



ADVERTISING  
BRANDING  
MARKETING

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

---

SKYAD.COM

# Silvia Yaniz

## Advertising and Marketing Program

ONE | Sotheby's  
INTERNATIONAL REALTY

# Table of Contents

## **03 INTRO**

## **04 DIGITAL**

05 Impressions Campaign

11 Impressions Scheduling

12 Comprehensive Digital

14 Google AdWords

19 Facebook Advertising

## **20 SCHEDULE, PRICING & REACH**

21 2023



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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Silvia Yaniz

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

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.

**LET'S DO  
GREAT THINGS TOGETHER**

**JANINE JONES**  
*Executive Vice President*  
**212-677-2714**  
**janine@skyad.com**

**PAULA DAVIDSON**  
*Senior Account Executive*  
**212-677-2671**  
**paula@skyad.com**

**SARA HELENI**  
*Account Executive*  
**212-674-2402**  
**sara@skyad.com**

**JIMMY CINTRÓN**  
*Account Executive*  
**212-677-0083**  
**jimmy@skyad.com**

# Digital Offerings





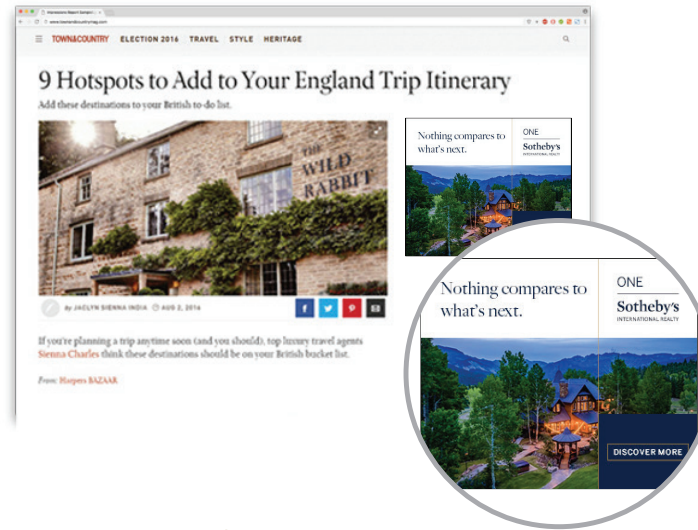
# Impressions Campaign

**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 Yaniz Group**
- Flight Dates: **October 2023 - December 2023**
- Impressions: **525,000**
- Clicks through to the website of your choice.

**175,000 Impressions per month:**    **\$850**  
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.

The New York Times

THE ECONOMIC TIMES

Telegraph.co.uk

THE WALL STREET JOURNAL.

South China Morning Post

Forbes

Bloomberg Markets

REUTERS

The Economist

GULF NEWS



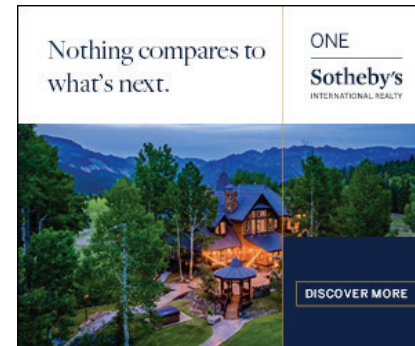
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

