



FROM DREAMING TO TOURING

Paid Social Ads for Every Stage of the Buyer Journey

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META CHANGED.

Our Strategy Has to
Evolve With It.

Automation is handling more of the
targeting, delivery, and ad-retrieval
process.

**GIVE THE SYSTEM MORE USEFUL
THINGS TO LEARN FROM.**



META IS LEARNING FROM SIGNALS

Information that helps Meta understand the person, the ad, or the outcome we're trying to create.

WHAT WE PUT IN

CREATIVE SIGNALS

What are we showing?

Lifestyle
Floorplans
QMI
Testimonials

OBJECTIVE SIGNALS

What are we asking Meta to find?

Video Views
Landing Page Views
Leads

WHAT BUYERS GIVE BACK

BEHAVIOR SIGNALS

What are people doing?

Watching
Clicking
Visiting
Engaging

CONVERSION SIGNALS

What outcomes occur?

Lead
Appointment
Tour
Sale

A PRACTICAL FRAMEWORK FOR THINKING ABOUT THE INFORMATION WE GIVE META AND THE BEHAVIORS WE RECEIVE BACK.

WHAT DOES META HAVE TO LEARN FROM IN YOUR ACCOUNT?

Sequence diversity beats sequence homogeneity.

Source: Meta Engineering, August 2026



CREATIVE

Are you giving Meta different ideas, messages, and formats?



OBJECTIVES

Are you asking Meta to find different meaningful behaviors?



BEHAVIOR

Are buyers giving you more than clicks?



CONVERSIONS

Are you feeding the system meaningful outcomes?

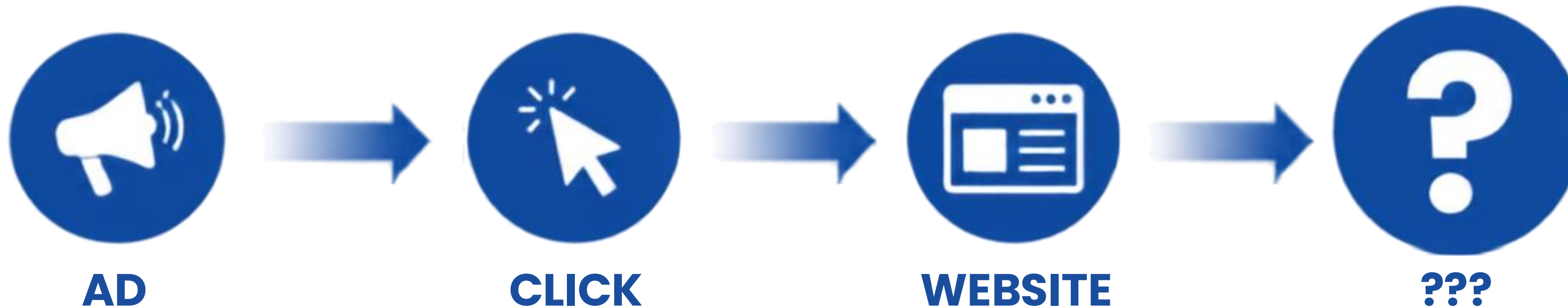
**ARE YOU BUILDING A DIVERSE SET OF SIGNALS —
OR ASKING META TO LEARN FROM THE SAME THING OVER AND OVER?**

A FAMILIAR HOME BUILDER PAID SOCIAL STRATEGY



THIS STILL HAS A PLACE. THE OPPORTUNITY IS TO BUILD BEYOND IT.

