



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Digital Marketing Program

ONE | Sotheby's  
INTERNATIONAL REALTY

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NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
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ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Digital Marketing Strategy

SKY Advertising is excited to present to One Sotheby's International Realty® a curated Digital Marketing Strategy.

Your strategic blueprint is composed of digital products that are highly targeted to individuals looking for high-end living in Coral Gables and Pine Crest.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way.

**LET'S DO  
GREAT THINGS TOGETHER**

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# Digital Offerings





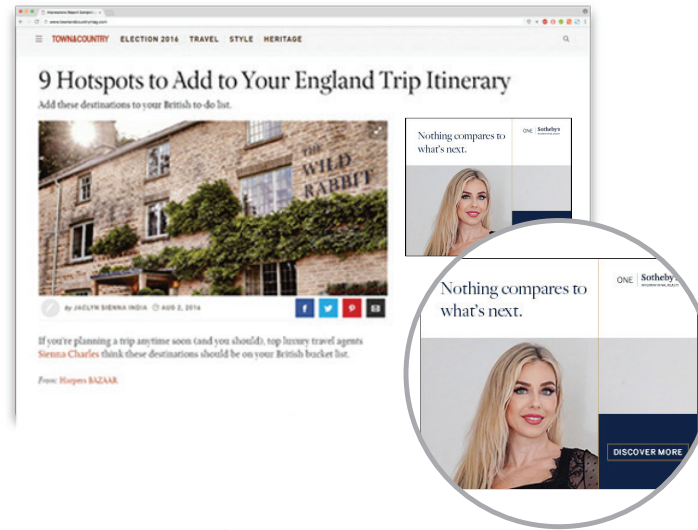
# Impressions Campaign

**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: **Digital Marketing Strategy**
- Flight Dates: **September 2023 - December 2023**
- Impressions: **750,000**
- Clicks through to the website of your choice.

<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
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

The Economist

THE WALL STREET JOURNAL.

REUTERS

Forbes

Bloomberg  
Markets



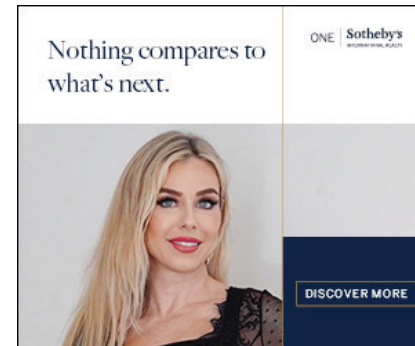
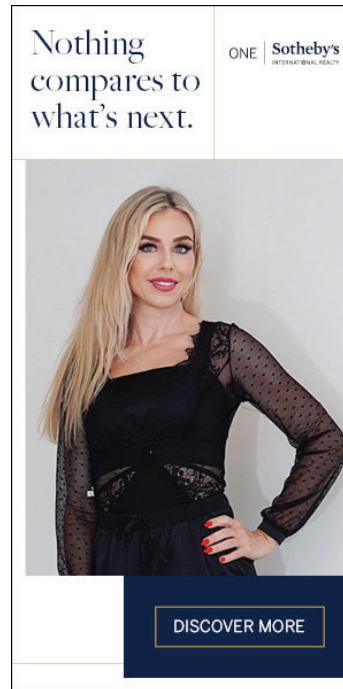
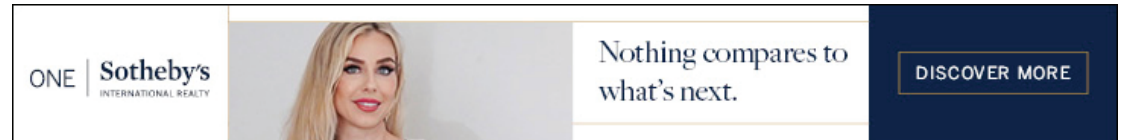
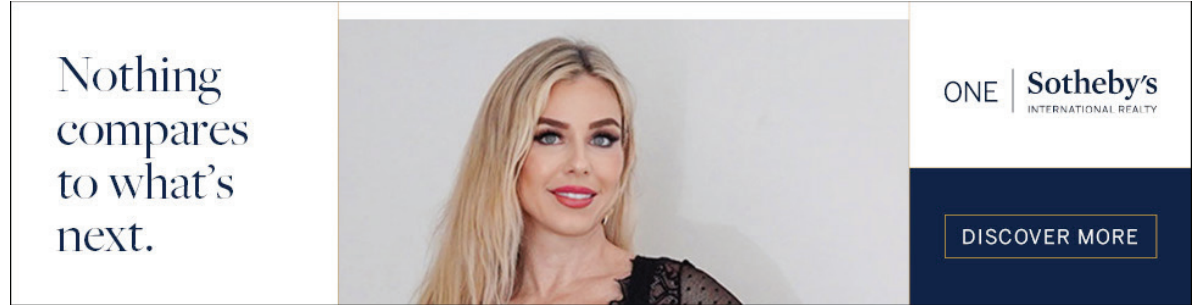
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

