

How to automate creative listings on Facebook using Base, Zapier and ChatGPT

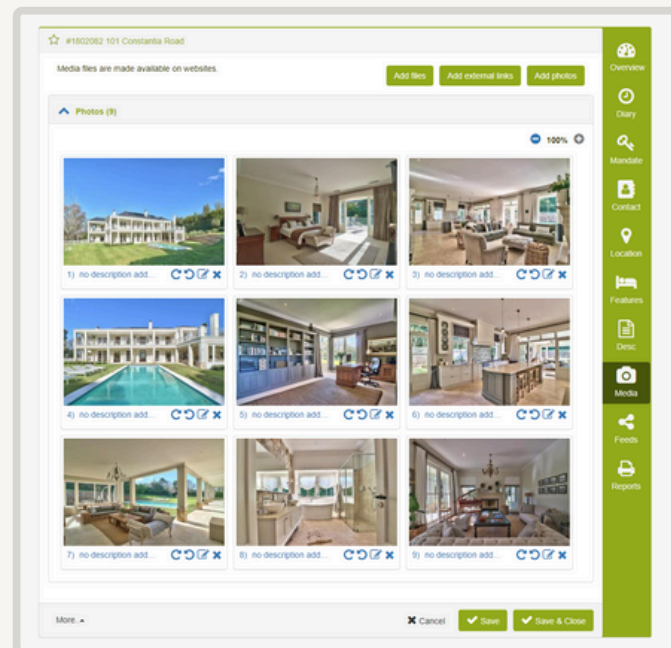
VERSION JULY 2024

ENTEGRAL PLATFORM GUIDE

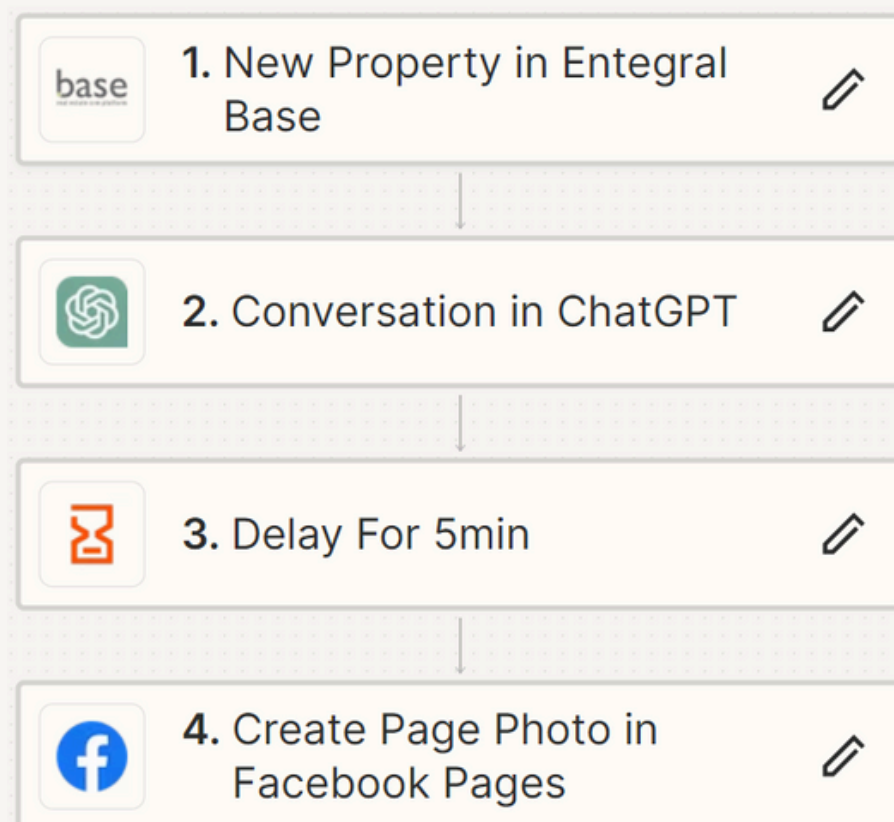
OBJECTIVE

When a new listing is added on Base, get creative and publish it to my Facebook page

base
real estate crm platform



zapier



Flex Real Estate
16m · 🌐

🏡 New Listing in Constantia - R29,300,000! ☀️

Discover a stunning family home designed by Michael Dall, a masterpiece of light, flow, and practicality. This perfectly proportioned, north-facing residence features generous floor-to-ceiling windows that capture breathtaking views of Table Mountain over rolling lawns.

Ideal for both family living and elegant entertaining, this home offers the perfect blend of understated luxury and subtle opulence.

Contact us today to schedule a viewing and make this magnificent property yours! ✨

#ConstantiaLiving #LuxuryRealEstate #DreamHome #MichaelDallDesigns #TableMountain #FamilyHome #LuxuryLiving

View more details on our website:

<https://bold.themes.entegral.biz/?webref=1802082>



TOOLS

You will need:

