

FLOW CHART 1

[Start]

|

v

Create Facebook Business Page

|

v

Define Target Audience (Location, Budget, Property Type)

|

v

Design Engaging Ad Creative (Images, Videos, Copy)

|

v

Set Up Facebook Ad Campaign (Objective: Lead Generation)

|

v

Launch Ads (Targeted Audience, Budget, Schedule)

|

v

Collect Leads (Facebook Lead Forms, Website Landing Pages)

|

v

Automate Lead Capture (CRM Integration, Email/SMS Automation)

|

v

Follow Up (Phone Calls, WhatsApp, Email Sequences)

|

v

Qualify Leads (Needs, Budget, Intent)

|

v

Schedule Property Viewings

|

v

Close Deals (Negotiation, Documentation)

|

v

[End]

FLOW CHART 2

[Start]

|

v

1. Set Up Facebook Business Page

- Showcase listings, testimonials, market insights

|

v

2. Define Target Audience

- Location, demographics, interests, behaviors

|

v

3. Develop Lead Magnet

- Free home valuation, market report, consultation

|

v

4. Design Ad Creative

- Images, videos, persuasive copy

|

v

5. Create Facebook Ad Campaign

- Choose objective: Leads (Instant Form)

|

v

6. Set Up Instant Form

- Name, email, phone, custom questions

|

v

7. Launch Ads

- Targeted audience, budget, schedule

|

v

8. Collect Leads

- Via Facebook Lead Forms or website landing pages

|

v

9. Automate Lead Capture

- Integrate with CRM, email/SMS automation

|

v

10. Follow Up Immediately

- Phone calls, WhatsApp, email sequences

|

v

11. Qualify Leads

- Assess needs, budget, intent

|

v

12. Nurture Leads

- Share property details, market insights, answer questions

|

v

13. Schedule Property Viewings

- Virtual tours, open houses, site visits

|

v

14. Close Deals

- Negotiation, documentation, closing

|

v

15. Post-Sale Follow-Up

- Thank you, request referrals, request reviews

|

v

[End]

REAL ESTATE LEAD GENERATION – DETAILED FLOW CHART

| 1. Facebook / Instagram User |
| (Home Buyers / Investors) |



| 2. Facebook Ad Campaign |
| Objective: Lead Generation |
| / Traffic / Conversions |



| 3. Ad Creative |
| • Video Walkthrough |
| • Image (Elevation) |
| • Carousel (Amenities) |



| 4. Ad Copy + CTA |
| • Price Hook |
| • Location Highlight |
| • CTA: Learn More / Sign Up |



|

| **5. Lead Capture Method** |

| _____ |

| | **A. Instant Lead Form** | |

| | **B. Landing Page Form** | |

| _____ |



| **6. User Submits Details** |

| • **Name** |

| • **Phone Number** |

| • **Email** |

| • **Budget (Optional)** |



| **7. Thank You Page / Screen** |

| • **Confirmation Message** |

| • **WhatsApp Button** |

| • **Call Now Button** |



| **8. Lead Sent to CRM** |

| **(LeadSquared / Zoho CRM)** |

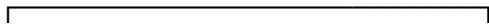
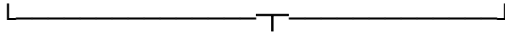


| **9. Automation Triggered** |

| • WhatsApp Message |

| • Email with Brochure |

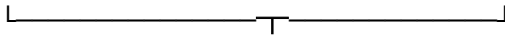
| • SMS Confirmation |



| **10. Sales Team Call** |

| • Within 5 Minutes |

| • Qualification Questions |



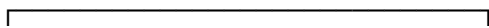
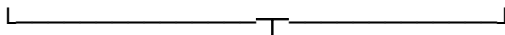
| **11. Lead Qualification** |

| • Budget |

| • Location Preference |

| • Timeline |

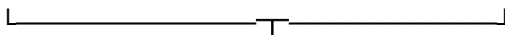
| • Purpose (Self/Invest) |



| **12. Site Visit Scheduling** |

| • Date & Time Fixed |

| • Reminder Sent |



| **13. Site Visit Completed** |

| • Property Walkthrough |

| • Offer Explanation |



| 14. Follow-Up Sequence |

| • Day 1–3: Call + WhatsApp |

| • Day 4–7: Offer Reminder |

| • Day 8–14: Urgency Push |



| 15. Booking / Token Amount |

| • Agreement Process |

| • Home Loan Support |



| 16. Deal Closed |

| • Commission / Revenue |

RETARGETING FLOW (CRITICAL FOR PROFIT)

| Website Visitors / Leads |



| Facebook Pixel Tracking |



| Custom Audiences Created |

- | • Page Visitors |
- | • Form Opened Not Submitted |
- | • Leads Not Booked Visit |



| Retargeting Ads |

- | • Price Drop |
- | • Testimonials |
- | • Limited Units |



| WhatsApp / Call Follow-Up |

TOOL INTEGRATION FLOW

Facebook Ads



Lead Form / Landing Page



Pabbly / Zapier



CRM (Zoho / LeadSquared)



WhatsApp API (AiSensy)



Sales Team Call

KEY METRICS TO TRACK

- CTR (Click Through Rate)
- Cost Per Lead (₹)
- Call Connection Rate
- Site Visit %
- Booking %

PRO EXECUTION RULES

- ✓ Call lead within **5 minutes**
- ✓ Send brochure instantly
- ✓ Follow up minimum **10–14 days**
- ✓ Retarget non-converting leads

