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Google Ads and Facebook Ads for Real Estate



How Paid Advertising Works?

When a person types a search into an online search engine, there are advertisers interested in showing ads related to that person's search inquiry. This search triggers an auction, which marketers have previously bid on. The ads that win the auction then appear on the search engine results page. A combination of several variables, including bid amount, the quality of the ad, and quality of the landing page, determine which ad will appear in the top position.

To compete in these public ad auctions, marketers create accounts on these hosted advertising systems like Google Ads to set up their ads and identify where and when they would like for those ads to show up. Since Google Ads is one of the most commonly used Ad networks, let's take a close look at how marketers set up their advertising campaigns in Google Ads.



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Paid Advertising and Search Engine Marketing



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Marketing

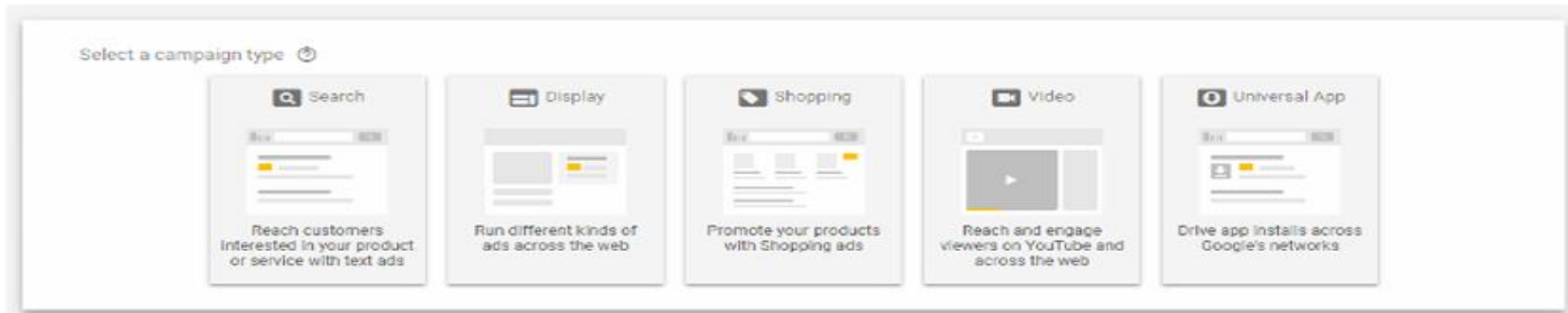
Campaigns

Campaign #1
(Budget #1)Campaign #2
(Budget #2)

Accounts are split into campaigns for the convenience of monitoring and reporting on different geographic locations, promotions, types of ads, and/or any other helpful advertising categorization. At the campaign-level, marketers can set their:

budget, language preference(s), target location(s), type of campaign, and more.

The following lists the most common types of campaigns Google offers:



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Comprehensive Practical Example: Launching a Google Ads Campaign to Sell a Residential Apartment in Riyadh

Assume you are marketing a residential apartment for sale in Riyadh and you want, over 14 days, to generate high-quality leads that convert into viewing appointments and ultimately a closed sale. In this example, the property is a move in ready apartment in Al Yasmin (North Riyadh) within a modern building. The apartment area is 210 sqm and includes four bedrooms (one master), a spacious living area, four bathrooms, a fitted kitchen, a maid's room, and two private parking spaces. The key differentiator is that the building is less than two years old and includes warranties for HVAC, plumbing, and electrical works, while also being close to services, schools, and major access roads such as King Salman Road and Anas Bin Malik Road. The asking price used in this example is SAR 1,450,000.

Start with a measurable objective: run the campaign for 14 days with a total budget of SAR 2,800 (SAR 200/day) to generate 40 qualified leads. To keep measurement rigorous, define “qualified” instead of counting leads indiscriminately. A qualified lead is a prospect who submits a valid reachable phone number and shows at least one indicator of seriousness, such as intent to purchase within 1–90 days or willingness to schedule a viewing within 7–14 days. Therefore, the key metric is CPQL (Cost per Qualified Lead), not CPL alone.