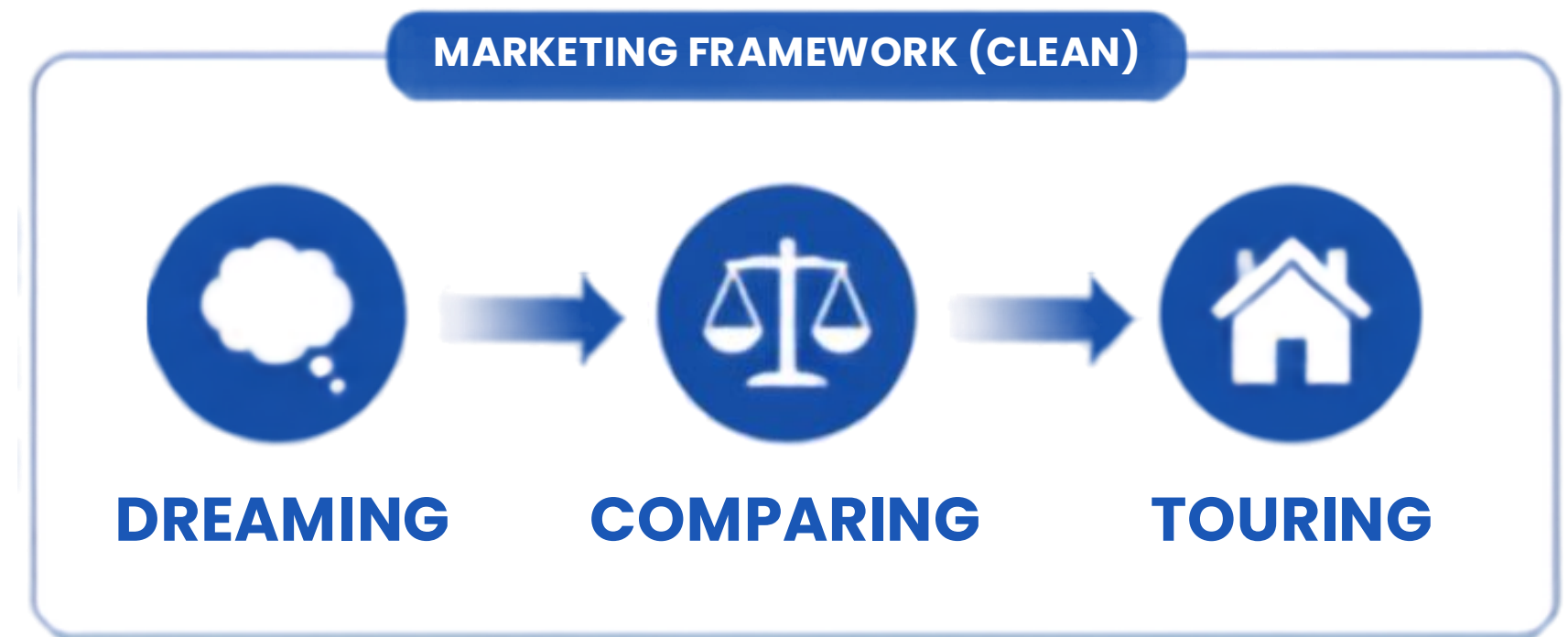
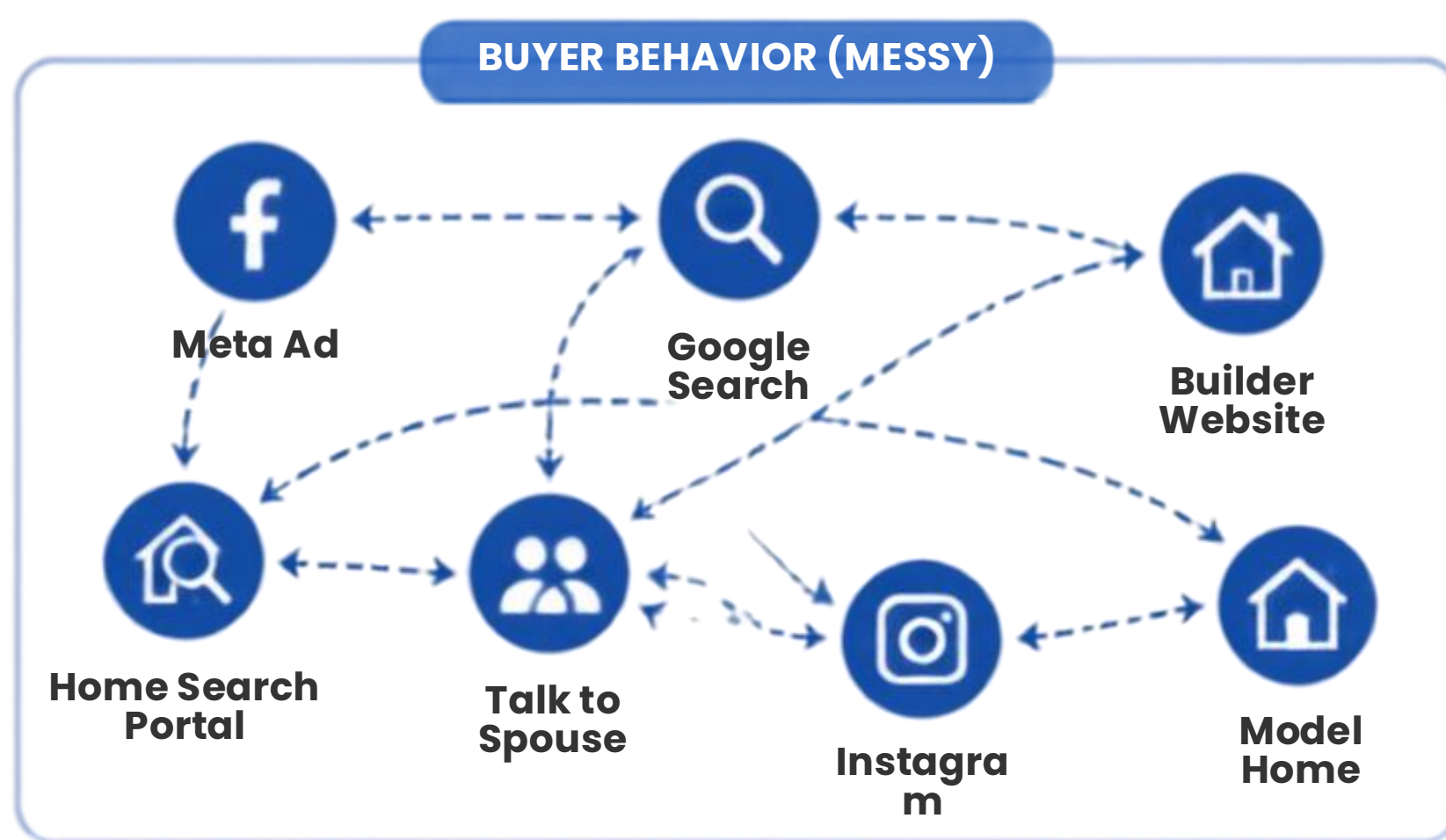
THE CLICK CAN'T BE WHERE STRATEGY ENDS.



