

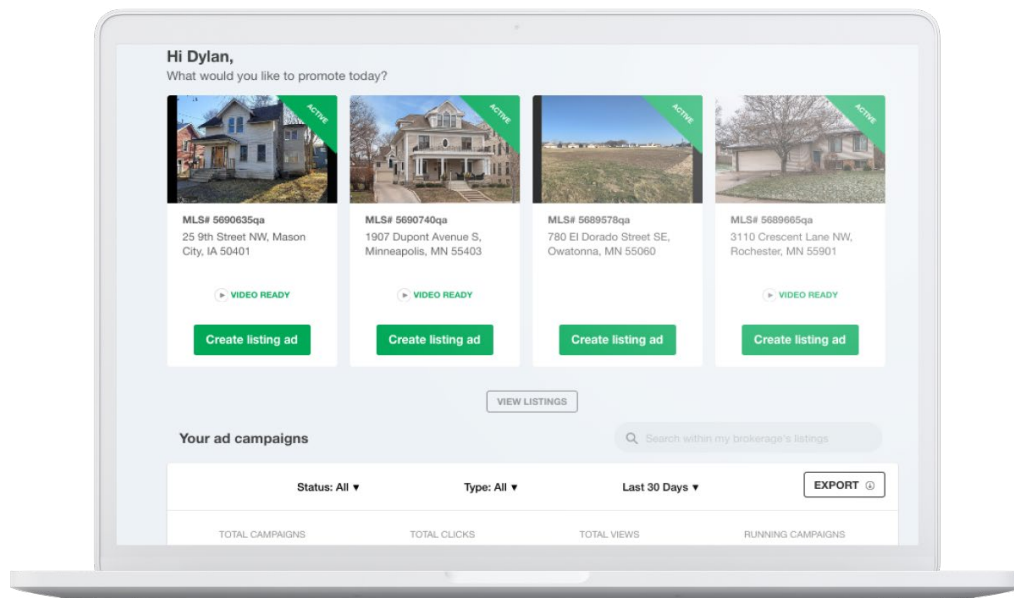
# BOOST || HOW DO I SET UP AN AD?

## Setting up your ad is easy! Just follow these steps.

Your Boost dashboard is a one-stop shop for everything you'll need to manage your ads, and you can access it anytime to make adjustments or edits. Because it already has your listing's information, including listing details and photos, you can have your ad up and running on Facebook, Instagram, and across the web in just a few taps.

**Tip:** You have full editorial control over how your ad will look and the geographic area it will use to target potential buyers!

## Step 1: Log into Boost via your company intranet



## Step 2: Select the property you want to advertise

As soon as you click on the **“Create listing ad”** button for the property you'd like to advertise, an ad preview will open along with image and text editing options.

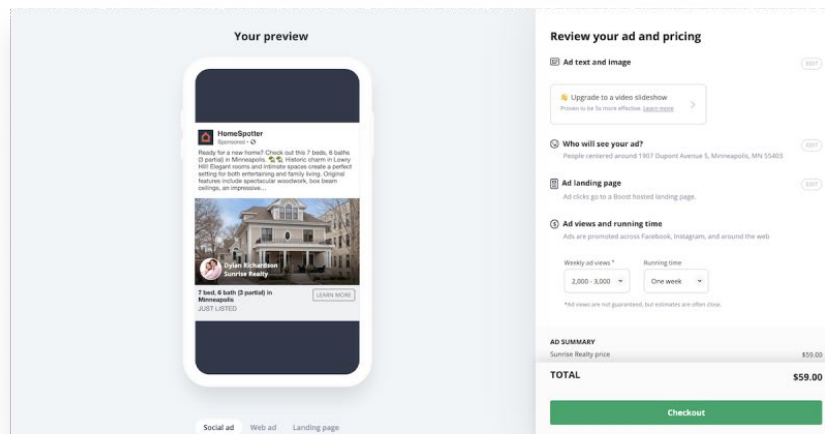


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## Step 3: Make edits to images, text, and targeting info

The preview ad will auto-populate with key information from the listing feed and is optimized with visuals and text that have the best chance of getting clicks from a preselected ideal target audience.

