



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Wendy Paskow Digital Strategy Program

ONE | Sotheby's
INTERNATIONAL REALTY

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- 21 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 Wendy Paskow Digital Strategy

SKY Advertising is excited to present to One Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring buyer and seller awareness to Wendy Paskow.

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

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

**LET'S DO
GREAT THINGS TOGETHER**

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212-677-2714
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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: **Wendy Paskow Digital Strategy**
- Flight Dates: **July 2024 - December 2024**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks:	\$900
250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



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

INVESTOR'S BUSINESS DAILY



THE WALL STREET JOURNAL

BARRON'S

Forbes



FOX BUSINESS



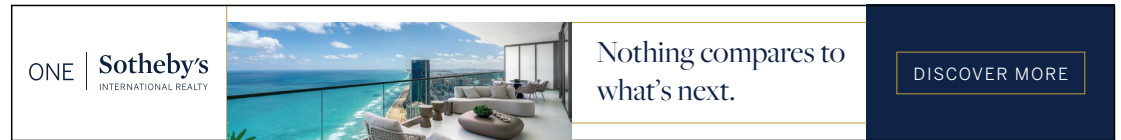
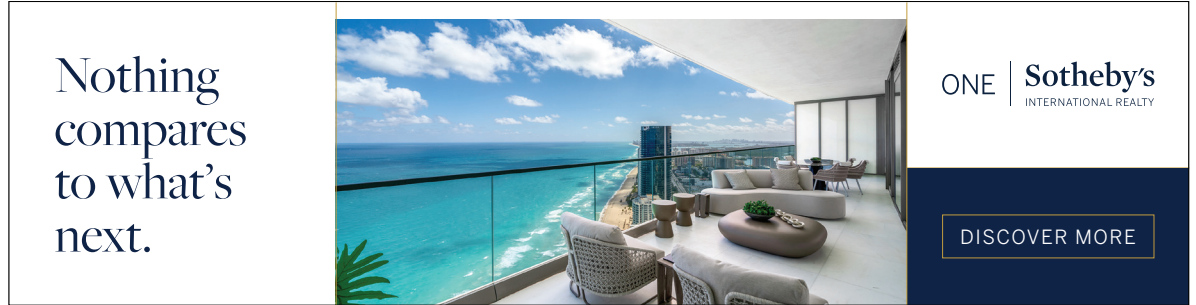
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

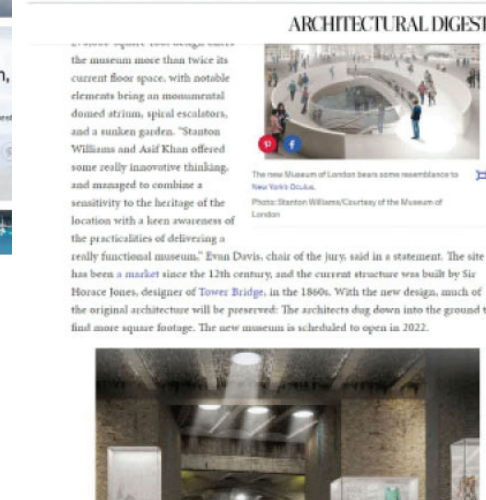
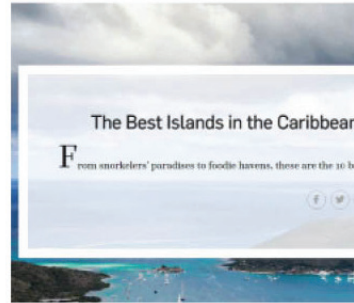
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

