



ADVERTISING  
BRANDING  
MARKETING

NEW YORK  
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SKYAD.COM

# DIGITAL MARKETING PROGRAM

TA | **TIM ALLEN**  
PROPERTIES

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## NATIONAL & GLOBAL EXPOSURE DIGITAL MARKETING PLAN

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SKY Advertising is excited to present to the Tim Allen Team of Coldwell Banker Global Luxury a curated, marketing selection of offerings to bring high net worth buyer awareness to the team's properties.

Your strategic blueprint is composed of digital products that are highly targeted to individuals looking for high-end living in Monterey Bay.

Approaching the marketing strategy from this direction will help us to saturate your market in the most effective way, bringing deserved recognition to the team and properties.

## LET'S DO GREAT THINGS TOGETHER

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# Digital Offerings

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# 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.

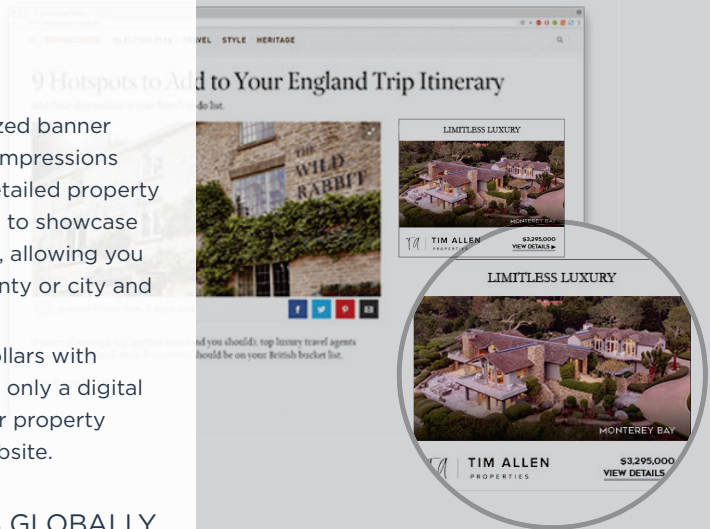
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** Digital Marketing Plan  
**Flight Dates:** April 2022 - June 2022  
**Impressions:** 3,000,000  
 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.



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.

