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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 $3,600. 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 4 Weeks · BUDGET $400 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	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 $300 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	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 $300 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			
Week 03			
Week 04		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 $300 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	ACTION **Property Sale Review** Offer a review of their current listing to provide extra value and get them to switch to your agency. ★ GOAL • Appraisals CREATIVE • 2x images • 1x video (optional) DURATION 3 Weeks · BUDGET $300 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	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 $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 06			
Week 07	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 $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	LISTING **Current Listings** Attract new vendors by showcasing your best property listings. ★ GOAL • Vendor Leads CREATIVE • Listings DURATION 10 Days/ea · BUDGET 2x $150 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	ACTION **Free Appraisal** or **Instant Valuation** Repeat of the appraisal or instant valuation ad group. Option to change up the creative. ★ GOAL • Appraisals CREATIVE • 2x images • 1x video (optional) DURATION 3 Weeks · BUDGET $300 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	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 $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 10		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 $300 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 [illegible] • Database target	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 $300 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	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 $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 12			
	TOP OF FUNNEL BUDGET $1,200	MIDDLE OF FUNNEL BUDGET $1,200	BOTTOM OF FUNNEL BUDGET $1,200

TOTAL CAMPAIGN BUDGET

$3,600

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.

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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**