



SOCIAL MEDIA PLAYBOOK

Best Practices for Home
Builders Associations



Introduction

It's more important than ever to demonstrate that your HBA has the knowledge, solutions and engaged community to help your members be successful.

With NAHB's Social Media Playbook for HBAs, we're providing you with everything you need to make your social media presence the most polished, insightful, and engaging it can be. This guide is meant to act as an ongoing living resource so you can always find the best practices, tools, and resources required to align with with the NAHB brand and bolster your HBA's social media presence.



TABLE OF CONTENTS

Organic Social Media: Content Balance

[The 5:3:2 Rule](#)

[Publishing Frequency](#)

[Content Per Social Network](#)

Organic Social Media: Brand Consistency

[Profiles](#)

[Brand Consistency](#)

[Event Pages](#)

Organic Social Media: Post Elements

[Captions](#)

[Links](#)

[Images & Videos](#)

Organic Social Media: Measuring Performance

[KPI Dictionary](#)

[Measuring Performance](#)

Organic Social Media: Post Optimization

[Hashtags](#)

[Account Tags](#)

Organic Social Media: HBA Tools & Resources

[Table of Tools & Resources](#)

[Content Calendar](#)



TABLE OF CONTENTS

Paid Digital: Overview

[Overview](#)

[Benefits](#)

Paid Digital: Targeting

[Prospecting](#)

[Retargeting](#)

[Geotargeting](#)

Paid Digital: Getting Started

[Strategy](#)

[Budget](#)

[Tracking](#)

Paid Digital: Recommended Platforms

[Social Advertising](#)

[Display Advertising](#)

Paid Digital: Measuring Success

[Key Performance Indicators \(KPIs\)](#)

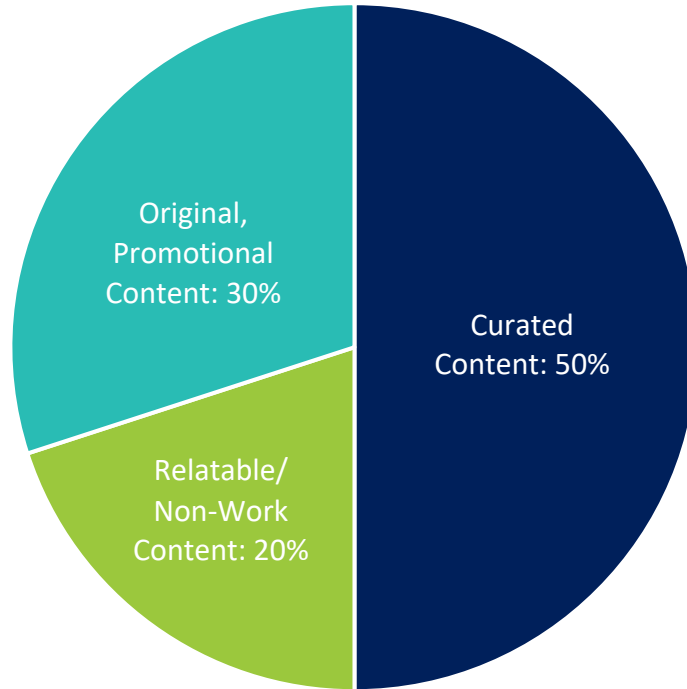


Content Balance

The 5:3:2 Rule



Best Practices: The 5:3:2 Rule



Using this rule will help your HBA strike a healthy balance between delivering value, relatability, and promoting HBA-specific events and offerings.

Best Practices: Curated Content (50%)

Curated content should consist of ½ of the content mix, sharing insights from NAHB, IBS, influencers, and trade publications that align with your HBA's audience needs and interests.



Benefits:

- NAHB/IBS curation aligns with national brand
- Builds relationships with trade publications / influencers
- Keeps social media channels active and newsworthy
- Delivers insightful content to followers
- Takes less time than creating original content

Best Practices: Original, Promotional Content (30%)

Original content should make up about 30% of your content mix with CTAs that drive followers to an HBA initiative or promoted offering.

This content is intended to help meet your HBA's goals. Consider:

- Webinars
- Industry advocacy / legislation efforts
- HBA membership renewals
- New HBA membership benefits
- HBA membership referral programs

HBA Home Builders Association of Greater Austin
October 20, 2020 · 🌐

Texas Association of Builders has recently made more than 50 enhancements to their 2019-2021 Contracts Package to reflect recent changes affecting our industry, one being rising lumber costs. Visit TexasBuilders.org to purchase or for more details.

2019-2021 TAB CONTRACTS
TEXAS ASSOCIATION OF BUILDERS IS HERE TO HELP PROTECT YOU!

The Texas Residential Construction Contracts reflect the most recent legislative changes affecting the homebuilding industry in Texas. Overall, more than 50 enhancements have been made to the various contracts and agreements, including arbitration procedures, latent defect claim issues, code compliance matters and attorney's fees.

Here are a few eye-catching benefits in the 2019-2021 contracts package.

- ▶ New Flood Notice Requirements.
- ▶ New Homeowner Maintenance Form.
- ▶ New Job Rules Addendum to the Independent Contractor Form.
- ▶ Updated Express Home Warranty that reflects current building practices and updated standards.

▶ Also, the fixed price contracts help protect you from rising lumber costs. They include a detailed escalation clause to address unforeseen increases in the price of various supplies, such as lumber, and are a great tool to help ensure you are protected throughout the building process.

Purchase online at TexasBuilders.org.

TEXAS BUILDERS

Best Practices: Relatable/Non-Work Content (20%)

Relatable or non-work content should give your HBA relatability, demonstrate your strong member relationships, or encourage member social media engagement.

Consider:

- “Member of the Month” highlights
- Holiday content
- Humorous industry-specific GIFs/memes
- Member success stories/awards



Publishing Frequency



Best Practices: Publishing Frequency

YEAR-ROUND



1-4 posts / week



2-6 tweets / week



1-4 posts / week



1-4 posts / week

DURING VIRTUAL/ONSITE EVENTS



3-5 Instagram Story frames / day
Instagram Stories are ideal for posting regularly throughout an event



2-3 tweets / day



1-2 posts / day
Facebook Stories are ideal for posting regularly throughout an event



1 post / day

Content Per Social Network

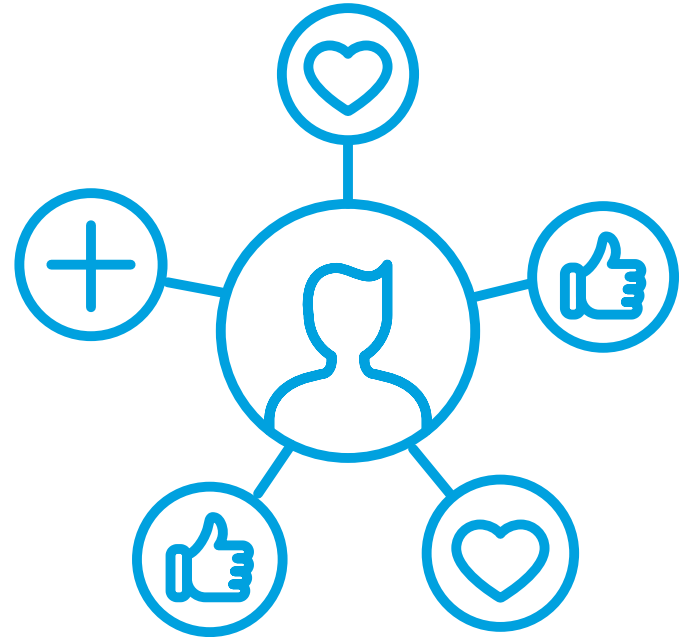


Best Practices: Content by Platform

Provided ahead are recommendations that fit each social media network's purpose and audience.

