



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

THE VILLA AT THE DISTRICT LOFTS ADVERTISING AND MARKETING PROGRAM

kw. | **DOMAIN**

LUXURY HOMES INTERNATIONAL

210 S OLD WOODWARD AVE, BIRMINGHAM, MI 48009.

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ADVERTISING
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THE VILLA AT THE DISTRICT LOFTS

SKY Advertising is excited to present to Keller Williams Domain a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to The Villa at the District Lofts development project.

Your blueprint is composed of strategic digital products that are highly targeted to individuals linterested in luxury living in Birmingham, MI.

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

LET'S DO GREAT THINGS TOGETHER

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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. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

» IMPRESS LOCALLY. IMPRESS GLOBALLY.

CAMPAIGN OVERVIEW AND BUDGET

Campaign: The Villa at the District Lofts

Flight Dates: March 2022 - May 2022

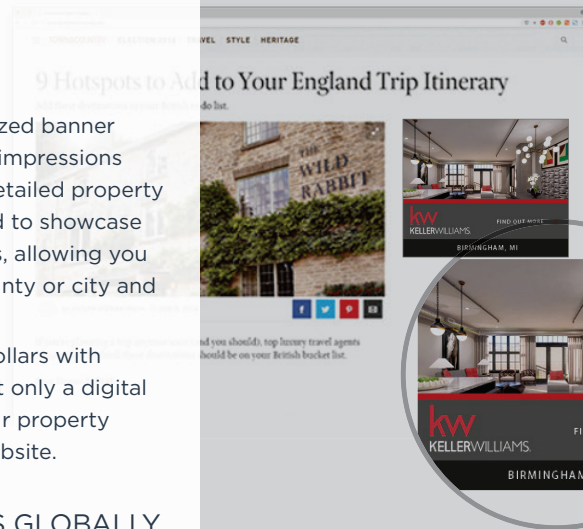
Impressions: 750,000

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 property, 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.

THE WALL STREET JOURNAL.

**Bloomberg
Markets**



REUTERS



Forbes

FOX BUSINESS

Detroit Free Press

**THE BUSINESS
JOURNALS**

THE OAKLAND PRESS

Hometown Life

Many more websites available for local to global targeting.

» GEO TARGETING

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

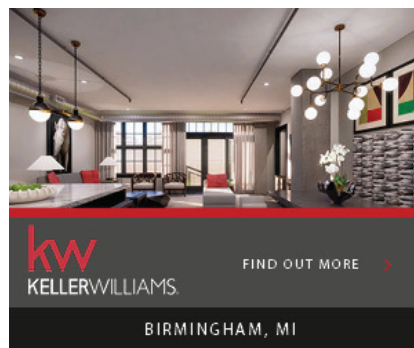
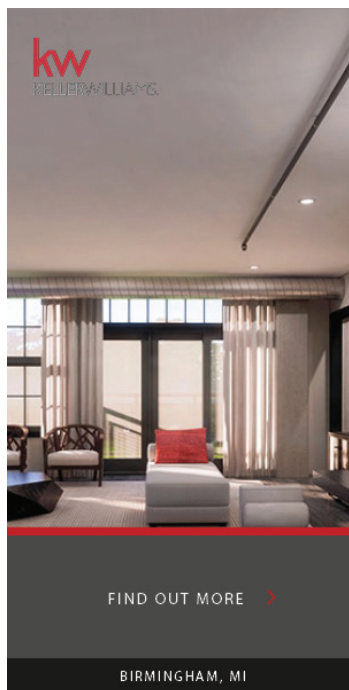
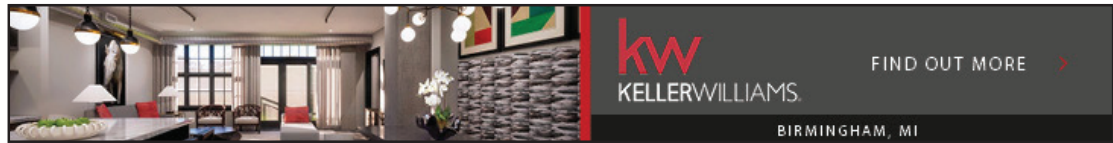
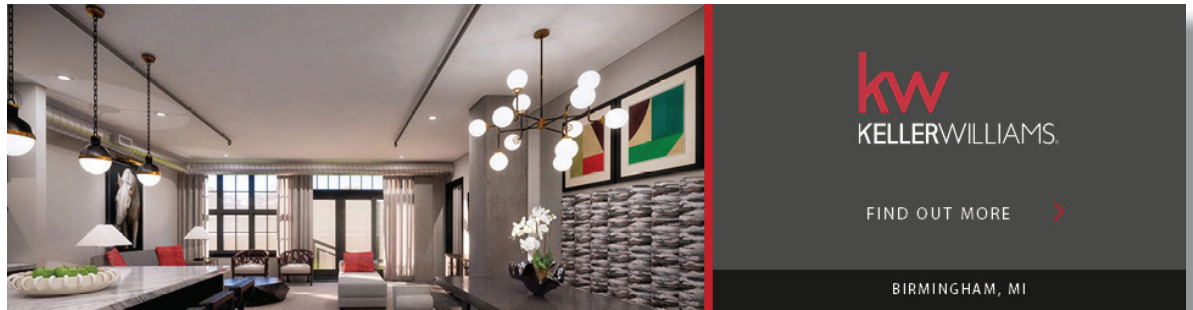


