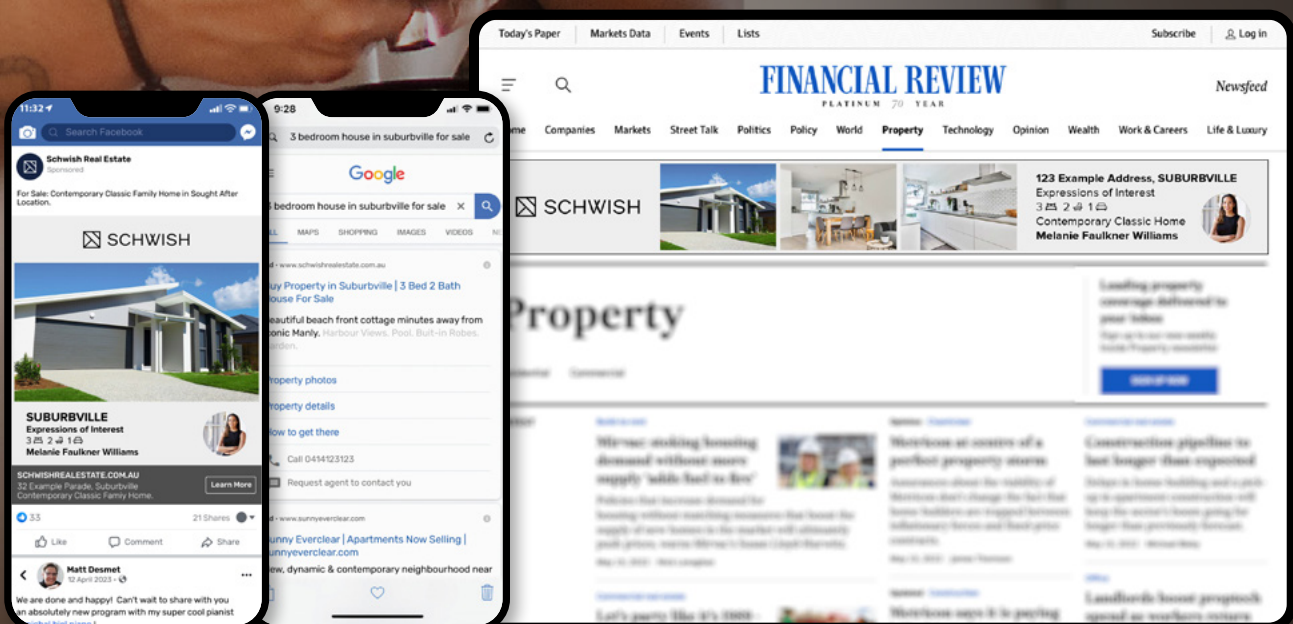




# AIM Digital Marketing helps find more buyers online

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 (AUD)	Facebook Instagram Ads	Facebook Lead Ads Enabled	Google Display Ads	Google Search Ads	Out of Area Targeting	Ad Campaign Length	*Typical Ad Delivery
<b>AIM Mini</b>	\$175	✓		✓	optional add-on (\$)		7-10 days	23k-38k ads 150-200 clicks
<b>AIM Starter</b>	\$250	✓		✓	optional add-on (\$)		10 days	30k-70k ads 170-350 clicks
<b>AIM Reach</b>	\$389	✓	✓	✓	optional add-on (\$)	✓	14 days	35k-90k ads 250-500 clicks
<b>AIM Extend</b>	\$490	✓	✓	✓	✓	✓	14 or 21 days	40k-100k ads 300-550 clicks
<b>AIM Pro</b>	\$699	✓	✓	✓	✓	✓	14, 21 or 28 days	50k-150k ads 400-750 clicks
<b>AIM Premium</b> + Video **	\$999	✓	✓	✓	✓	✓	14, 21 or 28 days	90k-270k ads 600-1000 clicks
<b>AIM National + International</b> + Video **	from \$1499	Go further with campaigns that include more reach including international and interstate targeting						

\*Indicative figures are based on an analysis of past performance of similar ad campaigns as at February 2023 and show average high and low clicks/ads over the campaign period. Actual number of ad impressions varies and depend on the market, specific property and other variables. These results are not guaranteed and the results of your campaign may differ. These indicative figures are updated from time to time to reflect longer term trends. 'k' means 1000, so 50k is 50,000.

\*\* 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.

