

# PlacePulse

DIGITAL

## PROPERTY MARKETING

LET'S GET YOU MORE ENQUIRY,  
MORE BUYERS AND MORE FOR  
YOUR PROPERTY.

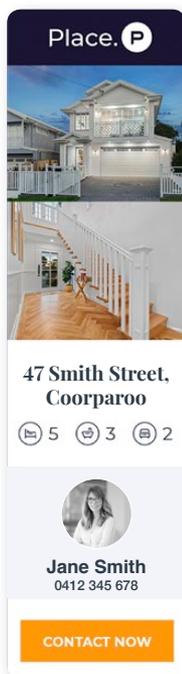
Place.



# PlacePulse Digital is a digital marketing platform that has been purpose built to **promote property listings** and to target more buyers in more places online.

While potential buyers spend time researching on real estate portals, they spend a lot more of their online time elsewhere. Of the 100 hours on average that people spend online per month, only 0.25% of that is spent on real estate portals, even by those in property mode. Of the remaining time, they spend 25% on Social Media and 74.75% on other websites\*.

In addition to making sure your listing is featured on the main real estate portals, a targeted digital marketing campaign that extends your reach beyond the portals is a vital part of the overall property campaign mix, and is a proven strategy that generates more buyer interest for your property.



PLACEPULSE DIGITAL: STANDARD	<b>7 DAYS</b> \$399 incl GST	15,000 – 20,000 AVERAGE IMPRESSIONS	SOCIAL, SOCIAL LEAD & DISPLAY ADS
PLACEPULSE DIGITAL: ENHANCE	<b>14 DAYS</b> \$499 incl GST	20,000 – 35,000 AVERAGE IMPRESSIONS	SOCIAL, SOCIAL LEAD, DISPLAY & NATIVE ADS
PLACEPULSE DIGITAL: OPTIMAL	<b>14 DAYS</b> \$699 incl GST	25,000 – 45,000 AVERAGE IMPRESSIONS	SOCIAL, SOCIAL LEAD, DISPLAY & NATIVE ADS
PLACEPULSE DIGITAL: ULTIMATE	<b>21 DAYS</b> \$999 incl GST	30,000 – 55,000 AVERAGE IMPRESSIONS	SOCIAL, SOCIAL LEAD, DISPLAY & NATIVE ADS
PLACEPULSE DIGITAL: PRESTIGE	<b>21 DAYS</b> \$2,499 incl GST	60,000 – 95,000 AVERAGE IMPRESSIONS	SOCIAL, SOCIAL LEAD, DISPLAY & NATIVE ADS
<b>INTERSTATE TARGETING</b>	Prestige suburbs in Sydney, Melbourne, Adelaide & Hobart		

**MOST POPULAR**

\*Source: Roy Morgan, 2019 & ICCS, 2021