



# **Paid Advertising: How to Make Your Money Work for You**

Nicola Leoni, Marketing Manager

What's the difference?

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Google

facebook®

You Tube

# Google

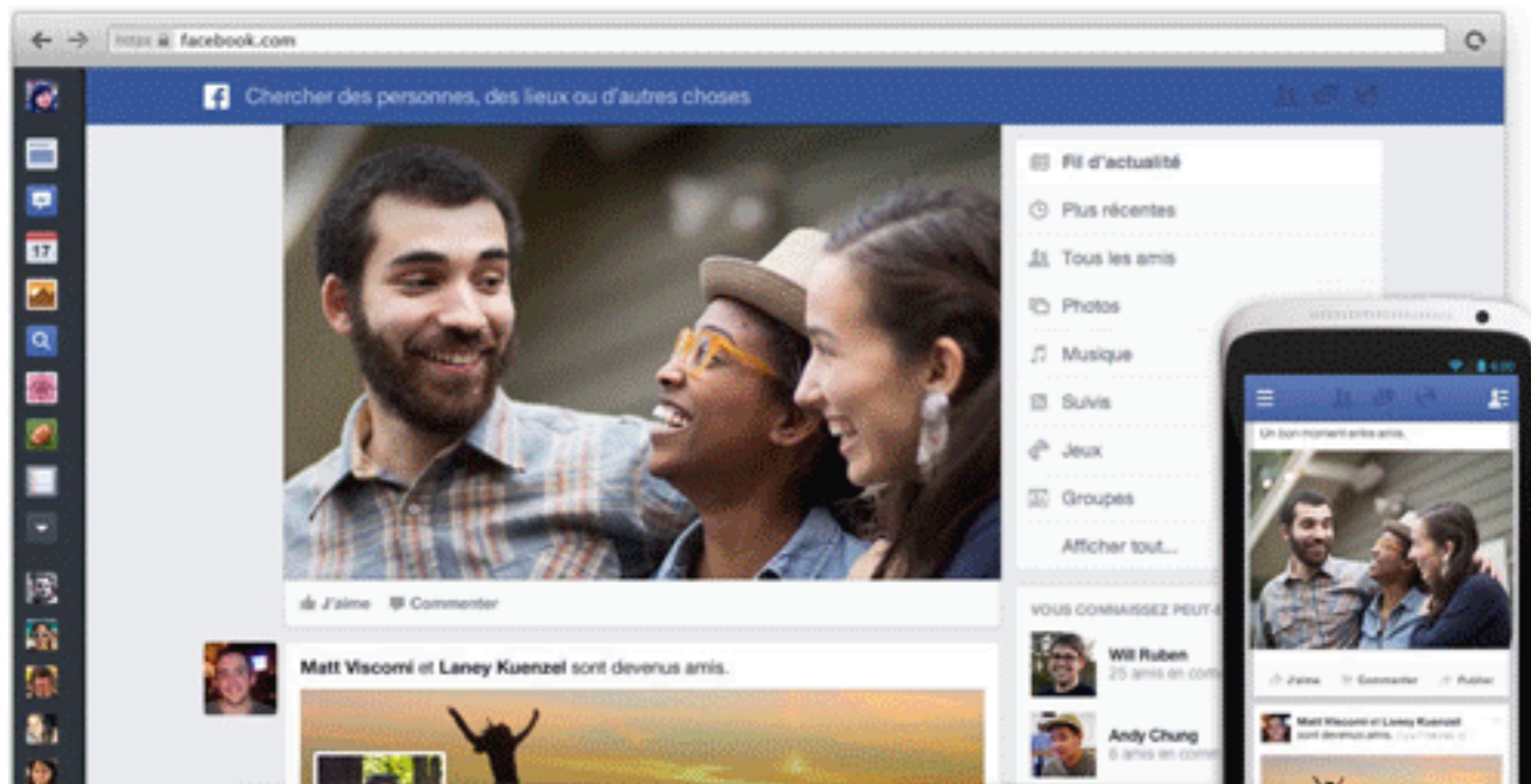
## Google



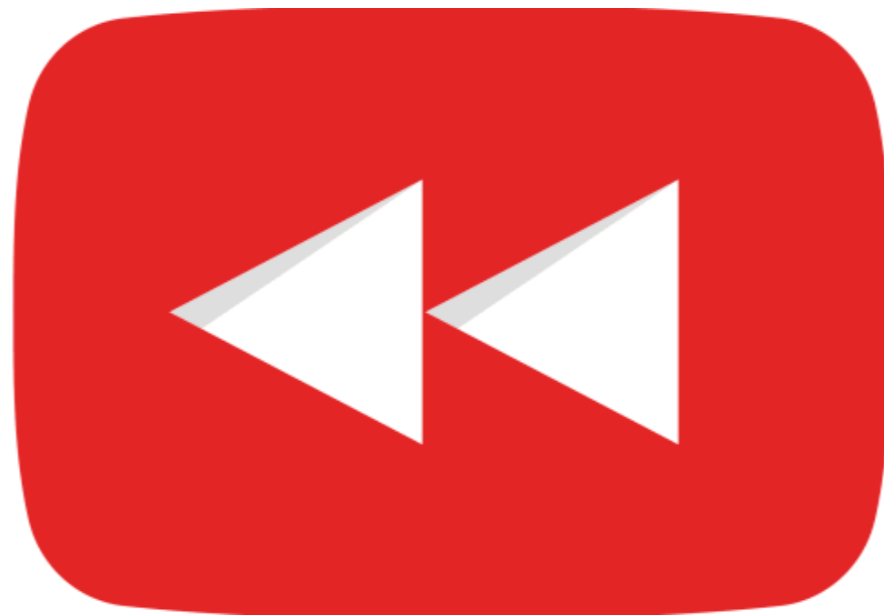
Google Search

I'm Feeling Lucky

# facebook®



**You**  **Tube**





Search Ads



# Search Ads

GOOGLE

how to sell your home in tulsa

All Images Maps Shopping News More Settings Tools

About 9,010,000 results (0.52 seconds)

**How To Sell Your Home | Accent Realtors - Tulsa OK**  
**Ad** [www.accentrealtors.com/guaranteed-sale](http://www.accentrealtors.com/guaranteed-sale) ▼  
If We Don't Sell Your House in 90 Days, We'll Buy it. Guaranteed. Learn More!  
Hire Tulsa's Top Realtors · 90-Day Guaranteed Sale · We've Bought 7 Homes Ever  
Neighborhoods: Broken Arrow, Jenks, Claremore  
📍 4625 S Harvard Ave suite 100, Tulsa, OK - (918) 665-8559

<b>Find Your Home's Value</b> Sell your home faster and for more money, hassle-free!	<b>Guaranteed Sale Program</b> Our success rate for selling homes is approximately 99.8%!
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**Looking to Selling Your Home | Want To Sell FSBO? Why?**  
**Ad** [www.4salebyowner.com/](http://www.4salebyowner.com/) ▼ (844) 335-0589  
Reduce Or Eliminate Listing Commissions Entirely. List A House For Free!  
Highlights: Provides Comprehensive Information, Saves Money

**How To Sell Your Home | Confidential Cash Offer | fasthomeoffer.com**  
**Ad** [www.fasthomeoffer.com/](http://www.fasthomeoffer.com/) ▼  
As Seen On CNN, CNBC & Fox News. Get a Free Offer On Your Home Today!

