PROPERTY MARKETING

Digital Strategies, Real Results.
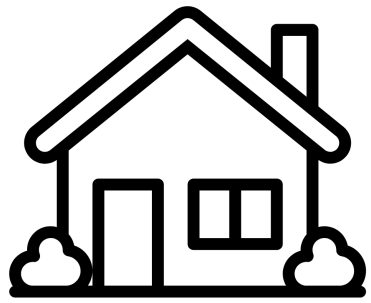
TrueProperty.io

Available Platforms

Property Types

Types Of Property Packages Available:

Residential
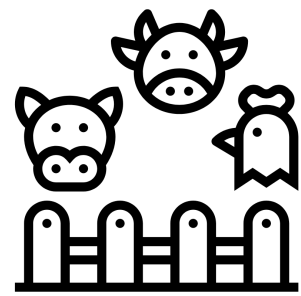
Lifestyle
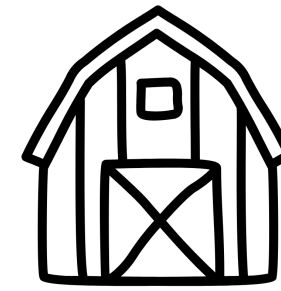
Farm

Rentals

Commercial
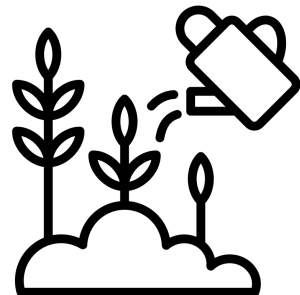
Horticulture

Available Platforms

Packages Types

	What Is Generated	Campaign Locations	
LOCAL **COST: $750** 3 Platform MAX	• **One** Local Campaign • **One** Advertisement Group • **Three** Content Sizes	**Local**	• Up To 3 Platforms • Up To 4 Weeks • Up To 100km From Property • Activation & Completion Reports • Live Dashboard Reporting
NATIONAL **COST: $1500** 4 Platform MAX	• **One** Local Campaign • **One** National Campaign • **Two** Advertisement Groups • **Three** Content Sizes	**Local** **National**	• Up To 4 Platforms • Up To 8 Weeks • Local & National Campaigns • Activation & Completion Reports • Live Dashboard Reporting
INTERNATIONAL **COST: $2500** 5 Platform MAX	• **One** Local Campaign • **One** National Campaign • **One** International Campaign • **Three** Advertisement Groups • **Three** Content Sizes	**Local** **National** **International**	• Up To 5 Platforms • Up To 10 Weeks • Local, National & International Campaigns • Activation & Completion Reports • Live Dashboard Reporting
BOOST **COST: $400** 2 Platform MAX	• **One** Boost Campaign • **One** Advertisement Groups • **Three** Content Sizes	**Up To 25km**	• Up To 3 Weeks • All Google or Meta Platforms • Live Dashboard Reporting

NOTE: Budgets can be increased from the original cost. Increasing the budget for a campaign linearly increases the overall impression & clicks of a campaign.

How It Works: Pre-launch
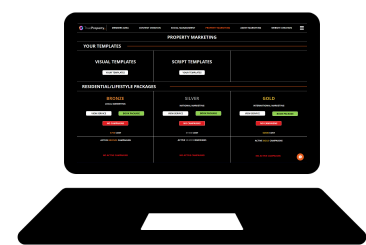
Package Booking

Booking Platform: Reserve via TrueProperty.io for convenience.

Budget Options: Select from automated or personalized budgeting.

Campaign Lengths: Choose between 2-week and 4-week durations.

Invoicing Flexibility: Options for agents, agencies, or vendors.

Property Insights: Detail key features and targeted buyer profiles.

Ad Diversity: Leverage multiple platforms and ad types.

Property Analysis

**Classification:** Identifies property type and intended use.

Location Insight: Analyzes nearby features and points of interest.

Condition Assessment: Reviews property age and current condition.

Amenities Evaluation: Examines detailed amenities and unique features.

Spatial Analysis: Characterizes size and layout specifics.

Legal Review: Checks for legal and zoning compliance where necessary.
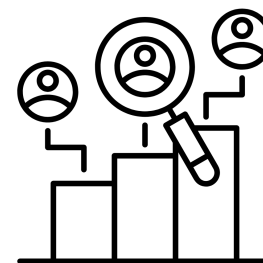
Buyer Analysis

Interest Matching: Reviews interests and affinities to match parameters.

