



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

facebook

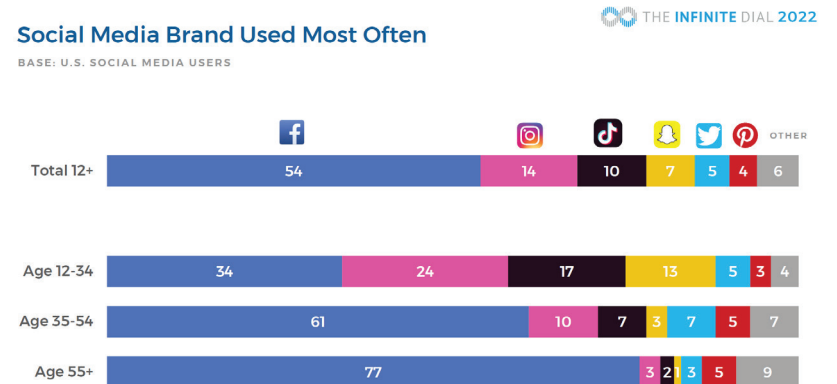


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If I have a Facebook company page – why do I need to do Facebook advertising?

- On average only 2% of your fans will see one of your posts on their Facebook Page
- Increasingly Facebook is saying that you should assume a day will come when the organic reach (to your page fans in their news feed) is zero.

FACEBOOK IS THE MOST USED SOCIAL PLATFORM ACROSS ALL MAJOR DEMOGRAPHICS:





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WE CAN PROVIDE YOU WITH:

- Targeting Categories
- Ads in Facebook Audience Network
- Ads in Facebook Messenger
- Ads in Facebook + Instagram Stories
- Ads in Facebook Marketplace
- Custom Audience Ads To Your Email or Phone List
- Collection Ads, Lead Ads, Carousel Ads, Event Response Ads
- Ads in Facebook Search and Marketplace Search
- Optimizing Your Campaign For Max Efficiency
- Time Investment To Manage Your Campaign

ADS CA

N RUN ON:

Facebook News Feed (Desktop + Mobile)

- Ads run in the News Feed of the user you are targeting, across all devices, and look like posts. We only run News Feed ads, not the right-hand column display ads.

Facebook Messenger App (Mobile)

- “Messenger” is Facebook’s mobile instant messaging app and ads appear between text conversations. Facebook Messenger had 61 million downloads in the US last year and is the #1 messaging app.

Facebook Audience Network (Mobile)

- Extend your reach beyond Facebook, target those users when they are on other apps Facebook has partnered with! 40% of the top 500 mobile apps are integrated with Facebook Audience Network.



Facebook Marketplace (Desktop + Mobile)

- Reach people when they are in the mood to buy! Ads appear when the user browses Marketplace. Facebook Marketplace is the fifth most popular online sales platform, behind Amazon, eBay, Etsy, and Walmart; with 1 billion users worldwide.

Facebook Stories (Mobile)

- Stories appear at the top of the News Feed. Your ad can appear in between people’s “Stories” which are photos or video that disappear after 24 hours. After seeing a Stories ad 50% of viewers visited websites where they could buy it and 31% have gone to a store to check it out.



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Facebook Search (Desktop + Mobile)

- Ads appear in the Search results listings in general Search and Marketplace Search. Facebook decides when to show the ad based on the content of your ad. (not a keyword list), and how closely it matches what is being searched and the targeting you've selected for your campaign.

Instagram News Feed (Mobile)

- Ads run in the News Feed or Stories of the users you are targeting. 87% of Instagram users made a purchase decision based on something they saw on Instagram





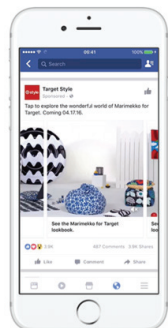
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TYPES OF ADS OFFERED (DISPLAY OR VIDEO):

Single Image or Carousel Ads (multiple images)



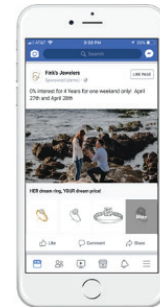
- Showcase up to 10 images/videos as the user swipes through, each panel links to any of your website pages. Choose Call-To-Action buttons:
 - "Call Now"
 - "Send Message"
 - "Learn More"
 - "Shop Now"
 - "Get Directions"



Single Image or Carousel Ads (multiple images)

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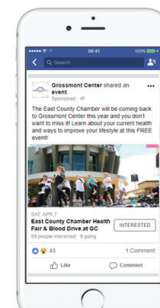
- With Facebook "Collection Ads" people who tap on your ad can browse multiple products on their mobile phone. When tapped, the ad opens to a full screen landing page where the user can scroll through up to 10 images or videos that link to your website. Customizable call to action button.



Collection Ads (multiple images & full screen landing page)

Event Response Ads (promote your event)

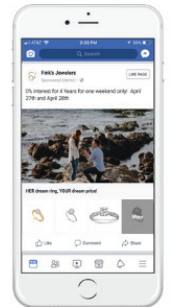
- Event Response ads link to an Event Page on your Facebook Business Page (not your website). If users click the "Interested" button they get reminders about the event.



Event Response Ads (promote your event)

Lead Ads (lead generation)

- Single image, carousel or video. Lead Ads allow you to find people who may be interested in what you offer and collect info from them. When a user clicks on the Call-To-Action button a short lead form opens and populates with questions of your choosing. Once the user completes the form it is emailed to you or you can download it from your "Admin" page. Choose any of these Call-To-Action buttons:
 - Subscribe
 - Apply Now
 - Book Now
 - Get Quote
 - Learn More
 - Sign Up



Collection Ads (multiple images & full screen landing page)

Facebook + Instagram News Feed Branded Content Ads

- Ads that look like an endorsement post from our Facebook media page, that feature your business. The ads appear in the News Feed of the people you want us to target with your ads.





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TARGETING CATEGORY EXAMPLES:

- Architecture; Architecture and design
- Commercial property
- Condominium
- Condominium (Real Estate)
- Cottage
- Creative real estate investing
- Estate (land)
- Gated community
- Holiday cottage
- Home
- Home equity
- Home improvement
- Interior design magazine (publication)
- Interior Design
- Investment management
- Land and Houses (real estate)
- Luxury vehicle
- Modern architecture
- Penthouse apartment
- Property finder
- Real estate
- Real estate appraisal
- Real estate economics
- Real estate investing
- Real estate investment club
- Real estate investment trust
- Realtor.com Pro
- Terraced house (architecture);
- Townhouse
- Townhouse (architecture)
- Wealth management (banking)
- Zillow

PRICING:

Facebook/Instagram Premium Level 1

- 60,000 impressions per month
- 15–30-mile radius
- Real Estate/Luxury Targeting

Price: \$1,500 per month

Facebook/Instagram Premium Level 2

- 80,000 impressions per month
- 35–60-mile radius
- Real Estate/Luxury Targeting

Price: \$2,000 per month

Facebook/Instagram Premium Level 3

- 100,000 impressions per month
- 60–100-mile radius
- Real Estate/Luxury Targeting

Price: \$2,500 per month



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**LET'S DO
GREAT THINGS TOGETHER**

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