

**AGENTIS**

**ELEVATE  
YOUR HOMES  
ONLINE  
PRESENCE &  
MAGNETISE  
BUYERS**

AGENTIS.CO.NZ

 Meta  
Business Partner

# AGENTIS

## CUSTOM STRATEGY.

Unlock your property's full potential with our bespoke marketing strategy. We target the perfect audience and guide them through an engaging journey, ensuring your property stands out and sells faster.

### CREATE AUDIENCES

#### Demographics e.g:

- Age 30-65, families with children
- Age 30-45, DINKs (Dual Income No Kids)

#### Lifestyle Preferences e.g:

- Seeking additional space for growing children, working from home, or needing studio space. Values nature, tranquility, and family-friendly environments.
- Desire for larger living spaces, modern amenities, and privacy

#### Key Interests e.g:

- Outdoor activities, nature, local community events, family gatherings, and home improvement.
- Entertaining, outdoor living, home-based workspaces, guest accommodations

**Primary Focus Location:** Focus Suburb

**Extended Reach Locations:** Suburbs who inhabit interested buyers.

### MARKETING PLAN

#### Phase 1: Opening Ad

- Objective: Capture initial interest with a visually engaging video ad.
- Method: Advanced targeting to reach potential buyers and refine based on engagement.

#### Phase 2: Open Home Ad

- Objective: Drive open home visits.
- Method: Retarget individuals who engaged with the initial video and expand reach with lookalike audiences.

#### Phase 3: Set Date of Sale Ad

- Objective: Create urgency for the set date of sale/auction.
- Method: Retarget viewers from previous steps of the campaign.

#### How it works:

**Ad 1: Property Video Ad:** Shown to large target audience

**Ad 2: Open Home Ad:** Shown to anyone from initial targeting that watches the first ad for more than 5 seconds

**Ad 3: Auction Ad:** Shown to anyone who clicks on first two ads

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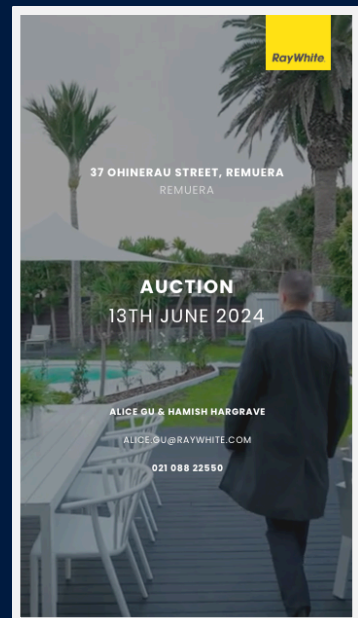
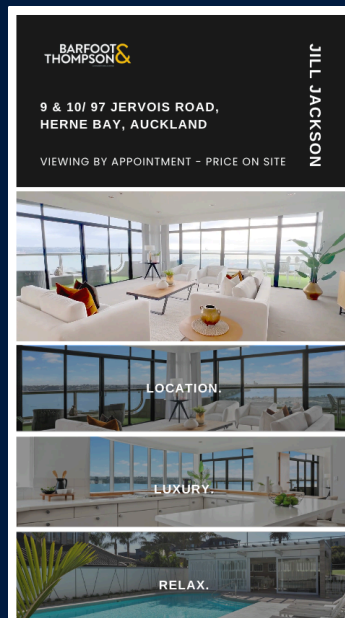
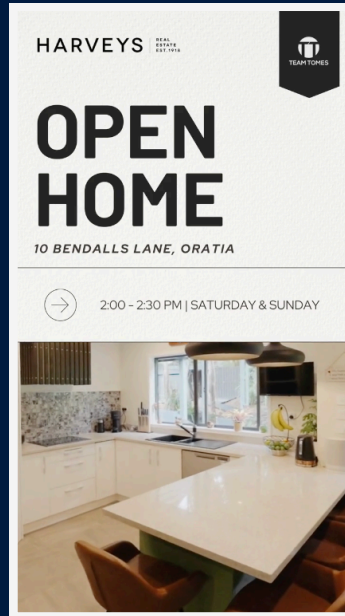
## CUSTOM AD CREATIVES

Transform your property listing with eye-catching, custom creatives that captivate potential buyers and build trust.

### Why Custom Creatives Matter:

- **Stand Out in the Market:** Unique, high-quality visuals make your property memorable.
- **Build Trust:** Professionally designed ads convey credibility and professionalism.
- **Boost Engagement:** Attractive designs grab attention and encourage potential buyers to take action.
- **Tailored Messaging:** Custom creatives allow us to highlight your property's best features in a way that resonates with your target audience.

With our expertise in creating compelling visuals, we ensure your property not only attracts interest but also converts it into tangible results.



