BRONZE

Property Marketing



















COST: \$750







Standard Property Packages

BRONZE

\$750 - COST

Available Platforms:

3 (Maximum)

Campaign Length:

5 Weeks (Maximum)

Location Targeting:

< 100km From Property

Content Type:

Static Image, Slideshow Or Video

SILVER

\$1500 - COST

Available Platforms:

4 (Maximum)

Campaign Length:

8 Weeks (Maximum)

Location Targeting:

<u>National</u>

Content Type:

Static Image, Slideshow Or Video

GOLD

\$2500 - COST

Available Platforms:

5 (Maximum)

Campaign Length:

10 Weeks (Maximum)

Location Targeting:

<u>International</u>

Content Type:

Static Image, Slideshow Or Video

Bronze Package

Our Bronze Package offers vendors the most cost-effective way to advertise their property to the local buyer market. It focuses on targeting potential buyers who currently live in — or are actively interested in — areas within a 100 km radius of the property.

Targeting Examples

We can leverage all available targeting parameters across the platforms we support, using a combination of human expertise and AI to identify the ideal audience for your advertisements.



Interests/Affinity's

Locations

Schedule



Technology



Condition



Property Type



Size & Layout



Amenities



Demographics



Behavioural Signals



Life Stage



Journey Stage

Location

Our system targets users within a 100 km radius of a predefined location, with flexible settings that can be adjusted to meet the specific needs of agents or vendors.



< 100km From **Property**

Available Platforms - 3 Maximum























\$750

LinkedIn

YouTube

Snapchat

TikTok

Twitter

Extra Features

FULL CUSTOMIZABILITY

You can request changes at any time during your campaign to ensure it always meets your requirements.



Content & Design



Targeting Parameters



Location Focus

SOLD CONVERSION

If the property sells before the campaign ends, our team will update the content to highlight the successful sale.



Content Update



Targeting Update



Custom Options

PROPERTY PORTAL

We provide a login-free portal that allows your vendor to stay up to date with the campaign at all times.



Detailed Reports



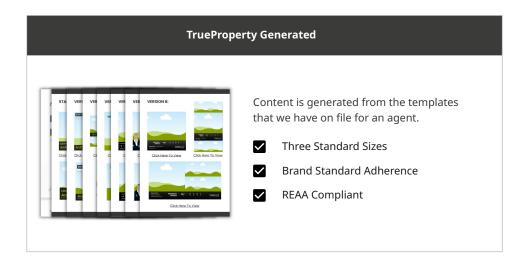
Live Dashboard

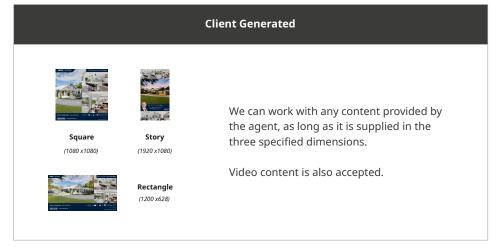


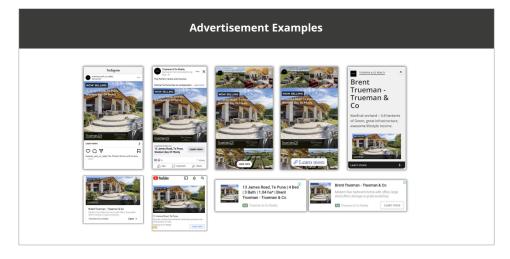
Content Overview

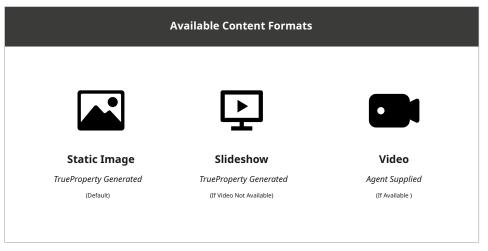
Content Process

We want the content used during our property campaigns to stand out on each of the platforms chosen. To make this process flexible we can create content from the templates we have on file or you can directly supply content in the required format.









Advanced Reporting

We have developed the most in-depth reports possible to ensure all parties understand exactly what is happening throughout the marketing period. Each report is tailored to meet the requirements of each service category.

ACTIVATION REPORTS

(Pre-Campaign)



Platform Details: An overview of the platforms on which the campaign will be operated.

Campaign Details: Start and end dates, along with an overview of the important links related to the campaign.

Content Overview: Access the content we plan to use for your campaign directly through editable Canva links.

Landing Page Review: A review of the intended landing page, including its script, layout, and imagery.

Location Breakdown: A detailed breakdown of the location targeting parameters selected for the campaign.

Detailed Demographics Targeting: A detailed breakdown of the location targeting parameters selected for the campaign.

LIVE DIGITAL DASHBOARD

(During-Campaign)



Live 24/7 Data Access: A 24/7 dashboard that displays live data from the moment the campaign starts until it concludes.

Vendor Accessible (No Login Required): Vendor-ready link for easy external sharing in a simple downloadable format.

Platform Specific Costing and Results Breakdown: Simple, easy-to-understand data that clearly displays exact costs and results from each platform.

Simple Cost Per Click Statistics: Transparent cost-per-click statistics that are typically missing from other dashboard providers.

