



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

Kamile Sirutkaityte Advertising and Marketing Program

ONE | Sotheby's
INTERNATIONAL REALTY

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20 2023-2024



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

National & Global Exposure Kamile Sirutkaityte

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Kamile Sirutkaityte.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in Fort Lauderdale, FL.

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



Sotheby's
INTERNATIONAL REALTY

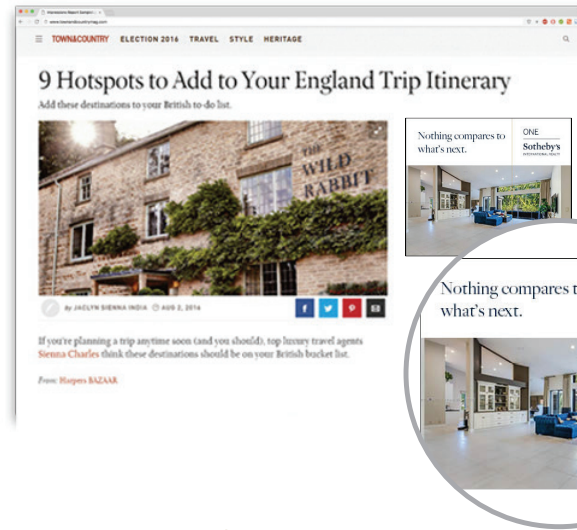
Impressions Campaign

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: **Kamile Sirutkaityte**
- Flight Dates: **September 2023 - March 2024**
- 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.

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 



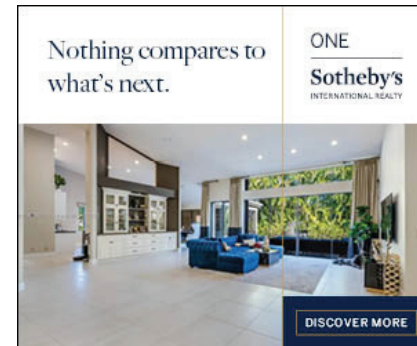
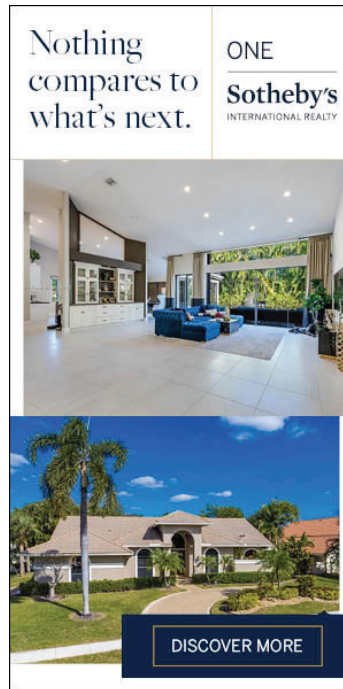
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

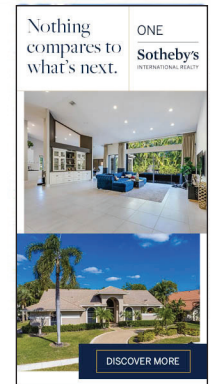
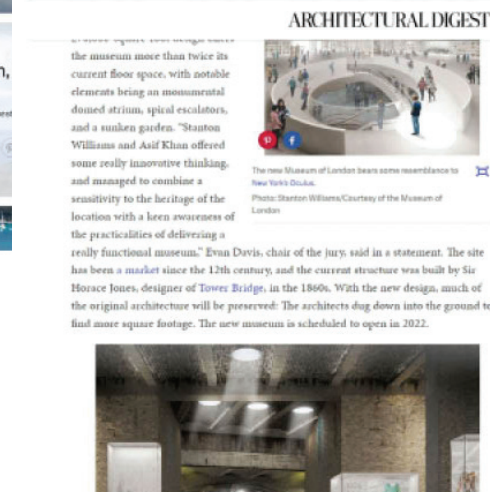
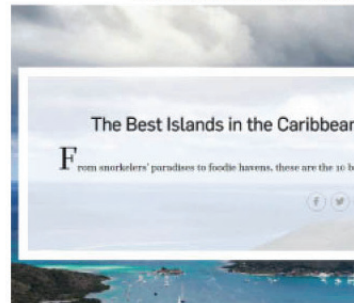
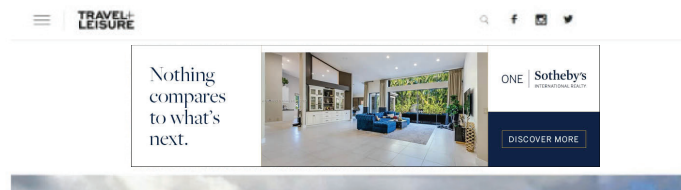
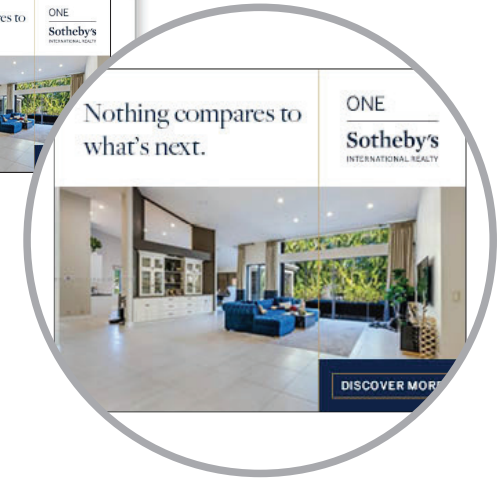
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