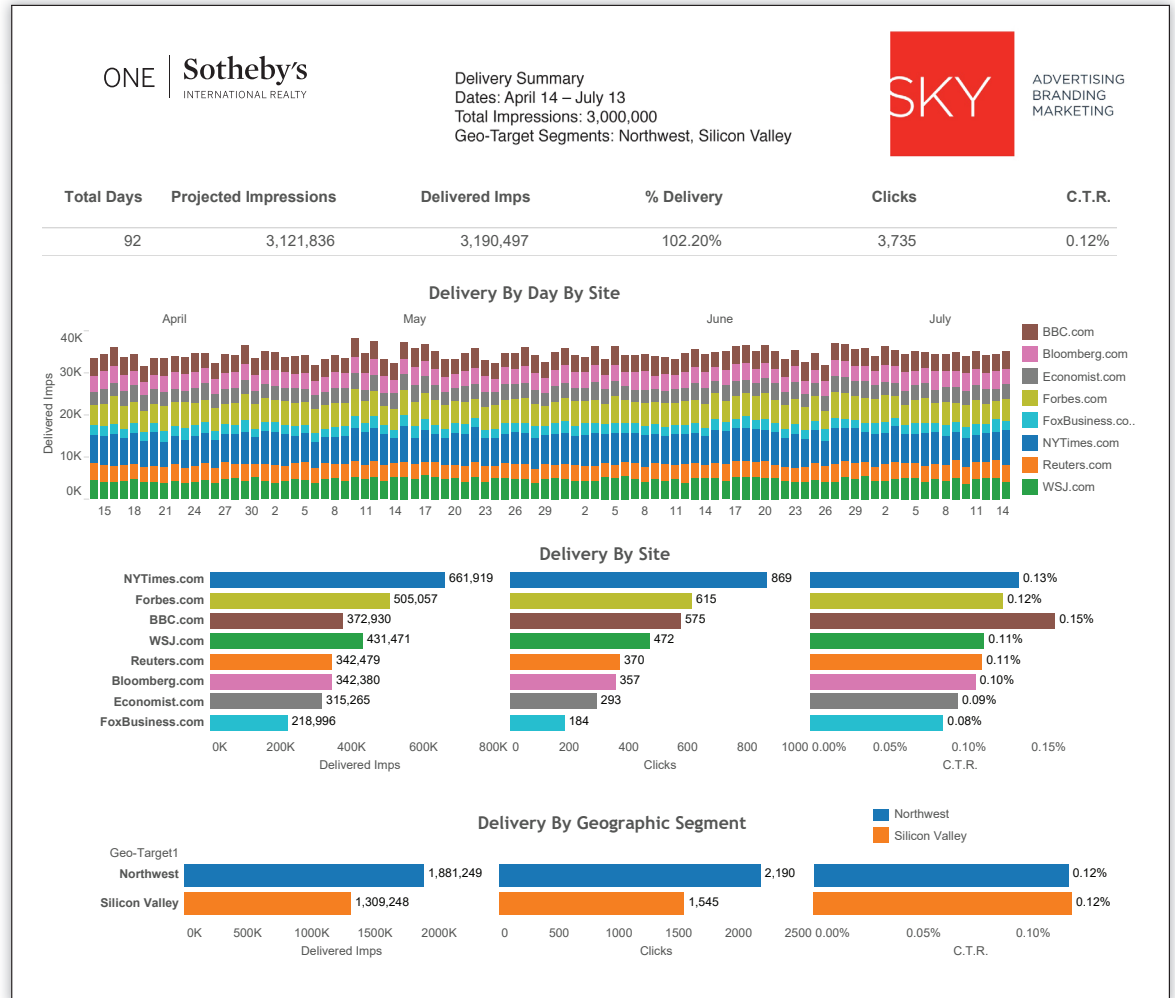


Comprehensive Reporting For Your Customized Campaign

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 New York, Philadelphia, New Jersey, Boca Raton and Toronto.

The programs are scheduled to start on July 1st and run for three months and deliver an estimated 750,000 impressions.

This will include:

- A site-specific segment of Global leading news and business/finance websites.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for Miami area luxury real estate and living in New York, Philadelphia, New Jersey, and Toronto.
- A behavioral segment, that will allow us to show banners to adults who are actively In-Market for residential real estate and living in Boca Raton.
- A behavioral segment, that will allow us to show banners to homeowners living in Boca Raton.

SITE SPECIFIC

This segment consists of premium global business, finance and news websites such as WSJ.com, inquirer.com, Forbes.com and more to extend the overall reach of the program.

