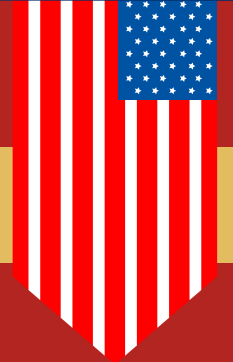




**CHAMPIA**  
REAL ESTATE INSPECTIONS

*Happy*  
**INDEPENDENCE**  
**DAY**



**July 2024**

# CHAMPIA NEWSLETTER

*July is the pearl of summer, shining with warmth and joy.*

📞 **770-953-0767**

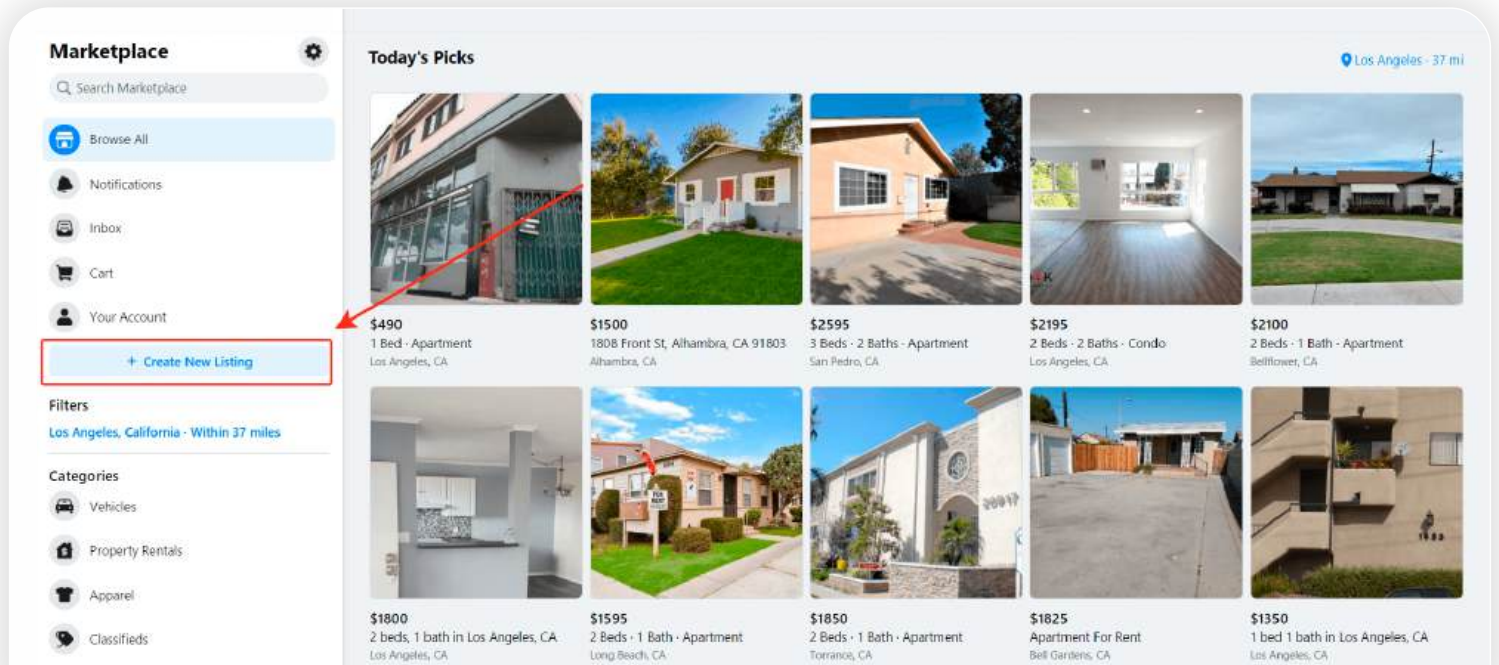
✉️ **www.champia.com**

## Advertise Your Properties on Facebook Marketplace

- When listing your properties for sale or rent on Marketplace, post high-quality photos giving a proper presentation of the property.
- Also, add information users are bound to use during their searches. Location, price, number of bedrooms, housing type, and more.
- Facebook Marketplace allows real-time messaging between sellers and buyers.
- Interested users can reach out to you with questions about your listing instantly using their Meta accounts. Give timely responses to avoid losing prospects.

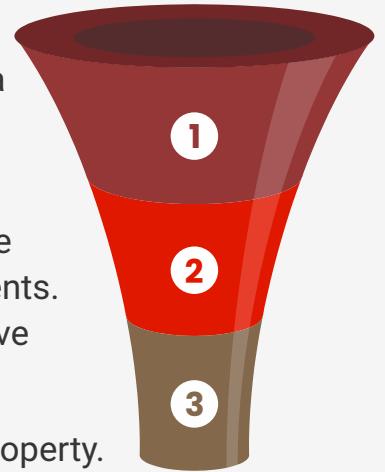
**Don't forget...**

**Independence Day** July 04  
**National Hot Dog Day** July 17  
**National Ice Cream Day** July 21  
**Summer Olympics 2024** July 26



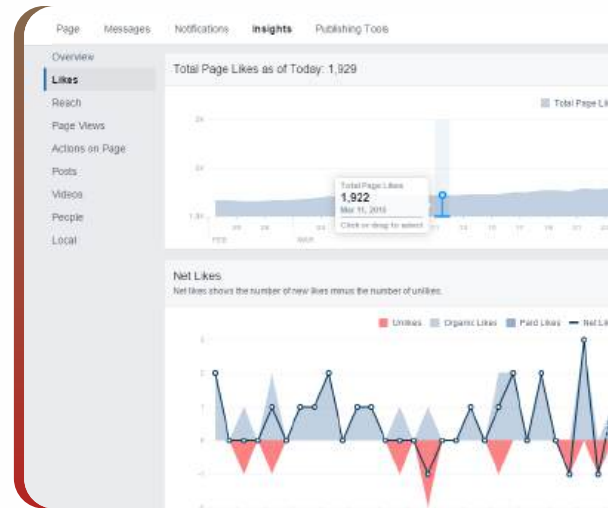
# Target Prospects at All Levels of the Sales Funnel

- 1** First, reach out to people who've never heard of you with awareness campaigns. Target those who are not actively selling or looking for a property. Target them with ads that introduce them to your brand, build trust, and make them aware of your services.
- 2** Second, target consumers who are in the consideration stage. These folks will be deciding between house types, neighborhoods, and agents. Advertise your services to them, showcase your track record, and give tips that help their decision-making.
- 3** Third, reach out to prospects actively looking to buy, sell, or rent a property.



## Track Your Ad Performance with Facebook Analytics

- Keep track of your ad performance with Facebook analytics. This will point you to what's working – and not working – in your campaign.
- You can also find out how your ads performed across different ages, genders, locations, etc. Four charts are available to give you a visual representation of your ads' performance, demographics, platform, and delivery data.
- Monitoring ad performance helps you get the most out of your real estate ads. Even better, split-testing your ads using the data from Ads Manager really helps you zone in on what works best for your offer.
- Real estate agents can leverage the full potential of Meta Ads with these strategic tips. From visually engaging ad creatives to precise targeting, these strategies are tailored to elevate your online presence and drive real results.



## Just to make you laugh....

If Forrest Gump ran a property management group, what would it be called?  
New Tenant Dan