

THE ULTIMATE

**FACEBOOK AD
TEMPLATE LIBRARY**

for Mortgage Brokers

39 CELSIUS Web Marketing Consulting

FACEBOOK AD FORMULAS

39Celsius.com

Call: 951-444-0174

PUBLISHED BY:

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THE FACEBOOK AD STRATEGY

Click here to learn the inside secrets and tips to running a winning mortgage broker ad campaign that creates leads and omnipresence...in less than 30 days.

MAIN AD IMAGE
Includes very little text, preferably in a badge form, or a small headline. No more than 20% of the image

HEADLINE
Describes core value of the ad. Limit characters to 25 to maximize deliverability

Mortgage Team Like Page
Sponsored

NEW First-Time Buyer Program! SAVE UP TO \$84,808 on a new home loan. See if you qualify!

Time to buy your first home!

This offer is only available to residents of Orange County and Los Angeles County. SAVE up to \$385 a month on your mortgage payment! Find out if you qualify by answering these 3 questions!

WWW...../FIRST-TIME-HOME-BUYER Learn More

SHORT DESCRIPTION
Includes strong headline. Why would someone want to keep on reading. Limit characters to 90 to maximize deliverability

LONG DESCRIPTION
Reiterate value. Why should people take action. Deliver sense of urgency and call to action. Limit characters to 145 to maximize deliverability

CALL TO ACTION
Always include. What do you want people to do?

Basic elements all ads should have

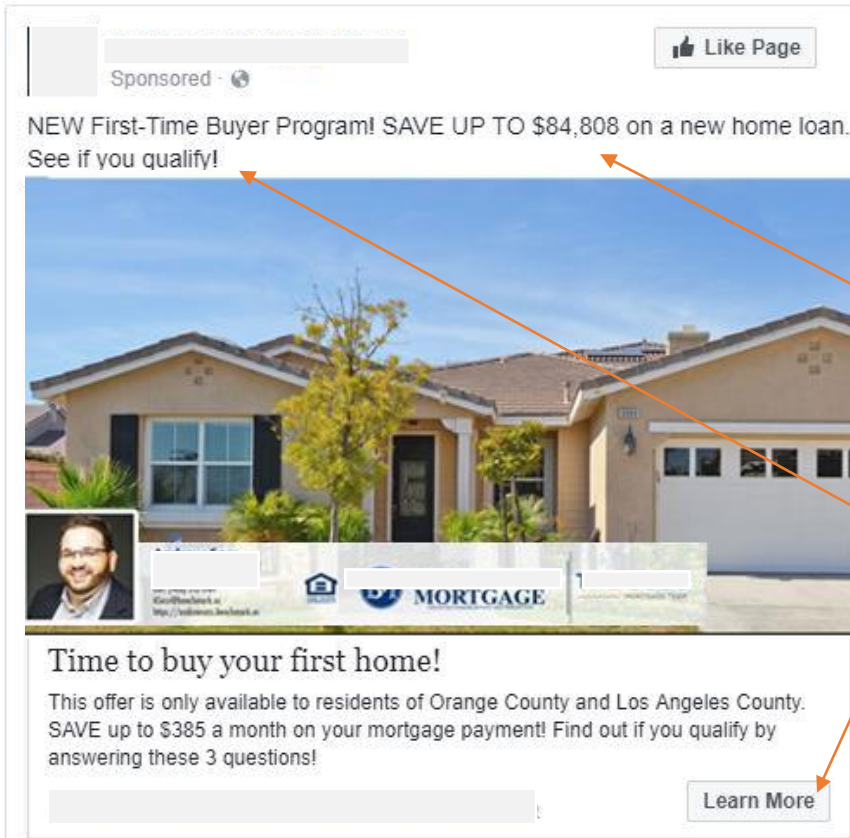
- Value proposition
- Call to action
- Sense of urgency
- Relevant, explicit image

Ads by Goal


Branding

- Branding is extremely important to ensure you're top of mind when the time comes for the customer to act.
- Even at a small budget, always try to maintain branding ads going in your market. These ads will have the same effect as postcards, or direct mail letters, do with people in the neighborhood/area you're in. People will know they've seen you brand/logo/name – and you'll become a familiar business in the area.