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.

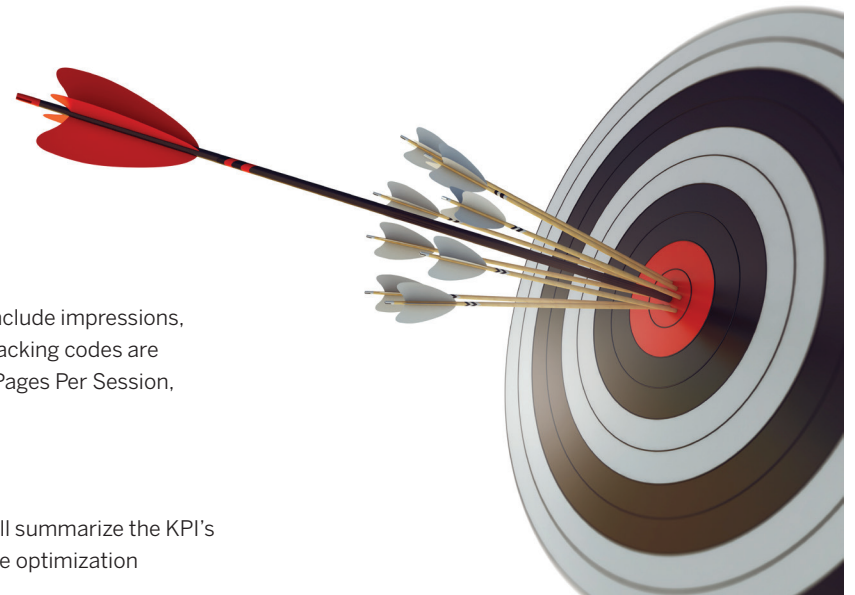
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

One SIR - Wendy Paskow

Media	Geo-Target	July				August				September				Impressions
		01	08	15	22	29	05	12	19	26	02	09	16	
NYTimes.com	New York, Philadelphia, New Jersey, Boca Raton and Toronto													287,500
Forbes.com														
Investors.com														
Barrons.com														
Investors.com														
FoxBusiness.com														
Reuters.com														
CNBC.com														
WSJ.com														
In-Market Residential Real Estate	Boca Raton													187,500
Behavioral - Homewoners	Boca Raton													81,250
Custom Intent - Boca Raton area Luxury Real Estate	New York, Philadelphia, New Jersey, and Toronto													193,750
Total Digital														750,000

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.

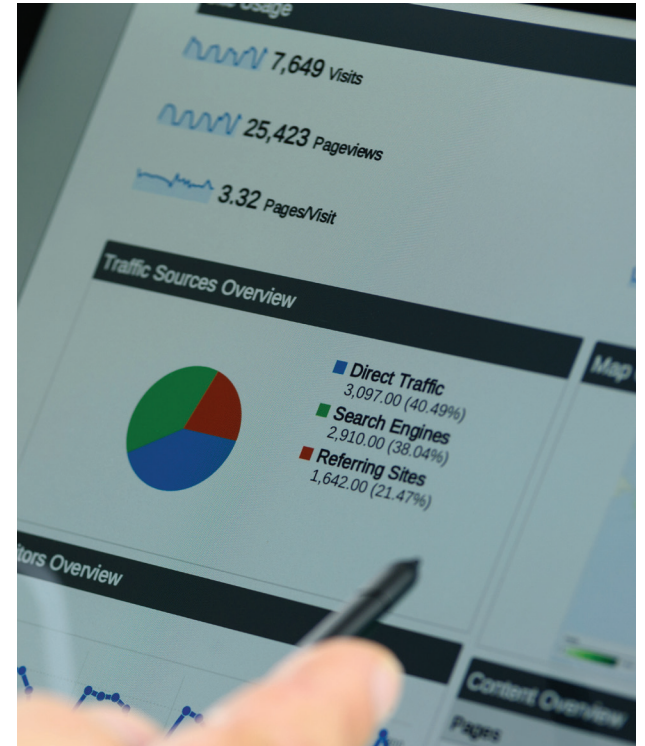


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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

