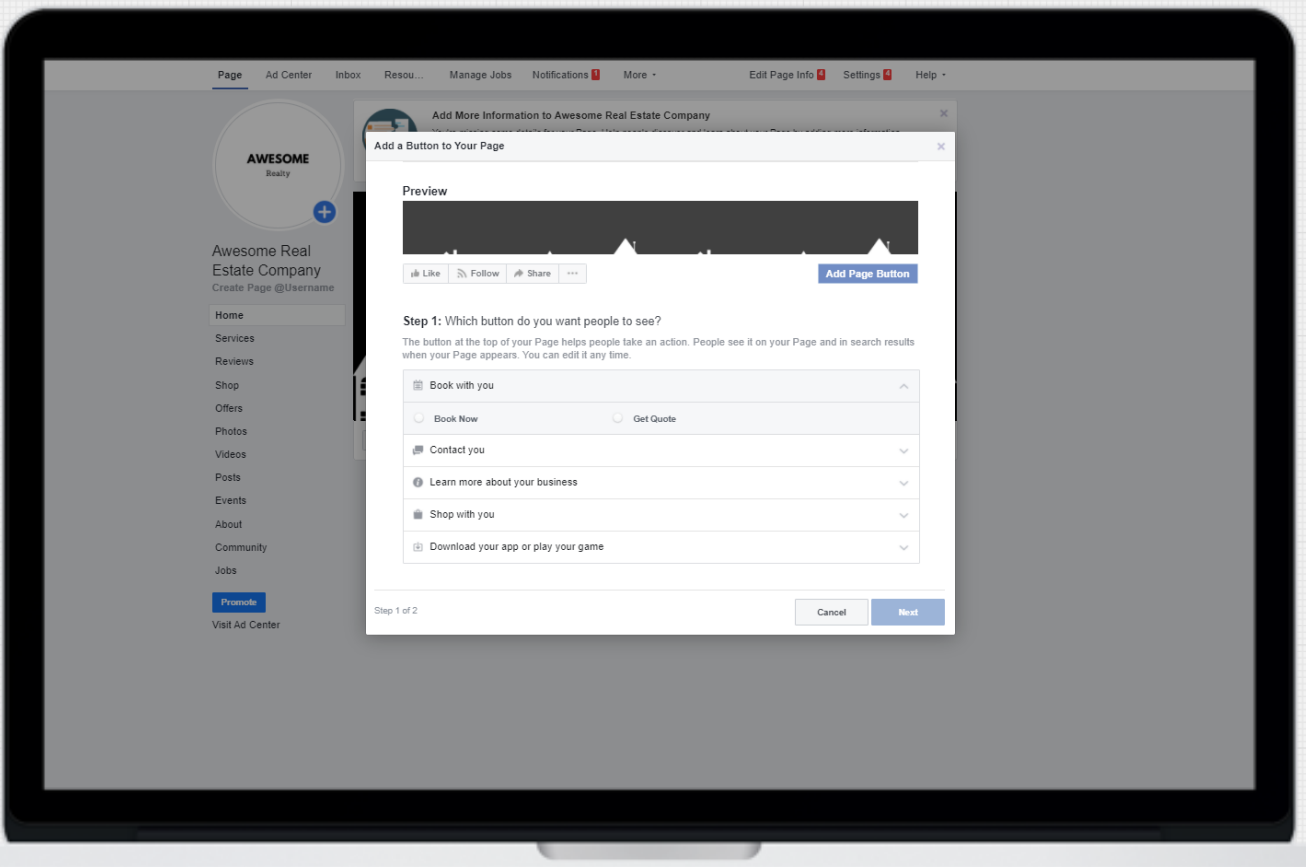
Harry's Hacks: View your page on a computer, tablet, and mobile device to check image sizing. Most Facebook Users will see your page on a smartphone.

# How to Create Your Business Page

*Create a call-to-action button.*



**Next** you can add your call-to-action button. Then click 'Get Started' at the top to finish building your page profile.





Harry's Hacks: Complete all Page Info sections on your Business Page. These can help increase local visibility and even show in Google Search Results.

# How to Create Your Business Page

*Finish your basic Business Profile.*



Now the Page Helper will walk you through adding the final details to complete your basic Business Profile.

**Edit your details** [X]

Add 1-2 sentences to describe **Awesome Real Estate Company** to help people understand what you offer.

**Description**

Awesome Realty is an award-winning real estate team helping clients in the Greater Atlanta Area buy, sell and refinance their homes.]

A brief summary of your Page. The limit is 255 characters. You can write a short summary about this Page, or tell people about your products and service, which can help your business be discovered more often on Facebook.

1 of 3 [Cancel] [Save and Continue]

**Edit your details** [X]

Your Facebook Page can make it easier for people to visit your website. Add your website now.

**Website**

My Page doesn't have a website

Make it easy for potential customers to learn more about your business.

2 of 3 [Cancel] [Save and Continue]

**Edit your details** [X]

Add your business hours to **Awesome Real Estate Company** so it's easy for people to plan a visit. When you add business hours, your Page is also more likely to be suggested to people in your area.

