

The ultimate
**guide to digital
advertising for**
real estate agents



*How to bring in new leads, maximize your ad spend,
and become a top producer through online ads*

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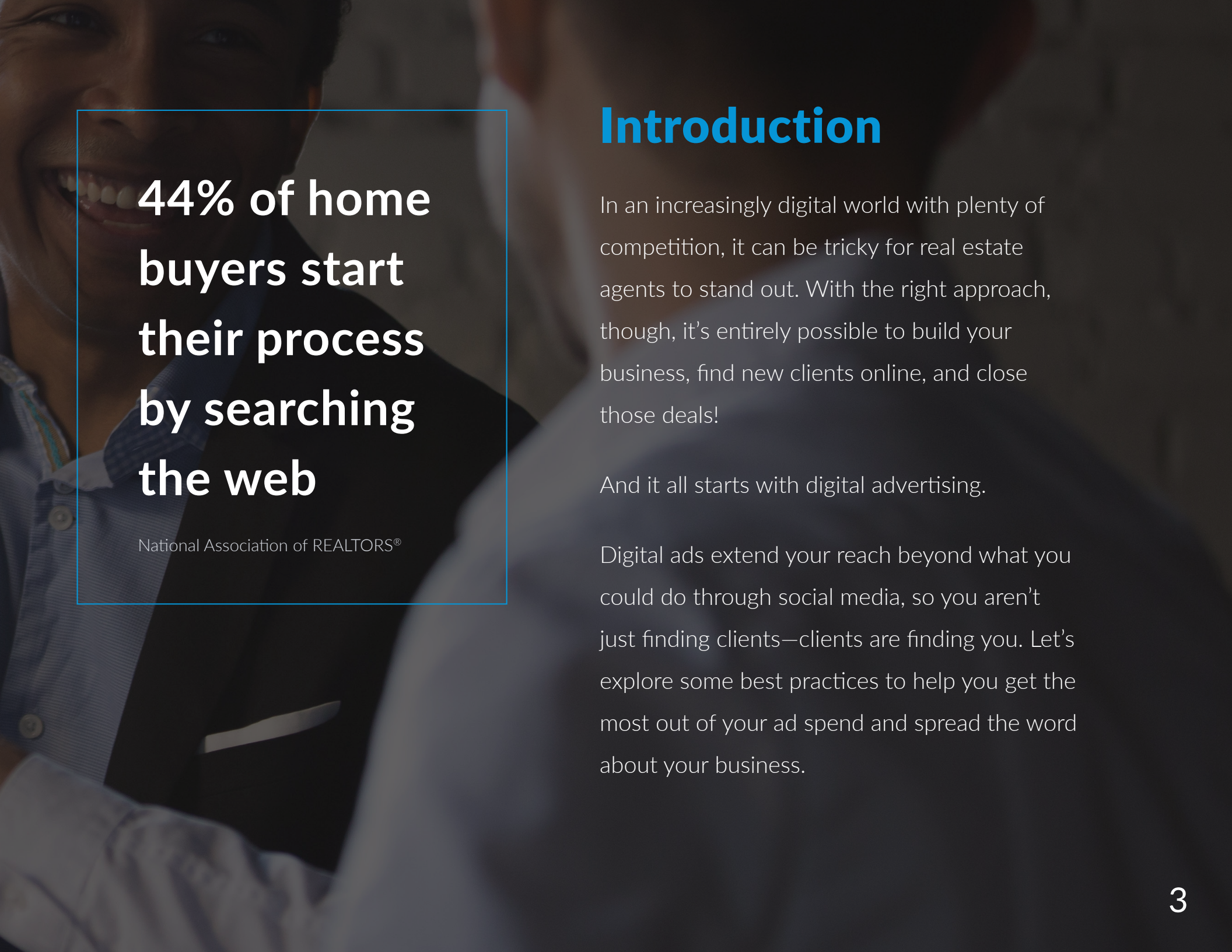
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**44% of home
buyers start
their process
by searching
the web**

National Association of REALTORS®

Introduction

In an increasingly digital world with plenty of competition, it can be tricky for real estate agents to stand out. With the right approach, though, it's entirely possible to build your business, find new clients online, and close those deals!