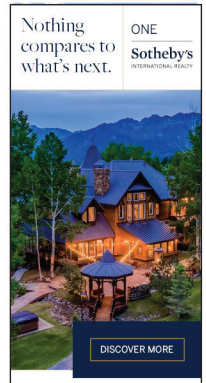
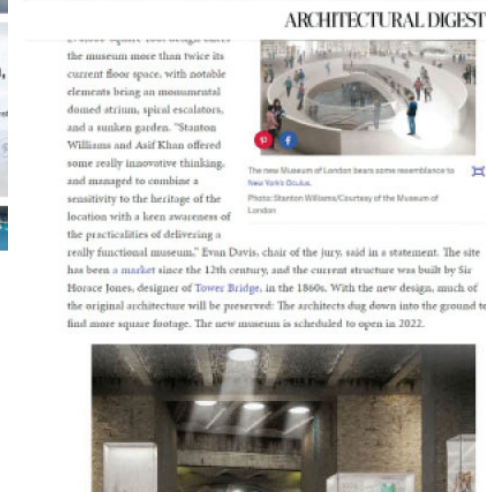
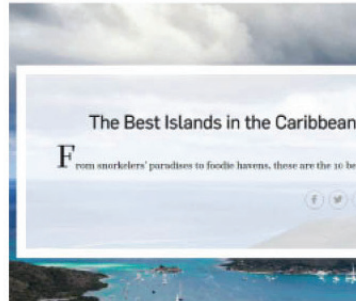
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites



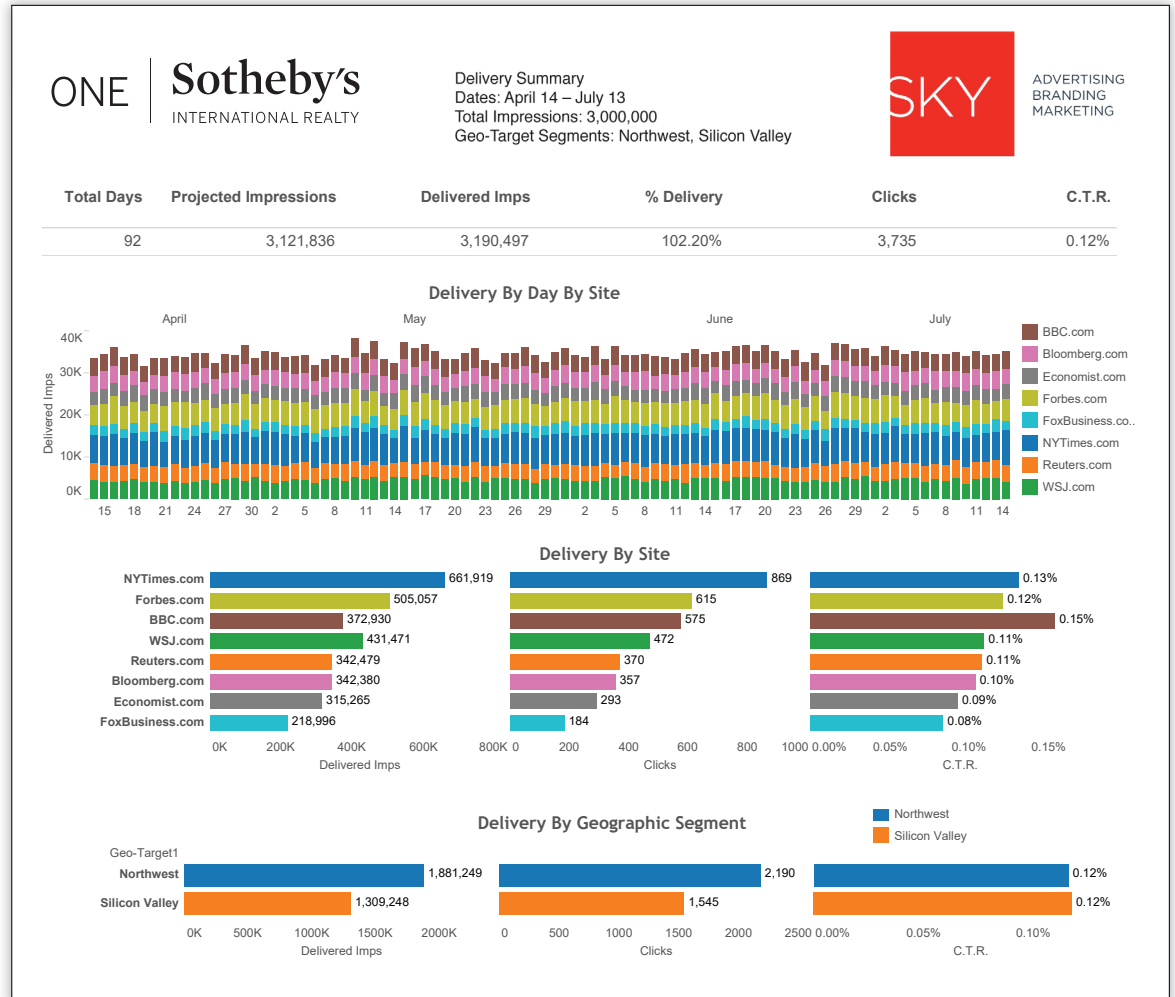


# Comprehensive Reporting For Your Customized Campaign

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



# Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across Brickell, Coral Gables, Pinecrest, South Miami, Coconut Grove.

The program, with a projected start date of October 1st and will run for three months and deliver an estimated 525,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), Homeowner's living in Brickell, Coral Gables, Pinecrest, South Miami, Coconut Grove in a premium editorial environment on top lifestyle, travel, design and business/finance and news websites.

## 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.

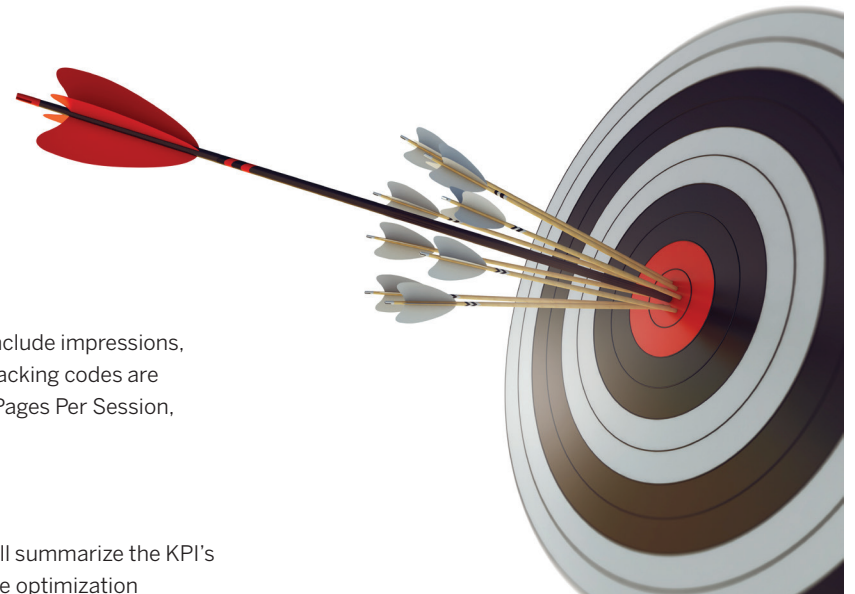
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

Media	Geo-Target	October				November				December				Impressions	
		01	08	15	22	29	05	12	19	26	03	10	17		24
Detailed Demographics: Homeowners	Brickell, Coral Gables, Pinecrest, South Miami, Coconut Grove														525,000
<b>Total Digital</b>															<b>525,000</b>

# Comprehensive Digital

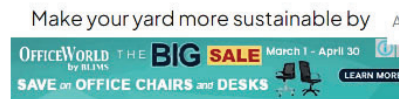
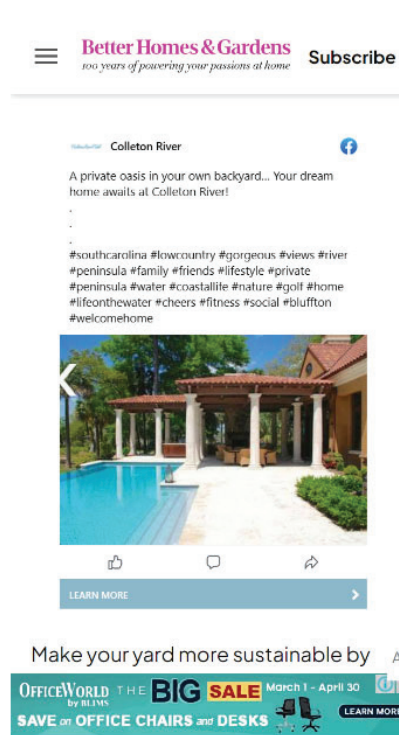
## SOCIAL MIRROR ADS

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.

