



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Brokerage Plan 2024 Advertising and Marketing Program

The Steele Group | Sotheby's
INTERNATIONAL REALTY

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- 24 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 Brokerage Plan 2024

SKY Advertising is excited to present to The Steele Group Sotheby's International Realty® a curated, marketing selection of offerings to bring ultra-high net worth buyer awareness to The Steele Group.

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

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

**LET'S DO
GREAT THINGS TOGETHER**

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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: **Brokerage Plan 2024**
- Flight Dates: **March 2024 - August 2024**
- Impressions: **3,000,000**
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
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.

Richmond Times-Dispatch

THE WALL STREET JOURNAL.

FOX BUSINESS

Forbes



BARRON'S

INVESTOR'S BUSINESS DAILY®

FORTUNE



REUTERS



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

Nothing compares to what's next.

The Steele Group | Sotheby's INTERNATIONAL REALTY

DISCOVER MORE

The Steele Group | Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

DISCOVER MORE

Nothing compares to what's next.

The Steele Group | Sotheby's INTERNATIONAL REALTY

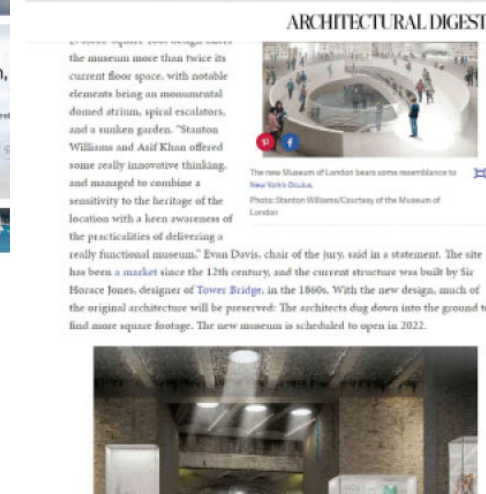
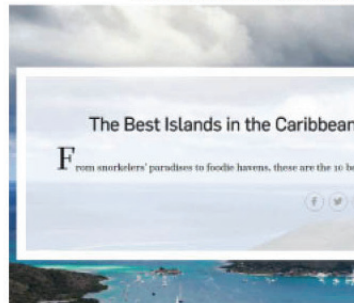
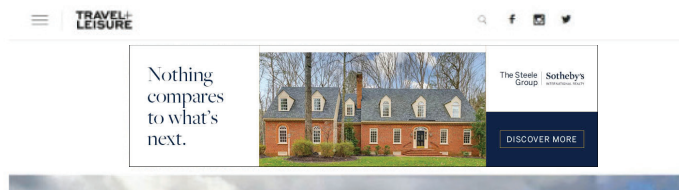
DISCOVER MORE

Nothing compares to what's next.

