

# AGENT MARKETING

## OVERVIEW

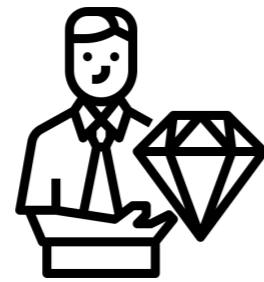


# Property Types

## Types Of Agent Packages Available:



Essential



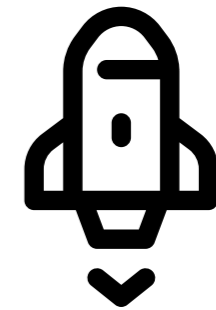
Elite



Search



Sold Property

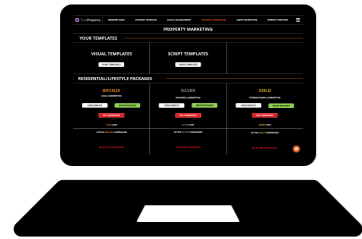


Boost Packages

## Available Platforms



# 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.

**Bran Insights:** Detail key features and targeted vendor and advertainment purpose.

**Ad Diversity:** Leverage multiple platforms and ad types.

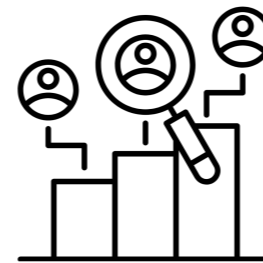


## Agent/Brand Analysis

**Classification:** Identifies purpose of the campaign.

**Location Insight:** Analyzes important location features relevant to promoting the agent.

**Competitor Review:** Our systems look at other agents in your area to ensure we understand your competitive advantage.



## Audience 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.

**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.

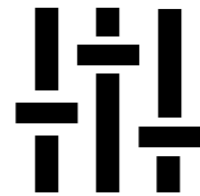
**Templates:** Provides templated content creation for efficiency and consistency.

**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 optimizes 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.

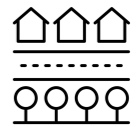
**Recommendations:** Offer platform-specific insights for future campaigns.

# Suburb vs Regional Campaigns

## Suburb Targeting

Connect with Potential Vendors and Buyers in Targeted Areas

- **Local Campaign Success:** Targeting specific suburbs or city areas often proves to be the most effective method for promoting an agent or office. This strategy ensures your message reaches the individuals most likely to engage with your services.
- **Cost-Efficiency:** Maximize your advertising budget by focusing on targeted areas, ensuring the best return on investment with every dollar spent.
- **Hyper-Localized Content Creation:** Leverage advanced techniques in suburb targeting with hyper-localized content. This approach crafts marketing materials tailored to the unique characteristics and events of each specific area, enhancing relevance and impact.



**Suburb**

## Regional Exposure

Broaden Your Horizons and Expand Your Reach

- **Scope Extension:** Elevate your marketing campaigns to cover an entire region, exposing your brand to new clients and leads beyond your usual territory. This approach often yields valuable prospects in areas that aren't typically targeted by individual agents.
- **Platform Expansion:** With our high-tier packages, you can diversify your advertising across multiple platforms. This expanded reach ensures increased visibility and engagement with users who might not be reached through traditional methods.

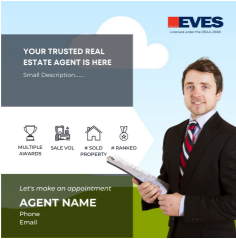
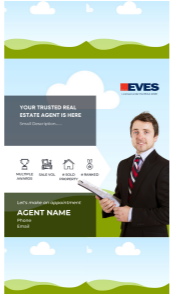



**Region**

# Content Options

We aim for the content utilized in our agent campaigns to truly shine on each of the chosen platforms. To ensure flexibility and transparency, we offer the option for you to supply your own content, or alternatively, we can generate content from our extensive template library. As part of our elite package, our team will also create one custom piece of content with multiple size variations to ensure your campaigns remain as unique as possible.

Agent Supplied (5 Design Max)	Template Library Content (2 Design Included)	Custom Content (1 Design Included)
<p>To maximize the impact of our campaigns you can supply our team with content that you have created.</p>	<p>We have the capacity to create additional customized content in order to diversify the range of materials presented to your target audience.</p>	<p>As part of the elite package our team will create 1x piece of custom content specific to you and your requirements. This piece of content will then be converted to the various size requirements of each platform.</p>

Content Examples		
		
<p><b>Square (Included)</b> Image &amp; Video</p>	<p><b>Rectangle (Included)</b> Image &amp; Video</p>	<p><b>Story (Included)</b> Image &amp; Video</p>

Content Included
<p><b>2x</b> - Template Library Content <b>1x</b> - Custom Content <b>or</b> <b>5x</b> - Agent Supplied Content (Max)</p>

# 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

