

# FARMING 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

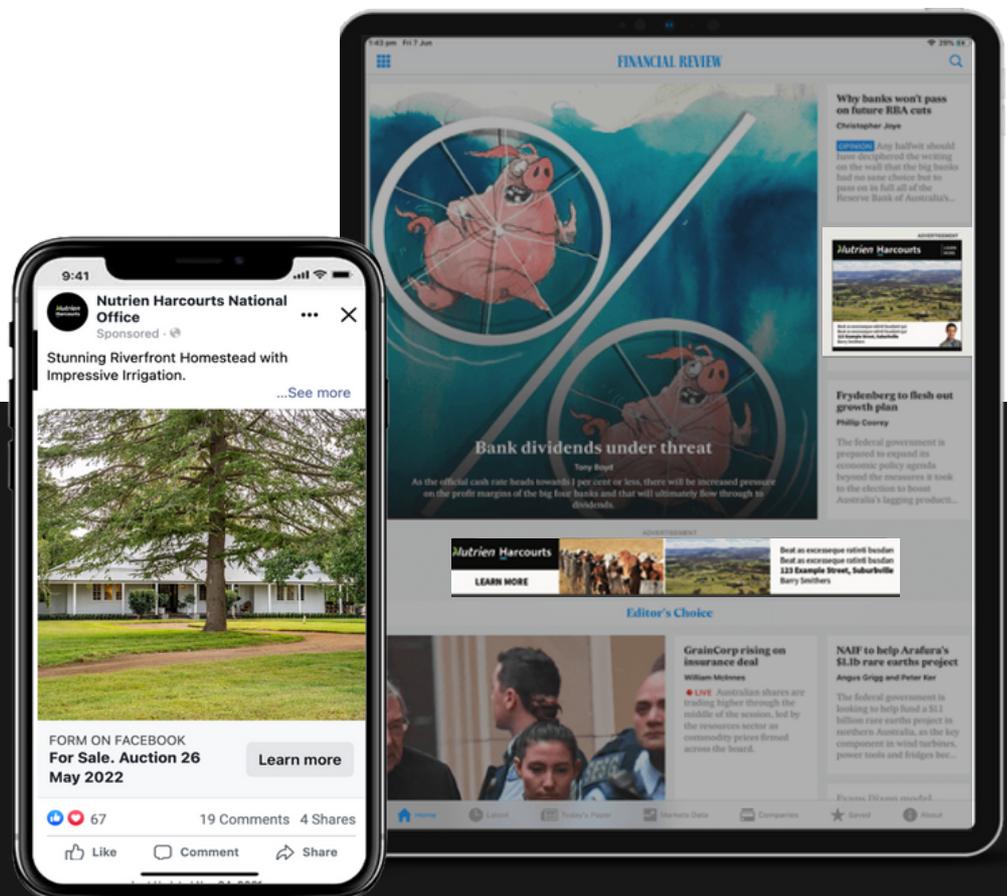
Hyper audience targeting ad technology

Facebook lead-generation ads including mobile

Google social display ads including mobile

Advanced ad retargeting technology

With 91% of Farmers using the Internet and spending 4+ hours online every day. Digital is now part of everyday life.



# DIGITAL PACKAGE DETAILS

## FACEBOOK ADS

79% of Farmers use Social Media weekly, spending 2+ hours per day with their favorite sites.

Social media advertising is a much more effective way to nurture leads and transform prospective buyers into sales. This is because social media allows you to engage and interact with potential buyers, unlike any other advertising platform.

Driving greater awareness of your Property and more leads and traffic to your Property URL. Using Lead-Generation ad campaigns and powerful ad targeting and re-targeting of Property ads, we achieve excellent engagement and reach more of the right people.

## MOVING BEYOND TRADITIONAL PROPERTY WEBSITES

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

On average, our digital ad campaigns generate an average of **5,567 Clicks** to the property listing on the Nutrien Harcourts website, and **82 Leads** sent directly to the Nutrien Harcourts Property Agent.