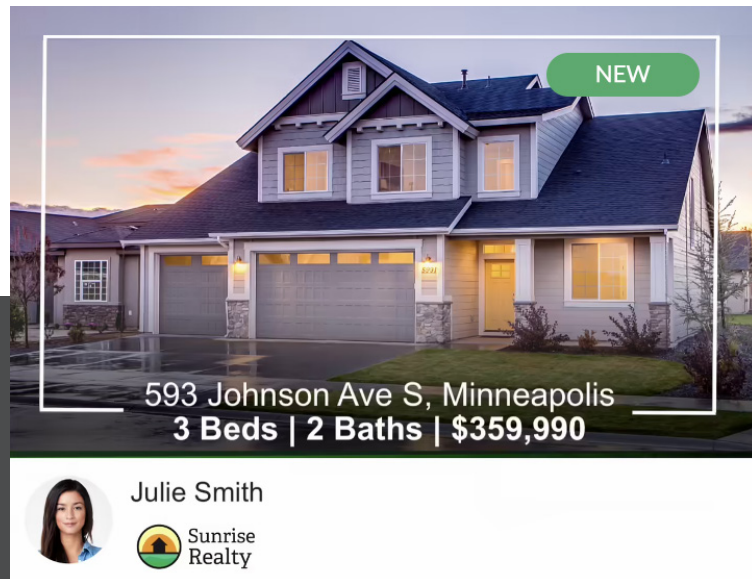
And it all starts with digital advertising.

Digital ads extend your reach beyond what you could do through social media, so you aren't just finding clients—clients are finding you. Let's explore some best practices to help you get the most out of your ad spend and spread the word about your business.

How to build a digital ad strategy

The first step to advertising online is coming up with a strategy for it. What do you want to achieve? How do you want to achieve it? And how do you want it to work for your business?

Here are the four main components to consider for your strategy.



Your brand.

Your brand has a unique point of view, presentation, and personality. Think about how you want to use your colors, icons, and logo to draw your audience in, and how you want to use your tone of voice to communicate with them. Keep things clear and concise, and experiment with ways to add personality.



Your story.

You know what you're good at, but your audience doesn't yet. Share what you can help them achieve— how you'll help them find success, enjoy their journey, and come out on top.



Your content.

You've probably heard before that content is king, and nowhere is that truer than in advertising. Think about how you can use different visual formats to draw people in. Do you want to experiment with videos? Do you want to invite them to your community to learn more about you?



TIP: Keep videos under 15 seconds to qualify your ads for autoplay!



Your audience.

Making the most of your ad spend means making sure you're reaching the right people with the budget you have. Look into creating custom audience lists that allow you to focus on existing clients, re-engage with older leads, or introduce yourself to new potential clients.



TIP: Your CRM may have features that allow you to build these lists using your existing contacts!

The top types of digital ads for real estate

Listing promotions

Everyone loves seeing beautiful homes in their feeds—and if they're looking for a home nearby, this is the way to bring them in.

