

Nutrien Harcourts Digital Packages

Nutrien Harcourts Digital Packages, maximizing exposure and showcasing your Property to thousands of potential buyers.

Nutrien Harcourts digital packages leverage the most powerful marketing tools in the world being google and facebook. Targeting both passive and active buyers and using unique location, demographic and behavior targeting technology to place your property in front of the most qualified buyers, with campaigns specifically designed to generate leads.

Digital Package Features

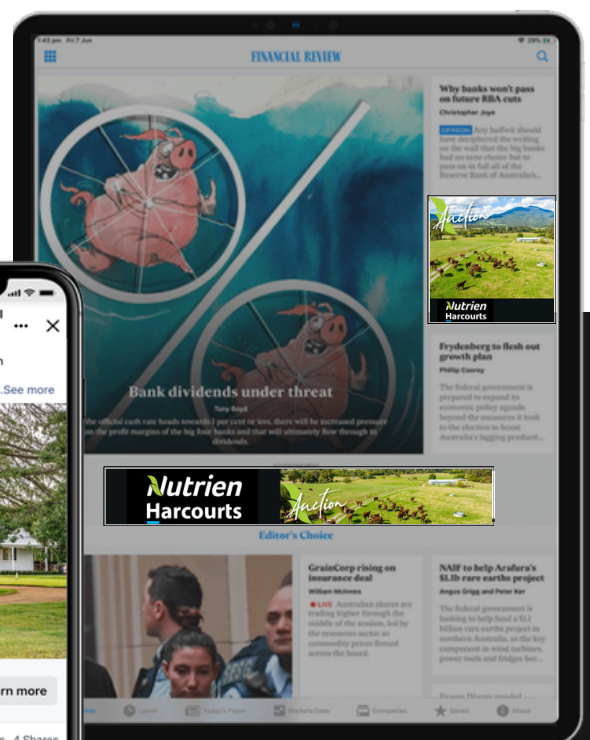
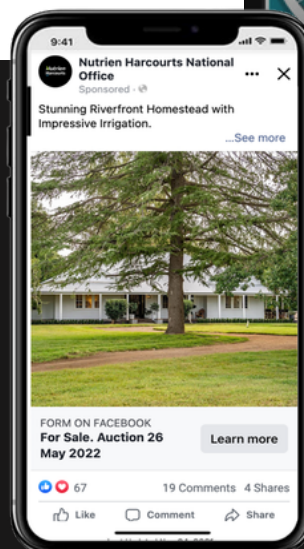
- Engaging & attractive digital ad design
- Hyper audience targeting ad technology
- Facebook lead-generation ads including mobile
- Google social display ads including mobile
- Advanced ad retargeting technology

With 96% of Australians using the Internet and spending 5+ hours online every day.

Digital is an essential part of your property marketing campaign.



265%
MORE LEADS
THAN
PROPERTY
PORTALS



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FACEBOOK ADS

Social media plays a vital role in today's property search journey, with over 80% of home buyers using Facebook and Instagram to discover listings, research suburbs, and connect with agents.

Facebook advertising is one of the most effective ways to generate high-quality buyer enquiry. With powerful targeting tools, we reach active property seekers as well as lifestyle-matched audiences who are likely to be in the market soon.

Our campaigns build strong awareness for your property and drive more clicks, enquiries, and inspection bookings direct to your listing. Using Lead Generation ads and intelligent audience targeting and retargeting, we maximise engagement and ensure your property is seen by genuine, motivated buyers.

TARGETING + RETARGETING

Advanced targeting matched to your property and area means Nutrien Harcourts Digital packages find more prospective buyers online.

Retargeting ad technology keeps your property in front of potentially interested buyers more often to drive engagement further.

MOVING BEYOND TRADITIONAL PROPERTY WEBSITES

Nutrien Harcourts Digital finds both passive and active buyers who may not be on the traditional property websites.

GOOGLE SOCIAL DISPLAY ADS

Buyers see Display ads every time they surf the web, across many different sites such as Weather, email, sport, news, property. Display reaches potential buyers across the most visited websites throughout the day, when they are most likely to engage.

Digital display is an effective way to increase your Property presence online and get more people clicking on your Property URL.

Engage different types of audiences, using hyper targeting based; behavior, location and online interests, geo-targeting, keyword search, re-targeting, geo-fencing and category targeting.

	Price incl. GST	Facebook Lead Ads	Google Display Ads	Retargeting Social + Display	Ad Campaign Length	*Typical Ad Performance
Residential Digital Starter Package Local Market	\$650	✓	✓	✓	14 days	20k-30k ads 500-600 clicks 12 leads
Residential Digital Premium Package Local Market+	\$930	✓	✓	✓	14 days	30k-40k ads 600-700clicks 18 leads
Residential Digital Premium Extend State, Regional	\$1,450	✓	✓	✓	21-28 days (selectable)	35-45k ads 750-850 clicks 27 leads
Residential Digital *Elite Package Regional + Metro	\$1950+	✓	✓	✓	21-28 days (selectable)	60-70k ads 900-1000 clicks 35 leads

* Note that number of ads and clicks is highly variable and depends on the property type, geographic area and other factors like seasonality

Instagram facebook + Google