



# Business Technology Management Inc.

## Strategic & Tactical Objectives on Facebook

When a business or practice makes an investment of time, energy, and money into Facebook, it has made the decision to use Facebook as a tool to promote their business and connect with customers. In this sense, the tools have the strategic objective of finding and keeping customers. However, many firms (including Fortune 500 companies) have yet to clearly define the strategic and tactical objectives Facebook will accomplish for them.

A common experience is to have a person start posting information on Facebook (or any social media channel) with the unspoken goal of “engagement” being the objective of measure success. The impact is they start to measure the “**success**” of using Facebook based on how many people a post Reaches, and how many Likes, Shares, and Comments it gets.

The problem with this way of measuring success is it does not line up to any strategic or tactical business objectives designed to produce results. Since Facebook is a business marketing platform, eventual revenue results are the real intended outcome. But if we don’t design the results or outcomes we want into our Facebook activities and campaigns, we won’t be able to track the efforts, nor measure the impact.



7 West Square Lake Road  
Bloomfield Hills, MI 48302



[ej.joler@biztechmgt.com](mailto:ej.joler@biztechmgt.com)



248-733-4545



[www.biztechmgt.com](http://www.biztechmgt.com)

# Business Technology Management Inc.



It is common to hear people say Facebook isn't working for them to generate business. And the most common culprit is a lack of understanding in the higher-level management of:

- Designing business objectives into our Facebook campaigns and activities.
- Setting up and configuring campaigns to implement the mechanics to achieve results and objectives.
- Implementing the tracking necessary to measure progress towards those objectives.
- Running reports and interpreting data to develop insights associated with achieving results and objectives.

We are going to examine this process in greater detail and explore different strategic and tactical objectives you can design into your Facebook campaigns and activity in the context of a real estate business.

## Designing Objectives into Facebook Campaigns

Getting results and achieving business objectives first requires clear definitions of those results and objectives. Using any marketing tool or creating any marketing campaign that simply has the objective "to get more business" is likely to fail in meeting expectations.

The reason for the fail is the objective isn't clearly defined enough to design a campaign with the mechanics and triggers to produce a result that will "get more business". Crafting clear definitions for objectives is not unique to Facebook campaigns... it is universal in setting and achieving any kind of goal.



7 West Square Lake Road  
Bloomfield Hills, MI 48302



[ej.joler@biztechmgt.com](mailto:ej.joler@biztechmgt.com)



248-733-4545



[www.biztechmgt.com](http://www.biztechmgt.com)

# Business Technology Management Inc.



The following lists examples of strategic objectives in a real estate business:

1. Grow market share of listings in specific farm area or neighborhood by 10% by the end of the year. This requires listing and selling X number of properties in the desired geographic locations within a specified timeframe.
2. Grow sales volume by 15% by the end of the year. This requires selling a specific number of homes at an average sales price within a specific timeframe.
3. Increase average sales price by 10%. This requires setting the desired average sales price and selling a certain number of homes within that range.

The tactical objectives to achieve these strategic objectives may look like:

- Get 1,000 number of impressions in my farm area or neighborhood for each property listed and sold.
- Generate 200 leads, set 40 of appointments, and get 10 contracts per month.
- Get 10 listings with a minimum sales price of \$450,000.

From these strategic and tactical objectives, we can design our marketing campaigns to support and achieve them.



7 West Square Lake Road  
Bloomfield Hills, MI 48302



[ej.joler@biztechmgt.com](mailto:ej.joler@biztechmgt.com)



248-733-4545



[www.biztechmgt.com](http://www.biztechmgt.com)

# Business Technology Management Inc.



In the case of Facebook, the campaigns may take on the following design for each the previous objectives:

- Run Just Listed and Just Sold Campaigns to reach a minimum of 1,000 people in my farm area for each listing.
- Run a campaign to promote the What's My Home Worth? website to generate 50 leads every week.
- Run a campaign to promote a video where advice is share on increasing the sales price when selling a home in the specific price range desired.

It's important to note, often only a portion of the strategic or tactical objective campaign can be achieved on Facebook's ad platform. Marketing and technology such as websites, landing pages, online video, etc. will also play big roles in achieving the results and objectives you define.

Once we've established our objectives, and designed campaigns to support those objectives, we can move onto the setting up and configuring the campaign.

## Campaign Setup & Configuration

Within setting up a Facebook Ad, there are a number of different Campaign Objectives you can select for your ad campaign; however, in this section, we'll review big picture campaign configuration towards meeting your objectives. When setting up and configuring a Facebook campaign, you'll want to identify the supporting technology and marketing touch-points that will happen after people take action from your campaigns.

This may include setting up landing pages on your website, producing videos for the ads or posts themselves, or for the landing pages they will be directed to from the campaign.



7 West Square Lake Road  
Bloomfield Hills, MI 48302



[ej.joler@biztechmgt.com](mailto:ej.joler@biztechmgt.com)



248-733-4545



[www.biztechmgt.com](http://www.biztechmgt.com)



# Business Technology Management Inc.

Having these campaign elements setup is a requirement to producing the overall campaign objectives.

Using the previous example of running a Just Listed/Sold campaign on Facebook to reach a minimum of 1,000 people in a specific neighborhood, we would need a featured property landing page with information about that listing so we can drive traffic to the landing page. We also want to ensure consumers can connect with us if they have questions about the property.

