

VOLUME  
**01**  
2019

 NATIONAL  
ASSOCIATION of  
REALTORS®  
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certified international property specialist

# GLOBAL PERSPECTIVES

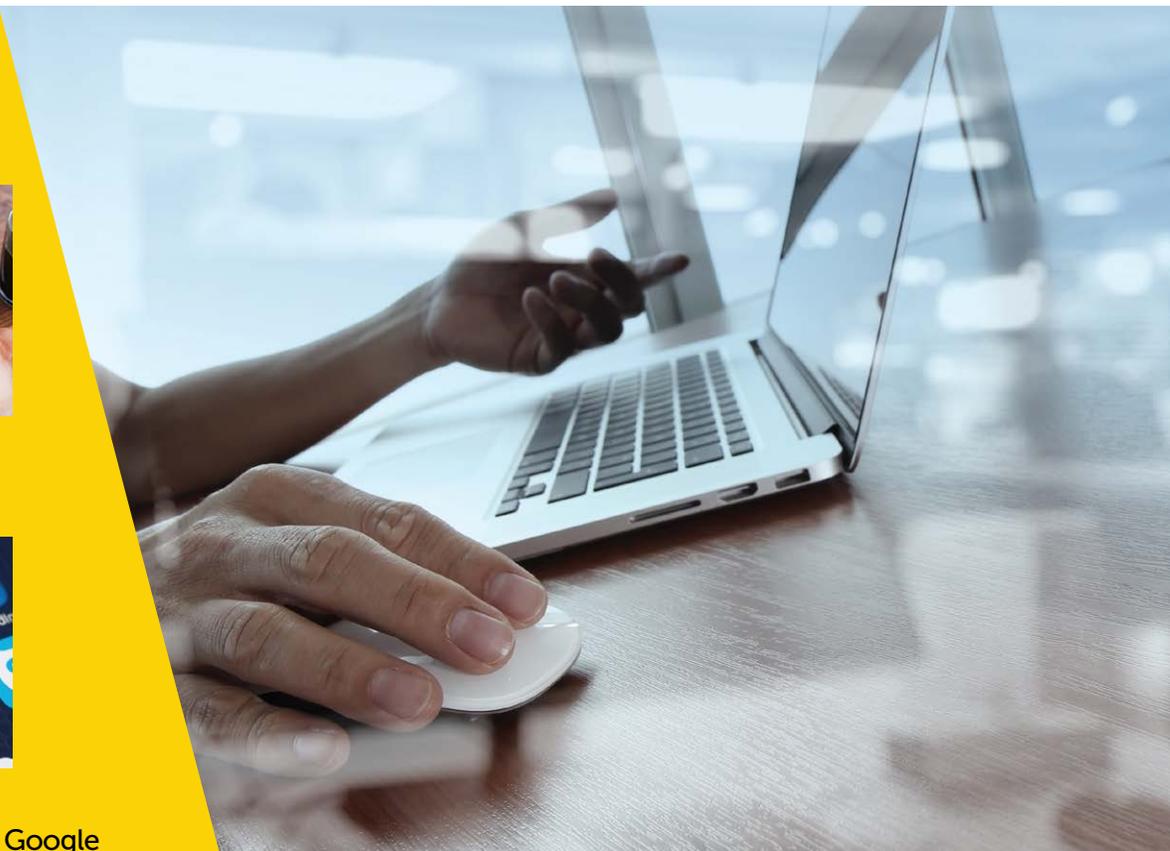
to Local, International & Lifestyle Real Estate



**2** The Building Blocks of a Successful Ad Campaign



**5** Advertising Tips:  
Facebook, Instagram, and Google



**ONLINE ADVERTISING**



# The Building Blocks of a Successful Ad Campaign

Today's advertising options make it easy for anyone to launch an online campaign. For the best results, follow these steps:

## 1. Establish objectives

What do you want to accomplish? Ads can support many different aspects of your international business, including these and other goals:

- Create awareness
- Promote your service
- Offer something
- Publicize an event
- Market a listing
- Reach related professionals

Well-articulated objectives generate better advertising results, so don't skip this essential step or move past it too quickly!

