

The Ultimate Prestige Property Solution



THE
MEDIA
Coach Group



Attracting A Premium Price On Your Property through Social Media

Active Buyer

A person who is actively searching for a property and regularly uses specific filters on property websites to find their next purchase.

Passive Buyer

A person who is experiencing a situation of change, such as considering upsizing or downsizing, but is not actively scrolling through real estate websites currently.



Your Buyer Marketing Plan

Where do buyers come from?

PASSIVE:

Buyer database (email and text message)
21.4%

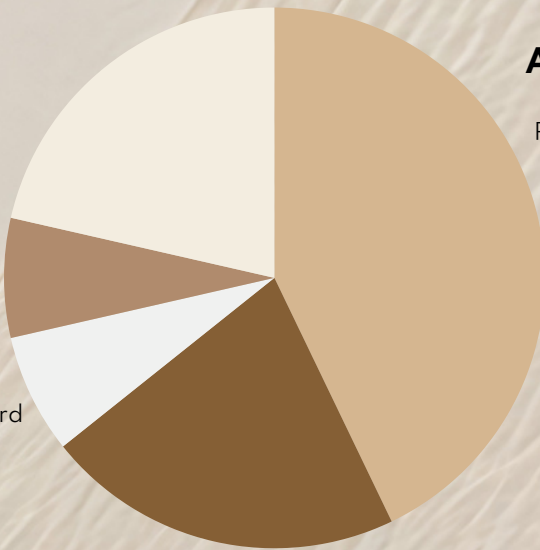
Direct Letters
7.1%

Signboard
7.1%

Social Media
21.4%

ACTIVE:

Property Website (realestate.com.au, Domain & others)
42.9%

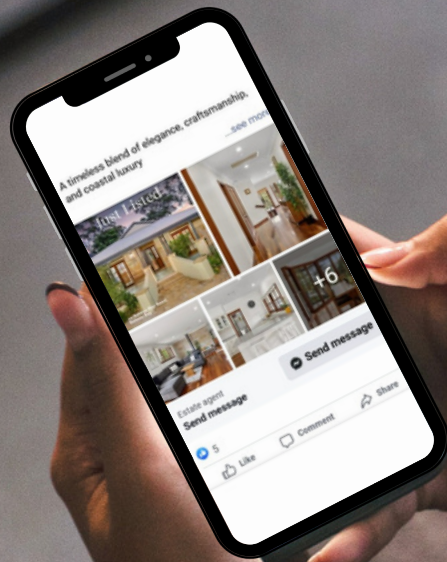


Why Social Media?

Targeted digital marketing means better exposure and more interest

Reach Australia's foremost and most active audience on Facebook, where over 17 million users engage monthly, marking it as the platform with the largest audience in the country.

With Australians spending an average of more than 5 hours daily on the internet, and almost a third of that time dedicated to social media, there's no broader online audience than this. By maintaining your property's presence at the forefront of this engaged audience, you elevate the likelihood of quickly connecting with the ideal buyer.



Why a Social Media Property Ad?

Find your Passive buyer and increase competition on your home

Engage Passive Buyers. There are two types of buyers looking at your property: active buyers and passive buyers. Active buyers are always on property portals like Realestate.com.au & Domain.com.au searching for their dream property. We have you covered with our premium marketing strategy. Passive buyers, on the other hand, are not always on the real estate portals. They tend to be in a transition in their life, such as upsizing or downsizing. They would move if they were captivated by seeing the property in their social feed.

Captivating Property Ads. Appear in users' newsfeeds (both desktop and mobile), guaranteeing that more people will see the property listing.

Precise Targeting. Demographic, lifestyle, and geographical targeting ensure each property campaign is accurately matched to the right people. Powerful remarketing will keep the property top of mind when someone has shown interest in it.

More Buyers With AI

Using advanced internet marketing technologies, we use AI and bot technology to instantly respond to buyers after they click on your property ad.

How we market your home on Social Media



Change in Circumstance

Life transitions — such as marriage, divorce, new additions to the family, empty nesting, career changes, and financial shifts — can often lead to a change in residence.



Property Detailed Targeting

Any person interested in property-related content or who has recently engaged with content on property portals.



Database & High Network

Focus on key individuals relevant to your property, including potential investors, and utilise our buyer database



Neighbourhood & location audience

Those key people who will share the property with family or friends looking to move close by



Remarketing

Anybody engaged in the social media content in the last 90 days

Specific Targeting

= More buyers on your home



Reach Australia's largest, most engaged pool of buyers beyond their search on property portals



Meta Business Partners

Social Media Property Plans

GOLD

CORE BUYER
EXPOSURE

\$1299

- Custom reel and carousel campaign
- 2 week - 30 day campaign (as per requested)
- Target buyers, capture leads instantly, and automate bot responses to qualify them in real time

PLATNIUM

ENHANCED BUYER
EXPOSURE

\$1899

- Custom reel and carousel campaign
- 3 week - 45 day campaign (as per requested)
- Target buyers, capture leads instantly, and automate bot responses to qualify them in real time

ULTIMATE

MAXIMUM BUYER
EXPOSURE

\$2399

- Custom reel and carousel campaign
- 2 week - 90 day campaign (as per requested)
- Target buyers, capture leads instantly, and automate bot responses to qualify them in real time

EXPOSE YOUR HOME TO MORE BUYERS

About Imogen & her team

Meet Imogen Callister, the driving force behind The Media Coach and Ultimate Agent - two game-changing ventures that empower agents to supercharge their businesses and tap into a steady stream of high-quality leads.

With a solid foundation in Media and Communications from the University of New South Wales, paired with a Journalism major, and an impressive 30+ years of industry expertise, Imogen has become a sought-after thought leader. She's regularly invited to share her insights at some of the Southern Hemisphere's most prominent conferences.

As a trusted expert, Imogen delivers actionable advice on harnessing the power of online audience engagement, fueling business growth, and refining strategic approaches. Her team's customer-obsessed approach is backed by a talented squad of specialists in database management, social media advertising, and more - all working together to deliver tailored solutions that drive real results.



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