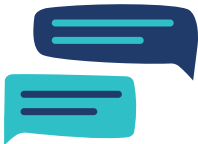
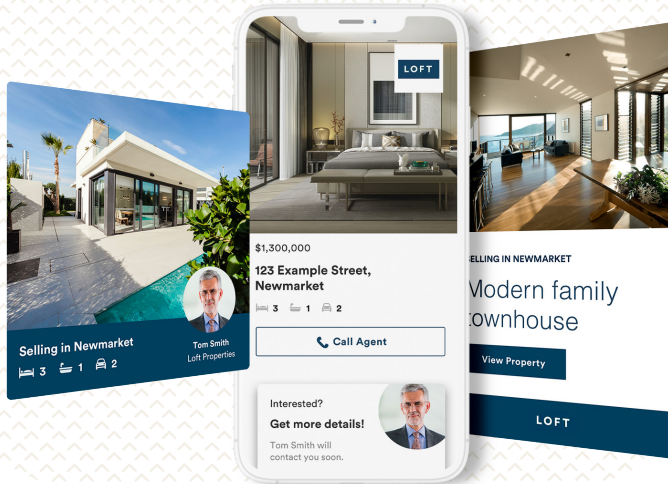


# Improve Sales Performance and Prospecting





## Need help or have a question?

You can reach us at [spokesales@rexsoftware.com](mailto:spokesales@rexsoftware.com)



Digital marketing that grows real estate  
[rexsoftware.com/spoke](http://rexsoftware.com/spoke)

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1

# Improve Sales Performance and Prospecting



# Using Spoke to Improve Sales Performance and Prospecting

The marketing landscape moves at a pace that is almost impossible to keep track of, and when considering that the

**average person spends  
47 hours online per week**

more than they do on a full-time job – advertising online is more important than ever.

This is why we created Spoke – to efficiently, target prospects, **get appraisals and new listings.**

Spoke makes it easy for you and your vendors to advertise listings for sale via digital ads (on Facebook, Google and the web). It also helps you **attract new prospects ready to sell now**, and get your brand out there to make sure it is **always front of mind once a prospect is ready to sell.**

Let's have a look at how to maximise the output of your digital marketing efforts quickly and easily with Spoke.

## Why use digital ads for listings and business generation?

Using digital ads has benefits to both you and your seller. Our listing ads let you show a property to potential purchasers that are less active, earlier in their search or that might not have spotted it on REA. It also re-exposes that property to people who might have seen the property elsewhere – and overlooked it.

Unlike listings on REA and Domain, social media shows your listing in front of likely leads, be it buyers or sellers, multiple times using a computed calculation that determines the most likely buyers and sellers that might interact with your ad, leaving out the risk of your listing 'slipping down the list'.

Spoke allows you to drive real, measurable results – in the form of real leads, tens of thousands of local ad views and offline conversions like inspections and open home attendances.

Facebook, Instagram and Google puts your listings, your agents and your business in front of people based on their location, demographics and interests.

Unlike any other form of digital or print advertising, Spoke allows you to target geographically – to a specific area like a suburb or a radius of like 5km from your property. Spoke also lets you target database contacts like buyers and potential sellers via upload from your CRM.

2

# Including Spoke in your standard VPA package



# Including Spoke in your standard VPA package

Besides the benefits of providing best practice marketing strategies, Spoke ensures your digital marketing is taken care of, positioning your agency as the matter experts in the field of property advertising.

At the same time you and your agency are given a free avenue to market yourselves and prospect for new sellers, giving you access to a self generating pathway to ensure new business.



3

# How to communicate the value of Spoke



# How to communicate the value of Spoke to vendors

Including Spoke as part of the standard VPA package is one thing, but if agents aren't able to efficiently communicate the value of Spoke, vendors are more likely to skip Spoke.

This is where training is important. Once agents fully understand the value of Spoke, it is easier for them to not only efficiently convey the message, but also position themselves and the agency as matter experts.

To help you, Spoke can provide training and resources for your agents to better understand the value and how to best relay this to the vendor.

You can find dedicated vendor support material and collateral on:

**<https://hubs.ly/Q014rtMH0>**

4

# Communicating budgets that perform



# Communicating budgets that perform

Budgeting is a key factor to ensure your campaign reaches as many of the right buyers as possible and it's important to follow recommended investment levels and campaign lengths.

Depending on the listing price of the property, leads within Facebook, Instagram and Google have different costs per lead based on how many of the type of buyer are available (supply & demand) in the specified area and targeting parameters.

Generally speaking, the higher the listing price, the fewer potential buyers there are, leading to higher cost per lead.

The below budget levels are indicative, however it is strongly recommended that campaigns do not go below the minimum spend to ensure your campaign performs as well as possible.

Listing Price Range	Minimum budget	Recommended campaign length
<\$500k	\$200	7 days
\$500k – \$1 million	\$350	14 days
\$1 million – <\$1.5 million	\$550	21 days
\$1.5 million+	\$1000+	21+ days

# Next steps

Want to discuss how to best include and communicate the value of Spoke in your standard VPA package?

Let's lock in a time to take you through a demo of how it works and how we can set up your first campaigns.

Simply email us at [spokesales@rexsoftware.com](mailto:spokesales@rexsoftware.com) or get in touch with your account manager.



**rexsoftware.com**