

## Digital Marketing Packages



Digital marketing is no longer a new strategy for the sale of property. It has become a main component in every sellers marketing strategy. It's targeted, dynamic and measurable while reaching people when they are most likely to purchase.

'My Listing' digital property packages put your property in front of a targeted audience of potential buyers at the time that they're considering making a real estate sale or purchase decision, allowing them to explore and interact with your listing online.

The benefit of effectively communicating your property digitally is unparalleled to traditional marketing efforts. Our objective is to get your property seen by people who are actively looking to purchase. Show off your home with clear messaging, visual aids and call to actions driving potential purchasers to your listing.

STARTER	STANDARD	PREMIUM
<ul style="list-style-type: none"> <li>• 1x On-page post</li> <li>• 1x Collection Ad</li> </ul>	<ul style="list-style-type: none"> <li>• 1x Display Network campaign</li> <li>• 1x On-page post</li> <li>• 1x Collection Ad</li> </ul>	<ul style="list-style-type: none"> <li>• 1x Search Network campaign</li> <li>• 1x Display Network campaign</li> <li>• 1x On-page post</li> <li>• 1x Collection Ad</li> <li>• 1x Carousel Ad</li> </ul>
\$399*	\$599*	\$699*

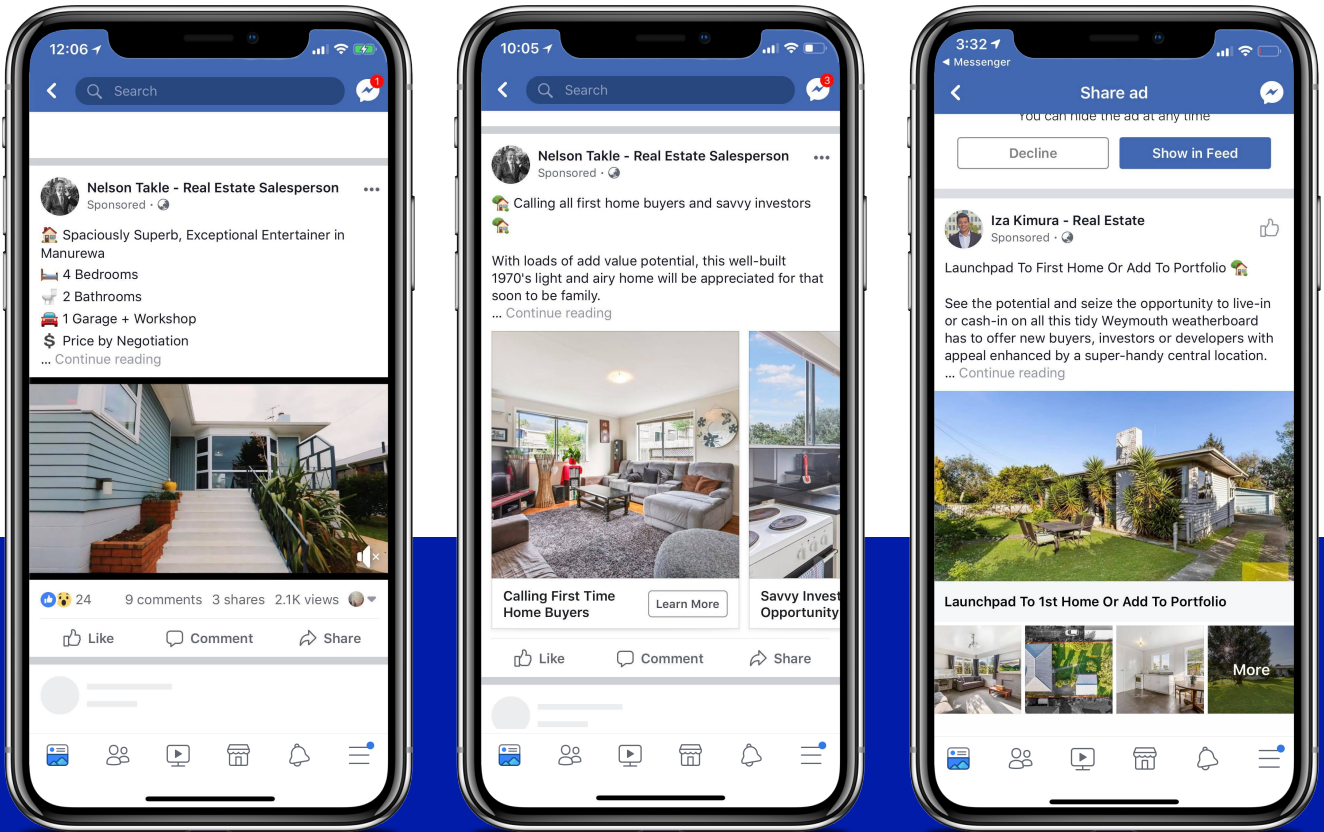
### THE PROCESS

1. Pick a package
2. Fix or top up budget
3. Campaign is structured
4. Campaign goes live
5. Live reporting Software
6. Reporting

EXTRAS	PRICE
Social Ad Spend	\$200*
Google Display Spend	\$200*
Videography	\$449*
Photography	\$199*

All prices are inclusive of GST\*

On average kiwis check Facebook 14 times a day. Facebook marketing still requires a strong message to be conveyed. This is where your real estate professional really shines. As your agent deals with property purchases they will be adapting the property description to be short, punchy and attention grabbing. You will have multiple Ad Types set up for your home, giving people a very quick engaging look into all you have to offer.