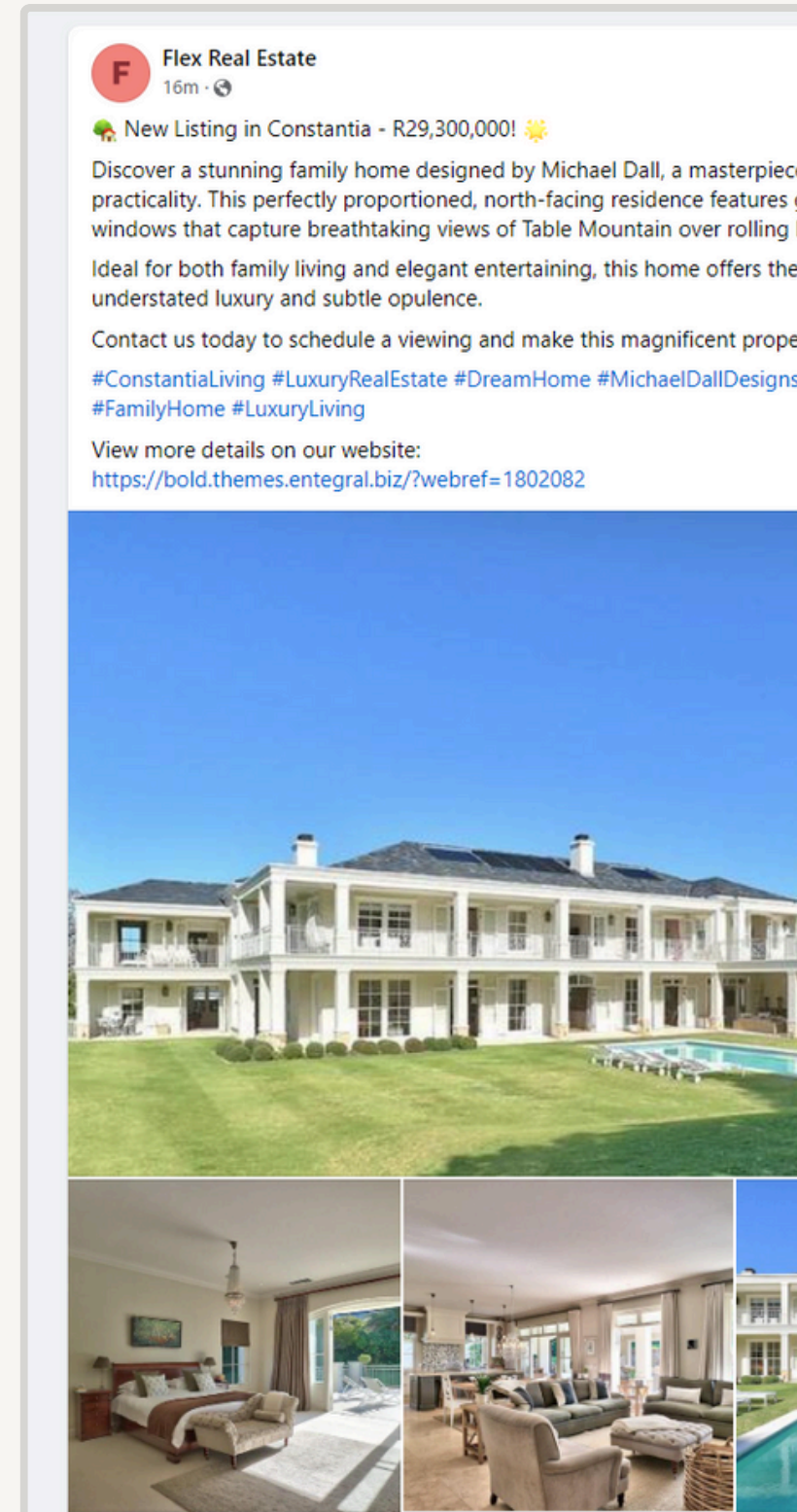
- An Entegral Base account
- A linked real estate website
- A Zapier account
- A business Facebook page
- Optional ChatGPT account



Typical setup time < 1 hour

COST

To use the ChatGPT option you will need a paid ChatGPT and Zapier account



We've created our Base automation using Zapier's new AI tool, you can describe what you want to do, and it will suggest the apps to use.




✦ What would you like to automate? Beta

When a new listing is added in Entegral Base, create a Facebook post with listing photo and listing summary generated ➤










Example: When I add a reaction to a Slack message, create a card in Trello.

i "Entegral Base - New Listing" may not be currently supported. [Send us a request](#) to get it added to the App Directory. ×

Here's your Zap!

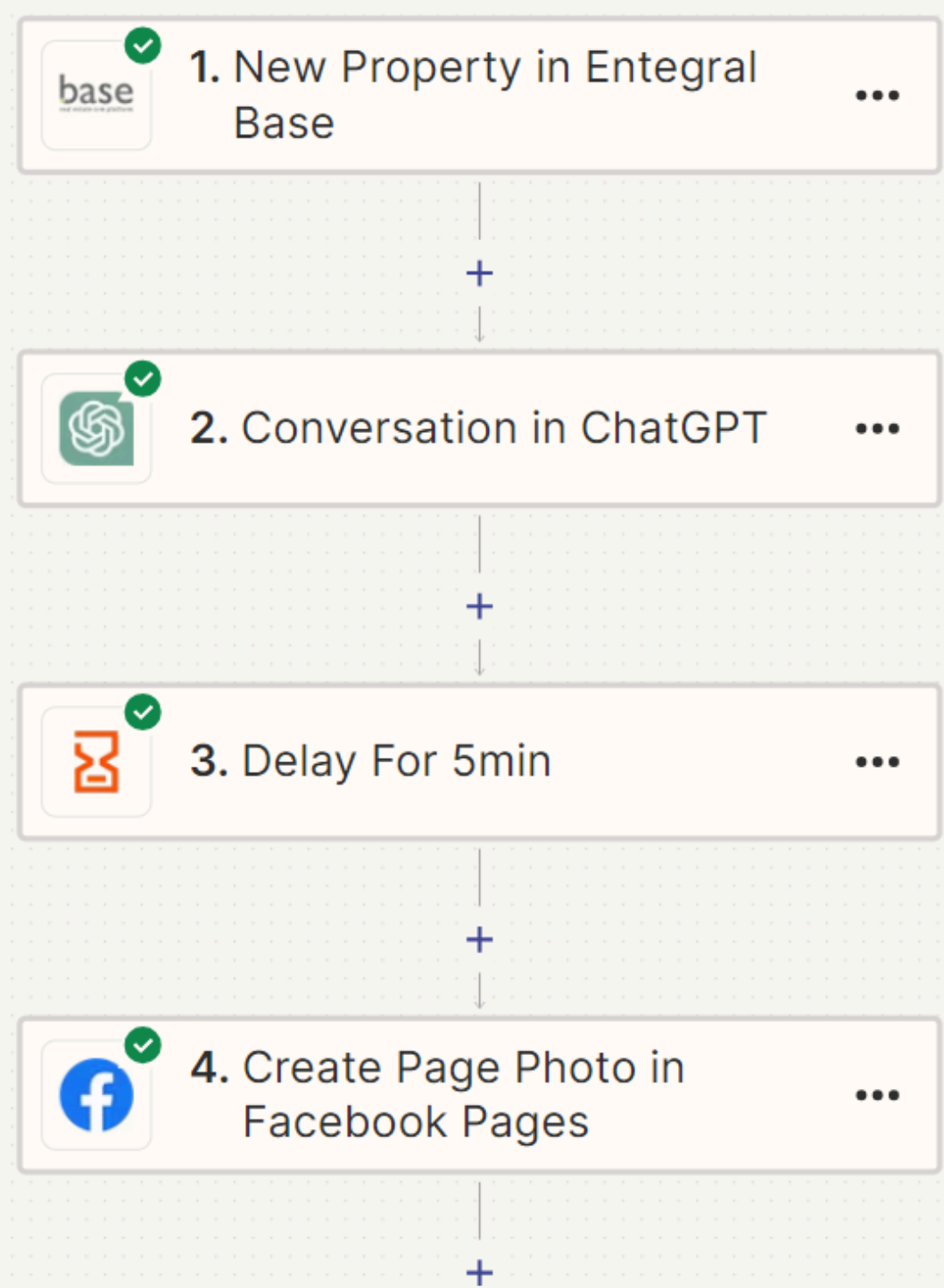
   **Automate Facebook posts for new Entegral Base listings with ChatGPT** Try it