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Sample Banners For Impressions Programs As They Appear On Sites

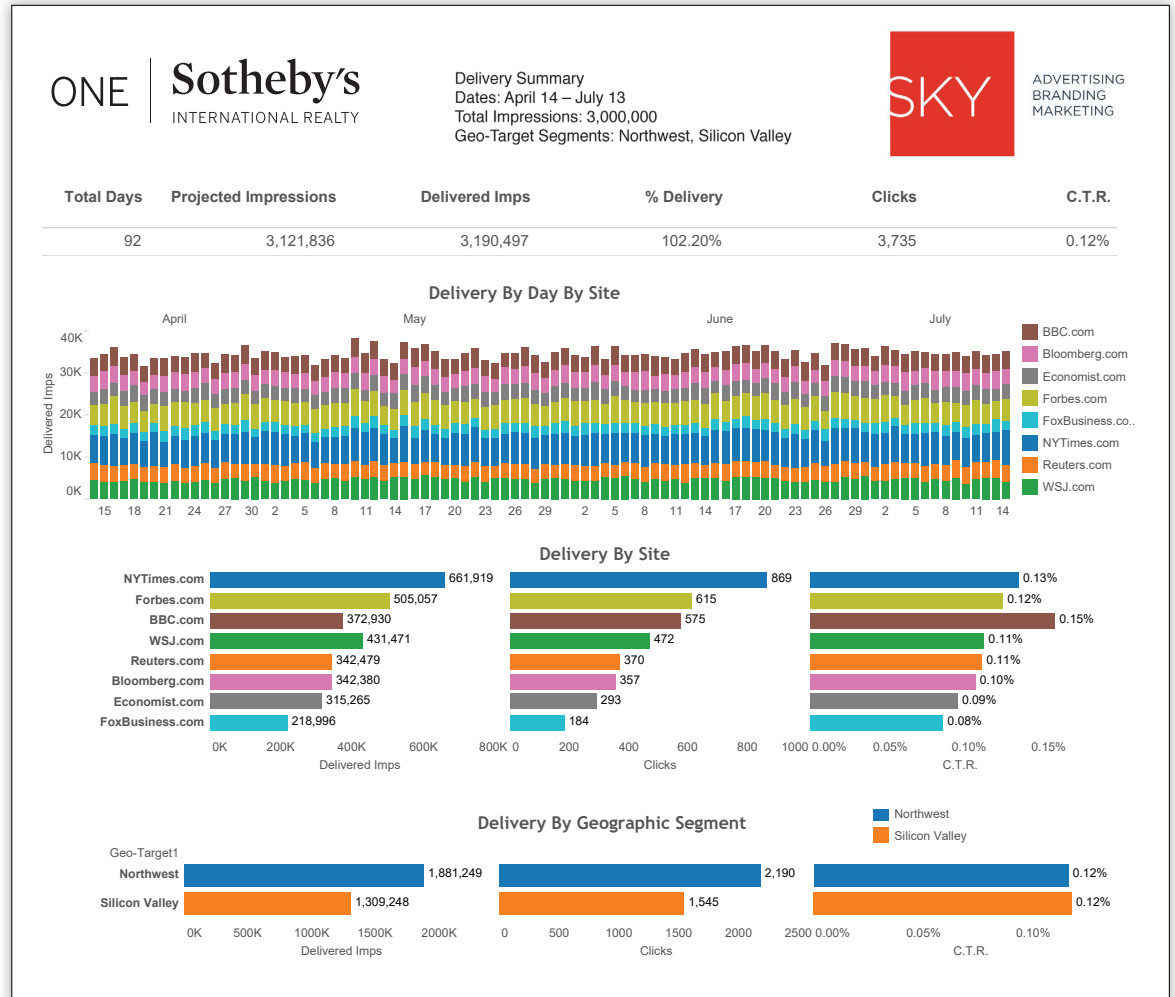


Comprehensive Reporting For Your Customized Campaign

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 doing some research, we have put together an integrated program that targets a high net worth audience in the Greater Toronto market and key geography segments in the US, Europe, Middle East, India and Asia (Hong Kong/ China)

This recommendation includes:

- A Site specific segment that allows us reach a high net worth audience in a premium editorial environment in leading national news, business, finance and lifestyle websites.
- A behavioral targeted custom in-market segment, that will allow us to reinforce and show banners to people who are considered actively looking for Toronto Luxury Condos across the target markets.
- A behavioral targeted custom intent banner segment, that will allow us to reinforce and show banners to people who are actively searching for Luxury Condos in Toronto.
- A paid search (AdWords) segment targeting people actively searching Google for Condos in Toronto.
- Retargeting

SITE SPECIFIC

This segment consists of premium websites with income and geo-targeting to extend the overall reach of the program. For this segment we have recommended readers A35-65 in top 10% HHI living in the target markets of premium sites like WSJ.com, Bloomberg.com, Reuters.com, ArchitecturalDigest.com, Forbes.com and FoxNews.com

BEHAVIORAL TARGETING

We are able to target A35-65 in the top 10% of HHI who are actively searching for Real Estate based on their online behavior (sites visited, content consumed and search activity). Since historical search data shows that 90+% of all searches for Toronto Condos are done within the market.

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 "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.



DIGITAL

BEHAVIORAL TARGETING - CUSTOM INTENT

To target people who are actively searching for Toronto properties beyond the Toronto market, we have created a custom intent audience based on Toronto Condos real estate related activity based on terms such as

- “condo prices downtown toronto”
- “lofts for sale toronto”
- “condos for sale etobicoke”