## On-Page Post

An ad that is posted on the agents page and boosted from the back-end on Facebook Business Manager set to achieve engagement that is visible on the agents page - allowing the agent the opportunity to respond to questions and follow up potential buyers.

## Carousel

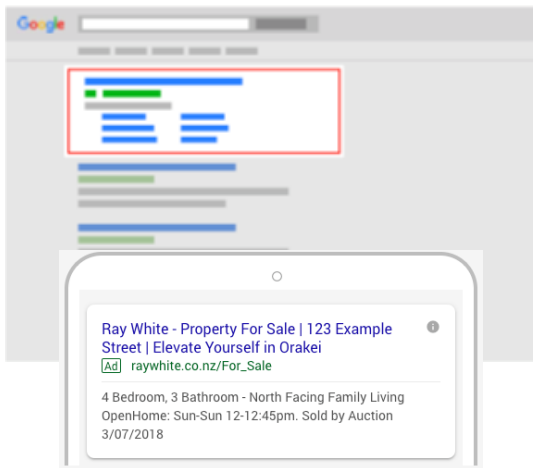
The carousel format lets you show 2 or more images and/or videos, headlines and links or calls to action in a single ad unit. Facebook will also automatically show the best performing ads first and in order for automated optimisation.

## Collection

Collection is an ad format that makes it easier for people to view the property from their mobile device in a visual and immersive way. With collection, people who tap on your ad can browse through and learn more about the property in a fast-loading, fullscreen experience, without leaving the Facebook app.

## Google

AdWords is designed to give your property visibility and the most direct channel and exposure to your target market. You only ever pay to have someone interact with your ad, this means you only ever pay when someone clicks through to learn more information about your listing.



## Google Search

We position you as the top search engine result by targeting relevant search queries that your target audience are entering when looking for a top real estate agent in your target area.

## Google Display

These are the banners that you see on around 400,000+ partnered websites such as the NZherald.co.nz, MetService.co.nz and 1-day.co.nz. The placement of these ads are controlled by peoples actions online. In the case of your property these ads will only be seen by people who have been on your listings page.

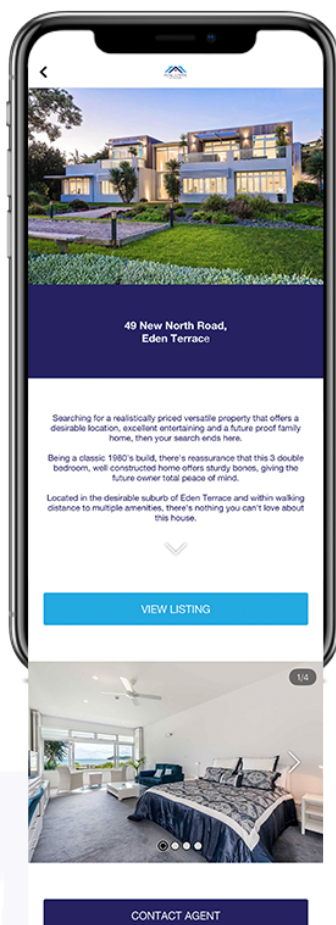


## Expected Results

All properties with digital marketing packages will expect different results based on a number of contributing factors, including their package, location, price range, features, targeting and agency data available.

There's only really one universal answer for what to expect from using digital marketing packages for property, expect 'more'. Each property which has been listed to date has received more social awareness, more exposure, more interaction and more enquiries than those which have been listed in the same area, around the same price range, which have opted not to have a digital package.

The targeting available through digital marketing puts your property in front of people who are buying and selling property at the time that they're considering making this decision. More importantly, it follows up those who have visited your listing online, by sharing further information about your property. It's these unique value propositions which make our digital property packages perform ahead of the rest.



## Case Study:

**This property was listed with our \$699 premium offering, running over 3 weeks across all digital marketing packages.**

**The objective here was to raise awareness of the property, get people in touch with the agent leading up to open homes, as well as to re-target people who had already expressed an interest in the property. This property was listed by negotiation on the 25th of October and sold on the 19th of November.**

## Totals:

**Clicks : 931**

**Impressions : 30,306**

**Page views: 901**

**Unique page views: 733**

**Repeat visitors: 168**

**Average time on page: 2.22**

- ★ Clicks: When someone clicks into the listing from an Ad.
- ★ Impressions: Each time the Ad is shown.
- ★ Page views: Total number of sessions on the property's page.
- ★ Unique page views: Unique visitors to the website.
- ★ Repeat visitors: People who took a second look at the listing online.
- ★ Average time on page: The time people spent looking through the listing on average.