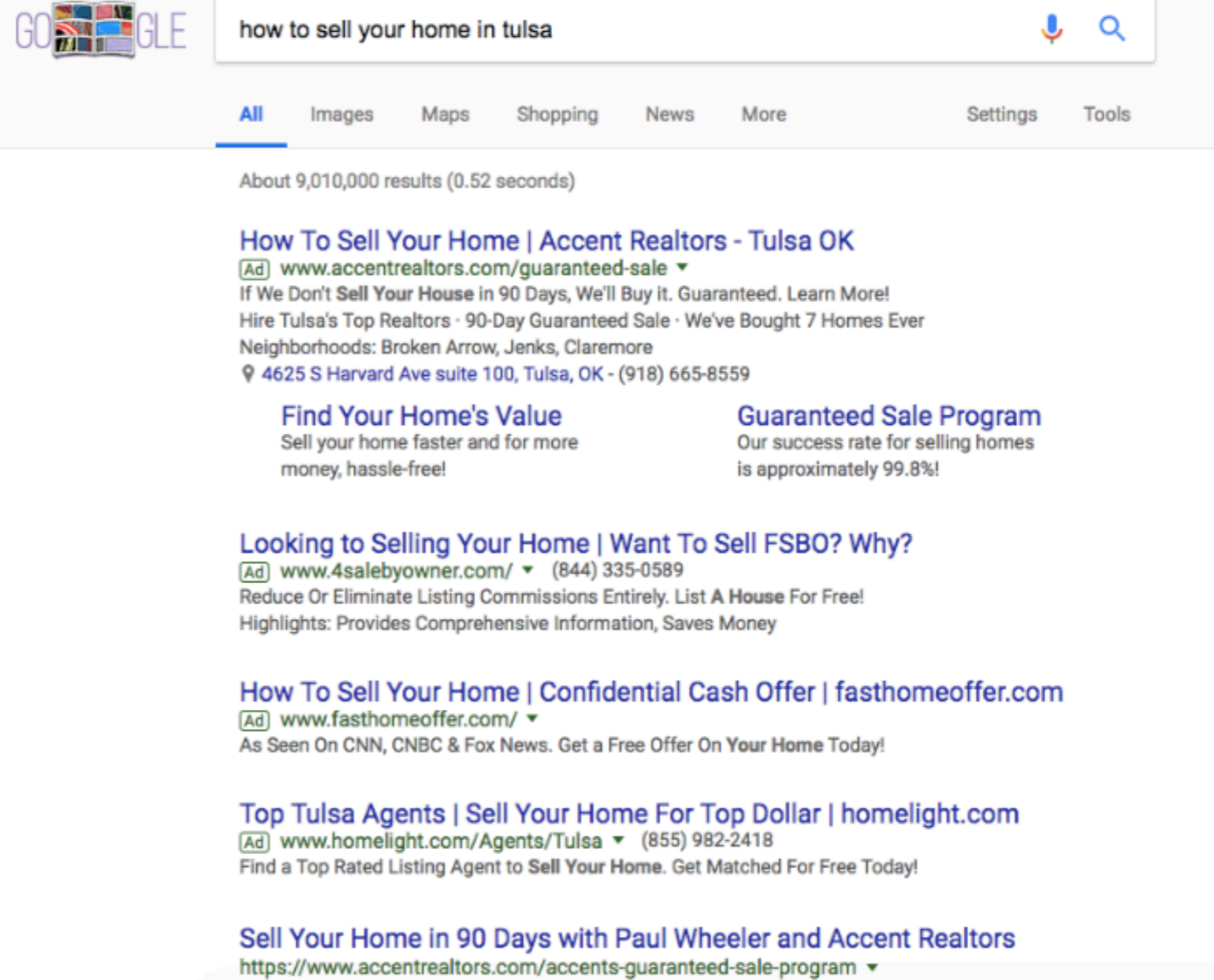
**Top Tulsa Agents | Sell Your Home For Top Dollar | homelight.com**  
**Ad** [www.homelight.com/Agents/Tulsa](http://www.homelight.com/Agents/Tulsa) ▼ (855) 982-2418  
Find a Top Rated Listing Agent to Sell Your Home. Get Matched For Free Today!

**Sell Your Home in 90 Days with Paul Wheeler and Accent Realtors**  
<https://www.accentrealtors.com/accents-guaranteed-sale-program> ▼



# Search Ads

There are over  
3.5 billion  
searches on  
Google everyday.