- “waterfront condos toronto”
- “3 bedroom condo for sale toronto”
- “condos for sale gta toronto”
- “toronto condo prices”
- “liberty village condos for sale”
- “toronto luxury real estate”
- “toronto waterfront condos for sale”
- “luxury houses for sale in toronto”
- “condos for sale downtown toronto”
- “luxury homes toronto”
- “sotheby’s real estate toronto”
- “condos for sale toronto”
- “pre construction condos toronto 2020”
- “downtown toronto apartments for sale”
- “luxury condos for sale toronto”
- “toronto apartments for sale”
- “condo listings toronto”
- “new condos for sale toronto”
- “pre construction condos toronto 2021”
- “sotheby’s toronto”
- “new townhomes toronto”
- “luxury houses in toronto”
- “condominium for sale in toronto”
- “townhouses for sale downtown toronto”

GOOGLE ADWORDS

Paid search ads based on the above keywords

RE-TARGETING

This allows us to cost-effectively reinforce our messaging to people who have visited the property’s site / listing.

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	2019					2020												Impressions	
		08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12		
NYTimes.com	US (Seattle, San Francisco (including Silicon Valley), Los Angeles)																			2,250,000
Telegraph.co.UK	United Kingdom, Europe																			2,250,000
GulfNews.com	Middle East																			2,250,000
EconomicTimes.IndiaTimes.com	India																			2,250,000
SCMP.com	China/Hong Kong																			2,250,000
Forbes.com	Greater Toronto, Europe, China, India, Middle East, US (Seattle, San Francisco (including Silicon Valley), Los Angeles)																			3,000,000
Bloomberg.com																				3,000,000
Reuters.com																				3,000,000
Economist.com																				3,000,000
WSJ.com																				3,000,000
Google - In Market Behavioral	Greater Toronto																			4,660,000
Google - Custom Intent	Greater Toronto, Europe, China, India, Middle East, US (Seattle, San Francisco (including Silicon Valley), Los Angeles)																			3,000,000
Google - Search	Greater Toronto, Europe, China, India, Middle East, US (Seattle, San Francisco (including Silicon Valley), Los Angeles)																			75,000
Google - Retargeting	United States																			15,000
Total Digital																				34,000,000