Before building the campaign, set up measurement properly. Create conversion actions that reflect real inquiries: a lead form submission on a landing page, calls from ads, and clicks on the call button on the website. Ensure conversions are recorded accurately and only once per meaningful action to avoid inflating signals.

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Comprehensive Practical Example: Launching a Google Ads Campaign to Sell a Residential Apartment in Riyadh

Next, create a new Search campaign with the Leads goal. Focus on Search because it captures high purchase intent (users actively searching for “apartment for sale”). Set location targeting to Riyadh and configure the location option to prioritize users who are physically in the city to reduce wasted spend from out of area traffic. Set language to Arabic, then choose bidding. For a new campaign, begin with a conversion maximization approach (Maximize Conversions) to accumulate enough conversion data; once conversion volume stabilizes, introduce a Target CPA to improve cost efficiency.

Set the daily budget to SAR 200 and align ad scheduling with real response capacity (for example, 09:00–23:00) to protect lead quality. Then structure keywords into two ad groups that match search intent:

- Ad Group 1: “apartment for sale Riyadh”
- Ad Group 2: “apartment for sale North Riyadh / Al Yasmin”

Use phrase and exact match to control relevance, and add negative keywords to filter non buyer intent (e.g., rent, daily furnished, jobs, downloads, or overly “cheap” terms). This concentrates spend on purchase-ready users.

Create a Responsive Search Ad and write multiple headlines and descriptions that emphasize verifiable attributes: district, size, bedrooms, differentiators, and price, with a clear call to action. A ready-to-use structure is:

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Comprehensive Practical Example: Launching a Google Ads Campaign to Sell a Residential Apartment in Riyadh

Headline ideas:

- Apartment for Sale in Riyadh – Al Yasmin
- 210 sqm | 4 Bedrooms | Maid's Room
- Modern Building + Warranties | 2 Parking
- Price: SAR 1,450,000 | Book a Viewing

Description:

Move in ready apartment in Al Yasmin (North Riyadh). 4 bedrooms (master) + fitted kitchen + maid's room + 2 parking spaces. Modern building with warranties. Request full details and book a viewing now.

Then add ad assets to expand your ad footprint and increase decision-ready information. Add sitelinks such as "Photo Gallery," "Location on Map," "Full Specifications," and "Book a Viewing." Add callouts such as "Move in Ready," "Modern Building," "Warranties Included," "Close to Schools." Add structured snippets to list key features such as "Maid's Room, 2 Parking, Fitted Kitchen, Master Bedroom." Because calls matter in real estate, add a call asset to show the phone number and enable direct calling.

To reduce friction further, attach a lead form asset so users can submit their details directly from the ad without visiting a landing page. Keep the form short: name, mobile number (required), preferred contact time (Morning/Evening), and one qualification question such as purchase timeframe (Within 1 month / 1–3 months / 3+ months). On the thank you screen, set a clear response expectation and include WhatsApp if applicable: <https://wa.me/966501234567>

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Comprehensive Practical Example: Launching a Google Ads Campaign to Sell a Residential Apartment in Riyadh

If the campaign routes to a landing page, ensure it is fast, mobile optimized, and aligned with the ad promise, showing real photos, a clear map, complete specifications, and trust signals (building age, warranties). Use a strong action such as “Request Details” or “Book a Viewing.”

Before launch, test everything end to end: submit a test form, place a test call, and confirm conversions appear in Google Ads. After launch, operational follow up becomes decisive. Contact each lead within 5–15 minutes; if there is no answer, send a short WhatsApp message:

“Hello, we received your request about the Al Yasmin apartment (210 sqm, 4 bedrooms, SAR 1,450,000). Would you like the video and location now, and what time works best for a viewing?”

