Ace your marketing efforts

Increase the amount of prospects and bring in new business with Rex Reach by following these simple tips and tricks.

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It's time to leverage digital channels to boost your marketing results and grow your business!

Whether you want to reach bigger audiences for your listings or you want to grow your brand and business, we've put together our list of the 9 must do's to ace your ads.

This guide is here to help agencies using Rex Reach, as well as those wanting to take your first step towards a better and easier way to advertise, in either case, following these steps will help you maximise the performance of your digital ads. Feeling a little lazy and don't want to read each section in detail, navigate to the '**! Simple things to do in Rex Reach**' section, they have been designed to give you actionable tips on how to improve the performance within your campaigns.

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Digital marketing that grows real estate
rexsoftware.com

The marketing jargon cheat-sheet

Ad/Ads/Digital Ad (in a digital format) - The published marketing material placed in a digital marketing channel, i.e. Facebook or Google.

Content - Copy, imagery, videos or downloadable assets such as PDFs.

Copy - Text within an advertisement or marketing material.

Networks - Advertising networks such as Facebook ad network, which publishes ads on Facebook, Instagram and Whatsapp, or the Google ad network, which publishes ads on Google search, Google affiliated websites, Gmail etc.

Brand - Synonymous term to your business, i.e. building your brand awareness means building the awareness of your business.

Campaign - A distinct advertisement effort, i.e. a property sales listing, sold property advertisement etc.

Lead - Acquired prospect/contact for a sales listing.

Growth - Increasing customers or revenue to your business.

Target - Desired prospects.

Audiences - Groups of prospects.

Reach - Geographic distribution of prospects.

Impressions - 3 second view of an advertisement.

Experiment - Is a process used in digital advertising to apply past learnings to future campaigns to continuously improve the results and return on investment of your marketing efforts.

Algorithm - Using user data, algorithms automate ongoing decisions at scale in order to reduce wasted spend and make the most returns from each ad campaign.

Performance - The outcome of your campaign, the better the performance the more leads/reach or less budget is achieved.

Contents

Let's ace your marketing efforts

Cutting through the noise with images

Let's start with images — it's a nobrainer that images are one of the most important aspects of your ads, and for this very reason, your images can have a direct impact on how they perform.

How we treat listings in ads on Google, Facebook or Instagram vs REA and Domain is slightly different. In the digital land we have to provide content that engages with audiences that may not intentionally be looking for a property. This is key as it means imagery should be tailored enough to grab the attention of your target audience.

How to ace it:

BE UNIQUE

Try to define the ideal target audience for the campaign, if a property listing, who would be the ideal buyer for the property and for a campaign focused on increasing brand awareness, who are you trying to reach and does your content respond to those people?

SIMPLE THINGS TO DO IN Rex Reach:

For listing or brand campaigns, consider this:

- What are other agencies not doing that you could do
- What do you think your target audience might respond to (think what imagery would grab their attention)

BE CREATIVE

In order to be creative, think about your brand and how it relates to your target, applying the same approach to all your ads will likely result in misalignment with your audience.

SIMPLE THINGS TO DO IN Rex Reach:

Ask yourself the following when you advertise your brand:

- What does your brand stand for?
- What represents your brand?
- What colours should you be using?

Short & sharp wording

Consider this, the average human attention span is only 8 seconds. In an increasingly 'noisy' world, every second counts when it comes to capturing and engaging your audience. This is why the words and captions (or as you'd say in marketing terms — copy) are key when it comes to efficiently reaching your audiences.

How to ace it:

CONCISE WRITING

Writing copy for a digital ad is very different to what we put into a property listing, instead of giving rich detail about the property we have to make sure the copy is short and sharp. To ensure your ad copy stands out and captures the attention of the reader, try to identify 2-3 keywords that you think the targeted audience will engage with — assume you have no more than one short sentence to grab their attention. Think about the property you are listing, what are the real selling points.

SIMPLE THINGS TO DO IN Rex Reach:

As a rule of thumb, good character limits to ad:

- Main description: 90-130 characters
- Short description: 30-40 characters
- Long description: 50-60 characters

LEAD THEM WHERE YOU WANT THEM

You have just captured the reader's attention, they're interested, but you've forgotten to guide them on where to go next. Out of frustration or disengagement, the reader leaves.

This is a common reason for why we lose prospects. In a digital setting, we are conditioned to expect an intuitive path on how we continue interacting with the web. As a result, it often means that we need to clearly tell our audiences what we want them to do. This is a 'Call to Action' which can be to enquire on a listing or to contact for more information on a campaign focused on getting more listings.