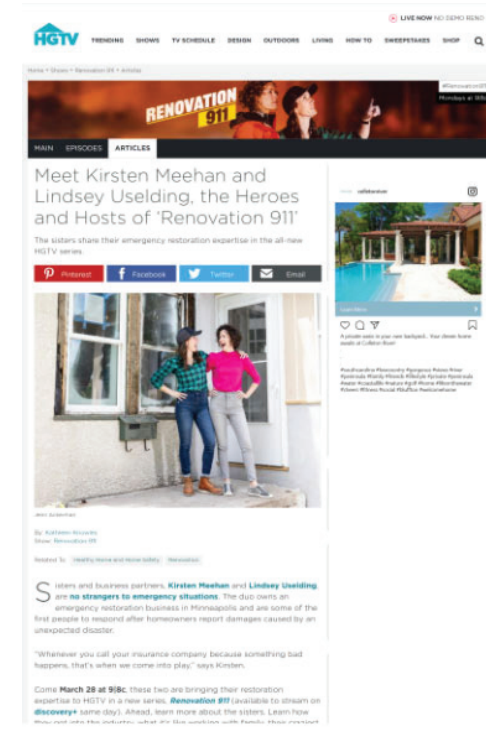
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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: STARTING AT \$1,500 PER MONTH



# Comprehensive Digital

Client: ONE SIR

## Digital Campaign Planner



Date Created: 9/22/2023

**GEOGRAPHIC TARGET:**

2 mile radius around Coral Gables, FL

Campaign Duration: 10/15/2023 - 1/15/2023	Oct-23	Nov-23	Dec-23	Total
<b>FACEBOOK/INSTAGRAM LEAD</b>				
Target Audience: <b>M/F 18+</b>   Categories: Entrepreneur; Entrepreneurship; High Net worth individual; Luxury Lifestyle; Luxury Brands Directory; Luxury Lifestyle; Millionaires; Luxury Goods				
Retargeting				
Category Targeting				
<b>Total Potential Impressions</b>	25,000	25,000	25,000	75,000
<b>Cost Per Thousand</b>	\$60.00	\$60.00	\$60.00	\$60.00
<b>Investment Projection</b>	<b>\$1,500.00</b>	<b>\$1,500.00</b>	<b>\$1,500.00</b>	<b>\$4,500.00</b>
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; High Net Worth Entrepreneurs; High Net Worth Investors; Luxury Home Good Buyer; Luxury Brand Buyers; Second Home Owner; Luxury Second Home Owner; Executive/C-Suite; High Net-Worth - Multi-Millionaires				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	<b>\$1,500.00</b>	<b>\$1,500.00</b>	<b>\$1,500.00</b>	<b>\$4,500.00</b>
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	125,000	125,000	125,000	375,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	<b>\$3,000.00</b>	<b>\$3,000.00</b>	<b>\$3,000.00</b>	<b>\$9,000.00</b>

Social Lead Ads Available Monthly Impressions Estimate:	30,150
Percentage of Targeted Social Media inventory purchased with this campaign:	82.92%
Social Mirror Ads Available Monthly Impressions Estimate:	248,186
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	40.29%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

# 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: 46,170

## GEO-TARGETING:

- Coral Gables
- Pinecrest
- Miami
- Key Biscayne

## AUDIENCES /DEMOGRAPHICS:

- Real Estate
- Homeowners
- Top 10% Income Earners
- Residential Properties For Sale
- Luxury Travelers
- Business Professionals
- Luxury Vehicle Enthusiasts
- Retargeting – Site Visitors

## DESCRIPTIONS/ LONG HEADLINES:

- Ready to List? Contact Silvia to Sell Your Coral Gables Property Seamlessly.
- Whether You're Buying or Selling Your Home, Silvia is Your Go-To Real Estate Expert in Coral Gables.
- The Highest Level of Service and Expertise. Connect with Silvia for Your Real Estate Needs.