Demographics: Generates demographic profiles for targeted marketing.

Search Behavior: Classifies recent search activities.

Website Engagement: Assesses recent website interactions.

Location Analysis: Classifies current living or interested locations.

Needs Matching: Align with financial and operational requirements.

Activation Report

Campaign Summary: Provides a detailed overview of the campaign.

Landing Page Insights: Offers review and recommendations for the landing page.

Key Features & Buyer Profile: Summarizes main attractions and target buyer characteristics.

Demographic Analysis: Overview of general buyer demographics.

Targeting Review: Classifies and overview general targeting parameters.

Content Creation

Customization: Offers options for custom content creation tailored to specific needs.

Templates: Provides templated content creation for efficiency and consistency.

Size Variability: Ensures content creation in multiple sizes for diverse applications.

Optimization: Generates content optimized for different platforms for maximum engagement.

Agent Collaboration: Facilitates flexible interaction options with agents for personalized content.

How It Works: Post-launch & Completion
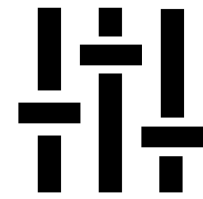
Content Optimization

Budget Adjustment: Actively manipulated budget allocations to enhance content performance.

Data-Driven Reallocations: Reallocates budgets across platforms based on performance data.

Performance Analysis: Continuously monitors content engagement and conversion metrics for optimization.

Creative Testing: Implements A/B testing for different creative elements to determine highest performers.

Parameter Optimization

Audience Refinement: Adjusts targeting strategies based on audience interaction and feedback.

Behavioral Insights: Utilizes user behavior data to adjust campaign parameters for better engagement.

Geographical Adjustments: Optimizes location targeting to capture more qualified leads in high-interest areas.

Cost-Per-Action Evaluation: Continuously assesses and optimize for cost-effective actions, ensuring maximum ROI.

Live Dashboard

Dashboard Simplicity: Easy access to a live, intuitive dashboard.

Vendor Access: Shareable link for vendor insights.

Metrics Tracking: Monitor link clicks, impressions, and leads in real-time.

Platform Integration: Fully integrated access via the TrueProperty platform.
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Completion Report

Campaign Overview: Provide a comprehensive summary of final campaign data.

Results Analysis: Reviews campaign outcomes against objectives.

User Demographics: Breaks down main characteristics of the engaged audience.

Recommendations: Offer platform-specific insights for future campaigns.

Local, National & International Options

Local Targeting

"Connect with buyers right in the properties backyard, leveraging community insights and preferences."

- **Local Campaign Success:** Proven to be highly successful within a 50km radius of a property or out to an entire region in some cases.

- **Cost-Efficiency:** The most efficient approach in terms of maximizing reach to high-performing potential buyers while adhering to a limited advertising budget.

Local

National Exposure

"Broaden your horizons, reaching across the country with tailored campaigns that resonate nationwide."

- **Scope Extension:** Expands marketing campaigns to additional regions across New Zealand, targeting areas with a positive response to the type of property being marketed.

- **Geographical Reach:** While limited to New Zealand, this approach significantly extends the marketing campaign's geographical coverage.

National

International Reach

"Global ambitions realized, attracting international buyers with strategic, culturally nuanced marketing."

- **Target Audience Complexity:** We address the challenge of marketing to an international audience, which encompasses a vast array of potential buyers and involves complex targeting due to diverse locations and interests.
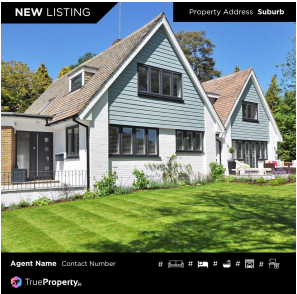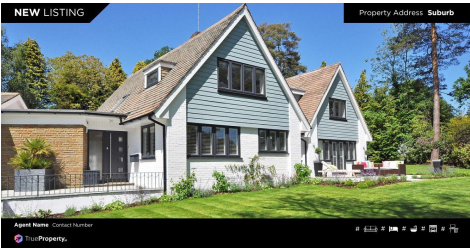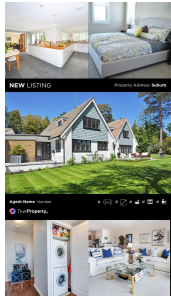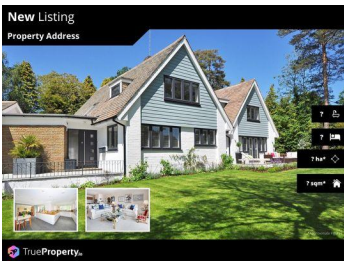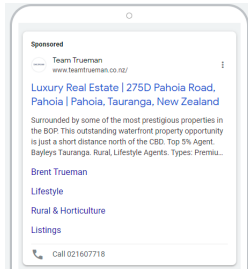
International