Budgeting that performs

Budgeting is one of the most common pitfalls in campaign performance, either we spend too much or we spend too little. The impacts of misaligned budgets often mean that campaigns attract an audience that is either too wide (and irrelevant) or too small, with not enough interest.

How to ace it:

BUDGET FOR YOUR AUDIENCE

Try to set your budgets according to how far and wide you are targeting, the larger the area and the more people you target the more budget your campaign will require.

SIMPLE THINGS TO DO IN Rex Reach:

Set up a custom budget in Rex Reach where you consider the size of your audience and targeting

RE-MARKETING AND DATABASE TARGETING

Rex Reach makes remarketing and database targeting easy. While remarketing means your campaign targets those visiting your website, database targeting allows you to seamlessly reach those that are in your CRM. This is the ultimate way to ensure you are front of mind from the first time a prospect interacts with your brand, through to becoming a customer and beyond.

If you are remarketing to your website visitors whilst also targeting your database, it's worth increasing your budget, the more you target the more budget you'll need to efficiently reach your audiences.

Pick the right audience

Similarly to how we select images, we have to ensure we are targeted with who we want to engage in our ads. Although it might seem tempting to cast the net wide, you are more likely to spend your budget on irrelevant audiences rather than those that will be valuable to your business.

How to ace it:

THINK ABOUT: WHO IS LIKELY TO CONNECT WITH MY AD OR BUY A PROPERTY?

When selecting your audience, try to think about who you are wanting to reach and how they might relate to your business or property listing..

SIMPLE THINGS TO DO IN Rex Reach:

If you've run a similar campaign in Rex Reach before, use campaign reporting to gain valuable insight on what worked well and what didn't. This helps you make better decisions when it comes to the selection of your audiences.
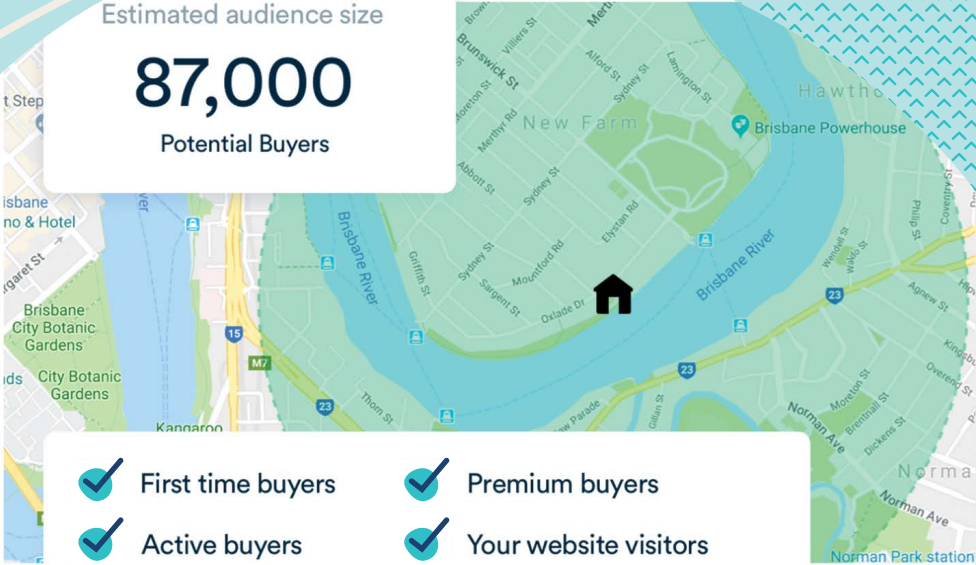
Targeting that reaches

Narrow targeting often leads to poor campaign performance and wasted spend and it is therefore important to ensure your target size and range of your audience is optimal.

Estimated audience size

87,000

Potential Buyers

✓ First time buyers
✓ Active buyers
✓ Investors

✓ Premium buyers
✓ Your website visitors
✓ Contacts from your CRM

How to ace it:

DON'T GO TOO NARROW

Consider this, most buyers live within 5-10km from where they want to buy, equally sellers usually engage agencies in the vicinity of where they live..

SIMPLE THINGS TO DO IN Rex Reach:

Target a minimum of 5-10km around the suburb you are targeting or pick 2-5 suburbs that matches the audiences you are aiming for.

Budgeting correctly

Budgeting the correct spend on your campaign is one of the most important factors when it comes to setting up your ad, the reason is simple, the less you spend on an ad, the less time ad networks (such as Facebook & Google) will have to learn what works and what doesn't, and as a result can yield poorer results.