Value-add offers

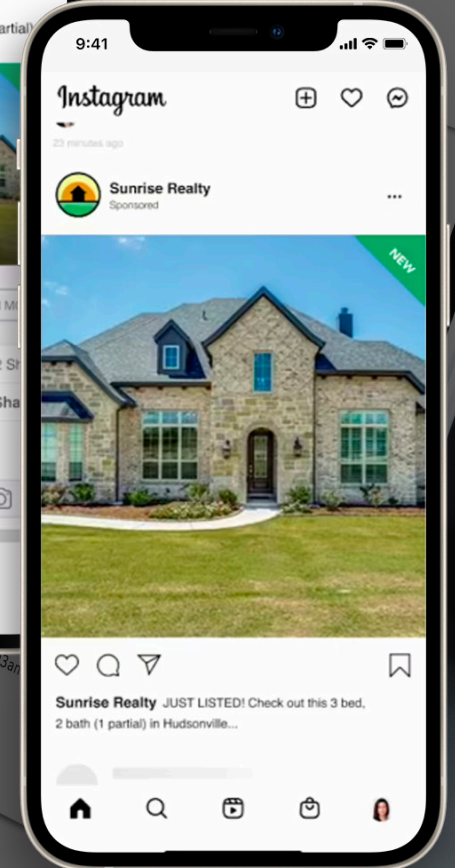
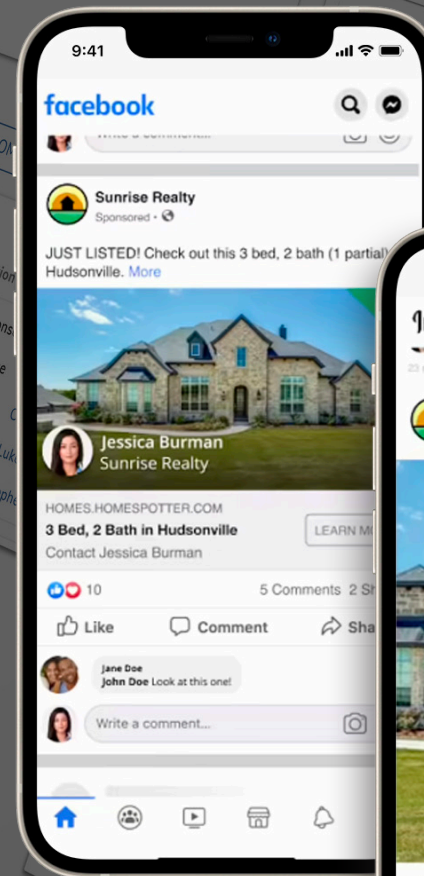
These ads bring visitors to your website and offer them something useful, like a seller's guide or comparative market analysis, in exchange for contact information.

Brand loyalty advertising

Often taking the form of testimonials and reviews, these ads show readers that they can trust you when the time comes for them to buy or sell.

Business promotions

These ads get details about your business out there and can help build up an audience of potential future clients who know your name when it's time.



The making of a powerful ad

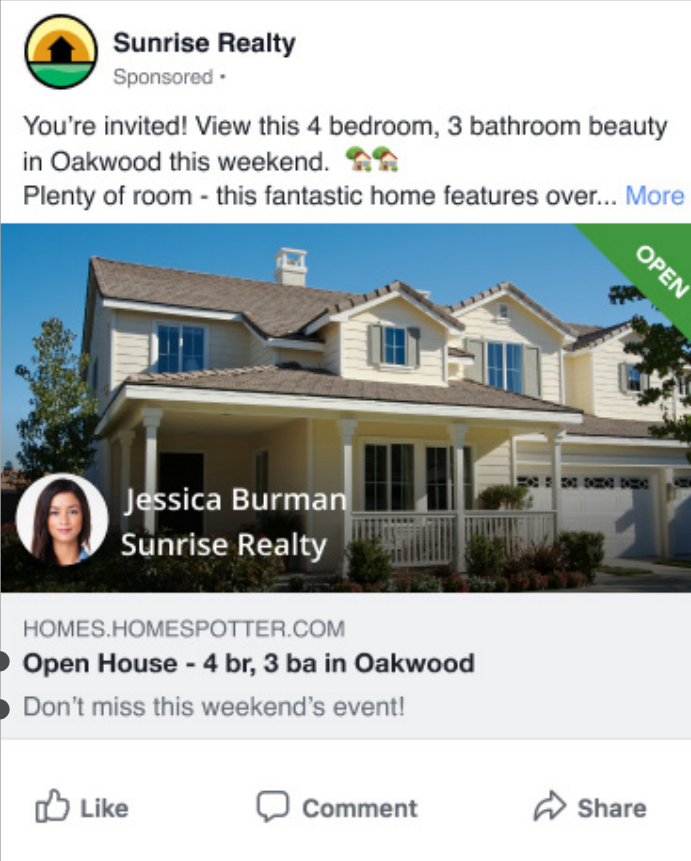
Know the components of ad content.