Then ask three quick qualification questions: purchase timeframe, budget fit, and preferred viewing date.

After 48–72 hours, begin optimization based on data. Monitor CTR, conversion rate, cost per conversion, and most importantly CPQL. If costs are inflated by broad queries, tighten match types and expand negatives. If clicks are strong but conversions are weak, improve the landing experience or prioritize the lead form path. If conversions exist but lead quality is weak, strengthen the single qualification question. Once enough conversions are accumulated, introduce a Target CPA to improve cost control and efficiency.

At the end of 14 days, document results: total leads (forms + calls), qualified leads, booked appointments, best keyword themes, best ad, best-performing assets, and the next iteration plan.

Facebook advertising constitutes a qualitative advancement in real estate marketing, integrating extensive reach, high-precision targeting, and a diverse suite of tools within a single platform. Achieving sustained success in this domain requires a rigorous understanding of the platform's operational mechanics, strategic campaign planning, and creative excellence in content development. Equally critical is the speed and effectiveness of lead follow-up, as timely engagement often determines whether leads progress to qualified prospects and conversions. By applying the theoretical foundations and practical methods presented in this lecture, real estate organizations can design and execute advertising campaigns that efficiently and measurably achieve their marketing objectives.



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Facebook Ads



Comprehensive Practical Example: Launching a Facebook (Meta) Campaign to Sell a Residential Apartment in Riyadh

Assume you are marketing a residential apartment for sale in Riyadh and you want, over a defined period, to generate leads of sufficient quality to convert into viewing appointments and ultimately a closed deal. In this example, the asset is a move-in-ready apartment located in Al Yasmin district (North Riyadh) within a modern building. The apartment size is 210 sqm and includes four bedrooms (one master), a spacious living area, four bathrooms, a fitted kitchen, a maid's room, and two private parking spaces. The key differentiator is that the building is less than two years old and includes warranties for HVAC, plumbing, and electrical works, in addition to proximity to services, schools, and major road access such as King Salman Road and Anas Bin Malik Road. The asking price used in this example is SAR 1,450,000.

Begin by setting a measurable objective. The campaign will run for 14 days with a total budget of SAR 2,800 (SAR 200 per day), aiming to generate 40 qualified leads. To ensure methodological rigor, define "qualified" rather than counting leads indiscriminately. In this campaign, a lead is qualified if the prospect submits a valid reachable phone number and demonstrates at least one eligibility indicator, such as purchase intent within 0–90 days or willingness to schedule a viewing within 7–14 days. Accordingly, the most meaningful effectiveness measure is CPQL (Cost per Qualified Lead), not CPL alone.

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Before building the campaign in Ads Manager, ensure the advertising infrastructure is properly configured through Meta Business Manager. Confirm that an active Facebook Page is connected to the ad account and that Instagram is connected if available to expand delivery across placements. Next, select the lead-capture pathway. In this scenario, Instant Forms (Lead Ads) are used because they reduce friction by keeping lead submission within the platform, which often improves completion rates. In parallel, prepare professional property assets. Use eight high-quality images arranged as a coherent visual narrative: (1) building façade and entrance, (2) main living area, (3) majlis/guest area angle, (4) kitchen, (5) master bedroom, (6) a secondary bedroom, (7) maid's room/service area, and (8) parking or a shot emphasizing finishing quality. Optionally, include a 20-second walkthrough video with on-screen captions highlighting the district, size, bedroom count, and differentiator.

Now open Ads Manager and create a new campaign. Select the Leads objective and choose Instant Forms as the conversion location. Apply a clear naming convention that supports governance and reporting, for example: "Riyadh | Apartment | Al Yasmin | Leads | 14D | Feb-2026". Then structure delivery into two ad sets to enhance control: a core audience ad set and a retargeting ad set.

