

# A BROKER'S GUIDE TO facebook

by **ubank**

## What is Facebook for business?

Like a personal Facebook account, a Facebook business page allows businesses to make connections with current and potential customers.

## Why Facebook?

As Australia's 3rd highest trafficked site after Google and YouTube, it is essential for every Australian business to have a presence on Facebook.

33% of millennials spend nearly 14 hours a week on social media during their housing search.

## Your opportunity

Build your brand and a sense of community on Facebook to engage current customers, and use paid ads to generate leads and business with new customers.

## Audience Stats

**18+**  
MILLION

Facebook is the most popular social media platform in Australia, with more than 18+ million active users.

**25-34**

Australians are the most active users on Facebook.

## Content that works

Engaging video content: like most social media channels, video is the best format for engaging users.



People-first content: don't be afraid to use faces or images of people so that your target customer can identify with your brand.

Generate new leads: Facebook Lead Gen Ads are a great way to generate new leads with target customers.



## Content ideas

### Prioritise video content

- Create a series of videos that debunk myths and misconceptions about refinancing
- Give your audience a behind-the-scenes look into the loan process
- Break down complicated financial topics into short videos

### User-generated content

- Re-share content created by your customers to build credibility
- This includes images, videos, reviews and customer testimonials
- Demonstrate first-hand how your services have helped other customers

### Pay to play

- Ensure your content is optimised for different Facebook ad placements
- Include a clear call-to-action at the end of each ad
- Convey your key message or brand in the first two seconds of a video

## Frequency

Post two times per week to keep your audience engaged. However, always take a quality over quantity approach.

## Formats

Utilise all available formats including link posts to drive people to other pages, as well as image and video formats.

## Top tips

- 1** Video is king on Facebook
- 2** Optimise your page 'About' section
- 3** Engage with people in your post comments

## Learn more

[How to build your property business with Facebook](#)

[Learn how Meta Ads work](#)

[Sign up to get the latest business updates from Meta](#)

[Ad format specs and recommendations](#)

[Audience and targeting on Meta](#)

[How to create a Facebook Reel](#)

[How to create a Lead gen ads](#)

Disclaimer: This information has been provided by the ubank Growth team, and may not apply to your specific situation. If in doubt we advise you to consult with marketing professionals.