Comprehensive Digital

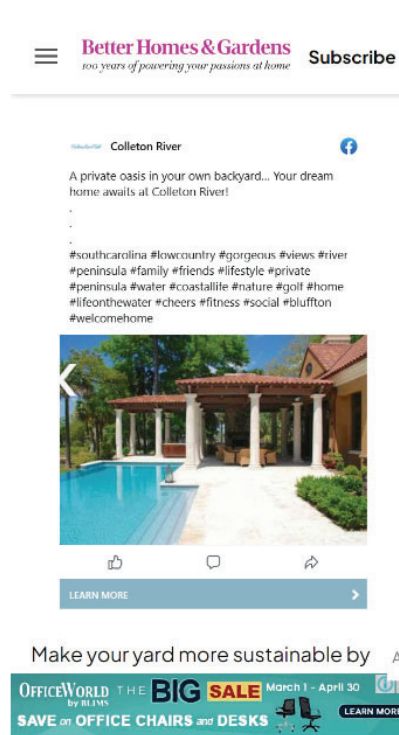
SOCIAL MIRROR ADS

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.

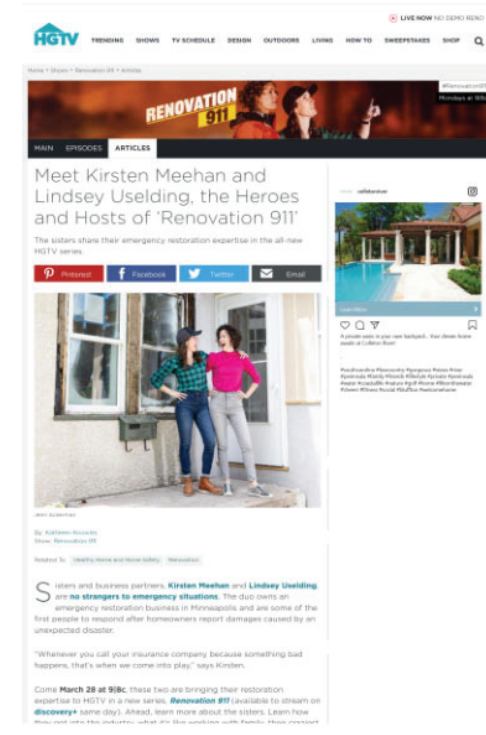
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



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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.

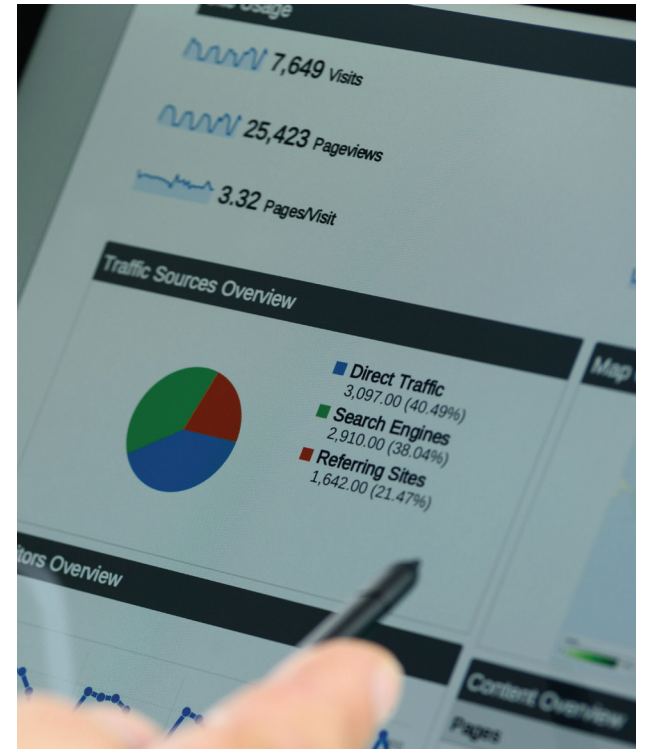


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

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Google AdWords

GEOTARGETING

- Miami Beach
- Edgewater
- Midtown Miami
- Southwest Ranches
- Plantation
- Bal Harbour
- Sunny Isles
- Golden Beach
- Fort Lauderdale
- Manhattan (Upper East, Soho, East Village)

AUDIENCES & DEMOGRAPHICS

Which can include:

- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

DESCRIPTIONS/LONG HEADLINES

Kamile Sirutkaityte is Your South Florida Real Estate Expert. Kamile Combines Her Passion for Beautiful Homes with her Love for Animals, Contact Her to Learn More.

