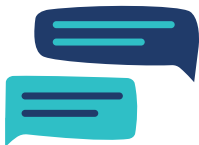
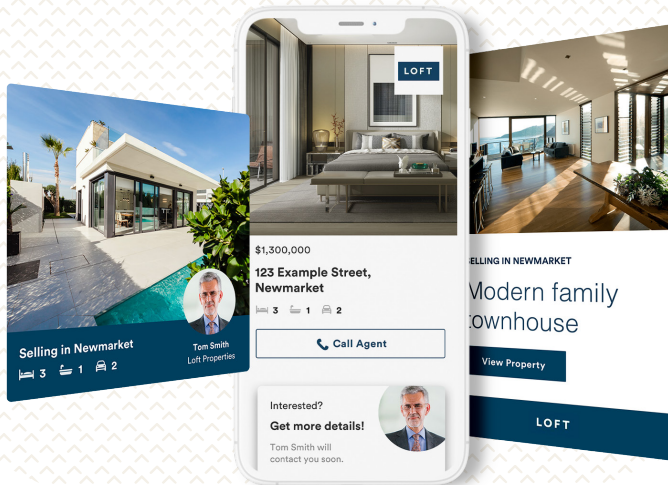


Let Spoke Grow Your Business

A new way to grow





**Need help or have
a question?**

You can reach us at

spokesales@rexsoftware.com



Digital marketing that grows real estate
rexsoftware.com/spoke

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A new way to grow

A cornerstone of an agency is the neverending effort to find new properties to sell.

We get it and it's a constant worry for agency directors especially when a lot of business generation is dependent on time and cost heavy marketing.

When you then consider the pace that the marketing landscape moves at, it's almost impossible to keep track of. Just think of this –

the average person spends 47 hours online per week

– more than they do on a full-time job. It means that marketing is no longer a sponsorship at the local footy club, a face or brand on a signboard, but an engagement that happens online.

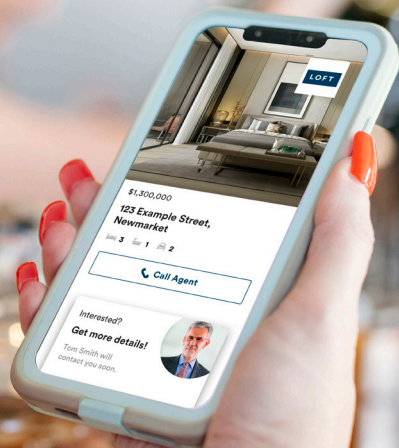
This is why we created Spoke – to help you efficiently market and sell listings and also target prospects, win more appraisals and list more properties.

Spoke makes it easy for you to advertise listings for sale and generate buyer enquiries via digital ads (on Facebook, Instagram and Google). Better yet, it also helps you attract new prospects who are ready to sell now, and get your brand out there to make sure it is always front of mind once a potential vendor is ready to push the button.

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

1

Why it matters



Why use digital ads for listings and business generation?

Because it helps you win new business and your agents and sellers advertise properties to a broader audience.

Using digital ads has benefits for both you, your seller and the agency:

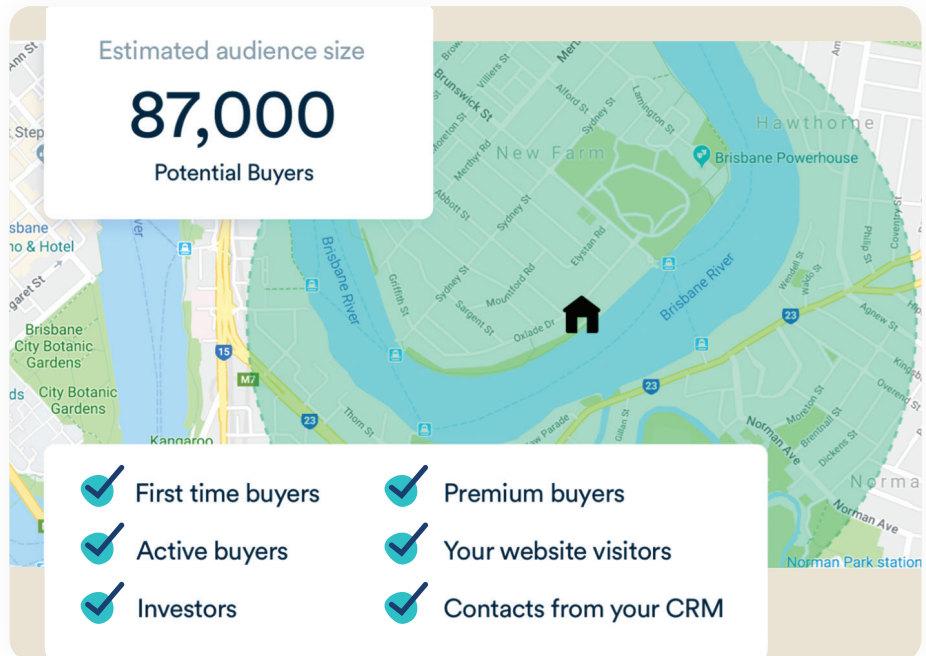
- 1 For you and your agency** Spoke helps you supercharge your prospecting. Tap into more prospects by promoting your business through brand campaigns as well as vendor paid listing ads (which – as you'll see further – themselves include potential sales leads).
- 2 Vendor** - Improve the sales outcome for the seller. Our listing ads let your agency expose a listing to potential purchasers that are in market – but also those who are less active, earlier in their search or that might not have spotted it on the property portals. It also re-exposes that property to people who might have seen the property elsewhere – and overlooked it.

Because Spoke targets the right people at the right time

Reach over 90% of people online

Just relying on the portals for sales listings only exposes your ads to the most active buyers. This skips over the much larger pool of more passive buyers who could be motivated to buy more quickly if the right property came along.

Unlike any other form of digital or print advertising Spoke lets you target database contacts like buyers and potential sellers via upload from your CRM.



Because Spoke helps you find future sellers early

One of the main benefits of social media advertising through Spoke over traditional online advertising is that your ads get shown to all potential buyers and sellers regardless of what stage of the process they are in.

A segment of the potential buyers enquiring through Spoke are earlier in their journey than those that typically enquire via REA and domain. Our data shows that buyers enquiring on Spoke have a greater than 50% likelihood of being local property owners – making them prime targets to capture and follow up as future sellers

Because Spoke stops your listings falling through the cracks

On the portals, your brand new listing slips to page 3 and beyond very quickly. With social media advertising through Spoke your listing is shown in front of likely leads, be it buyers or sellers, multiple times using a computed calculation, leaving out the risk of your listing 'slipping down the list' in the portal search results.

Because digital advertising is efficient and delivers real, measurable results

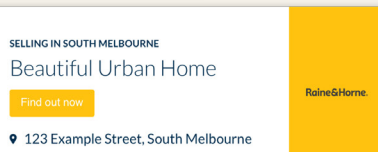
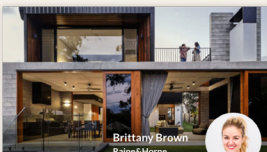
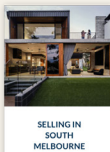
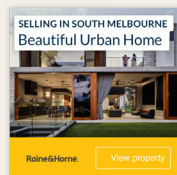
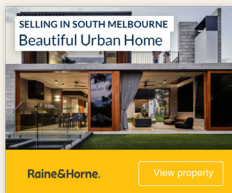
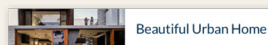
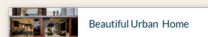
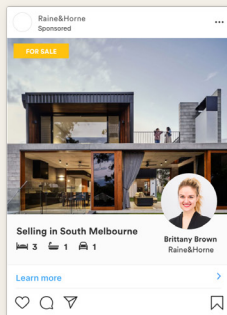
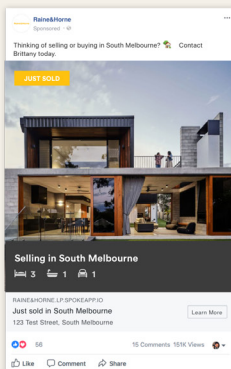
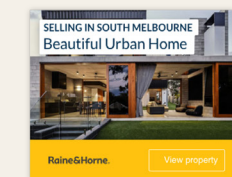
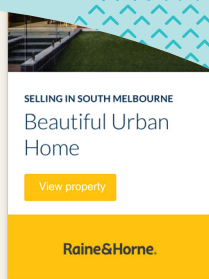
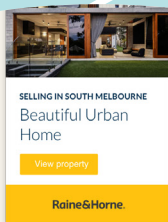
Equally, advertising yourself or your agency through letterbox drops or signboards, are likely to compete for the same space as any other agent or agency. Sure, a sponsorship or an event might work better, but they are also resource intensive and costly. Advertising on Facebook, Instagram and Google allows you to reach prospects efficiently and targeted.