- Boca Raton
- New York
- New Jersey
- Philadelphia
- Toronto

AUDIENCES & DEMOGRAPHICS

Which can include:

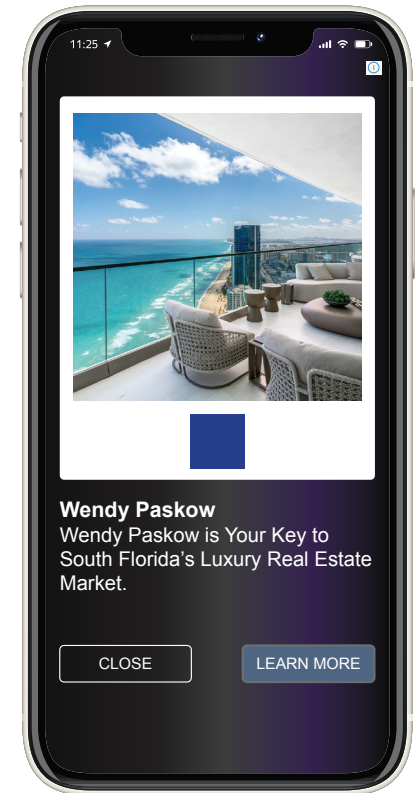
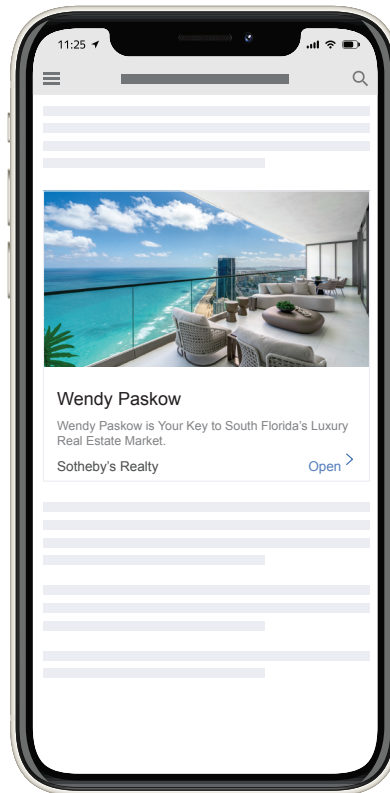
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

DESCRIPTIONS/LONG HEADLINES

- ONE Sotheby's International Realty
- Wendy Paskow is Your Key to South Florida's Luxury Real Estate Market.
- Invest with Confidence with Wendy Paskow – South Florida's Premier Luxury Realtor.
- Whether You're Buying or Selling in South Florida, Wendy is Your Go-To Real Estate Expert.

SHORT HEADLINES

- Wendy Paskow
- South Florida Real Estate
- Your Premier Luxury Realtor
- Contact Wendy Today



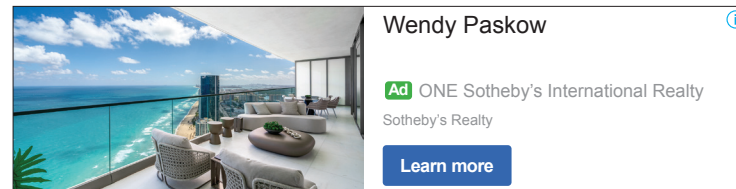
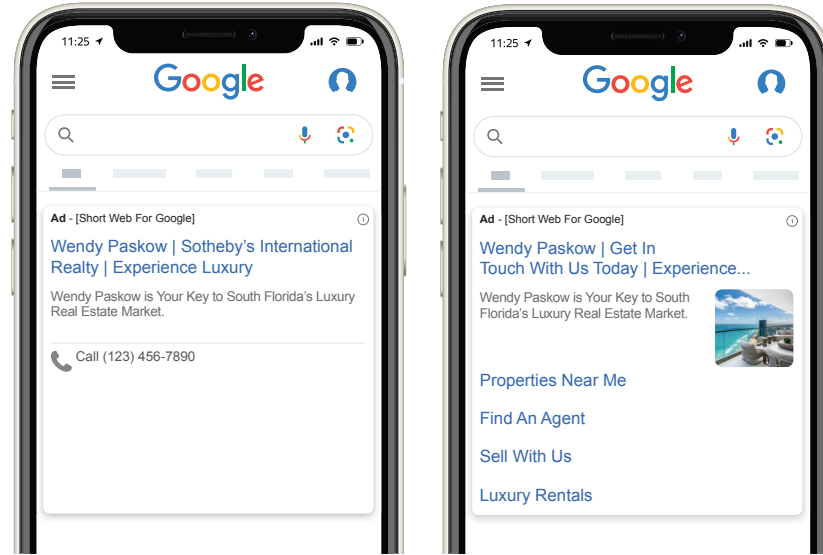
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 32,700

