



Business: BCN Real Estate

Company Goals: BCN's main goal is to acquire home buyer, renter, or seller leads in the Dallas, Texas area.

The Challenge: Being a new page and account, we were trying to find different ways to acquire leads via Facebook paid advertising.

Analysis: With this being a fresh page that has never ran paid ads, it was up to me to develop a strategy as well as implementation. Based on experience the lead generation platform is solid, but the quality is always an issue I feel like. Still worth trying though. You can also run a conversion objective running ads to a specific landing page to ultimately weed out the low-quality individuals. But what I was really looking to try since they are so new, is using the messenger objective for chatbots. After creating a couple chatbots and seeing crazy success we were willing to test it out. When it comes to the audiences I was looking to target, they were very broad.

Implementation: The chatbot was built from Manychat and integrated into a JSON which is the form it must be used with when connecting it to an ad. We also tried it using a link you can click on within the ad rather than clicking "send message". This way, we were hitting 2 different types of people. The ad alone had a video which in my opinion is the best to use with Facebook ads. Our hook was a free list of homes in the area you were looking. The way they get the list was by submitting their info within the chatbot. Now with quality being an issue, we don't ask until they answer the qualifying questions which consist of price range, bedrooms, bathrooms, area, and then we ask for the email and number once we get those answers. That way we're dealing with truly interested prospects. For the lead generation objective, more questions are usually needed to really weed out the low quality.

The Testing Phase: Testing played a very large role for this case. Being a new type of way to get leads and a new platform integration, there are of course minor glitches and issues within Facebook with these types of ads. After numerous amounts of chatbots made, we finally found one that was personal and very effective. The largest challenge with the chatbot is getting people to subscribe. Which means your ad has to have a good hook. It took a while for us to get it just right, but when it works they flow in heavily.

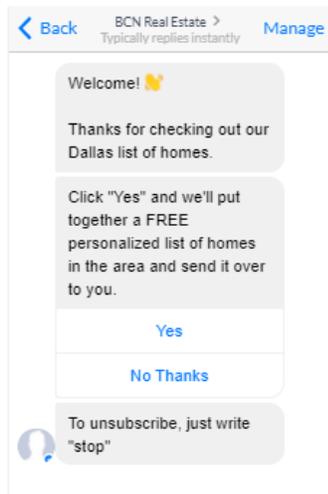
The Outcome: Since we knew we were going broad, we had to have an ad that reeled prospects in who are within the criteria. With the qualifying questions we were able to weed out lots of the low quality. The downside to this is the quantity. But unless you're dealing with a huge real estate firm that usually isn't an issue. With this being the first real estate chatbot we could get in action, it was quite a learning curve. But with time everything gets easier. Within a period of 6 days, we were able to acquire 59 leads off the chatbot alone. Within that list, we have about 8 qualified leads who filled out all the information on exactly what they were looking for.

Below is a screenshot of the 4 ad sets we have running in different areas.

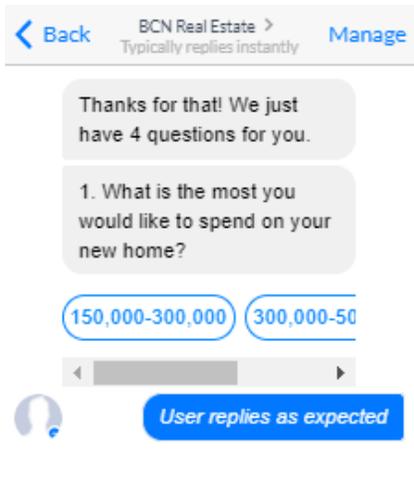
● Active 1 Approved	5 Messaging Replies	623	692	\$6.69 Per Messaging R...	\$25.00 Daily	\$34.44	Mar 27, 2018 – Ongoing	—	2.25%	2.02%
● Active 5 Approved	14 Messaging Replies	5,917	6,025	\$6.62 Per Messaging R...	\$40.00 Daily	\$92.63	Mar 26, 2018 – Ongoing	—	0.66%	0.70%
● Active 5 Approved	15 Messaging Replies	3,657	4,050	\$6.40 Per Messaging R...	\$40.00 Daily	\$95.99	Mar 26, 2018 – Ongoing	—	0.88%	0.88%
● Active 1 Approved	25 Messaging Replies	7,080	7,676	\$3.61 Per Messaging R...	\$20.00 Daily	\$95.32	Mar 23, 2018 – Ongoing	—	0.95%	0.87%

Below I am attaching the chatbot, as it is going to be an awesome tool going forward.

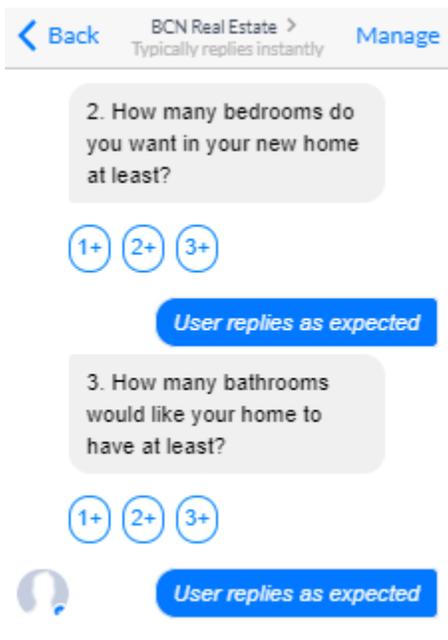
Step 1) They click on an ad and get this message.



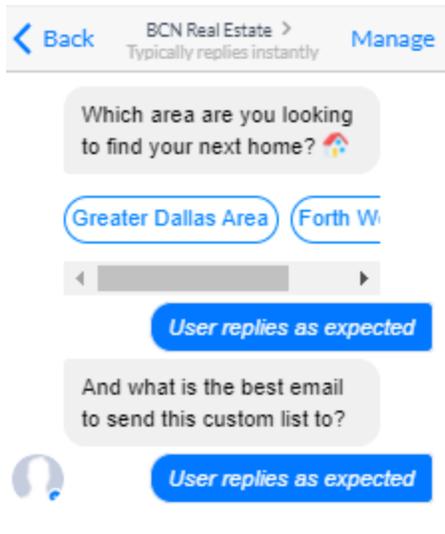
Step 2) We use multiple choices to make it easier on the user



Step 3)



Step 4) This is where we acquire their information after they answer the qualifying questions.



We finish off the conversation thanking them for taking the time to fill out the information and we'll have someone reach out to them as soon as possible.