



**Innovata
Group**

Business:



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 us to develop a strategy as well as implementation. From previous experience we know that the lead generation platform is solid, but the quality is always an issue. But still worth the effort.

You could run a conversion objective linking ads to a specific landing page to ultimately weed out the low-quality individuals. But what we were really looking to try since the client was so new to Facebook, was using the messenger objective for chatbots. After creating a chatbots for other customers and seeing crazy success we were willing to test it out.

Implementation: The chatbot was built from ManyChat and integrated into a JSON which must be used when connecting to an ad. We also tried 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 had a single video which is one of the best to ways to leverage Facebook ads. Our hook was a free list of homes in the buyers were looking for. The way home buyers get this list was by submitting their info within the chatbot. Now with quality being a priority, we don't ask for contact information until they answer qualifying questions which consist of price range, bedrooms, bathrooms, area, and then we ask for the email and number after they are qualified. That way we're dealing with truly interested prospects. For the lead generation objective, more questions are usually needed to weed out low quality leads.

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 there is a dramatic increase in lead generation.



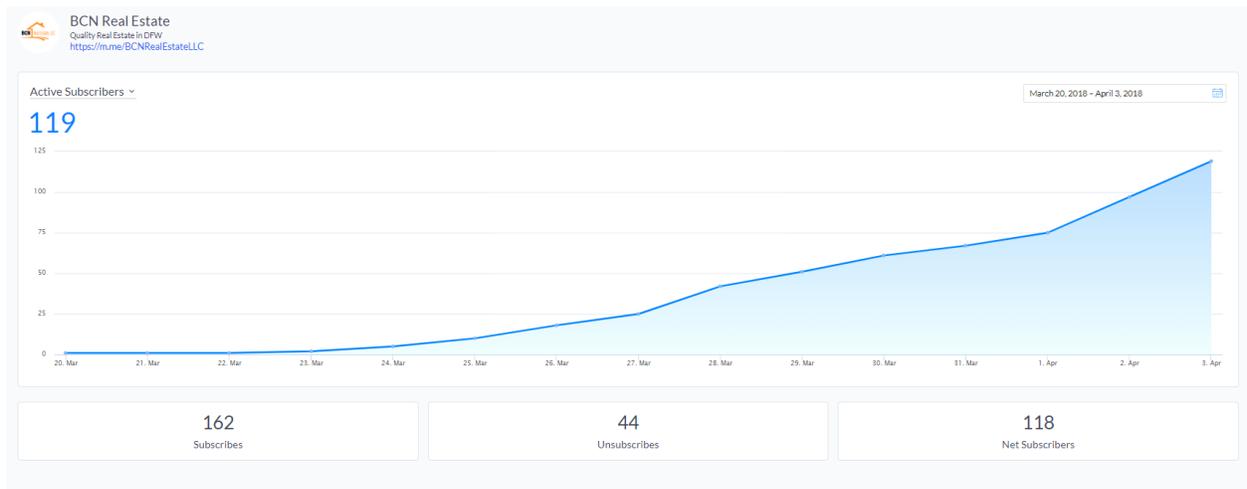
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The Outcome: With this being the first real estate chatbot we could get in action, it was quite a learning curve. But with time everything gets easier. From when we began with testing to getting the campaign optimized, we were able to pull in 119 subscribers who engaged with our chatbot who are in the market for homes in the area. Of the 119, we have 22 hot leads of individuals looking to buy a home in 0-6 months. We also know how much they are looking to spend, how many bathrooms/bedrooms, as well as the general area they are looking to move. With a total ad spend of \$695 we were able to give the realtor a nice little workload on closing some homes. The best part about this is, when someone subscribes to your bot, you are able to follow up with them to see how their experience was or ask them if they know anyone looking to purchase a home.

Below is a screenshot of the 3 ad sets we have running in different areas.

Delivery	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent	Ends	Schedule	Button Clicks
Active 8 Approved	53 Messaging Replies	16,409	17,254	\$5.30 Per Messaging Reply	\$40.00 Daily	\$280.92	Ongoing	Mar 26, 2018 - Ongoing	20
Active 5 Approved	32 Messaging Replies	11,630	12,494	\$8.68 Per Messaging Reply	\$40.00 Daily	\$277.59	Ongoing	Mar 26, 2018 - Ongoing	16
Active 1 Approved	27 Messaging Replies	6,633	7,193	\$5.11 Per Messaging Reply	\$20.00 Daily	\$138.06	Ongoing	Mar 23, 2018 - Ongoing	9

The Manychat dashboard:

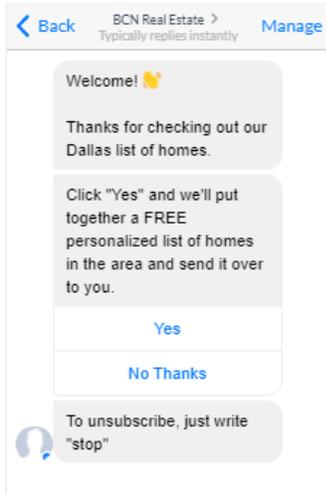




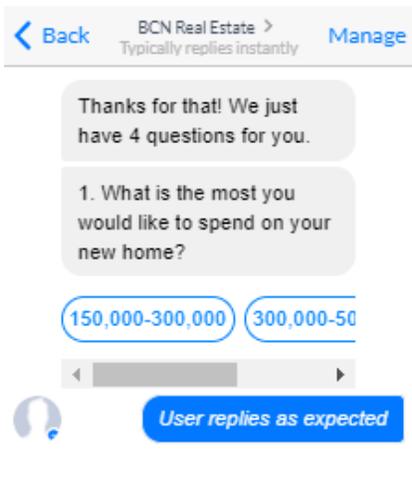
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Below are screenshots of the chat bot created for this local realtor campaign.

Step 1) Prospects click on ad and this message appears.



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





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Step 3) Ask good questions to qualify the lead

< Back BCN Real Estate > Manage
Typically replies instantly

2. How many bedrooms do you want in your new home at least?

1+ 2+ 3+

User replies as expected

3. How many bathrooms would like your home to have at least?

1+ 2+ 3+

User replies as expected

Step 4) We acquire their information after they answer the qualifying questions.

< Back BCN Real Estate > Manage
Typically replies instantly

Which area are you looking to find your next home? 🏠

Greater Dallas Area Forth W

User replies as expected

And what is the best email to send this custom list to?

User replies as expected

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.