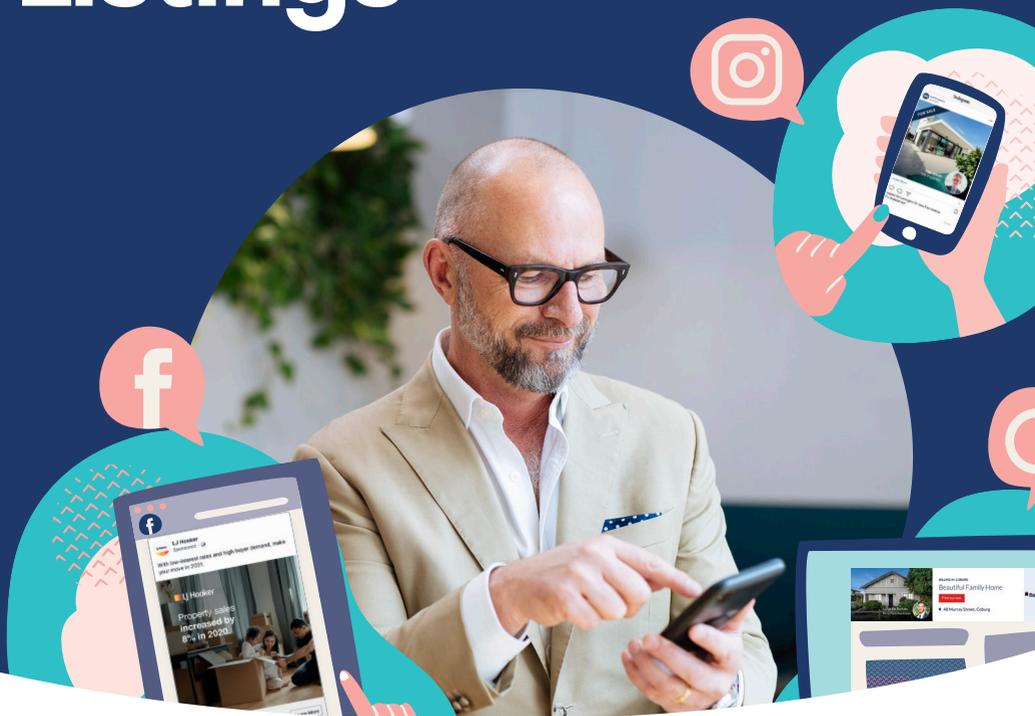
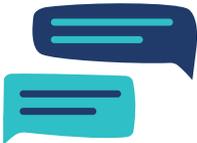
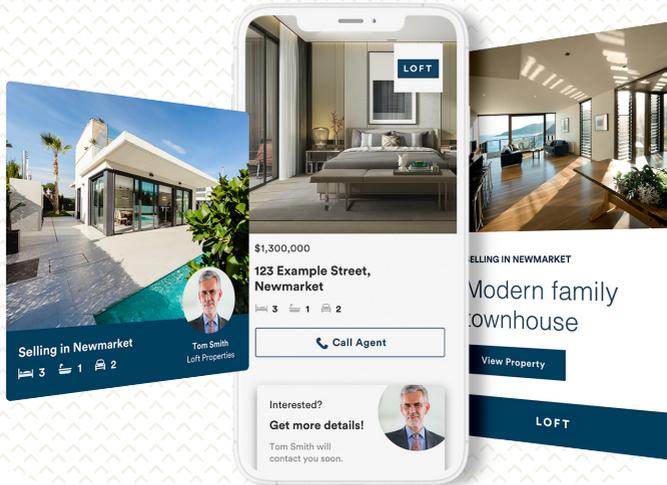


Getting Prospects through Sales Listings





Need help or have a question?

You can reach us at spokesales@rexsoftware.com



Digital marketing that grows real estate
rexsoftware.com/spoke

Contents

Why it matters	5
.....	
Spoke Supercharges Prospecting	10
.....	
How to do it	13
.....	
Next steps	16
.....	

Using Spoke 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, but also to target your prospects so you **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 quickly and easily with Spoke.

1

Why it matters



Why use digital ads for listings and business generation?

Simply, to get better, consistent brand recognition which brings you new business.

