

Targeting & Paid Ads for Realtors — Precision Over Volume

How to run Facebook and Instagram ads that bring booked appointments, not just clicks — by reaching the right people instead of everyone.

GUIDE 04 | A BELIGHT MARKETING GUIDE

Why most realtor ads waste money

Most agents boost a post, reach everyone and no one, and get a handful of junk leads. The problem is never the platform — it's targeting and offer. Paid ads reward precision. The narrower and clearer your message, the cheaper and better your leads. Spending less to reach the right people beats spending more to reach everyone.

Speak to one specific person

An ad that talks to "anyone thinking of buying or selling" speaks to nobody. An ad that says "first-time buyers in El Paso worried they can't afford it" stops the right person cold. Specificity is what makes an ad feel like it's reading the viewer's mind. Pick one audience per ad and write directly to them.

- ◆ First-time buyers worried about the down payment
- ◆ Sellers who tried to sell before and the home didn't move
- ◆ Families outgrowing their starter home
- ◆ Investors looking for the next cash-flow neighborhood

Lead with the result, not your name

Nobody cares about your brokerage in the first line of an ad. They care about what they get. Lead with the outcome or the pain — "Find out what your home is actually worth in this market" — and let the proof and the call to action follow. The agency name belongs at the end, if at all.

Belight rule: never lead an ad with your logo or agency name. Lead with proof and outcome. Calling out a specific audience by name outperforms generic 'realtor' messaging every time.

Send leads somewhere that converts

A great ad pointing at a weak destination loses the lead. The click should land on a simple page or a direct booking link — not your cluttered homepage. The fewer steps between "interested" and "booked," the more appointments you keep. Ideally the lead goes straight to your calendar.

Read the right numbers

- 1 Cost per lead — what you pay for each new contact. Watch the trend, not one day.
- 2 Cost per booked appointment — the number that actually matters.
- 3 Lead-to-appointment rate — if leads are cheap but nobody books, your offer or follow-up is broken.
- 4 Return on ad spend — track which campaigns produce closings, and feed those.

Ads and organic work together

Ads get you in front of people fast; organic content makes them trust you once they look you up. A prospect sees your ad, checks your profile, finds a steady stream of helpful videos — and now you're credible. Running both is what separates agents who get leads from agents who get clients.

QUICK CHECKLIST

- ✓ One specific audience per ad
- ✓ Result-led copy, not agency-name-led
- ✓ Leads go straight to a booking link
- ✓ Tracking cost per appointment, not just cost per click
- ✓ Ads backed by consistent organic content

Want this done for you?

Belight Marketing runs this entire system for high-volume realtors — filming, editing, posting, ads, and automation — so you stay in front of your market without lifting a finger.

Book Your Strategy Call →