Find Your Florida Dream Home with Local Expert Kamile Sirutkaityte. Whether You're Buying or Selling in South Florida, Kamile will Help You Every Step of the Way.

Discover Luxury Living in South Florida with Kamile Sirutkaityte. Her Dedication to her Clients and Local Expertise Make Her a Top Choice For Those Seeking Luxury Homes

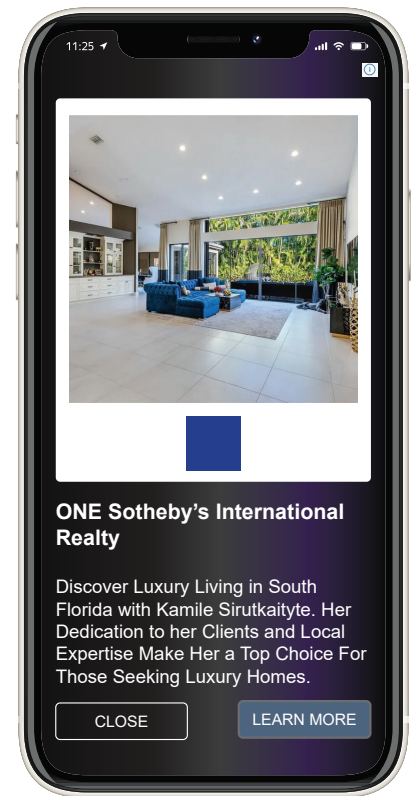
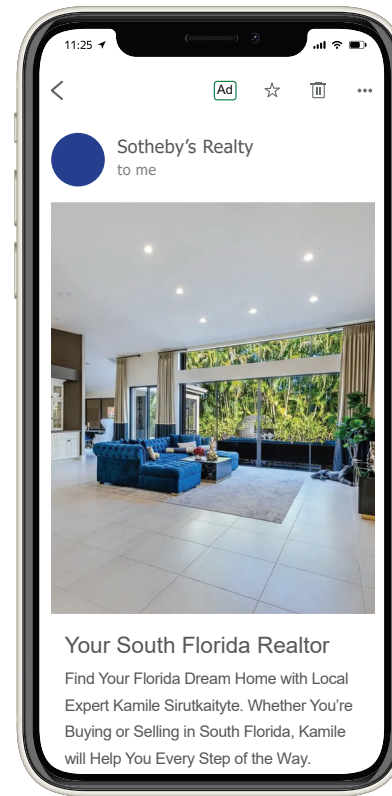
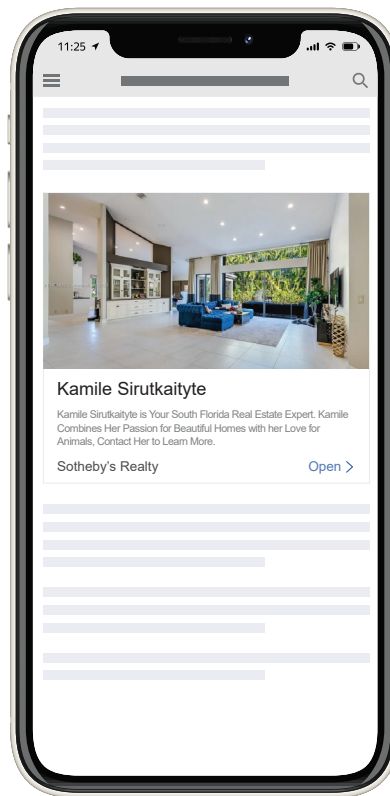
SHORT HEADLINES