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

- 1** 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 listing portals.
- 2** 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

Target accurately with Spoke's Ad Performance Formula

Just relying on the portals means your listings only get seen by the most active buyers. This skips over the much larger pool of passive buyers that could be motivated to buy more quickly if the right property comes along.

40+ ad formats

With accurate targeting and 40+ ad formats, reach the right buyers by engaging at the right time with the right ad formats.

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

Because Spoke helps you find future sellers early

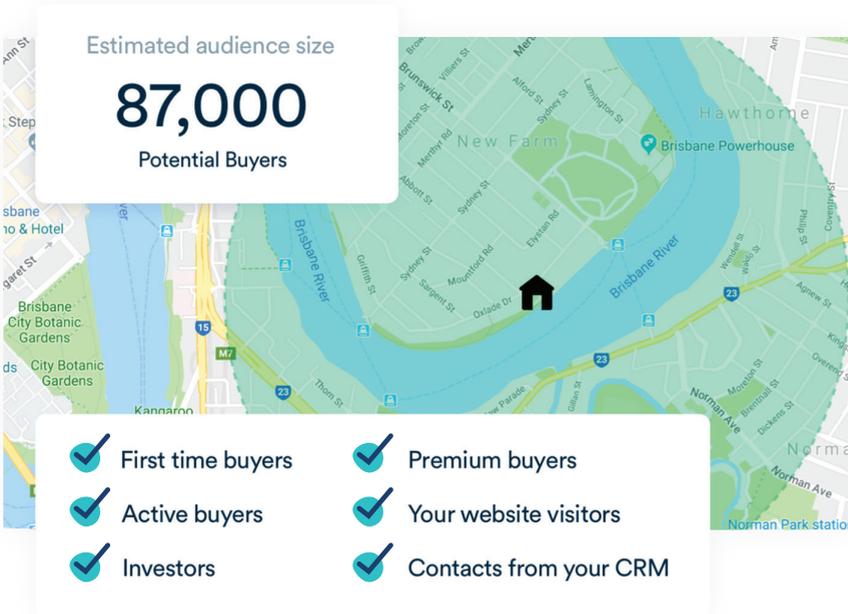
Reach over 90% of people online

One of the main benefits of advertising on social media 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

Why it matters

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

Give your ads maximum exposure

Avoid your brand new listing slipping to page 3 and beyond within a couple of days and instead place your listing on social media, in front of likely leads, be it buyers or sellers where it is shown multiple times.

Because spoke delivers real, measurable results

On average, Spoke listings are viewed by 62,000 people

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 lets 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

Spoke Supercharges Prospecting



Spoke supercharges prospecting through vendor paid ads

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.

We'll start by focusing on getting the first one right.

‘A typical campaign that yields 10-30 leads could add another 5-15 potential vendors into your database’

The first growth wheel gets buyers – but also prospective sellers

Although sales listings’ main purpose is to generate buyers for a property, it is also one of the most considerable prospecting opportunities.

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.

Think about that, if an average campaign attracts 10-30 leads, you 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.

3

How to do it



So how do you do it?

Standardise Spoke as part of your VPA

Our most successful agencies gave standardised Spoke as a default inclusion in vendor paid advertising so that both they and the sellers can leverage the power of digital ads to promote listings and brand to a broader audience.

The biggest objection to this idea is usually – how?

Train staff to better 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 it.

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

Use co-branded collateral developed by Spoke to help your agents present Spoke

Beyond the ability of being able to efficiently educate vendors of Spoke, we have also created collateral that can be branded together with your business. Not only are you providing them with material they can read on their own time, but also associating your business with best-in-market strategies and tools.

Managing leads efficiently

When you advertise with Spoke, and in particular through sales listings, it is important you continue nurturing your leads to ensure you engage them well as they progress through the sales funnel.

To do this, here are a few good ways to do this:

- ✓ Add them to a newsletter
- ✓ Subscribe them to match alerts for new listings/off-market and early access listings
- ✓ Send a list of recent listings/sales from your CRM
- ✓ Add them to your CRM with a nurturing follow up – e.g. a track (e.g. in Rex) to be followed up based on their interest level

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