On top of this, not all audiences are priced the same, both Facebook and Google can charge higher rates for certain audiences and individuals — especially in smaller markets with limited cohorts.

Budget for your audience

If you're in an area with expensive properties - the competition for your audience will be intense, driving up cost, which in turn requires increased spend. Try to set your budgets according to how far and wide you are targeting, the larger the area and the more people you target the more budget your campaign will require.

How to ace it:

GOOD BUDGETS = GOOD OUTCOMES

There are best practices when it comes to budget spend, however they are not definitive and you should always consider variations such as added target locations, audiences or the length of the campaign.

SIMPLE THINGS TO DO IN Rex Reach:

Recommended minimum budget levels:

Listing Price Range	Minimum budget:
<$500k	$150
$500k - $1 million	$250
$1 million - <$1.5 million	$500
$1 million - <$1.5 million	$1000

OPTIMISE BUDGET SPEND TO EACH PLATFORM

Rex Reach gives you the ability to advertise on the Facebook ad network (which includes Instagram) and Google. By default, your campaign budget will be split 50/50, to each ad network, however this is not always the best way to allocate your spend, which is why you can adjust how much spend goes onto each platform. This is particularly useful if you run a brand campaign to get more listings, where the recommended splits change.

SIMPLE THINGS TO DO IN Rex Reach:

Campaigns focused on getting more listings, should favour 60/40 to Google, a listing for sale campaign, shifts to 60/40 to the Facebook ad network. Set this up in the budgeting stage in Rex Reach under 'Custom Budgets'.

Ideal campaign lengths

To bring you the leads, in combination with Rex Reachs targeting formulas, Facebook/Instagram and Google all use algorithms that identifies the best people to target in order to bring you the correct type of leads.

Similarly these algorithms learn who to target and how to do it faster — but in a much more efficient way than humans ever could. The key point is that time is a big factor — as the campaign progresses, the algorithm will bring you more of the right type of lead, which is why giving your campaign sufficient time is crucial.

How to ace it:

DON'T CUT CORNERS

When you set up your campaign, make sure you don't cut time too short, this risks missing out on increased volumes and better leads.

It's important to remember that running campaigns for too long also becomes inefficient. The reason is simple, once your campaign exhausts your key audience, you'll notice reduced leads while continuing the same spending levels. You have to find the balance in between.

SIMPLE THINGS TO DO IN Rex Reach:

Aim to run campaigns for around 14 days for best results. Campaigns below 7 days are not recommended.

Selecting the right platform for the right campaign

Not all platforms are created equal, Facebook, Instagram and Google all attract different audiences and these audiences interact in different contexts, which is why it's important to make sure you don't treat a brand campaign the same as you would a property listing campaign.

How to ace it:

BUILD BRAND ON FACEBOOK & INSTAGRAM

Both Facebook and Instagram are great platforms for increasing your brand awareness, be it through a brand campaign, sold listing or promoting an agent profile.

SIMPLE THINGS TO DO IN Rex Reach:

When running brand campaigns, it is recommended to still advertise on Google, however change to a 40/60 split, where 60% should go to the Facebook ad network.

GET LEADS ON GOOGLE

Diving traffic to your landing page is best done through Google, in particular when running sales/rental listing campaigns.

SIMPLE THINGS TO DO IN Rex Reach:

Although Google is best for leads, when advertising properties, we still recommend placing some effort on Facebook/Instagram as well, in this case at a 40/60 split to Facebook, where Google should be allocated 60% of the campaign budget.

Experimentation is key

Although each platform learns who to target to drive your objectives, there are many ways you can also help setting up campaigns in the future for even better results. Experimentation is a widely used technique within digital advertising to optimise and improve the performance of your ads.

It is typically a continuous process, where you first start by using previous data to formulate a hypothesis of what you can tweak in the ad set up, to then test and validate your hypothesis, which in turn tells you what to do and what not to.

How to ace it:

IMPROVE RESULTS

When it comes to experimentation, there are key initiatives that will help you learn how to best reach your unique set of audiences.

SIMPLE THINGS TO DO IN Rex Reach:

Build your campaigns on previous performance, ask yourself, what worked and what didn't. Your best tool here is to use Rex Reach's reporting to better understand the nuances of previous campaigns.

So what's next?

Now, get out there and take your next steps towards a better way to advertise your properties and your brand! To learn more of how Rex Reach works and how to make it work to your advantage, visit our blog on www.rexsoftware.com/articles

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