Traffic might be the campaign KPI.
But for most of us, website traffic isn't the business goal.

INTEREST SHOULD CREATE ANOTHER OPPORTUNITY.

ORGANIZE THE MARKETING, NOT THE BUYER



**THE BUYER JOURNEY ISN'T LINEAR.
THE FRAMEWORK IS.**

The funnel organizes our marketing. It doesn't dictate buyer behavior.

MEET THEM WHERE THEY ARE



DREAMING

Top Funnel

“Maybe it’s time for something different.”

“I’m not shopping yet, but I’m starting to think about what’s next.”

INTRODUCE



COMPARING

Mid Funnel

“If we’re going to move, what are our options?”

“Could I actually see myself living here?”

EDUCATE



TOURING

Bottom Funnel

“I’m ready to see this for myself.”

“Give me a reason to visit.”

CONVERT

BUILD FOR THE BEHAVIOR YOU WANT



CHOOSE THE OBJECTIVE BASED ON THE BEHAVIOR YOU ACTUALLY WANT.

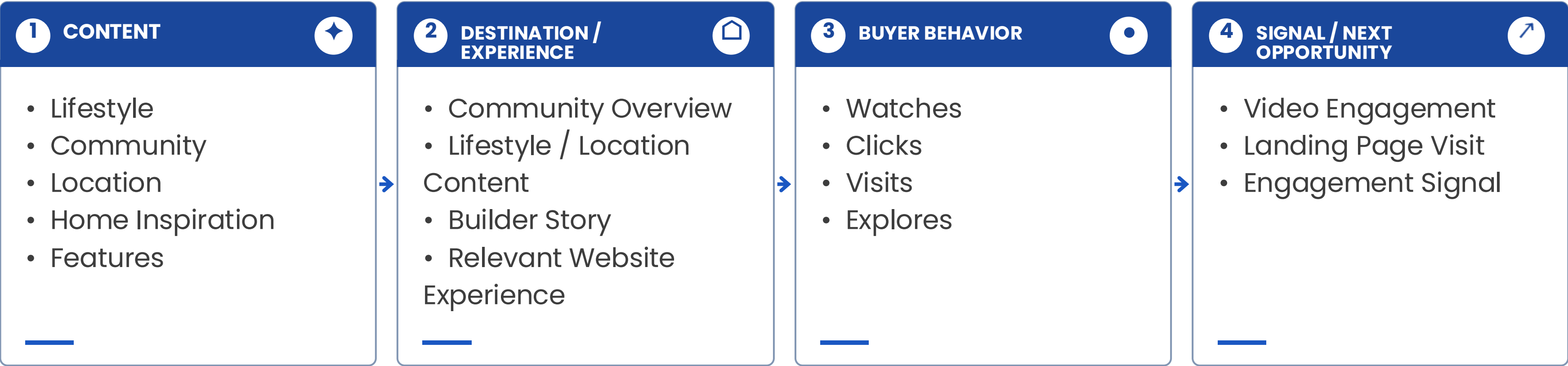
DREAMING

INTRODUCE

BUYER MINDSET
Maybe it's time for something different.

AUDIENCE
Prospecting

OBJECTIVE
Video Views or Traffic /
Landing Page Views



CREATE ENOUGH INTEREST FOR THE BUYER TO EXPLORE FURTHER.

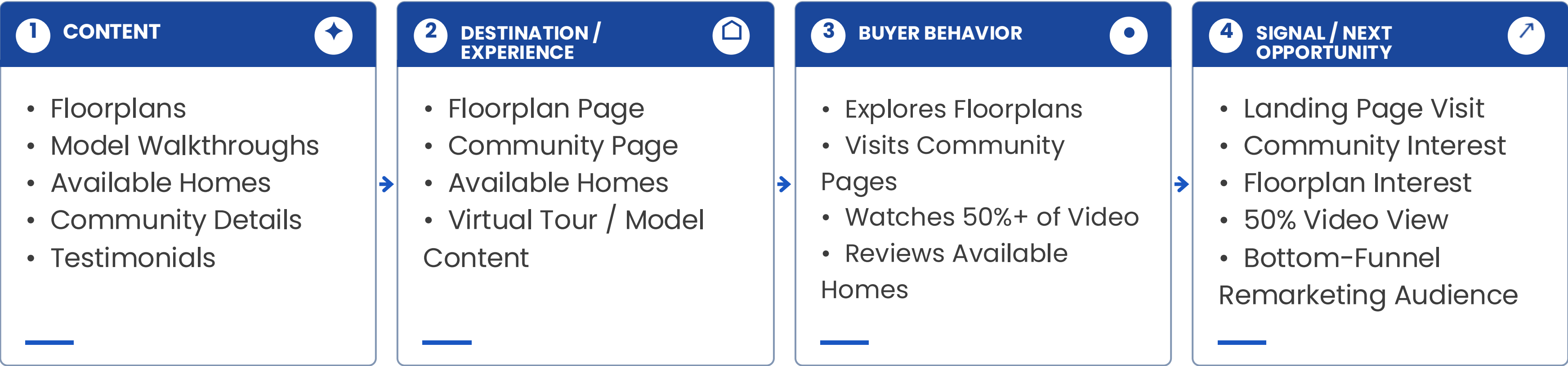
COMPARING

EDUCATE

BUYER MINDSET
Could I actually see myself living here?

AUDIENCE
Prospecting

OBJECTIVE
Video Views or Traffic /
Landing Page Views



GIVE BUYERS THE INFORMATION THEY NEED TO PUT YOU ON THEIR SHORTLIST.