KEYWORD SAMPLE:

- "luxury home for sale Boca Raton"
- "best realtor in Boca Raton"
- "luxury real estate south Florida"



Ad - [Short Web For Google] ▾ (123) 456-7890

Wendy Paskow | Get InTouch With Us Today

Wendy Paskow is Your Key to South Florida's Luxury Real Estate Market.

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

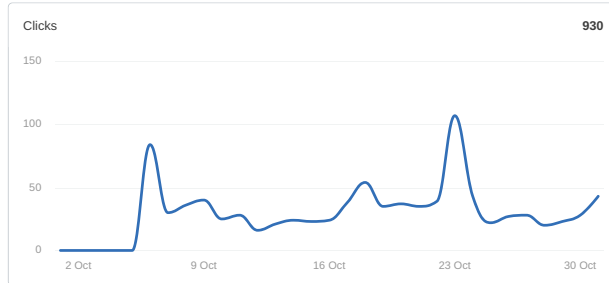
CLIENT DASHBOARD

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.



ONE Sotheby's International Realty

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

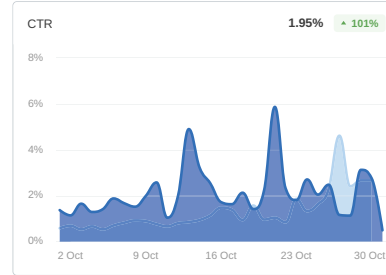
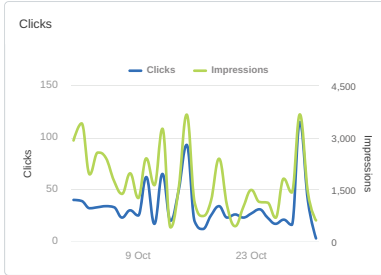
MONTHLY REPORTING

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



ONE Sotheby's International Realty

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

SEO

SEO requires a very personalized approach depending on the type of website or app, what has been done to date, and what the goals and budget are. Sky's SEO services include.

INITIAL CONSULTATION

Establish baseline.

Which can include:

- Analysis of current site and review of historical analytics
- Establishment of Google Analytics and Google Search Console
- Develop understanding of client marketing
- Develop understanding of urgent search terms/ phrases of client and competitors

BI-MONTHLY REVIEW

Includes:

- Tri-annual SEO review
- Tri-annual Technical Maintenance

Every 2 months Sky provides either 2 hours of SEO adjustments or 2 hours of technical maintenance on an alternating schedule. The bi-monthly review can include a combination of SEO and technical maintenance as we encounter crossover.

We can provide a quote for a larger program and budget which may warrant a more time intensive approach. We can manage SEO with a monthly, weekly, or daily effort depending on the size of the project and the SEO strategy.



MEET WENDY
ENRICHING THE LIVES OF OTHERS, ONE TRANSACTION AT A TIME

Hailing from a family of real estate visionaries, New York native Wendy Paskow is a natural real estate leader with an uncompromising business ethic, unparalleled market savviness, and unmatched local expertise. Closely connected with the South Florida, Aspen Colorado, and New York Real Estate markets, Wendy has been instrumental in seamlessly bridging buyers, sellers and investors together, to achieve a continuous growth strategy in Acquisitions and assisting in divesting assets for her clients. A current resident in the Seaside community of Downtown east Boca Raton in Palm Beach County, Wendy's clear energy and vibrancy reminiscent of her latter days in the Northeast.

