



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Advertising and Marketing Program

Ocean Reef
Club

Sotheby's
INTERNATIONAL REALTY

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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

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

Your strategic blueprint is composed and digital products that are highly targeted to individuals looking for high-end living in the Florida Keys

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to these unique and exciting properties.

**LET'S DO
GREAT THINGS TOGETHER**

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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

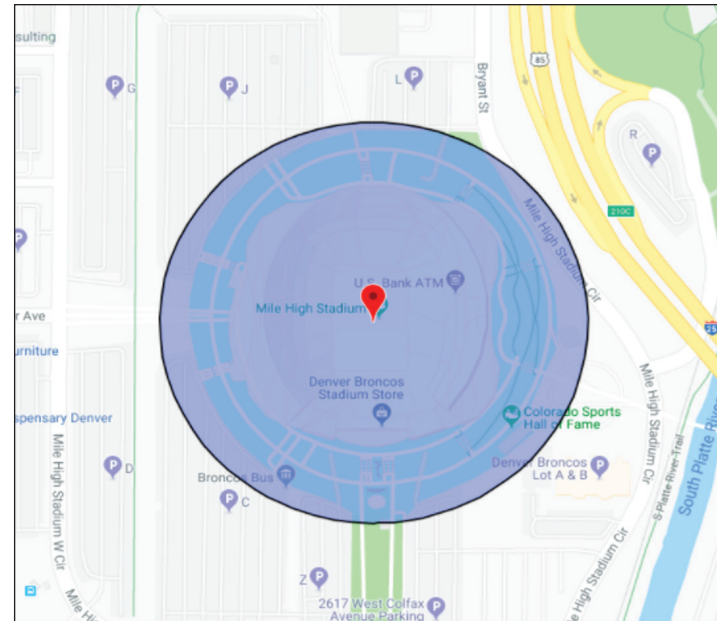
Digital Event Targeting

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.

Geo-Fencing, Geo-Retargeting, and Geo-Retargeting Lookalike:

0.1 mile radius of address unless otherwise stated:
Ocean Reef Club: 201 Ocean Reef Dr, Key Largo, FL 33037.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

MOBILE CONQUESTING

- **\$1,500/Month**

Comprehensive Digital

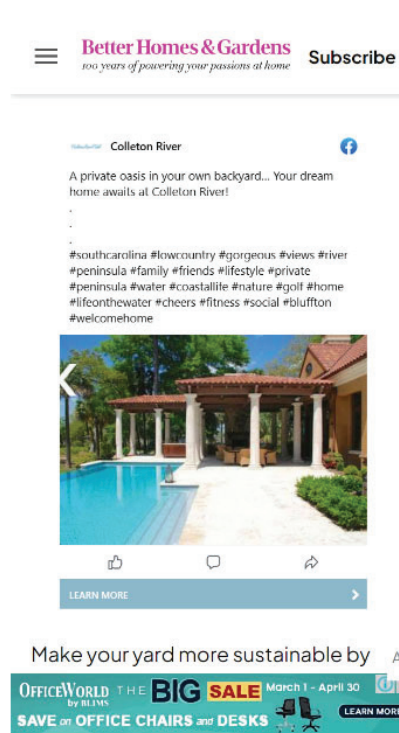
SOCIAL MIRROR ADS

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.

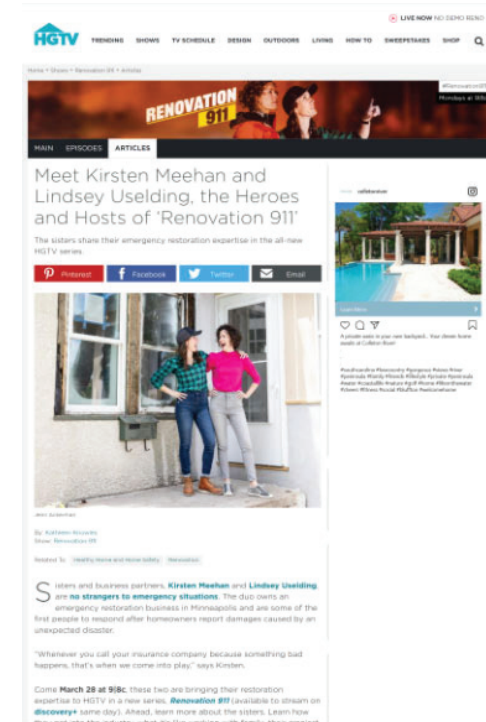
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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 PER MONTH

Comprehensive Digital

Client: Ocean Reef Club

Digital Campaign Planner

Date Created: 12/11/2023



GEOGRAPHIC TARGET:

New York City, Greenwich CT, the Hamptons, Westchester NY, Chicago, Nashville, Atlanta

Campaign Duration: 1/1/2024-4/1/2024	Jan-24	Feb-23	Mar-23	Total
MOBILE CONQUESTING DISPLAY				
Demographics: HHI \$150K+				
Behavioral Categories: Affluent Shoppers; Luxury Car Enthusiasts; Luxury Shoppers; Yachts; Yacht Harbors				
Geo-Fencing				
Geo-Retargeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Behavioral Targeting: Private Jet Traveler; Yachting; High Net Worth Individual				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	200,000	200,000	200,000	600,000
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Mobile Conquesting Available Monthly Impressions Estimate:	270,840
Percentage of Targeted Mobile Conquesting inventory purchased with this campaign:	36.92%
Social Mirror Ads Available Monthly Impressions Estimate:	682,614
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	14.65%

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.

