

Nutrien Harcourts Digital Packages

Nutrien Harcourts Digital Packages, maximizing exposure and showcasing your Machinery and Clearing Sale 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 Machinery or Clearing Sale 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

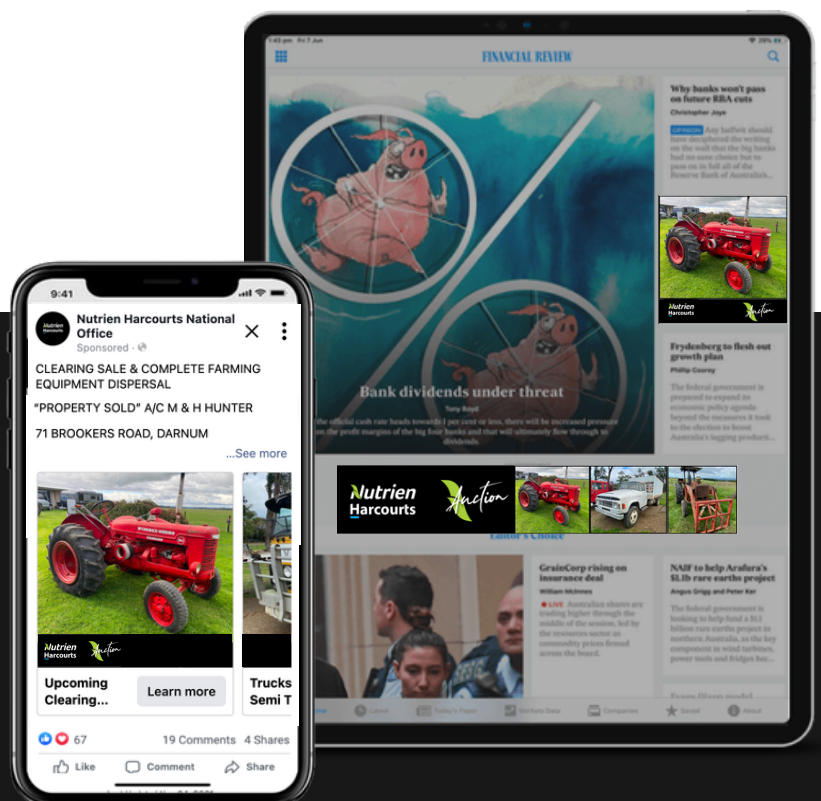
Meta lead-generation ads including mobile

Google social display ads including mobile

Advanced ad retargeting technology

Specialised Clearing Sales Database reach

With 95% of Farmers using the Internet and spending 4+ hours online every day. Digital is an essential part of your marketing campaign.



Nutrien Harcourts Digital Packages

FACEBOOK & INSTAGRAM Reaching Farmers Where They Research, Connect, and Buy

With 79% of Australian farmers using social media daily, platforms like Facebook and Instagram have become key channels not just for connection—but for serious research and decision-making.

Many farmers spend considerable time online comparing and evaluating machinery, making social media a powerful place to promote your Clearing Sale.

Our targeted campaigns are designed to:

- **Generate qualified leads** through simple, mobile-friendly forms
- **Drive awareness and enquiry** with eye-catching, rural-relevant creative
- **Reach the right people** based on location, interests, farming behaviours, and machinery needs
- **Retarget warm leads**, keeping your sale front-of-mind for those who've shown interest

Unlike traditional media, social platforms offer immediate interaction—letting potential buyers engage, enquire, share with others, and take action on the spot. That's how we turn scrolling into serious buyer interest.

MOVING BEYOND TRADITIONAL LISTING SITES

Our digital campaigns reach both active and passive buyers—including those who may never visit listing websites—by placing your sale where they already spend time online.

SMARTER TARGETING FOR SERIOUS BUYERS

Our campaigns are designed to reach the right people – not just more people. We focus on highly relevant agricultural audiences including machinery owners, broadacre and mixed-enterprise farmers, contractors and rural property owners actively in the market.

We also leverage a specialised Machinery & Clearing Sales database audience to ensure each sale is seen by genuinely interested and qualified buyers.

This includes 2,000+ registered contacts who have actively expressed interest in Clearing Sales, supported by behavioural targeting and property search data to maximise reach, relevance and buyer intent.

Geographically, campaigns can be dialled in from local districts through to major farming regions across Australia – targeting areas known for livestock, cropping, mixed farming and intensive agriculture. Whether your sale is in Goondiwindi or the Great Southern, we position it in front of the buyers most likely to engage and act.

GOOGLE DISPLAY ADVERTISING Targeting Farmers Where They Browse, Read, and Research

Farmers aren't just on social media—they're also online throughout the day checking the weather, reading news, researching equipment, and managing business tasks.

Our Google Display campaigns put your Clearing or Machinery Sale in front of the right buyers across the websites they visit most.

This is a powerful way to:

- **Build awareness** across high-traffic sites like Weatherzone, Ag News, Gmail, and more
- **Reach machinery buyers** when they're actively researching or comparing equipment
- **Target precisely** using location, online behaviour, farming interest categories, and search activity
- **Retarget interested users** to keep your sale visible in the days leading up to auction

Display ads are visually engaging and ever-present—reminding your audience about your sale at the exact moment they're most likely to engage. It's visibility that works around the clock, beyond traditional listings or static ads.

