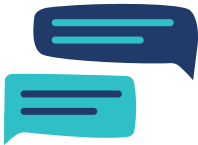
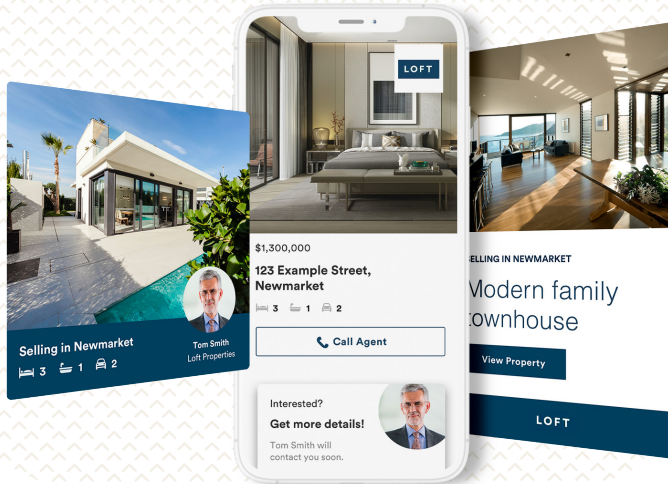


Investing for growth





Need help or have a question?

You can reach us at

spokesales@rexsoftware.com



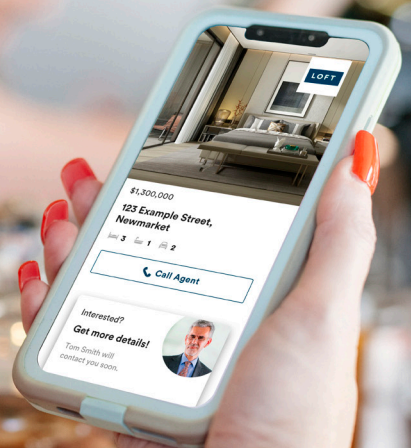
Digital marketing that grows real estate
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1

Provisioning for Growth



Provisioning for Growth

A key component of your agency's growth relies on its ability to attract new business – or in other terms, vendors. Prospecting is a lengthy process, considering the average sales cycle is around 8 years, your ability to stay front of mind through that time is crucial to make sure you are the first one they engage when they are ready to sell.

Marketing to a vendor over their 8 year sales cycle can often be an expensive and time consuming process when following traditional means of advertising. Not only that but it can also result in meager results. The visibility of the performance of your campaigns, be it letterbox drops, signboards, newspapers or TV/ radio are often difficult to measure the impact they have – how many prospects and ultimately appraisals you are able to get.

This is only exacerbated by the fact that the average person spends 47 hours online per week – more than a normal working week, means that we are likely spending on increasingly inefficient channels in the real world, instead of reaching prospective buyers and sellers where they are most active and receptive – online.

Enabling marketing where your sellers and buyers spend their digital lives is the first step in ensuring you get bang for your buck. The second, and perhaps more important is how often you reach out and engage your prospects as it has a direct impact on the results of your marketing efforts, but also how much you'll need to spend to be able to reach your prospecting and ultimately sales goals.

2

Efficient use of marketing spend



Efficient use of marketing spend = lower cost per sale

When you use Spoke to reach your audiences on social media and the web, you are using a tool that's been designed to get you sellers or buyers in the best and most efficient way possible. When prospecting in the right way with Spoke, it should allow you to reduce or remove the need for other types of advertising and marketing channels so that you can put the money where it will get you the most leads.

So let's have a look at how you best budget your campaigns to make sure you get the most of them.

3

Budgeting correctly



Budgeting correctly

Budgets on For Sale Listings are most commonly under-budgeted, leading to poor performance. Budgets set the cornerstone for how well your campaign reaches the right people and how long it can run to do so. What works differently with digital advertising compared to listing portals, is that instead of pushing your ad to the top of a list, it is pushed to people most likely to interact with your listing.

Contrary to listing portals, ads on Facebook, Instagram and Google start by learning who are most likely to interact with your ads, from here your ads start to improve the lead volume and quality. Simply put, your ads improve over time.

The cost model of digital ads is also different to that of REA – you don't pay a pre-set fee no matter how many or few leads you get whereas digital ads only charge you for leads that interact with your listing. Each lead is then individually priced based on a few criteria; other companies bidding for the same audience, the geography and demographics of the area/audience, where those that are more likely to buy/interact/convert, are more expensive.

It is therefore imperative that your campaign has the right budget that allows it to run long enough but also can afford the right type of lead. So to budget correctly, let's have a look at best practice guidelines across different campaign types.

Budgeting guide



For Sale Listings

Listing Price Range	Minimum budget	Recommended campaign length
<\$500k	\$200	14 days
\$500k – \$1 million	\$250	14 days
\$1 million – <\$1.5 million	\$500	14 days
\$1.5 million+	\$1000	21 days

Sold Listings

Number of suburbs targeted	Minimum budget	Recommended campaign length
1-2	\$200	14 days
3-4	\$250	14 days
5+	\$500	14 days

Agent Profile

Listing Price Range	Minimum budget	Recommended campaign length
Any	\$150	7 days

Brand Awareness

Type of brand awareness campaign	Recommended budget	Recommended campaign length	Frequency
Appraisal	\$200-250	14-21 days	Once a month
Competition	\$200	14 days	Discretionary
Suburb profile	\$200	21 days	Once a month if no appraisal campaign

Ideal campaign setup

To enable full-funnel prospecting the following campaigns and frequency should be followed:

Type of campaign	Recommended budget	Recommended campaign length	Frequency	Potential sales prospects*
Brand awareness (appraisal or suburb profile)	\$250	14-21 days	Once a month	
Sold listings	\$200	14 days	Should be run for all major sales	
Agent profile	\$150	7 days	Discretionary	
Sales listings	\$200-1000 (refer to recommended spend in the Sales Listings section)	14-21 days	Every campaign	10-15

*footnote on potential

Next steps

So let's get you started with taking advantage of growing your business online. Lock in a time for a demo of how it works and how we can set up your first campaigns.

Simply email us at spokesales@rexsoftware.com or get in touch with your account manager.



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