## 2. Determine your audience

Who are your best prospects? It's expensive and ineffective to reach "everyone" with your ads. Instead, focus on defining your "perfect client."

Ask yourself:

- Where does my ideal customer currently live?
- Where do they travel?
- How old are they?
- What is their household income?
- What language(s) do they speak?

Further, your ideal customer may work in a particular industry or enjoy certain hobbies (like fishing or golf). Maybe they're raising children—or they're

empty nesters. Each of these demographic details and many others can sharpen your efforts.

Online advertising platforms offer extensive targeting options that make it easy to pinpoint your best prospects and avoid spending extra money showing your ads to low-priority viewers.

**Important caveat!** U.S. advertising campaigns must comply with Fair Housing laws. See sidebar on page 4. Each U.S. state also has its own rules regarding property advertisements.<sup>1</sup>

<sup>1</sup>There are also more complicated rules for advertising outside the property's jurisdiction. Further, there may be additional international requirements for certain countries. Seek legal counsel to ensure you are in compliance.

"For less than \$10,  
I can reach over  
**5,000**  
people!"

— Brenda Taylor



## Member Snapshot

**Brenda Taylor**, CIPS with RE/MAX Advantage in Lewisville, Texas, is originally from Acapulco, Guerrero, Mexico and uses Facebook ads to target buyers in specific geographic markets who may be interested in her listings in Texas and Mexico.

For example, she'll research who is moving to Ciudad Del Carmen. Then, she'll show ads promoting a listing to people in the top markets she's identified, including Houston, Texas, several cities in California, and Calgary, Canada.

“Commercial clients want to hear very different details than residential clients...”

—Paul Daemen



## Member Snapshot

Originally from Wichita, Kansas, **Paul Daemen**, CCIM, CIPS, CRS, moved to Nicaragua in 2015, where he’s the managing broker of Aurora Granada Colonial Realty and actively involved in several different aspects of global real estate, both residential and commercial.

An active user of paid ads and organic posts on multiple social media platforms, Paul refines his online strategy by maintaining multiple profiles, each tailored to different segments of his business.

“Commercial clients want to hear very different details than residential clients and each geographic location is unique. If I co-mingled this information into one business profile, it would dilute its value. That’s why, for example, I use four different Twitter accounts.”

### 3. Select your media

Facebook, Instagram, and Google are three of the most popular platforms for online advertising. Each offers unique advantages and drawbacks. See pages 5 through 7 to learn more about these three platforms.

Consider other advertising options too. Twitter, LinkedIn, YouTube, Snapchat, Pinterest, and Yelp all accept business ads.

### 4. Create attention-getting ads

The best ads are a marriage of two essential elements— a compelling message supported by strong images.

When selecting photos, remember that quality matters. Take advantage of free editing tools to crop and enhance your images. Original photos (and videos) are best. However, if you’re using stock photography, look for images that don’t appear “staged.”

Lost for words? If you’re not sure how to describe your unique knowledge and skills as a CIPS designee, turn to **NAR’s Global Marketing Center** and borrow the language used in the ads, flyers, etc.

If lead generation is part of your strategy, make sure your offer is compelling and reduce friction by requesting as little information as possible (e.g., first name and email address).

### 5. Set a budget

All the major online platforms offer powerful advertising management tools that make it easy to control and refine your budget. Each campaign has its own target audience and advertising spend.

*(continued on page 4.)*

**Access all of your benefits in one convenient location.**



Visit [printingstorefront.com/narglobal](http://printingstorefront.com/narglobal) and log in with your NRDS number for both user name and password.

## CIPS-Branded Advertisements

NAR’s Global Marketing Center includes several online advertising resources:

GIF Flash banner ads

three different customizable concepts

Cover photos

for Facebook, LinkedIn, and Twitter

CIPS "Badge"

for your website

To download, visit [printingstorefront.com/narglobal](http://printingstorefront.com/narglobal).

## The Building Blocks of a Successful Ad Campaign

(continued from page 3.)

### 6. Track your results

Tracking and reviewing results is the only way to know what works and refines your future efforts.

Experiment with A/B testing too (sometimes called “split testing”), where two slightly different ads are randomly displayed, to determine which ad performs better. All the major online platforms offer this.