In the Core Audience ad set, set the location to Riyadh with a focus on North Riyadh, optionally including districts near Al Yasmin such as Al Narjis, Al Sahafah, and Al Malqa within a reasonable radius. Set the age range to 28–55 and choose Arabic as the language. Enable Advantage+ Placements to distribute delivery across Facebook, Instagram, and Messenger based on efficiency. Allocate SAR 150 per day to this core ad set because it is the primary acquisition engine.

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In the Retargeting ad set, target higher-intent users: people who engaged with the Page or Instagram account in the last 30 days, and, where available, users who opened but did not submit the Instant Form. Allocate SAR 50 per day to this ad set. The purpose of retargeting is to convert users who have already shown interest but have not yet completed lead submission.

At the ad level, develop three creative types to ensure robust testing. First, deploy a Carousel with five cards: (1) façade/entrance, (2) living area, (3) kitchen, (4) master bedroom, and (5) a differentiator frame emphasizing warranties, finishing quality, or service proximity. Second, run a 20-second walkthrough video with on-screen captions: “Al Yasmin – 210 sqm – 4 bedrooms – maid’s room – 2 parking – move-in ready”. Third, use a single strong hero image of the living area with a direct headline.

Write the ad copy in an attribute-led, verifiable manner and direct the user clearly to the form. A ready-to-use copy for this campaign is:

Apartment for sale in Riyadh — Al Yasmin (North Riyadh)

Area: 210 sqm | 4 bedrooms | 4 bathrooms | maid’s room | 2 private parking spaces

- ✓ Modern building (less than 2 years) with warranties
- ✓ Excellent finishing and fitted kitchen
- ✓ Close to services, schools, and major access roads

Price: SAR 1,450,000

To receive full details and book a viewing, complete the form now and we will contact you promptly.”

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Use a direct headline such as: “Request Details and Book a Viewing.” Select the CTA as “Sign Up” to align with the Instant Form workflow.

Next, configure the Instant Lead Form with quality in mind. Choose the Higher Intent form type if available to reduce low-quality submissions. Keep fields concise: full name, mobile number (required), email (optional), and preferred contact time (Morning/Evening). Add one qualification question to protect lead quality without increasing drop-off: “What is your expected purchase timeframe?” with options “Within 1 month,” “1–3 months,” and “3+ months.” On the thank-you screen, set a clear response expectation and provide a direct contact channel: “Your request has been received We will contact you within 15 minutes. WhatsApp: <https://wa.me/966501234567>”.

Before launching, conduct a rapid quality assurance check: verify location, age, and language settings; ensure creatives accurately represent the property; confirm that the copy includes concrete attributes (district, size, bedrooms, price); confirm the CTA matches the form; and submit a test lead to verify end-to-end lead capture. After publishing, operational follow-up becomes decisive. Contact each lead within 5–15 minutes because speed-to-lead strongly influences conversion into booked viewings. If a lead does not answer the call, send a short WhatsApp message: “Hello (Name), we received your request about the Al Yasmin apartment (210 sqm, 4 bedrooms). Would you like me to send the video, location, and price now? What time works best for a viewing?” Then ask three quick qualification questions: purchase timeframe, budget fit with SAR 1,450,000, and preferred viewing date (this week or next week).

After 48–72 hours, begin data-driven optimization. Track CPL and, most importantly, CPQL, as well as CTR, form open rate, form completion rate, and appointment rate. If CTR is low, revise the creative and the opening line—often replacing the first carousel card with the strongest shot and leading with the district plus differentiator improves engagement. If form opens are high but completion is low, reduce fields or simplify the qualification question. If lead cost is acceptable but quality is weak, strengthen screening via Higher Intent or route leads through messaging for faster filtration. If retargeting outperforms, shift a larger share of budget toward it.

At the end of the 14-day period, document outcomes in a concise report: total leads, qualified leads, booked appointments, best-performing ad and ad set with rationale, optimization actions taken, and the next iteration plan. This documentation makes execution repeatable, scalable, and analytically defensible.



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Thank You