Branding



A screenshot of a Facebook advertisement for a mortgage program. The ad features a large image of a modern house with a white garage door and a blue sky. Below the image is a small profile picture of a man and a logo for 'MORTGAGE'. The text of the ad includes a headline, a sub-headline, a body of text, and a 'Learn More' button. Three orange arrows point from the text on the right to specific elements in the ad: one points to the headline, one points to the house image, and one points to the 'Learn More' button.

Sponsored ·  Like Page

NEW First-Time Buyer Program! SAVE UP TO \$84,808 on a new home loan. See if you qualify!

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[Learn More](#)

Become a celebrity in your neighborhood by showcasing your logo and profile in your ads.

- Value proposition
- Customer need
- Call to action

Want to learn more about how Facebook ads can help you grow your business? [CLICK HERE](#)

Branding

Sponsored ·  Like Page

Stop borrowing from the banks and borrow from yourself! It's the cheapest option for homeowners! Home equity line of credit (HELOC) variable rates at 4.00% APR.

HOME EQUITY LINE OF CREDIT	
VARIABLE RATES	
\$25,000	5.87% APR \$122/mo
\$50,000	4.75% APR \$198/mo
\$100,000	4.00% APR \$333/mo

Calculate Your Credit Line
1 simple form, up to 5 offers in minutes!

OFF :OM/HOME-EQUITY [Learn More](#)

Showcasing rates and amounts whenever possible is a great way to attract attention.

- Customer need (includes the amount per month)
- Value proposition
- Call to action

Branding

Sponsored · Like Page

LenderFi Offers The Lowest #Refinance Rates in California.
NMLS #

Instant Refinance Rates

Cash-Out Equity or Lower Mortgage Payments

LenderFi a Direct Lender Offering Refinance Loans with No Lender Fees, Fast Closing & No Obligation - Apply and Lock a Low Rate Today!

E.ITCLIX.COM

Learn More

Running ads with an almost solid background with a strong color will pop in the news feed. This ad has the benefit stated in 3 words and includes their logo.

- Value proposition
- Customer need
- Offer
- Call to action

Want to learn more about how Facebook can help you increase brand awareness? [CLICK HERE](#)

LEADS

- Acquiring leads on Facebook is possible with good ads and a strong value proposition.
- If you have a good size customer email list, you can build a “look-alike” audience to target.
- A huge advantage can be gained when you include strong incentives for a person to go to your place of business versus a competitor. Saying that you offer great rates is a given to a consumer. What else can you offer?

LEADS

A Facebook advertisement for a 3% down payment loan option. The ad features a video thumbnail of a house with a play button icon. The text on the ad includes: "Home Ownership Can Be Easier Than You Think with Our 3% DOWN Payment Loan Option. See if you qualify. Apply Now!", "Buy with only 3% DOWN PAYMENT See if you qualify.", "3% DOWN Payment Loan Option", and "Apply Now! Before Rates Go Up!". There is an "Apply Now" button at the bottom right. The ad is sponsored by a group and has a "Like Page" button.

Target people in your metro area with a “look-alike” audience using your customer base as seed.


- Value proposition
- Sense of urgency
- Call to action (*this is a lead ad with a form*)

LEADS

Sponsored · 🌐

Like Page

Save time and money with our free mortgage comparison tool. Refinance rates at 3.18% APR 15 year fixed!



30-YEAR FIXED 3.70% APR	15-YEAR FIXED 3.18% APR	5/1 ARM 3.89% APR
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Calculate Your Payment
Act Now Before Rates Rise!

Learn More

The same ad that you pay hundreds for in print flyer can be placed on Facebook at a fraction of the cost

- Sense of urgency
- Value proposition
- Call to action

LEADS

Make the ad more personable by calling out a specific benefit in the particular area you're advertising. Here's an ad in California.

- Offer
- Customer need
- Call to action
- Sense of urgency

The image shows a Facebook advertisement for home loan refinancing. At the top, it says 'Sponsored' and 'Like Page'. The main text asks 'Thinking about refinancing?' and states 'Our customers have saved on average \$34,000 over the life of their loan by refinancing their home loan through'. Below this is a graphic with a blue background on the left and a green map of California on the right. The graphic displays 'REFINANCE RATES 3.18% APR 15-YEAR FIXED'. Below the graphic, there is a 'Calculate New Payment' section with the text 'Act Now Before Rates Rise!' and a 'Learn More' button. Orange arrows point from the text on the right to specific elements in the ad: one points to the headline, another to the \$34,000 savings claim, a third to the 'Learn More' button, and a fourth to the 'Act Now Before Rates Rise!' text.

