

FACEBOOK ADS LEAD GENERATION STRATEGY

Barcelona Building, Unit 211 — CoHo The Hermosa Sevilla
Pulang Lupa Uno, Las Piñas City

Prepared by Rell for KRAL Property Management & Services



"I don't just run ads. I run results."

The Situation



7 Months

Unit has been vacant despite being fully furnished and move-in ready



Monthly Cost

Owner continues paying amortization with no rental income offsetting it

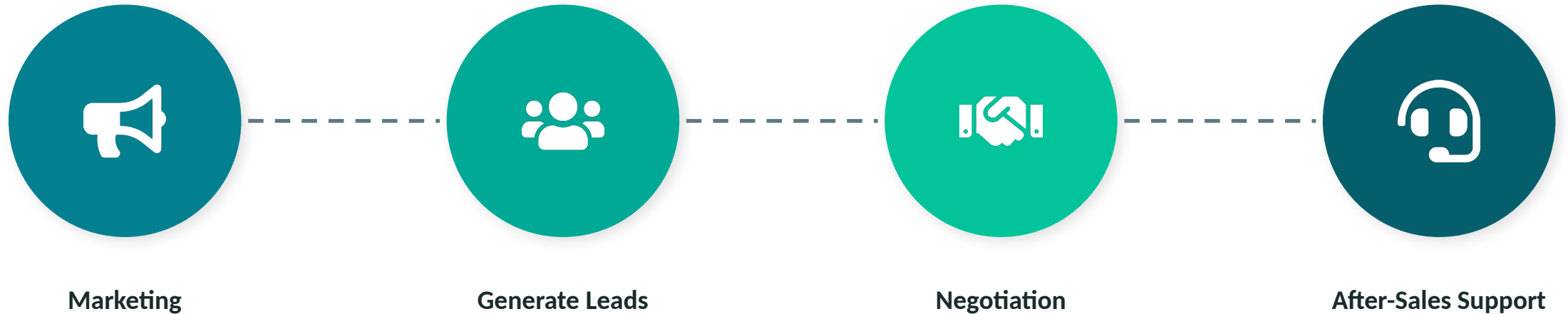


Root Cause

Market research shows pricing is competitive — this is a visibility problem, not a pricing one

Our Process: The Lead Lifecycle

A continuous cycle, not a one-time push



We're focused on the first two stages right now: getting the unit seen, and turning that visibility into real inquiries.

What We Need From You

- ✓ Facebook Page Admin / Advertiser Access
- ✓ Business Manager Access
- ✓ Ad Account set up and linked
- ✓ Pixel ID / Dataset (optional, for tracking)

Once access is granted, we can launch within 24–48 hours.

Ad Creative Foundations



High-Quality Visuals

Property photos, amenities, and surrounding community shots



Compelling Ad Copy

Clear headlines, benefit-driven descriptions, strong call-to-action



Optimized Facebook Page

Queen Kral Rentals page set up as the foundation for all campaigns



Target Audience Research

Buyer personas built around renters who actually fit this unit



Legal Compliance

Accurate pricing, terms, and honest representation of the unit

Who We're Targeting

Renter Persona

Name:	Joyce
Age:	29
Location:	Works in Alabang / Makati, wants to live near Las Piñas
Income:	PHP 45,000–60,000/month
Job:	Corporate employee or OFW family representative
Challenge:	Wants a furnished, move-in-ready space without long-term lock-in
Goal:	Comfortable, secure, accessible home close to malls, schools, and the airport

Target Locations
Metro Manila
Laguna
Cavite
Ages 22–40
Professionals, OFW families, students, couples

Campaign Strategy

01

Build Awareness

Launch with strong visuals and clear messaging on price and location advantage

02

Drive Engagement

Use carousel ads and lead forms to capture inquiries directly on Facebook

03

Promote & Convert

Highlight availability, respond fast, and move qualified leads to viewing

04

Retarget & Incentivize

Re-engage interested leads with reminders and limited-time terms

Budget & Timeline

₱200–250

per day

Starting daily budget
(₱6,000–₱7,500/month)

*2-week testing phase before any scaling
decision*



Cost Per Lead Target

$\leq$ ₱15



Click-Through Rate Target

$\geq$ 3%



Scale Trigger

3 consecutive days of good performance

Why This Will Work

1 Rate of ₱16,000/month is competitive — comparable furnished units nearby rent for ₱15,000–₱25,000

2 Strong location advantage: close to SM Southmall, Robinsons, Vista Mall, and ~20–25 minutes to NAIA

3 Property already has the amenities renters look for: pool, parking, security, pet-friendly

4 The gap has been visibility, not value — Facebook Ads directly solves that gap

Next Steps

- Confirm Facebook Page and Ads Manager access
- Finalize ad creatives and lead form
- Launch campaign and monitor for 2 weeks
- Review results and scale what's working