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## EFFECTIVE AD COPY & STRATEGIC PLACEMENT

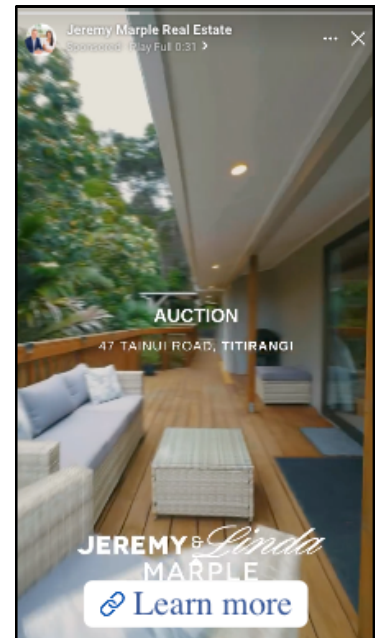
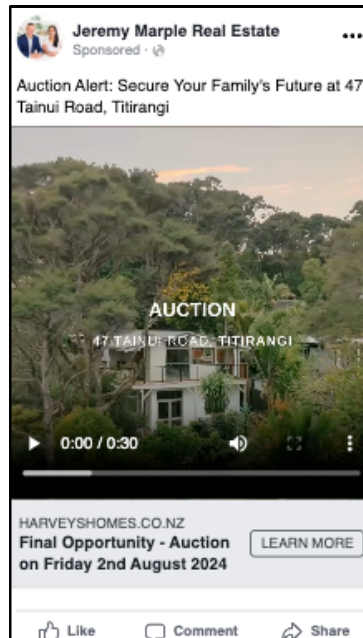
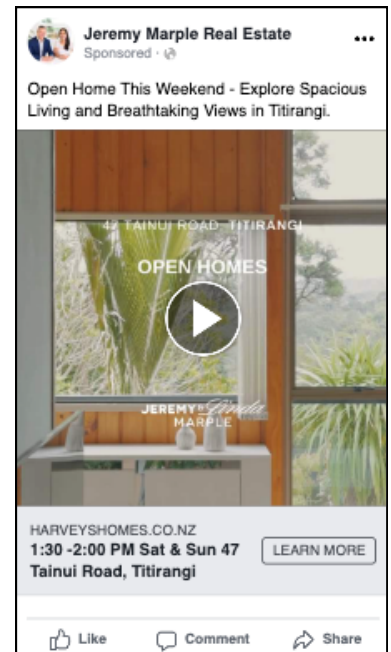
### Effective Ad Copy and Strategic Placement

#### Benefits to You:

- **Enhanced Visibility:** Your property receives maximum exposure across high-traffic platforms.
- **Increased Engagement:** Emotionally resonant ad copy and compelling visuals drive higher engagement rates.
- **Higher Conversion Rates:** Targeted advertising ensures your property is seen by the right people, leading to more inquiries and faster sales.

#### Ad Placement Examples:

- **Property Video Ad:** Shown to large target audience initially to generate interest.
- **Open Home Ad:** Retargets viewers of the initial video and expands reach to similar audiences.
- **Auction Ad:** Focuses on creating urgency among previous viewers and new targeted users as the auction date approaches.



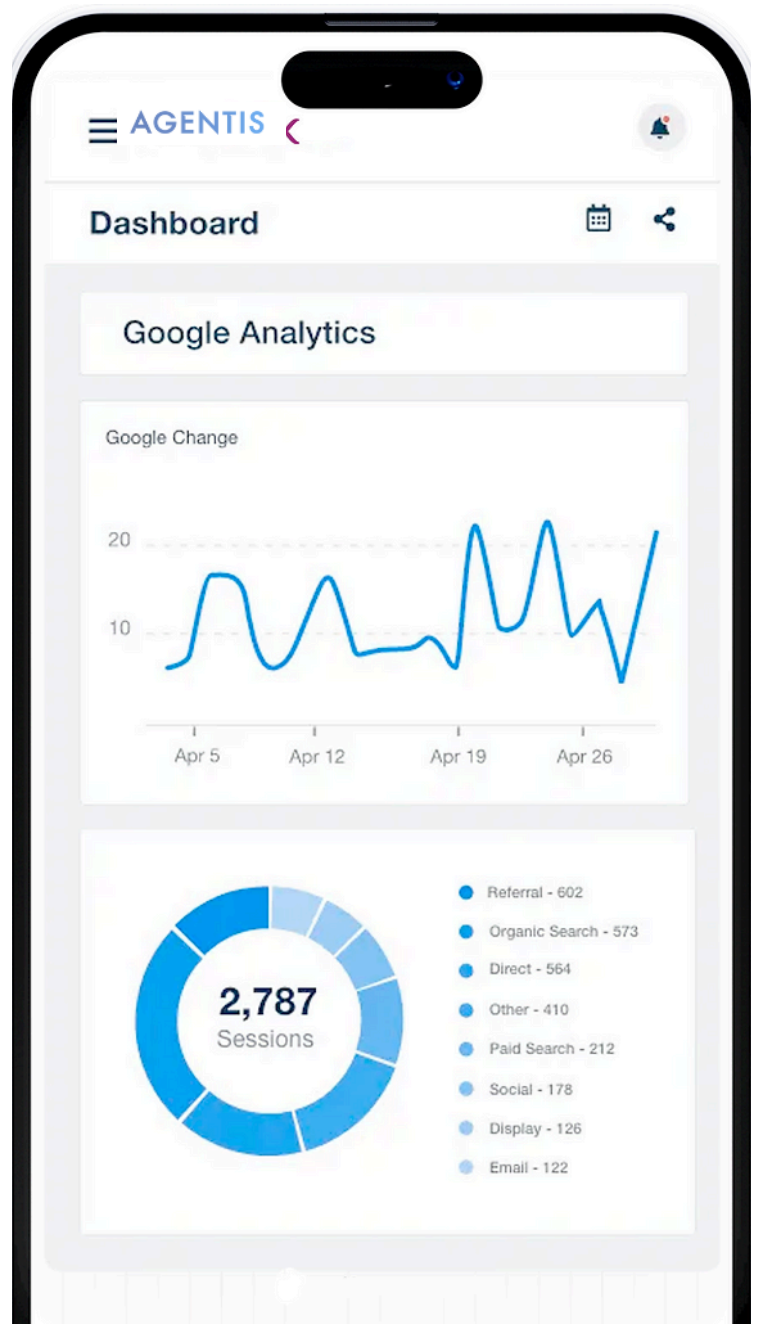
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## REAL TIME REPORTING