A screenshot of a Google search results page for the query "how to sell your home in tulsa". The search bar at the top shows the query and a magnifying glass icon. Below the search bar are tabs for "All", "Images", "Maps", "Shopping", "News", and "More", with "All" selected. The results show "About 9,010,000 results (0.52 seconds)". The first result is an advertisement for "How To Sell Your Home | Accent Realtors - Tulsa OK" with a link to "www.accentrealtors.com/guaranteed-sale". The ad text includes "If We Don't Sell Your House in 90 Days, We'll Buy it. Guaranteed. Learn More!", "Hire Tulsa's Top Realtors · 90-Day Guaranteed Sale · We've Bought 7 Homes Ever", "Neighborhoods: Broken Arrow, Jenks, Claremore", and "4625 S Harvard Ave suite 100, Tulsa, OK - (918) 665-8559". Below the main ad text are two smaller ad snippets: "Find Your Home's Value" and "Guaranteed Sale Program". The second result is an advertisement for "Looking to Selling Your Home | Want To Sell FSBO? Why?" with a link to "www.4salebyowner.com/" and phone number "(844) 335-0589". The third result is an advertisement for "How To Sell Your Home | Confidential Cash Offer | fasthomeoffer.com" with a link to "www.fasthomeoffer.com/" and text "As Seen On CNN, CNBC & Fox News. Get a Free Offer On Your Home Today!". The fourth result is an advertisement for "Top Tulsa Agents | Sell Your Home For Top Dollar | homelight.com" with a link to "www.hometlight.com/Agents/Tulsa" and phone number "(855) 982-2418". The fifth result is an advertisement for "Sell Your Home in 90 Days with Paul Wheeler and Accent Realtors" with a link to "https://www.accentrealtors.com/accents-guaranteed-sale-program".

GOOGLE

how to sell your home in tulsa

All Images Maps Shopping News More Settings Tools

About 9,010,000 results (0.52 seconds)

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**Ad** [www.accentrealtors.com/guaranteed-sale](http://www.accentrealtors.com/guaranteed-sale) ▼  
If We Don't Sell Your House in 90 Days, We'll Buy it. Guaranteed. Learn More!  
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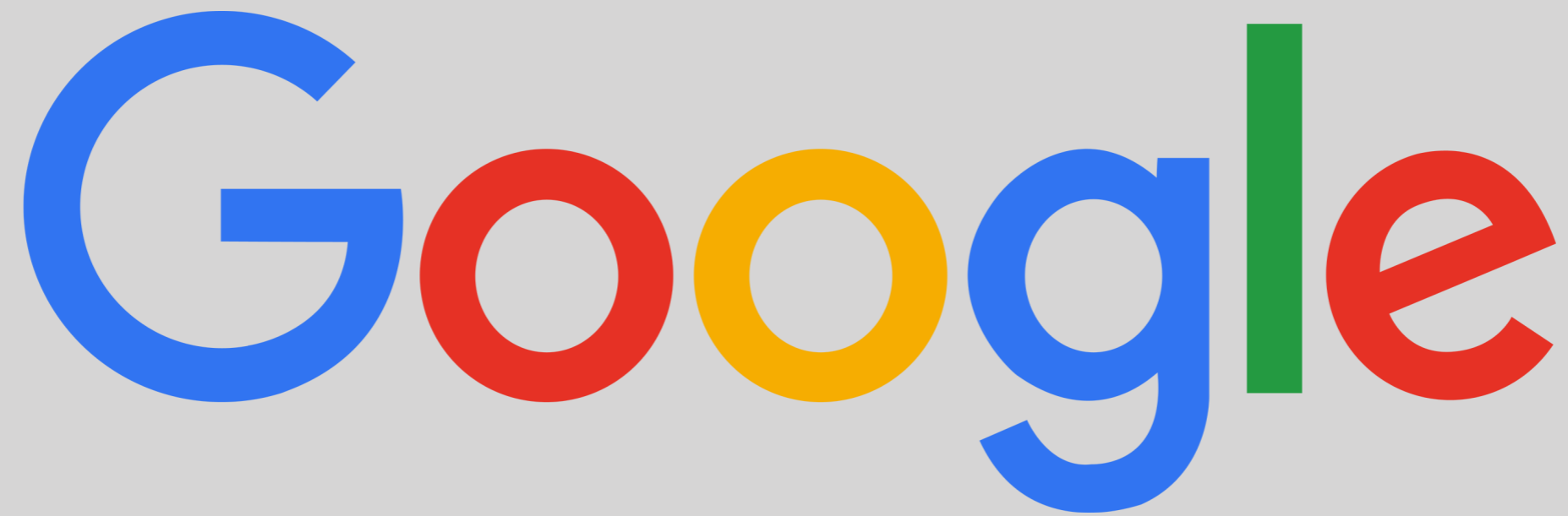
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<https://www.accentrealtors.com/accents-guaranteed-sale-program> ▼