Thinking about refinancing?
Our customers have saved on average \$34,000 over the life of their loan by refinancing their home loan through

REFINANCE RATES
3.18%
APR 15-YEAR FIXED

Calculate New Payment
Act Now Before Rates Rise!

Learn More

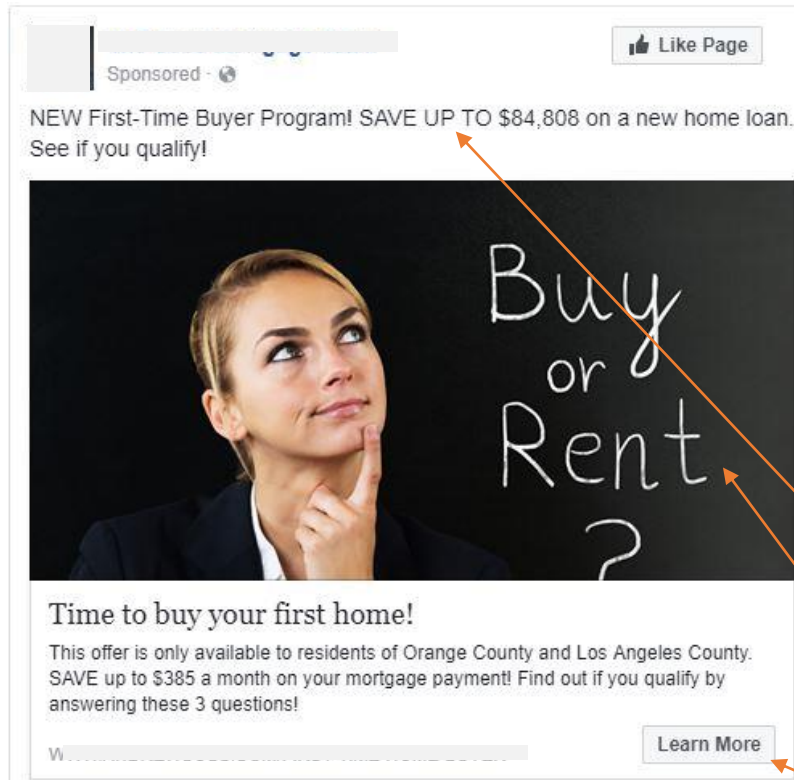
LEADS

This ad showcased home prices (recent sales) in the area where the ad was running.

The image shows a Facebook advertisement for a mortgage. At the top, it says "Mortgage" with a thumbs-up icon and a menu icon. Below that, it says "Sponsored". The main text reads: "Home Ownership Can Be Easier Than You Think with Our 3% DOWN Payment Loan Option. See if you qualify. Apply Now!". The central image is a map with many blue house icons and the text "Tired of RENTING?" in green and white. A play button icon is overlaid on the map. Below the map, it says "3% DOWN Payment Loan Option" and "APPLY NOW". At the bottom, there are "Like" and "Comment" buttons, and a "11" next to a thumbs-up icon.


- Offer
- Customer need
- Call to action

LEADS



Sponsored · Like Page

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W..... [Learn More](#)

This ad has a straight forward message “Buy or Rent” and it was served to people who have been browsing through properties on Zillow.com, Realtor.com etc.