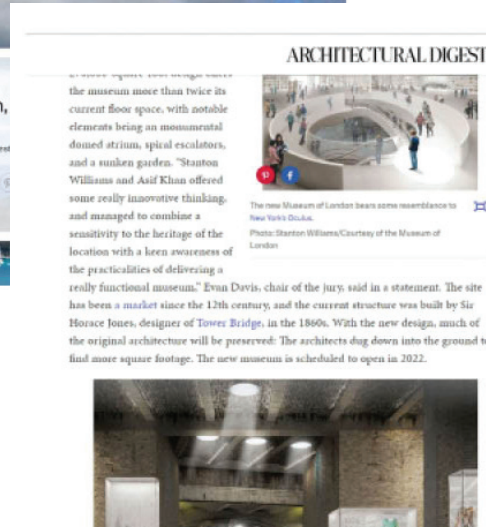
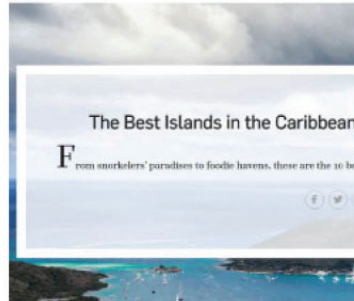
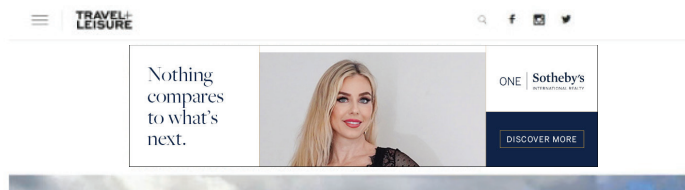
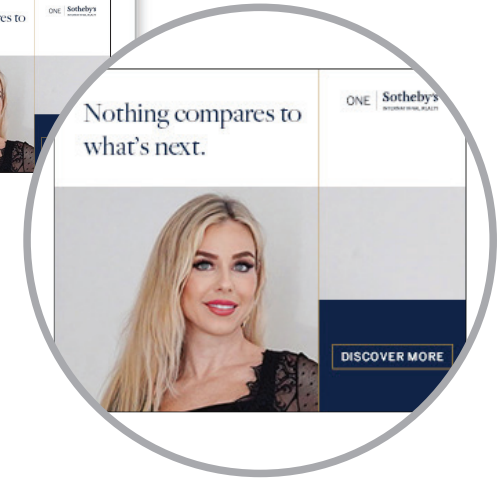
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites



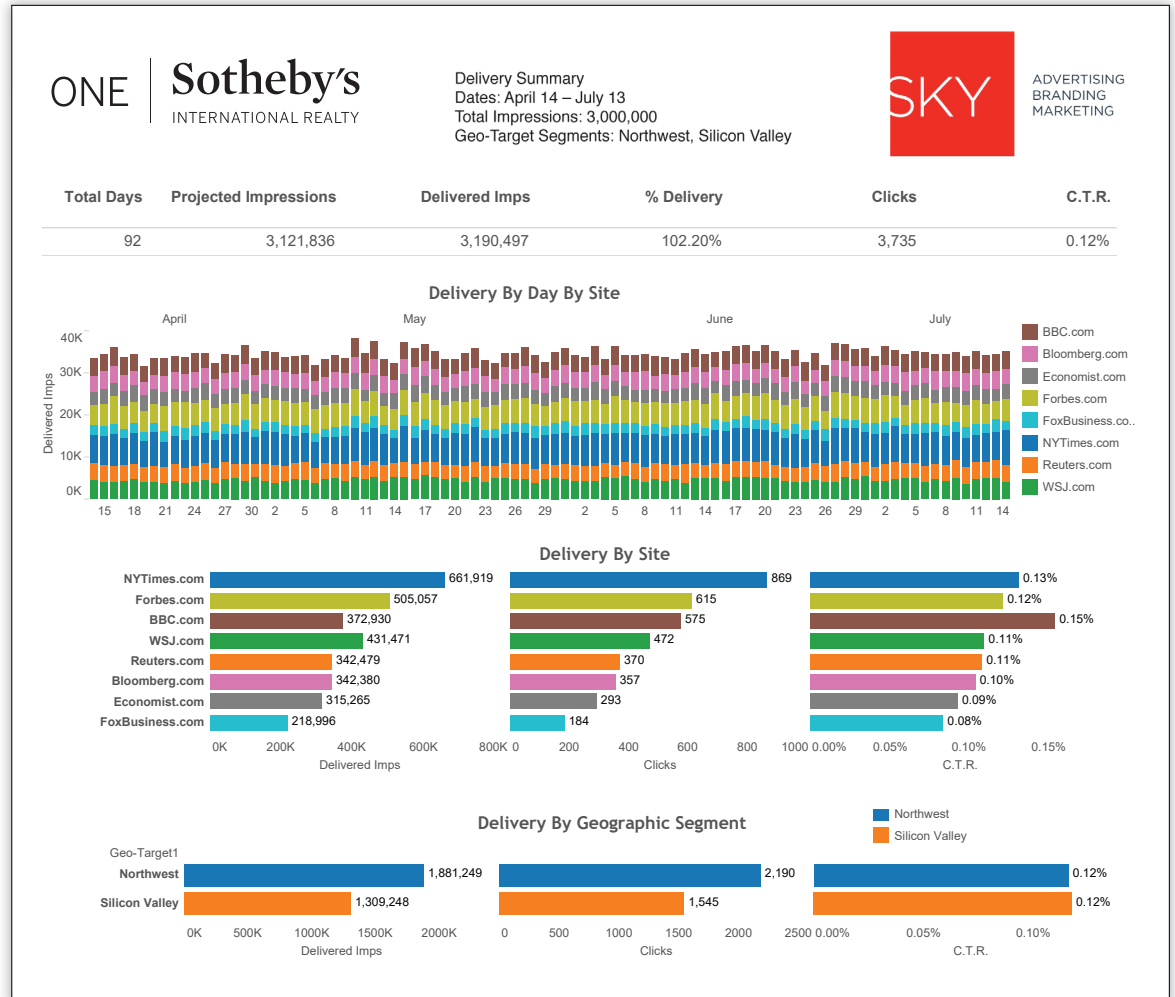


# Comprehensive Reporting For Your Customized Campaign

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 Coral Gables, Pinecrest and the New York Metro.

The program, with a projected start date of September 15th and will run for three months and deliver an estimated 750,000 impressions.

This recommendation includes:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), Homeowner's living in Coral Gables and Pinecrest).
- A custom intent banner segment, that will allow us to show banners to adults in the top 10% HHI who are actively searching for Miami Luxury Real Estate and living in the New York Metro.