If you're advertising properties, include examples of your best results in listing presentations to demonstrate your ability to market homes to a global audience. Also consider showing your listing clients their individual advertising results, to keep them informed and impressed by your efforts.

## Member Snapshot



**“It started with a sign call”.**

—Le Ann Dunne

**Le Ann Dunne**, CIPS, with Coldwell Banker in Iowa City, Iowa, has broad global niches that include the university's international community, her long-standing alliance with the local Latino community, building relationships with real estate professionals in Costa Rica, and most recently, Congolese refugees seeking a new start in her local market.

“It started with a sign call,” says Dunne. After helping one family, she continued cultivating relationships with the community, including launching the private Iowa Congo Family Home Group on Facebook, which posts home ownership resources in Swahili and English.

### 7. Don't overlook free media

Stay active on social media—especially the platforms where you advertise—and share content that supports your advertising strategy. That way, you can extend the reach and effectiveness of each ad campaign without increasing your budget. 🌐

## Fair Housing Alert!

The U.S. Fair Housing Act prohibits discriminatory practices when buying and selling homes, specifically regarding seven protected classes<sup>2</sup>:

- race
- sex
- national origin
- physical and mental handicaps
- color
- religion
- familial status

**Advertisements for a particular property that include or exclude people from a protected class may violate the Fair Housing Act.** On the other hand, it is permissible to limit property advertisements among non-protected groups or to advertise free, valuable information (e.g., a seminar or downloadable guide) to a particular group.

### Don't count on Facebook's advertising approval process to protect you.

The U.S. Department of Housing and Urban Development (HUD) filed a formal complaint against Facebook in 2018 because the platform enables and invites advertisers to express unlawful preferences and limit housing options.

Read more: [bit.ly/HUDvsFacebook](https://bit.ly/HUDvsFacebook).

<sup>2</sup>Note that the REALTOR® Code of Ethics goes a step further, adding sexual orientation and gender identity to the seven classes protected under Fair Housing.

## Exclusive CIPS Benefit: Advertising Discounts!

Did you know you can access international advertising discounts via NAR's Marketing Center? Visit [printingstorefront.com/narglobal](https://printingstorefront.com/narglobal) to view current offers from:

### CANADA

- *Canadian Real Estate Wealth*
- *Real Estate Magazine*

### CHINA

- *Juwai Global Property Catalog*

### GERMANY

- *Die Welt and Welt Am Sonntag*

### UNITED KINGDOM

- *A Place in the Sun*
- *Property Professional*

**Brokers** can also take advantage of advertising discounts with [ListHubGlobal](https://ListHubGlobal.com), to send listings to other countries.

The “big kid on the block,” Facebook skews to a slightly older audience, but provides unmatched social media advertising opportunities.

# facebook®



## Carousel Ads

When designing Facebook ads, don't limit yourself to single images or a photo collage. Carousel ads are an excellent way to display multiple images of a single property or multiple properties. Viewers use right/left arrows to scroll through up to 10 images.



## Messenger Too!

Did you know you can run ads on Facebook's Messenger service to reach 1.3 billion monthly users? You can even run the same ads that you're already using on Facebook or Instagram.

Speaking of messaging tools, Facebook recently announced plans to offer Facebook ads that open a chat using WhatsApp. (Yes, Facebook also owns WhatsApp.)



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Imagine coming home to this beautiful 4-bedroom home in exclusive Croftsdale Estates. [See More.](#)

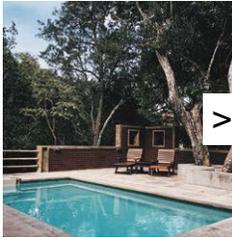
For more information contact:  
Lisa Gold of Southstar Real Estate  
(916) 123-1234 [See More.](#)



**Just listed in Croftsdale**  
Over 3,000 square feet



**Stunning Gourmet Kitchen**  
Granite countertops and hardwood floors



**Backyard paradise**  
Covered outdoor kitchen and inground pool

[Like](#) [Comment](#) [Share](#)

**Learn More**

[facebook.com/business/learn/facebook-ads-basics](https://facebook.com/business/learn/facebook-ads-basics)



# Instagram



Rich in images, Instagram is a perfect platform for promoting the best aspects of properties, lifestyles, and communities.