Geo-Fencing, Geo-Retargeting, and Geo-Retargeting Lookalike:
 0.1 mile radius of address unless otherwise stated:
 Ocean Reef Club: 201 Ocean Reef Dr, Key Largo, FL 33037

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.

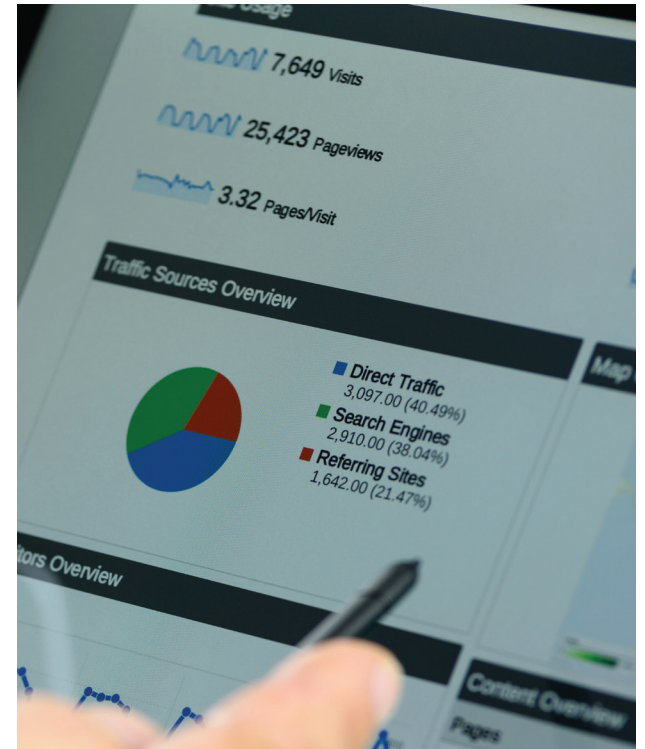


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

PROGRAM COST:
\$750 SET UP
\$1,000/MONTH



Google AdWords

GEOTARGETING

- New York City
- Chicago
- Greenwich
- The Hamptons
- Westchester NY
- Nashville
- Atlanta

AUDIENCES & DEMOGRAPHICS

Which can include:

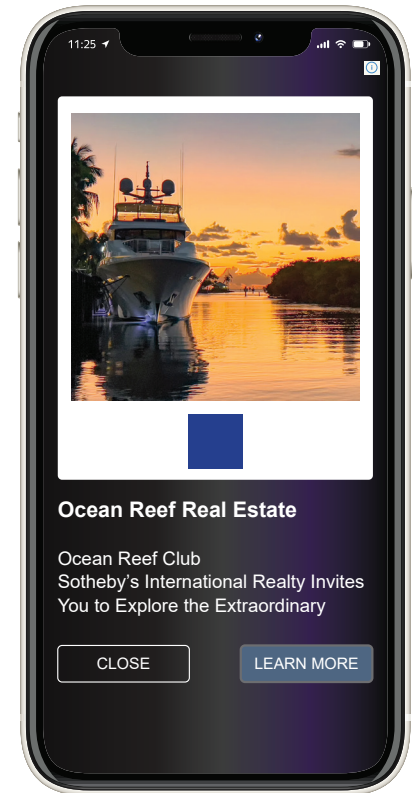
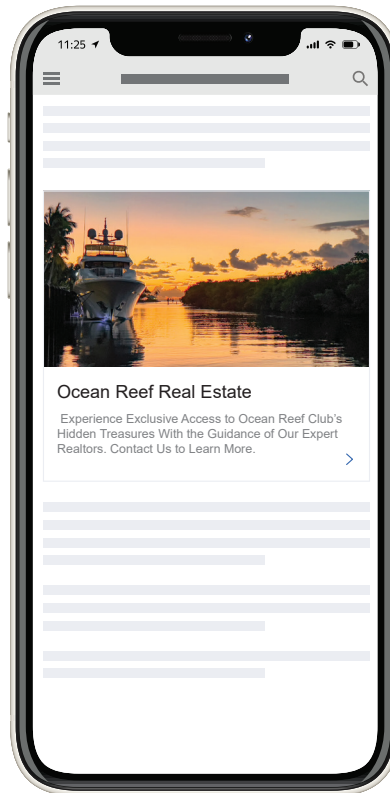
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

DESCRIPTIONS/LONG HEADLINES

- Find Your Ocean Reef Dream Home with the Industry's Best and Most Prepared Agents. Ocean Reef Club Sotheby's International Realty is Your Go-To Real Estate Brokerage for Those Who Seek Exceptional Homes and Service.
- Ocean Reef Club Sotheby's International Realty Invites You to Explore the Extraordinary. Our Local Experts Represent the Buyers and Sellers of Amazing Homes Throughout Ocean Reef.
- Experience Exclusive Access to Ocean Reef Club's Hidden Treasures With the Guidance of Our Expert Realtors. Contact Us to Learn More.

