

Nutrien Harcourts Digital Packages

Nutrien Harcourts Digital Packages, maximizing exposure and showcasing your Property to thousands of potential investors across Australia and International markets.

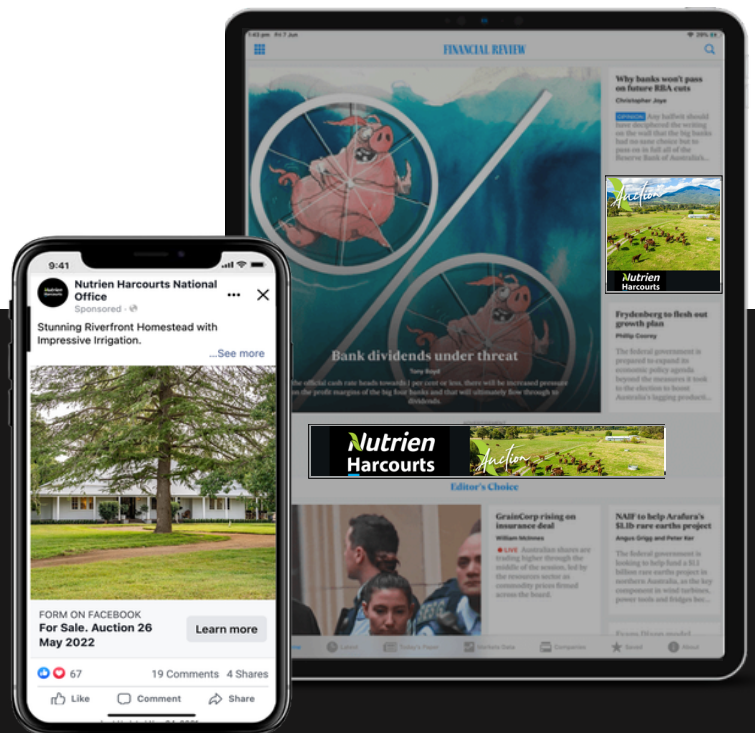
Nutrien Harcourts digital packages leverage the most powerful marketing tools in the world being Google, Facebook, Instagram and LinkedIn. Targeting both passive and active buyers beyond the property portals, and using unique location, demographic and behavior targeting technology to place your property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

Digital Package Features

- Engaging & attractive digital ad design
- Hyper audience targeting ad tech
- Lead generation ads including mobile
- Google social display ads including mobile
- Advanced ad retargeting technology
- Specially curated Farming database
- LinkedIn Pastoral, Agri & Investment fund targeting
- Local, National, International targeting

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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META SOCIAL MEDIA (facebook + instagram)

With 89% of Australians using social media weekly and spending over 2 hours a day on their favourite platforms, Meta offers a powerful space to connect with buyers.

Unlike traditional advertising, social media allows direct engagement with potential buyers –making it more effective for nurturing leads and converting interest into action.

Our lead-generation campaigns drive strong awareness of your property, delivering more qualified traffic and enquiries. Through advanced targeting and retargeting, we reach the right audience with high-impact ads that get results.

MOVING BEYOND TRADITIONAL PROPERTY WEBSITES

Expanding your Digital Marketing finds both passive and active buyers who may not be on the traditional property websites.

LINKEDIN – REACH PROFESSIONAL BUYERS

Promote your property to the world's largest professional audience, with 2x the buying power of the average web user. Target high-income decision makers using curated industry audience groups tailored to your property. Our LinkedIn database includes agricultural and pastoral companies, multinational investment institutions, and HNW individuals—filtered by job title, company, seniority, industry, and more.

DATABASE MARKETING

The Hugconnect Digital Databases are a powerful tool for reaching high-value, highly relevant audiences. Carefully curated and segmented by property type –these databases allow campaigns to be tailored with precision.

They also include institutional investor groups such as super funds, agri-investment firms, and corporate landholders, ensuring maximum exposure to serious buyers with the right interest and capacity. This targeted approach delivers greater efficiency, stronger engagement, and higher-quality enquiry for property campaigns.

GOOGLE SOCIAL DISPLAY ADS

Buyers 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.

AUSTRALIAN FINANCIAL REVIEW

The Financial Review is the essential daily read for affluent decision makers and sophisticated investors. It has become a national institution, widely regarded as Australia's premium business, finance and political masthead.

Digital packages appear across the AFR website reaching 120k paid AFR subscribers across Australia and International markets.

TARGETING + RETARGETING

Advanced targeting ensures your property is seen by the right buyers in your area. Retargeting keeps it front-of-mind for those who've already shown interest—driving stronger engagement and enquiry.

	Price Ex. GST	Facebook & Instagram Lead Ads	Google Display Ads	Retargeting Social + Display	LinkedIn Accelerator Ads	AFR Subscribers Global	*Typical Ad Performance
Starter Package Local Market+ 14-days	\$980	✓	✓	✓	-	-	35k-60k ads 800-900 clicks 12 leads
Premium Regional Coverage 21-28 days	\$1,764	✓	✓	✓	-	-	60k-80k ads 1900-2200 clicks 18 leads
Platinum State, National 21-28 days	\$2,980	✓	✓	✓	-	-	110k-140k ads 2600-3300 clicks 27 leads
Elite Package State, National, International 21-28 days	\$4,500	✓	✓	✓	✓	-	140-180k ads 3500-4200 clicks 35 leads
Elite Plus State, National, International 21-28 days	\$9,980+	✓	✓	✓	✓	✓	290k-380k ads 5100-5900 clicks 49 leads