The Steele Group | Sotheby's INTERNATIONAL REALTY

DISCOVER MORE

Sample Banners For Impressions Programs As They Appear On Sites

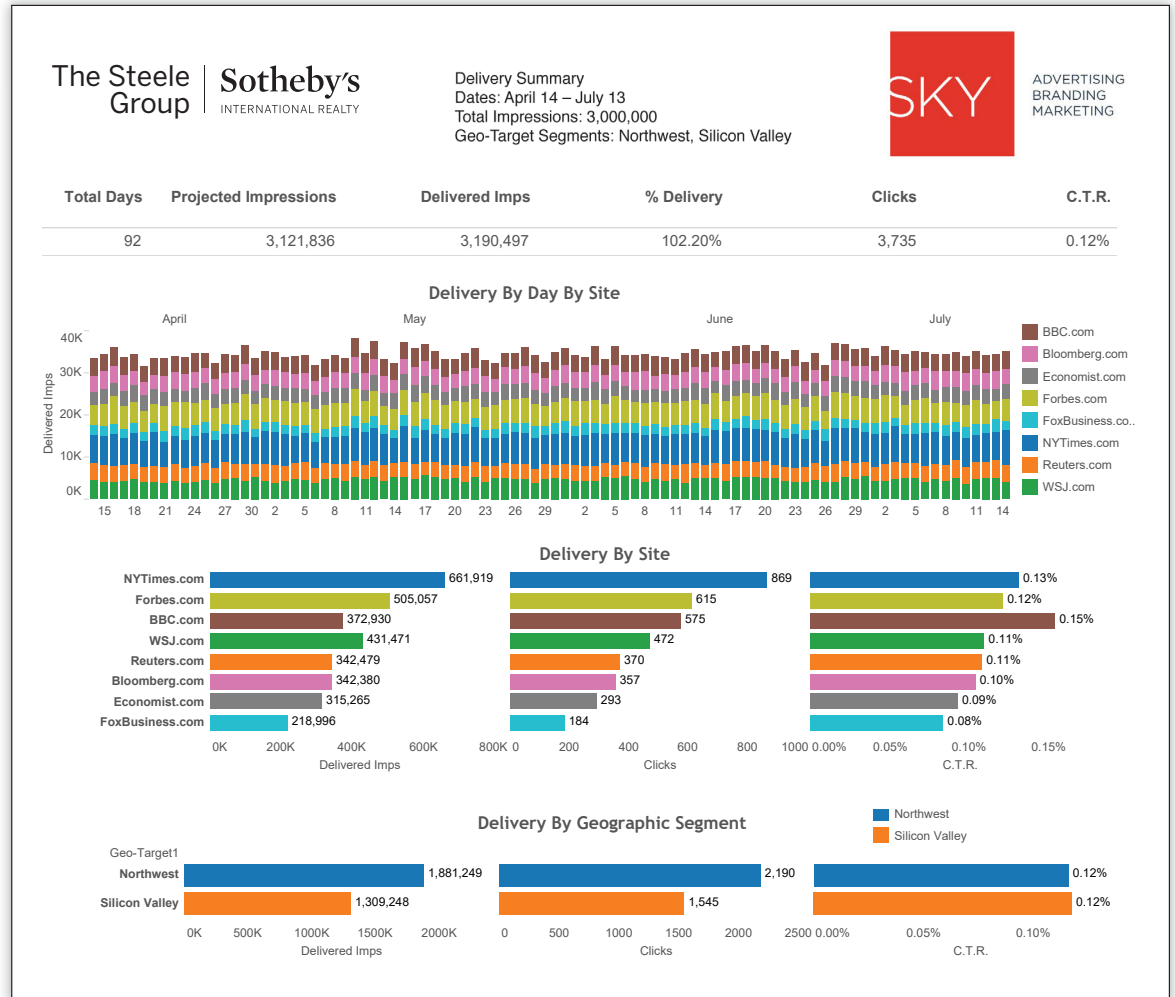


Comprehensive Reporting For Your Customized Campaign

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 living in key Richmond area zip codes (23120, 23116, 23224, 23832, 23060, 23230, 23228, 23231, 23222, 23059, 23227, 23233, 23223, 23185, 23112, 23113, 23238, 23235, 23225, 23220, 23221, 23229, 23226).

The program, with a projected start date of March 1st, will run for six months and deliver an estimated 3,000,000 impressions.

This will include:

- A site-specific segment of premium news and business/finance focused websites (e.g. WSJ.com, FoxBusiness.com, Richmond.com etc.)
- An In-Market Intent segment that will allow us to show banners to adults actively searching for residential real estate and living in the targeted zip codes.
- A Homeowners segment that will allow us to show banners to homeowners living in the targeted zip codes.

SITE-SPECIFIC SEGMENTS

This segment consists of premium news and global business/finance websites such as WSJ.com, Forbes.com Reuters.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.

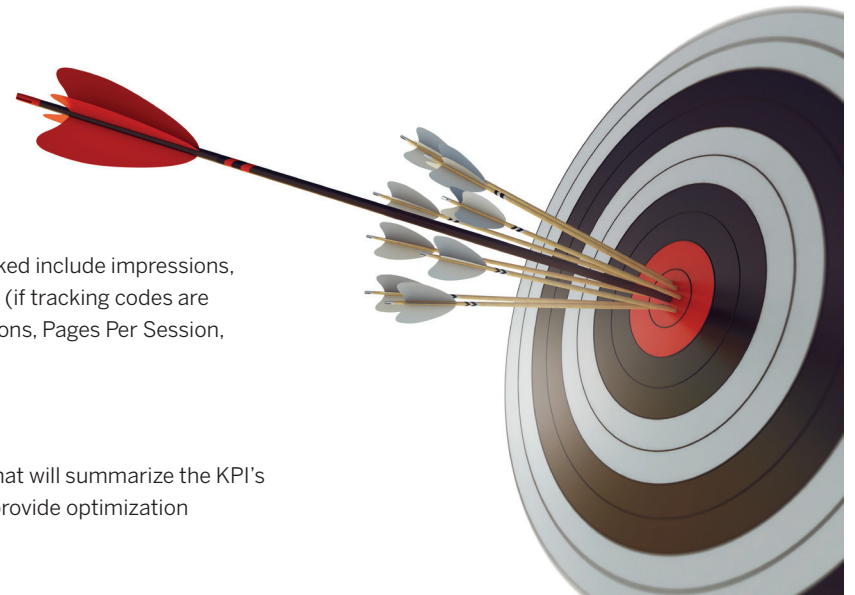
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