	Price excl. GST	Facebook Lead Ads	Google Display Ads	Retargeting Social + Display	Ad Campaign Length	*Typical Ad Performance
Machinery Digital Starter Package Local Market	\$880	✓	✓	✓	14 days	20k-40k ads 450-550 clicks 12 leads
Machinery Digital Premium Package Local Market+	\$1520	✓	✓	✓	14 days	35k-60k ads 800-900 clicks 18 leads
Machinery Digital Premium Extend State, Regional	\$1940	✓	✓	✓	21-28 days (selectable)	60k-80k ads 1000-1200 clicks 35 leads
Machinery Digital *Elite Package National Markets	\$2660+	✓	✓	✓	21-28 days (selectable)	150k-200k ads 1600-1900 clicks 45 leads

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

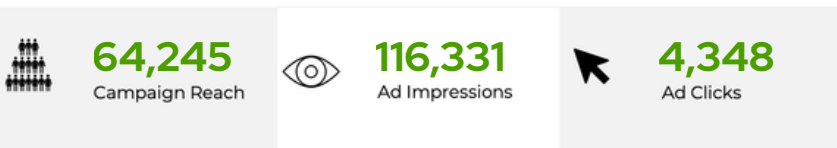
Nutrien Harcourts Case Study

98 Quality Leads in 21 Days: How Digital Boosted This Clearing Sale's Reach & ROI

Campaign: Digital Premium Extend Campaign

Clearing Sale: Full Clearing Sale (Machinery, Farm Plant, Grain & Hay, Workshop & Sundries)

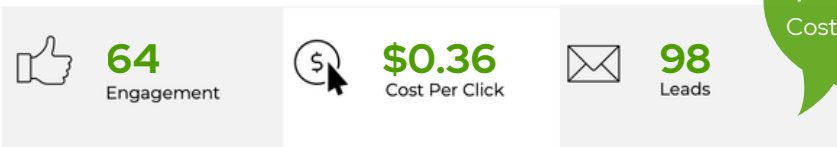
Campaign Spend: \$1940 excl. GST



Reach
Number of people in your audience group reached.

Ad Impressions
Number of times your ad was served

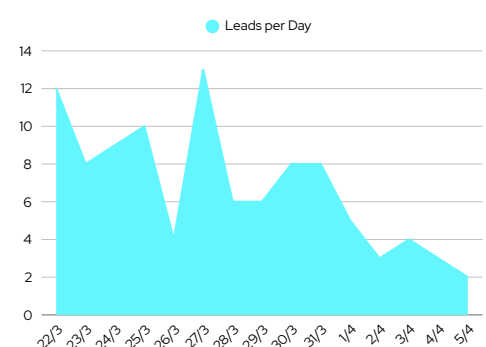
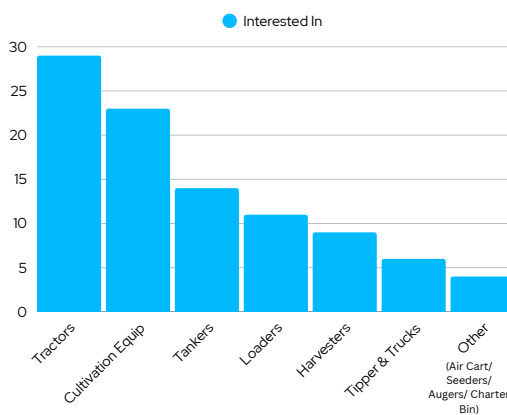
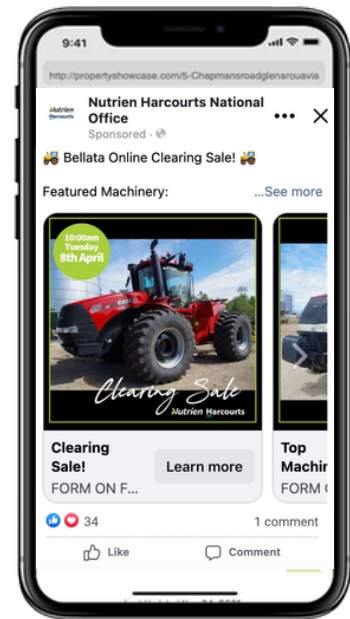
Ad Clicks
Number of times the ad was clicked on to go to the clearing sale website or for more information



Engagement
Social engagement is the number of Likes, Shares and Comments increasing interest in the clearing sale

Cost Per Click
Industry average of \$1.91 cost per click, highlighting this campaign is performing better than Sale campaign averages

Leads/ Enquiries
Number of calls and emails made through to the clearing sale website or agent - industry average \$48.71



Targeting inclusions:

- Clearing Sales
- Livestock Equipment
- Machinery Sales
- Harvesters
- Farm Equipment
- Tankers
- Farm Machinery Sales
- Loaders
- Harvest
- Cultivation Equipment
- Rural Auctions
- Clearing Sales Database
- AgTrader
- CRM Look-a-likes
- Farm Truck Sales
- Farm Database
- Used Farm Machinery
- Machinery Database
- Auctions Plus
- Retargeting

“The enquiry we received from our last online clearing sale was very strong, with leads coming from QLD, NSW, VIC & TAS. We will continue to use the digital campaigns in the future.”

Paul Thomas Nutrien Harcourts Narrabri