Change or modify steps below


- | | | | |
|---|---|---|---|
|  |  | Step 1: New Property (Entegral Base) |  |
|  |  | Step 2: Conversation (ChatGPT) |  |
|  |  | Step 3: Create Page Post (Facebook Pages) |  |

Was this suggestion helpful? Yes No


Here is the basic workflow we've created, we've also included a template link you can copy. Replace with your account details, tweak, test and launch.




When we edit our zap, the first step is to identify what will trigger our workflow. In our case, this is when a new listing is added in Base, so we choose 'New Property'. The final step of activating a listing in Base will trigger this workflow.

 1. New Property in Entegral Base


+

 2. Conversation in ChatGPT

+

 3. Delay For 5min

+

 4. Create Page Photo in Facebook Pages

base

1. New Property in Entegral Base

App & event ✓

Account ✓

Trigger ✓

Test ✓

base

Entegral Base

Change

* Event (required)

New Property

Contact Updated (Any Contact)

Triggers when any contact is updated in the Base.

Contact Updated (Office Shared Contact)

Triggers when office shared contact is updated in the Base.

New Agent

Triggers when a new agent is added in the Base.

New Contact (Any Contact)

Triggers when any new contact (office shared or private) is added in the Base.

New Contact (Office Shared Contact)

Triggers when a new office shared contact is added in the Base.

New Lead

Triggers when a new lead is received in the Base. Lead will be access based on Primary API user's access.

You will be asked to connect your Entegral Base account (your key is supplied in your Base account).

Once connected you can create other interesting automations using Base and thousands of popular apps.


Allow Zapier to access your Entegral Base Account?

Security Token (required)

This is the security token that can be generated in the Base (<https://base.entegral.net/Settings/Integrations>) that provides access to your account.

Yes, Continue to Entegral BaseCancel


We only want to post our for sale, sole mandates, so we set these optional filters. You can also filter to only post specific property types, price ranges or listings from certain agents.



1. New Property in Entegral Base

...


+



2. Conversation in ChatGPT

...


+



3. Delay For 5min

...

+



4. Create Page Photo in Facebook Pages

...

base

1. New Property in Entegral Base

✎ ✕

App & event ✓

Account ✓

Trigger ✓

Test ✓

Generate values

Beta

Field search

Refresh

Sale Type 1 2 3

For sale

⌵

Mandate Status 1 2 3

Active

⌵

Agent ID 1 2 3

Choose value...

⌵

Price To 1 2 3

Enter text...

Price From 1 2 3

Enter text...

Property Type

Choose value...

