



30 Kenwood Drive
Bluffton, SC 29910
407.276.6905

MARKETINGFOUNDATIONS.ORG

Advisor
Retention Campaign
and Consumer
Advertising and
Marketing Program

ENGEL&VÖLKERS®

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30 Kenwood Drive, Bluffton, SC 29910

National & Global Exposure Advisor Retention Campaign and Consumer Marketing and Advertising Campaign

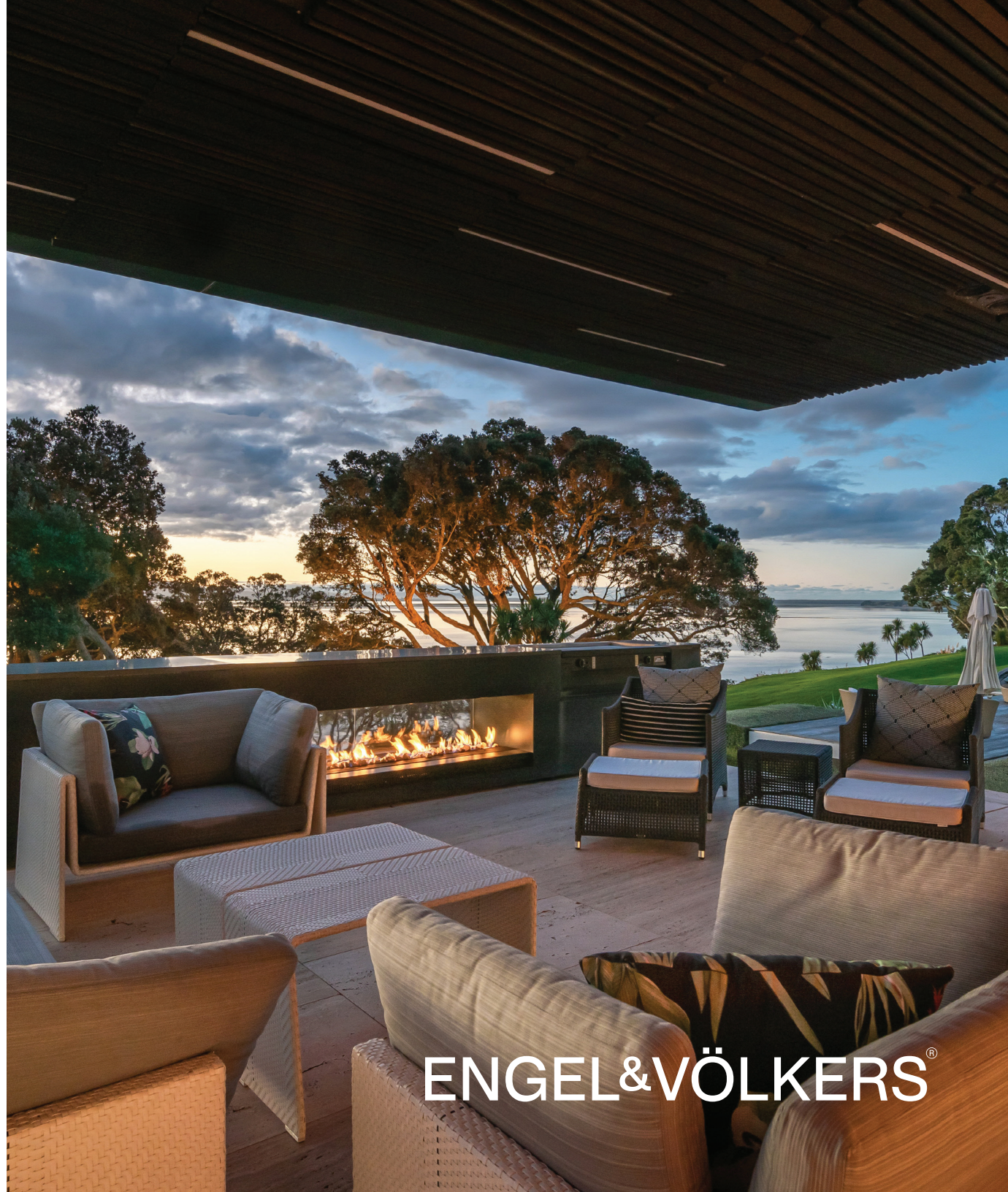
Marketing Foundations is excited to present to Engel & Völkers® Minneapolis a curated, multi-media marketing selection of offerings to bring awareness to the office, advisors and listings.

Your strategic blueprint is composed of select print media to cast a wide net and digital products that are highly targeted to ito bring awareness to the the brand.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing attention to the Minneapolis Engel and Volkers office.