Headline

This is a short-and-sweet line designed to catch attention. Keep headlines around five words for a clear and concise message that keeps readers focused.

Description

This is a dynamic field that will only show if it's likely to appeal to the reader, so it should have non-essential information. Keep any must-haves in your headline and body text.



The image shows a Facebook advertisement for Sunrise Realty. At the top is the Sunrise Realty logo, a house icon inside a circle, followed by the text "Sunrise Realty" and "Sponsored". Below this is the headline: "You're invited! View this 4 bedroom, 3 bathroom beauty in Oakwood this weekend. 🏡🏡". The primary body text follows: "Plenty of room - this fantastic home features over... More". A large photo of a two-story house with a porch is shown, with a green "OPEN" banner in the top right corner. Below the photo is a circular profile picture of Jessica Burman, followed by her name "Jessica Burman" and "Sunrise Realty". At the bottom of the ad, the URL "HOMES.HOMESPOTTER.COM" is displayed, followed by the text "Open House - 4 br, 3 ba in Oakwood" and "Don't miss this weekend's event!". At the very bottom are icons for "Like", "Comment", and "Share".

Primary body text

This highlights your ad and mimics the copy you'd see in a regular post. Use two or three lines, hit the key points, and experiment with emojis to add personality.

Q: Can I use emojis?

A: You can! Emojis can have their place in business, and help your ads stand out with pops of color and hints of fun. Just be careful not to overdo them, and not to use them in place of words—it can be an accessibility issue for people who use screen readers.

The making of **a powerful ad**

Make your ad visual.

Images are a key component of digital ads, and are typically the part that catches a reader's eye first. They also give a first impression of your ad, so they need to be clear, in focus, and high quality—just like the service you'll provide.

DO: Use high-quality images that meet—or exceed—minimum pixel size requirements. Most platforms have specifications in place for this, so make sure you know what they are!

DON'T: Overlay a lot of text on your images. Some is okay, but most platforms only allow text on a certain percentage—usually no more than 20%—of an image's surface area.

DO: Keep your images as natural as possible, and avoid over-editing or photoshopping them.

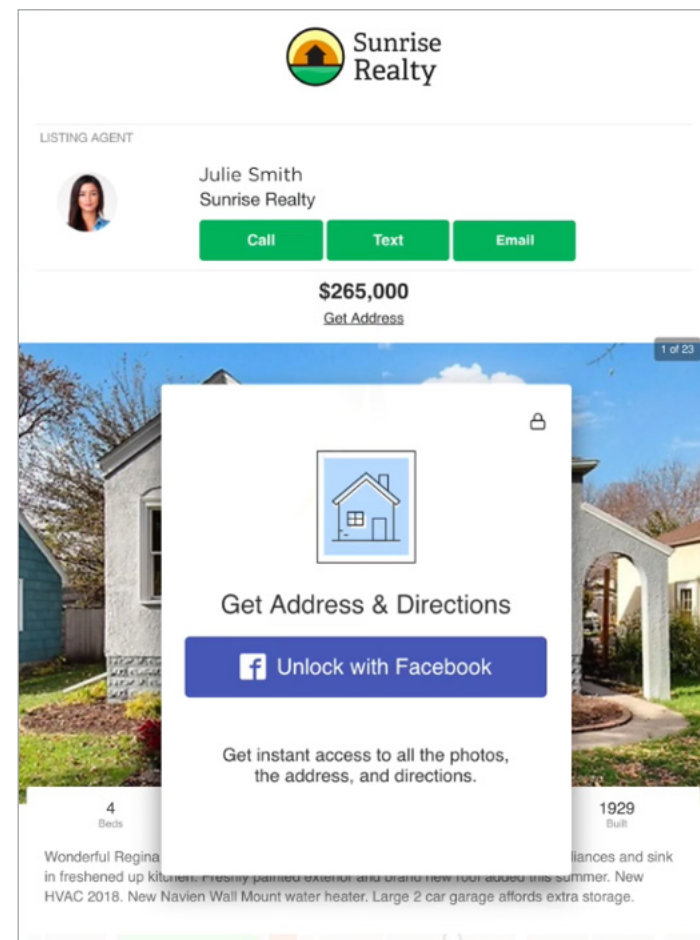
The making of **a powerful ad**

Use the right CTAs.