Kamile Sirutkaityte

Your South Florida Realtor

ONE Sotheby's International Realty

Contact Kamile Today



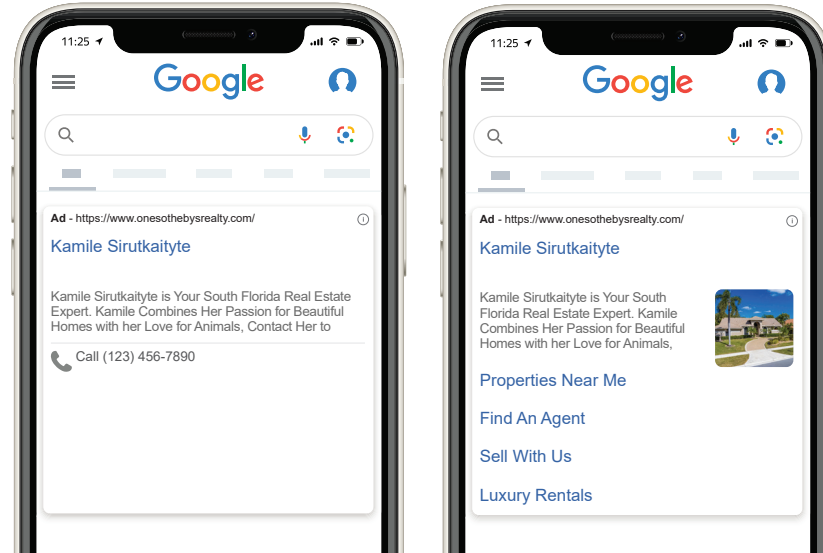
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- Estimated Monthly Searches: 10,300

KEYWORD SAMPLE:

- "luxury home for sale Miami"
- "miami luxury apartments for sale"
- "luxury apartment for sale near miami florida"
- "fort Lauderdale luxury real estate"
- "penthouse apartment for sale near me"
- "best apartments for sale miami beach"



Kamile Sirutkaityte

Ad Kamile Sirutkaityte is Your South Florida Real Estate Expert. Kamile Combines Her Passion for Beautiful Homes with her Love for Animals, Contact Her to Learn More.

www.onesothebysrealty.com/agents/67654-ka-

[Learn more](#)

Ad - <https://www.onesothebysrealty.com/agents/67654-ka-> (123) 456-7890

Kamile Sirutkaityte

Kamile Sirutkaityte is Your South Florida Real Estate Expert. Kamile Combines Her Passion for Beautiful Homes with her Love for Animals, Contact Her to Learn More.

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

Google AdWords

CLIENT DASHBOARD

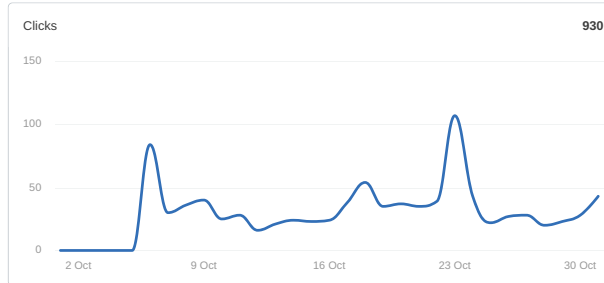
We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



[Insert name here]
October 2023

[Insert name here]

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

Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - Bernardi Group - PM...	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

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

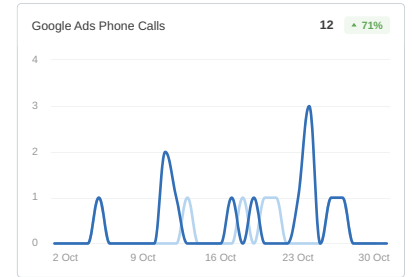
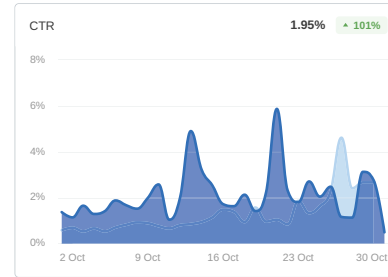
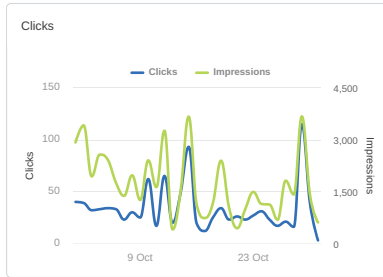
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



[insert name here]
October 2023

October 2023

October KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$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
michael rankin dc	40	114	40
va real estate agent	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

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023-2024

Media	Ad Description	December	January	February	Media Total	Reach
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Miami, Manhattan					
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	30,900
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
TOTAL					\$ 11,385.00	1,080,900

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