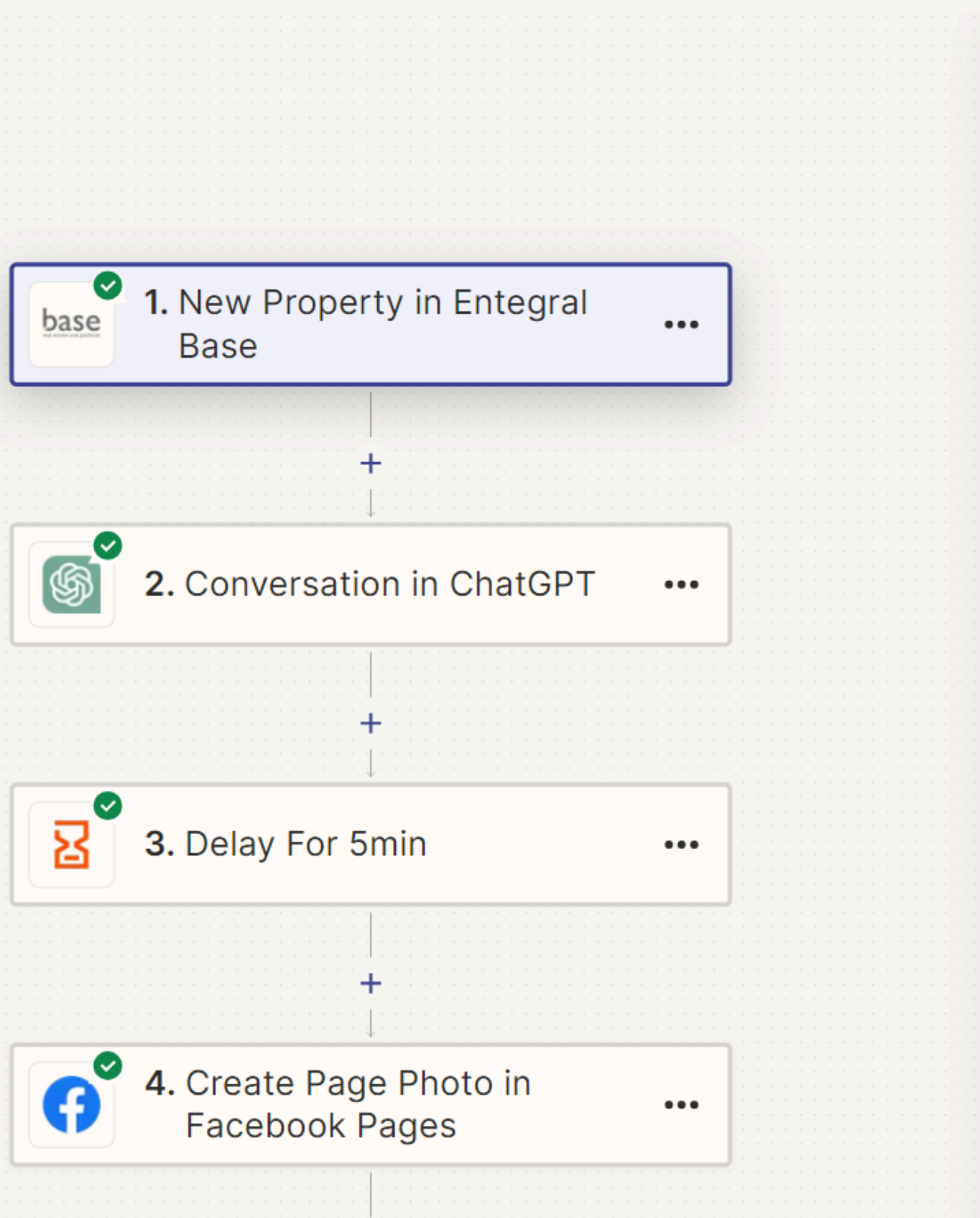
⌵

Mandate Type

Sole

⌵

Test the trigger and it will return one of your recently listed properties that matches your criteria.



base

1. New Property in Integral Base

✕

App & event ✓

Account ✓

Trigger ✓

Test ✓

✓

We found records in your Integral Base account. We will load up to 3 most recent records, that have not appeared previously. [Learn more about test records.](#)

