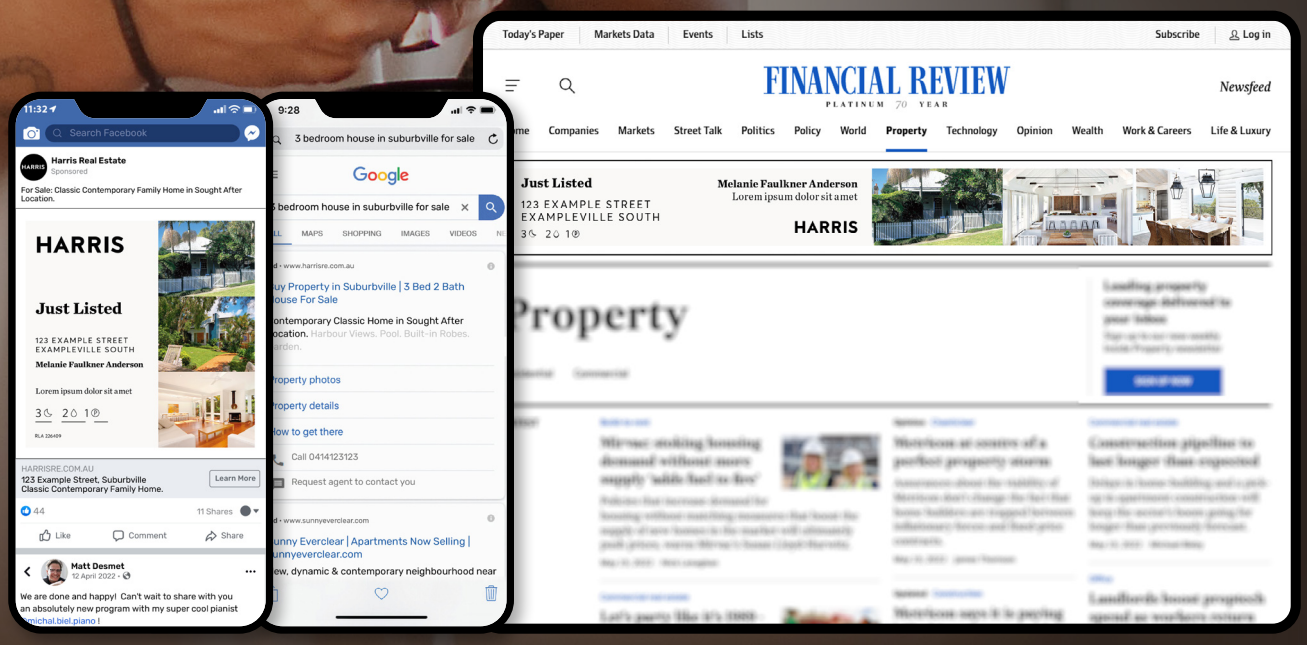
AIM + HARRIS

AIM Digital Marketing helps find more buyers online

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



Powered by REALBASE

aimdigital.io

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 using a mix of balanced and awareness objectives (some packages selectable campaign objective options), as of September 2022, and are not guaranteed. These indicative figures are updated from time to time to reflect longer term trends. 'k' means 1000, so 25k is 25,000.

Learn more

aimdigital.io

- 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.