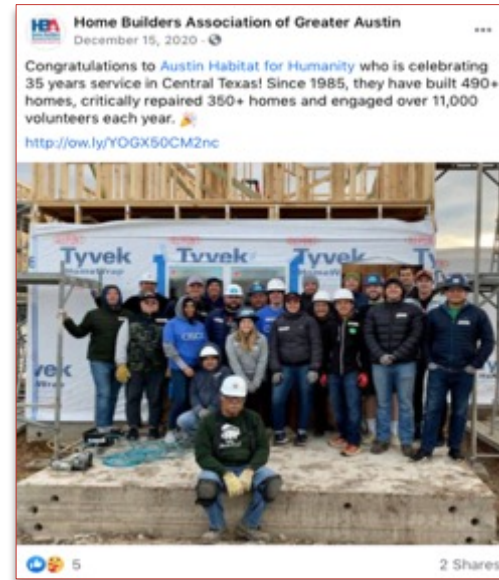
Although this information can generally help guide your HBA towards high-performing content types on each network, using actual KPIs and insights (such as engagement rates) into what resonates with your own audience will be the most successful in guiding your content strategy.

[\(See "MEASURING PERFORMANCE"\)](#)



Best Practices: Facebook

Video content is reported to be Facebook's top-performing post type. Most Facebook users sign onto the platform to connect with friends and family, so non-work/relatable content tends to generate high levels of engagement.



Best Practices: LinkedIn

LinkedIn was built for professional networking, so it should not be overlooked when speaking to home building professionals on social media. Use LinkedIn to curate industry news and highlight and tag members in their success stories and HBA testimonials. Promote HBA activities and benefits the most on LinkedIn, giving members the opportunity to share and tout your HBA's value to their own professional networks.



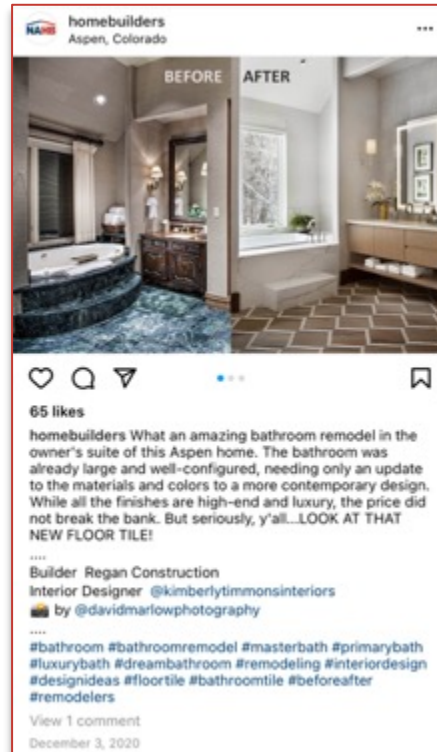
Best Practices: Twitter

Twitter could be viewed as your HBA's news alert platform. Rely on Twitter to follow home building hashtags, share key HBA and NAHB announcements, monitor industry news, and retweet/curate important developments for your following. Use Twitter to interact with members, influencers, legislators, etc. in real time.



Best Practices: Instagram

What works on Twitter, Facebook or LinkedIn will not always work on Instagram. Adopt a “visual first” approach to Instagram content and ensure your HBA’s images are eye-catching and engaging. Consider posting videos of member events, infographics, visually-striking home building trends and equipment, or new local home designs.



Post Elements

Captions





Best Practices: Captions

While it's crucial to ensure messaging is clear and targeted towards audiences, social media captions must be concise to attract clickthrough and cut through today's crowded digital environment.

Captions that are longer than these optimal caption characters can lower engagement rates, since the message takes longer to consume and can be partially "hidden" by platform character limits.

Optimal caption characters per post



40 - 80 characters



50-100 characters



71-100 characters



138-150 characters

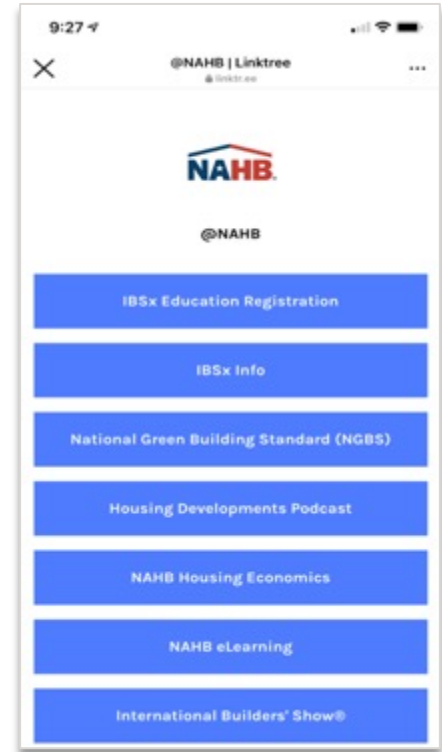
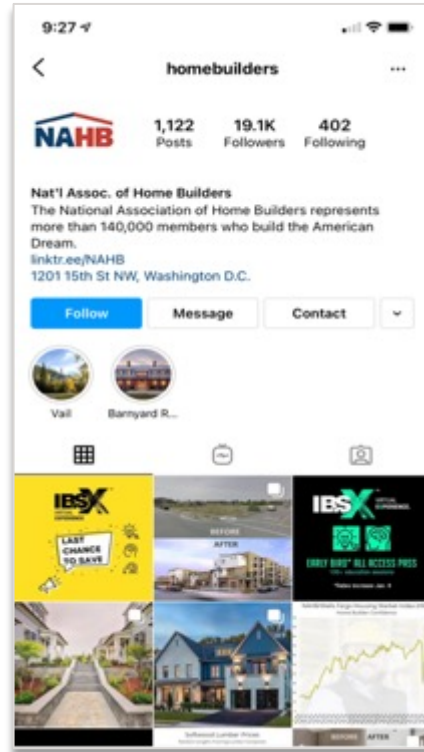
Links



Best Practices: Links

On Instagram, only links embedded in the “bio” section are clickable. Unless your Instagram content consistently drives followers to a single website, your HBA should adopt tool like linktr.ee for its Instagram bio section.

This tool is free and easy to update and can house a suite of links. It’s user-friendly, eliminates the need to constantly delete and replace your bio link, and ensures all content CTAs have an easily-discoverable link.



Best Practices: Links

"Link" format posts are reported to receive **2x higher click-through rates** than "image" format posts, as they display the webpage source and title, and the link's auto-populated image acts as a clickable link.





Best Practices: Links

If using a link within an “image” format post, shortened and branded URLs can boost click through rates. Shortened URLs are cleaner and more attractive than long, clunky links. They are effective for social media because they take up less room, are easy to share, and their customization builds transparency and trust in where followers will be directed to.



<http://blog.buildersshow.com/2021/01/meet-our-speakers-series-debra-wyatte/>



<http://bit.ly/3oAR8B5>



http://bit.ly/IBSx_DWyatte

Images and Videos



Best Practices: Images and Videos

Posting a single image size to multiple platforms will lead to improper final display, with unwanted image cropping that can ultimately harm engagement rates.

Social media networks can change optimal image sizes several times a year – check [this image guide](#) and [this video guide](#) for always up-to-date sizes per channel.