🔍

Search

Property C

☒

original record pulled on Jun 25, 2024

Property B

☐

original record pulled on Jun 25, 2024

Property A

☐

original record pulled on Jun 25, 2024

Find new records

ID 1df9e1fc4cd13848dfb10034a4

Property Id 1802082

Location -34.0009565453303

Lat

Location 18.4287963183118

Long

Location Country South Africa

Location Western

Province Cape

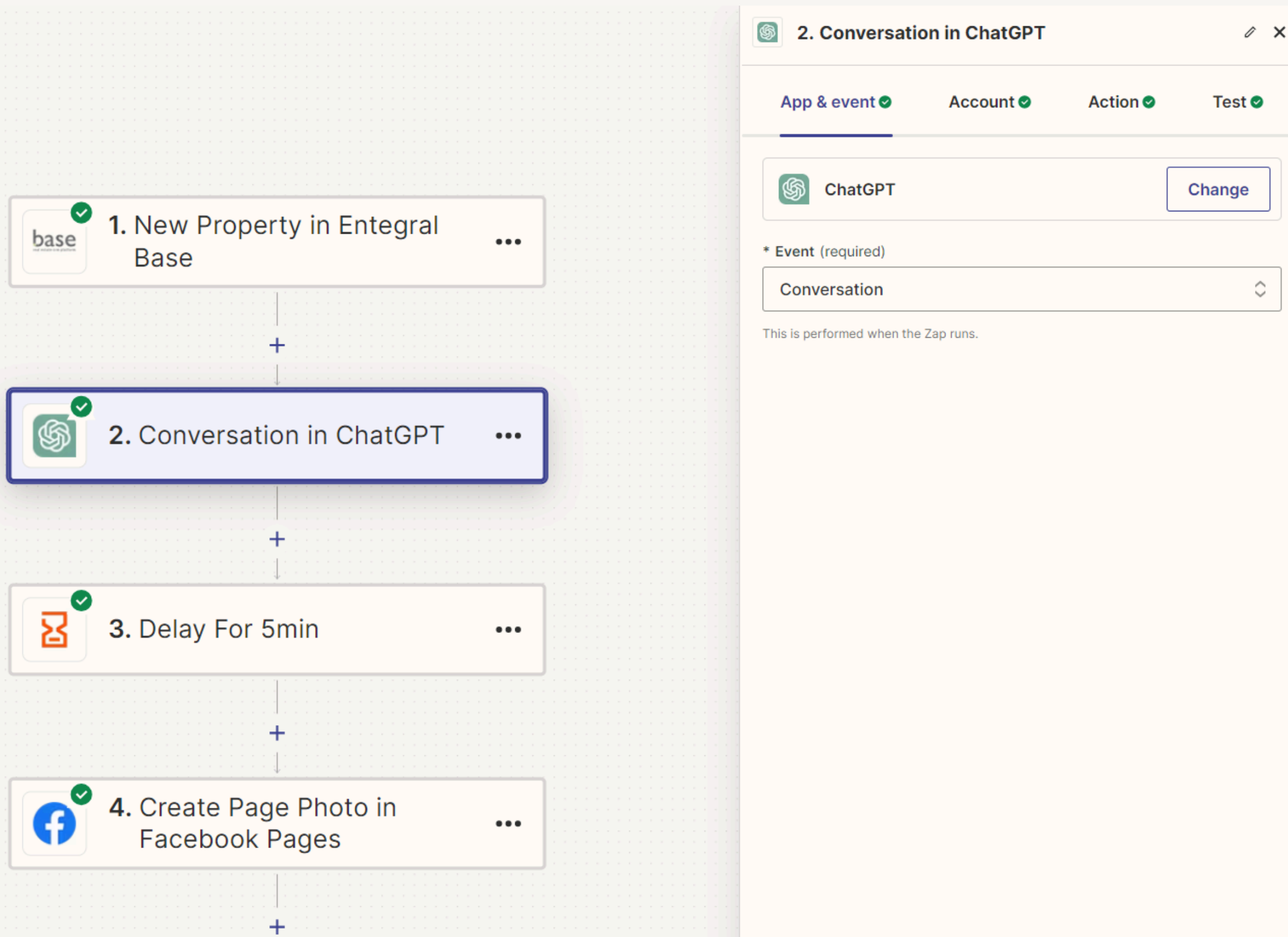
Location Town Cape Town

Location Suburb Constantia

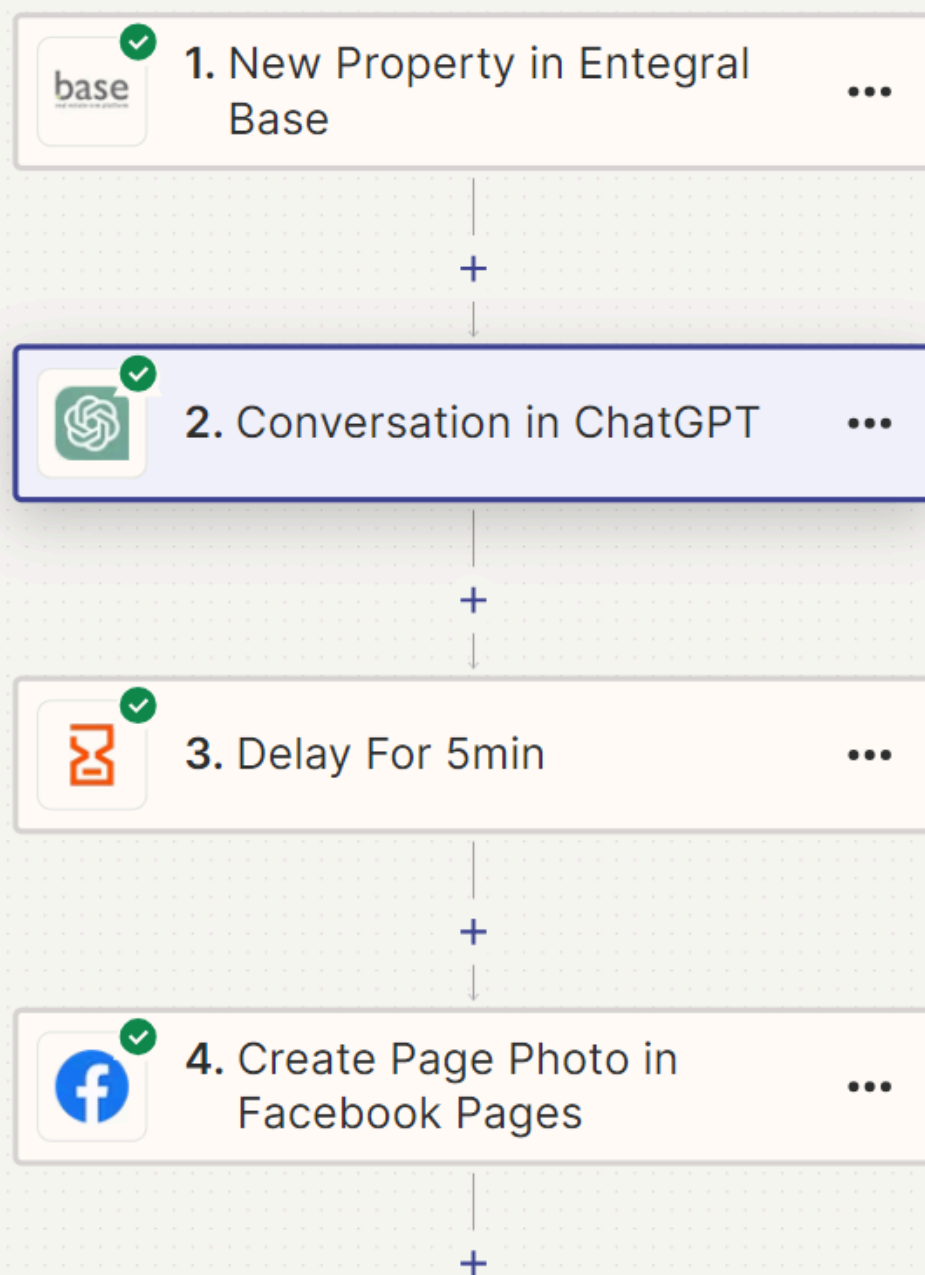
Location Street Number 101

✎

Next up we connect our ChatGPT account. This is an optional step, you can remove it and only post your property description or other template text.



We supply a prompt to describe what we want to do. Here we've included the suburb, price and description fields to add more context for the AI. ChatGPT will use this info to create a post. Use the 'gpt-4o' model and leave the rest as is.



2. Conversation in ChatGPT

App & event ✓ Account ✓ Action ✓ Test ✓

* User Message (required)

Create a short social media post about a newly listed property using the following criteria. The headline should contain the area and price and the description should be factual.

Area: ;

Price: R ;

Description: ;

The most recent message the assistant (ChatGPT) responds to.

* Model (required)

GPT-4 not available? [Learn how](#) to enable it and [set up a paid...](#) [more](#)