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

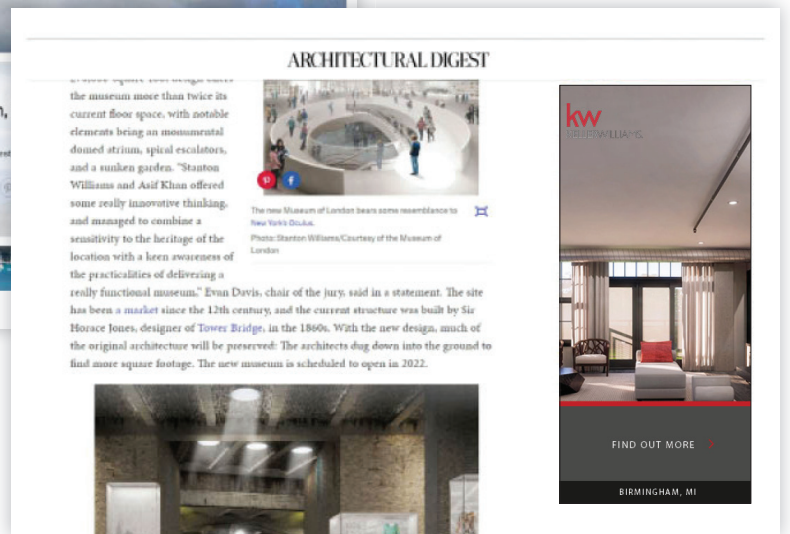
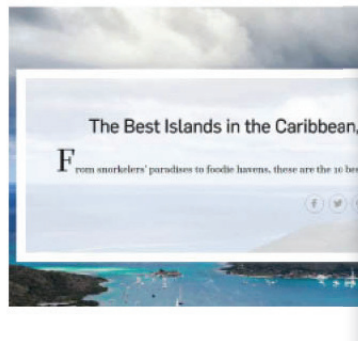
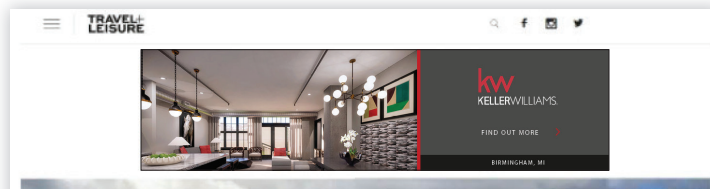
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 920x250, 728x90, 300x600, 300x250, or custom sizes.

