



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Fairmont Grand Del Mar Advertising and Marketing Program

Pacific | **Sotheby's**  
INTERNATIONAL REALTY

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13 2024



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ADVERTISING  
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# National & Global Exposure Fairmont Grand Del Mar

SKY Advertising is excited to present to Pacific Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Villas at Grand Del Mar.

Your strategic blueprint is composed of digital products that are highly targeted to individuals looking for high-end living in San Diego.

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



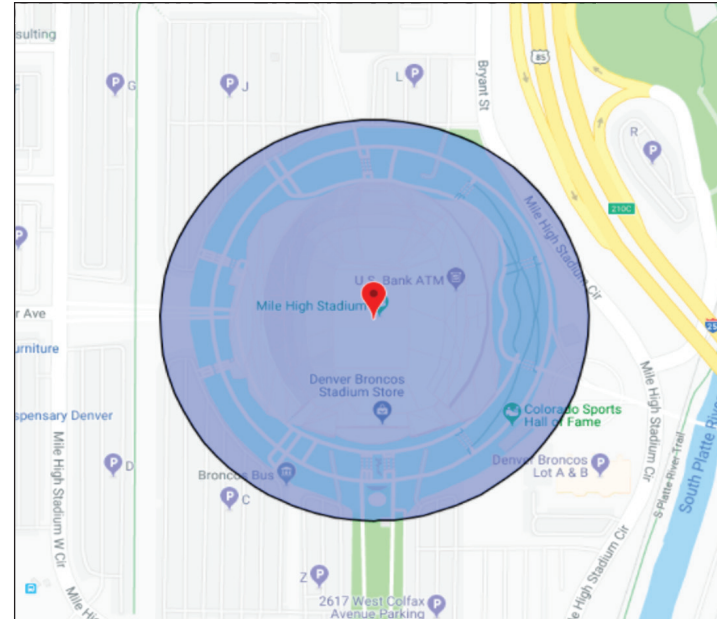
**Sotheby's**  
INTERNATIONAL REALTY



# 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.



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### TARGET SPECIFIC EVENTS AND LOCATIONS

- Price: **From \$1,500/month**
- Monthly Impressions: **100,000**

# Comprehensive Digital

## Digital Campaign Planner

Date Created: 3/12/2024

Client: Sotheby's Pacific



**GEOGRAPHIC TARGET:**

Alberta, Canada; British Columbia, Canada; Toronto, Canada; Utah; New York; California

Campaign Duration: 04/01/2024-07/01/2024	Apr-24	May-24	Jun-24	Total
<b>MOBILE CONQUESTING DISPLAY</b>				
Geo-Fencing				
Geo-Retargeting				
<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>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	100,000	100,000	100,000	300,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Mobile Conquesting Available Monthly Impressions Estimate:	330,000
Percentage of Targeted Mobile Conquesting inventory purchased with this campaign:	30.30%

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:**  
 1 mile radius of address unless otherwise stated:  
 5300 Grand Del Mar Ct. San Diego, CA 92310  
 2260 Jimmy Durante Blvd. Del Mar, CA 92014