Memory Key

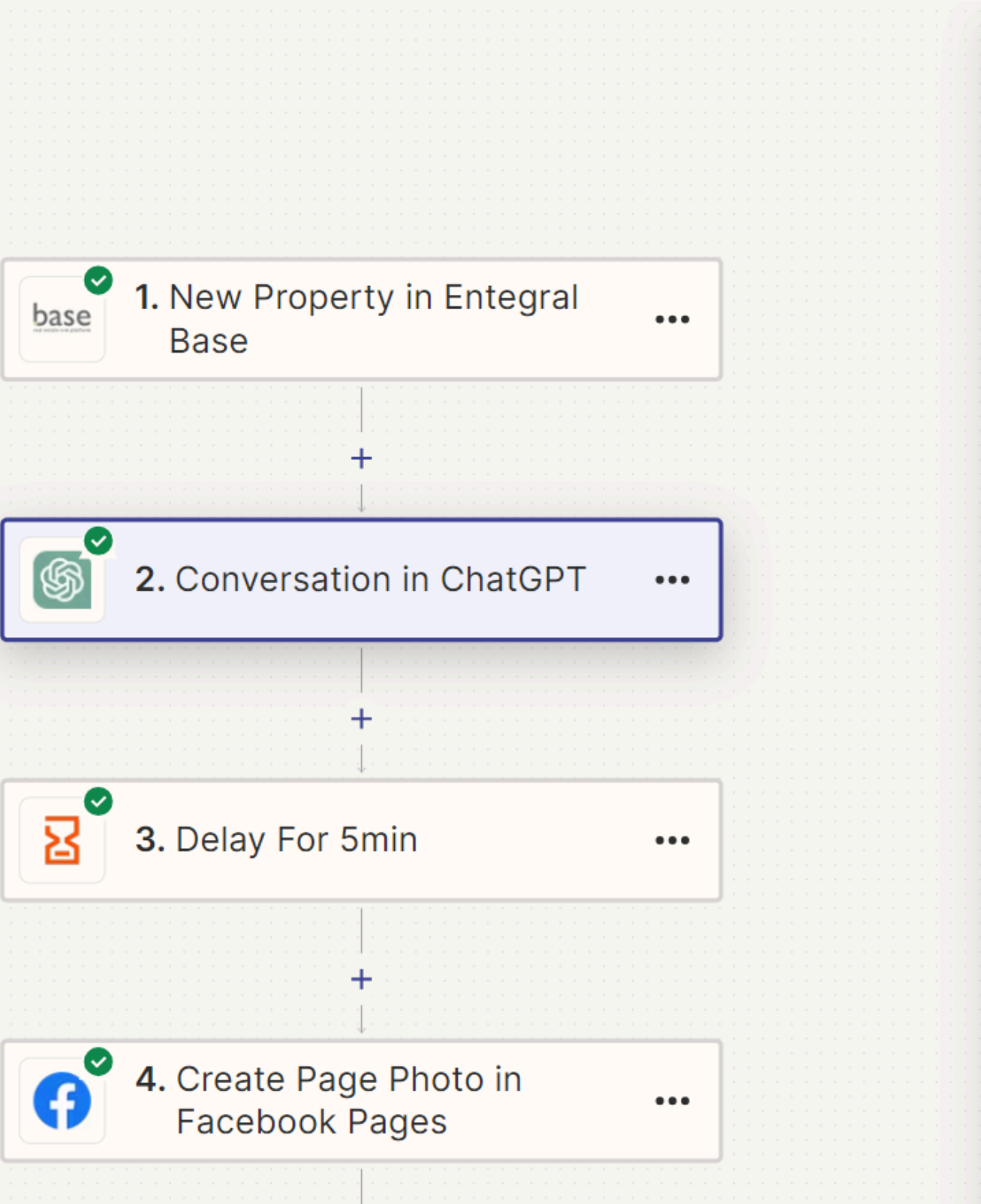
If provided, this unique value will allow the assistant to continue a... [more](#)

Image

Please include the URL of the image. If an image is sent, you must... [more](#)

i The following fields are for advanced users and should be used with caution as they may affect performance. In most cases, the default options are sufficient. If you'd like to explore these options further, you can [learn more here](#).

Now we can test the creative text supplied by ChatGTP for our post. Go back and tweak the prompt if required. A small delay of 5min is added in the following step to allow your Base listing to update to your website first.



2. Conversation in ChatGPT

App & event ✓ Account ✓ Action ✓ Test ✓

Send Conversation to ChatGPT

We'll use this as a sample for setting up the rest of your Zap.

A Conversation was sent to ChatGPT about 6 hours ago

Data in

Data out

Search item data...

