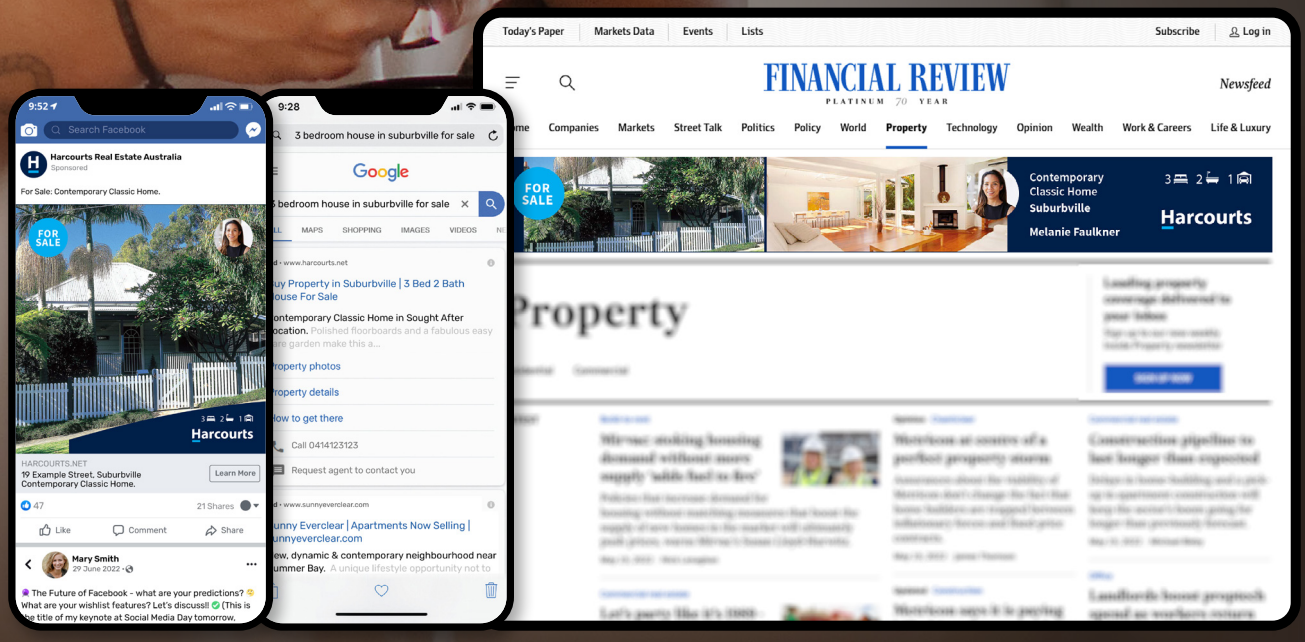
AIM + Harcourts

AIM Digital Marketing helps find more buyers online

Ready to embrace the future of real estate marketing? Let AIM do the heavy lifting.



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Buyers use the internet & social media extensively when buying property.

AIM digital marketing is a smart investment for any property seller. Using the world's most powerful marketing platforms, it creates much more awareness, and helps attract more buyers to your listing:

- Reach a wider audience beyond property websites using more ad channels.
- AIM is a leading, feature packed, multi-channel advertising solution.
- Target active buyers, optimised for your property's location & type.
- Find passive buyers, who represent a substantial percentage of all sales.
- Advanced ad targeting including retargeting & special interest targeting.
- AIM is one of the most advanced solution in-market with more features & capability.

AIM	Price inc GST (AUD)	Facebook Instagram Ads	Facebook Lead Ads Enabled	Google Display Ads	Google Search Ads	Ad Campaign Length	*Typical Ad Delivery
AIM Mini	$175	✓		✓		7-10 days	23k-38k ads 150-200 clicks
AIM Starter	$250	✓		✓		10 days	30k-70k ads 170-350 clicks
AIM Reach	$389	✓	✓	✓		14 days	35k-90k ads 250-500 clicks
AIM Extend	$490	✓	✓	✓	✓	14 or 21 days	40k-100k ads 300-550 clicks
AIM Pro	$660	✓	✓	✓	✓	14, 21 or 28 days	50k-150k ads 400-750 clicks
AIM Premium	$999	✓	✓	✓	✓	14, 21 or 28 days	90k-270k ads 600-1000 clicks

* Typical figures are indicative, based on substantial data from past ad campaigns as of September 2022, and are not guaranteed. 'k' means 1000, so 25k is 25,000

Learn more

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- Your ads will appear on social media, on internet websites & inside some apps
- A 'click' occurs when someone clicks on your ad to view your property online.
- Targeting determines who will see your ads. Location & online behaviour are the main factors.
- Retargeting occurs when someone who clicked on your ad, or a similar property, is shown your ad online.
- AIM uses both Google & Facebook/ Instagram ads, so your property is seen by more of the right people.
- Search ads are ads that appear in response to a Google search, and are included in some packages.