rex | Reach

CAMPAIGN PLAN

12 Week Vendor Campaign Plan

Your 12 Week Plan to Get More Vendors

For optimum performance of this campaign plan, we recommend a minimum budget guide of £1,500. This is split across the **3 stages of the marketing funnel** which are **Top of funnel** (awareness), **Middle of funnel** (consideration), and **Bottom of funnel** (decision). You can of course add more than our minimum budget, which will mean your campaigns will get more visibility across the ad platforms.

Top of funnel

This is primarily awareness of you, your brand and your services.

Week 01 – Week 03

BLOG/VIDEO

Intro to Your Agency's Service

This ad group is centred around bringing awareness to your agency and service offering.

GOAL
- **Brand Awareness**
- **Audience Building**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x blog post**

DURATION: **4 Weeks** | BUDGET: **£160**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 04 – Week 06

SOCIAL PROOF

Testimonial

Show your potential prospects that you're trusted and can deliver results.

GOAL
- **Brand Awareness**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x testimonial**

DURATION: **2 Weeks** | BUDGET: **£80**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 07 – Week 08

BLOG/VIDEO

Your Agency Key Benefits

Key benefits of selling their property with your agency.

GOAL
- **Brand Awareness**
- **Authority & Audience Building**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x blog post**

DURATION: **2 Weeks** | BUDGET: **£80**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 09 – Week 12

SOCIAL PROOF

Testimonial

Show your potential customers that you're trusted and can deliver results.

GOAL
- **Brand Awareness**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x testimonial**

DURATION: **2 Weeks** | BUDGET: **£80**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

BLOG/VIDEO

Property Market Update

Showcase your expertise and keep prospects updated with market activities.

GOAL
- **Brand Awareness**
- **Authority & Audience Building**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x blog post**

DURATION: **2 Weeks** | BUDGET: **£90**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

TOP OF FUNNEL BUDGET: **£500**

Middle of funnel

This is where potential prospects are considering you, your brand or services.

Week 01 – Week 03

RESOURCE DOWNLOAD

Selling Guide for Your Area

To bring in potential prospects, a free informational resource is a great strategy in this space.

GOAL
- **Brand Awareness**
- **Soft Leads**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x resource**

DURATION: **3 Weeks** | BUDGET: **£125**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 04 – Week 06

LISTING

Just Sold

Showcase you're the right agency for their property sale by highlighting the latest properties you've sold.

GOAL
- **Brand Awareness**
- **Soft Leads**

CREATIVE
- **Listings**

DURATION: **3 Weeks** | BUDGET: **£125**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 07 – Week 08

LISTING

Current Listings

Attract new vendors by showcasing your best property listings.

GOAL
- **Vendor Leads**

CREATIVE
- **Listings**

DURATION: **10 Days/ea** | BUDGET: **2x £62.50**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 10 – Week 12

RESOURCE DOWNLOAD

Market-ready Checklist or Local Market Report

Generate soft leads among potential vendors by offering insights into the local market.

GOAL
- **Brand Awareness**
- **Authority Building**
- **Soft Leads**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x resource**

DURATION: **3 Weeks** | BUDGET: **£125**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

MIDDLE OF FUNNEL BUDGET: **£500**

Bottom of funnel

This is where potential prospects decide to engage with you, your brand or services

Week 01 – Week 03

ACTION

Free Appraisal or Instant Valuation

Capture their details and attention with an appraisal or instant valuation.

GOAL
- **Appraisals**

CREATIVE
- **2x images**
- **1x video** (optional)

DURATION: **3 Weeks** | BUDGET: **£125**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 04 – Week 06

ACTION

Property Sale Review

Offer vendors struggling to sell a review of their current property to provide extra value and get them to switch to your agency.

GOAL
- **Appraisals**

CREATIVE
- **2x images**
- **1x video** (optional)

DURATION: **3 Weeks** | BUDGET: **£125**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 07 – Week 08

ACTION

Free Appraisal or Instant Valuation

Repeat of the appraisal or instant valuation ad group. Option to change up the messaging and creative.

GOAL
- **Appraisals**

CREATIVE
- **2x images**
- **1x video** (optional)

DURATION: **3 Weeks** | BUDGET: **£125**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 10 – Week 12

ACTION

Property Sale Review

Repeat of the Property Sale Review offer to provide extra value and get appraisals.