**Hours**

- Open on selected hours
- Always open
- No hours available
- Permanently closed

Monday [Time] - [Time]

Tuesday [Time] - [Time]

Wednesday [Time] - [Time]

Thursday [Time] - [Time]

Friday [Time] - [Time]

Saturday [Time] - [Time]

Sunday [Time] - [Time]

Update your business hours so search results show when your location is open.

3 of 3 [Cancel] [Save]



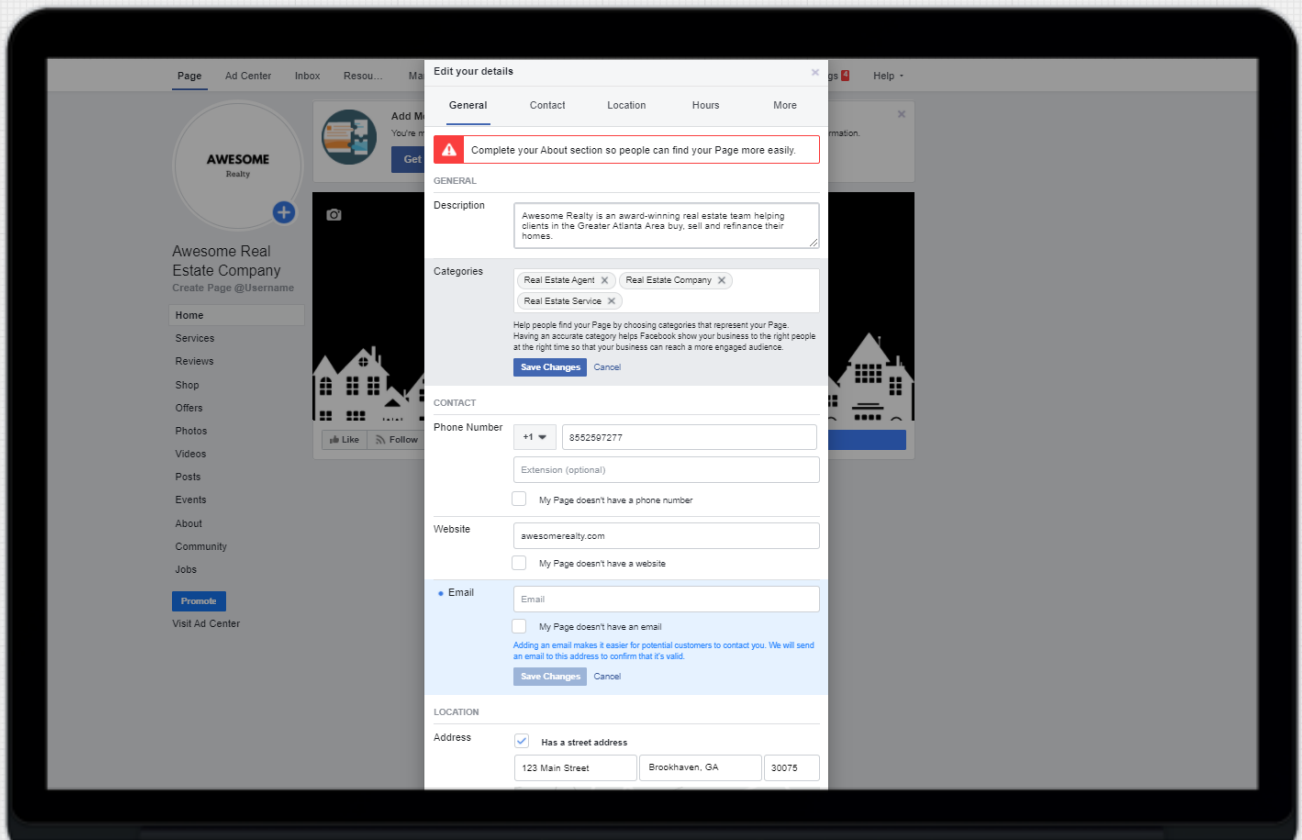
Harry's Hacks: Provide as much relevant info as you can in the 'About' sections of your profile. People who see this are considering engaging with you.

## How to Create Your Business Page

*Add final details to help people find your Page.*



After you enter your business's basic information, you'll be prompted to complete a more detailed profile. Do this to help people find your business more easily on Facebook.





