

Home buyer ads

Main Copy:

If you are looking for a 4 bedroom home in San Diego, here are the 4 I would consider these first.

There are over 140 homes for sale right now in San Diego that have 4+ bedrooms. I have done the research for you based on what some of our clients have gravitated towards in the past.

Headline:

#2 Is our favorite

Sub Headline

All of them are under \$840,000

CTA button:

Learn More

Media,

Intimate video (in kitchen or out front)

Or

Image with homes that have 3 crossed out

Ad Objective:

Lead Ad

First Name

ARE YOU LOOKING FOR A 4 BEDROOM HOME IN SAN DIEGO?

There are over 140 for
sale right now, but these
are the only 4 that I
would consider buying



Steve Olson
TheSteveOlsonReport.com

Phone

Email

Thank you page:

Video that says - Here is what happens next.

Two options below the page

1. Schedule a time to talk with me
2. View the homes

=====

Newsletter Ads

Main Copy:

If you're following the San Diego real estate market, then you probably just saw that...

"Tell the entire story in the post"

Call to action:

If you follow the market, you should get our weekly email:

"link.com"

Media:

Image that causes them to read the text

—> ***go to Designer App***

Headline:

The San Diego Report

Subheadline

Read by thousands on the SD Real Estate market

CTA Button

Sign Up

Ad objective

Landing page (Website Traffic)

Or Lead ad connected to your CRM

(Need hubspot // mailchimp for this)

Daily chained Seller Ad

Process

Step 1 - 6 micro videos on specific steps on how to sell your home for a record price in record time

1. Staging
2. 3 ways to price
3. Digital ads
4. Open houses don't work
5. No offers for the first 4 days
6. Curb appeal

Step 2

Specific intimate video inviting them to a call:

Sample script: (Steve go over on the webinar)

How to set up:

Ad objective:

Engagement // Video views

- Each video is one ad
- Create a video view custom audience for each video
 - The requirements for this are that they must watch at least 75% of the video to be in the custom audience.
- Audience #1 - 75%+ video view for video 1
- Audience #2 - 75%+ Video view for video 2
- And so on

When you run the ads

Ad #1 -

Audience is "san Diego" + 15 miles

Ad #2 -

Audience is Video View custom audience for Video 1

So we only show this ad to people who have watched 75% of video #1

Ad #3

Audience iis Video View Custom Audience for Video #2

So we only show this ad to people who have watched 75% of video #2

We do this for every ad.

For the final video where you ask for the business... In order for people to see this, they would have needed to watch 75% of all 5 videos before.

The reason this works:

- These videos will never go viral
- They are specific
- They only apply to people in the market

Video Ad Strategy

Hook

Intro

Value

Call to Action

Example:

Hook:

This is video #2 of 6 and today I am going to walk you through 3 reasons why you should not commit to an open house when selling your home

Intro:

My name is Steve Olson and if you're new here, I am a real estate agent in Carlsbad California since 2007. I have sold thousands of homes since then and consequently I can help you short cut your path to success in real estate

Open houses are the same as they used to be

1. If people are looking, they are on Zillow
2. People steal
3. Most are unqualified

Call to action

If you made it this far, you'll soon see video #3 - Why digital advertising will help increase the value of your home by thousands of dollars