



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

SKY Real Estate Search Engine Marketing



NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

What Does Success Look Like?

TARGET

- Connect you with the Page right customers at the right time through targeted ads.

REACH

- Remain competitive within the rapidly shifting digital environment.
- Improve your website placement on Google's search engine.

LEADS

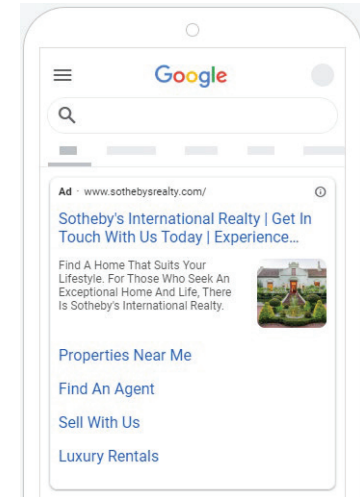
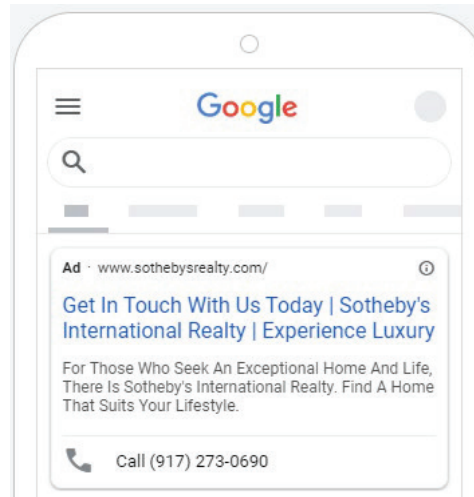
- Customize an SEM strategy in line with your goals. Ex: Generate phone calls, form fills, increase site traffic, brand awareness, etc.



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Custom Search

- Get in front of high-intent customers at the right time and place
- Improves placement on Google's search engine results page
- Bid on relevant keywords to show ads to people actively searching for properties in your area



Ad · www.sothebysrealty.com/ ▾ (917) 273-0690

Sotheby's International Realty | Get In Touch With Us Today

Find A Home That Suits Your Lifestyle. For Those Who Seek An Exceptional Home And Life, There Is Sotheby's International Realty.

Properties Near Me

Homes for Sale in Your Area
Listings From Brokers Near You

Sell With Us

List Your Home
Be Where the World is Looking

Find An Agent

Worldwide Agents
Local Experts

Luxury Rentals

Homes for Rent in Your Area
Exclusive Listings



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Keyword Targeting

LOCALIZED

- “Penthouse apartments for sale downtown Miami”
- “Luxury apartments for sale Miami”
- “Best luxury realtor Miami”

GENERAL

- “Penthouse apartments for sale near me”
- “Luxury homes for sale in my area”

COMPETITOR

- “Luxury apartments for sale zillow”