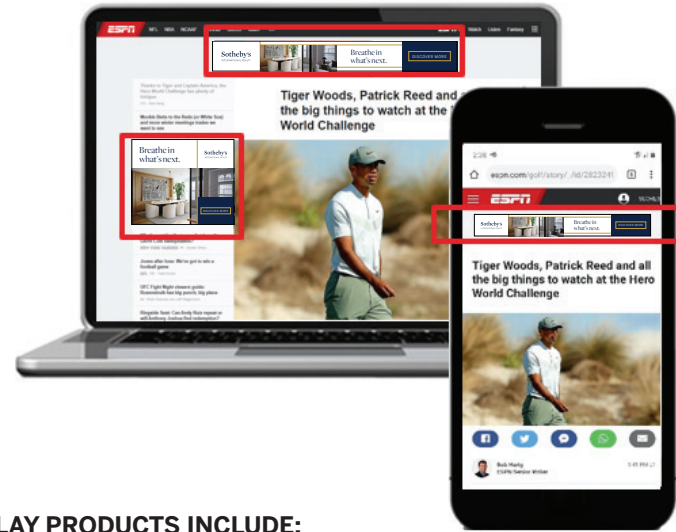
Steele SIR Group - Corporate Program

Media	Geo-Target	March				April					May				June				July				August					Impressions
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	
Richmond.com	Zip Codes (23120, 23116, 23224, 23832, 23060, 23230, 23228, 23231, 23222, 23059, 23227, 23233, 23223, 23185, 23112, 23113, 23238, 23235, 23225, 23220, 23221, 23229, 23226)																											200,000
WSJ.com	Zip Codes (23120, 23116, 23224, 23832, 23060, 23230, 23228, 23231, 23222, 23059, 23227, 23233, 23223, 23185, 23112, 23113, 23238, 23235, 23225, 23220, 23221, 23229, 23226)																											1,075,000
FoxBusiness.com																												
Forbes.com																												
CNBC.com																												
Barrons.com																												
Investors.com																												
Fortune.com																												
Reuters.com																												
In-Market -Residential Real Estate	Zip Codes (23120, 23116, 23224, 23832, 23060, 23230, 23228, 23231, 23222, 23059, 23227, 23233, 23223, 23185, 23112, 23113, 23238, 23235, 23225, 23220, 23221, 23229, 23226)																										975,000	
Behavioral-Homeowners	Zip Codes (23120, 23116, 23224, 23832, 23060, 23230, 23228, 23231, 23222, 23059, 23227, 23233, 23223, 23185, 23112, 23113, 23238, 23235, 23225, 23220, 23221, 23229, 23226)																										750,000	
Total Impressions																										3,000,000		

Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences-target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
150,000 IMPRESSIONS

Comprehensive Digital

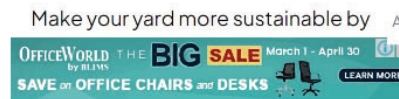
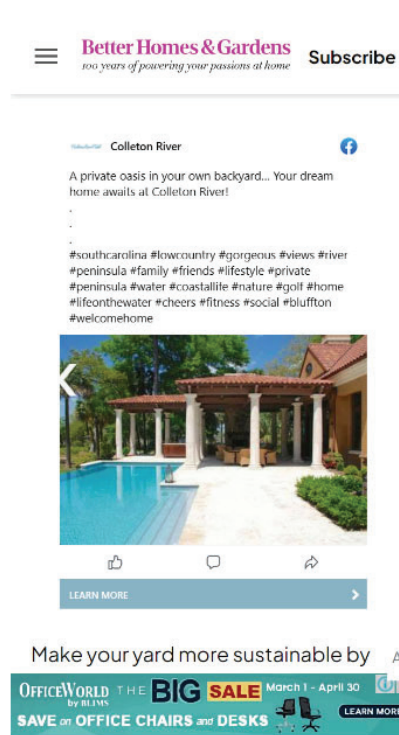
SOCIAL MIRROR ADS

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.