Here's an example of a featured property landing page on a website from GoodLife Realty in Austin, TX:

FOR SALE BUYERS SELLERS TEAM OUR STORY BLOG CONTACT SEARCH 312 892 9472

1811 Clifford Ave | 78702 • Austin

**\$479,000** **3** **2 1/2** **1612**  
PRICE BEDROOMS BATHROOMS SQUARE FEET

**DESCRIPTION**  
HOT East Austin home under 500K!!  
Beautifully maintained home in Hot East Austin! Lovely covered back patio perfect for entertaining in the private back yard! Storage shed in the back adds extra storage. Master bedroom features spacious bathroom with double vanity and an entry to the covered balcony. Great location in East Austin and one block from the MLK Metro station.

1811 Clifford Ave | Points of Interest



7 West Square Lake Road  
Bloomfield Hills, MI 48302



[ej.joler@biztechmgt.com](mailto:ej.joler@biztechmgt.com)



248-733-4545



[www.biztechmgt.com](http://www.biztechmgt.com)

# Business Technology Management Inc.



The Facebook Ad campaign driving traffic to this featured property landing page looks like this:

A screenshot of a Facebook advertisement for Goodlife Realty. The ad features a purple circular logo with a white 'g' on the left. To its right, the text reads 'Goodlife Realty' in bold, followed by 'Sponsored · 🌐' in a smaller font. In the top right corner, there is a button that says 'Like Page' with a thumbs-up icon. The main text of the ad describes a property: 'Hot East Austin home for sale under 500k!! Beautifully maintained 1,612 square feet with 3 bedrooms &amp; 2 1/2 baths, upgraded kitchen, private balcony off of the master bedroom, and wonderful covered patio for entertaining!'. Below this text is a photograph of a two-story, light-colored house with a red door and a covered front porch, surrounded by lush greenery and flowers. At the bottom of the ad, there is a white bar containing the Goodlife Realty logo, the text 'GOODLIFEREALTY', the phone number '512.892.9473', the address '1811 Clifford Ave Austin, TX 78702', the tagline 'See the space! It's fabulous!', the website 'GOODLIFETEAM.COM', and a 'Learn More' button.

With this case, achieving the objective of creating the desired number of impressions relies on configuring the featured property landing page.



7 West Square Lake Road  
Bloomfield Hills, MI 48302



[ej.joler@biztechmgt.com](mailto:ej.joler@biztechmgt.com)



248-733-4545



[www.biztechmgt.com](http://www.biztechmgt.com)



# Business Technology Management Inc.

In the example in which we want to generate a specific number of leads to support the sales volume objective, we may use a Facebook Ad campaign to drive traffic to our landing page designed to engage prospective home sellers with an online estimate of their home's value. This campaign requires setting up a landing page with the ability to produce an estimate of home values online. Here's an example from GoodLife Realty in Austin, TX:



Once we've designed our overall campaign, we can create the specific ads within Facebook's advertising platform. Before creating those Facebook Ads, however, we have to preemptively determine what results you'll track and exactly how you'll get the data to track them.

## Tracking Results

Online marketing offers a tremendous benefit over traditional forms of advertising (such as print, radio, and television) because of the ability to track impressions, clicks, and conversion. In the old days of marketing, we never really knew how many people viewed, read, or acted on our messages... we only saw the end result. Now we can see how



7 West Square Lake Road  
Bloomfield Hills, MI 48302



[ej.joler@biztechmgt.com](mailto:ej.joler@biztechmgt.com)



248-733-4545



[www.biztechmgt.com](http://www.biztechmgt.com)



# Business Technology Management Inc.

many people see the ad, click on it, take action or fill out forms online, and even become customers.

There's a caveat to this ability to track online: it doesn't happen automatically. When using the Facebook Ad platform, some of the tracking is built into each ad. However, if you want to see conversion information, such as how many people fill out a form or visit your website, additional measures must be taken.

If you want to see more than the results of the ad and would like to see conversion information, you'll have to [install Facebook's custom audience and conversion pixels](#).

The Custom Audience pixel can be set to track website visitors so you can build ads to not only put new ads in front of just those website visitors, but to build lists of new people to run your ads to. The ideal version of this is to track all people who visit the home seller related pages on your website and make ads that offer an online home estimate.

The Conversion Tracking pixel tracks people who have visited key pages on your website that represent a completed action. For example, you can place a conversion pixel on the web page people see only after they've received an online home estimate. This represents the completed action and the "conversion". Using the conversion tracking pixel, you can even build lists of people to run additional ads to. For example, if someone requested and received an online home estimate, you can run ads to offer free consultations to get accurate pricing estimates of their home or to increase its resale value.



7 West Square Lake Road  
Bloomfield Hills, MI 48302



[ej.joler@biztechmgt.com](mailto:ej.joler@biztechmgt.com)



248-733-4545



[www.biztechmgt.com](http://www.biztechmgt.com)

# Business Technology Management Inc.



## Reporting & Insights

With proper tracking in place, you can run reports using Facebook Ads Manager to measure results and get insights to improve overall campaign performance. A common mistake people make is looking at reports and jumping to conclusions about the overall campaign performance. Improving campaign performance to meet objectives is a process.

The process starts by running campaigns to test your hypothesis on ad creative and audience selection. You'll build ads to best capture people's attention and take action by trying different images, headlines, and calls to action. You will also test different audience selection options, such as geographic areas, demographic criteria, and profile information. After you start running a campaign, you can review the performance results to gain insights on new ad creative and audience selection ideas. In addition to making improvements to your ads, you'll want to make improvements to landing pages on your website to test different layouts, creative, and copy.

Over time and with repeated testing, your campaign performance will begin to improve.



7 West Square Lake Road  
Bloomfield Hills, MI 48302



[ej.joler@biztechmgt.com](mailto:ej.joler@biztechmgt.com)



248-733-4545



[www.biztechmgt.com](http://www.biztechmgt.com)