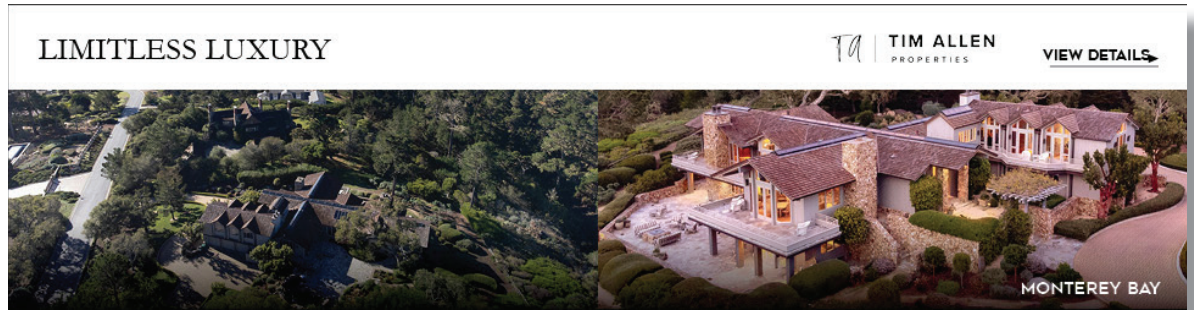


# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

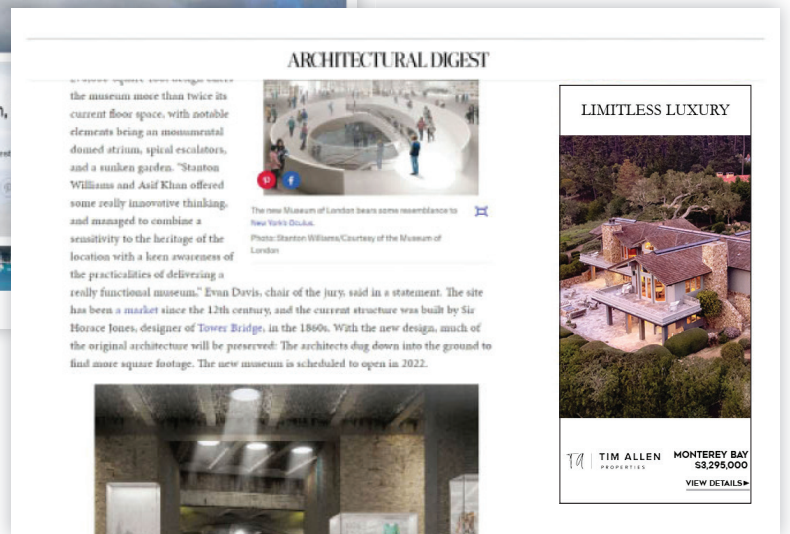
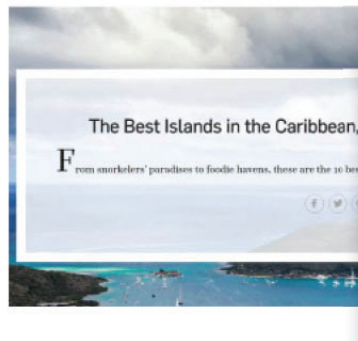
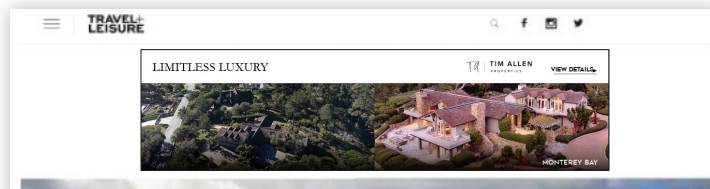
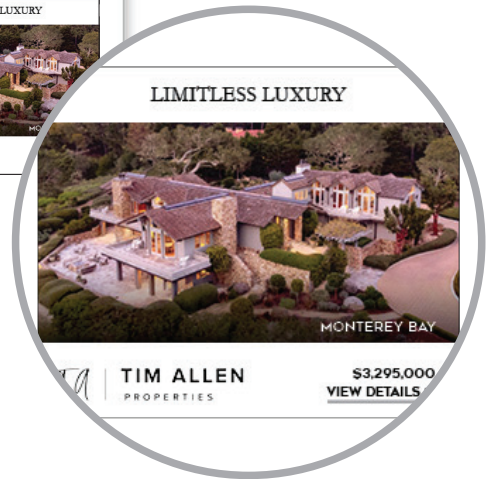
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES



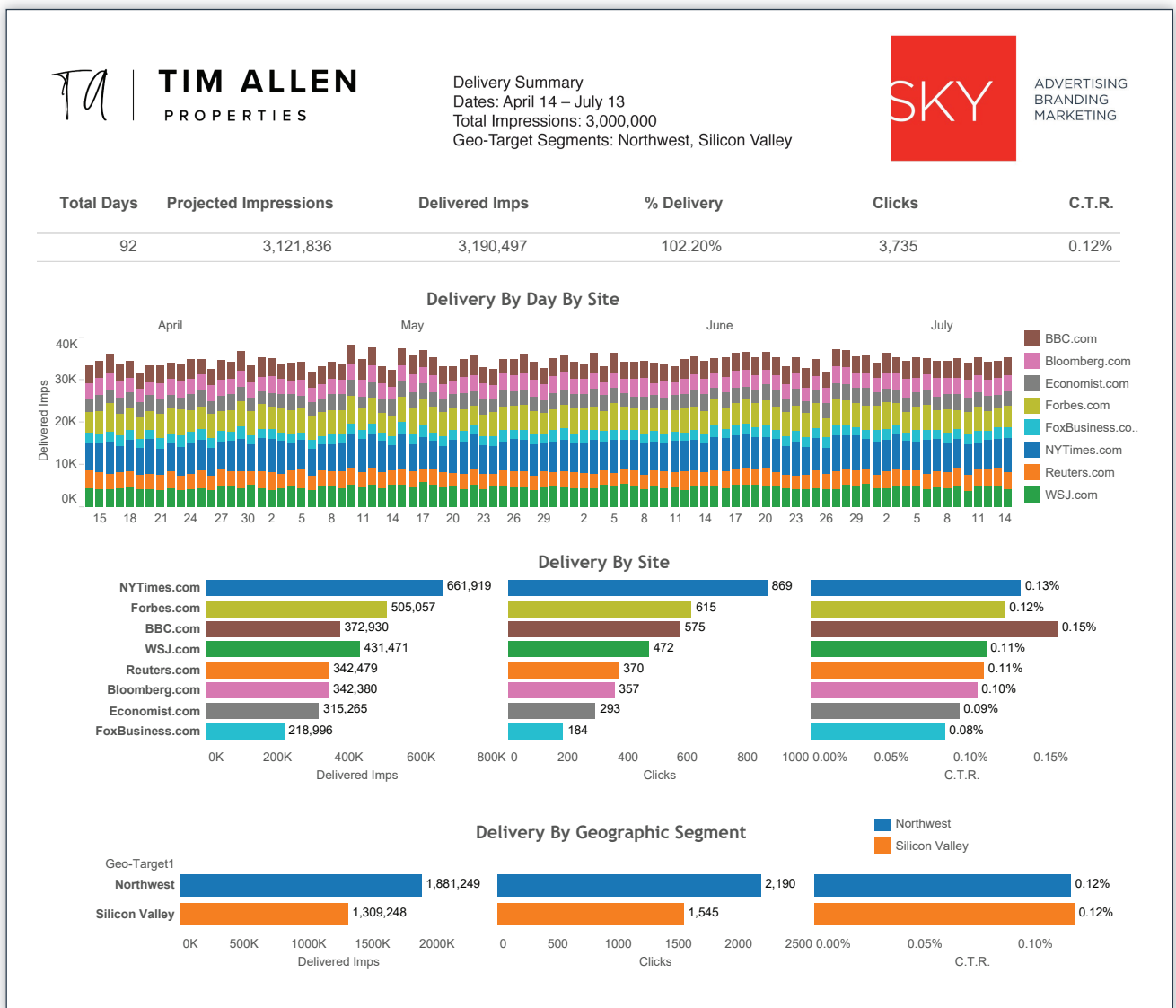


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

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After researching, we have put together an integrated program that targets a high-net-worth audience in the Houston, Dallas, Los Angeles, San Francisco, Silicon Valley and Monterey Bay area.

The program, with a projected start date of April 1st and will run for three months and deliver an estimated 3,000,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth (HHI Top 10%) audience in the Houston, Dallas, Los Angeles, San Francisco, Silicon Valley and Monterey Bay area. in a premium editorial environment on Montereyherald.com and leading national business/finance sites.
- A Custom Intent segment, that will target readers (HHI Top 10%) in the Houston, Dallas, Los Angeles, San Francisco, Silicon Valley who are considered who are actively searching for properties in the Monterey Bay area.
- An In-Market segment, that will target readers (HHI Top 10%) in the San Francisco and the Monterey Bay Area who are considered who are actively searching with intent for residential real estate.
- A segment, that will target homeowners (HHI Top 10%) living in the Monterey Bay Area.