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

Facebook, Instagram and Google let you put your listings, your agents and your business in front of people based on their location, demographics and interests. Target geographically – to a specific area like a suburb or using a customised radius.

2

Introducing Spoke



Introducing the Spoke full advertising suite

What's often overlooked with Spoke is that it has been designed to allow you to grow your business through amplifying your brand online – not being limited to just attracting buyers to sales listings.

Spoke does this in three ways, each using a different campaign type that's focussed on growing a specific part of your business. These are **Spoke's three Growth Wheels**.

Your journey with Spoke will have you progressing from one wheel to the next. You've likely dwelled in the first Growth wheel through sales listings, however let's have a look at how they all have been designed to make you grow.

Focusing on the first growth wheel gets buyers - but also prospective sellers

Although sales listings' main purpose is to generate buyers for a property, Spoke is also using this as an opportunity for you to efficiently target prospective sellers.

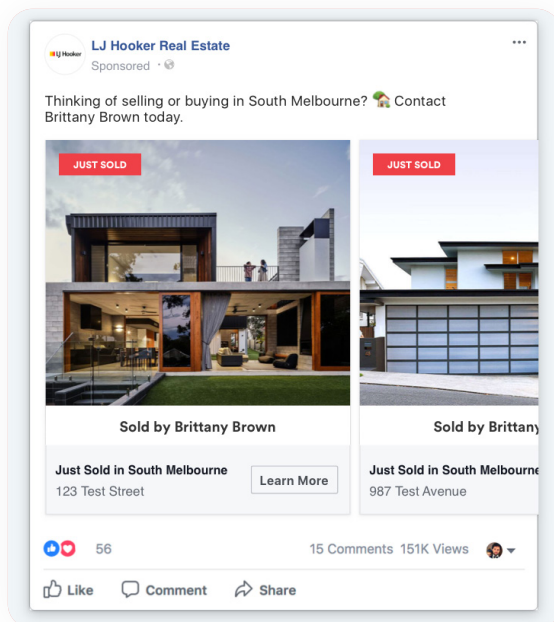
Australian and New Zealand data consistently shows that most people move within a 10 km radius of their existing home. Our own analysis shows around 50% of the leads from Spoke **listing campaigns** are existing local property owners looking to move within 3-6 months.

An average campaign with 10-30 leads could add another 5-15 potential vendors into your database ready to nurture/follow up. Now multiply that number by the amount of sales listings published at any time, and you suddenly have a major new source of potential sellers.

Use the second growth wheel to capture prospects ready to sell now

Aimed towards 'low-hanging fruit', this growth wheel uses listings that have 'just sold' to attract new vendors that are close to putting their property on the market.

If your agency has just sold a property at a higher price, you can use a Just Sold campaign to target your local farm area , choosing from Spoke's intelligent in-market property audiences (like Landlords and High net worth sellers) Spoke lets you reach prospects that may be looking to sell in the near future, putting your agency front of mind.



