

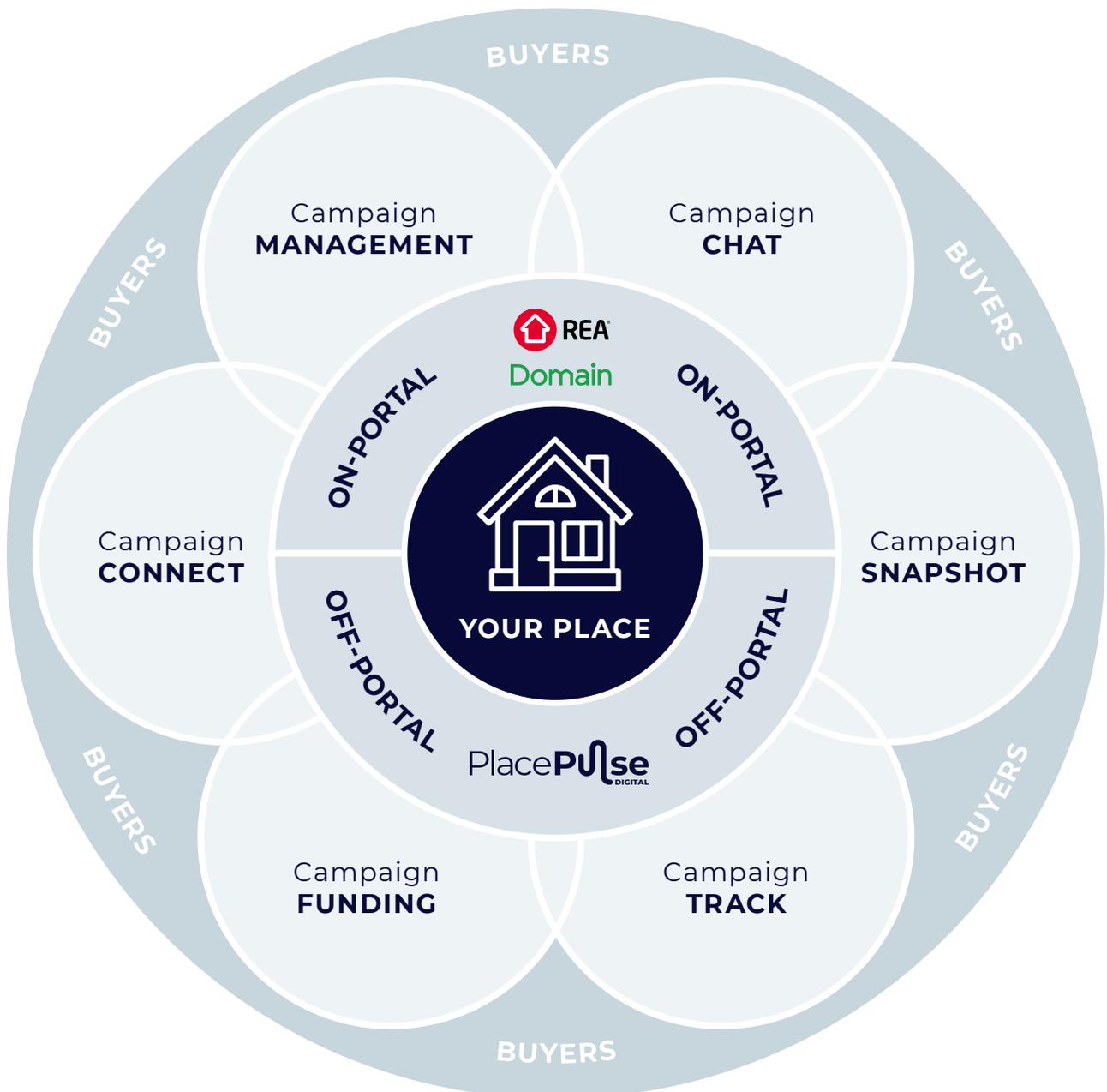
CampaignHUB

PLACE'S EXCLUSIVE PROPERTY MARKETING CAMPAIGN DELIVERY SOLUTION.

CampaignHUB brings together Australia's leading real estate technology solutions and marketing experts to deliver best-in-class property campaigns.

