



Before You Spend Money on an Online Ad

Buying attention is easy. Knowing what happens after the click is the part worth planning.

The old Facebook lead guide was built around open houses, listings and seller capture. Its screen-by-screen instructions are dated, but the underlying funnel is still useful: know the objective, gather the assets, give people somewhere to go, capture the response, and have a follow-up system ready.

BEFORE YOU BOOST, SPONSOR OR BUY ANYTHING...

1 WHAT ARE YOU ACTUALLY ADVERTISING?

A listing? An open house? A seller resource? A useful local piece? Be able to name the thing before choosing the ad.

2 WHAT DO YOU WANT SOMEBODY TO DO NEXT?

View the property? RSVP? Ask a question? Request information? One ad does not need six different jobs.

3 WHERE DO THEY LAND?

The source used single-property and landing pages. Whatever you use, make sure the destination actually matches what the ad promised.

4 WHERE DOES THE RESPONSE GO?

The old system connected ad responses to a CRM. The technology may change; the question doesn't: who sees the response and where is it recorded?

5 WHO FOLLOWS UP - AND HOW FAST?

A lead sitting in a dashboard isn't a lead-generation system. Decide what the first human response looks like before you pay for traffic.

DON'T BUY THE CLICK BEFORE YOU BUILD WHAT HAPPENS AFTER IT.



Before You Spend Money on an Online Ad

Buying attention is easy. Knowing what happens after the click is the part worth planning.

THE OLD TARGETING CHEAT SHEET IS NOT THE PLAYBOOK

One of the source files is essentially a giant list of interest-based targeting ideas. Another 2018 guide walks through saved audiences and detailed Facebook setup. Those are useful historical examples of how quickly ad-platform tactics age - not instructions to copy today.

HOUSING ADS HAVE PLATFORM-SPECIFIC RULES.

Meta currently identifies HOUSING_ADS as a special ad category in its Ad Library tools. If you're advertising housing or real estate, check the platform's current rules before choosing audience settings or launching the campaign. Don't rely on an old targeting screenshot, cheat sheet or saved audience.

BUILD THE LITTLE FUNNEL FIRST

THE OFFER

What useful thing am I putting in front of people?

THE NEXT STEP

What single action do I want them to take?

THE DESTINATION

Where does that action take them?

THE CAPTURE

Where is the response stored or delivered?

THE HUMAN FOLLOW-UP

Who responds, and what will they actually say?

THE CHECK-IN

What result will tell me whether to keep, change or stop the ad?

BEFORE I SPEND \$1

- ☐ I know exactly what I'm promoting.
- ☐ The ad and destination tell the same story.
- ☐ I know where responses will show up.
- ☐ Somebody owns the follow-up.
- ☐ I've checked the platform's current housing-ad rules.
- ☐ I know what I'm going to measure.

AN ONLINE AD CAN BUY ATTENTION. It cannot build the rest of the system for you.

Here's an idea. Take what helps. Ignore what doesn't.