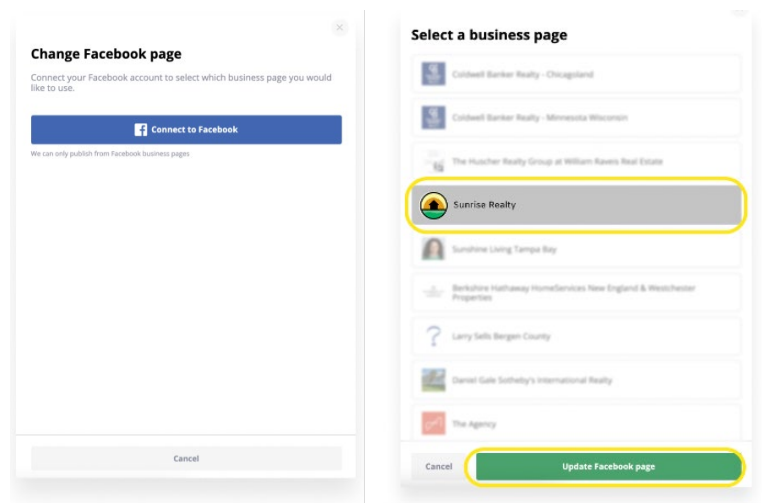


You can customize these ad listing features to fit your needs. Simply tap the “Edit” button next to the information you would like to update, and you’ll see real-time changes in the ad preview.

## Connect Your Facebook Business Page

Click on the ‘Edit’ button next to ‘Ad Text and Image.’ When the next window displays, tap the dropdown under ‘Business Page’ and a new window will appear.

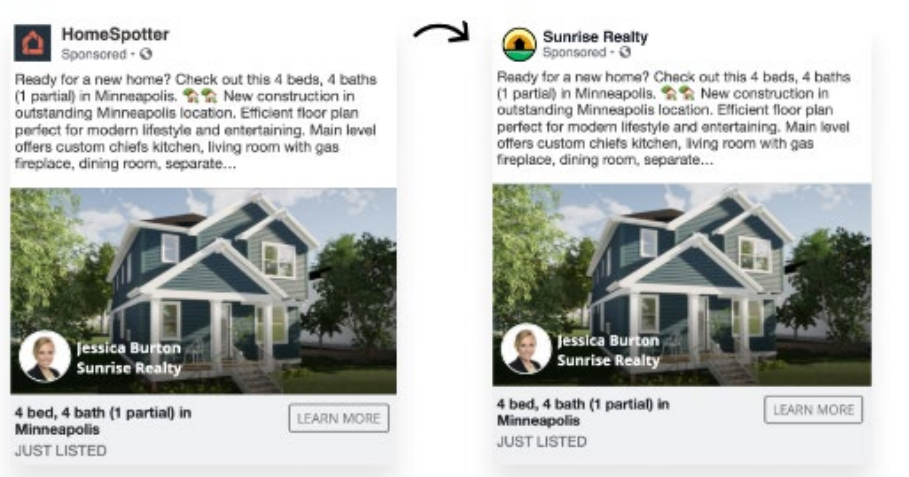
All the Facebook Business pages you own will populate after you tap ‘Connect to Facebook.’ Simply scroll and select the page you’d like to connect with your listing ad. You may be prompted to fill in your Facebook username and password info if you aren’t already signed in on the device you’re using. But don’t worry, this is how Boost will connect with your Facebook page.



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Hit the ‘Update Facebook Page’ button, then ‘Save and preview.’ You’ll then see the updated page name on the preview:



## Ad Text and Image

After connecting your Business page, make other edits to your listing ad as needed.

You can edit:

- Ad type and accompanying details (e.g., new listing or open house)
- Ad text and listing photos
- Agent contact information and photo

**Ad Type**

Listing [Change ad type](#)

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Your name  
Dylan Richardson 34

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**Social ad text**

Facebook headline

Ready for a new home? Check out this 7 beds, 6 baths (3 partial) in Minneapolis. 🏡🌳 Historic charm in Lowry Hill! Elegant rooms and intimate spaces create a perfect setting for both entertaining and family living. Original features include spectacular woodwork, box beam ceilings, an impressive...