## 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.

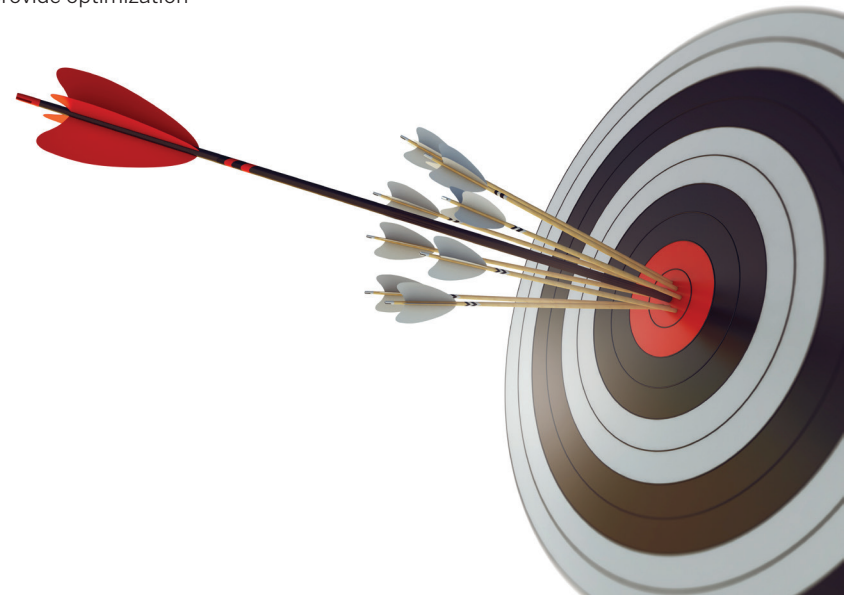
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

		September					October				November				December						
Media	Geo-Target	01	08	15	22	29	05	12	19	26	03	10	17	24	01	08	15	22	29	Impressions	
Custom Intent - Miami Luxury Real Estate	New York Metro																			550,000	
Homeowners	Coral Gables, Pinecrest																			200,000	
<b>Total Digital</b>																					<b>750,000</b>

# Comprehensive Digital

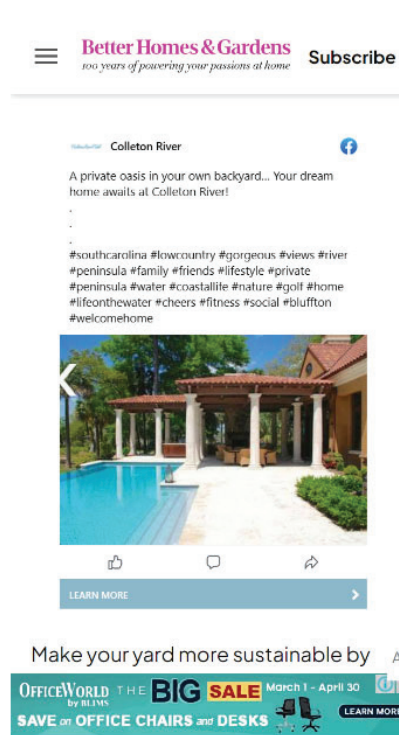
## SOCIAL MIRROR ADS

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.

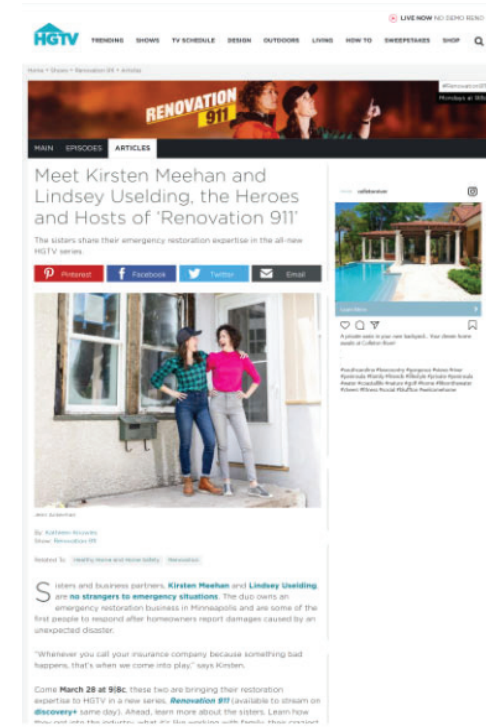
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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: STARTING AT \$1,500 PER MONTH



# Comprehensive Digital

Client: One SIR Kristi

## Digital Campaign Planner

Date Created: 9/5/2023

### GEOGRAPHIC TARGET:

Coral Gables, Pinecrest



Campaign Duration: 09/15/2023-12/15/2023	Sep-23	Oct-23	Nov-23	Total
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; High Net Worth Entrepreneurs; High Net Worth Investors; Luxury Home Good Buyer; Luxury Brand Buyers; Second Home Owner; Luxury Second Home Owner; Beach House Second Home Owner; Executive/C-Suite; High Net-Worth - Multi-Millionaires				
AI Targeting				
Keyword Targeting				
<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

Social Mirror Ads Available Monthly Impressions Estimate:	419,773
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	23.82%

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.