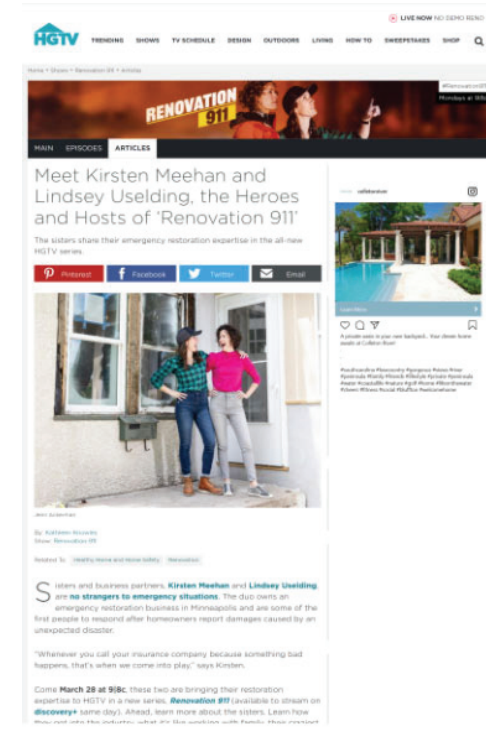
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

Comprehensive Digital

ONLINE AUDIO ADS

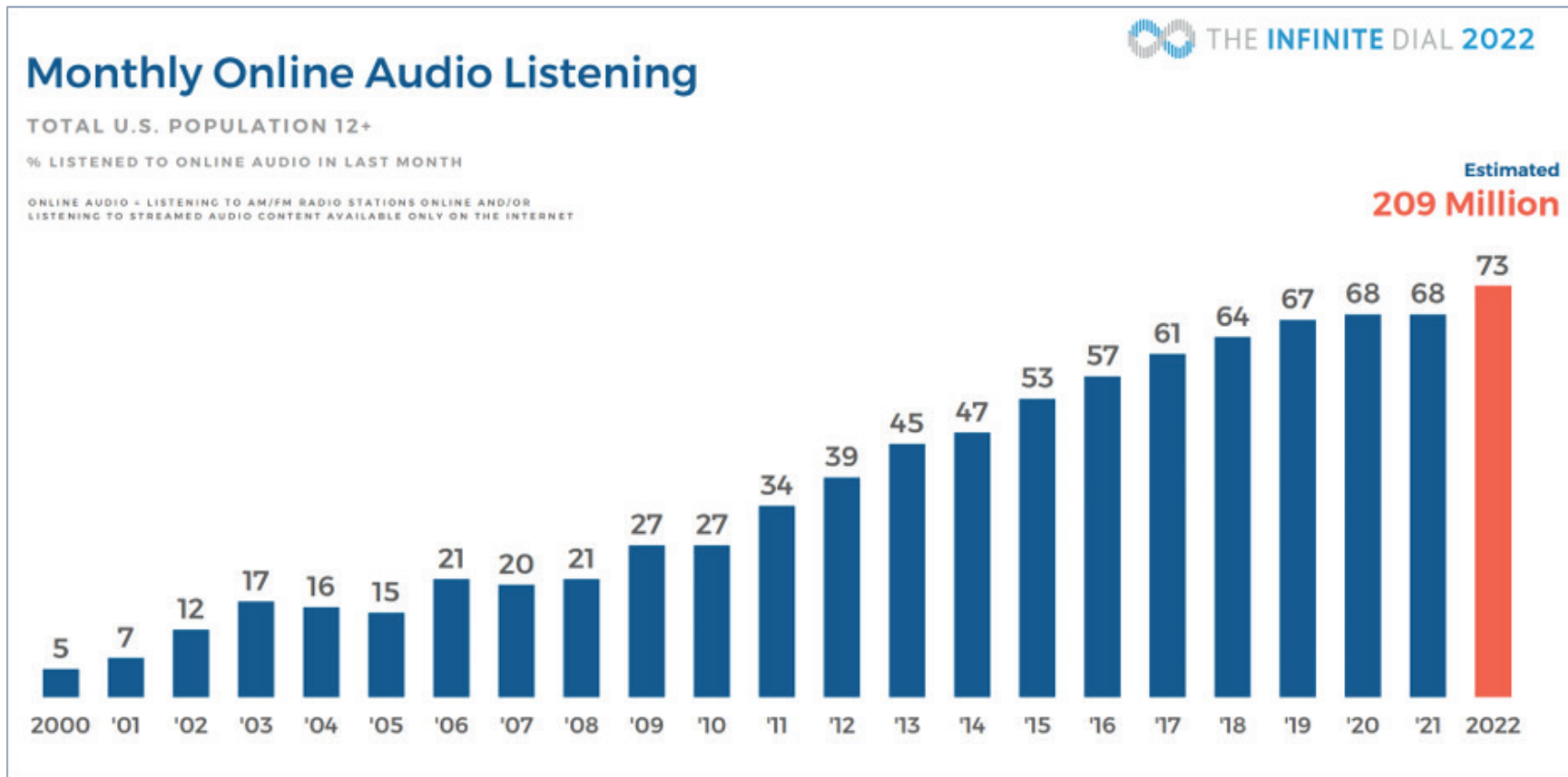
Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