---

Facebook title  
7 bed, 6 bath (3 partial) in Minneapolis 10

The pre-populated ad text and images are designed to drive clicks and traffic to your listing detail page. You can leave it as is, or you can pick and choose what to edit. A few reminders to keep in mind if you choose to do that:

- Some ad placements allow a very limited amount of the ad’s text to show before it gets truncated
- Ad text should start out with the most stand-out, compelling property features
- Choose a listing photo that really shows off the property in its best light
- Hold back from including the price upfront to encourage clicks to (and interactions with) the landing page



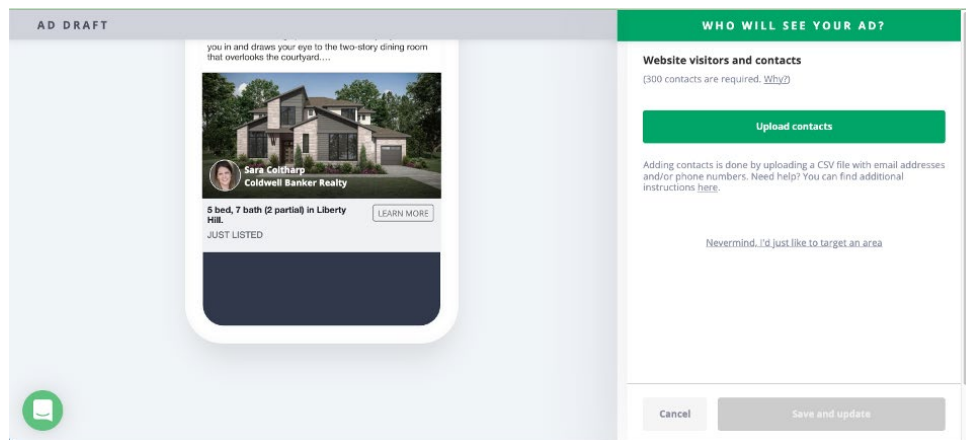
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## Who will see your ad?

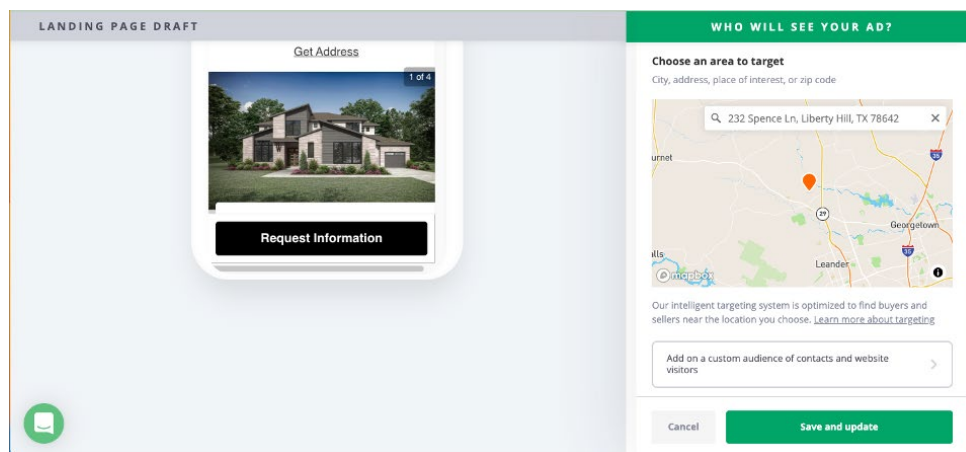
Boost’s intelligent targeting system is optimized to find buyers and sellers surrounding the selected location. The listing address is auto-populated, and by default will target the area surrounding the selected location. You can also change the targeting information by inputting a different address or uploading your own list of contacts.

Learn more about how targeting system works to find the best audience for every ad listing here. The targeting is compliant with Fair Housing guidelines and designed to work with Facebook’s special rules for housing-related ads!



You can also build a new list based on website or open house traffic. The option for this will automatically display on the “Who will see your ad” page if you qualify. Simply click through and a new page will open where you can select from a couple options.

If you’ve had 300 visitors to your Boost landing page, you’ll have the option to retarget and upload your own list. You can read more about that [here](#).