## SHORT HEADLINES:

- Silvia Yaniz
- Coral Gables Real Estate
- Contact Us Today
- ONE Sotheby's International Realty

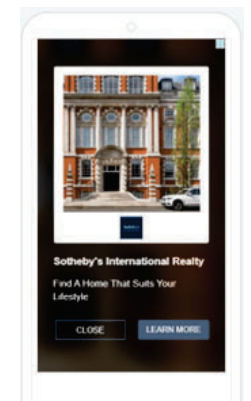
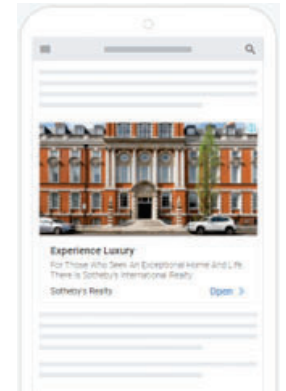
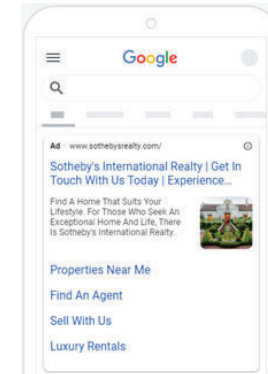
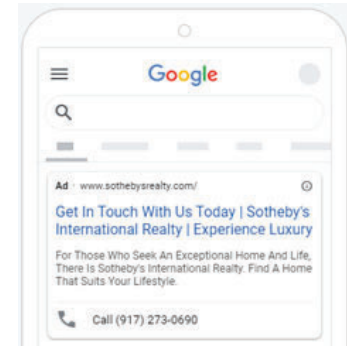
## MONTHLY MANAGEMENT:

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

PROGRAM SETUP: \$750

MONTHLY MANAGEMENT: \$350/MONTH PLUS MEDIA



# Google AdWords



coral gables fl luxury sothebys international realty  
coral gables fl sothebys international realty  
coral gables florida luxury sothebys international realty  
coral gables florida sothebys international realty  
coral gables luxury sothebys international realty  
coral gables real estate sothebys  
coral gables real estate sothebys international realty  
coral gables sothebys international realty  
luxury sothebys international realty coral gables  
luxury sothebys international realty coral gables fl  
luxury sothebys international realty coral gables florida  
luxury sothebys international realty in coral gables  
luxury sothebys international realty in coral gables fl  
luxury sothebys international realty in coral gables florida  
silvia yaniz  
silvia yaniz coral gables  
silvia yaniz real estate  
silvia yaniz realty  
sothebys coral gables real estate  
sothebys for sale coral gables  
sothebys international realty coral gables  
sothebys international realty coral gables fl

sothebys international realty coral gables florida  
sothebys international realty in coral gables  
sothebys international realty in coral gables fl  
sothebys international realty in coral gables florida  
sothebys real estate coral gables  
sothebys realty coral gables  
the sothebys international realty coral gables  
best real estate agent near me  
best realtor near me  
best realtors in my area  
find a realtor near me  
find real estate agent  
find the best real estate agent  
good real estate agents near me  
good realtors near me  
real estate agent number  
real estate agents in my area  
real estate agents near me  
realtors in my area  
realtors near me  
realty agents near me  
sell my home near me  
selling agent near me  
top producing real estate agents  
top rated real estate agents near me  
top rated realtors near me  
top real estate agent near me  
top real estate agents in florida  
top realtors in my area  
top realtors near me  
top selling realtors near me