KELLEY FINLEY
Executive Vice President
407.276.6905
kelley@marketingfoundations.org

Digital Offerings



ENGEL & VÖLKERS®

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: **Advisor Retention Campaign and Consumer Marketing**
- Flight Dates: **3 Months**
- 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.

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.

INVESTOR'S BUSINESS DAILY™

BARRON'S



THE WALL STREET JOURNAL.

FORTUNE

Forbes

FOX BUSINESS



REUTERS



Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

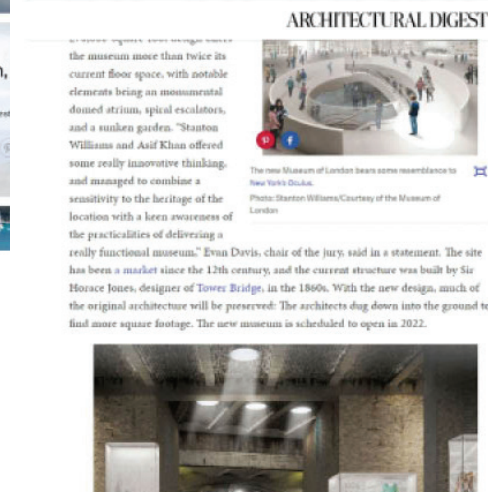
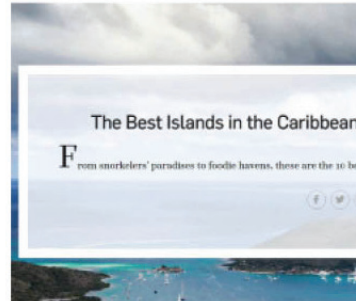
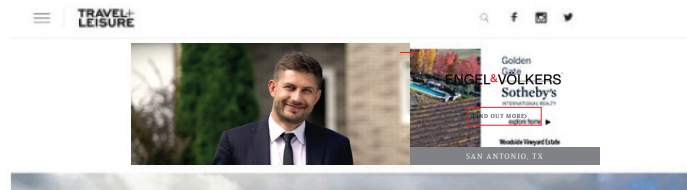
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