Post Optimization

Hashtags





Best Practices: Hashtags

Your HBA should leverage industry trends and keywords in hashtags that are relevant to the content being posted. Hashtags:

- Your HBA should leverage industry trends and keywords in hashtags that are relevant to the content being posted. Hashtags:
- Help applicable audiences find, follow and contribute to your HBA's social media conversations
- Help your HBA reach its intended target audiences
- Help improve your HBA content's impressions and reach

Optimal hashtag quantity per post:



10+ hashtags



3-5 hashtags



1-2 hashtags



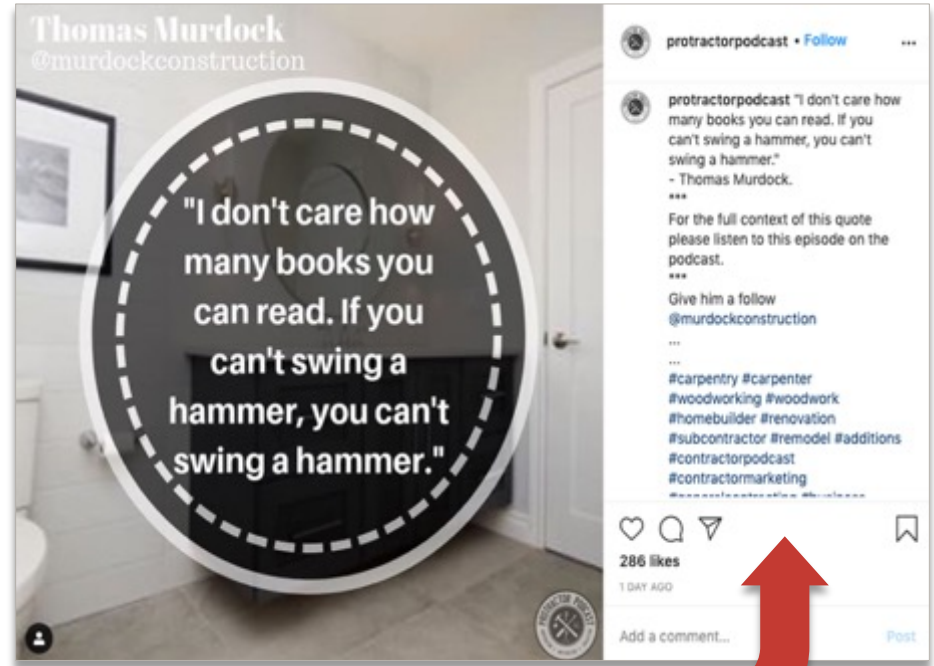
0-1 hashtags

Best Practices: Hashtags

Remember that hashtags must be relevant to your content's topics to be impactful.

Make sure hashtags are targeted towards your audience. While something like #trends is too general to reach home builders, #HomeTrends will help you reach relevant social media users.

Test different hashtags and track their results! Look at hashtags industry influencers use for inspiration.



Account Tags



Best Practices: Account Tags



Tagging connects content to another account, which can be a person, company, or event. Your HBA should tag people and businesses whenever relevant across all social media platforms.

Benefits

- Increases content reach and engagement, especially if the tagged recipient chooses to share the post
- Gives followers contents into mentioned members, companies, sponsors, etc.

Brand Consistency



Social Media Profiles



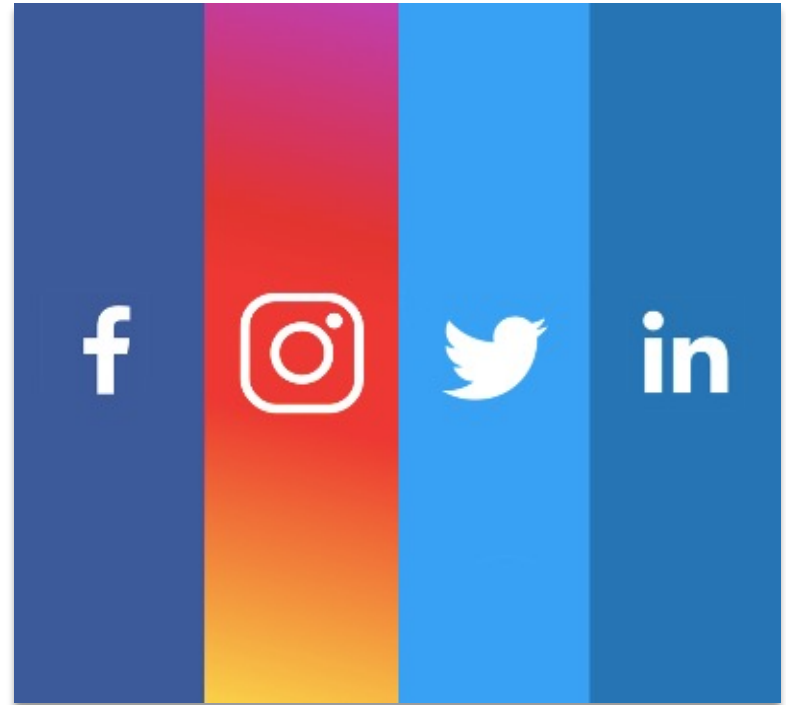


Best Practices: Social Media Profiles

Consistent Profile Branding & Messaging

Social media profiles reflect your HBA's public image. As such, it's essential to ensure social media profiles are thoughtfully branded, stay up-to-date and have consistent messaging across each network.

Check your HBA's profile images, cover images, "about" sections, and profile links to ensure they're updated and consistent with your current, overarching messaging.



Best Practices: Brand Consistency

NAHB has provided HBAs with a suite of approved images and branded assets around the member pillar of doing business with other NAHB members. Not only does this suite of assets provide a source of evergreen social media content, it will also ensure your content is aligned with NAHB's brand pillars, helping brand your HBA as a legitimate and affiliated with our national presence.

These assets can be downloaded from the following [link](#). You can use free tools such as [Canva](#) to overlay the profile picture frame onto any of your current photos.



Event Pages

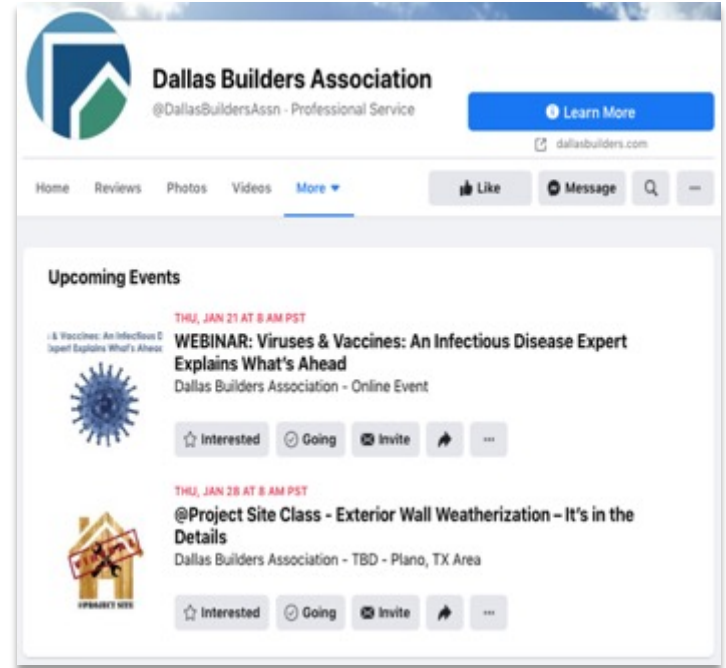


Best Practices: Event Pages

Ensure HBA event pages are created on Facebook and LinkedIn, with current event information and occasional key updates posted to increase visibility and encourage member RSVPs.