GOAL
- **Appraisals**

CREATIVE
- **2x images**
- **1x video** (optional)

DURATION: **3 Weeks** | BUDGET: **£125**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

BOTTOM OF FUNNEL BUDGET: **£500**

TOTAL CAMPAIGN BUDGET

£1,500

Quick facts

Here's a few quick questions answered.

Which networks will Rex Reach ads be placed on?

The Rex Reach ad types will appear on the Facebook, Instagram and Google Display Network ad platforms.

How does the plan work?

The aim of the plan is to drive prospects down the funnel to enquire with you. In each week as prospects engage with your ads they will move into the next funnel ad group.

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For more information about this 12 Week Vendor Campaign Plan or to book a demo of Rex Reach visit **www.rexsoftware.com/demo**

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CAMPAIGN PLAN

12 Week Vendor Campaign Plan

AWARENESS FOCUS

Your 12 Week Plan to get your business in front of more vendors

For optimum performance of this campaign plan, we recommend a minimum budget guide of £1,200. This is split across the **3 stages of the marketing funnel** which are **Top of funnel** (awareness), **Middle of funnel** (consideration), and **Bottom of funnel** (decision). You can of course add more than our minimum budget, which will mean your campaigns will get more visibility across the ad platforms.

Top of funnel

This is primarily awareness of you, your brand and your services.

Week 01

BLOG/VIDEO

Intro to Your Agency's Service

This ad group is centred around bringing awareness to your agency and service offering.

GOAL
- **Brand Awareness**
- **Audience Building**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x blog post**

DURATION: **20 Days**
BUDGET: **£200**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 05

BLOG/VIDEO

Your Agency Key Benefits

Key benefits of selling their property with your agency.

GOAL
- **Brand Awareness**
- **Authority & Audience Building**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x blog post**

DURATION: **20 Days**
BUDGET: **£200**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 09

BLOG/VIDEO

Property Market Update

Showcase your expertise and keep prospects updated with market activities.

GOAL
- **Brand Awareness**
- **Authority & Audience Building**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x blog post**

DURATION: **20 Days**
BUDGET: **£200**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Middle of funnel

This is where potential prospects are considering you, your brand or services.

Week 02

RESOURCE DOWNLOAD

Selling Guide for Your Area

A free informational resource is a great way to bring in prospects.

GOAL
- **Brand Awareness**
- **Soft Leads**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x resource**

DURATION: **10 Days**
BUDGET: **£100**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 06

LISTING

Just Sold

Showcase you're the right agency for their property sale by highlighting the latest properties you've sold.

GOAL
- **Brand Awareness**
- **Soft Leads**

CREATIVE
- **Listings**

DURATION: **10 Days**
BUDGET: **£100**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 10

LISTING

Just Sold

Repeat the Just Sold ad group with new properties or different location targeting.

GOAL
- **Brand Awareness**
- **Soft Leads**

CREATIVE
- **Listings**

DURATION: **10 Days**
BUDGET: **£100**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Bottom of funnel

This is where potential prospects decide to engage with you, your brand or services

Week 03

ACTION

Free Appraisal or Instant Valuation

Capture their details and attention with an appraisal or instant valuation.

GOAL
- **Appraisals**

CREATIVE
- **2x images**
- **1x video** (optional)

DURATION: **10 Days**
BUDGET: **£100**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 07

ACTION

Property Sale Review

Offer vendors struggling to sell a review of their current property to provide extra value and get them to switch to your agency.

GOAL
- **Appraisals**

CREATIVE
- **2x images**
- **1x video** (optional)

DURATION: **10 Days**
BUDGET: **£100**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 11

ACTION

Free Appraisal or Instant Valuation

Repeat of the appraisal or instant valuation ad group. Option to change up the messaging and creative.

GOAL
- **Appraisals**

CREATIVE
- **2x images**
- **1x video** (optional)

DURATION: **10 Days**
BUDGET: **£100**

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 04 · **Week 08** · **Week 12**

TOP OF FUNNEL BUDGET	MIDDLE OF FUNNEL BUDGET	BOTTOM OF FUNNEL BUDGET
£600	£300	£300

TOTAL CAMPAIGN BUDGET

£1,200

Quick facts

Here's a few quick questions answered.

Which networks will Rex Reach ads be placed on?