### » BEHAVIORAL TARGETING

We are able to target people 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 national and local 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) 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

CB Tim Allen Team

Media	Geo-Target	April			May			June			Impressions					
		1	8	15	22	29	6	13	20	27		3	10	17	24	1
Montereyherald.com	Houston, Dallas, Los Angeles, San Francisco, Silicon Valley, Monterey (+20 miles)															55,000
Forbes.com	Houston, Dallas, Los Angeles, San Francisco, Silicon Valley, Monterey (+20 miles)															825,000
WSJ.com																
CNBC.com																
Bloomberg.com																
Reuters.com																
FoxBusiness.com																
In-Market Residential Real Estate	Monterey +20 mile radius															825,000
Homeowners - Monterey Bay	Monterey +20 mile radius															570,000
Custom Intent - Monterey Bay Real Estate	Houston, Dallas, Los Angeles, San Francisco, Silicon Valley															725,000
<b>Total Impressions</b>																<b>3,000,000</b>

## GOOGLE ADWORDS

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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

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**PROGRAM COST:**  
**PROGRAM SETUP: \$750**  
**MONTHLY MANAGEMENT:**  
**\$200/MONTH (6 MONTH MINIMUM)\***  
**MEDIA: SPEND BASED ON PROGRAM**

\* THE MANAGEMENT FEE INCLUDES UP TO FOUR CAMPAIGNS FOR \$200 MONTHLY. CAMPAIGNS ARE DEFINED BY THE SPECIFIC GEOGRAPHY, PROPERTY TYPE AND PURCHASE TYPE (E.G. KIRKLAND HOMES FOR SALE, SEATTLE CONDOS FOR RENT). FOR LARGER CAMPAIGNS WE CAN REVIEW THE SCOPE AND PROVIDE PRICING.

## FACEBOOK AND INSTAGRAM ADVERTISING

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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.

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PROGRAM COST:  
PROGRAM SETUP: \$750  
MONTHLY MANAGEMENT:  
\$200/MONTH (3 MONTH MINIMUM)  
MEDIA: SPEND BASED ON PROGRAM

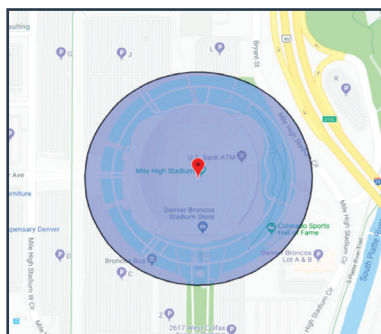
facebook®



## DIGITAL EVENT TARGETING

### GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- Event targeting - Target customers who attend specified events within a specific time frame.
- Custom audiences - Target customers that are within or have recently visited a specific Geo-Fenced location.
- Geofence select locations or events and then retarget the audience after.



#### » TARGET EVENTS

##### » TIER 3

- Investment: \$1,325
- Monthly Impressions: 66,890

##### » TIER 2

- Investment: \$2,575
- Monthly Impressions 133,780

##### » TIER 1

- Investment: \$3,750
- Monthly Impressions 200,670



Pebble Beach Concours d'Elegance



AT&T Pebble Beach Pro-Am



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Circulation/Distribution/Reach

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## CIRCULATION/DISTRIBUTION/REACH 2022

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Media	Circulation
<b>DIGITAL</b>	
Million Impressions*	3,000,000
Google Adwords	18,500
Facebook Advertising	450,000
Event & Location Geofencing	200,670
<b>GRAND TOTAL</b>	<b>3,669,170</b>





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# Schedule and Pricing

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# PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	April	May	June	July	August	September	Media Total
<b>DIGITAL</b>								
Million Impressions*	Digital Banner Program Targeting - add targeted areas here	\$ 2,450.00	\$ 2,450.00	2,450.00				\$ 7,350.00
Google Adwords	Digital PPC program	\$ 1,525.00	\$ 775.00	\$ 775.00	\$ 775.00	\$ 775.00	\$ 775.00	\$ 5,400.00
Facebook Advertising	Digital Banner program	\$ 775.00	\$ 775.00	775.00				\$ 2,325.00
Event & Location Geofencing	Target luxury events and locations					\$ 3,750.00		\$ 3,750.00
<b>TOTAL</b>								\$ 18,825.00

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