

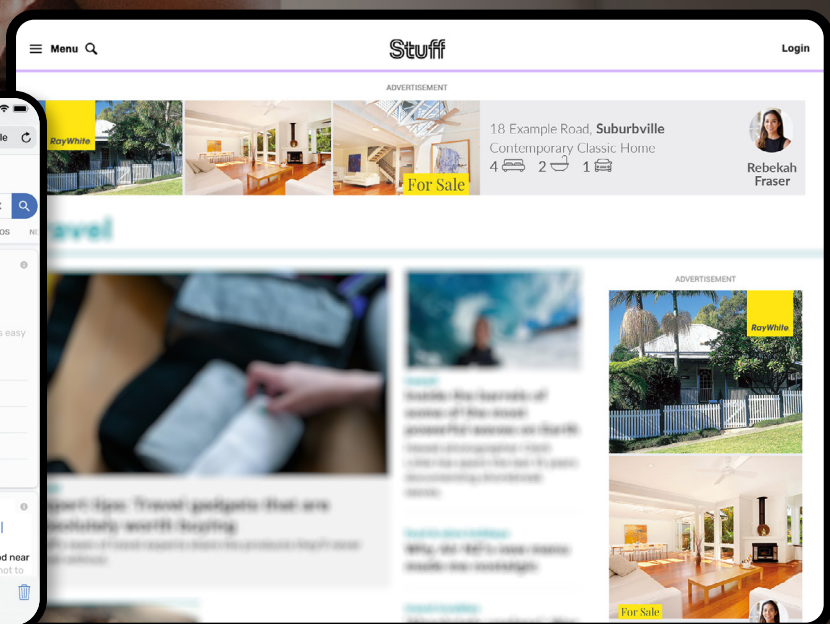
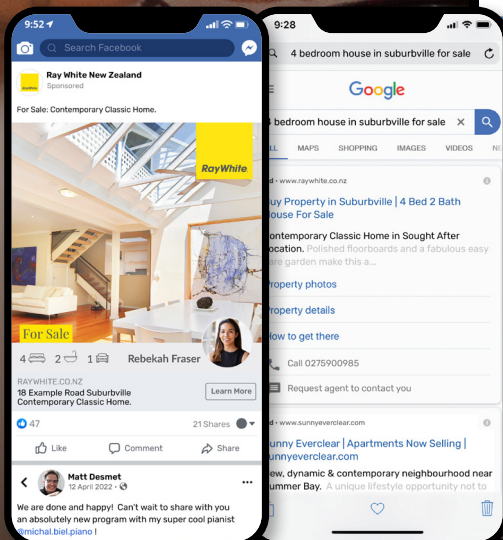


+

RayWhite

AIM Digital Marketing helps find more buyers online

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



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.



	Price inc GST (NZD)	Facebook Instagram Ads	Facebook Lead Ads Enabled	Google Display Ads	Google Search Ads	Out of Area Targeting	Ad Campaign Length	*Typical Ad Delivery
AIM Mini	\$175	✓		✓	optional add-on (\$)		7-10 days	23k-38k ads 150-200 clicks
AIM Starter	\$250	✓		✓	optional add-on (\$)		10 days	30k-70k ads 170-350 clicks
AIM Reach	\$389	✓	✓	✓	optional add-on (\$)	✓	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 + Video **	\$999	✓	✓	✓	✓	✓	14, 21 or 28 days	90k-270k ads 600-1000 clicks
AIM National + International + Video **	from \$1499	Go further with campaigns that include more reach including international and interstate targeting						

* 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

** Video Support means you can include a video, if you have one, in among your Social Media ads

Watch video



aimdigital.io



Your ads will appear on social media, on internet websites & inside some apps



Targeting determines who will see your ads. Location & online behaviour are the main factors.



AIM uses both Google & Facebook/Instagram ads & social posts, so your property is seen by more of the right people.



A 'click' occurs when someone clicks on your ad to view your property online.



Retargeting occurs when someone who clicked on your ad, or a similar property, is shown your ad online.



Search ads are ads that appear in response to a Google search, and are included in some packages.