## AGENTIS HUB

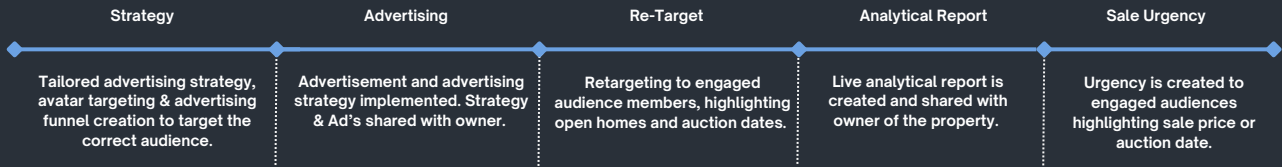
### Property Ad's One Stop Dashboard.

- **Real-Time Tracking:** Up-to-the-minute data on views, clicks, impressions, and engagement.
- **Weekly Reports:** Detailed campaign reports every Monday.
- **Centralised Control:** Manage your property's marketing campaign in one place.
- **Engagement Metrics:** Monitor views, clicks, impressions, and user engagement.
- **Printable Reports:** Generate and print reports easily.
- **User-Friendly Interface:** Intuitive and clear data visualisations.
- **Customisable View:** Focus on the metrics that matter most to you.
- **Enhanced Transparency:** Clear understanding of campaign performance.
- **Informed Decision Making:** Use real-time data for strategic adjustments.



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Agentis has revolutionised property marketing by merging cutting-edge digital strategies with deep insights into the real estate market. We harness the power of modern marketing techniques to craft personalised, advanced advertising campaigns that captivate potential buyers and significantly boost engagement with properties on the market. With Agentis, experience a new era of property marketing where precision meets innovation to deliver exceptional results.



A	Custom Strategy	Instagram & Facebook Ads	Google Ads	Impressions	Clicks	Duration
<b>BASIC</b> \$550.00		✓		35,000 - 100,000	250 - 500 Clicks	15 Days
<b>STANDARD</b> \$850.00	✓	✓		90,000 - 120,000	500 - 750 Clicks	20 - 30 Days
<b>ADVANCED</b> \$1,250.00	✓	✓	✓	90,000 - 180,000	750 - 1,200 Clicks	20 - 40 Days
<b>ADVANCED +</b> \$2,500.00	✓	✓	✓	150,000 - 350,000	1500+ Clicks	20 - 50 Days

**Expansive Reach:**  
Go beyond traditional property platforms with Agentis broad spectrum of advertising channels, capturing the widest audience possible.

**Precision Targeting:**  
Agentis employs sophisticated algorithms to engage buyers specifically seeking properties in your niche market and geographic area.

**Passive Buyer Engagement:**  
Agentis's strategy encompasses tactics to engage not only those actively searching but also passive buyers, tapping into a broader segment that's essential for sales success.



**Expert Strategy:** Our property marketing experts craft your campaign for optimal engagement.



**Dynamic Retargeting:** Stay top of mind with prospects who have shown interest in properties like yours.



**Broad Visibility:** Agentis ensures your properties get noticed on social media, top websites, and within apps.



**Clicks That Count:** When potential buyers click, they're one step closer to viewing your property.



**Smart Targeting:** We zero in on the ideal audience using location data and online activity.



**Precision Matching:** Agentis targets the ideal buyer using advanced market analytics to ensure your property reaches those most likely to be interested.