

The Ultimate Property Solution



THE
MEDIA
Coach Group



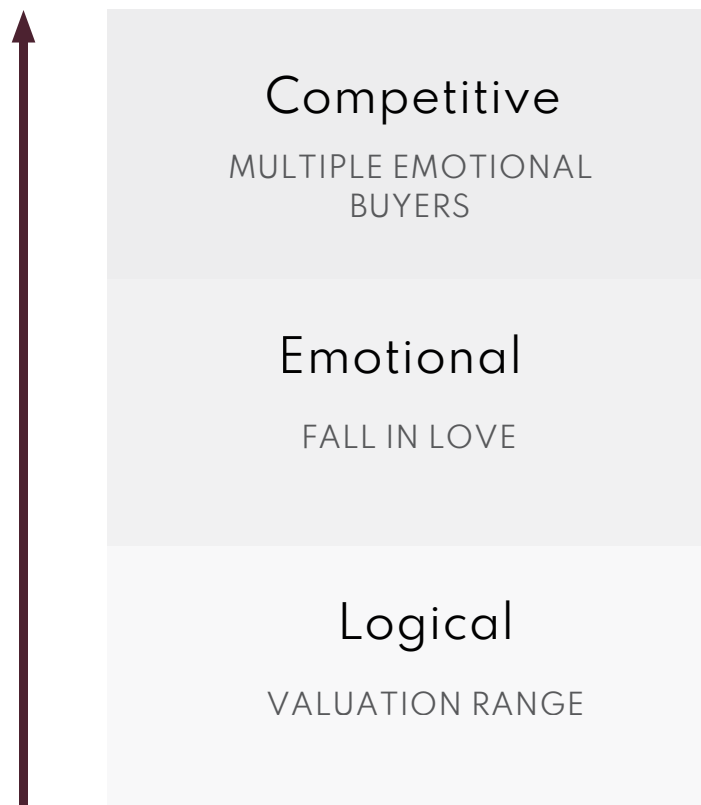
Attracting A Premium Price On Your Property

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.

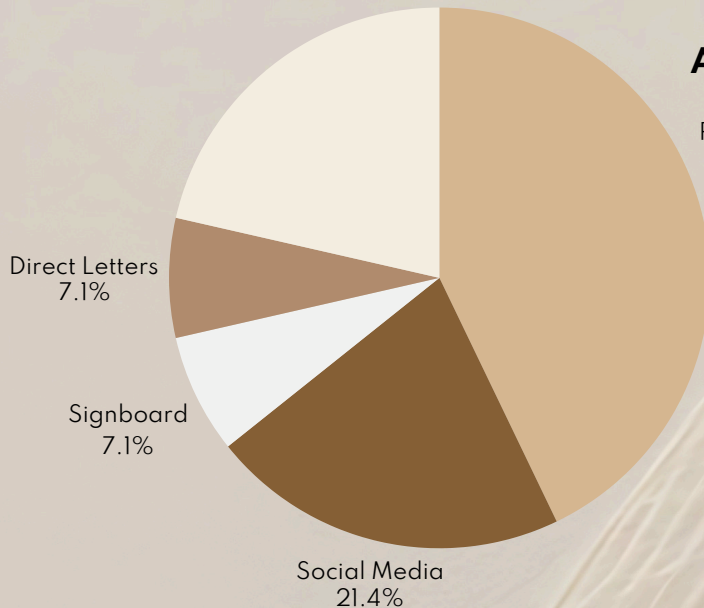


Your Buyer Marketing Plan

Where do buyers come from?

PASSIVE:

Buyer database (email and text message)
21.4%



ACTIVE:

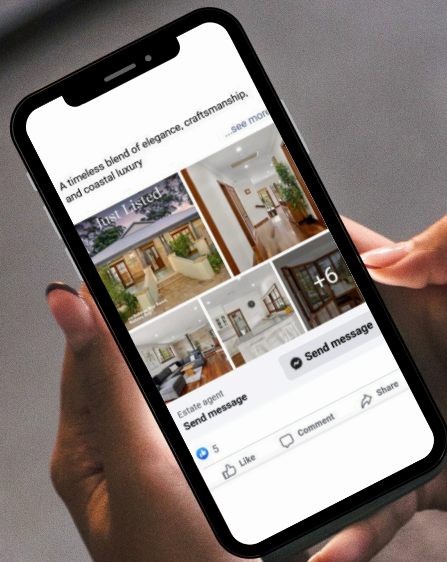
Property Website (realestate.com.au, Domain & others)
42.9%

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

Reach your most engaged pool of buyers beyond their search on social media tailored ads across Facebook and Instagram

Gold

\$299

Tailored social media ads across Facebook & Instagram for 1 week

Features

Facebook & Instagram

Targeted specifically to an audience interested in property on Facebook & Instagram 10km around the home.

Bot Automation

Buyers will receive on instant response from an interactive automated bot that will send them key details about the property.

Platinum

\$499

Tailored social media ads across Facebook & Instagram for 2 weeks.. **Custom property reel for increased exposure**

Features

Facebook & Instagram

Targeted specifically to an audience interested in property on Facebook & Instagram 30km around the home.

Bot Automation

Buyers will receive on instant response from an interactive automated bot that will send them key details about the property.

Reach More Buyers

Clever ad targeting and retargeting technology to find your target audience.

Ultimate

\$899

Tailored social media ads across Facebook & Instagram for 3 weeks. **Custom property reel for increased exposure**

Features

Facebook & Instagram

Targeted specifically to an audience interested in property on Facebook & Instagram 50km around the home.

Bot Automation

Buyers will receive on instant response from an interactive automated bot that will send them key details about the property.

Reach Out of Area Buyers

Clever ad targeting and retargeting technology to find your target audience.

Premier

\$1299

Tailored social media ads across Facebook & Instagram for 4 weeks. **Custom property reel for increased exposure**

Features

Facebook & Instagram

Targeted specifically to an audience interested in property on Facebook & Instagram locally, nationally and internationally to expats.

Bot Automation

Buyers will receive on instant response from an interactive automated bot that will send them key details about the property.

Highest Impact Strategy

This will reach buyers and investors in your local market, interstate and internationally.