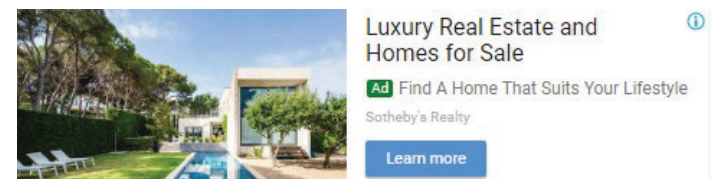
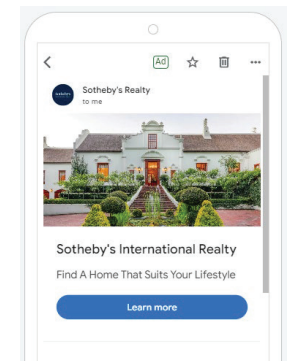
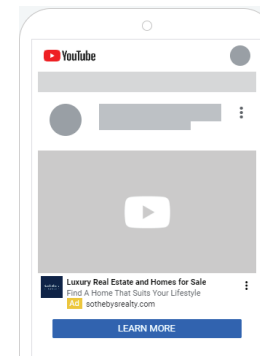
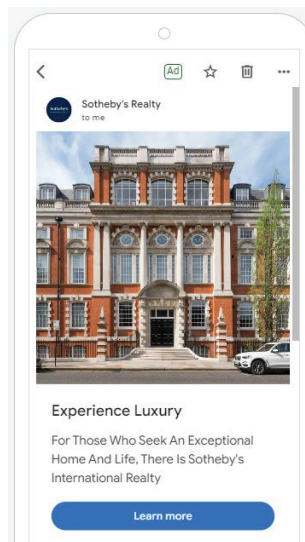
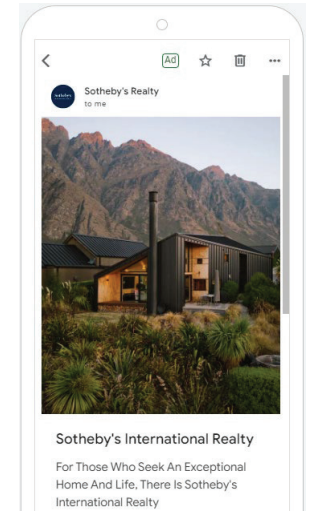
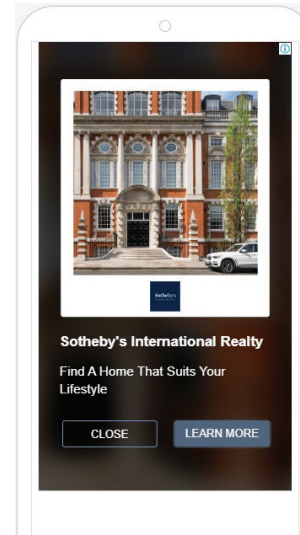
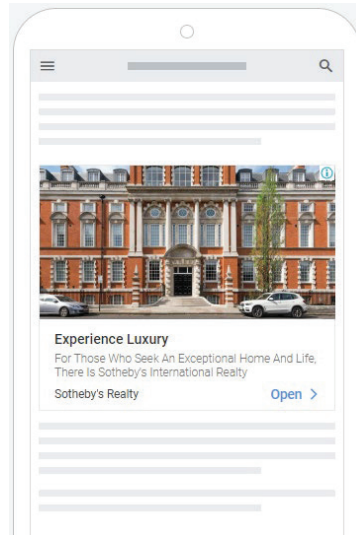
TRADEMARK

- “Sothebys apartments for sale”



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Display, Gmail, YouTube





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Custom Display

1

Reach customers across 3 million sites and apps with engaging creative.

2

Expands reach beyond Google Search.

3

Optimal for brand awareness, impressions, and engagement.

4

Most effective when used in conjunction with remarketing strategies.



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Ad Targeting

GEOTARGETING

Target Ads to Your Feeder Markets and High-Income Areas.

DEMOGRAPHICS

Show Ads to Demographics Such As Top 10% of Income Earners.

AUDIENCES

Target Users Who Have Interacted With Your Site, Business Professionals, Those Looking For a House, Etc.

NEGATIVE KEYWORD LISTS

Negates Unwanted and Irrelevant Search Terms.

Case Studies

CURRENT CLIENTS AND TRENDS





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6 Months
of SKY Google
Campaigns
1/1-6/30

NEW CLICKS

6,840

IMPRESSIONS

934,000

ENGAGEMENT RATE

9.69%

PHONE CALLS

92



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Pricing

- \$750 one-time setup fee
- Below \$1,250 in paid media there is a \$350 monthly management fee
- Between \$1,250 and \$3,000 in paid media there is a \$550 monthly management fee
- Between \$3,000 and \$5,000 in paid media there is a \$750 monthly management fee
- Above \$5,000 we will build out custom pricing for you



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Thank You

**LET'S DO
GREAT THINGS
TOGETHER**

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