



ADVERTISING  
BRANDING  
MARKETING

NEW YORK  
477 Madison Ave  
New York, NY 10022  
212-677-2500

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SKYAD.COM

# Court Atkins Group Advertising and Marketing Program



COURT ATKINS  
GROUP

# Table of Contents

## 03 INTRO

## 04 DIGITAL

- 05 Impressions Campaign
- 11 Impressions Scheduling
- 12 Google

## 13 SCHEDULE, PRICING & REACH

- 14 2023



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ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Court Atkins Group

SKY Advertising is excited to present to Court Atkins a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to Court Atkins Group.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to your business.

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# Digital Offerings



# Impressions Campaign

CUSTOMIZABLE.  
AFFORDABLE.  
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your business's website, or any URL of your choice.

Impress locally. Impress globally.



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: Court Atkins Group
- Flight Dates: November 2023 - January 2024
- Impressions: 750,000
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

# Impressions Program Targeting Sites

We identify the best sites to feature your business and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

## GEO TARGETING

We identify where potential customers are found and use the information to identify the areas to geo-target. We can target locally to globally.

INVESTOR'S BUSINESS DAILY™

BARRON'S



THE WALL STREET JOURNAL.

FORTUNE

Forbes

FOX BUSINESS



# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

We create and produce banner ads for your campaign that best reflect your company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 970 x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$1,195/250K;  
\$1,625/500K; \$2,450/1 MILLION



970 x250



728x90

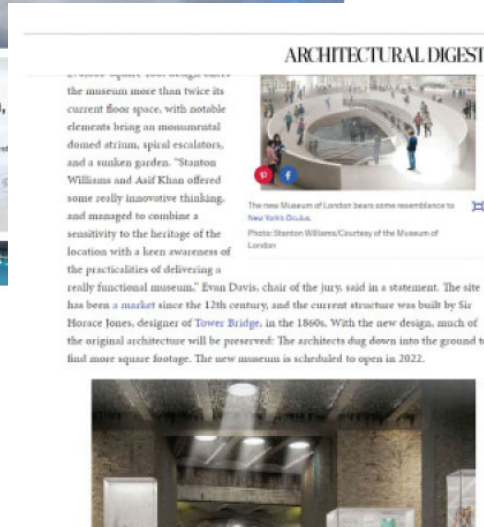
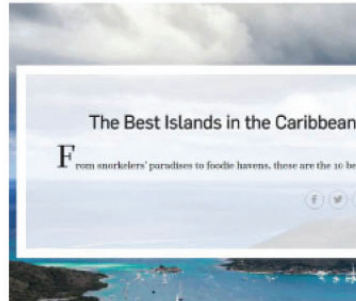
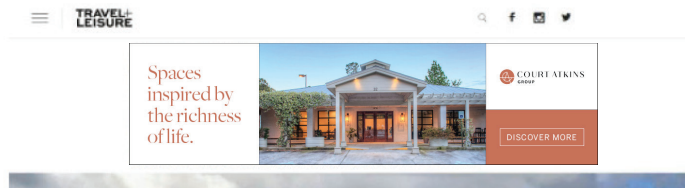