Content Options

Content is at the center of our property campaigns. To make this process flexible and transparent we allow for the supply of this content in one of three different ways:

Supplied (Included)	Custom Design	Agent Supplied (External)
When selecting this package we will generate the content based on your pre-approved templates. The content generated varies based on the platform that we are advertising on. **Initial Creation & Resizing Costs MAY Apply**	We have the capacity to create additional customized content in order to diversify the range of materials presented to your target audience. **Creation & Resizing Costs Apply**	We can use content that you create, assuming it fits our size and quality requirements.

Supplied Content Examples				
Square (Included) Image & Video	**Rectangle (Included)** Image & Video	**Story (Included)** Image & Video	**Custom Dimensions** (If Applicable)	**Text Advertisements** (Google Search Only)

Reporting

Reporting is an area that we want to keep transparent. To achieve this, we grant you live access to the real-time data progression of your campaigns, all presented in a user-friendly and easy-to-understand format. Our objective is to keep you fully informed about every aspect of your campaigns, allowing you to actively participate in the optimization process.

We also offer reports to enhance this process. Initially, a report will cover the campaign in its entirety and the parameters we are using to promote the advertisements correctly. Upon completion, we will supply a review report that covers the results gained from the marketing campaigns and any recommendations we think could be made to improve exposure.

Cost Per Interaction   **Vendor Ready**   **Simple & Informative**   **Live Data**   **Downloadable**   **Recommendations**

Campaign Activation

Once the package has been requested, your brand & the property we intend to market will be analyzed to ensure that we generate the campaigns correctly.

- Campaign Detail Overview
- Location Review
- Historical Activity Review
- Landing Page Review
- Interest/Affinity Parameter Creation

Live Dashboard

You will have access to a live dashboard link through the Trueproperty.io platform. This will allow you to view how the campaign is progressing in real time.

- Advertisement Clicks
- Number of Times Advertisements Are Shown
- Leads Generated by Each Campaign

Campaign Completion

Once the campaign has concluded you will receive a report that reviews the results of the marketing campaign. This report will also provide recommendations for future marketing strategies for you and your brand.

- Analytics Review
- Campaign Conclusions & Recommendations

Artificial Intelligence

Artificial Intelligence (AI) has fundamentally shaped the digital landscape, promising to reshape the digital domain. However, the effectiveness of AI in marketing is not as clear-cut as often portrayed. The use of AI tools, particularly by advertising platforms, raises concerns about prioritizing platform goals over advertisers' interests. This underscores the importance of human involvement in marketing strategies.

We recognize that AI cannot replace the nuanced understanding and creative insight that humans bring to the table. Therefore, we integrate AI thoughtfully into our marketing processes, ensuring it enhances rather than replaces human expertise. This approach allows us to harness AI's analytical strengths while preserving the creative and ethical integrity only humans can ensure, providing our clients with a balanced and effective strategy.

Examples Of What we DO use AI models for:

- Raw Data Analysis
- Abstract Targeting Model Development
- Content Version Optimization
- Repeat Task Optimizations
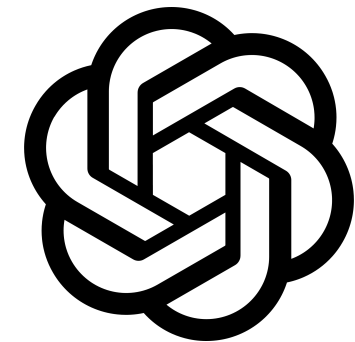
Examples Of What we DONT use AI models for:

- Data Analysis Conclusion & Review
- General Targeting Model Development
- Content Creation
- Bid & Content Optimization
- Campaign Setup