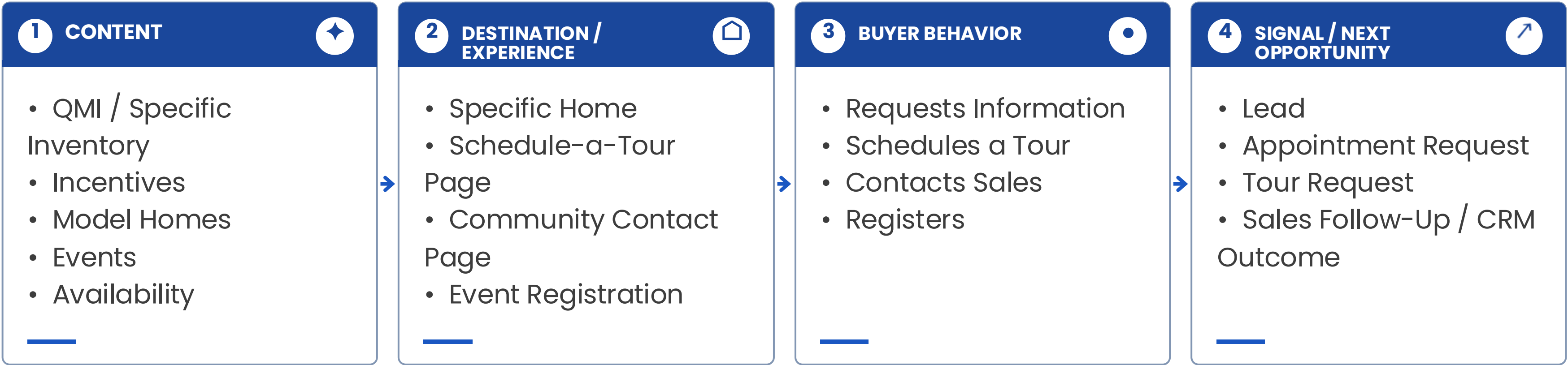
TOURING

CONVERT

BUYER MINDSET
I'm seriously considering this. Give me a reason to visit.

AUDIENCE
Remarketing + Prospecting

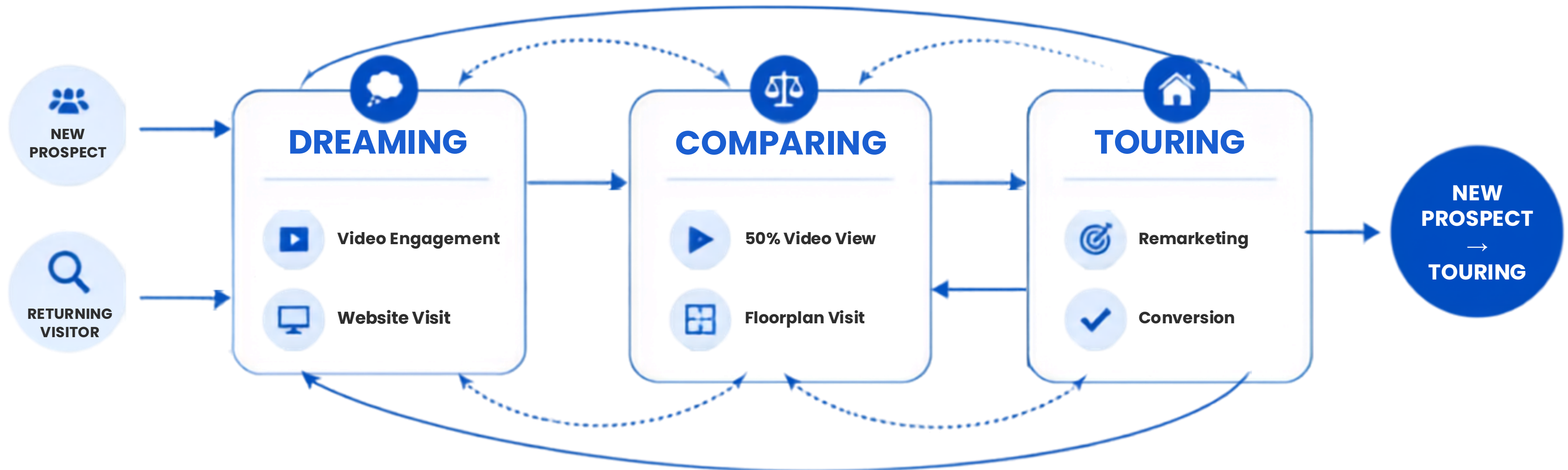
OBJECTIVE
Leads / Website
Conversion



MAKE THE NEXT STEP OBVIOUS — AND MAKE IT EASY.