## 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.

## GOOGLE SOCIAL DISPLAY ADS

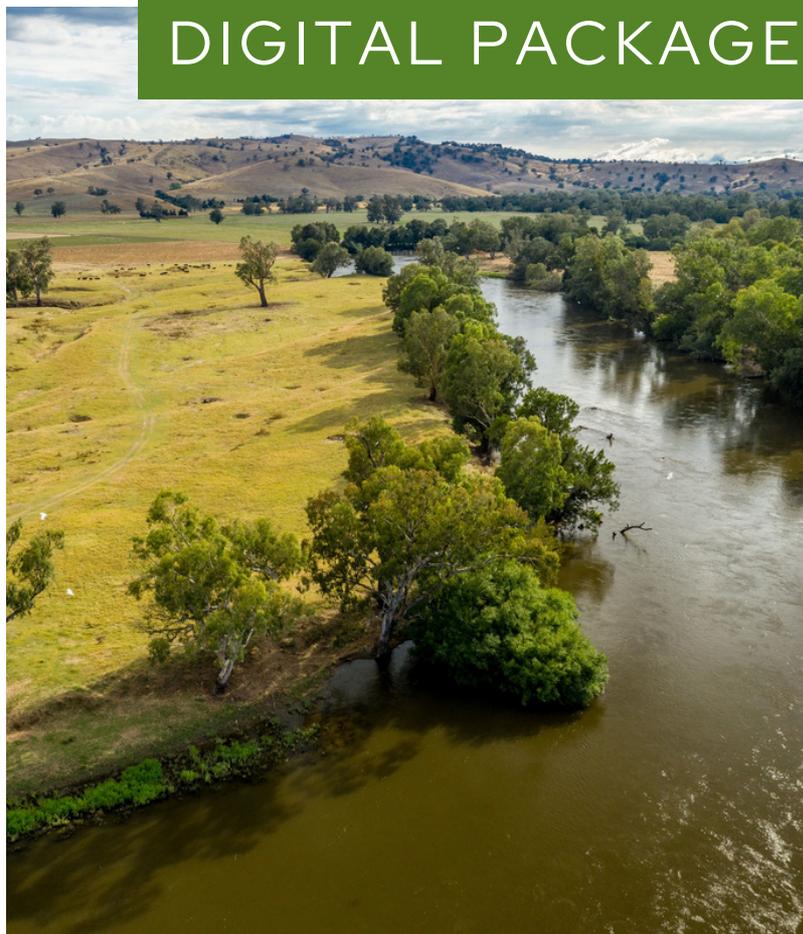
Farmers see Display ads every time they surf the web, across many different sites such as Weather, email, sport, news, agriculture. Display reaches potential buyers across the most visited websites throughout the day, when they are most likely to engage.

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.



# DIGITAL PACKAGE OPTIONS



	Price Inc. GST	Facebook Lead Ads	Google Display Ads	Retargeting Social + Display	Ad Campaign Length	*Typical Ad Performance
Farms Digital <b>Starter Package</b> Local Market	\$880	✓	✓	✓	14 days	20k-40k ads 450-550 clicks 12 leads
Farms Digital <b>Premium Package</b> Local Market+	\$1320	✓	✓	✓	14 days	35k-60k ads 800-900 clicks 18 leads
Farms Digital <b>Premium Extend</b> Regional Coverage	\$1940	✓	✓	✓	21-28 days (selectable)	60k-80k ads 1000-1200 clicks 35 leads
Farms Digital <b>Elite Package</b> State, National, International coverage	\$2880+	✓	✓	✓	21-28 days (selectable)	150k-200k ads 1600-1900 clicks 45 leads

\* **ELITE PACKAGE Bespoke Campaign:** Extend your campaign with greater reach including International and Interstate targeting. Pricing and targeting can be tailored to Property requirements.

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