rex | Reach

CAMPAIGN PLAN

12 Week Lettings Campaign Plan

Your 12 Week Plan to Get More Landlords

For optimum performance of this campaign plan, we recommend a minimum budget guide of £1,500. 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 – Week 03

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 £160

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 04 – Week 06

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 £80

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 07 – Week 08

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 £90

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 09 – Week 10

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 £90

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 11 – Week 12

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 £80

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**

TOP OF FUNNEL BUDGET
£500

Middle of funnel

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

Week 01 – Week 03

RESOURCE DOWNLOAD

New Landlord or Buy to Let 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 £125

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 04 – Week 06

LISTING

Just Let

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

GOAL
- **Brand Awareness**
- **Soft Leads**

CREATIVE
- **Listings**

DURATION 3 Weeks
BUDGET £125

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 07 – Week 08

RESOURCE DOWNLOAD

Buy to Let or New Landlord 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 £125

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 09 – Week 10

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 £62.50

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
£500

Bottom of funnel

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

Week 01 – Week 03

ACTION

Free Lettings Appraisal

Capture their details and attention with a Lettings Appraisal.

GOAL
- **Appraisals**

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

DURATION 3 Weeks
BUDGET £125

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 04 – Week 06

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 £125

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 07 – Week 08

ACTION

Free Lettings Appraisal

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

GOAL
- **Appraisals**

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

DURATION 3 Weeks
BUDGET £125

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 09 – Week 10

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 £125

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
£500

TOTAL CAMPAIGN BUDGET
£1,500

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 Lettings Campaign Plan or to book a demo of Rex Reach visit **www.rexsoftware.com/demo**