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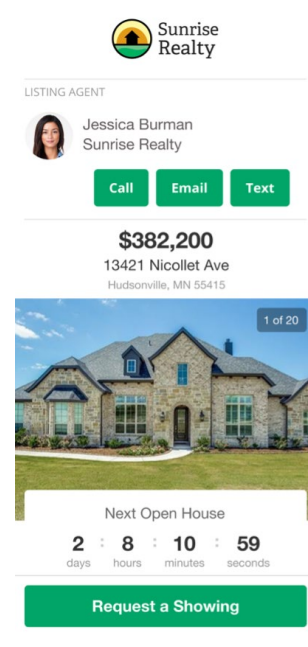
## Ad landing page

Choose where visitors should land after clicking on the ad.

By default, ad clicks go to a mobile-optimized Boost landing page designed for qualified lead capture. If you'd rather drive traffic to another page, you can do so here, as well.

**Tip:** There are many advantages of going with the default Boost landing page!

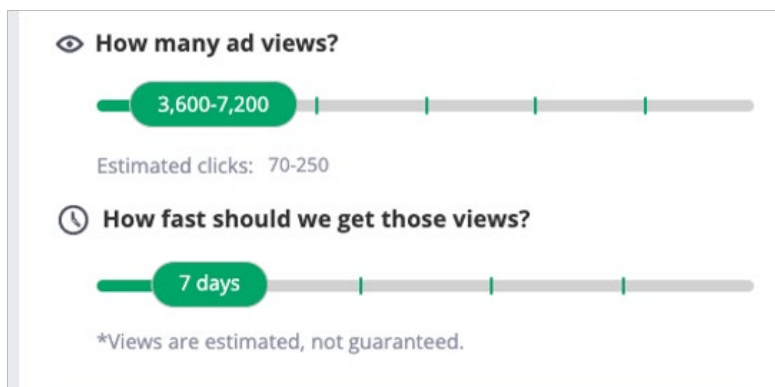
- With your email notifications turned on, you'll receive an email as users unlock the landing page with their Facebook credentials
- Landing page engagement is also automatically reported in your dashboard
- Boost's mobile-first design is continuously optimized for lead capture



## Ad views and running time

Where should the ad run, and for how long?

- Select the number of weekly ad views desired
- Choose how long the ad will run



You can run your ad for anywhere from one to four weeks and get 2,000–9,000 views per week. But many agents have success running a one-week ad with 4,000–6,000 views. The cost of the ad will automatically adjust based on changes made to the desired ad views and running time.

**Note:** Ads do go through a learning phase first with Facebook as the platform works to build the target audience. See more details on how that's done [here](#).



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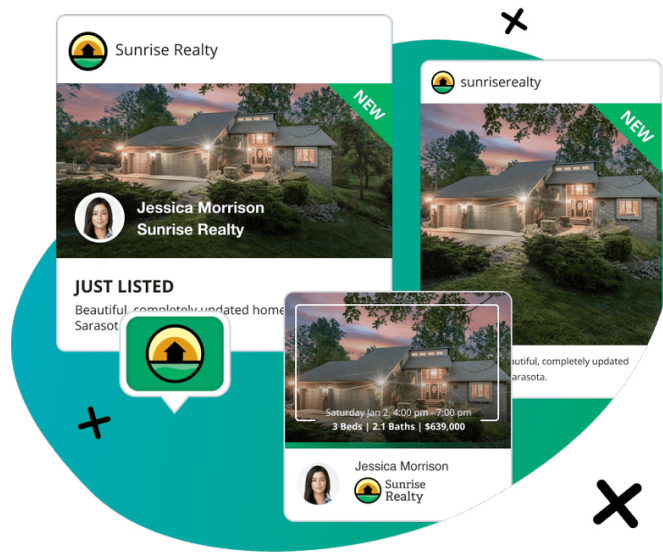
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## Step 4: Check out and your ad will go live!

Hit **“Checkout”** and verify the ad listing and billing information on the following page. If everything looks correct, tap “Place Order” or tap the back arrow to make necessary changes.

Check your email and add [boost@homespotter.com](mailto:boost@homespotter.com) to your safe contact list. We will send you ad listing updates from this email address. At any point, you can make edits to your ad listing and can conveniently access it from these emails.



In just minutes, your ad will go live and will be seen by thousands of qualified buyers and sellers!



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