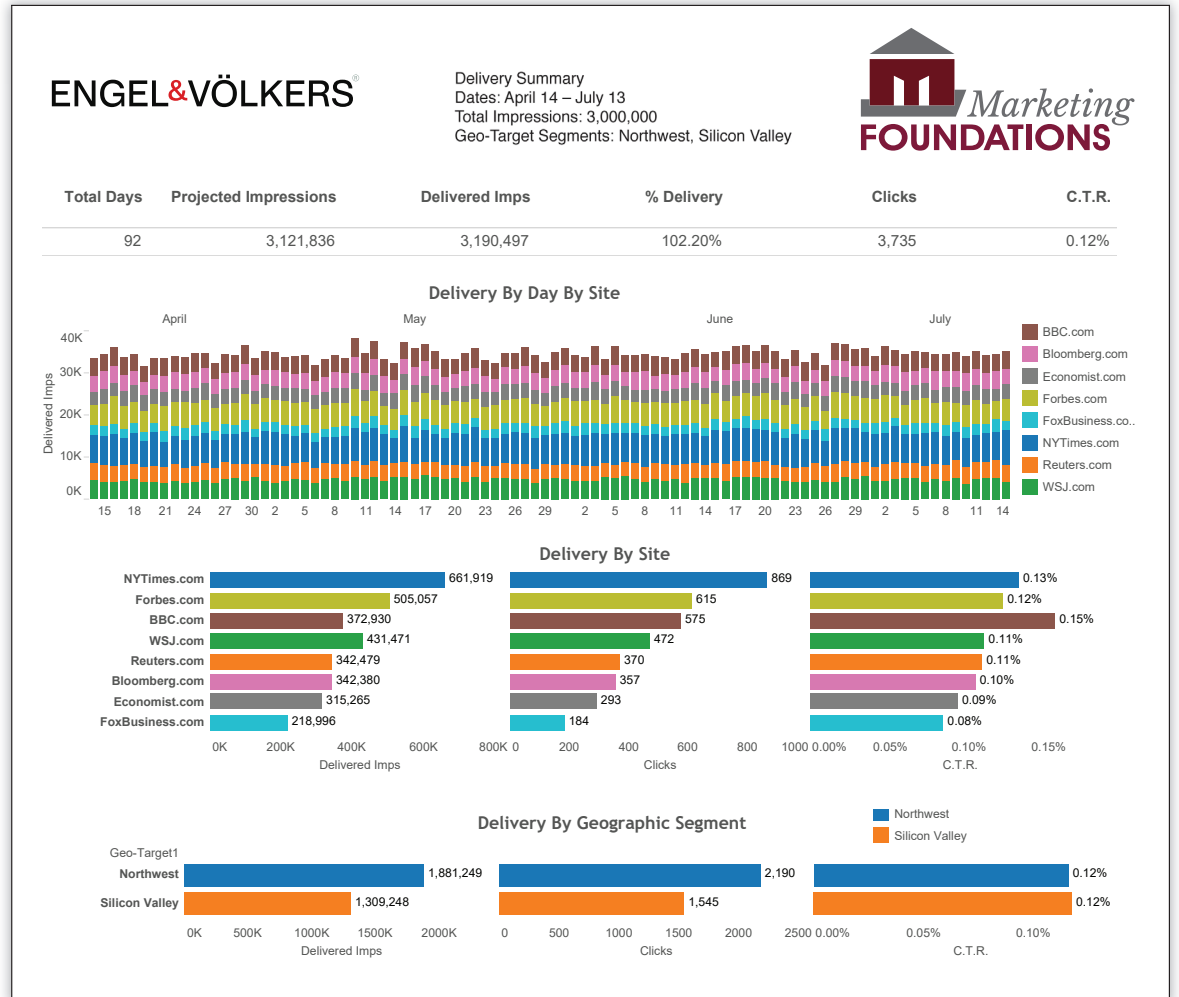


Comprehensive Reporting For Your Customized Campaign

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.

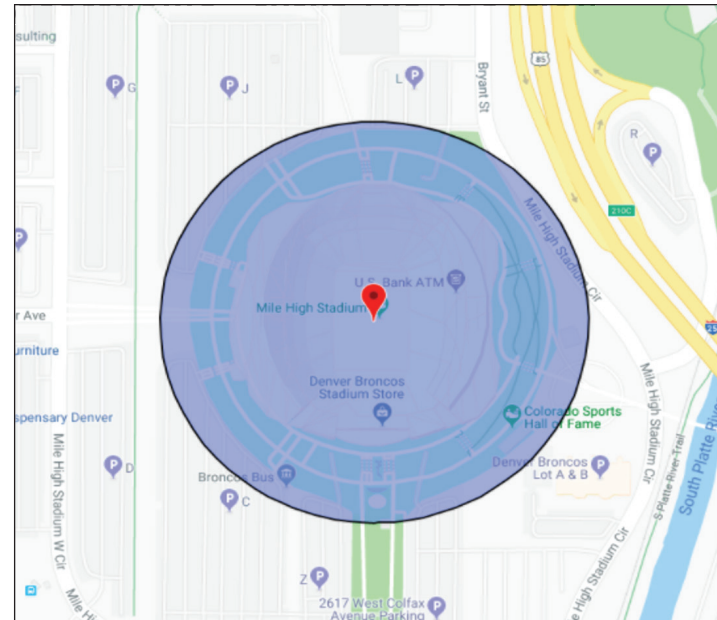
IMPRESSIONS PROGRAM SAMPLE REPORT



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

PRICING

- From: **\$1,500**
- **Up to 3 Geo-fences**
- **60,000 impressions**

MOBILE CONQUESTING

- From: **\$1,500**
- **100,000 impressions**

Comprehensive Digital

OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, Fubo.TV, Pluto.TV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