Passionate about South Florida and its beautiful real estate, she has built a successful career focused on the renaissance of new and re-development of the area, which has become a mega-destination for relocation from out of state residents, and secondary homebuyers that are parking their investments in the state for tax reasons and benefits of residency. In the highly competitive world of real estate in South Florida, Wendy has made a name for herself through first-hand experience - buying and selling many properties herself. With an uncanny gift of investing wisely, every transaction has been profitable for her.

In turn, she provides the same guidance for her clients who have relied on her expertise on multiple transactions. Wendy's tenacity, charismatic personality, and skills set her apart, providing the best care and outcome for her clients. In addition to her career in real estate, Wendy has over 20 years in the Health and Wellness field. Wendy pursued studies at the Integrative Medicine program at the prestigious Duke University Medical Center. She created her company Core Behavioral Health to focus on all things self-care. She has been hired by companies as a health consultant, runs a private practice in South Florida, and is available worldwide.

[READ MORE](#)

TOP REAL ESTATE NEWS

<p>BLACK HOMEOWNERSHIP RATE RISES... May 29, 2024 07:00:00 AM</p>	<p>FLORIDA, TEXAS RANK BEST FOR HOM... May 15, 2024 07:00:00 AM</p>	<p>THE U.S. IS NOW SHORT 4.5 MILLION H... Jun 18, 2024 07:03:00 AM</p>
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The SEO plan focuses on organic results; however, we take into account any paid search programs We are able to handle paid program separately or incorporate them for larger projects/budgets.

PRICE*

INITIAL CONSULTATION: \$675

BI-MONTHLY REVIEW: \$425 PER REVIEW

***One year commitment**

SEO Site Review

Hardening Improvements

Protection

No website application firewall detected. Please install a cloud-based WAF to prevent website hacks and DDoS attacks.

Security Headers

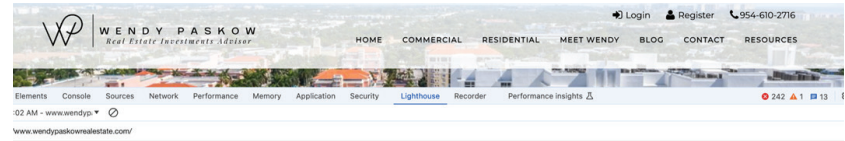
Missing security header for Clickjacking Protection. Alternatively, you can use Content-Security-Policy: frame-ancestors 'none'.
Missing security header to prevent Content Type sniffing. Affected pages:
<https://www.wendypaskowrealestate.com/404javascript.js>
<https://www.wendypaskowrealestate.com/404testpage4525d2fdc>
<https://www.wendypaskowrealestate.com/for-rent>
<https://www.wendypaskowrealestate.com/for-sale>
Missing Strict-Transport-Security security header. Affected pages:
<https://www.wendypaskowrealestate.com/404javascript.js>
<https://www.wendypaskowrealestate.com/404testpage4525d2fdc>
<https://www.wendypaskowrealestate.com/for-rent>
<https://www.wendypaskowrealestate.com/for-sale>
Missing Content-Security-Policy directive. We recommend to add the following CSP directives (you can use default-src if all values are the same): script-src, object-src, base-uri, frame-src

Secure Cookie Policy

See our policy >

Our website uses cookies, which help us to improve our site and enables us to deliver the best possible service and customer experience.