Assistant Role

assistant

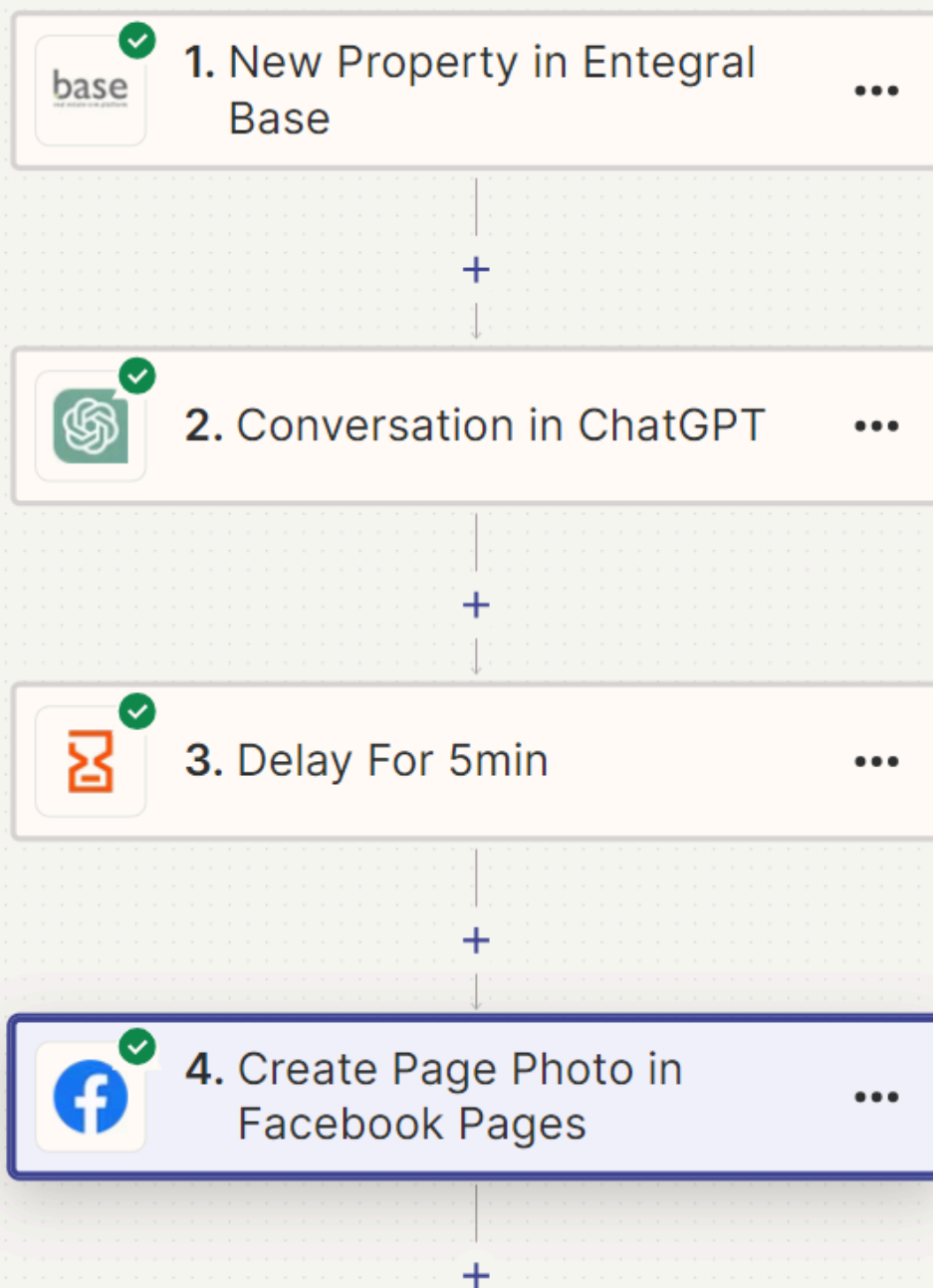
Reply

New Listing in Constantia - R29,300,000! 🌞

Discover a stunning family home designed by Michael Dall, a masterpiece of light, flow, and practicality. This perfectly proportioned, north-facing residence features generous floor-to-ceiling windows that capture breathtaking views of Table Mountain over rolling lawns.

Ideal for both family living and elegant entertaining, this home offers the perfect

Next, we will link our business Facebook page and select to create a photo post to our page.



4. Create Page Photo in Facebook Pages

App & event

Account

Action

Test

Facebook Pages

* Event (required)

Create Page Photo

This is performed when the Zap runs.

We select 4 photos to add from our Base property fields and then add the description supplied by ChatGPT. We also include a hyperlink to our Flex website in the format below. Replace <https://bold.themes.entegral.biz> with your domain.

The image displays a workflow automation process on the left and a corresponding Facebook page creation form on the right.


Workflow Automation Steps:

- 1. New Property in Entegral Base**: Step 1 in the workflow, marked with a green checkmark.
- 2. Conversation in ChatGPT**: Step 2 in the workflow, marked with a green checkmark.
- 3. Delay For 5min**: Step 3 in the workflow, marked with a green checkmark.
- 4. Create Page Photo in Facebook Pages**: Step 4 in the workflow, marked with a green checkmark.

Facebook Page Creation Form (4. Create Page Photo in Facebook Pages):

- App & event** ✓ **Account** ✓ **Action** ✓ **Test** ✓
- Generate values** **Beta** **Field search** **Refresh**
- * Page (required)**: Flex Real Estate
- * Photo (required)**: Four photo fields, each containing a URL from the Base property field (e.g., `base 1. Photo 1: https://s3.ente...79d2430e8e5.jpg`).
- Description**: **2. Reply:** 🏡 New Listing...e #LuxuryLiving
View more details on our website:
`https://bold.themes.entegral.biz/?webref=`
`base 1. Property Id: 1802082`
- A description of the photo.**

If you don't opt to use ChatGPT, you will have a simple 2-step process like this and supply a more fixed template description for your post. Here we've also opted to only use the main listing photo.




✓

1. New Property in Entegral Base

...

+




⚠

2. Create Page Photo in Facebook Pages

...

+

 2. Create Page Photo in Facebook Pages

App & event ✓ Account ✓ Action ✓ Test ▲

Generate values

Beta


Field search

Refresh

* Page (required)

Flex Real Estate

Don't see your Page listed below? You were probably granted admin... [more](#)

* Photo  (required)

base 1. Photo 1: <https://s3.ente...79d2430e8e5.jpg>

Enter text or insert data...

Either file objects or a publicly accessible URLs we can pull the phot... [more](#)

Description

base 1. **Headline:** Michael Dall De...ned Masterpiece

Check out this new property in [base 1. Location Suburb: Constantia](#), asking price R [base 1. Listing Price: 29300000](#).

More details on our website:
<https://bold.themes.entegral.biz/?webref=>
[base 1. Property Id: 1802082](#)

A description of the photo.

Click on test and check your Page. *Success!*
Now activate your Zap and new listings you add in Base
will automatically post to your Facebook page.
ChatGPT was creative and created hashtags and emojis.