BUYERS CAN ENTER ANYWHERE.

BUYERS DON'T HAVE TO 'EARN' THE RIGHT TO SEE A TOURING AD.



THEIR BEHAVIOR CREATES ADDITIONAL SIGNALS
AND OPPORTUNITIES TO RE-ENGAGE THEM DIFFERENTLY.

WHICH STAGE IS THIS AD BUILT FOR?



1 DREAMING

Lifestyle / Community /
Inspiration



2 COMPARING

Floorplan / Walkthrough / Product
Information



3 TOURING

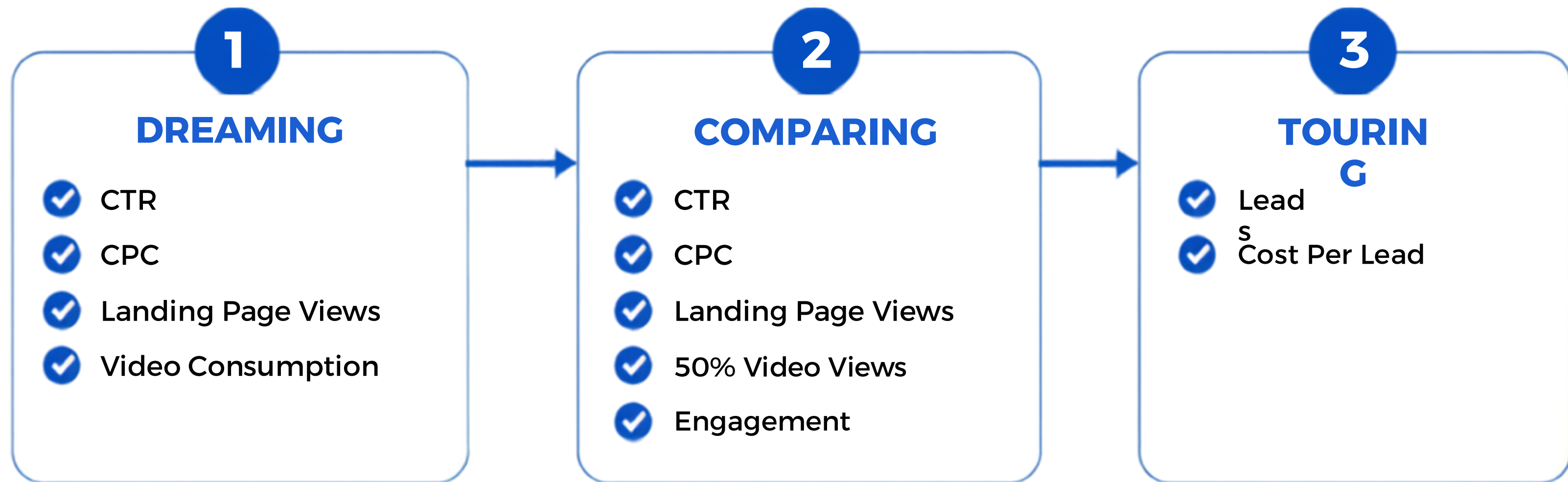
QMI / Incentive / Schedule a Tour

SAME FRAMEWORK. DIFFERENT MARKET.