Benefits

- Promotes live and virtual events in a presentable format
- Gives attendees the option to RSVP with ease
- Delivers content to followers and friends of those who have RSVP'd
- Can act as a FAQ resource and encourages attendee engagement





Measuring Performance



Best Practices: KPIs



Your HBA should set SMART goals for your organic social media campaigns to ensure you're effectively building engaged online communities and reaching relevant audiences.

Monthly KPI reports can share insights into what's resonating with your following and inform future content creation and publishing strategies.

KPI Dictionary





KPI Dictionary: Followers

Followers

The number of users that subscribe to or “follow” a social media profile.

While many emphasize the strength of followers, it will always be more valuable to have a smaller, well-engaged audience compared to a larger, unengaged audience, which will ultimately damage algorithm ranking, reach and impressions. The highest audience growth rates are usually achieved through live and virtual event attendance.



KPI Dictionary: Engagement

Engagement

The total number of times that content has been interacted with, or the sum of likes, shares, comments, link clicks, image clicks, etc.

Your HBA can influence engagements by ensuring posts are published with striking visuals, actionable CTAs, and concise, but impactful captions.

While it might not be a notable KPI on its own, dividing engagements by reach or impressions will generate engagement rates, which can provide insightful findings into how well content is resonating with audiences.

KPI Dictionary: Impressions and Reach

Impressions

The number of times an organic social media post has been viewed.

Reach

The number of unique accounts that have viewed an organic social media post.

These KPIs will quantify your ability to generate awareness through organic social media campaigns. You can influence impressions and reach by optimizing content through unique hashtags, tagging relevant accounts and influencers, and publishing content on days and at hours in which your audiences are most active. They can also be influenced by external factors and current events.

KPI Dictionary: Engagement Rate (ER)

Engagement Rate (ER)

The KPI that should be most heavily relied-upon for measuring HBA content success. It's the amount of interaction social content earns relative to reach (ERR) or impressions (ERI).

$$\text{ERR} = \frac{\text{engagements}}{\text{reach}}$$

$$\text{ERR} = \frac{\text{engagements}}{\text{impressions}}$$

Measuring Performance





Measure Performance


Content that surpasses these engagement rate benchmarks will tell you that it's resonating with your audience stronger than average, or vice versa.

Continuously use this tactic to inform your content creation strategies. Continue to create content that out-performs your engagement rate averages and move away from content that under-performs your benchmark averages.

Facebook Example:

Post	Impressions	Engagements	ERI
12/11/20	1,249	21	1.68%
12/9/20	1,290	64	4.96%
12/4/20	430	17	3.95%
11/19/20	580	12	2.06%
11/16/20	1,309	73	5.58%

Facebook Benchmark = Average ERI = 3.65%



HBA Tools & Resources



HBA Tools & Resources


Resource	Function	Access / Pricing
Bitly	Link shortening; vanity link customization	Free plan (link)
Canva	Graphic design tool for simple projects	Free plan (link)
Content Calendar	Uniform template; formatted for Hootsuite bulk upload	(download link)
Hootsuite	Content scheduling; KPI reporting	Free plan (link)
Image Sizing Guide	Provides ever-changing image specs for every channel	(link)
Linktree	Houses variety of links for Instagram bios; allows Instagram CTAs	Free plan (link)
NAHB Image Library	Houses NAHB-approved image and branding assets	(download link)
NAHB Brand Style Guide	Outlines branding standards for all HBAs' social media imagery and voice	(download link)
NAHB 'Do Business With a Member' Toolkit	Help promote the Do Business with a Member philosophy with these digital assets specially created for the campaign	(link)
Video Sizing Guide	Provides ever-changing video specs for every channel	(link)

Content Calendar



Best Practices: Content Calendar

A standardized content calendar template has been created for all HBAs, downloadable [here](#). Each column in the content calendar template indicates a field that should be considered to properly optimize content for high performance on Facebook, Instagram, Twitter, and LinkedIn.

1	2	3	4	5	6	7	8	9
Scheduled?	Post Type	Publish Date, Time	Caption	Link	Caption Tags	Image Tags	Image / Video Link	Image / Video
SEPTEMBER 2019								
Yes	GIF	9/18/2019 12:00:00	Back for its second year, the Wood Flooring Pavilion features the best in modern wood flooring including the National Wood Flooring Association, Allegheny Mountain Hardwood Flooring, Valinge Innovation AB, Old Wood LLC, BuildDirect, Hardwoods of Wisconsin, and more! Register at bit.ly/2NET4xD	(in caption)	National Wood Flooring Association - https://www.facebook.com/nwfh hardwood flooring Allegheny Mountain Hardwood Flooring - https://www.facebook.com/homemorewoods/ Valinge Innovation AB - https://www.facebook.com/valinginnovation/ Old Wood LLC - https://www.facebook.com/oldwoodflooring/ Build Direct - https://www.facebook.com/buildirect/ Hardwoods of Wisconsin - https://www.facebook.com/HardwoodsOfWisconsin/	N/A	https://www.theinterior.com/assets/captions/2019/09/18/091819_001.gif	
Yes	Image	9/24/2019 9:00:00	newBUILD keeps you on the cutting edge of what's new in home technology and automation. Register for B5 2020 so you have the knowledge to manage customer needs and wants in their high-tech homes! bit.ly/2NET4xD	(in caption)	N/A	N/A	https://www.drapery.com/blogs/news/2019/09/24/2019-09-24-01	
Yes	Image	9/26/2019 18:00:00	Happy #NationalFamilyDay! We are celebrating by looking over our favorite multi-family projects. #B5 to our 2018 award winners - view them all at bit.ly/20MFGq7 (partners emoji) The Rey Apartments - San Diego, CA, 2018 Multifamily Community of the Year	(in caption)	The Rey Apartments - San Diego, CA - https://www.facebook.com/thereysandiego/	N/A	https://www.reyapartments.com/assets/captions/2019/09/26/2019-09-26-01	



Best Practices: Content Calendar

You can use the content calendar template to write and plan your original promotional posts and non-work/relatable content. Here are some timelines to consider as you're building your calendar:

CALENDAR:

- **February/March:** IBS (or IBSx) highlights and recap; testimonials or quotes from members that attended.
- **Spring:** Spring Tour of Homes; Consider video footage and “sneak peek” of participating homes. Schedule posts at least four weeks in advance to build anticipation.
- **August/September:** IBS registration launch; early member rates are heavily discounted. Posts can focus on pricing deadlines.
- **Fall:** Fall Parade of Homes; Similar to the Spring Tour of Homes, you can also consider focusing your posts on trends rather than specific homes.
- **October:** Careers in Construction Month; Whether you decide to host a field trip or visit a classroom, be sure to share these photos to social media throughout the month and tag #careersinconstruction. You can also use the [toolkit](#) that NAHB has developed.



Best Practices: Content Calendar

The standardized content calendar template has been optimized for Hootsuite's Bulk Composer feature, allowing you to schedule your social media content with ease.

Instructions:

- 1) [Download Hootsuite's CSV file](#)
- 2) Copy columns C:E from your Facebook content calendar and paste into CSV file
- 3) Select "Facebook" as your platform
- 4) Upload required media
- 5) Set up applicable account tags
- 6) Repeat for other social media channels individually



Paid Digital

Overview





What is paid digital?