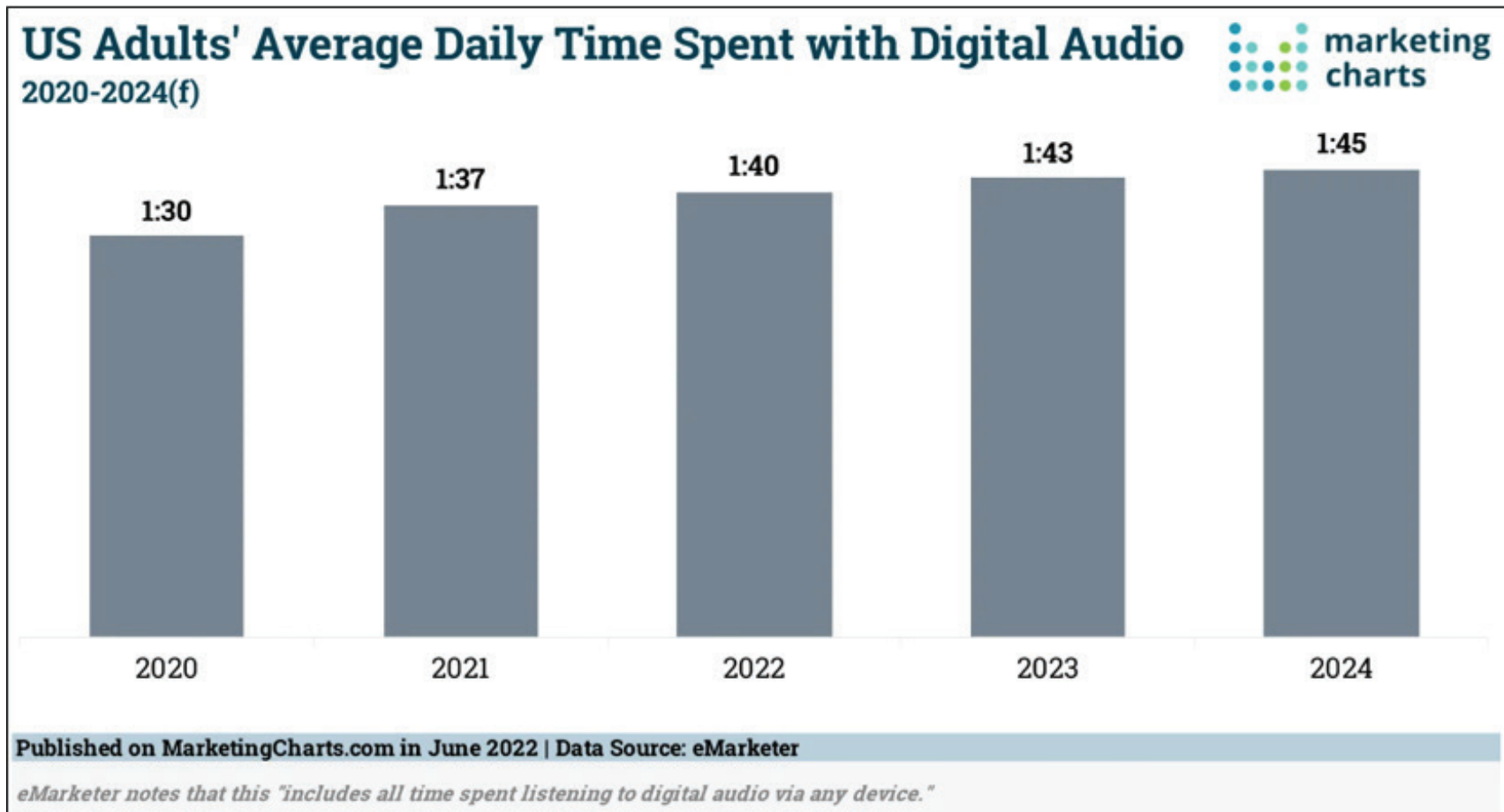
PRICE: FROM \$1,500/MONTH
30,000 IMPRESSIONS