# 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.

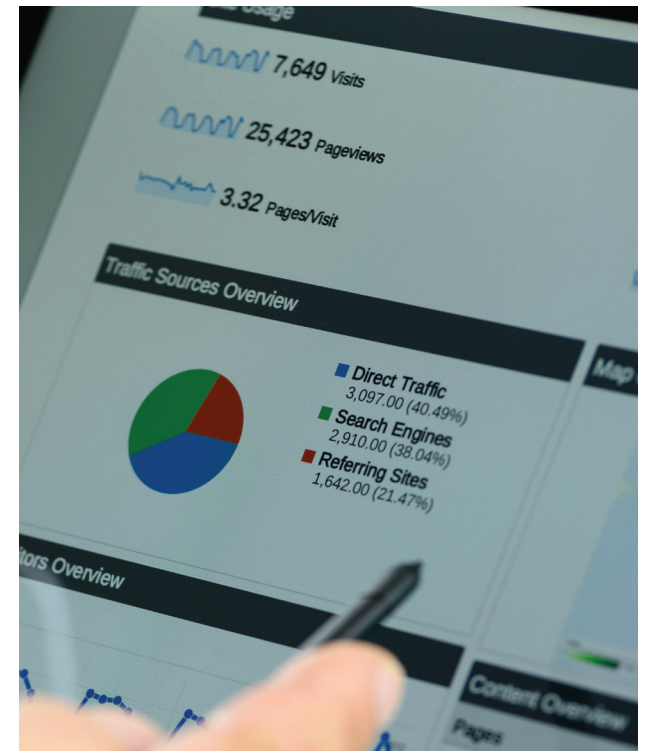


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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



## DIGITAL

# Google AdWords

## GEOTARGETING

- California
- Alberta
- British Columbia
- Toronto
- Utah
- New York

## AUDIENCES & DEMOGRAPHICS

Which can include:

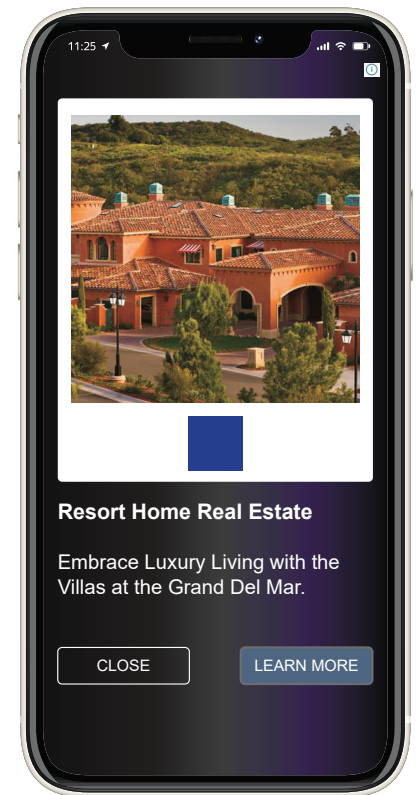
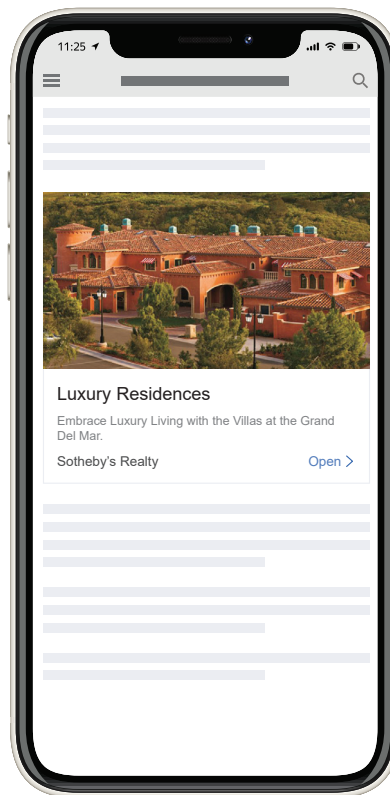
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

## DESCRIPTIONS/LONG HEADLINES

- Embrace Luxury Living with the Villas at the Grand Del Mar. Tucked on the Grounds of San Diego's Only Triple Five Star Award Resort.
- Exclusive Collection of Luxury Villas Nestled within the Esteemed Fairmont Grand Del Mar. Contact Us to Learn More.
- Enjoy Fractional Ownership Opportunities Granting Access to Luxury Amenities, Including Exclusive Membership to The Grand Gol Club and World Class Dining Experiences.