Paid Digital, sometimes referred to as digital advertising, online advertising, internet advertising, web advertising, or paid media, is the process of using the internet to deliver targeted ads and messages to desired audiences. There are many emerging opportunities for paid digital; however, the most common involve online channels like search engine marketing, social media marketing, website display ads, and mobile advertising.



Benefits



Why use paid digital?

Paid digital creates unparalleled opportunities to reach large audiences at low costs in a very targeted and personal way. There are many reasons to integrate paid digital into your marketing plan but here are the top reasons why it is essential in today's digital landscape:

- **Reach:** Over 200 million people in the U.S. use the internet. With advancing technology, their interests and behaviors are being recorded daily which allow you to easily reach a substantial amount of people within your target market.
- **Versatility:** Depending on your goals, you can use digital ads to achieve a variety of objectives such as increasing brand awareness, driving website traffic, generating leads, and converting prospects.





Why use paid digital? Cont.

- **Cost Efficiency:** Most digital advertising platforms are free to use and only require payment for the ads served. On average, it costs less to reach the same size audience on digital vs. traditional advertising.
- **Ease & Accessibility:** Unlike traditional forms of advertising, digital ads are on-demand. Campaigns can be launched within a few hours and can easily be changed or turned off with the click of a few buttons giving you more control over your campaign.
- **Tracking:** Most platforms track campaigns in real-time, meaning you have access to performance within minutes. They also allow you to track direct conversions back to your campaign. This enables you to monitor your campaigns effectiveness and easily determine ROI.

Targeting



Prospecting





Prospecting

- Digital advertising platforms compile user behavior, demographics, and interests to build data segments that offer a wide array of B2B targeting options.
- Highly segmented audiences available through paid digital efforts improve results and decrease wasted spend by ensuring your ads are delivered to people likely to engage with your content and avoid targeting uninterested groups.
- Targeting options differ depending on the platform you use. In order to maximize your reach, you should incorporate a variety of tactics across platforms into your paid digital strategy.





Sample Targeting Options



Sample Job Titles

Building Contractor
Architects
Interior Designer
General Contractor
Kitchen and Bath Designer



Sample Demographics

Age
Gender
Education-Level
Company Industry
Income-Level



Sample Interests

Flooring
Home Renovations
Home Construction
Interior Design
Urban Development

Note: You can also layer these interests together to build a more segmented and defined audience. For example, you can target male General Contractors interested in home construction between the ages of 25 and 40.

Retargeting





Retargeting

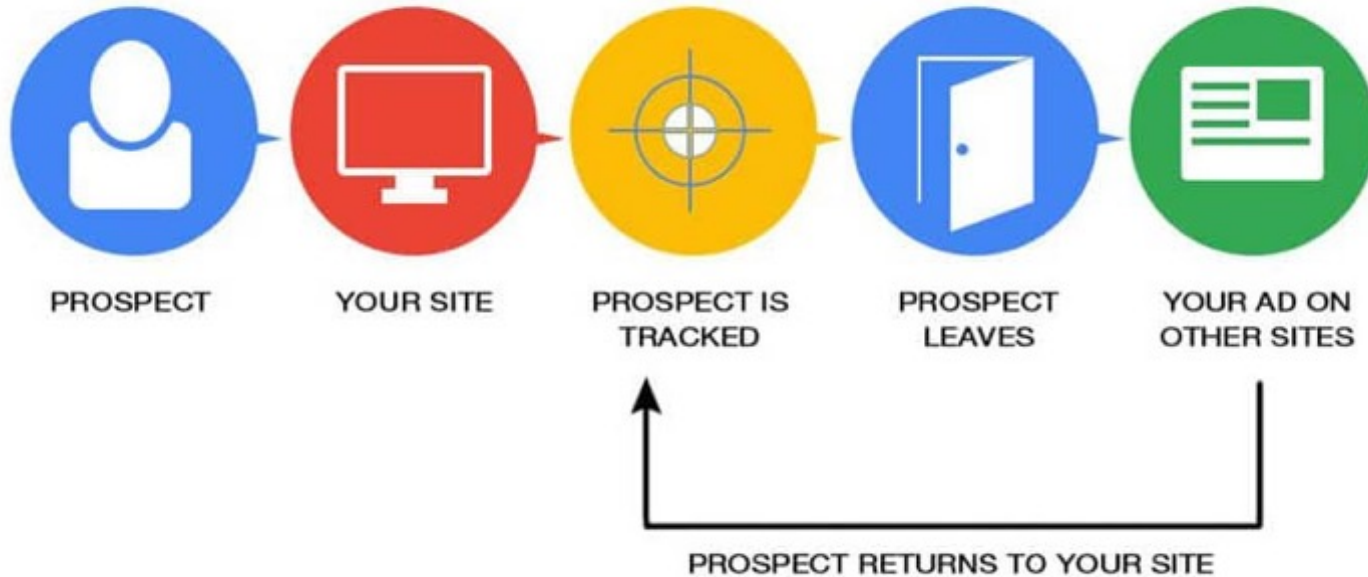
Almost all digital advertising platforms allow you to target users who have previously interacted with your website and/or content. Retargeting is a highly effective way to re-engage prospects who are further down the funnel and encourage them to complete the buyer journey.

Retargeting Opportunities Include:

- Past Website Visitors
- Customer Contact Lists
- Facebook Page Engagements
- Previous Leads/Converters



The Retargeting Funnel



Geotargeting





Geotargeting

Geotargeting is essentially the practice of delivering ads to users based on their geographic location. Most digital advertising platforms allow you to target locations down to the zip code while others go as granular as the specific address. Additionally, many platforms allow you to target people living in, regularly in, or recently in your desired location.

Practical Use-Cases:

- Targeting people attending a large industry event.
- Targeting employees of companies within the industry.



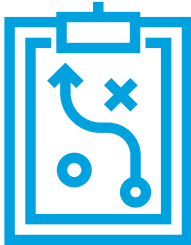
A photograph of three people in a meeting. A man in a blue denim shirt is leaning over a table, looking at a tablet held by another man in a blue shirt. A woman in a white shirt is standing and looking at the tablet. The background is a bright, modern interior with large windows. The text 'Getting Started' is overlaid in white, followed by a red and blue graphic element and a dotted line.

Getting Started



Getting Started

Getting started with paid digital is easier than it sounds. Digital advertising platforms have user-friendly interfaces with countless resources to aid in set up. However, there are some important line items to check off before starting your paid digital campaign.