apartment for sale coral gables  
apartment for sale coral gables fl  
apartment for sale coral gables florida  
apartment for sale in coral gables  
apartment for sale in coral gables fl  
apartment for sale in coral gables florida  
apartments for sale coral gables  
apartments for sale coral gables fl  
apartments for sale coral gables florida  
apartments for sale in coral gables  
apartments for sale in coral gables fl  
apartments for sale in coral gables florida  
best realtor in coral gables  
best realtors in coral gables  
condo for sale coral gables  
condo for sale coral gables fl  
condo for sale coral gables florida  
condo for sale in coral gables  
condo for sale in coral gables fl  
condo for sale in coral gables florida  
condos for sale coral gables  
condos for sale coral gables fl  
condos for sale coral gables florida  
condos for sale in coral gables  
condos for sale in coral gables fl  
condos for sale in coral gables florida  
coral gables apartment for sale  
coral gables apartments for sale  
coral gables condo for sale  
coral gables condos for sale  
coral gables fl condos for sale

## DIGITAL

---

coral gables fl homes for sale  
coral gables fl houses for sale  
coral gables fl listings  
coral gables fl luxury condos  
coral gables fl luxury homes  
coral gables fl luxury houses  
coral gables fl luxury listings  
coral gables fl luxury mls  
coral gables fl luxury property  
coral gables fl luxury real estate  
coral gables fl luxury real estate agency  
coral gables fl luxury real estate agent  
coral gables fl luxury realtor  
coral gables fl luxury zillow  
coral gables fl property for sale  
coral gables fl real estate agency  
coral gables fl real estate agent  
coral gables fl real estate for sale  
coral gables fl realtor  
coral gables florida apartment for sale  
coral gables florida apartments for sale  
coral gables florida condo for sale  
coral gables florida condos for sale  
coral gables florida homes for sale  
coral gables florida houses for sale  
coral gables florida luxury apartment  
coral gables florida luxury apartments  
coral gables florida luxury condo  
coral gables florida luxury condos  
coral gables florida luxury homes  
coral gables florida luxury houses

coral gables florida luxury listings  
coral gables florida luxury mls  
coral gables florida luxury property  
coral gables florida luxury real estate  
coral gables florida luxury real estate agency  
coral gables florida luxury real estate agent  
coral gables florida luxury realtor  
coral gables florida luxury zillow  
coral gables florida property for sale  
coral gables florida real estate  
coral gables florida real estate agency  
coral gables florida real estate agent  
coral gables florida real estate for sale  
coral gables florida realtor  
coral gables home appraisal  
coral gables home inspection tips  
coral gables home selling checklist  
coral gables home selling process  
coral gables homes for sale  
coral gables houses for sale  
coral gables listing agents  
coral gables listings for sale  
coral gables luxury apartment  
coral gables luxury apartments  
coral gables luxury condo  
coral gables luxury condos  
coral gables luxury homes  
coral gables luxury houses  
coral gables luxury listings  
coral gables luxury mls  
coral gables luxury penthouse

coral gables luxury property  
coral gables luxury real estate  
coral gables luxury real estate agency  
coral gables luxury real estate agent  
coral gables luxury realtor  
coral gables luxury zillow  
coral gables mls listing services  
coral gables penthouse for sale  
coral gables property for sale  
coral gables property market trends  
coral gables property value assessment  
coral gables real estate  
coral gables real estate agency  
coral gables real estate agent  
coral gables real estate agents  
coral gables real estate broker  
coral gables real estate for sale  
coral gables real estate listings  
coral gables real estate listings  
coral gables real estate market analysis  
coral gables real estate marketing strategies  
coral gables realtors  
coral gables realty  
find a coral gables real estate expert  
home for sale coral gables  
homes for sale coral gables  
homes for sale coral gables fl  
homes for sale coral gables florida  
homes for sale in coral gables  
homes for sale in coral gables fl  
homes for sale in coral gables florida