73% of the U.S. population listened to Online Audio in the last month.



The average listener spends 1 hour and 40 minutes a day with Online Audio.



Source: [https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20\(1%3A27\)](https://www.marketingcharts.com/industries/media-and-entertainment-226274#:~:text=In%20fact%2C%20the%201%20hour,OTT%20services%20(1%3A27))

Comprehensive Digital

Digital Campaign Planner

Date Created: 2/6/2024

Client: The Steele Group Sotheby's International Realty



GEOGRAPHIC TARGET:

Zip Code List

Campaign Duration: 02/15/2024-05/15/2024	Feb-24	Mar-24	Apr-24	Total
DISPLAY ADS				
Behavioral Targeting: High Net Worth Individual AND Real Estate - Intent AND Luxury Lifestyle				
Keyword Targeting				
Total Potential Impressions	150,000	150,000	150,000	450,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
ONLINE AUDIO				
Behavioral Targeting: High Net Worth Individual AND Real Estate - Intent; Luxury Lifestyle				
AI Targeting				
Total Potential Impressions	30,000	30,000	30,000	90,000
Cost Per Thousand	\$50.00	\$50.00	\$50.00	\$50.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Behavioral Targeting: High Net Worth Individual AND Real Estate - Intent; Luxury Lifestyle				
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:	280,000	280,000	280,000	840,000
TOTAL CAMPAIGN INVESTMENT:	\$4,500.00	\$4,500.00	\$4,500.00	\$13,500.00

Display Available Monthly Impressions Estimate:	445,500
Percentage of Targeted Display inventory purchased with this campaign:	33.67%
Online Audio Available Monthly Impressions Estimate:	191,311
Percentage of Targeted Online Audio inventory purchased with this campaign:	15.68%
Social Mirror Ads Available Monthly Impressions Estimate:	199,584
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	50.10%

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

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.

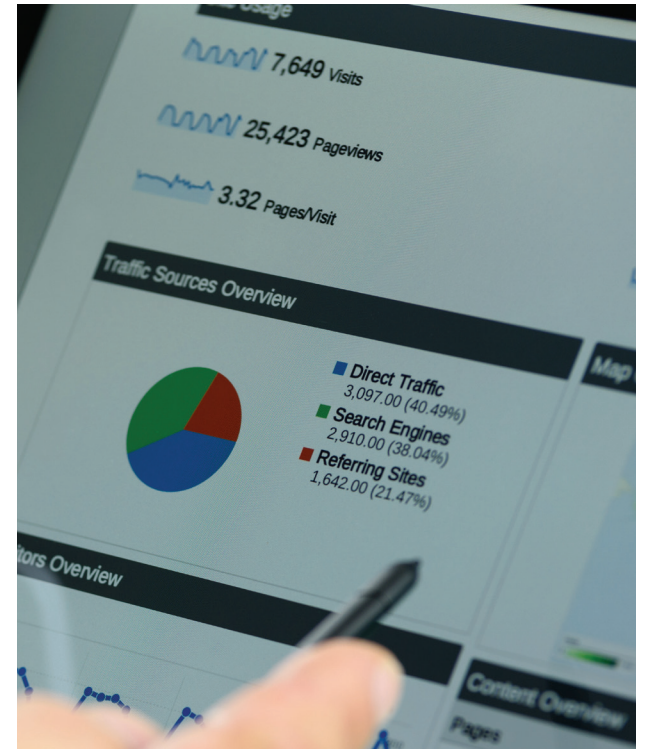


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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



