ABROKER'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

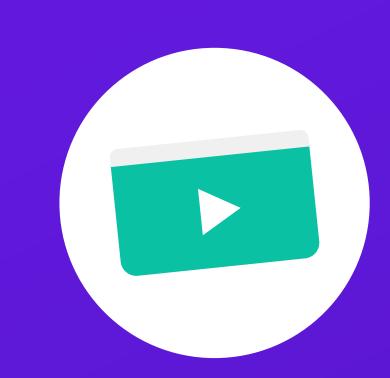
Facebook is the most popular social media platform in Australia, with more than 18+ million active users.

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

Video is king on Facebook

Optimise your page 'About' section

Engage with people in your post comments

Learn more

How to build your property business with Facebook

Sign up to get the latest business updates from Meta

How to create a Facebook Reel

Learn how Meta Ads work

Ad format specs and recommendations

Audience and targeting on Meta

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.