DEFINE YOUR STRATEGY



ESTABLISH YOUR BUDGET



IMPLEMENT YOUR TRACKING

Define Your Strategy

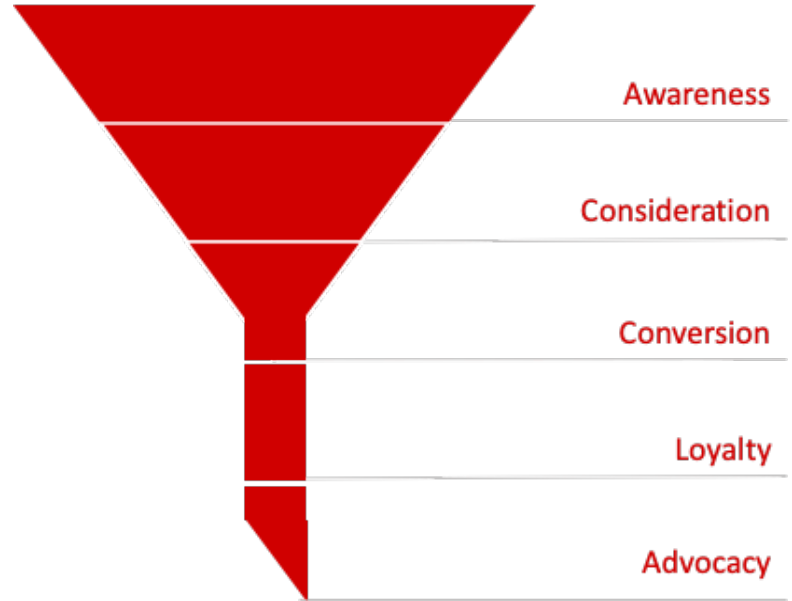




The Marketing Funnel

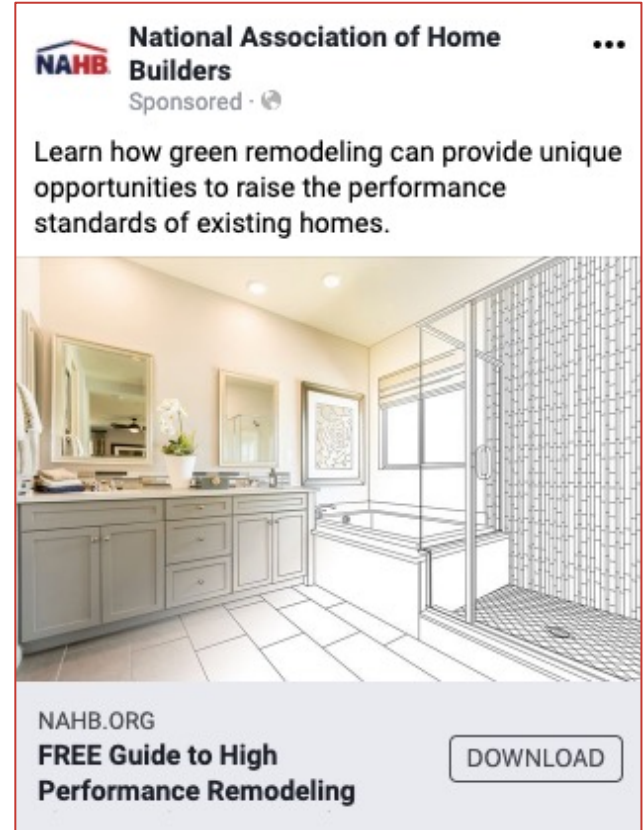
Your campaign strategy should be dependent on your overall goal. If you're trying to drive memberships, you will want to develop a strategy that effectively pushes people down the membership sales funnel.

Although digital advertising can be used at each stage of the funnel, it is most effective in driving prospects down the first three stages: Awareness → Consideration → Conversion.




Awareness

- During this stage you will want to implement cold prospecting by targeting demographic, interest, and job titles segments.
- Make sure your offer and message are relevant to someone just entering the funnel.
- Tactics like lead generation or exclusive content offerings are very effective at this stage and help prospects familiarize themselves and build trust with your organization.



NAHB National Association of Home Builders
Sponsored · 🌐

Learn how green remodeling can provide unique opportunities to raise the performance standards of existing homes.

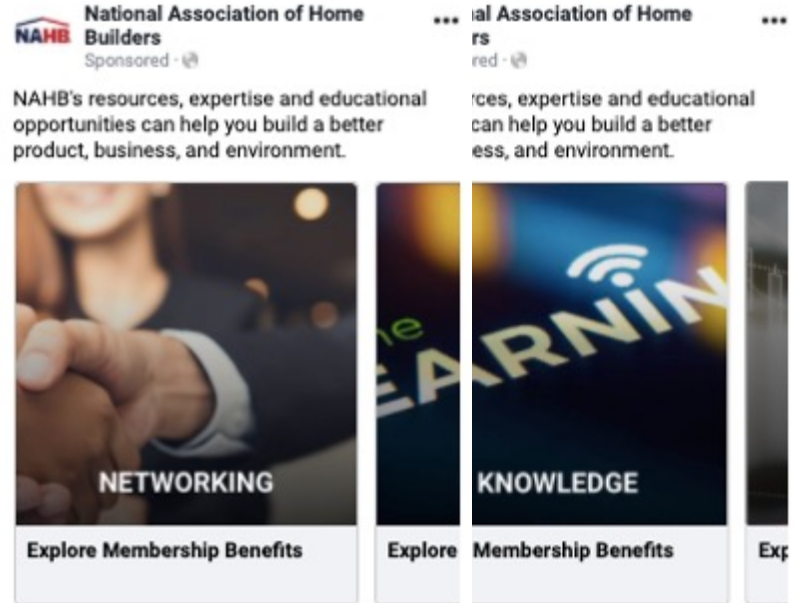


NAHB.ORG
FREE Guide to High Performance Remodeling

DOWNLOAD

Consideration

- Once a user clicks on or engages with your ad, they enter the consideration phase.
- At this stage, you'll want to leverage retargeting and begin serving ads to people previously engaged with your organization.
- Messaging should focus on introducing people to your membership program and its benefits.



Conversion

- After a prospect has repeatedly engaged with your content and/or website, they move onto the conversion phase.
- Continue leveraging retargeting but build a more segmented audience. For example, you can build a retargeting audience of people who visited specific membership related pages or began the sign-up process.
- Messaging should focus on urgency and pushing the prospect to sign-up. Promotional offers tend to do well at this stage.



National Association of Home Builders Sponsored

Thanks to advocacy efforts and agreements with more than 20 national companies, NAHB members save thousands of dollars each year!



NAHB.ORG
Exclusive: Join NAHB and Receive Member-Only Savings [SIGN UP](#)

Establish Your Budget



Target Spend

One of the benefits of digital advertising is you can spend as much or as little as you want. Your target ad spend depends on your overall campaign goal, market competition, and your available marketing funds.

- **What do you wish to achieve?** Decide what your campaign objective is. If it's to drive membership, you'll need to decide how much you hope to drive through paid digital.
- **How competitive is your market?** If your competitors are running ads, you'll need to be more competitive with your budget in order to outbid them.
- **How much marketing budget do you have?** You'll want to spend anywhere from 25%-45% of your marketing budget on digital advertising

Sample Budget Model

The following budget model can help you estimate how much you should spend on paid digital depending on your annual membership revenue:

Annual Membership Revenue	\$100,000	
% To Marketing Budget	10%	20%
% To Digital Advertising Budget	35%	45%

	LOW	HIGH	AVERAGE
Total Marketing Budget	\$10,000	\$20,000	\$15,000
Total Digital Advertising Budget	\$3,500	\$9,000	\$6,000



Pricing Models

Pricing models differ between advertising platforms. Some platforms use the same pricing model across all campaign types while others offer more than one.

Paid Digital Pricing Models:

- Cost per Thousand (CPM): Charges advertisers a flat rate for every 1,000 impressions.
- Cost per Click (CPC): Charges advertisers when someone clicks on the ad.
- Cost per Acquisition (CPA): Advertiser pays after someone makes a purchase.
- Cost per Lead (CPL): Advertisers pay for every qualified lead.

Implementing Your Tracking





Campaign Tracking

Tracking is essential to digital advertising. Having proper tracking methods in place allows you to determine digital ROI and inform optimization of budget, placements and ad creative.

Most digital advertising platforms provide tracking pixels or tags (snippets of code that track users' browser cookies) for you to install on your website in order to accurately track the performance of your ads.