Age & Gender Results Breakdown: A detailed breakdown of age and gender data for each platform and location.

Region & City Breakdown (Where Applicable): A detailed overview of the results gathered from specific regions and cities.

COMPLETION REPORTS

(Post-Campaign)



General Campaign Result Breakdown: An overview of the results collected from each platform.

Cost Per Click Breakdown: A straightforward overall cost-per-click breakdown to help you identify the most cost-effective platform for promotion.

Affinity Statistics: A breakdown of the affinity statistics collected from the campaign in terms of click-through rate.

Platform Specific Recommendations: Any recommendations we have regarding platforms for future campaigns.

Overall Campaign Quality Summary & Review: A detailed breakdown of each campaign statistic and the results derived from the presented data.

Progression

There are 9 main steps completed during a campaign. Details for each step can be found below.

- Pre-Activation Stage-



Step 1: Package Booking

Booking: Reserved via TrueProperty.io.

Budget Allocation: Choose between automated or custom allocation.

Campaign Length: Flexible, ranging from 2 to 10 weeks.

Agent Input: Incorporates improved targeting and agent-specific knowledge into the campaign.



Step 2: Property Analysis

Interest Matching: Aligns campaign parameters with buyer interests and affinities.

Demographics: Develops targeted demographic profiles for potential buyers.

Search Behavior: Analyzes recent search activity to identify buyers looking for similar properties.



Step 3: Audience Analysis

Interest Matching: Matches campaign parameters to buyer interests and affinities.

Demographics: Develops demographic profiles to target potential buyers effectively.

Search Behavior: Analyzes recent search activity to identify buyers seeking similar properties.



Step 4: Content Creation

Flexible: Content can be created using our brand templates or supplied by the agent.

Format Options: Includes static, slideshow, and video formats.

Size Variability: Content is produced in multiple sizes. Story, Rectangle & Square.

Agent Collaboration: Agents can request adjustments at any stage of the process.



Step 5: Activation Report

Campaign Summary: Provides a clear overview of the campaign's details.

Landing Page Insights: Reviews the landing page to identify and address any issues.

Demographic Analysis: Offers detailed information on the targeting parameters for the upcoming campaign.

-Campaign Active-



Step 6: Content Optimization

Budget Adjustment: Refocuses spending on the most engaging content.

Data-Driven Reallocations: Updates or swaps content to boost conversions.

Performance Analysis: Continuously monitors campaign performance.

Creative Testing: Conducts A/B testing on creative elements for optimal results.



Step 7: Parameter Optimization

Audience Refinement: Adjusts targeting based on audience feedback and responses.

Behavioral Insights: Leverages audience behavior data to enhance engagement and optimize budget allocation.

Geographical Adjustments: Fine-tunes location targeting to improve campaign efficiency.



Step 8: Live Dashboard

24/7 Accessibility: Agents and vendors can access live dashboards to monitor campaign performance.

Cost-Per-Action Metrics: Dashboards provide clear insights into spending, linking all statistics to costs.

User-Friendly Dashboard: Data is presented in a simple, practical format for easy understanding.



Step 9: Completion Report

Campaign Overview: Summarizes the final campaign data.

Post Campaign-

Results Analysis: Provides a detailed review of performance across platforms.

User Demographics: Breaks down characteristics of the engaged audience.

Recommendations: Offers platform-specific insights for optimizing future campaigns.

What's Our Difference



Built with Agent Input

Our systems are built by former agents and refined alongside active agents at every stage, ensuring we understand exactly what you need.





Extensive Platform Options

We provide access to nearly every platform available to an agent, giving you direct access to a wide range of audience types.



Interactive TrueProperty Platform

Access all of our services through our device-friendly platform, review active campaigns, and utilize a range of real estate-related tools and materials.



Enhanced Human Procedures

We use AI to enhance our human processes, providing our team with skills and knowledge beyond the standard. However, we never replace human expertise with AI.



Externally Integrated Systems

Our systems are connected externally to your agency and accounts, meaning we don't require direct access to any of your systems.



Dedicated Client Support

We provide direct communication channels with staff members actively involved in all aspects of our company, ensuring they can offer immediate, knowledgeable support.



Extended Campaign Lengths

We offer campaigns that run up to 10 weeks, just shy of the standard listing period, ensuring your campaign lasts for the full duration of a property marketing campaign.



Compliance & Legal Assurance

Our company ensures compliance across all services, making sure you and your agency adhere to local legislation and regulations.



Generous Loyalty System

Our TruePoints system rewards agents and agencies for using our services, allowing them to earn points that can be redeemed for our offerings.



Quick Setup & Onboarding

We prioritize quick setup and onboarding to ensure you can start using our services efficiently and effectively.



Customizable Campaigns

Every aspect of your marketing campaigns can be tailored to meet your specific requirements.



NZ Based Staffing

All of our full-time staff are based in New Zealand, ensuring a deep understanding of the local market.



Comprehensive & Transparent Reporting

We offer industry letting reporting from advanced targeting reports t transparent live dashboards.



Continuous Innovation

This is just the beginning; we plan to continually innovate across all current and future service categories to stay flexible and ahead of the competition.

True **Property**.io