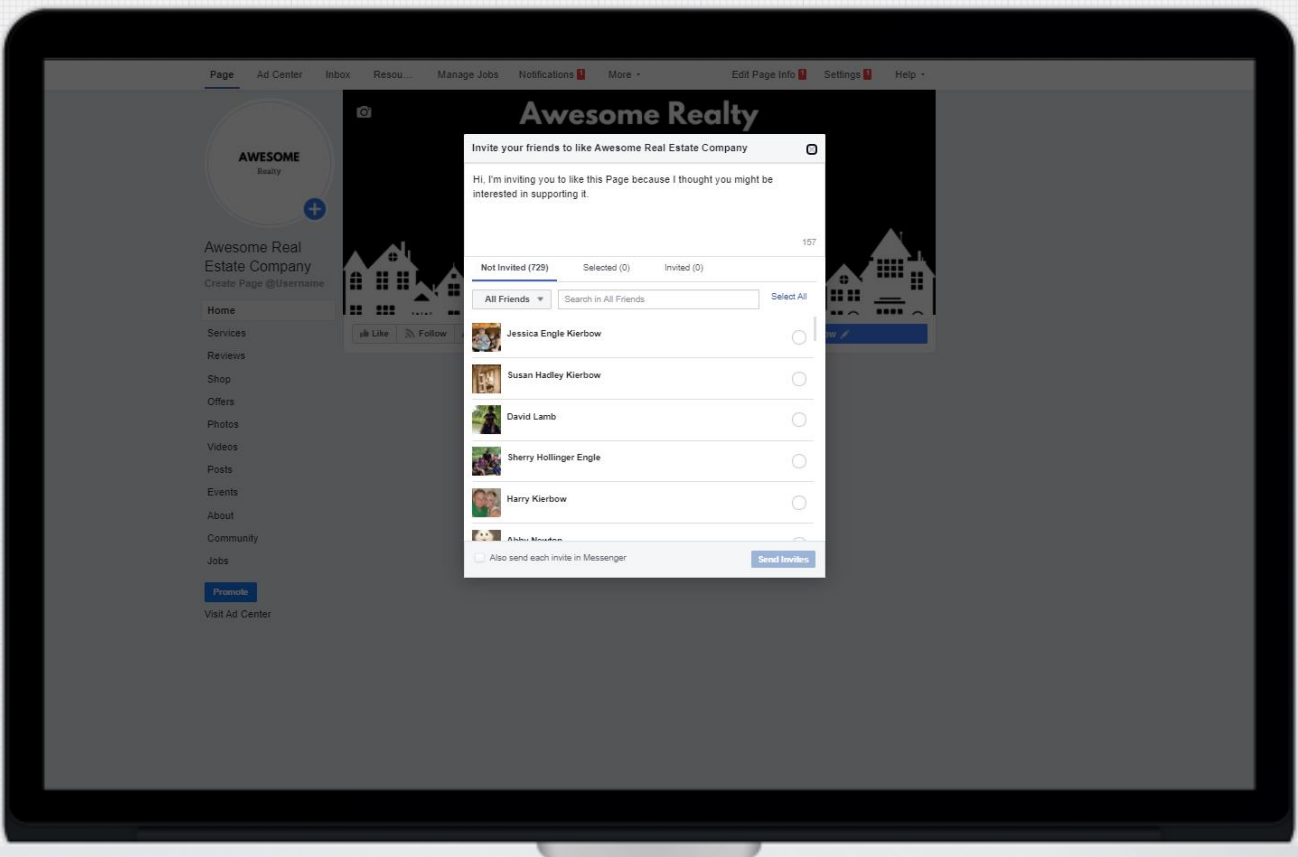
Harry's Hacks: Likes are important for social proof, but not as important as they once were. Look to build 'Likes' on your page, but don't make it your focus.

# How to Create Your Business Page

*Ask Facebook Friends to 'Like' your Page.*



**Get your first Page 'Likes'** by inviting your friends from your personal account to like your new Business Page.



*Chapter Four*

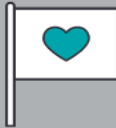
**Best Practices For Your  
New Business Page**





Harry's Hacks: Business Pages allow you to see who has 'Liked' your posts and invite them to 'Like' your page. Use this to build your Page's following.

# 5 Ways to Use Your New Business Page



## Share Your Page in Your News Feed

Tell your friends and family about your Facebook page. Ask them to Like the Page and to share it with their communities.



## Share Your Page Outside of Facebook

Don't forget to share your Facebook Page on your website, in marketing materials, email signatures, business cards and in blog posts. Make sure that everyone who may want to follow your Page is able to find it.



## Encourage Ratings and Reviews

Page reviews help build trust and credibility for your business. 65% of home buyers say they are influenced by their online Friends' home buying posts on social media. When someone leaves a review, comment back to thank them. When you reply to Page visitors, they are more likely to recommend your Page to others.



## Share Relevant, Useful Content

Establish a regular posting cadence. If people come to your Page and see that it is active, they will be more likely to Like your Page and engage with you. Follow the 80/20 rule - 80% of your posts should be helpful, informative or entertaining (while still relevant to real estate), the other 20% can be promotional.



## Join or Create Relevant Groups

By posting as your page in relevant Groups, you can reach people interested in what you do and increase your Page following. You can also create Groups (like a Group of past clients) to build a community and keep people coming back to you for information or help in real estate again and again.



## **Work with a Vetted Facebook Marketing Partner**

The average real estate agent spends over 9 hours per week managing their Social Media ads. This is time that could be better spent following up with leads. Last year, CINC's Marketing Team managed over \$30 Million in real estate ad spend for clients – the largest real estate advertising portfolio in North America.

It's more important than ever to have a team of experts managing your real estate advertising spend. Click 'Schedule Demo' below to learn how CINC's Marketing Team can help you grow your real estate business and close more deals.



**SCHEDULE DEMO**