## DIGITAL

---

house for sale coral gables  
houses for sale coral gables  
houses for sale coral gables fl  
houses for sale coral gables florida  
houses for sale in coral gables  
houses for sale in coral gables fl  
houses for sale in coral gables florida  
how to sell my house in coral gables  
listings for sale in coral gables florida  
listings in coral gables florida  
local coral gables real estate agents  
luxury apartment coral gables  
luxury apartment coral gables fl  
luxury apartment coral gables florida  
luxury apartment in coral gables  
luxury apartment in coral gables fl  
luxury apartment in coral gables florida  
luxury apartments coral gables  
luxury apartments coral gables fl  
luxury apartments coral gables florida  
luxury apartments in coral gables  
luxury apartments in coral gables fl  
luxury apartments in coral gables florida  
luxury condo coral gables  
luxury condo coral gables fl  
luxury condo coral gables florida  
luxury condo in coral gables  
luxury condo in coral gables fl  
luxury condo in coral gables florida  
luxury condos coral gables  
luxury condos coral gables fl

luxury condos coral gables florida  
luxury condos in coral gables  
luxury condos in coral gables fl  
luxury condos in coral gables florida  
luxury home for sale coral gables  
luxury homes coral gables  
luxury homes coral gables fl  
luxury homes coral gables florida  
luxury homes for sale coral gables  
luxury homes in coral gables  
luxury homes in coral gables fl  
luxury homes in coral gables florida  
luxury house for sale coral gables  
luxury houses coral gables  
luxury houses coral gables fl  
luxury houses coral gables florida  
luxury houses for sale coral gables  
luxury houses in coral gables  
luxury houses in coral gables fl  
luxury houses in coral gables florida  
luxury listings coral gables  
luxury listings coral gables fl  
luxury listings coral gables florida  
luxury listings in coral gables  
luxury listings in coral gables fl  
luxury listings in coral gables florida  
luxury mls coral gables  
luxury mls coral gables fl  
luxury mls coral gables florida  
luxury penthouse coral gables  
luxury property coral gables

luxury property coral gables fl  
luxury property coral gables florida  
luxury property in coral gables  
luxury property in coral gables fl  
luxury property in coral gables florida  
luxury real estate agency coral gables  
luxury real estate agency coral gables fl  
luxury real estate agency coral gables fl  
luxury real estate agency coral gables florida  
luxury real estate agency in coral gables  
luxury real estate agency in coral gables  
luxury real estate agency in coral gables fl  
luxury real estate agency in coral gables florida  
luxury real estate agent coral gables  
luxury real estate agent coral gables fl  
luxury real estate agent coral gables florida  
luxury real estate agent in coral gables  
luxury real estate agent in coral gables fl  
luxury real estate agent in coral gables florida  
luxury real estate coral gables  
luxury real estate coral gables fl  
luxury real estate coral gables florida  
luxury real estate in coral gables  
luxury real estate in coral gables fl  
luxury real estate in coral gables florida  
luxury realtor coral gables  
luxury realtor coral gables fl  
luxury realtor coral gables florida  
luxury realtor in coral gables  
luxury realtor in coral gables

## DIGITAL

---

luxury realtor in coral gables fl  
luxury realtor in coral gables florida  
luxury zillow coral gables  
luxury zillow coral gables fl  
luxury zillow coral gables florida  
luxury zillow in coral gables  
luxury zillow in coral gables fl  
luxury zillow in coral gables florida  
penthouse for sale coral gables  
penthouses for sale coral gables  
pricing my home in coral gables  
property for sale coral gables  
property for sale coral gables fl  
property for sale coral gables florida  
property for sale in coral gables  
property for sale in coral gables fl  
property for sale in coral gables florida  
real estate agency coral gables  
real estate agency coral gables  
real estate agency coral gables fl  
real estate agency coral gables florida  
real estate agency in coral gables  
real estate agency in coral gables  
real estate agency in coral gables fl  
real estate agency in coral gables florida  
real estate agent coral gables  
real estate agent coral gables fl  
real estate agent coral gables florida  
real estate agent in coral gables  
real estate agent in coral gables fl  
real estate agent in coral gables florida

real estate attorney for coral gables property sale  
real estate for sale coral gables  
real estate for sale coral gables fl  
real estate for sale coral gables florida  
real estate for sale in coral gables  
real estate for sale in coral gables fl  
real estate for sale in coral gables florida  
realtor coral gables  
realtor coral gables  
realtor coral gables fl  
realtor coral gables florida  
realtor in coral gables  
realtor in coral gables  
realtor in coral gables florida  
sell my coral gables property  
top real estate agents in coral gables  
top realtors in coral gables

