



## FACEBOOK MARKETING

# Get “Likes” for Listings and Thousands of Followers

In less than a year, Rojas has sold properties with Like buttons and attracted more than 16,000 followers.

Daniel, a Brazilian living in a Miami condo, Liked a listing he saw online for another unit in his building. Rafael, Daniel’s Facebook friend, saw the Like in his Facebook News Feed and followed the link to the listing. Long story short, Rafael bought the condo through **Carlos Rojas**, broker-owner of **Miami Riches**. Now the two Brazilian friends have investment properties in the same building.

For Rojas, the question is not whether to put listings on Facebook. It’s how else to get business from Facebook.

### Create Property Web Pages

The first tip for putting listings on Facebook, says Rojas, is to create an individ-



Carlos Rojas  
Miami Riches  
Miami

ual Web page for each property. “[A property] must have a unique URL,” he says. Rojas generates property pages from MLS data he integrates using Internet Data Exchange (IDX) for his brokerage’s website, *MiamiRiches.com*.

### Put “Like” Buttons on Each Listings

Facebook users can get Facebook’s code (iframe, HTML5 of Facebook’s custom code) to embed a Like button on each listing’s Web page. Facebook accommodates dynamic linking of the button, which means Rojas can create unique web pages by adding property MLS numbers to his website’s URL. When a visitor clicks on Like, the specific prop-

erty’s URL shows up as a link on his or her Facebook Timeline and on the News Feeds for his or her friends.

### Get a Business Page

For business users, Facebook offers “Pages,” a form of Facebook with special features and advertising services.

Facebook allows you to narrow your target audience. “It shows us who’s Liking and browsing our properties, and we use [that information to target] ads. For example, we discovered that the people who are Liking the properties are coming from Latin America, Canada and Europe.” So, Rojas sets parameters to make sure his Facebook ad is seen by people in those countries. Rojas caps his expenditure for Facebook pay-per-clicks at \$11.50 per day, for a total of about \$350 monthly.

### Post Photos

“When you’re going through your News Feed and you see pictures, that’s when you stop,” says Rojas. “Everybody loves to see a \$1 million property. So when you go to the Miami Riches Facebook page, you see pictures of amazing properties (for sale and with permission of the listing broker).” In less than a year, Rojas has attracted more than 16,000 followers by posting one or two such properties a week. As a bonus, Facebook analytics show counts and demographics of everyone who sees the posts worldwide.

Because Rojas’ analysis has tied sales to people who saw his posts on Facebook, he’s persuaded that tapping into social media, in ways that complement people’s use of it, will pay big dividends for his brokerage. ○

### HERE’S HOW:

1. Post photos on your Facebook page.
2. Create individual web pages for properties.
3. Embed Like buttons.
4. Use Facebook analytics to target ads.