



Automated Property and Branding Campaigns

BuddyBid lists your properties for sale inside of your Facebook page, and then we run smart advertising campaigns to reach people most likely buy and sell.

- ✓ Automatic Facebook Property campaigns.
- ✓ Put your properties in front of people in the most popular social space – Facebook.
- ✓ Reach surrounding suburbs (55-65% of buyers purchase within one suburb).
- ✓ Vendor funded brand reach.
- ✓ Differentiate your marketing package.

The world is changing

- 4.16 million Internet Users (92% penetration)
- 2.6 million Facebook users (62% penetration)
- 2.4 million mobile social users (53% penetration)

BuddyBid automatically lists your properties inside Facebook and automates smart advertising campaigns to reach people most likely buy/sell.

As your property campaigns run, BuddyBid tracks all viewers that behave like potential buyers and sellers. Buyers are retargeted close to the open home/auction dates, and your audience of Sellers can later be targeted with a brand campaigns.

Enquiries are forwarded to your phone and you receive a complete report to show your vendor.

- *Differentiate your marketing package* • *Sell properties faster*
- *Avoid running campaigns yourself* • *Focus on winning listings.*

McGrath

How it Works – Property Campaign

Send property link to BuddyBid (submit/integrate)

Facebook page created for property

Audience selected based on property features/location

Prospective buyers/sellers view, share, save and call

Retarget tagged buyers and similar audiences

Campaign report sent to agent to show vendor

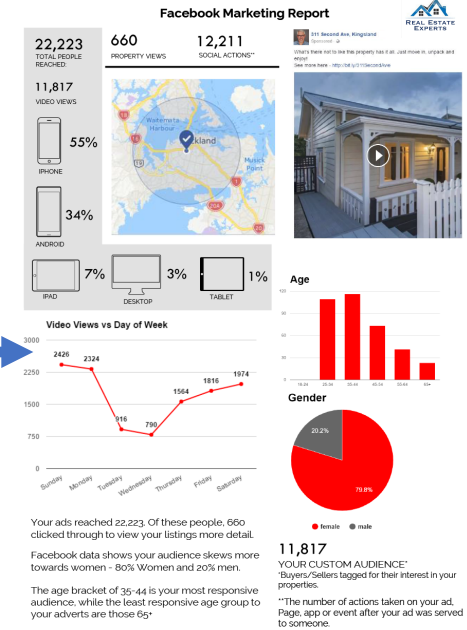
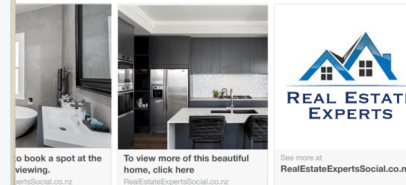
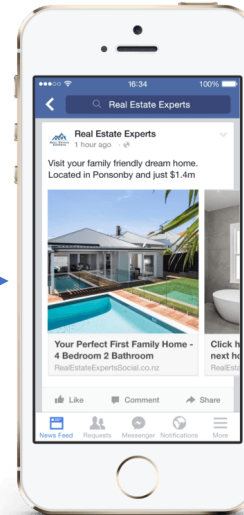
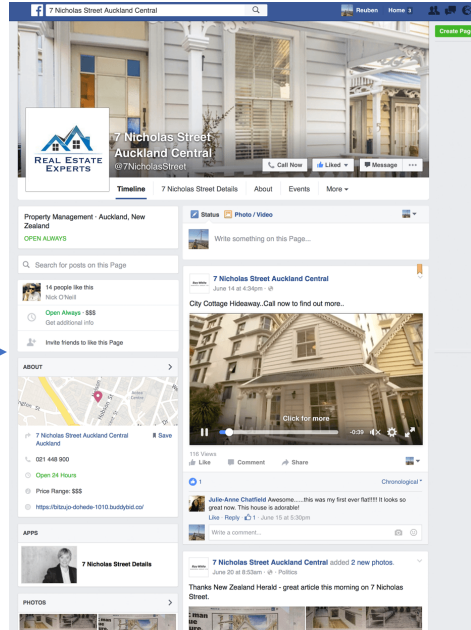
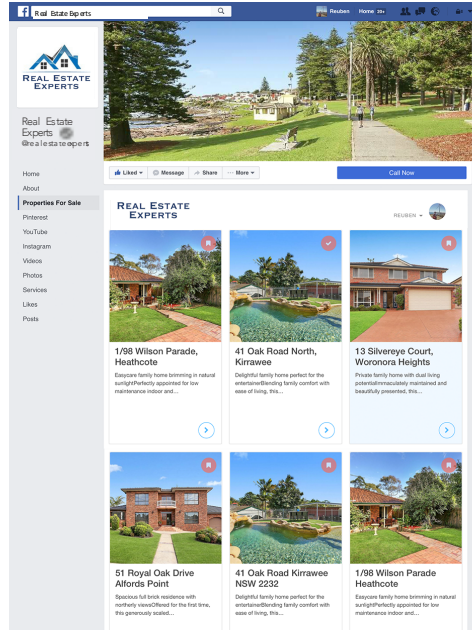
Auto-Listed on branch/agent Facebook page