## Precise Targeting Options

**Location** - countries, states, provinces, cities, etc.

**Interests** - based on apps used, accounts followed, etc.

**Demographics** - including age, gender, languages, and more

**Custom audiences** - using email and phone numbers for people you already know

**Lookalike audiences** - find new people similar to existing customers

**Automated targeting** - find new people similar to existing customers

## 5 Types of Ads

**Photos** - single image, square or landscape format

**Videos** - up to 60 seconds, square or landscape

**Carousel ads** - up to 10 swipeable images

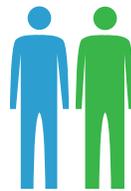
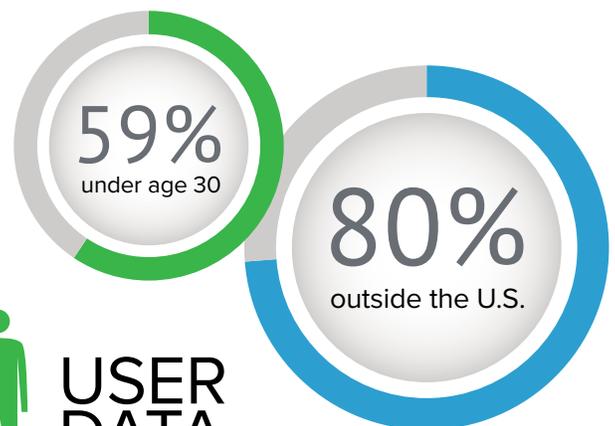
**Stories** - full screen, vertical format

**Collection** - can only be used with Instant Storefront

## Getting Started

Since Instagram is owned by Facebook, you can set up, run, and track advertising campaigns using very similar tools. However, you'll need two different business profiles—one on Facebook and another on Instagram.

Fortunately, it's easy to convert your personal Instagram profile into a business profile. You may prefer creating a new Instagram profile exclusively for business purposes, or different business profiles for different niche markets.



**USER  
DATA**

Source: Hootsuite

## Hashtags

The most successful Instagram users post often and include **lots** of hashtags to help people find their content. (Instagram allows up to 30 hashtags per caption or comment.) Popular options for real estate professionals are often based on:

**Location** - #[YourNeighborhood] #[YourCity] #Beachfront

**Industry** - #RealEstate #relocation #[NameOfBusiness]

**Status** - #JustListed #NewListing #ForSale #JustSold

**Home style** - #MidcenturyModern #HighRiseCondo  
#RamblingRanch

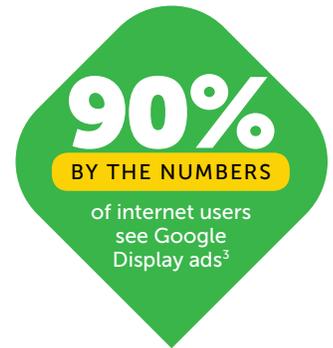
**Other descriptors** - #DreamHome #LuxuryLiving  
#OpenHouse

**Learn More**

[business.instagram.com/advertising/](https://business.instagram.com/advertising/)

# Google Display Network

The dominant worldwide pay-per-click (PPC) advertising network, Google offers a myriad of options for text and image-based ads.

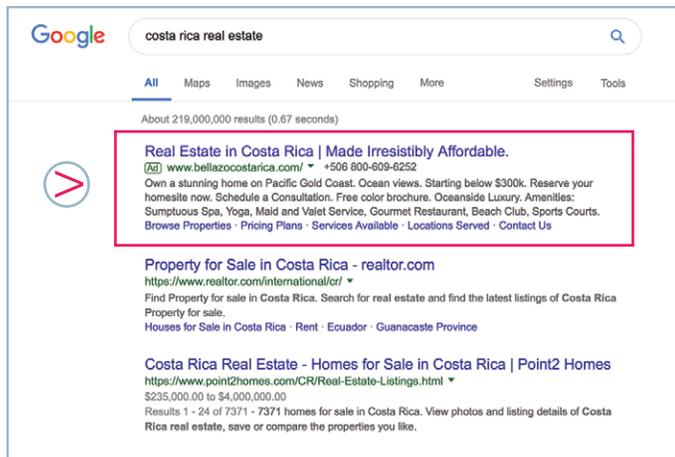


## Search versus Display

Google Ads (formerly called Google AdWords) includes two different networks:

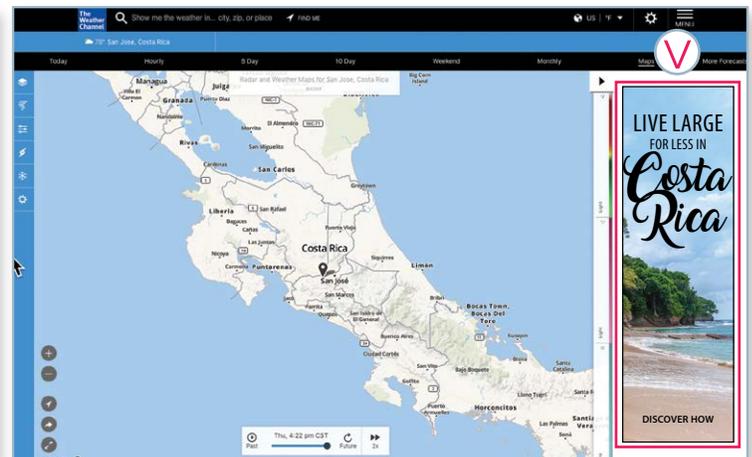
### Search Network

Text ads appear in search engine results.



### Display Network

Display ads appear on 2 million sites.



## Display Ads: 6 Top Tips

Take advantage of these strategies for the best results on Google's Display Network:

- 1. Targeting tools** — Stipulate who will see your ads based on what people search for, by specific audience(s) or interest(s), particular websites, and more.<sup>4</sup>
- 2. Remarketing** — Take advantage of “remarketing,” which means people who’ve demonstrated interest in your ads will see them again when they travel to other sites or use other mobile apps in Google's Display Network. It's one of the best ways to improve conversion rates.

- 3. Exclude sites** — Periodically check how your ads are performing and exclude any sites that aren't converting results.
- 4. Manual targeting** — Don't rely on Google's automatic targeting tools to make decisions for you over the life of your ad campaigns. To optimize your budget, monitor results and make manual adjustments.

- 5. Similar audiences** — Use Google's “similar audiences” tool to find new prospects for your ads.

- 6. Time of day** — Tweak the display schedule so your ads are shown during peak times. This will depend on what part of the world you want to reach and when people in those locations are most likely to see and respond to your ads.

<sup>3</sup> Source: *ExpandedRamblings.com* (formerly *digital Marketing Ramblings*)

<sup>4</sup> Reminder: Make sure your targeting decisions are in compliance with Fair Housing laws.

<sup>5</sup> This resource is for U.S.-based advertisers. CIPS designees in other countries should search for “Google Display Network” to find country-specific Google advertising guides.

Learn More

[ads.google.com/intl/en\\_us/home/campaigns/display-ads/](https://ads.google.com/intl/en_us/home/campaigns/display-ads/)<sup>5</sup>



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to remain active and  
avoid a reactivation fee

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## Have you renewed your CIPS Designation for 2019?

Thanks to all who have already renewed. Great things are in store for CIPS members in 2019.

If you haven't renewed, please visit [NAR.realtor/cipsdues](http://NAR.realtor/cipsdues) to remain part of this growing network.

Enter your NRDS ID for your username and last name for your password (first letter of last name in upper case).

### Why Renew?

- Connect with over 4,300 designees in 50 countries
- In the past 12 months, over 350 referrals in 62 countries were exchanged through the CIPS Facebook Group
- Maintain your listing in the Find a CIPS Directory.
- Registration for REALTORS® Legislative Meetings & Trade Expo opens on February 13. Get your discounted tickets (50% off) to the Global/CIPS Networking Reception.

### Have questions or need help renewing?

Contact us by phone at (312) 329-8369  
or email us at [cips@realtors.org](mailto:cips@realtors.org).