300x600



300x250

# Sample Banners For Impressions Programs As They Appear On Sites



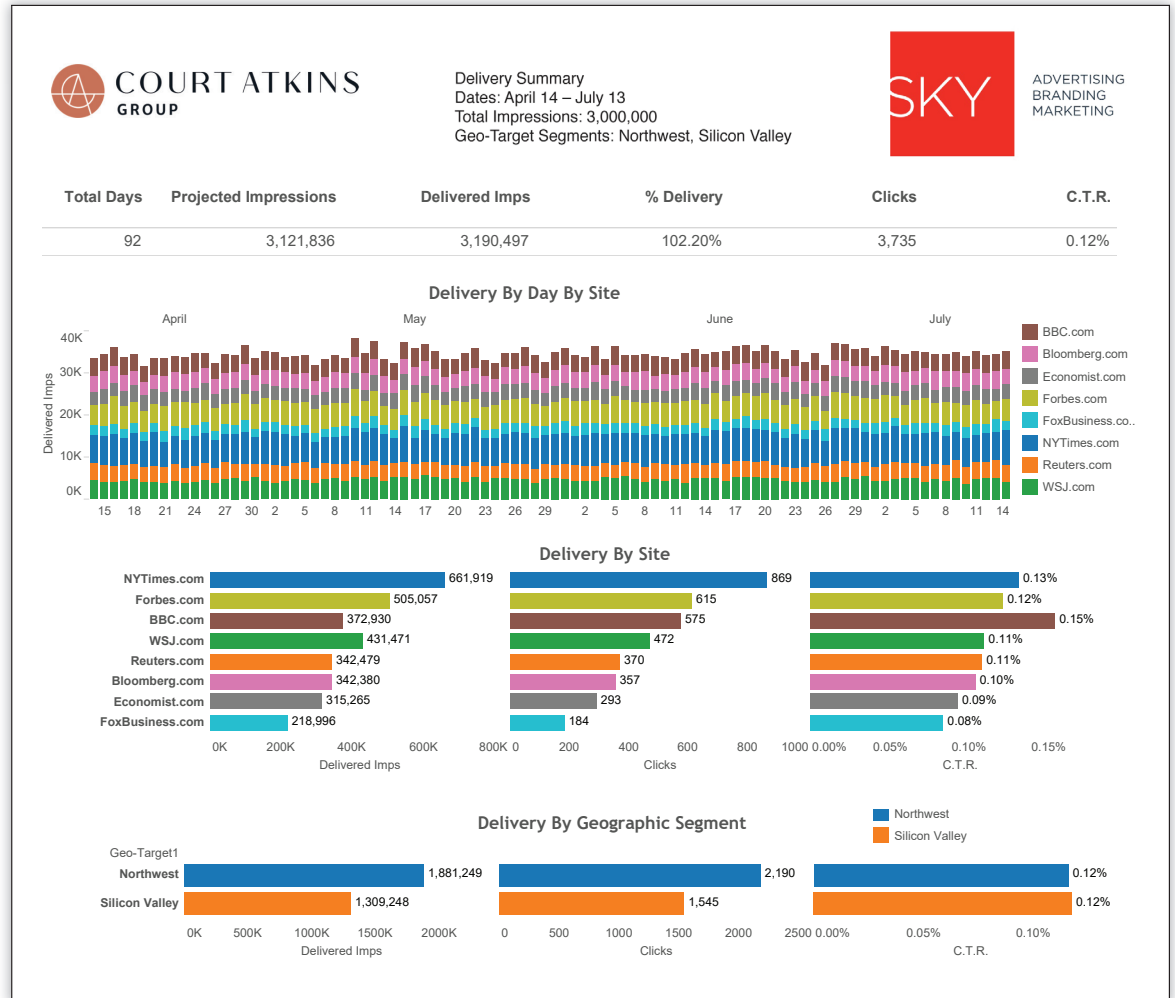


# Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across Charleston, Atlanta, Charlotte, Hilton Head, Greenville, and Raleigh.

The program, with a projected start date of November 1st and will run for three months delivering an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Charleston, Atlanta, Charlotte, Hilton Head, Greenville, and Raleigh on top global business and finance websites.
- A behavioral segment that will allow us to show banners to Luxury Shopping Enthusiasts living in Charleston, Atlanta, Charlotte, Hilton Head, Greenville, and Raleigh.
- A behavioral segment that will allow us to show banners to people actively in market for 4 & 5 star hotels and living in Charleston, Atlanta, Charlotte, Hilton Head, Greenville, and Raleigh.
- A behavioral segment that will allow us to show banners to those in market for a new home living in Charleston, Atlanta, Charlotte, Hilton Head, Greenville, and Raleigh.
- A behavioral segment that will allow us to show banners to those in market for architecture services living in Charleston, Atlanta, Charlotte, Hilton Head, Greenville, and Raleigh.
- A behavioral segment that will allow us to show banners to those in market for land for sale living in Charleston, Atlanta, Charlotte, Hilton Head, Greenville, and Raleigh.

## SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com and more to extend the overall reach of the program.

## BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

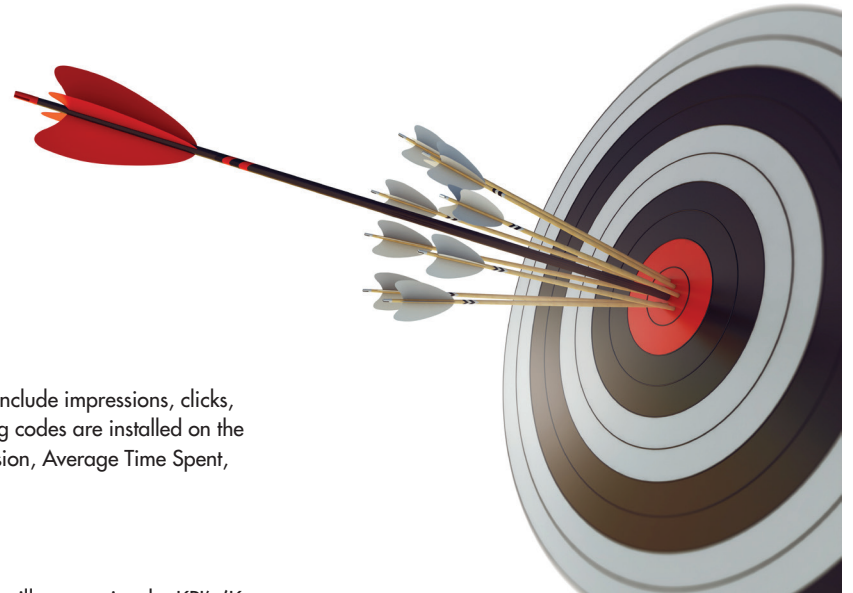
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

## MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions.

## REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



# Impressions Scheduling

**Court Atkins Group**

Media	Geo-Target	November				December				January				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	
WSJ.com	Charleston, Atlanta, Charlotte, Hilton Head, Greenville, Raleigh													
Barrons.com														
Investors.com														
CNBC.com														
Fortune.com														
Reuters.com														
Forbes.com														
FoxBusiness.com														
CNBC.com														
Behavioral - Luxury Shoppers		Charleston, Atlanta, Charlotte, Hilton Head, Greenville, Raleigh												
In-Market - 4 & 5 Star Hotels	Charleston, Atlanta, Charlotte, Hilton Head, Greenville, Raleigh													125,000
In-Market - New Homes For Sale	Charleston, Atlanta, Charlotte, Hilton Head, Greenville, Raleigh													125,000
In-Market - Architecture Services	Charleston, Atlanta, Charlotte, Hilton Head, Greenville, Raleigh													50,000
Custom-Intent Land For Sale	Charleston, Atlanta, Charlotte, Hilton Head, Greenville, Raleigh													50,000
<b>Total Digital</b>														<b>750,000</b>

# Google AdWords

Target consumers who are “inmarket”, active in the Real Estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing/site.

## CAMPAIGN SETUP & OPTIMIZATION

Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Budget Pacing
- Optimize geotargeting, audience targeting, and ad schedule

Estimated Monthly Searches: 26,650

## GEO-TARGETING:

- Charleston
- Atlanta
- Charlotte
- Hilton Head
- Greenville
- Raleigh

## AUDIENCES /DEMOGRAPHICS:

- Commercial Properties
- Developers
- Construction Industry
- Homeowners
- Top 10% Income Earners
- Houses For Sale
- Luxury Travelers
- Business Professionals
- Retargeting
- Site Visitors

## DESCRIPTIONS/ LONG HEADLINES:

- Spaces Inspired by the Richness of Life. Court Atkins Group Helps You Design, Build, and Outfit Your Perfect Space.
- Residential, Commercial, and Interior Design. Our Expert Architects and Designers Turn Your Visions into Reality.
- The Highest Level of Service and Expertise. Contact Court Atkins Group to Create Exceptional Environments True to Your Vision.

## SHORT HEADLINES:

- Court Atkins Group
- Spaces Inspired by the Richness of Life.
- Contact Us Today.
- Residential and Commercial Architecture.
- Interior Design.

## MONTHLY MANAGEMENT:

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments
- Group to Create Exceptional Environments True to Your Vision.

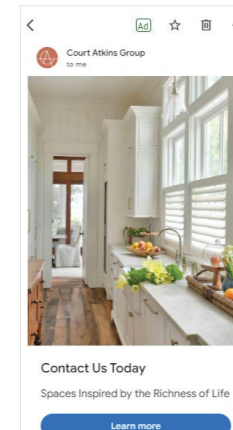
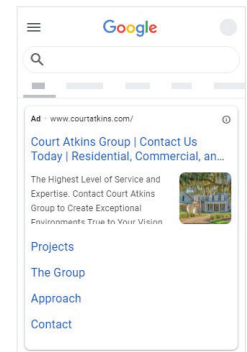
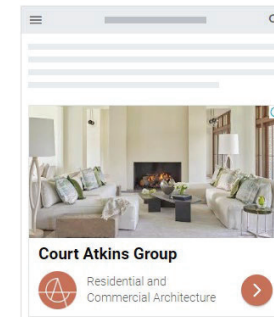
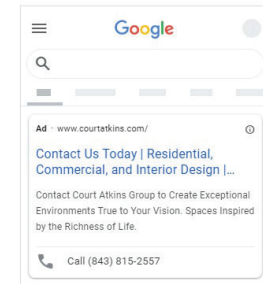
## PROGRAM COST:

PROGRAM SETUP: \$750

## MONTHLY MANAGEMENT:

\$350/MONTH (3 MONTH MINIMUM)

MEDIA: SPEND BASED ON PROGRAM



Ad · www.courtatkins.com/ · (843) 815-2557

### Court Atkins Group | Contact Us Today

The Highest Level of Service and Expertise. Contact Court Atkins Group to Create Exceptional Environments True to Your Vision.

- Projects**  
Residential+Commercial Architecture  
Interior Design
- Approach**  
Client-Driven  
Creatively-Led

- The Group**  
Meet The Team  
About Us
- Contact**  
Let's Get In Touch  
Reach Out Today

# Schedule, Pricing & Reach



COURT ATKINS  
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# Proposed Schedule, Pricing & Reach 2023

## REACH NUMBERS

Media	Ad Description	November	December	January	Media Total	Reach
<b>Digital Impressions</b>						
250K Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
250K Impressions	Targeting - Charelston, Atlanta, Charlotte, Hilton Head, Greenville, Raleigh					
<b>Google</b>						
Google AdWords	Paid Search	\$ 2,100.00	\$ 1,350.00	\$ 1,350.00	\$ 4,800.00	90,000
<b>TOTAL</b>					\$ 8,385.00	840,000

\*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy  
Pricing Subject to Change