## Bidding on Keywords



# Bidding on Keywords

Be Hyperlocal



# Bidding on Keywords

Be Hyperlocal

Raleigh Homes for Sale

Avg. CPC \$4.00

Raleigh Homes with Pools for Sale

Avg. CPC \$1.80


facebook®





Dynamic Ads



# facebook®

## Dynamic Ads

 **Hoboken Real Estate**  
Sponsored · 🌐

#JustListed 🏠 Luxury Living in Jersey City at Trump Plaza 🏢 With Free Garage Parking ✅ Washer/Dryer In-Unit ✅ Desirable Amenities 🤩  
Pricing & Details 📄 <https://goo.gl/fUXbc2>

 living on THE HUDSON® 



LIVINGONTHEHUDSON.COM  
**New Jersey Real Estate**  
West-Facing 1 bed, 1 bath in "01" line

[Learn More](#)

# facebook<sup>®</sup>

## Video Ads

facebook®

COMPASS



# COMPASS

## Content Posts

Average LIKES **21**

Average SHARES **0.5**

Average COMMENTS **3**



# COMPASS

## Content Posts

Average LIKES **21**

Average SHARES **0.5**

Average COMMENTS **3**

## Video Posts

Average LIKES **122**

Average SHARES **3.8**

Average COMMENTS **71**



Compass

April 4 at 11:36 AM · 🌐

2019 is off to a big start! In our first quarter, we've welcomed new agents and employees to the Compass family, added offices, and most importantly, we've helped more clients find their place in the world. We can't wait to see what the rest of this year brings!

COMPASS  
QUARTERLY  
WRAP-UP

👍❤️😂 94

4 Comments 54 Shares



Compass

April 5 at 3:02 PM · 🌐

We banded together with [Washingtonian](#) to give you a comprehensive guide of DC's unique neighborhoods, complete with popular spots, demographic data, and interesting facts.

Read about our DC guides below. You can also head to [compass.com/neighborhood-guides](#) to see similar guides that we've created for other cities.

<https://www.washingtonian.com/.../explore-dc-neighborhood-gu.../>



👍 10

👍 Like

💬 Comment

➦ Share







Skippable in-stream ads



# Skippable in-stream ads

The image shows a YouTube video player interface. At the top, the YouTube logo is on the left, a search bar in the center, and an "Upload" button on the right. The main video player area shows a Zillow advertisement. The ad features a hand holding a tablet displaying a Zillow search result for a house at "2000 Grace Church Rd". Below the video frame, there is a "Start Your Home Search" button with the Zillow logo and a "Skip Ad" button with a play icon. The video title below the player is "How to stop screwing yourself over | Mel Robbins | TEDxSF". Below the title, it says "TEDx Talks" and has a "Subscribe" button with "2,704,593" subscribers. The view count is "3,633,206". At the bottom, there are icons for "Add to", "Share", and "More", along with like and dislike counts of "37,601" and "1,778" respectively. On the right side of the interface, there is a "Zillow" banner with a "SEARCH NEARBY HOMES" button. Below this is a "Up next" section with an "Autoplay" toggle. It lists several recommended videos, including "Go with your gut feeling | Magnus Walker | TEDxUCLA" (19:06, 1,977,947 views), "Delusion To The Good Life" (4:13, 24,862 views), "The skill of self confidence | Dr. Ivan Joseph | TEDxRyersonU" (13:21, 4,973,681 views), "The person you really need to marry | Tracy McMillan | TEDxOlympicBlvdWomen" (13:59, 1,758,238 views), "Making sex normal | Debby Herbenick | TEDxBloomington" (12:29, 1,051,497 views), and "How to know your life purpose in 5 minutes |".