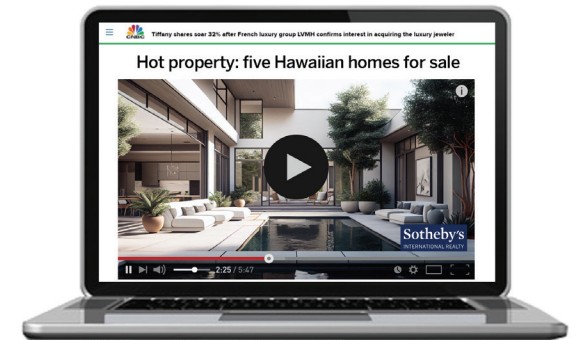


YouTube Video Pre-Roll Ads

WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

PRICE: FROM \$1,500/MONTH
50,000 Impressions

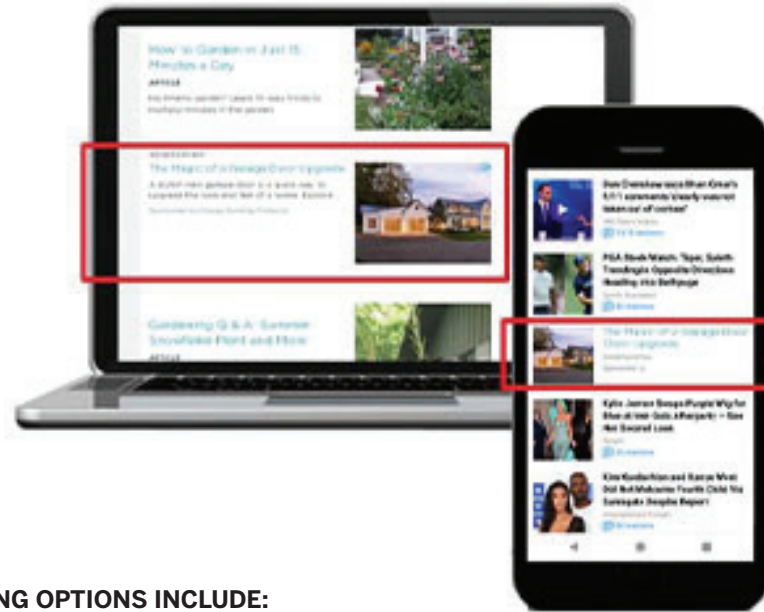
Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **Behavioral** – thousands of targeting categories including demographics, on-line and off-line behaviors, and interests. Keywords – target a list of up to 500 keywords related to your business, and show Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

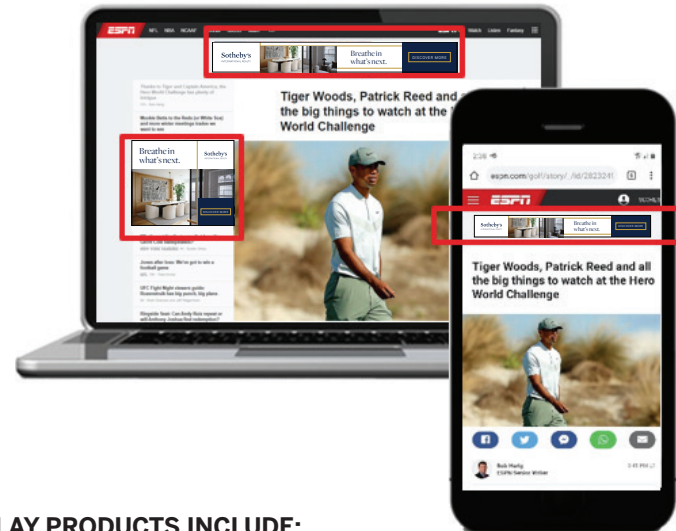
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: FROM \$1,500/MONTH
150,000 Impressions

Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences-target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
150,000 Impressions

Comprehensive Digital

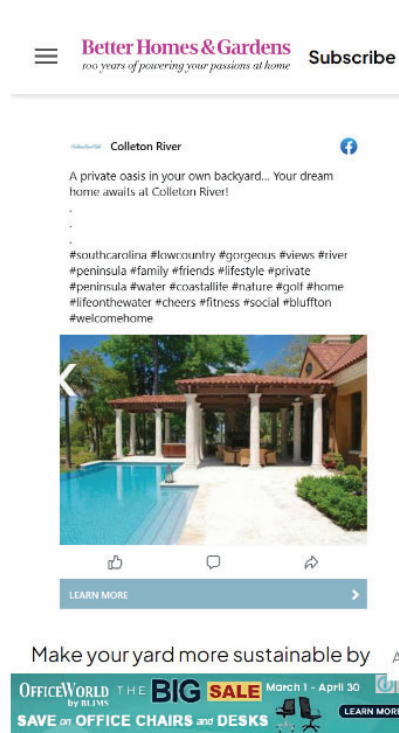
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

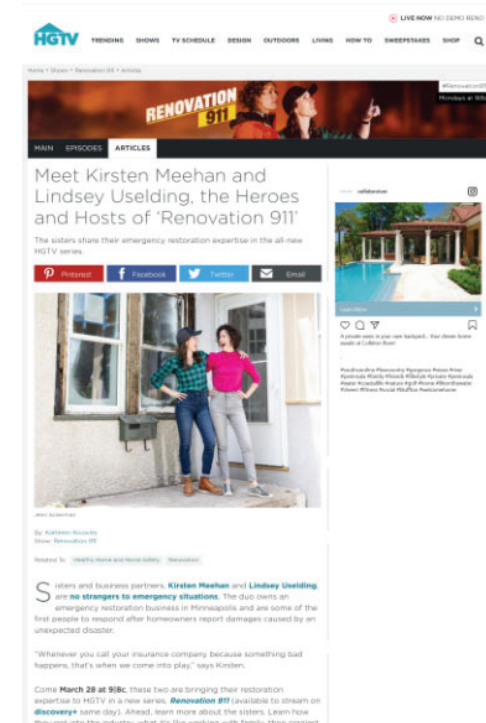
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