Introducing Spoke

Close the loop and use the third wheel to grow your business. The third wheel is focused on building your business on a long term basis. Property sales is a relationship-based business which means that it is important you continue engaging with new prospects as well as put tracks in place to continue engaging with past buyers and sellers..

By running brand campaigns or promoting agent profiles in Spoke, you can continue engaging prospects in various stages of the selling funnel, either by targeting previously known leads from your CRM or by capturing the contact details of new prospects discovered using Spoke's targeting. This lets you achieve full coverage of the selling funnel and means you reduce the risk of leads slipping away to other agencies because you haven't been in contact.



3

How to do it



So how do you do it?

Apart from 'for sale' listings, you should also look at setting up campaigns for recently sold properties - focusing on attracting immediate prospects and to build vendor relationships over time.

Running brand campaigns allow you to build awareness of your agency and consumer trust. The more creative your campaign is, the more likely it will engage users and stop them scrolling past it.

Some branding ideas you could run are –

-  Competition
-  Blog
-  Resource Download (i.e. suburb report)
-  Newsletter
-  Just Sold
-  Agent / Agency Profile
-  Fundraiser
-  Advertising key stats about your agency.

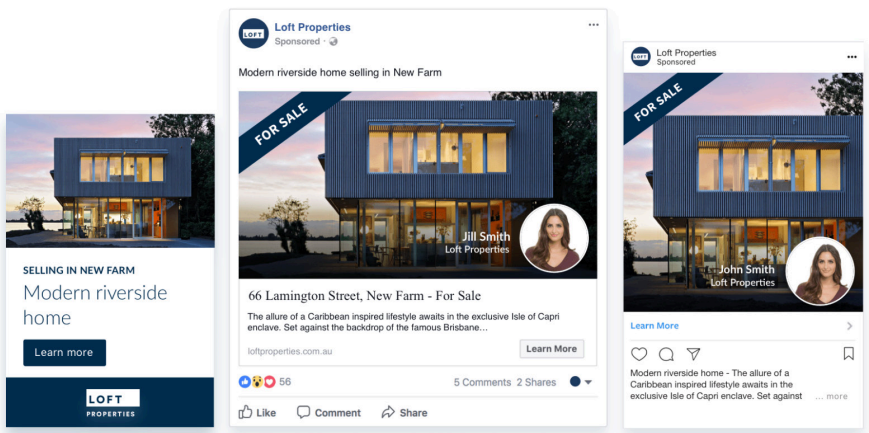
Set up competitions, or share content such as price guides for specific suburbs which in turn builds your brand as the expert in the field, and further down the line, converts prospects.

How often you run campaigns is up to you, however generally speaking these are recommended levels to get started:

‘For sale listings’: 1 campaign per property

‘Just sold campaigns’: Running ‘just sold’ campaigns can be done on as many of your properties as you wish, however Spoke allows you to include multiple properties in one campaign. We recommend you run a minimum of two campaigns for every five properties you sell (pick what you think will be the most interesting to your ideal seller) or a minimum of two per month.

‘Brand awareness campaign’: Having one or two brand campaigns per month gives you sufficient coverage in your core suburbs.



Indicative campaign budgets

The below give you an overview of indicative budgets to be able to get optimal results:

- For sale listings should be budgeted by the location, audience and price of the property and start from \$200
- Just sold campaigns should be budgeted around a minimum of \$150 and running a couple of campaigns per month is enough to get started.
- Brand awareness campaigns can range between a minimum of \$150-250,, being dependent on the campaign and targeted audience and area.

Express	Standard	Premium
\$300	\$450	\$650
7 days	14 days	21 days
Estimated ad views	Estimated ad views	Estimated ad views
16k - 25k	32k - 48k	85k - 125k
from potential buyers	from potential buyers	from potential buyers
Select	Selected	Select

Next steps

Want to take advantage of growing your business online?

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 or get in touch with your account manager.



rexsoftware.com