## SHORT HEADLINES

- The Villas at the Grand Del Mar
- Find Your San Diego Dream Home
- Luxury Residences
- Resort Home Real Estate
- Contact Us Today





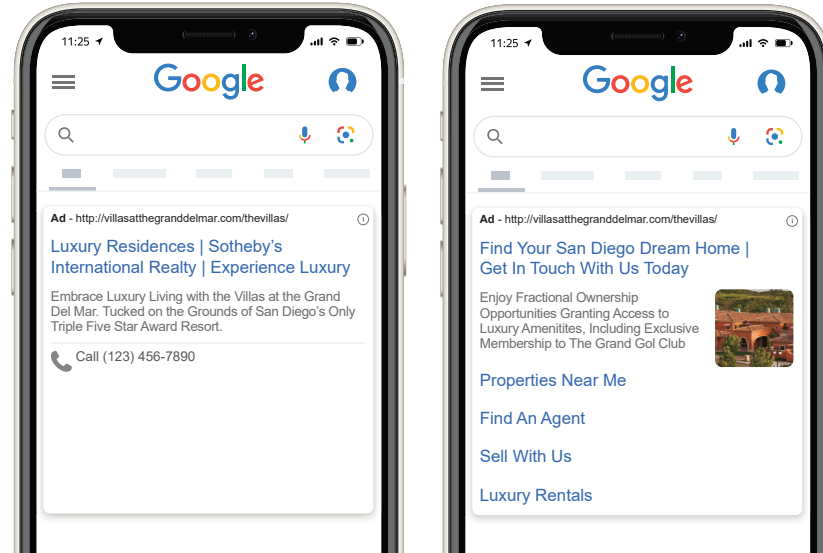
# Google AdWords

## ESTIMATED MONTHLY SEARCHES:

- 10,000

## KEYWORD SAMPLE:

- Fairmont grand del mar home for sale
- Fractional ownership san diego
- Luxury vacation home for sale san diego



**The Villas at the Grand Del Mar**  
Ad Exclusive Collection of Luxury Villas  
Sotheby's Realty  
[Learn more](#)

Ad - <http://villasatthegrandedelmar.com/thevillas/> (123) 456-7890

### Resort Home Real Estate | Get InTouch With Us Today

Enjoy Fractional Ownership Opportunities Granting Access to Luxury Amenities, Including Exclusive Membership to The Grand Gol Club and World Class Dining Experiences.

**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

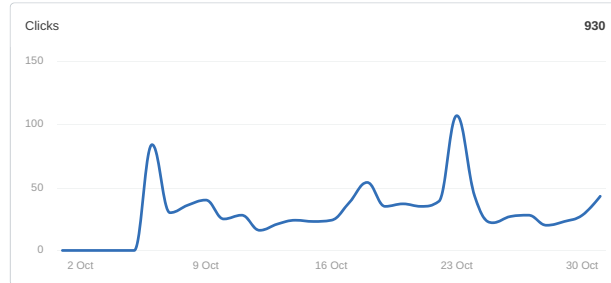
## CLIENT DASHBOARD

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.



### Fairmont Grand Del Mar

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



Showing 9 of 9 Rows

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

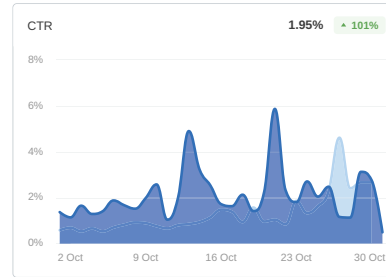
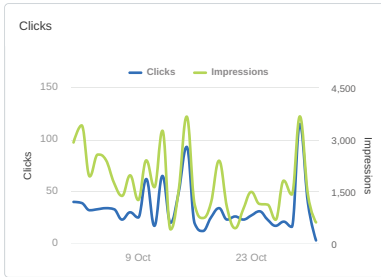
## MONTHLY REPORTING

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



## Fairmont Grand Del Mar

### 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
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

# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



# Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	April	May	June	Media Total	Reach
<b>Google Adwords</b>						
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00	\$ 3,750.00	30,000
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
TOTAL					\$ 8,250.00	330,000
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change						