PRICE: FROM \$1,500/MONTH
100,000 Impressions

Comprehensive Digital

ONLINE AUDIO ADS

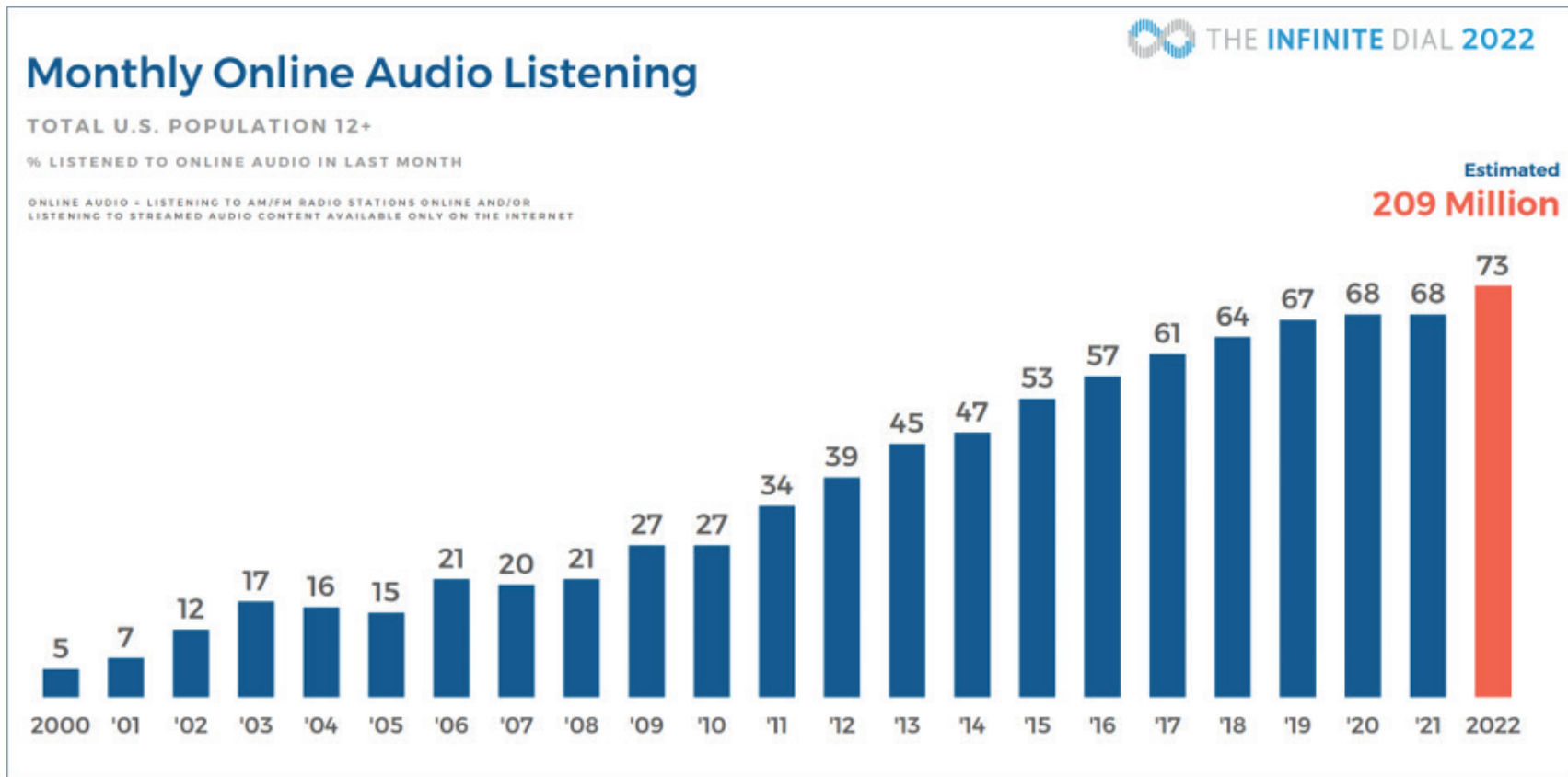
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