Google AdWords

GEOTARGETING

- 23120
- 23116
- 23224
- 23832
- 23060
- 23230
- 23228
- 23231
- 23222
- 23059
- 23227
- 23233
- 23223
- 23185
- 23112
- 23113
- 23238
- 23235
- 23225
- 23220
- 23221
- 23229
- 23226
- 23005
- 23103

AUDIENCES & DEMOGRAPHICS

Which can include:

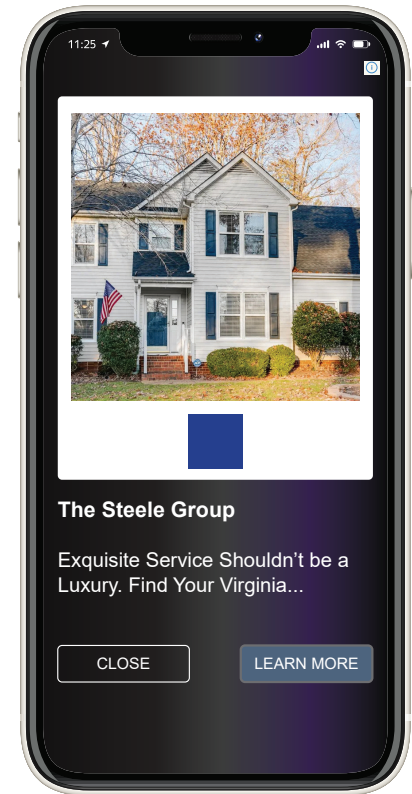
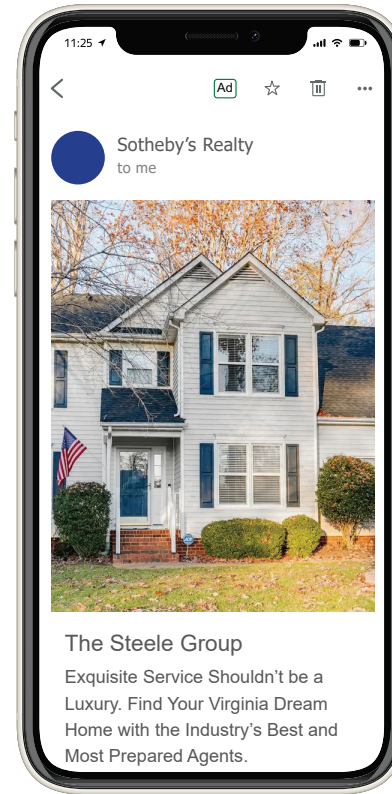
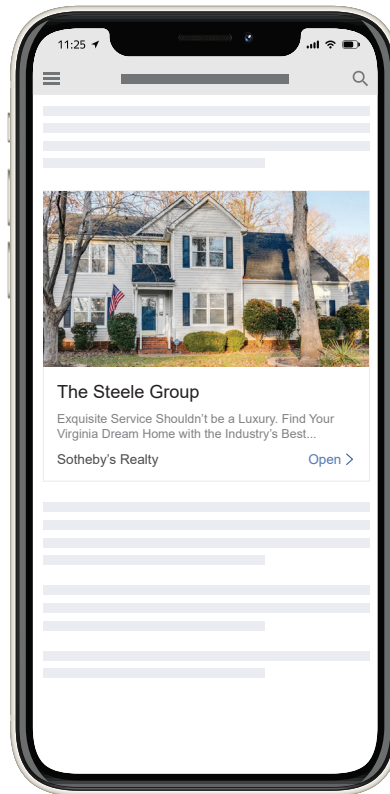
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

DESCRIPTIONS/LONG HEADLINES

- Exquisite Service Shouldn't be a Luxury. Find Your Virginia Dream Home with the Industry's Best and Most Prepared Agents.
- The Steele Group is Your Go-To Real Estate Brokerage for Those Who Seek Exceptional Homes and Service. Nothing Compares to a Local Agent with Worldwide Connections.
- Sotheby's International Realty Gives You Exclusive Access to Local Experts Representing the Buyers and Sellers of Amazing Homes in Richmond Virginia for Over 65 Years.
- Experience Buying and Selling with Professionalism and Personal Service with The Steele Group. Nothing Compares to Proven Performance.