Before starting any digital advertising campaign, tracking pixels should be placed on your website and your desired conversion should be set up within each platform you're advertising on.

Tracking Pixel Option 1: Direct Install

Tracking pixels can be hardcoded onto your website.

FACEBOOK

1. Go to [Events Manager](#).
2. Select the pixel you want to set up.
3. Click **Continue Pixel Setup**.
4. Select **Install code manually**.
5. Copy the pixel base code.
6. Find the header of your website, or locate the header template in your CMS or web platform.
7. Paste the base code at the bottom of the header section, just above the closing head tag.

```
<!-- Example -->
<SCRIPT async src="https://www.facebook.com/tr?id=AW-CONVERSION_ID">
</SCRIPT>
<!-- Example -->
<script>
  (function() {
    var fbq = window.fbq = window.fbq || {};
    fbq.push(['track', 'AW-CONVERSION_ID']);
  })();
</script>
</head>
```

8. Click **Continue**.
9. Optional: Toggle on **Automatic Advanced Matching** and verify the customer information you want to send.
10. Click **Continue**.

For more instructions on how to install Facebook tracking pixels click [here](#).

GOOGLE ADWORDS

1. Under "Global site tag," select the option that best describes your situation and follow the instructions for installing the tag:
 - **I haven't installed the global site tag on my website:** Choose this option if it's your first time setting up the tag for a conversion action in your account and you haven't installed the global site tag from another Google product. This option shows the full global site tag. To install the tag, copy the tag code and paste it between the <head></head> tags of every page of your website.

Here's an example of a global site tag, where "AW-CONVERSION_ID" stands for the conversion ID that's unique to your Google Ads account:

```
<script async
src="https://www.googletagmanager.com/gtag/js?id=AW-CONVERSION_ID"></script>

<script>

  window.dataLayer = window.dataLayer || [];

  function gtag(){dataLayer.push(arguments);}

  gtag('js', new Date());

  gtag('config', 'AW-CONVERSION_ID');

</script>
```

For more instructions on how to install Google tracking pixels click [here](#).



Tracking Pixel Option 2: Google Tag Manager

Tracking pixels can be hardcoded onto your website or installed using Google Tag Manager.



Google Tag Manager, a free tool provided by Google, allows you to manage and deploy multiple pixels in one single interface. Once the original Google Tag Manager code is installed on your website, you can add additional pixels and tags to your Google Tag Manager account without having to manually edit the code of your website.

A major benefit of Google Tag Manager is that the marketing team can typically manage tracking pixels and tags without involving the web team.

Installing Google Tag Manager

Google offers step-by-step guides on how to install your unique script, as well as resources on how to get started with Google Tag Manager.

More information:

<https://support.google.com/tagmanager>

Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-KNND5CV');</script>
<!-- End Google Tag Manager -->
```

Additionally, paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-KNND5CV"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```



Creating Conversions

Once tracking pixels are in place, you'll want to specify a conversion action you want to track. Below are resources to use when setting up conversion events:

Facebook

- [About Facebook Pixel Standard and Custom Events](#)
- [How to Set Up Standard and Custom Events in Your Website's Code](#)

Google

- [Different ways to track conversions](#)
- [Set up conversion tracking for your website](#)

Google Tag Manager

- [Using Facebook pixel with Google Tag Manager](#)
- [Use Tag Manager to deploy Google Ads conversion tags](#)

Recommended Platforms

Social Media





Overview



What is Social Media Advertising?

Social media advertising is the use of social media platforms to deliver advertisements that build brand awareness, increase sales, and drive website traffic. Social media platforms leverage anonymous user information and interactions to provide highly targeted and relevant ad placements to advertisers.



Benefits

- ✓ **Reach people where they spend their time.** Internet users spend an average of 2+ hours a day on social media apps.
- ✓ **Be where your market is.** By 2021, it is estimated that more than 3 billion people will be on social media.





Recommended Platform: Facebook

If you're just getting started in social media advertising, Facebook is a great channel to start. With Facebook for Business, you'll be able to serve ads across Facebook and Instagram.



Why Facebook for Business?

- It's one of the largest social media networks in the world. Collectively, the platforms have approximately 2 billion monthly users worldwide.
- Serving ads is relatively cheap. Compared to traditional forms of advertising and other digital advertising platforms, Facebook is one of the most-inexpensive platforms to serve ads on while still delivering quality results.
- It's easy to use. Facebook has one of the most user-friendly interfaces in the digital advertising space.



Best Practices: Messaging

Keep Messaging Short

Facebook ads have character count limitations and will often penalize ads with long copy by truncating the message. Write copy that is short and easily digestible. This will ensure your message is understood and encourage read-through.

Write Value-Driven Copy

Social media users are constantly being flooded with content and information, meaning you have less than a couple seconds to capture the user's attention. Make sure your copy quickly and clearly demonstrates what your ad is offering, what the benefits are and what they should do next.





Best Practices: Messaging

Watch Your Tone

Facebook ads are not the place for high literature. Your message should have a conversational tone that mirrors the overall tone of the platform.

Tailor Your Message

Make sure your message is relevant to the audience you're targeting. If you're targeting contractors or interior designers, your copy should acknowledge the specific needs of each of those audiences.





Best Practices: Creative

Avoid Text Heavy Designs

Ads containing images with heavy text underperform across industries. Too much text screams “Look at me, I’m an ad” and discourages engagement.

Friendly Faces

Data has shown that ads with people perform better than ads without. Stock images are an easy go-to for incorporating people into your design. However, photos of real people at events or within your organization are better!





Best Practices: Creative

Add Some Movement

Video ads perform especially well on Facebook and Instagram. If you don't have video, consider making animated ads or GIFs to add an element of motion and increase engagement.

Test New Tools

Facebook has a handful of helpful tools in their Creative Hub to help create videos, slideshows, and more. Additionally, popular design platforms like Canva are a great low-budget resource for creating compelling designs.



Examples



- Ad's copy is concise and easy to understand
- Text on image is limited
- Creative is well-designed and contains a human element



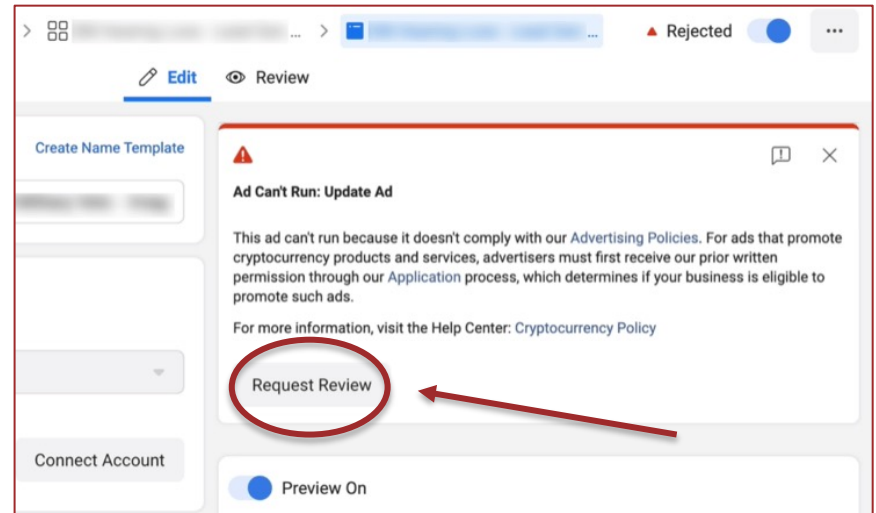
- Ad's directive is unclear
- Image contains too much text
- Design is elementary and low-quality

Facebook Policy

Facebook's automated approval system will flag ads they assume fall under special categories such as social issues, elections/politics or housing opportunities or related services. To help prevent ads being flagged as special categories, avoid using buzzwords such as "advocacy," "policy," "housing," and/or "government."

If your ad is rejected, take the following steps:

- Remove words or pictures that may be causing ads to be rejected and request a review.
- If you feel the ad rejection was a mistake, you can appeal the decision.
- Request a review or appeal the decision through the ad or at facebook.com/accountquality.



Display Advertising

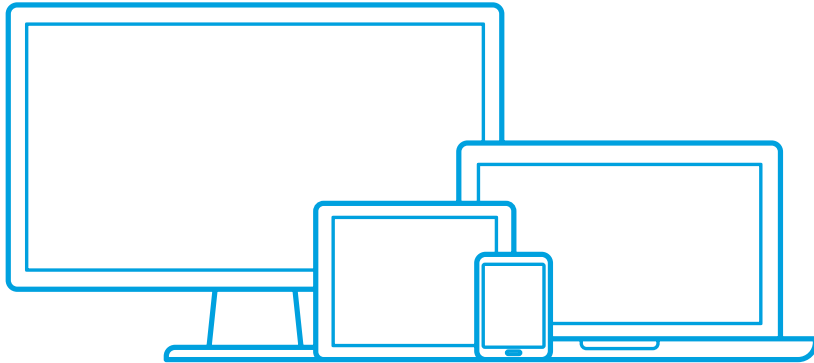




Overview

What is Display Advertising?

Display advertising is the practice of serving ads in the form of banners, images, and/or video on websites and mobile applications across the internet. These ads can be used to generate brand awareness and drive traffic to your site.



Benefits

- ✓ **Control your campaign.** With display ads, you can decide which sites you do and don't want your ads to be displayed on. Additionally, you can leverage contextual targeting which allows you to serve ads on websites with relevant content.
- ✓ **Re-engage your prospects.** One major benefit of display ads is your ability to effectively retarget your existing prospects and provide additional touchpoints as they move through the funnel.



Recommended Platform: Google

Google Ads is home to Google Display Network (GDN) which is one of the most popular display advertising platforms on the market. GDN allows you to control ad placements and set when and where your ad is shown based on features of your target audience.



Why Google Display Network?

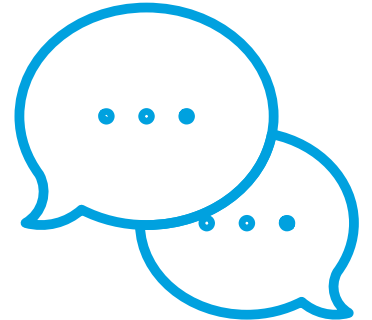
- It's one of the largest ad exchanges in the space. GDN offers ad placements on over 200 million websites and mobile applications.
- It's budget-friendly. While most display advertising platforms charge a usage fee, GDN is free to use!
- It offers a CPC pricing model. Although it's referred to as pay-per-click (PPC), Google gives advertisers the option to select a CPC pricing model meaning you only pay if someone clicks on your ad.



Best Practices: Messaging

Limit Text

With display ads, you have limited surface area to convey your message. Limit copy on banners to short, to-the-point messages that will provide the user with quick information on how they should interact with the ad. This will increase engagement, click-through rates, and likelihood of the prospect taking the desired action once they land on the website





Best Practices: Messaging

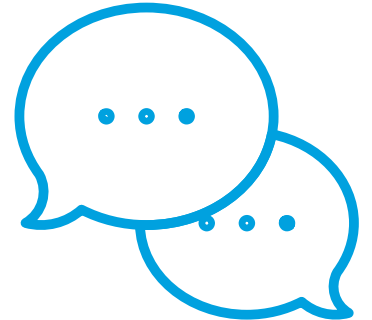
Always Include a CTA

It is essential to always include a CTA on display banners in order to encourage interaction from the audience. When developing banners, create a variety with different CTAs to A/B test for:

Awareness CTA = Download / Get Your Copy

Consideration CTA = Explore Benefits / Learn More

Conversion CTA = Sign Up / Join Now





Best Practices: Creative

Capture the Eye

Incorporate eye-catching creative within your banners. Creative imagery, especially those with human faces, have shown to perform better and receive higher click-through rates and conversions.

Get Animated

Implement additional ad formats such as videos, and animated gifs. Moving elements will help draw attention to your ad as people scroll.

Super Size It

Implement additional ad formats such as videos, and animated gifs. Moving elements will help draw attention to your ad as people scroll.





Recommended Banner Sizes

Desktop Ad Sizes

- 300 x 250
- 336 x 280 – Large Rectangle
- 728 x 90 – Leaderboard
- 300 x 600 – Half-Page Ad
- 160 x 600 – Wide Skyscraper
- 970 x 90 – Large Leaderboard
- 468 x 60 – Banner
- 250 x 250 – Square
- 200 x 200 – Small Square

Mobile Ad Sizes

- 300 x 250
- 320 x 100
- 250 x 250 – Square
- 200 x 200 – Small Square

Examples



- Text is limited and confined to one font
- Message is easy-to-read and ad's directive is clear
- Image contains a well-designed concept and is on brand.



- Ad is text-heavy and features too many callouts
- Busyness makes it unclear where to put your focus.
- Does not contain an eye-catching design

A construction worker in a plaid shirt is using a blue and black router to shape a wooden beam on a workbench. The background shows a workshop with wooden framing. The image has a dark, semi-transparent overlay.

Measuring Success

Key Performance Indicators (KPIs)





Key Performance Indicators (KPIs)

Paid Digital KPIs are typically centered around cost as it relates to prospect behavior and the overall effectiveness of the campaign. Below are the four main KPIs you should monitor:



- **Click-Through Rate (CTR):** This will indicate if the ad itself is resonating with your audience.
- **Cost-Per-Click (CPC):** This will indicate if the campaign is effective in driving website traffic at a profitable rate.
- **Cost-Per-Acquisition (CPA):** This will indicate whether or not your campaign is ROI-positive.
- **Conversion Rate (CVR):** This will indicate how effective your campaign is at driving results.



Measuring KPIs: CPC & CPA

Target CPC and CPA depend on a variety of factors within your campaign and organization. Establish your target CPC and CPA by:

- ✓ Examining your annual membership cost and customer LTV to determine the estimated value of each acquisition.
- ✓ Analyzing market competition and your overall digital advertising budget and determine how much you can afford to pay per acquisition.

Once you've defined affordable ranges, aim to keep your CPC and CPA within those ranges.



Measuring KPIs: CTR & CVR

You should always aim to have as high of a CTR and CVR as possible. The higher your CTR and CVR the lower your CPC and CPA will be. However, industry benchmarks can help you measure the relative success of your digital campaign.

Below are B2B benchmarks for [Google Display](#) and [Facebook](#):



CTR: 0.46%
CVR: 1.07%



CTR: 0.89%
CVR: 10.65%

Engage with NAHB on Social

Facebook

[@NAHBhome](#) | [@BuildersShow](#)

Twitter

[@NAHBhome](#) | [@IntlBldrsShow](#)

LinkedIn

[National Association of Home Builders](#)
[International Builders' Show](#)

Instagram

[@homebuilders](#) | [@intlbuildersshow](#)