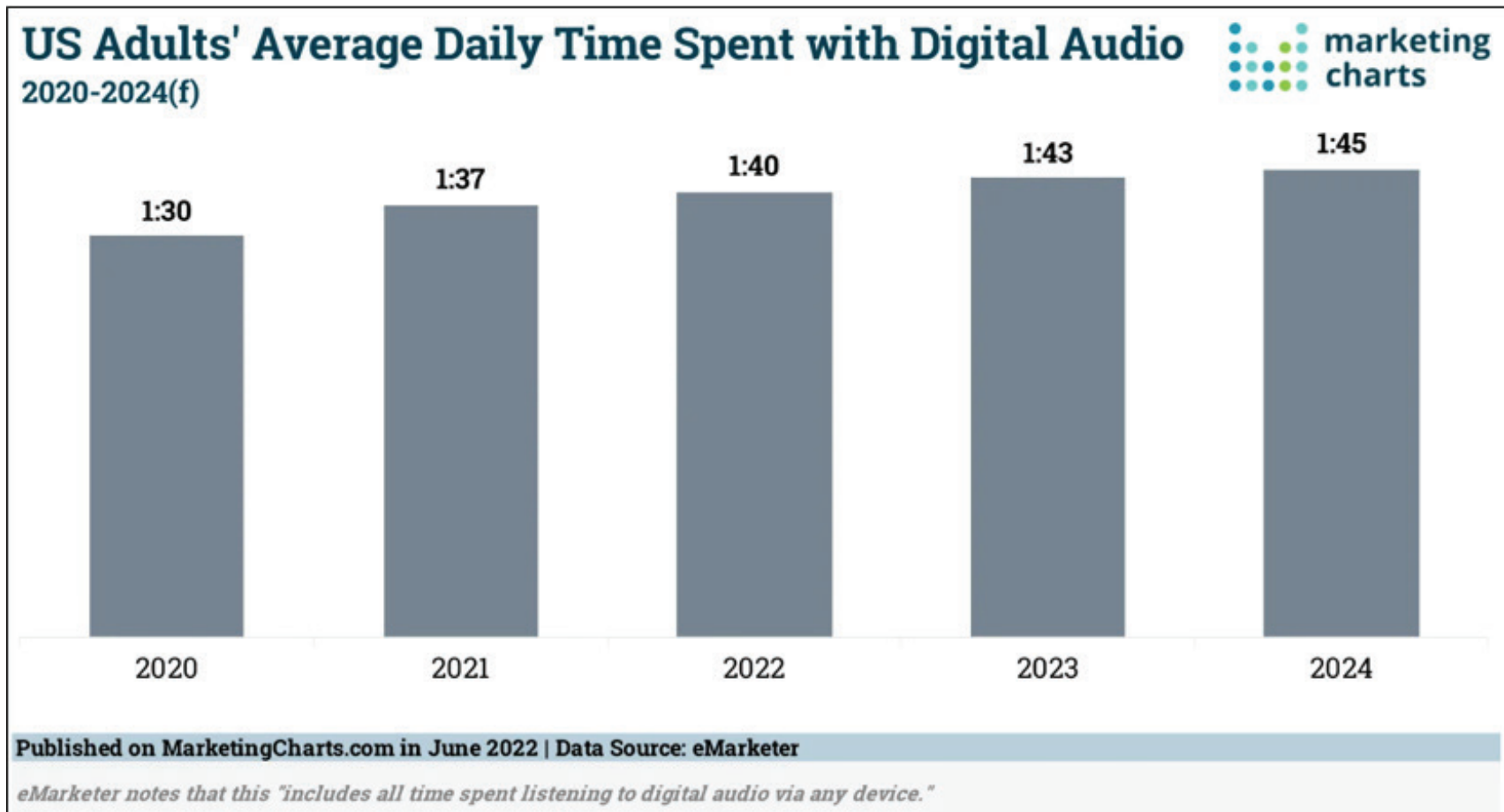
PRICE: FROM \$1,500/MONTH
30,000 Impressions



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local 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 or website.

