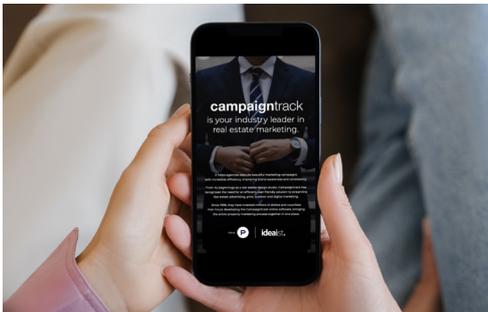


Campaigntrack (CT) is an industry-leading platform used to manage vendor paid campaigns and agent marketing collateral. We launched the platform across the Place group in 2019 and since then we have continued to hone the system and integrate other platforms. This fully customised solution is aligned to Place’s unique business model and our steadfast approach to deliver innovative and high-quality marketing solutions for vendors and agents.

There are plenty of benefits for agents, PM’s and their support teams, as well as for vendors.



Vendor Campaigns – Sales

Each Place office has their own CT account to help manage property marketing campaigns. For sales, using the system is a collaborative effort between the Place users at office level, the team at Idealist, and the system itself, with plenty of automation built-in.

There are many tasks that form part of every vendor campaign, with the Idealist team and the CT system taking care of most of them.



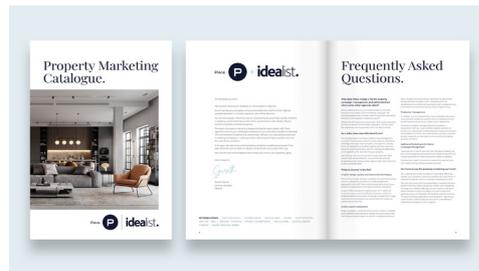
It’s important to be across the key deadlines for the main campaign elements so that you can plan your part accordingly.

There are different ordering deadlines and turnaround times for different items like copywriting, signboards, brochures, print ads and mail cards. Being familiar with them will help ensure the various campaign elements are launched in a timely and efficient manner.

From a vendor perspective, there is a wealth of marketing items that will help effectively market their property. Our Property Marketing Catalogue is a visual guide that you can use at the listing table so that they can visualise what the different elements of their campaign will look like.

Most are included in one our of bundled marketing packs – Value Pack, Place Pack or Power Pack – and by adding additional marketing items, the campaigns will enjoy greater reach, deeper engagement, and better outcomes.

There is a flipbook version of the catalogue hosted on Place Station, or you download a PDF version to send via email or attach to your Engage Digital Listing Presentation.



Vendor Campaigns – Leasing

On the rental side, marketing campaigns for new listings are managed at office level by the PM teams. Each PM office account has a default Value Pack set-up which should be used for all new campaigns. That pack contains:

- Photography
- Floorplan
- Signboard
- Title Search
- Enliven A.I. – 24/7 enquiry management
- Property listing on ePlace.com.au

If you encounter any technical issues with CT, please contact ct.support@campaigntrack.com. For any other queries, please reach out to the Corporate Property Management team.

Resource Library

- Campaign Launch Timings
- CampaignHub
- Campaigntrack Benefits Document
- Idealist Property Marketing Catalogue
- VPA Workflow

Available to download via The Place Playbook Resource Centre