



AMERICAN
REAL ESTATE



What is it?

FREE and automatic just sold advertising for your listings! Era American pays to promote **YOU** when your listing has closed. These promoted web and social media ads include a link to your personalized contact form.

Where do I find it? Leverage > Marketing > Social Media > Boost Ads

Key Features:

- Quickly build ads and leverage custom audience targeting capabilities to launch effective campaigns designed to generate leads on social media or the web.
- Set your own budget.
- Use boost for all types of digital campaigns - including Realtor focused.

What else do I need to know?

- Listings of \$300k+ are automatically opted into the free Just Sold ads. Listings under \$300k require manual opt in via emails sent from Boost.
- No business Facebook page required for agent paid social media promotions.
- Use Boost to create digital ads for all types of campaigns including agent focused.
- It takes 48 hours for MLS data to feed to Boost.
- Boost sends performance reports after each campaign ends.

Why should I implement this?

- Easy to build ads - no design required.
- You determine the budget for agent paid promotions.

Make the most of it:

- Opt all your listings between \$150k to \$299k in via emails from Boost.
- Check your Boost dashboard for any incoming leads after an ad set has ended and add them to your Moxi Engage database.