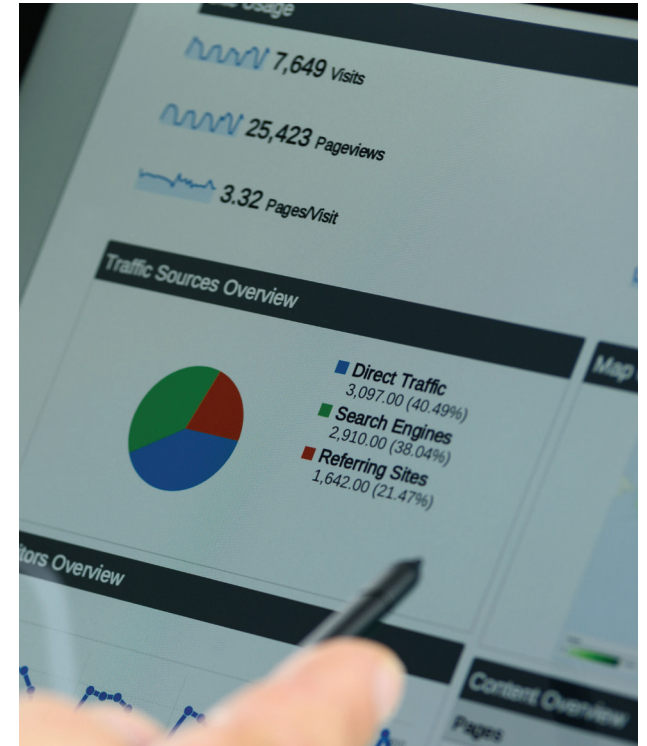


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH



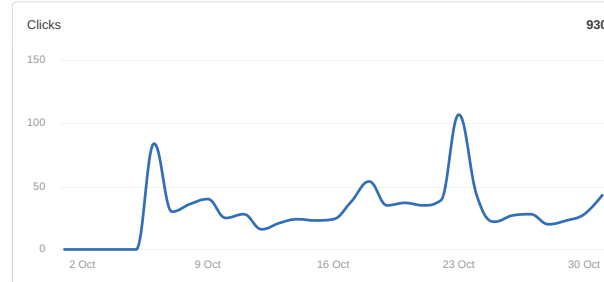
Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.

San Antonio

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
85,229	930	1.09%	9	\$1.52	1.14%



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

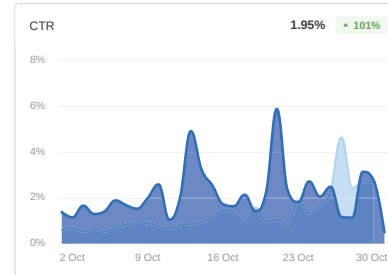
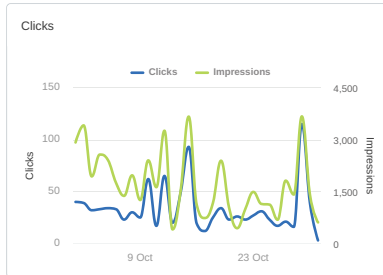
MONTHLY REPORTING

Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



San Antonio

October KPI's



Total Impressions ▼ 46%	Total Clicks ▲ 9%	Phone Calls ▲ 71%	Interaction Rate ▲ 218%	CTR ▲ 101%	Average CPC ▲ 7%
53,704	1,049	12	4.17%	1.95%	\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1

Facebook Advertising

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

FACEBOOK AD CAMPAIGNS

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.

PRICE: \$1,500

60,000 Impressions per Month



LinkedIn. com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

DIGITAL BANNER CAMPAIGN, TARGETING REALTORS: STARTING FROM \$2,000/MONTH



Realtor Email Campaign

The goal of this email campaign is to target licensed real estate agents with the intention of recruiting them to switch from their current firm to Engel & Volkers. The campaign will focus on showcasing the benefits and opportunities that Engel & Volkers offers, positioning it as a better fit for the agent's career growth and financial success.

TARGET AUDIENCE:

Licensed real estate agents currently working at other firms who may be interested in exploring new opportunities. These agents may be seeking better commission structures, more support, enhanced marketing tools, or a more positive company culture.

- Approximately **2,500** Realtor email addresses in database

WOULD INCLUDE EMAIL BLAST WITH SECOND SEND AND CREATIVE FOR THE HTML: \$1200



MINNEAPOLIS

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[FIND OUT MORE](#)

 Marketing FOUNDATIONS

ENGEL & VÖLKERS®

Print Offerings



ENGEL & VÖLKERS®

Architectural Digest

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULL PAGE, COLOR
MINNEAPOLIS: \$2,340



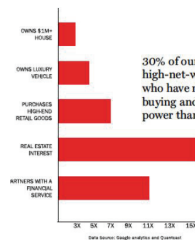
The Real Deal

For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

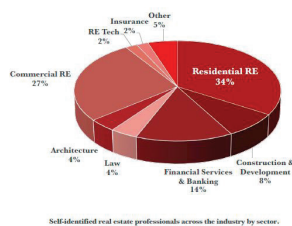
- Circulation: **45,000**
- Readership: **150,000** monthly readers
- Audience HHI: **500K**
- Audience Age: **34-55**
- Male / Female: **55% / 45%**

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source



30% of our readers are high-net-worth individuals who have more discretionary buying and decision-making power than our competition*.



TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges

Distribution:

- **2,500** copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- **2,000** copies distributed to Residential + Commercial
- **1,600** Newstand copies

PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

Opportunity details:

- **National – Monthly**

PRICE: \$5,000 FULL PAGE

Based on 8 Insertions

STRATEGIC PRINT OPTIONS



NATIONAL

Circulation:

- 40,000/month
- 480,000/annual



DATA BOOK

Circulation:

- 50,000 annual

Realtor Text Campaign

OBJECTIVE:

The goal of this direct mail campaign is to recruit licensed real estate agents to join Engel & Volkers by sending personalized and compelling mailers to their home addresses. The campaign will focus on promoting the unique benefits of switching firms, such as higher commission structures, advanced tools, and a supportive work environment, with a clear call to action for agents to explore opportunities with Engel & Volkers.


TARGET AUDIENCE:

Licensed real estate agents currently working with other firms, who may be open to exploring new opportunities. These agents are typically seeking better compensation, career advancement, improved technology, or a more supportive company culture.

- Approximately **2,500** home addresses in database

8-1/2 X 11 FOLDED SELF-MAILER

COST: \$2,400



SAN ANTONIO, TEXAS

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FIND OUT MORE



Schedule, Pricing & Reach



ENGEL & VÖLKERS®

Circulation/ Distribution/ Reach 2025

PLAN 1

Plan 1 Media	Ad Description	Month 1	Month 2	Month 3	Media Total	Reach
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	75,000
Million Impressions	Targeting - Minneapolis					
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
Facebook Ad Campaigns						
Facebook Ad Campaigns	Digital Social Campaign 15–30-mile radius	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	180,000
LinkedIn						
LinkedIn	Digital Banner Campaign - targeting realtors	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	300,000
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
Native Display	Native Ad	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	450,000
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	150,000
Online Audio Ads	15-30 seconds audio content	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	90,000
Geofencing - Event and Location						
Mobile Conquesting	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Realtor Email Campaign						
Custom Email	Targeted Campaign to San Antonio Agents - 2,500 emails, 2 sends	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 3,600.00	7,500

Circulation/ Distribution/ Reach 2025

PLAN 1 - CONTINUED

Print

Conde Nast Magazines Regional Pages

Architectural Digest - Minneapolis	Full Page	\$ 2,340.00	\$ 2,340.00	6,000
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The Real Deal

The Real Deal	Full Page	\$ 5,000.00	\$ 5,000.00	324,000
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Realtor Direct Mail

Direct Mail Program	Targeted Campaign to San Antonio Agents:	\$ 2,400.00	\$ 2,400.00	\$ 4,800.00	5,000
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TOTAL

\$ 60,125.00 2,637,500

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

Pricing Subject to Change

Circulation/ Distribution/ Reach 2025

PLAN 2

Plan 2

Media	Ad Description	Month 1	Month 2	Month 3	Media Total	Reach
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00		\$ 1,800.00	200,000
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	
LinkedIn						
LinkedIn	Digital Banner Campaign - targeting realtors	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	300,000
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
Geofencing - Event and Location						
Mobile Conquesting	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	100,000
Realtor Email Campaign						
Custom Email	Targeted Campaign to San Antonio Agents - 2,500 emails, 2 sends	\$ 1,200.00		\$ 1,200.00	\$ 2,400.00	5,000
Print						
Realtor Direct Mail						
Direct Mail Program	Targeted Campaign to San Antonio Agents:	\$ 2,400.00			\$ 2,400.00	2,500
TOTAL					\$ 20,400.00	807,500

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

Pricing Subject to Change

Circulation/ Distribution/ Reach 2025

PLAN 3

Plan 3 Media	Ad Description	Month 1	Month 2	Month 3	Media Total	Reach
Digital						
Million Impressions*						
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00		\$ 1,800.00	200,000
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
Geofencing - Event and Location						
Mobile Conquesting	Target specific events and locations	\$ 1,500.00			\$ 1,500.00	100,000
Realtor Email Campaign						
Custom Email	Targeted Campaign to Minneapolis Agents - 2,500 emails, 2 sends	\$ 1,200.00			\$ 1,200.00	2,500
Print						
Realtor Direct Mail						
Direct Mail Program	Targeted Campaign to Minneapolis Agents:	\$ 2,400.00			\$ 2,400.00	2,500
TOTAL					\$ 9,900.00	505,000

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