rex | Reach

CAMPAIGN PLAN

# 12 Week Landlords Campaign Plan

## Your 12 Week Plan to Get More Landlords

For optimum performance of this campaign plan, we recommend a minimum budget guide of $4,800. This is split across the **3 stages of the marketing funnel** which are **Top of funnel** (awareness), **Middle of funnel** (consideration), and **Bottom of funnel** (decision). You can of course add more than our minimum budget, which will mean your campaigns will get more visibility across the ad platforms.

### Top of funnel

This is primarily awareness of you, your brand and your services.

**Week 01**

BLOG/VIDEO

#### Intro to Your Agency's Service

This ad group is centred around bringing awareness to your agency and service offering.

GOAL
- Brand Awareness
- Audience Building

CREATIVE
- 2x images
- 1x video (optional)
- 1x blog post

DURATION: 4 Weeks
BUDGET: $100 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

**Week 02**

**Week 03**

**Week 04**

**Week 05**

SOCIAL PROOF

#### Testimonial

Show your potential prospects that you're trusted and can deliver results.

GOAL
- Brand Awareness
- Audience Building

CREATIVE
- 2x images
- 1x video (optional)
- 1x testimonial

DURATION: 2 Weeks
BUDGET: $100 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

**Week 06**

**Week 07**

BLOG/VIDEO

#### Intro to Your Agency's Service

Repeat the initial ad group or highlight other services.

GOAL
- Brand Awareness
- Audience Building

CREATIVE
- 2x images
- 1x video (optional)
- 1x blog post

DURATION: 2 Weeks
BUDGET: $100 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

**Week 08**

**Week 09**

BLOG/VIDEO

#### Your Agency Key Benefits

Key benefits of managing their property portfolio with you.

GOAL
- Brand Awareness
- Authority Building
- Audience Building

CREATIVE
- 2x images
- 1x video (optional)
- 1x blog post

DURATION: 2 Weeks
BUDGET: $100 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

**Week 10**

**Week 11**

SOCIAL PROOF

#### Testimonial

Show your potential prospects that you're trusted and can deliver results.

GOAL
- Brand Awareness

CREATIVE
- 2x images
- 1x video (optional)
- 1x testimonial

DURATION: 2 Weeks
BUDGET: $100 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

**Week 12**

TOP OF FUNNEL BUDGET
**$1,600**

### Middle of funnel

This is where potential prospects are considering you, your brand or services.

RESOURCE DOWNLOAD

#### New Landlord or Investor Guide

To bring in potential prospects a free informational resource is a great strategy in this space.

GOAL
- Brand Awareness
- Soft Leads

CREATIVE
- 2x images
- 1x video (optional)
- 1x resource

DURATION: 3 Weeks
BUDGET: $100 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

LISTING

#### Just Leased

Showcase you're the right agency for their rental property by highlighting the latest properties you've leased.

GOAL
- Brand Awareness
- Soft Leads

CREATIVE
- Listings

DURATION: 3 Weeks
BUDGET: $100 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

RESOURCE DOWNLOAD

#### Buy to Let or Investor Guide

You can repeat the initial resource download or change to alternate information resource.

GOAL
- Brand Awareness
- Soft Leads

CREATIVE
- 2x images
- 1x video (optional)
- 1x resource

DURATION: 3 Weeks
BUDGET: $100 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

LISTING

#### Investment Properties

Attract new landlords and investors by showcasing your best investment property listings.

GOAL
- Lettings Leads

CREATIVE
- Listings

DURATION: 3 Weeks
BUDGET: 2x ≤50 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

MIDDLE OF FUNNEL BUDGET
**$1,600**

### Bottom of funnel

This is where potential prospects decide to engage with you, your brand or services

ACTION

#### Free Rentals Appraisal

Capture their details and attention with a Rentals Appraisal.

GOAL
- Appraisals

CREATIVE
- 2x images
- 1x video (optional)

DURATION: 3 Weeks
BUDGET: $100 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

ACTION

#### Landlord Health Check / Portfolio Review

Offer a portfolio review or health check to provide extra value and get them to convert.

GOAL
- Appraisals

CREATIVE
- 2x images
- 1x video (optional)

DURATION: 3 Weeks
BUDGET: $100 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

ACTION

#### Free Rentals Appraisal

Repeat of the rentals appraisal ad group. Option to change up the creative.

GOAL
- Appraisals

CREATIVE
- 2x images
- 1x video (optional)

DURATION: 3 Weeks
BUDGET: $100 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

ACTION

#### Landlord Health Check / Portfolio Review

Repeat of the portfolio review or health check offer to provide extra value and get appraisals.

GOAL
- Appraisals

CREATIVE
- 2x images
- 1x video (optional)

DURATION: 3 Weeks
BUDGET: $100 p/w

CUSTOM AUDIENCES
- Standard Reach
  Exclude those that are not relevant to your desired target group
- Re-marketing
  People who have visited your website in the last 90 days
- Database targeting

BOTTOM OF FUNNEL BUDGET
**$1,600**

TOTAL CAMPAIGN BUDGET
**$4,800**

## Quick facts

Here's a few quick questions answered.

**Which networks will Rex Reach ads be placed on?**
The Rex Reach ad types will appear on the Facebook, Instagram and Google Display Network ad platforms.

**How does the plan work?**
The aim of the plan is to drive prospects down the funnel to enquire with you. In each week as prospects engage with your ads they will move into the next funnel ad group.

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For more information about this 12 Week Landlords Campaign Plan or to book a demo of Rex Reach visit **www.rexsoftware.com/demo**