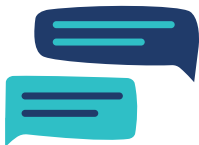
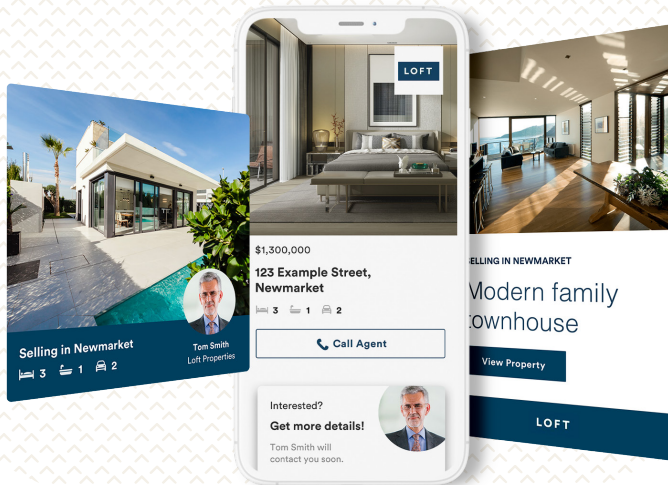


# Increase your exposure





**Need help or have  
a question?**

You can reach us at

[spokesales@rexsoftware.com](mailto:spokesales@rexsoftware.com)



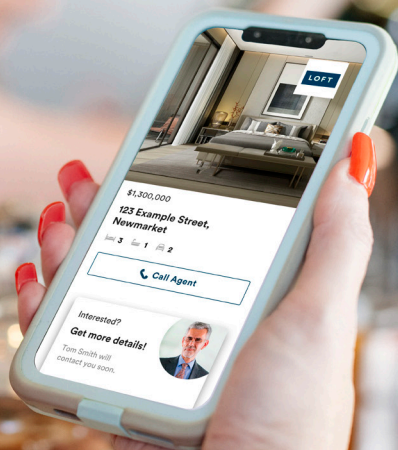
**Digital marketing that grows real estate**  
[rexsoftware.com/spoke](https://rexsoftware.com/spoke)

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1

# Maximise your sales outcome



# Increase your exposure to maximise the sales outcome

Considering the average person spends 47 hours online in a week, more than a working week, where and how we advertise properties for sale is dramatically changing.

It's no longer enough to just rely on traditional channels like portals. In fact, most buyers spend about 8.4 minutes on real estate websites per day, compared to the almost 2.5 hours spent on social media and 6.75 hours on the web every day.

Leaving social media and the web out of your marketing means you miss out on 98% of the time potential buyers could be exposed to your property, leaving out the ability to get more interest as well as offers, and as a result, selling for the best possible price.

Most buyers spend about 8.4 minutes on real estate websites per day

2.5 hours spent on social media and 6.75 hours on the web every day

Leaving social media and the web out of your marketing means you miss out on 98% of the time potential buyers spend online

2

# Reach the right buyers



# Reach the right buyers

**Reach over 90%  
of the web**

Market activity data consistently shows that most people move within a 10 km radius of their existing home. This is where ads on Facebook, Instagram and Google become incredibly powerful. With accurate targeting, Spoke reaches buyers in any given area and picks those most likely to be interested in your property based on their online behaviour, be it those actively looking to buy but also those that might be passively looking for a property.

**Most people move  
within a 10 km radius of  
their existing home**

Reaching over 90% of the web, there's virtually no other or better way to reach buyers.



3

# Budgeting correctly





# Select your budget

Advertising through Spoke is a budget efficient way of reaching more buyers, where your campaign is charged by every interaction by potential leads. This means your ad will reach as many buyers as possible until the full budget has been spent, ensuring your investment is leveraged to its full potential.

As part of budgeting for your campaign, there are recommended investment levels, depending on the listing price of your property.

This is because leads within Facebook, Instagram and Google have different costs per lead based on how many of the type of buyer required for your property. 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 your campaign doesn't 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

# Ready, set, go

Have a chat with your agent and they'll be able to set up your campaign today.

You can also read more about Spoke on [spokeapp.io](https://spokeapp.io).



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