# Facebook Advertising

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

## WE CAN PROVIDE YOU WITH:

- Targeting Categories
- Ads in Facebook Audience Network
- Ads in Facebook Messenger
- Ads in Facebook + Instagram Stories
- Ads in Facebook Marketplace
- Custom Audience Ads To Your Email or Phone List
- Collection Ads, Lead Ads, Carousel Ads, Event Response Ads
- Ads in Facebook Search and Marketplace Search
- Optimizing Your Campaign For Max Efficiency Time
- Investment To Manage Your Campaign

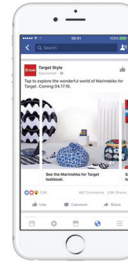


STARTING FROM \$1,500/MONTH

## TYPES OF ADS OFFERED (DISPLAY OR VIDEO):

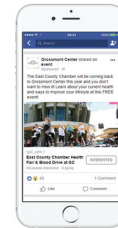
### Single Image or Carousel Ads (multiple images)

- Showcase up to 10 images/videos as the user swipes through, each panel links to any of your website pages. Choose Call-To-Action buttons:
  - “Call Now”
  - “Send Message”
  - “Learn More”
  - “Shop Now”
  - “Get Directions”



### Event Response Ads (promote your event)

- Event Response ads link to an Event Page on your Facebook Business Page (not your website).
- If users click the “Interested” button they get reminders about the event.



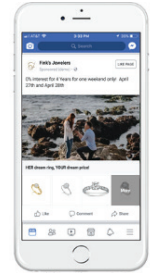
### Facebook + Instagram News Feed Branded Content Ads

- Ads that look like an endorsement post from our Facebook media page, that feature your business.
- The ads appear in the News Feed of the people you want us to target with your ads.



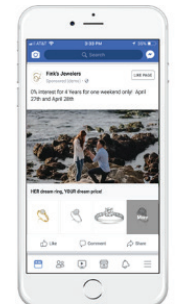
### Collection Ads (multiple images + fullscreen landing page)

- With Facebook “Collection Ads” people who tap on your ad can browse multiple products on their mobile phone.
- When tapped, the ad opens to a full screen landing page where the user can scroll through up to 10 images or videos that link to your website.
- Customizable call to action button.



### Lead Ads (lead generation)

- Single image, carousel or video, Lead Ads allow you to find people who may be interested in what you offer and collect info from them.
- When a user clicks on the Call-To-Action button a short lead form opens and populates with questions of your choosing.
- Once the user completes the form it is emailed to you or you can download it from your “Admin” page.



Collection Ads (multiple images & full screen landing page)

Choose any of these Call-To-Action buttons:

- Subscribe
- Apply Now
- Book Now
- Get Quote
- Learn More
- Sign Up



# Schedule, Pricing & Reach





# Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	Price	October	November	December	Media Total	Reach
<b>Impressions</b>							
Impressions	Digital Banner Program Targeting - Brickell, Coral Gables, Pinecrest, South Miami, Coconut Grove	\$850/month	\$ 850.00	\$ 850.00	\$ 850.00	\$ 2,550.00	525,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$750 set up \$350/month plus media	\$ 2,100.00	\$ 1,350.00	\$ 1,350.00	\$ 4,800.00	138,510
<b>Facebook Advertising</b>							
Facebook Advertising	Facebook/Instagram Lead	\$1,500/month	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	75,000
<b>Social Mirror</b>							
Social Mirror	Behavioral Custom program	\$1,500/month	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
TOTAL						\$ 16,350.00	1,038,510

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