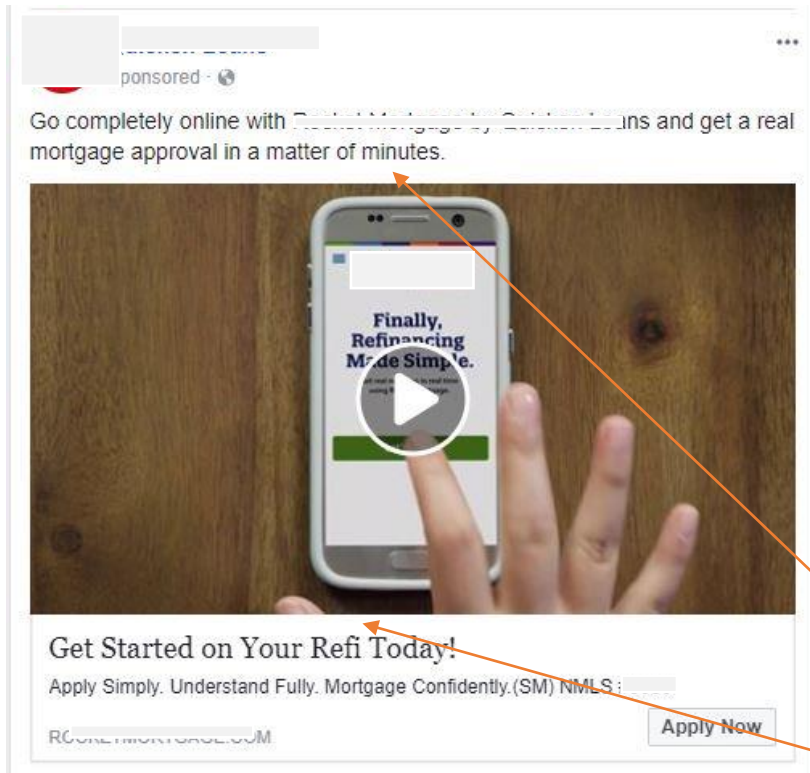
- Offer
- Customer need
- Call to action

PRODUCT TYPE

- You can advertise your different available products such as lines of credit, investor loans and products specifically for different people (veterans, teachers, etc).
- If you live in large metro areas, these types of ads are more effective because there's a larger population to draw upon.
- Focus on reach and brand awareness if you are in smaller markets.

BY PRODUCT

Promoting refi's can be achieved best with the use of a seed audience (from past customers). Facebook will look for an audience that is similar to your past customers and are more likely to fill out a lead form



A screenshot of a Facebook advertisement for mortgage refinancing. The ad features a video thumbnail showing a hand holding a smartphone displaying the text "Finally, Refinancing Made Simple." with a play button icon. Above the video, the text reads "Go completely online with [redacted] and get a real mortgage approval in a matter of minutes." Below the video, the text says "Get Started on Your Refi Today!" followed by "Apply Simply. Understand Fully. Mortgage Confidently.(SM) NMLS: [redacted]". At the bottom right, there is an "Apply Now" button. Two orange arrows point from the text on the right to the video thumbnail and the "Apply Now" button.

- Customer need
- Call to action

BY PRODUCT


Ads like this one are better suited for advertisers with a good size customer list – 500 people or more who have applied for Investor-type loans.

- Offer
- Customer need
- Call to action

Sponsored · [Profile Picture]

Like Page

As low as 7.5% Fix & Flip Hard Money Loans. Exclusive Rates. (NMLS ID [Number])



The Largest Hard Money Lender For Real Estate Investors

Close In As Little As 5 Business Days, 70% of ARV w/ Holdback, and 100% Rehab Costs For Fix and Flip Properties. Get a Pre-Qualified Rate in Minutes.

Apply Now

Ads by Type

Single Image Ads

- Single image ads like the ones we've showcased earlier are easy to implement.
- The advantage of single image ads is that if you load several images, different single image ads will be created. This means you can test different type of images.
- Create a single image ad, but add several images so you can easily rotate between ads without having to create a new ad every time.

Video

- Video ads are delivered at a lower cost than single image ads and receive greater engagement.
- Use video as the ad within the Reach, Branding, Traffic, or Lead objective. (Using a video for an ad does not mean your objective is video views.)
- When using video ads, load the video file directly to Facebook. Do not just include the link of the video on another platform (like YouTube).
- A video ad can be created easily on Facebook by creating a “slideshow”. The ads we show in the previous slides have only 2 images, yet they are considered a Video ad by Facebook.

Carousel

- Carousel ads are great to showcase different products because you can include multiple images in one ad.
- This type of ad is also great for testimonials.

Things to remember when writing copy

- Include a call-to-action
- Be specific about the value you offer (local business, hours, location, rates, offers, etc.)
- Include an element of urgency whenever possible

Need more help?

Click Here where you'll learn how to create top performing
Facebook Ads to GROW your Customers!