Connecting your listing with the right audience allows our agents to do what they do best...

Focus their time on selling your property to the right buyer for the best price.



Delivered by **idealist.**

CampaignHUB

INCLUDED SOLUTIONS



Campaign**MANAGEMENT**

A DEDICATED TEAM OF PROPERTY MARKETING EXPERTS WORKING EXCLUSIVELY FOR PLACE CLIENTS

- 6-10 hours of campaign planning, management and administration
- Quality assurance sees every signboard, brochure, property image, and any other marketing collateral checked and double-checked to ensure your property is presented to the highest possible standard
- Supplier liaison and production management ensures signboards are installed, brochures delivered, and other collateral is managed on time



Campaign**SNAPSHOT**

A WEEKLY REPORT THAT COLLATES AND SUMMARISES THE MOST IMPORTANT CAMPAIGN METRICS FOR VENDORS

- Our campaign managers track your campaign progress each week so that your Place agent can keep you informed and adapt strategies if required to ensure maximum impact
- Closely monitoring key metrics like online engagements, enquiries and conversations enables timely campaign optimisation to ensure the best results



Campaign**CONNECT**

A FULLY INTEGRATED ONLINE ENVIRONMENT TO PUSH YOUR LISTING ACROSS LEADING REAL ESTATE PORTALS

- Place's systems are connected to the industry's leading portals to ensure your listing is presented in a consistent and legally compliant way to the broadest possible audience
- REA and Domain are the leading paid portals, and we will also publish your listing to REIP, GAVL, Inspect Real Estate and Rate My Agent for free to expand the reach of your campaign
- Your listing will also be published on eplace.com.au which attracts 60,000+ unique visitors each month



Campaign**CHAT**

A 24/7 CONVERSATIONAL ARTIFICIAL INTELLIGENCE TOOL TO HELP IDENTIFY GENUINE BUYERS

- With 80% of enquiries happening outside of business hours, all potential buyers are responded to within seconds through our market-leading A.I. chat platform
- Automatically prioritizes enquiries to remove the tyre-kickers and connect the genuine buyers to your agent in real time
- This allows your agent to focus their time and energy on identifying the perfect buyer for your property



Campaign**FUNDING**

A VENDOR FUNDING SOLUTION ALLOWING YOU TO **PAY NOW AND SAVE MONEY OR PAY LATER** FOR FLEXIBILITY AND CONVENIENCE

- Quick and easy application process for campaign funding to pay later for a fixed fee (6.9% of campaign total)
- No credit checks, no interest payments, and capped late payment fees
- Pay prior to campaign commencement via BPAY or secure credit card payment gateway



Campaign**TRACK**

AN AUTOMATED PLATFORM SUPPORTING THE END-TO-END HUMAN MANAGEMENT OF EVERY ASPECT OF A CAMPAIGN

- Seamless ordering of each campaign element for efficient and fast-to-market campaign execution
- Graphic design of all marketing collateral required for your campaign
- On time dispatch of approved artwork to print and media partners

ADDITIONAL SOLUTIONS



ON-PORTAL **REA** **Domain**

A PAID REAL ESTATE PORTAL STRATEGY THAT TARGETS PEOPLE IN PROPERTY MODE

- REA and Domain generate high-quality buyer leads
- These key portals garner huge audiences who are generally in property mode and looking to buy
- Investing in a listing on one or both portals should be a key component of any property campaign
- Paid portal pricing is dependent on the suburb and the base price for each suburb is the same for all agencies



OFF-PORTAL **PlacePulse** DIGITAL

A PAID DIGITAL ADVERTISING STRATEGY THAT AMPLIFIES CAMPAIGNS TO IDENTIFY AND TARGET MORE BUYERS IN MORE PLACES ONLINE

- While potential buyers spend time on the paid portals, they spend a lot more of their online time elsewhere
- On average, people spend 100 hours per month online. Of that, 0.25%* is spent on real estate portals, 25%# on social media and the remaining 74.75% on other websites
- It is therefore vitally important to augment your on-portal digital marketing strategy with an off-portal digital marketing strategy that targets buyers wherever they are when they are online

*Source: Roy Morgan, 2019. #Source: ICCS, 2021