Auto content posts and details added to page

Ads created and pushed live

Interested buyers/sellers are tagged

Interested viewers see ads again near open home/auction dates




Do you BOOST your Facebook property posts?

	buddybid + facebook	Agent boosting a property post.
Sponsored Facebook Ad.	✓	✓
Multiple Facebook Ads created including video Ad.	✓	Maybe
Create Facebook page for each property so people can view without clicking to external site.	✓	✗
Most likely buyers identified and allocated into a group for your property.	✓	✗
Reach local buyers through targeted advertising.	✓	Maybe
Reach buyers looking at similar properties.	✓	✗
Reach interested buyers again close to open home times or auction day.	✓	✗
Call now buttons in Facebook to reach agent directly.	✓	✗
Open home/auction FB event for each property - click to attend.	✓	✗
Open home times synced with attendee calendars.	✓	✗
Full reporting: Views, age, gender location, device, times etc.	✓	✗
Most expensive form of Facebook advertising.	✗	✓

How it looks – Property Campaign

Listing on your Facebook page



Real Estate Experts
@realestateexperts

Home

About

Properties For Sale

Pinterest

YouTube

Instagram


Videos

Photos

Services

Likes

Posts



Liked Message Share More

Call Now

REAL ESTATE EXPERTS

1/98 Wilson Parade, Heathcote

Easycare family home brimming in natural sunlightPerfectly appointed for low maintenance indoor and...

REAL ESTATE EXPERTS

41 Oak Road North, Kirrawee

Delightful family home perfect for the entertainerBlending family comfort with ease of living, this...

REAL ESTATE EXPERTS

13 Silvereys Court, Woronora Heights

Private family home with dual living potentialImmaculately maintained and beautifully presented, this...

REAL ESTATE EXPERTS

51 Royal Oak Drive Alford's Point

Spacious full brick residence with northerly viewsOffered for the first time, this generously scaled...

REAL ESTATE EXPERTS

41 Oak Road Kirrawee NSW 2232

Delightful family home perfect for the entertainerBlending family comfort with ease of living, this...

REAL ESTATE EXPERTS

1/98 Wilson Parade Heathcote

Easycare family home brimming in natural sunlightPerfectly appointed for low maintenance indoor and...

Facebook page created for property



7 Nicholas Street Auckland Central

Timeline

Property Management: Auckland, New Zealand

OPEN ALWAYS

14 people like this

Open Always - 888

Invite friends to like this Page

ABOUT

7 Nicholas Street Auckland Central

110 Views

Like Comment Share

Write a comment...

7 Nicholas Street Auckland Central added 2 new photos

New Zealand Herald - great article this morning on 7 Nicholas



Real Estate Experts

Visit your family friendly dream home. Located in Ponsbury and just \$1.4m

Your Perfect First Family Home - 4 Bedroom 2 Bathroom

Click to book a spot at the viewing.

To view more of this beautiful home, click here



REAL ESTATE EXPERTS

See more at RealEstateExpertsSocial.co.nz

Image or video ads seen in newsfeed

Post campaign vendor report

19,376

TOTAL PEOPLE REACHED

9,842

VIDEO VIEWS

7

CALLS TO AGENT

11

PEOPLE AT OPEN HOME

360

PROPERTY VIEWS

9,906

SOCIAL ACTIONS**

9,842

YOUR CUSTOM AUDIENCE*

*Buyers/Sellers tagged for their interest in your properties.



120 Park Road Rydalmere

This stately home was built on what was once a vast homestead dating back to the first settlement of Rydalmere. This most grand example of 1850's cottage architecture is the thing poems are written about. Come and have a look this Saturday at 11:00AM - 11:30AM.

34%

ANDROID

55%

IPHONE

3%

DESKTOP

7%

IPAD

1%

TABLET

Video Views vs Days of the Week

Day	Views
Monday	2426
Tuesday	2324
Wednesday	916
Thursday	790
Friday	1564
Saturday	1816
Sunday	1974

Age (%)

Age Group	Percentage
18-24	1%
25-34	11%
35-44	6%
45-54	10%
55-64	24%
65+	12%

Gender (%)

Gender	Percentage
female	75.5%
male	24.5%

Get Started

1. Subscription:
\$37/month
 2. \$250 + GST
per campaign
(vendor invoices available)
 3. \$500 + GST
per campaign
- Properties listed on branch/agent Facebook Page
- Facebook page created for property
8x custom Page posts
Open home/auction Facebook Events
Calls directed to agent mobile phone
48-hour turnaround (faster with integration)
- Target ideal clientele based on property features
Geo-target within 1-10km of property
14 day Facebook advertising campaign
Re-targeting highly responsive buyers/sellers.
Custom vendor proposal insert
Complete branded campaign report
Audience built from all interested viewers
- ↓
- Custom campaign targeting tagged buyers/sellers
(sold campaigns, new vendor offer, testimonials etc.)