

Facebook And LinkedIn Ad Creation for Zillow



Project by
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Why Use Facebook and LinkedIn for Zillow.com?

- Facebook offers a platform for Zillow to showcase both their highly visual real estate products and their content offerings related to the home buying process. Zillow can use Facebook to highlight unique and aspirational properties with images and video. On Facebook, Zillow can keep the tone conversational and fun while offering links to tips, advice, and tools on their website.
- The LinkedIn platform gives Zillow the opportunity to speak to investors, business partners, and employees, and potential employees while highlighting their successful ventures and business relationships. LinkedIn has a very different tone for Zillow than the one on Facebook. Where Facebook is conversational and casual, LinkedIn is professional, authoritative, and straightforward, hopefully without coming across as too stuffy and unapproachable.

A network diagram background consisting of a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are highlighted in blue. The lines are thin and gray, creating a dense, interconnected structure. The diagram is positioned in the corners of the page, with the top-left and bottom-right corners being more densely populated with nodes and lines.


Facebook Ad

Facebook: Ad Creative

f Facebook News Feed

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Facebook: Ad Creative : Lead Form

S
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Download Zillow's Moving and Packing Checklist

Prepare now to make the move to your new home smooth and easy

Next →

Contact Information ⓘ

We'll use your information to send you our weekly newsletters.

Email
Enter your answer.

Full name
Enter your answer.

Next


S
Susan Eberling

Thanks, you're all set.

Download your guide below and get ready for your next big move.

ⓘ You successfully submitted your responses.

Get Your Guide

A network diagram background consisting of interconnected nodes and lines. The nodes are represented by circles of varying sizes and colors, including light gray, dark gray, and blue. Some nodes are highlighted with a blue outline. The lines connecting the nodes are thin and light gray. The overall layout is a complex web of connections, with a higher density of nodes and lines on the left and right sides, and a clear white space in the center where the text is located.

Facebook Campaign Creation

Facebook: Campaign Objective

Buying Type

Auction

Campaign Objective

Awareness

- Brand awareness
- Reach

Consideration

- Traffic
- Engagement
- App installs
- Video views

Conversion

- Conversions
- Catalog sales
- Store traffic
- Lead generation

Facebook: Audience Targeting

Ad Set Name

US_18 - 65+__All__Competitor Interest

Template

Locations

Location:

- United States

Facebook: Audience Targeting

Age

Upcoming changes for audiences including young people

Starting August 23, many targeting options, including detailed targeting and Custom Audiences, will no longer be available to target ads to people under 18 globally, 20 in Thailand or 21 in Indonesia. For new ads that include young people, you'll only be able to target by location, age and gender.

[Learn more](#)

18



65+



Gender



All



Men



Women

Facebook: Audience Targeting

Detailed Targeting

Include people who match ⓘ

Interests > Additional Interests

Homes.com

Premier Agent - Zillow & Trulia

realtor.com

Realtor.com Pro

Trulia

Facebook: Placements

Placements

Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

All devices

Platforms

Facebook

Instagram

Audience Network

Messenger

Facebook: Placements

▼ | Stories and Reels

Tell a rich, visual story with immersive, fullscreen vertical ads

Instagram Stories

Facebook Stories

Messenger Stories

Instagram Reels

▼ | In-Stream

Quickly capture people's attention while they're watching videos

Facebook In-Stream Videos

Instagram IGTV

▼ | Search

Get visibility for your business as people search on Facebook

Facebook Search Results

▼ | Messages

Send offers or updates to people who are already connected to your business

Messenger Sponsored Messages

▼ | In-Article

Engage with people reading content from publishers

Facebook Instant Articles

▼ | Apps and Sites

Expand your reach with ads in external apps and websites

Audience Network Native, Banner and Interstitial

Audience Network Rewarded Videos

Audience Network In-Stream Videos

▼ | Feeds

Get high visibility for your business with ads in feeds

Facebook News Feed

Instagram Feed

Facebook Marketplace

Facebook Video Feeds

Facebook Right Column

Instagram Explore

Instagram Shop

Messenger Inbox

A decorative network graphic in the top-left corner, consisting of a complex web of interconnected nodes and lines. Some nodes are highlighted with blue circles or dots, while others are grey. The lines are thin and grey, creating a mesh-like structure.

LinkedIn Ad

A decorative network graphic in the bottom-right corner, similar to the one in the top-left. It features a web of interconnected nodes and lines, with several nodes highlighted in blue. The overall style is clean and modern, typical of a professional network or data visualization.

LinkedIn: Ad Creative



Zillow

328 followers

Promoted



Build something great and transform the future of home selling at Zillow.
Competitive pay, great benefits, room to grow your career.



Field Renovation Manager

[Apply](#)

www.zillow.com

Several positions available in Denver, Colorado Spring and Fort Collins.

47 · 21 Comments

Like Comment Share

A network diagram background consisting of interconnected nodes and lines. The nodes are represented by circles of varying sizes and colors, including blue, grey, and white. The lines are thin and grey, connecting the nodes in a complex, web-like structure. The diagram is positioned in the corners of the page, with a denser concentration on the left and right sides.

LinkedIn Campaign Creation

LinkedIn: Campaign Objective

Your objective is:



Job applicants **Change**

I want to promote job opportunities at my company.

-
- ✔ Your campaign will be shown to people most likely to **click on your job ads.**

LinkedIn: Audience Targeting

Target audience size

82,000+

Segment breakdown 

Function ▼

Business Development	30%
Operations	21%
Finance	7%
Real Estate	7%
Sales	7%

[Hide segments](#)

LinkedIn: Audience Targeting

Who is your target audience?

Include people who have **ANY** of the following attributes:



Member Skills

Residential Construction, Construction, Real Estate Development, Renovation

LinkedIn: Audience Targeting

Narrow audience further

Exclude people who have **ANY** of the following attributes: 

Company (Current Jobs)

Zillow



For convenience, we've added your company here to exclude your employees from being targeted for these jobs. [Learn more](#)



OR Job Functions

Engineering

OR Job Seniorities

Entry

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)



Enable Audience Expansion 

LinkedIn: Placements

Placement

LinkedIn Audience Network

Reach up to 25% more of your target audience by running your ads on LinkedIn and our partner apps and websites.





Enable the LinkedIn Audience Network

[Show Audience Network advanced options](#) 

LinkedIn: Ad Creative - Format

Ad format

Choose your ad format

 Single job ad	 Jobs ad	 Single image ad
 Spotlight ad		