The Rex Reach ad types will appear on the Facebook, Instagram and Google Display Network ad platforms.

How does the plan work?

The aim of the plan is to drive prospects down the funnel to enquire with you. In each week as prospects engage with your ads they will move into the next funnel ad group.

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rex | Reach

CAMPAIGN PLAN

12 Week Vendor Campaign Plan

LOW COST OPTION

Your 12 Week Plan to get more vendors on a lean budget

For optimum performance of this campaign plan, we recommend a minimum budget guide of £600. This is split across the **3 stages of the marketing funnel** which are **Top of funnel** (awareness), **Middle of funnel** (consideration), and **Bottom of funnel** (decision). You can of course add more than our minimum budget, which will mean your campaigns will get more visibility across the ad platforms.

Top of funnel

This is primarily awareness of you, your brand and your services.

Middle of funnel

This is where potential prospects are considering you, your brand or services.

Bottom of funnel

This is where potential prospects decide to engage with you, your brand or services

Week 01

BLOG/VIDEO

Intro to Your Agency's Service

This ad group is centred around bringing awareness to your agency and service offering.

GOAL
- **Brand Awareness**
- **Audience Building**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x blog post**

DURATION: 2 Weeks
BUDGET: £70

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 02

RESOURCE DOWNLOAD

Selling Guide for Your Area

To bring in potential prospects, a free informational resource is a great strategy in this space.

GOAL
- **Brand Awareness**
- **Soft Leads**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x resource**

DURATION: 12 Days
BUDGET: £65

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 03

ACTION

Free Appraisal or Instant Valuation

Capture their details and attention with an appraisal or instant valuation.

GOAL
- **Appraisals**

CREATIVE
- **2x images**
- **1x video** (optional)

DURATION: 12 Days
BUDGET: £65

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 04

Week 05

BLOG/VIDEO

Your Agency Key Benefits

Key benefits of selling their property with your agency.

GOAL
- **Brand Awareness**
- **Authority & Audience Building**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x blog post**

DURATION: 2 Weeks
BUDGET: £70

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 06

SOCIAL PROOF

Testimonial

Show your potential customers that you're trusted and can deliver results.

GOAL
- **Brand Awareness**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x testimonial**

DURATION: 12 Days
BUDGET: £65

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 07

ACTION

Free Appraisal or Instant Valuation

Repeat of the appraisal or instant valuation ad group. Option to change up the messaging and creative.

GOAL
- **Appraisals**

CREATIVE
- **2x images**
- **1x video** (optional)

DURATION: 12 Days
BUDGET: £65

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 08

Week 09

BLOG/VIDEO

Property Market Update

Showcase your expertise and keep prospects updated with market activities.

GOAL
- **Brand Awareness**
- **Authority & Audience Building**

CREATIVE
- **2x images**
- **1x video** (optional)
- **1x blog post**

DURATION: 2 Weeks
BUDGET: £70

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 10

LISTING

Just Sold

Showcase you're the right agency for their property sale by highlighting the latest properties you've sold.

GOAL
- **Brand Awareness**
- **Soft Leads**

CREATIVE
- **Listings**

DURATION: 12 Days
BUDGET: £65

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 11

ACTION

Free Appraisal or Instant Valuation

Repeat of the appraisal or instant valuation ad group. Option to change up the messaging and creative.

GOAL
- **Appraisals**

CREATIVE
- **2x images**
- **1x video** (optional)

DURATION: 12 Days
BUDGET: £65

CUSTOM AUDIENCES
- **Standard Reach**
  Exclude those that are not relevant to your desired target group
- **Re-marketing**
  People who have visited your website in the last 90 days
- **Database targeting**

Week 12

TOP OF FUNNEL BUDGET	MIDDLE OF FUNNEL BUDGET	BOTTOM OF FUNNEL BUDGET
£210	£195	£195

TOTAL CAMPAIGN BUDGET

£600

Quick facts

Here's a few quick questions answered.

Which networks will Rex Reach ads be placed on?

The Rex Reach ad types will appear on the Facebook, Instagram and Google Display Network ad platforms.

How does the plan work?

The aim of the plan is to drive prospects down the funnel to enquire with you. In each week as prospects engage with your ads they will move into the next funnel ad group.

rex | Reach

For more information about this 12 Week Vendor Campaign Plan or to book a demo of Rex Reach visit **www.rexsoftware.com/demo**