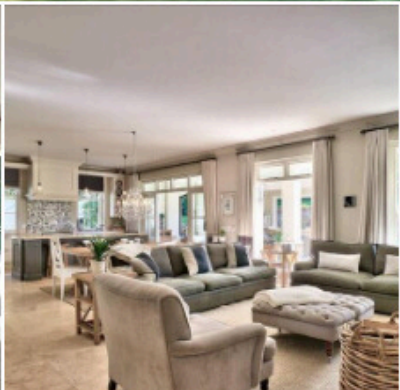

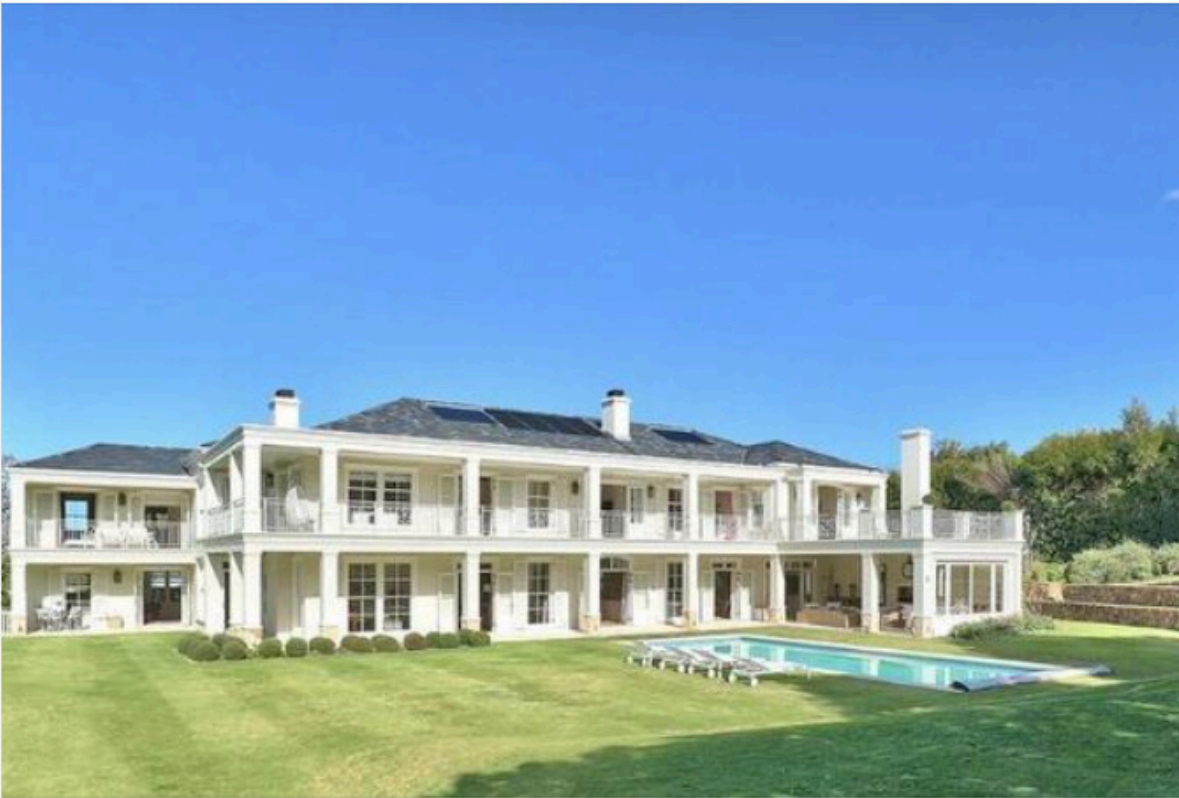
F

Flex Real Estate

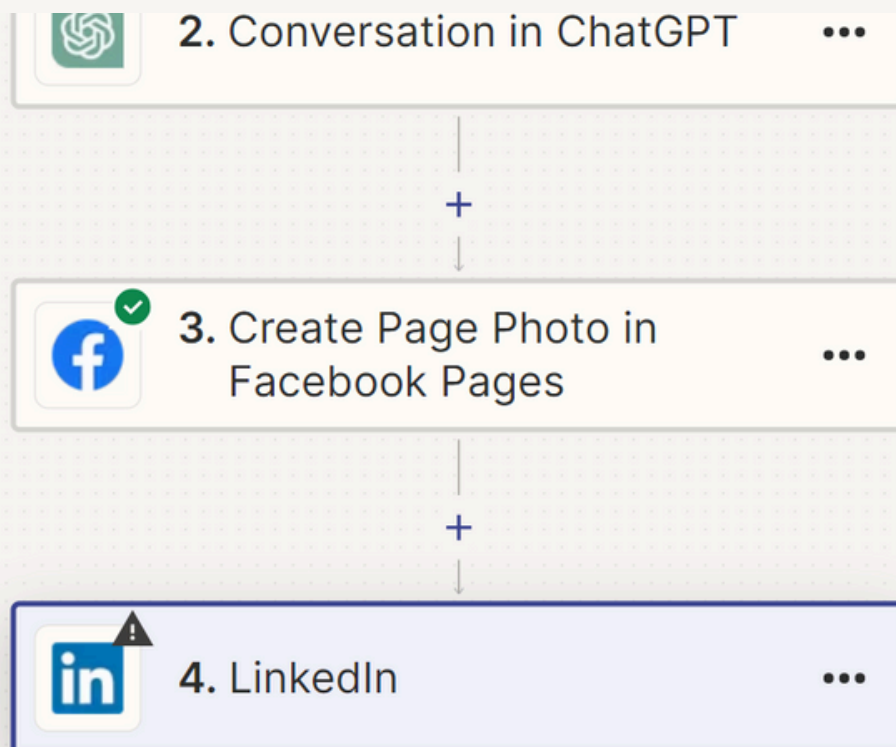
16m · 🌐

🏡 New Listing in Constantia - R29,300,000! 🌞

Discover a stunning family home designed by Michael Dall, a masterpiece of light, flow, and practicality. This perfectly proportioned, north-facing residence features generous floor-to-ceiling windows that capture breathtaking views of Table Mountain over rolling lawns.
Ideal for both family living and elegant entertaining, this home offers the perfect blend of understated luxury and subtle opulence.
Contact us today to schedule a viewing and make this magnificent property yours! ✨
[#ConstantiaLiving](#) [#LuxuryRealEstate](#) [#DreamHome](#) [#MichaelDallDesigns](#) [#TableMountainViews](#) [#FamilyHome](#) [#LuxuryLiving](#)
View more details on our website:
<https://bold.themes.entegral.biz/?webref=1802082>



While we've provided an overview of how you can automate a creative listing post to Facebook from your Base account, you can easily add more social networks like LinkedIn to this workflow.



The screenshot shows the configuration page for the '4. LinkedIn' step. It includes tabs for 'App & event', 'Account', 'Action', and 'Test'. The 'Action' tab is active, showing options to 'Generate values', 'Field search', and 'Refresh'. The configuration is divided into two main sections: 'LinkedIn Company Page' and 'Update Content'. The 'LinkedIn Company Page' section has a dropdown menu set to 'MyProperty South Africa'. The 'Update Content' section contains a text area with a pre-filled message: '2. Reply: 🏡 New Listing...e #LuxuryLiving', followed by a link 'View more details on our website: https://bold.themes.entegral.biz/?webref=' and a field for '1. Property Id: 1802082'. Below this are fields for 'Allow Mentions in content?' (set to False) and 'Preview - URL' (set to the same website link). There is also a 'Preview - Thumbnail Image' field with a value '1. Photo 1: https://s3.ente...79d2430e8e5.jpg'. The 'Preview - Title' and 'Preview - Description' fields are currently empty.

Looking to automate even more and reach local buyers with paid carousel listing ads in Facebook and Instagram?

Then check our Flex Dynamic Ads