## Upload Your Video

This one is easy... go to YouTube and  
upload your video



### Upload Your Video

This one is easy... go to YouTube and upload your video

### Optimize Your Video

Uploading your video does not mean the work is done. You need to add a title, video description and custom thumbnail.

# Custom Thumbnails



**Feature Friday - Kids Edition**

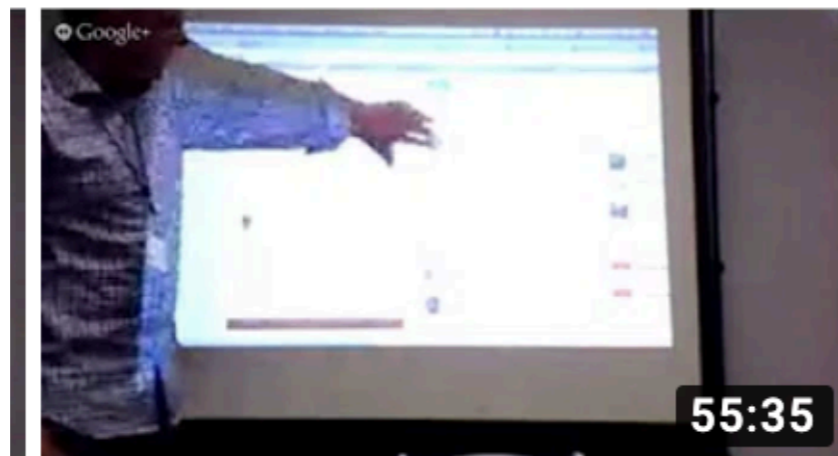
31 views • 3 days ago



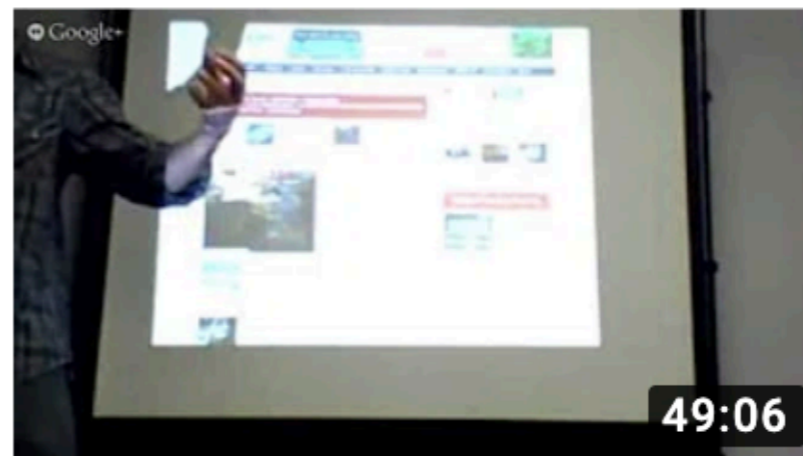
**NC Real Estate Marketing Conference - REBootCampNC**

25 views • 3 weeks ago

# No Custom Thumbnails



**Social Media Overload**



**Getting More Seller Leads**



### Upload Your Video

This one is easy... go to YouTube and upload your video

### Optimize Your Video

Uploading your video does not mean the work is done. You need to add a title, video description and custom thumbnail.

### Promote Your Video

There are lots of ways to promote your video. Paid ads through YouTube or Google Display Network and sharing on social media are ways to get started.

Thank you for attending

# REBootCamp NORTH CAROLINA

presented by  **dakno**  
real estate marketing