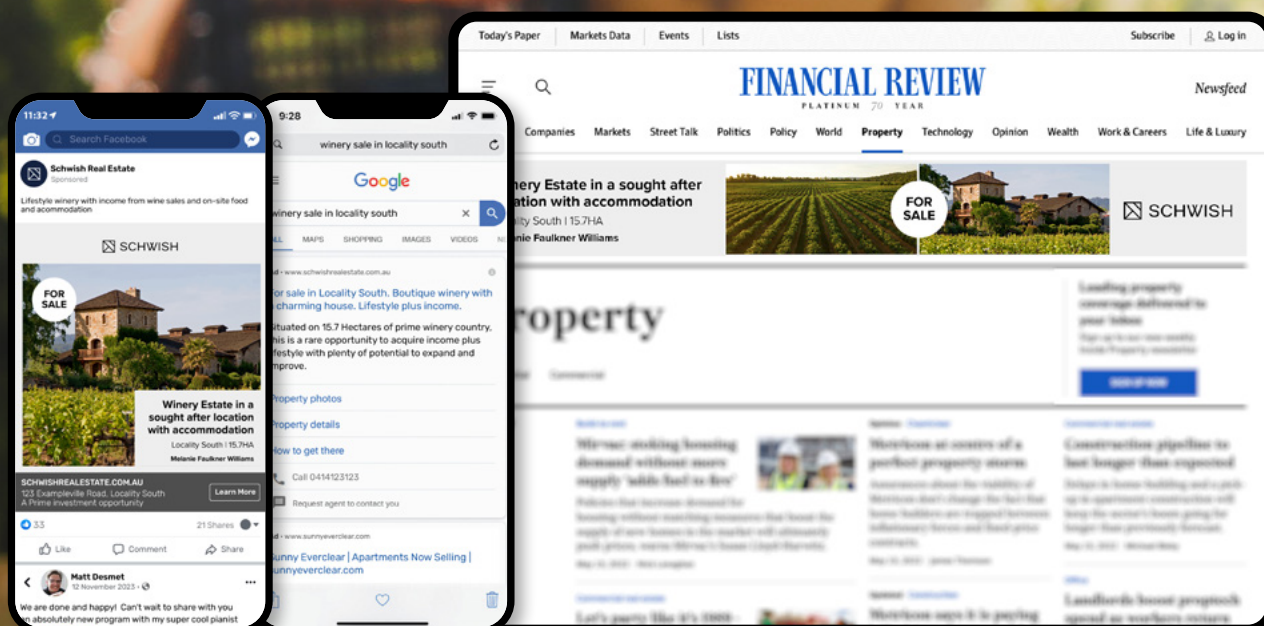




AIM Solutions for Rural & Lifestyle Property

Engage the most powerful marketing platforms on earth to promote your property.



Rural & Lifestyle property buyers use the internet & social media extensively when researching

AIM digital marketing is a smart investment for any property owner. Using the worlds most powerful marketing platforms, it creates much more awareness, and helps attracts more interest in your listing:



Multiple ad channels reach a wider audience beyond property websites using more ad channels



AIM is a leading, feature packed, multi-channel advertising solution.



Casts a wider net for your property's marketing.



Google Search ads included to increase discovery of your property.



Advanced ad targeting including retargeting & property-type targeting.



AIM is one of the most advanced solution in-market with more features & capability.



	Price ex. GST (AUD)	Facebook Instagram Ads	Facebook Lead Ads Enabled	Google Display Ads	Google Search Ads	Selectable ad targeting regions	Ad Campaign Length	*Typical Ad Delivery
Rural & Lifestyle Level 1	\$399	✓		✓	BASIC		10 days	40k-70k ads 400-700 clicks
Rural & Lifestyle Level 2	\$699	✓	✓	✓	✓	✓	14 or 21 days	70k-100k ads 700-1000 clicks
Rural & Lifestyle Level 3	\$999	✓	✓	✓	✓	✓	14, 21 or 28 days	90k-140k ads 1000-1800 clicks
Rural & Lifestyle Level 4	\$1499	✓	✓	✓	✓	✓	14, 21, 28 or 42 days	130k-200k ads 1700-3000 clicks
LinkedIn Add-ons	from \$1000	Add LinkedIn advertising into any package, with brief-based industry and job-role targeting. L1 \$1000 L2 \$1500 L3 \$2000						
AIM Custom	from \$2500	Go further with campaigns that include more reach, brief-based targeting including international.						

*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.

Learn more...



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 most packages.