SHORT HEADLINES

- Ocean Reef Real Estate
- Find Your Island Dream Home
- Sotheby's International Realty
- Contact Us Today



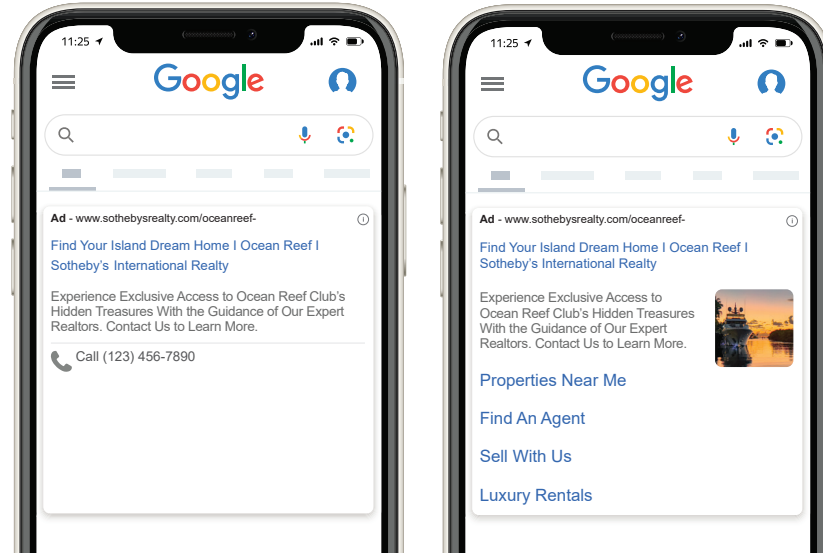
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 3,700

KEYWORD SAMPLE:

- "luxury home for sale ocean reef"
- "high end home for sale ocean reef"
- "ocean reef luxury real estate"
- "best realtor ocean reef"



Find Your Island Dream Home

Ad Experience Exclusive Access to Ocean Reef Club's Hidden Treasures With the Guidance of Our Expert Realtors. Contact Us to Learn More.

www.sothebysrealty.com/oceanreefclubsir/eng

[Learn more](#)

Ad - www.sothebysrealty.com/oceanreefclubsir/eng (123) 456-7890

Find Your Island Dream Home | Ocean Reef | Sotheby's International Realty

Experience Exclusive Access to Ocean Reef Club's Hidden Treasures With the Guidance of Our Expert Realtors. Contact Us 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



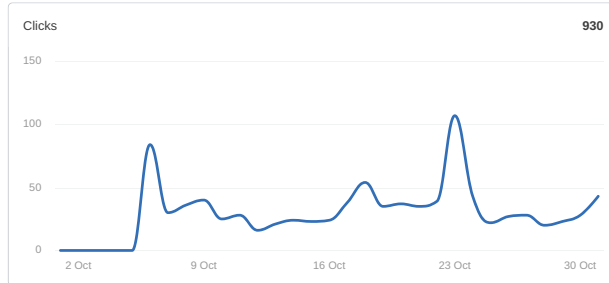
Google AdWords

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.

Ocean Reef

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 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

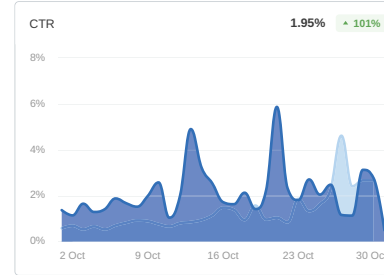
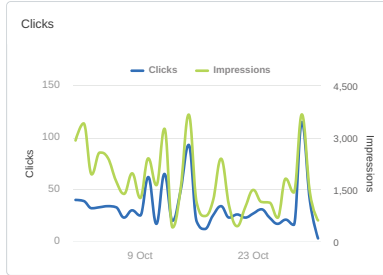
MONTHLY REPORTING

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



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
home for sale 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 2024

Media	Ad Description	December	January	February	Media Total	Reach
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 3,750.00	11,100
Comprehensive Digital						
Geofencing	Mobile Conquesting	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
Social Mirror	Social Mirror Ads	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
TOTAL					\$ 12,750.00	611,100

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