Accept Decline Manage Options



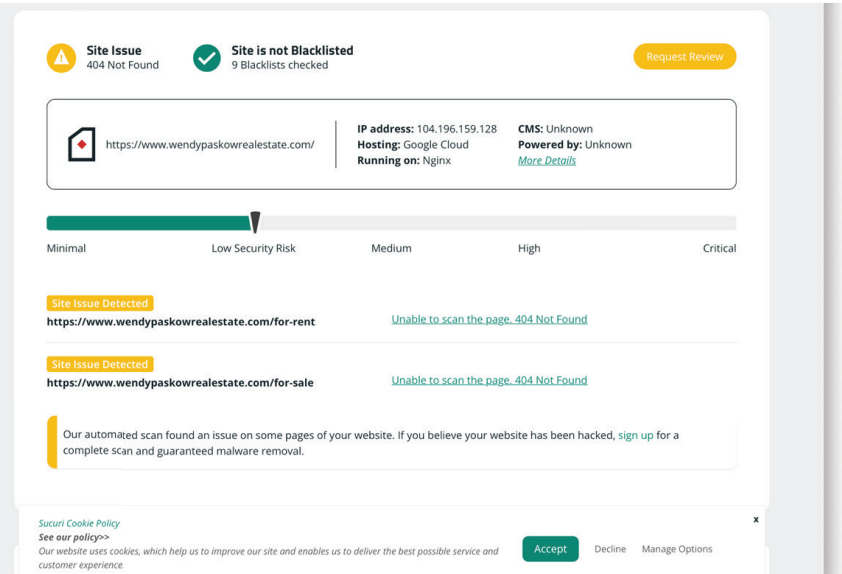
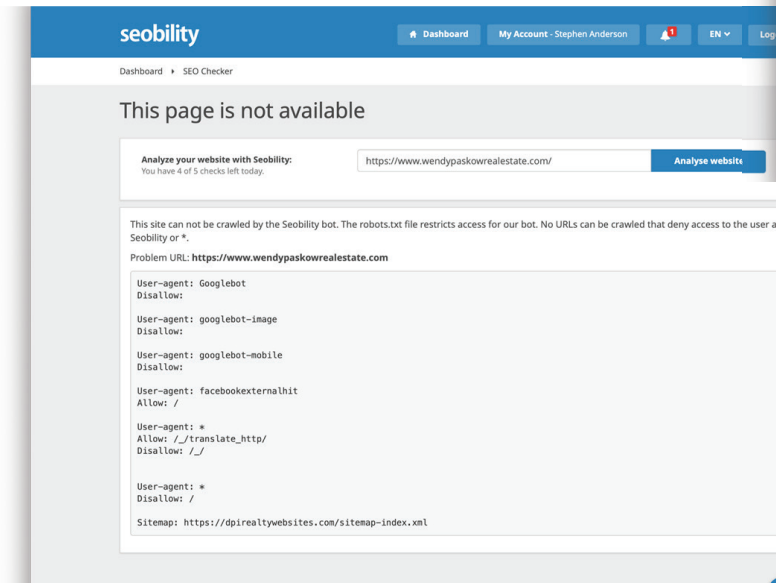
DIAGNOSTICS

- Reduce JavaScript execution time — 2.5 s
- Minimize main-thread work — 8.8 s
- Largest Contentful Paint element — 14,340 ms
- Eliminate render-blocking resources — Potential savings of 2,780 ms
- Avoid large layout shifts — 15 layout shifts found
- Reduce initial server response time — Root document took 1,100 ms
- Preconnect to required origins — Potential savings of 350 ms
- Reduce unused CSS — Potential savings of 33 KB
- Serve images in next-gen formats — Potential savings of 17,860 KB
- Properly size images — Potential savings of 1,165 KB
- Reduce unused JavaScript — Potential savings of 609 KB
- Minify JavaScript — Potential savings of 147 KB

Performance score: 29. Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

Metric	Value
First Contentful Paint	3.9 s
Largest Contentful Paint	14.3 s
Total Blocking Time	1,070 ms
Cumulative Layout Shift	0.156
Speed Index	12.8 s

SEO Site Review



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	July	August	September	October	November	December	Media Total	Reach
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 7,170.00	1,500,000
Million Impressions	Targeting - New York, Philadelphia, New Jersey, Boca Raton and Toronto								
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 5,850.00	196,200
SEO									
Search Engine Optimization	Consulation and Bi-monthly Review	\$ 675.00		\$ 425.00		\$ 425.00		\$ 1,525.00	
TOTAL								\$ 14,545.00	1,696,200
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change									