SHORT HEADLINES

- The Steele Group
- Nothing Compares to Service Beyond Expectation
- Find Your Virginia Dream Home
- Sotheby's International Realty
- Let's Get in Touch
- Nothing Compares to Partnering with Experts



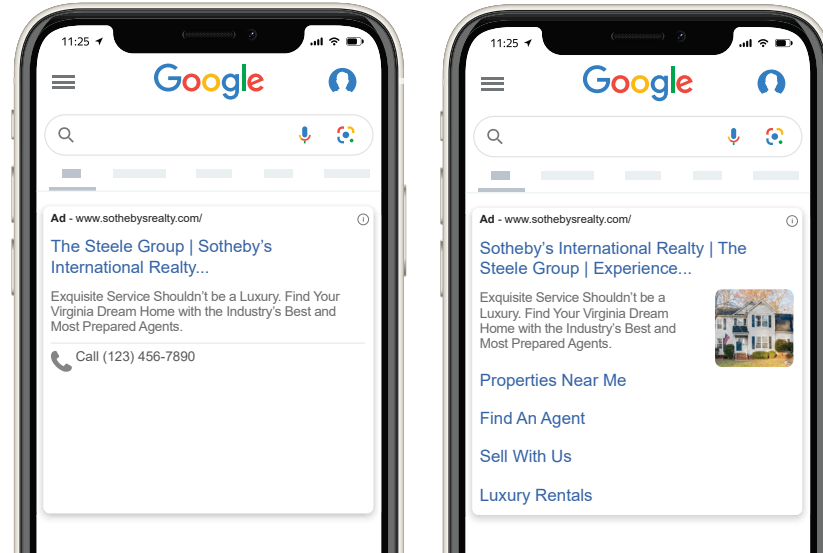
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 9,830

KEYWORD SAMPLE:

- "Luxury home for sale Richmond"
- "Top realtor Richmond Virginia"
- "Richmond luxury house for sale"
- "Highest rated realtors near me"
- "luxury properties for sale Richmond"



The Steele Group

Ad - www.sothebysrealty.com/ Exquisite Service Shouldn't be a... Sotheby's Realty

[Learn more](#)

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

Sotheby's International Realty | The Steele Group

Exquisite Service Shouldn't be a Luxury. Find Your Virginia Dream Home with the Industry's Best and Most Prepared Agents.

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



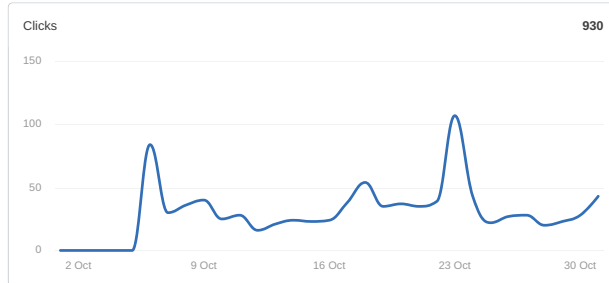
Google AdWords

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.

Brokerage Plan 2024

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



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

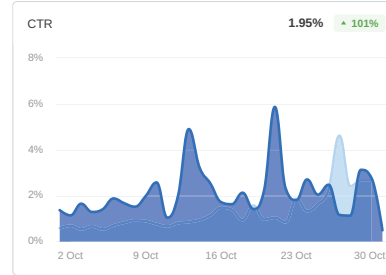
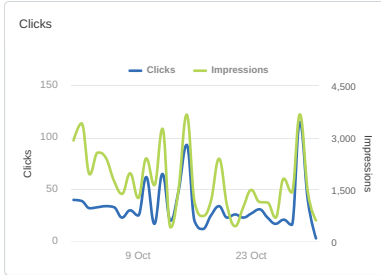
MONTHLY REPORTING

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



Brokerage Plan 2024

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	March	April	May	June	July	August	Media Total	Reach
Digital									
Million Impressions*									
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00	\$ 9,750.00	3,000,000
Million Impressions	Targeting - Select Zips								
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 5,850.00	58,980
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	600,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	900,000
Online Audio Ads	15-30 seconds audio content	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 9,000.00	180,000
TOTAL								\$ 42,600.00	4,738,980
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change									