



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Melanie Kermode Advertising and Marketing Program

Pacific | **Sotheby's**
INTERNATIONAL REALTY

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9 2024



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 Melanie Kermode

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 Melanie Kermode.

Your strategic blueprint is composed of digital products that are highly targeted to individuals looking for high-end living in 92627 and 92646.

Approaching the marketing strategy from this direction will help us to saturate your market in the most effective way, bringing deserved recognition to Melanie Kermode's brand.

**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

CHLOE STEELY
Account Executive
212-677-2557
chloe@skyad.com

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

Comprehensive Digital

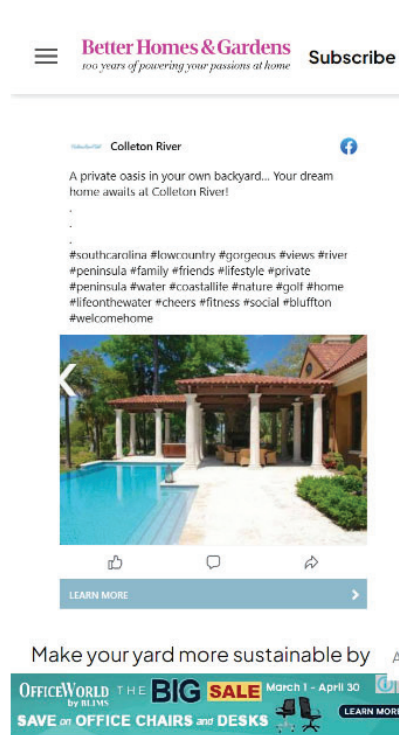
SOCIAL MIRROR ADS

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.

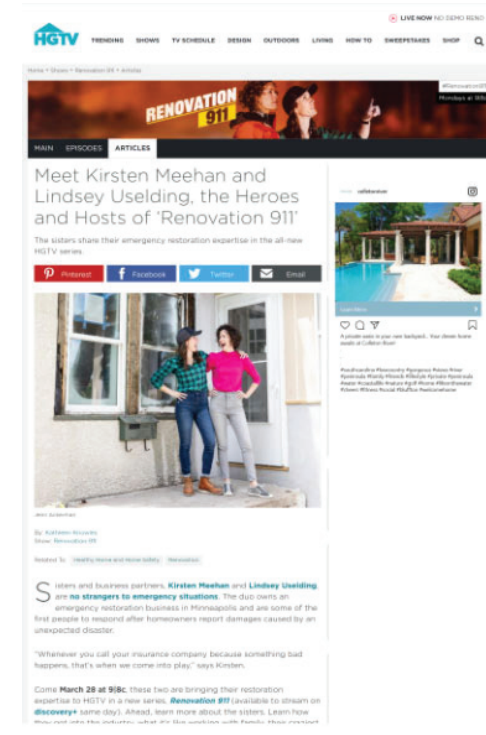
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
100,000 Impressions

Campaign Projections

Client: Pacific SIR

Digital Campaign Planner



Date Created: 4/11/2024

GEOGRAPHIC TARGET:

92627 & 92646
Social - 15 mile radius

Campaign Duration: 5/1/2024-8/1/2024	May-24	Jun-24	Jul-24	Total
FACEBOOK DISPLAY				
Target Audience: A18-65+ Categories: Apartment (real estate); Business (business & finance); House (real estate); Property finder (real estate); Real estate development (real estate); Real estate investing (investing)				
Total Potential Impressions	60,000	60,000	60,000	180,000
Cost Per Thousand	\$25.00	\$25.00	\$25.00	\$25.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Behavioral Targeting: High New Worth Individual AND Intent - Real Estate; Apartments, Condos and Houses; House & Villa				
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:	160,000	160,000	160,000	480,000
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Social Media Available Monthly Impressions Estimate:	276,000
Percentage of Targeted Social Media inventory purchased with this campaign:	21.74%
Social Mirror Ads Available Monthly Impressions Estimate:	196,468
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	50.90%

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.

Facebook Advertising

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



FACEBOOK

- Geo-targeting to local and feeder markets.
- We will drive the audiences to select landing pages.

RETARGETING

- We will re-target the audiences who visit the site but do not convert.
- We will revise and optimize campaign based on performance.

DIGITAL SOCIAL CAMPAIGN

15-30-MILE RADIUS: \$1,500

60,000 Impressions per Month



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	Month 1	Month 2	Month 3	Media Total	Reach
Digital						
Facebook Ad Campaigns						
Facebook Ad Campaigns	Digital Social Campaign 15–30-mile radius	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	180,000
Comprehensive Digital						
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
TOTAL					\$ 9,000.00	480,000
Pricing Subject to Change						