# Google AdWords



Target consumers who are "inmarket", active in the Real Estate market, when they are searching and motivated to take action.

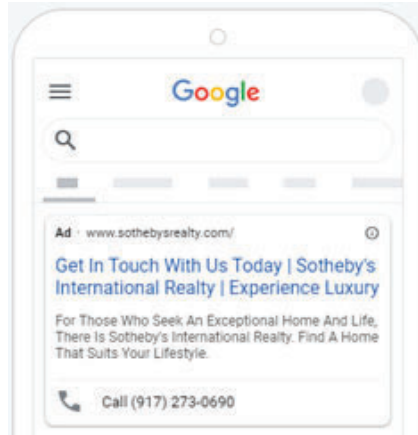
No other medium can target as effectively. Pay only when people click through to your listing/site.

## CAMPAIGN SETUP & OPTIMIZATION

Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Budget Pacing
- Optimize geotargeting, audience targeting, and ad schedule

Estimated Monthly Searches: 41,110



### GEO-TARGETING:

- Coral Gables
- Pine Crest
- Miami

### AUDIENCES / DEMOGRAPHICS:

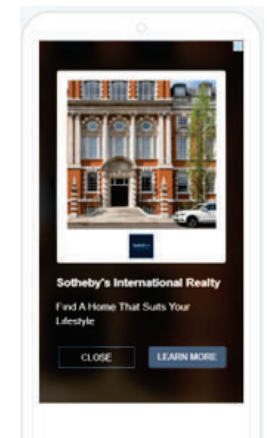
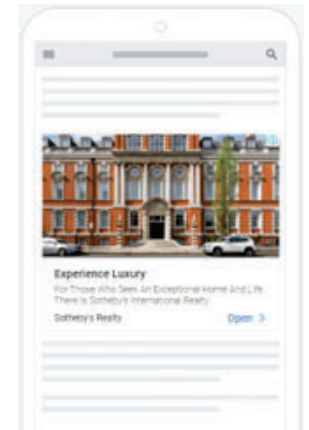
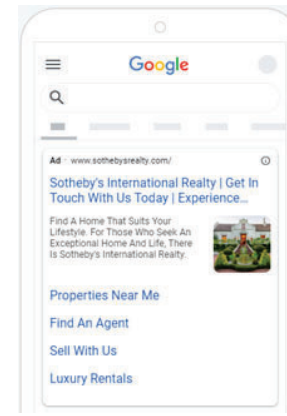
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Luxury Shoppers
- Business Professionals
- Retargeting
- Site Visitors

### DESCRIPTIONS/ LONG HEADLINES:

- Find Your Dream Home in Coral Gables & Pine Crest with Miami's Premier Realtor. Connect with Kristi Today.
- Kristi Offers the Highest Level of Service and Expertise in Miami Real Estate.
- Discover Luxury Homes in Coral Gables & Pine Crest. Your Dream Home is a Click Away

### SHORT HEADLINES:

- Kristi Luman
- Miami Luxury Real Estate
- Find Your Dream Home
- Contact Kristi Today.



### MONTHLY MANAGEMENT:

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

PROGRAM COST: PROGRAM SETUP: \$750 MONTHLY  
 MANAGEMENT: STARTING FROM \$350/MONTH  
 MEDIA: SPEND BASED ON PROGRAM

# Facebook and Instagram 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.

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DIGITAL BANNER PROGRAM:  
FROM \$1,500/MONTH





# Schedule, Pricing & Reach





# Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	September	October	November	Media Total	Reach
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Coral Gables, Pinecrest, NY Metro					
<b>Google Adwords</b>						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 3,300.00	123,300
<b>Facebook Advertising</b>						
Facebook Advertising	Digital Banner program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	180,000
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
TOTAL					\$ 15,885.00	1,353,300
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy						
Pricing Subject to Change						