Learn more: This is good for bringing visitors to landing pages that match your ad and provide something of value.

Book now: This is great for ads promoting appointments, open houses, and viewings that leads can schedule.

Contact us: This helps you get direct calls or emails from potential leads who have questions for you.



Bring your ads to life with **the LionDesk Ad Portal.**

- Create targeted audience lists directly from your CRM
- Set up custom landing pages to bring in new contacts
- Track ad performance as it happens with daily email updates

Your ad campaigns


Q

Search within my office's listings

Status: All ▼

Type: All ▼

Last 30 Days ▼

EXPORT 

TOTAL CAMPAIGNS

TOTAL CLICKS

TOTAL VIEWS

RUNNING CAMPAIGNS

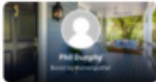
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1

CAMPAIGNS



Agent Promotic

Phil Dunphy

DAYS

0


AD VIEWS

0

CAMPAIGN

Running

VIEW / EDIT

 AGENT PAID

Where will my ad be seen?



What users **are saying**

A man and a woman are sitting at a desk, looking at a laptop screen. The man is on the left, wearing a light blue shirt and a dark tie, and is smiling. The woman is on the right, wearing a light blue button-down shirt, and is also smiling. They appear to be in a professional setting, possibly an office or a meeting room. The background is slightly blurred, showing some architectural details.

“

I loved how easy the ads setup process was from start to finish. But my favorite part was how fast I saw results.

–Ana Velazquez, Realty ONE Group

“

I had fun creating my listing ad inside Ad Portal! It was just as easy as Facebook and I was able to create it all inside LionDesk.

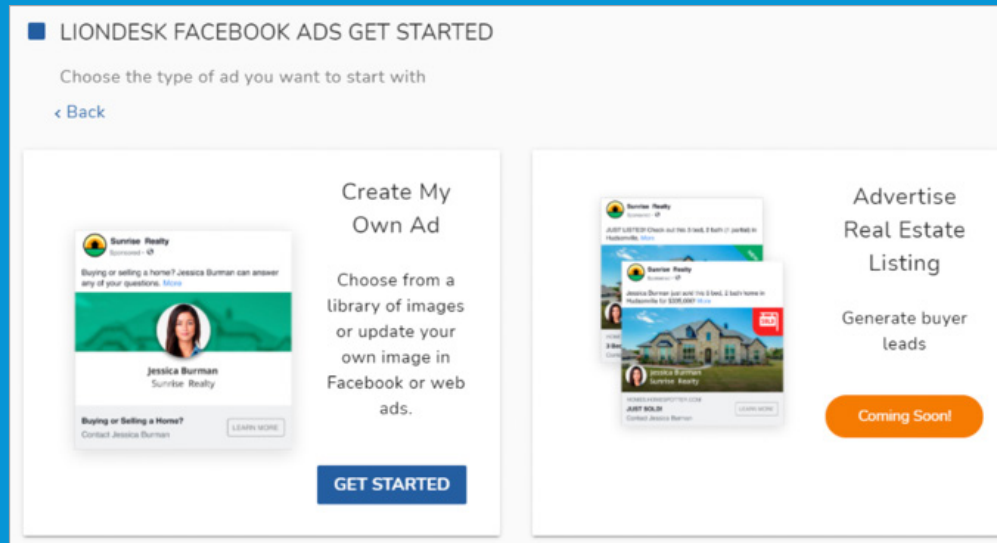
–Rebecca Dorn, Dynamic Real Estate

“

Ad Portal is the bomb! I enjoyed creating my own ad ... inside my CRM. Can't wait to create a video ad next!

–Nathan Loganathan, Nathan Team Real Estate Pros

Start reaching new clients today.



Try out LionDesk for free for 14 days—no credit card required.

START YOUR TRIAL

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LONE WOLF
TECHNOLOGIES