

 RealtyJuggler™  
**RealtyJuggler**  
**Facebook**



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**RealOrganized™, Inc.**

Organizational Software for Real Estate

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## Introduction

Facebook offers multiple ways for real estate agents to advertise on their platform. This tutorial is a brief troubleshooting guide for connecting these lead sources to RealtyJuggler.

## Email Feed

Each RealtyJuggler account has a unique email address which can accept emails with contact information for new leads. Information on this technology is available here:

<https://www.realtyjuggler.com/emailfeed>

## Landing Page

Do you have your own web site? If so, then we recommend that you connect your contact me form to your email feed email address. That way, when leads are entered into your we site, they go directly into RealtyJuggler.

We also recommend creating additional landing pages for other sub-specialities that you have. For example, you could have a page dedicated to providing complimentary CMA to prospective sellers, as well as a new home buyer seminar for new home buyers. Each landing page would contain a brief pitch and rationale for entering contact information.

Facebook allows you to create action buttons which link to these landing pages.

## Posts

The simplest way to advertise on Facebook is to create a Facebook post. The post should contain information that your prospects find useful. Ideally, you are targeting a specific sub-audience. For example, you might create a post describing the reason why it is important to get pre-approved for a loan before making an offer on a home. This would appeal to new home buyers. You could then add a button to your post which links to your new home buyer landing page which offers registration for a new home buyer seminar.

## Boosted Posts

Facebook offers a simple way to turn your posts into a paid advertisement. To do that, click on the Boost option on the post. You would then select an audience who would see your post.

## Facebook Audience

We highly recommend that you select a geographic audience limited to the town where you are acting as a real estate agent. It is not useful to advertize to people in other cities, even if they are your friends. Boosted posts

are the simplest way to advertize on Facebook and are highly recommended as a way to test market different approaches quickly.

## Facebook Lead Ads

Facebook advertisements are similar to boosted posts, except there are streamlined mechanisms for collecting contact information. Unlike a boosted post, where you would collect contact information on a landing page, a Facebook ad can collect this same information within Facebook itself.

## Testing your Facebook Lead Ad

You should use the Facebook Lead ads testing tool to refine your ad and validate that it is working. Make sure each time you do your test, you use unique contact information or have deleted your old lead from the Facebook. Facebook will not generate new leads if a duplicate lead is already in the system.

## Zapier

Zapier is used to create an email from a Facebook Lead ad. It is not needed if you are using landing pages. To start, sign up for your Zapier account by going to Zapier.com and use the Facebook+Email zap. Follow the instructions. We recommend that you first start by having the emails go to your email address. That will allow you to test the Zap. Once you have perfected the format of the emails, you can switch the email address from your personal email address to your email feed email address.

## WhiteList Zapier.com Emails

Are you having problems getting the emails from Zapier? If so, you will need to whitelist the zapier emails within your email program. Here is instructions for how to do that within Gmail

1. Sign into Gmail and click on the Gear icon in upper-right corner of the screen.
2. Select the "Settings" menu. Click on the "Filters" tab at the top of the screen.
3. Click on the "create a new filter" link at the bottom of the screen.
4. Type "@zapier.com" under From.
5. Click on the "create a filter with this search" link.
6. Make sure "Never send it to Spam" is checked.

## Zapier Email Format

When you edit your Zap, you are able to edit how the body of your email looks. The format needs to look like this:

Name: Sam Smith  
Mobile Phone: 970-555-1212  
EMail: sam@hotmail.com

Address: 12 Main Street

Notice that there is a label and then a colon and a space and then the information all on the same line. For example, "Name" is the label. The list of possible labels is here:

<https://www.realtyjuggler.com/emailfeed>

## **Validate Email Format**

The easiest way to validate that your email format is correct is to take one of the emails that were sent to your email address and forward that to your email feed email address. That way, you can easily tweak the format of the email should it not parse perfectly. RealtyJuggler will send you an email for each lead that is emailed to your email feed email address. This email contains diagnostic and troubleshooting information.