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CAMPAIGN PLAN

2024 Holiday Season Campaign Plan

For optimum performance of this 6 week holiday season campaign plan, we recommend a minimum budget guide of £300.

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.

Your 6 week plan to boost your brand over the 2024-25 festive holidays.

Top of funnel	Middle of funnel	Bottom of funnel
This is primarily awareness of you, your brand and your services.	This is where potential prospects are considering you, your brand or services.	This is where potential prospects decide to engage with you, your brand or services

Week 01

LISTICLE

Why Choose You? (2024 in Review)

This ad group is centred around displaying your unique selling points, why they should choose you and your highlights this year.

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

CREATIVE
- **2x images**
- **1x video**

DURATION: 7 days
BUDGET: £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 02

LISTING

Sold in 2024

Attract new prospects by showcasing your sold property highlights from this year.

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

CREATIVE
- **Listings**

DURATION: 7 days
BUDGET: £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 03

ACTION

Property Alert Sign Up 2025 or Free Appraisal

Capture their details and attention with an Appraisal or Property Alert sign up for 2025!

GOAL
- **Appraisals**
- **Property Alert Sign Ups**

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

DURATION: 7 days
BUDGET: £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 04

NEWSLETTER

Your 2025 Market Predictions or Happy Holidays

Show you're on the property pulse with your predictions for 2025 or wish your audience a Happy Holiday and New Year.

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

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

DURATION: 7 days
BUDGET: £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**

TIP-TIP

Campaign best placed to include Christmas Day and Boxing Day

Week 05

RESOURCE/WORKSHEET

Guide to Buying/ Selling in Your Area (in 2025)

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

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

DURATION: 7 days
BUDGET: £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**

TIP-TIP

These campaigns are best placed to include New Year's Eve and New Year's Day

Week 06

ACTION

Property Alert Sign Up 2025 / Free Appraisal

Capture their details and attention with an Appraisal or Property Alert sign up for 2025!

GOAL
- **Appraisals**
- **Property Alert Sign Ups**

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

DURATION: 7 days
BUDGET: £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**

TOP OF FUNNEL BUDGET	MIDDLE OF FUNNEL BUDGET	BOTTOM OF FUNNEL BUDGET
£100	£100	£100

TOTAL CAMPAIGN BUDGET

£300

Quick facts

Here's a few quick questions answered.

Which networks will these Rex Reach ads be placed on?

With the minimum spend at £300 we recommend the Rex Reach ad types to appear on both the Meta Ad Network (Facebook and Instagram) and Google.

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 6 Week Holiday Season Campaign Plan or to book a demo of Rex Reach visit **www.rexsoftware.co.uk/demo**

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