REAL ESTATE LEAD GENERATION – FACEBOOK ADS FLOW

[Facebook / Instagram Users]



[Facebook Ad (Video / Image)]
"2BHK / 3BHK Starting @ ₹XX Lakhs"



[Lead Capture]
(Instant Form OR Landing Page)



[Thank You Page]
(WhatsApp CTA / Call CTA)



[CRM / WhatsApp Automation]

↓
[Site Visit / Call Follow-up]

↓
[Booking / Deal Closure]

BEST LEAD GENERATION METHODS (CHOOSE ONE)

OPTION 1: Facebook Instant Lead Form (FASTEST)

Ad → Instant Form → CRM/WhatsApp → Call

- ✓ Low cost per lead
 - ✓ No website needed
 - ✗ Slightly lower quality leads
-

OPTION 2: Landing Page (HIGH QUALITY)

Ad → Landing Page → Thank You Page → CRM/WhatsApp

- ✓ High intent leads
 - ✓ Better conversion rate
 - ✓ Ideal for premium properties
-

TARGETING STRATEGY (INDIA)

Location Targeting

- Radius: **5–15 km** from property
- City-specific targeting

Audience Targeting

- Age: **28–55**
- Interests:
 - Real Estate
 - Property Investment
 - Home Loan
 - Magicbricks
 - 99acres
 - Housing.com
 - Interior Design

Income Proxy (Optional)

- Engaged Shoppers
 - Frequent Travelers
 - Business Owners
-

AD CREATIVE IDEAS (HIGH CTR)

Video Ad (Best)

- Drone shots
- Sample flat walkthrough
- Builder credibility
- Price + Offer

Image Ad

- Property elevation
 - Floor plan
 - Limited-time offer
-

SAMPLE AD COPY

Headline:

 2 & 3 BHK Flats Near [Location]

Primary Text:

Looking for your dream home in [Area Name]?

✓ RERA Approved

✓ Home Loan Available

✓ Limited Units Available

 Get Price | Floor Plan | Site Visit

CTA: Learn More / Sign Up

LANDING PAGE STRUCTURE (IMPORTANT)

1. Project Name + Price
2. Key USPs (Location, Amenities)

3. Floor Plans
 4. Gallery / Video
 5. Lead Form (Name, Phone, Email)
 6. WhatsApp Click Button
 7. Trust Signals (RERA, Builder Name)
-

RETARGETING FUNNEL (MUST USE)

Visitors / Leads



Retargeting Ads

(Price Drop / Offer / Testimonials)



WhatsApp / Call

AUTOMATION TOOLS (RECOMMENDED)

- **CRM:** LeadSquared / Zoho CRM
 - **WhatsApp:** AiSensy / WATI
 - **Automation:** Pabbly / Zapier
 - **Calling:** Exotel / Knowlarity
-

EXPECTED RESULTS (AVERAGE)

- Cost per Lead: ₹80 – ₹300
 - Site Visit Conversion: 10–25%
 - Deal Closure: 1–3%
-

PRO TIPS (CLOSING MORE DEALS)

- ✓ Call within **5 minutes**
- ✓ Send WhatsApp brochure instantly
- ✓ Follow up for **7–14 days**
- ✓ Offer **site visit incentives**

Step-by-Step Facebook Lead Generation Flow Chart for Real Estate

1. **Start**
Begin the process by deciding to use Facebook for real estate lead generation.
2. **Set Up Facebook Business Page**
Create a professional page for your real estate business. Add your logo, contact info, property listings, and testimonials to build trust.
3. **Define Target Audience**
Decide who you want to reach—like people looking to buy or rent homes in a specific area, with certain budgets or preferences.
4. **Develop Lead Magnet**
Offer something valuable for free, like a home valuation report, market guide, or a free consultation, to attract leads.
5. **Design Ad Creative**
Make eye-catching ads using high-quality images or videos of properties, along with clear and persuasive text.
6. **Create Facebook Ad Campaign**
Set up your ad campaign with the goal of generating leads. Choose the right ad objective and set your budget.
7. **Set Up Instant Form**
Use Facebook's Instant Form feature so interested people can fill out their details (name, email, phone) directly in the ad.
8. **Launch Ads**
Run your ads to your chosen audience. Monitor the performance and adjust if needed.
9. **Collect Leads**
Gather the information from people who respond to your ads through the Instant Form or your website.
10. **Automate Lead Capture**
Connect your lead forms to a CRM or email/SMS automation tool to organize and follow up with leads quickly.
11. **Follow Up Immediately**
Contact new leads right away by phone, WhatsApp, or email to build rapport and answer their questions.
12. **Qualify Leads**
Ask questions to find out if the lead is serious, what they are looking for, and if they have the budget.
13. **Nurture Leads**
Keep in touch with leads by sending useful information, property details, and answering their queries.

14. Schedule Property Viewings
Arrange visits to show properties to interested leads, either virtually or in person.
15. Close Deals
Help leads make decisions, negotiate prices, and complete all necessary paperwork to finalize the sale.
16. Post-Sale Follow-Up
Thank your clients after the sale, ask for reviews, and request referrals to get more leads.
17. End
Complete the process and use what you learned to improve your next campaign.

This flow chart covers every step needed to generate and convert leads for real estate using Facebook, explained in simple terms.

Thanks

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Note :

Contact for Real Estate Lead Generation, Automation, Website/Landing Page Creation & Real Estate Consultancy.