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

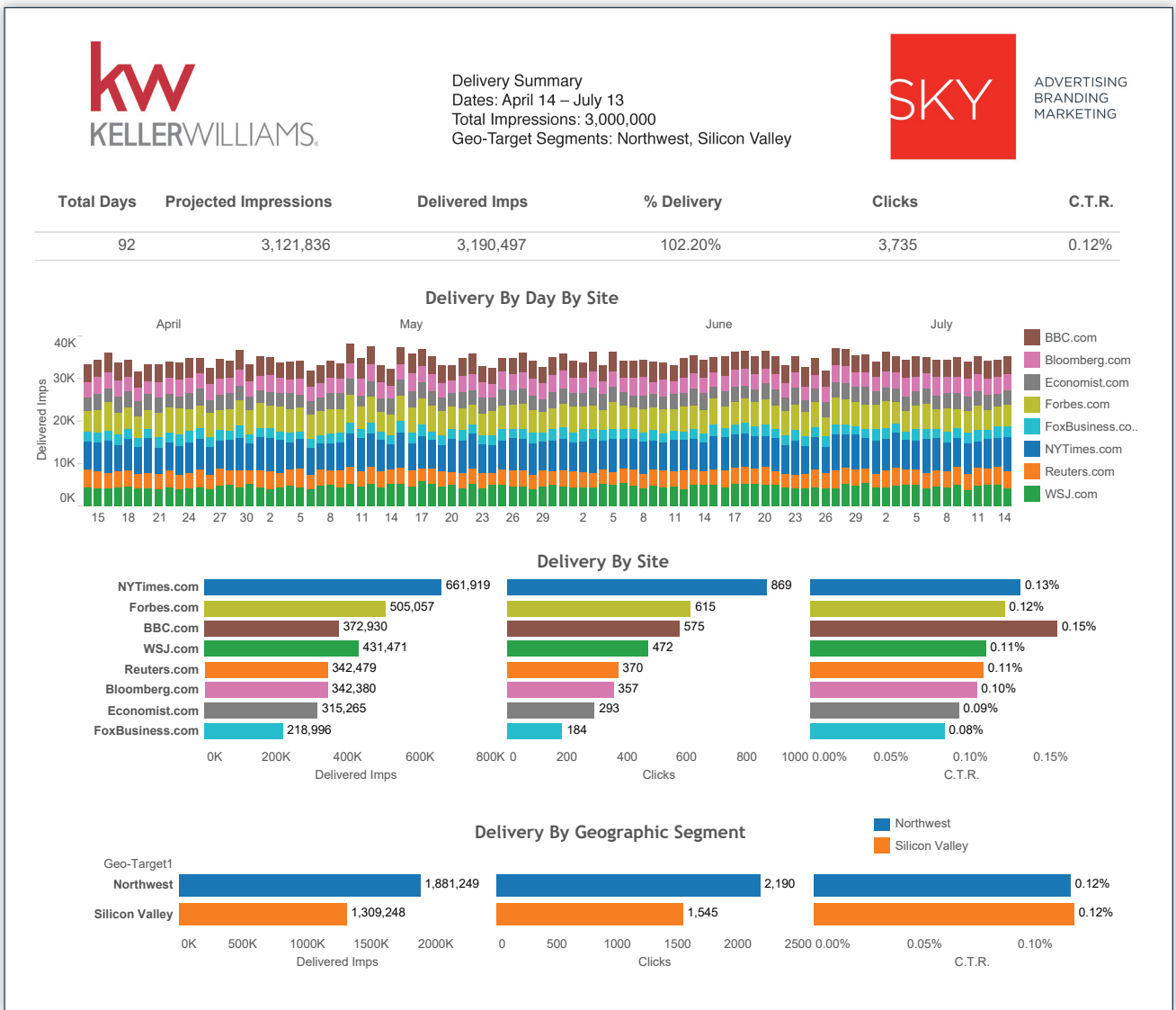


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 & PRICING

After researching, we have put together an integrated program that targets a high-net-worth audience (top 10% of Household income (HHI)) in Oakland County.

The program, which will run from March 1st - May 31st is projected to deliver an estimated 935,000 impressions.

This recommendation includes:

- A Site specific segment that allows us to reach a top 10% HHI audience in a premium editorial environment on local news and leading national business/finance and lifestyle sites.
- An in-Market segment that will allow us to target a top 10% HHI audience in Oakland County who are actively looking to purchase residential real estate.
- An AdWords segment focused on Birmingham Real Estate.
- A Facebook segment covering Oakland County.
- A Retargeting segment.

» SITE SPECIFIC

For this segment we will target readers top 10% HHI living across Oakland County on local news (Freep.com, TheOaklandPress.com, Birmingham Eccentric) and national leading business finance websites (i.e. WSJ.com, Bloomberg.com, CNBC.com and more).

» BEHAVIORAL TARGETING - IN MARKET - DETROIT RESIDENTIAL REAL ESTATE

For this segment we will target readers in top 10% HHI living in the Oakland County who are actively searching for Residential Real Estate.

Since the In-Market Detroit Residential Real Estate 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 "white list" of sites. Ads will only show to people who have met our targeting criteria (In-Market, income and geo-target) on one of these sites. Sites include premium local and national sites (e.g. Freep.com, cnn.com, VanityFair.com, LATimes.com, NYTimes.com, WSJ.com, BBC.com, VanityFair.com).

» 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 SCHEDULE

		Keller Williams - Domain District Lofts												Impressions	
		March			April			May							
Media	Geo-Target	28	07	14	21	28	04	11	18	25	02	09	16	23	
Forbes.com															
Bloomberg.com															
Reuters.com															
CNBC.com	Oakland County														220,000
WSJ.com															
bigjournals.com															
FoxBusiness.com															
Freep.com															
FoxNews.com	Oakland County														275,000
HometownLife.com															
theOaklandPress.com															
Behavioral: In Market: Residential Real Estate	Oakland County														250,000
AdWords	Oakland County														10,000
Facebook:	Oakland County														180,000
Retargeting	Oakland County														5,000
Total Digital														935,000	

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
- Add segment targeted towards sellers

Monthly Management

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

PROGRAM COST: \$750/MONTH

FACEBOOK ADVERTISING

We recommend a campaign using Facebook and Instagram as advertising channels.

Facebook

Geo-targeting to local and feeder markets.

We will drive the audiences to select landing pages.

» **Retargeting**

We will re-target the audiences who visit the site but do not convert.

We will revise and optimize campaign based on performance.

PROGRAM COST: \$750/MONTH



Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2022

Media	Circulation
Million Impressions*	750,000
Google Adwords	30,000
Facebook Advertising	540,000
GRAND TOTAL	1,320,000

Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	March	April	May	Media Total
Million Impressions*	Digital Banner Program Targeting - Oakland County	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00
Google Adwords	Digital PPC program	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00
Facebook Advertising	Digital Banner program	\$ 750.00	\$ 750.00	\$ 750.00	\$ 2,250.00
TOTAL					\$ 8,085.00

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