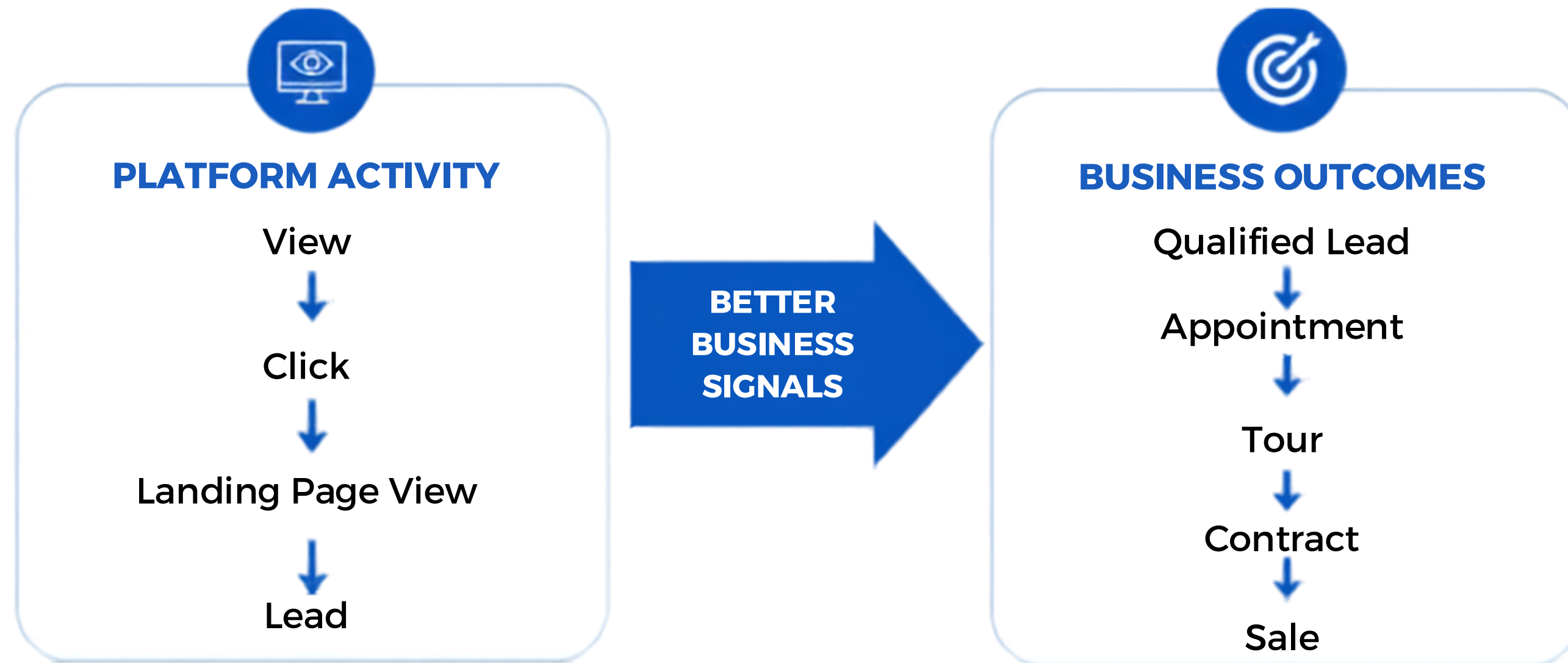
THE EXECUTION CHANGES WITH THE MARKET. THE BUYER'S NEED DOESN'T.

THE STRATEGY DEFINES THE JOB. THE KPI TELLS US IF IT'S HEALTHY.



DON'T JUDGE EVERY STAGE BY THE SAME KPI.

GET CLOSER TO THE BUSINESS OUTCOME



**BETTER MEASUREMENT HELPS US UNDERSTAND
WHICH MARKETING ACTIVITY IS CREATING MEANINGFUL BUYER OUTCOMES.**

THE DREAMING-TO-TOURING PLAYBOOK

1

DREAMING

Buyer Question:	Could something better be out there?
Job:	Introduce
Audience:	Prospecting
Objective:	Traffic / Video
Content:	Lifestyle, Community, Inspiration
CTA:	Learn More / Explore
Signal:	LPV / Video Engagement
KPI:	CTR / CPC / LPV / Video

2

COMPARING

Buyer Question:	Which option fits me?
Job:	Educate
Audience:	Prospecting
Objective:	Traffic / Video
Content:	Floorplans, Models, Available Homes
CTA:	See Details / View
Signal:	LPV / 50% Video View
KPI:	CTR / CPC / LPV / Video

3

TOURING

Buyer Question:	Am I ready to see it?
Job:	Convert
Audience:	Remarketing + Prospecting
Objective:	Leads / Conversion
Content:	QMI, Offers, Events
CTA:	Schedule / Contact
Signal:	Lead
KPI:	Leads / CPL

QUESTIONS?



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LET'S CONNECT



Scan to connect with
me on LinkedIn.


builder marketing
summit

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