

Nutrien Harcourts Digital Packages

Nutrien Harcourts Digital Branding packages Build Trust. Grow Awareness. Attract More Listings.

In today's competitive real estate landscape, a digital branding campaign is essential to building trust, growing awareness and staying top of mind. Whether you're entering a new market, building local awareness, or reminding past clients why you're the trusted agent of choice, our campaigns combine real data with deep experience across rural, lifestyle, and residential markets—giving you and the Nutrien Harcourts brand the edge to lead the conversation.

Digital Package Features

Eye-catching, professional agent ad design

Hyper audience targeting by location, demographics & interests

Facebook & Instagram branding campaigns (mobile-optimized)

Google social display ads to boost local visibility

Advanced ad retargeting to stay front-of-mind

Specially curated segmented databases

LinkedIn targeting to reach high-value networks

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

Digital branding helps you stay visible where it counts.

Targeting your local market region



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How It Works

Nutrien Harcourts Digital Branding campaigns are strategically designed to build agent awareness with potential sellers and buyers in your core service areas. We target local homeowners, farmowners, investors, and people showing online interest in real estate, renovations, financial planning, lifestyle upgrades, farming or related interests.

Your campaign runs across:

- **Meta (Facebook & Instagram):** Promote your personal brand with the trusted Nutrien Harcourts brand with consistency and strong calls-to-action.
- **Google Display Network:** Reach your local audience as they browse everyday websites – news, sports, finance, weather, and more.
- **Retargeting:** Stay in front of interested users with reminders of your services.
- **LinkedIn (optional for 'Leading Agent' package):** For those targeting a professional, investor, HNW audience.

What This Campaign Can Help You Achieve

Whether you're building your local profile, entering a new region, or simply reminding your area that you're the trusted name in real estate – a Nutrien Harcourts Digital Branding Campaign helps you stay top of mind with the right audience, every day.



Establish Local Trust and Visibility

- Build recognition & trust for you as the go-to agent in your local area
- Strengthen your professional presence under the trusted Nutrien Harcourts brand
- Present yourself as a knowledgeable, approachable expert in rural, lifestyle, or residential sales

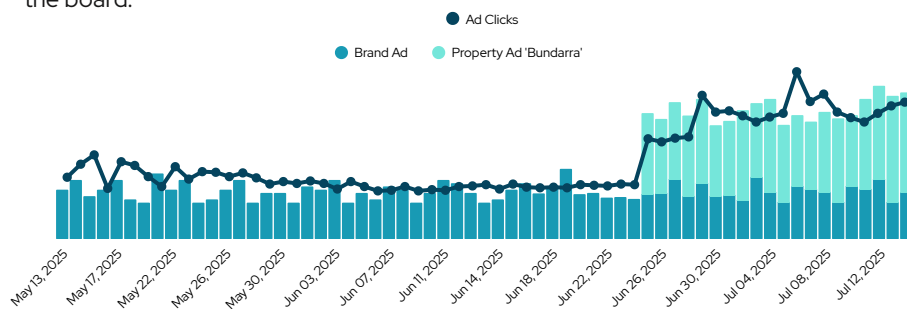


Local Market Dominance

- Stand out from competitors with strong digital visibility
- Highlight recent sales success to reinforce market leadership
- Introduce new team members or future business owners
- Generate awareness & stay top-of-mind with future sellers - "I've seen you everywhere" social proof

Maximise Impact with a Dual Campaign Strategy: Branding + Property

Running both a property and branding campaign simultaneously creates a halo effect –boosting visibility, strengthening brand recognition, and driving more interest across the board.



	Price incl. GST	META (facebook + instagram)	Google Display Ads	Retargeting Social + Display	*Typical Ad Performance
Local Presence - 4 weeks Build early awareness and introduce your name to your local area	\$650	✓	✓	✓	18-22k ads 350-450 clicks
Market Momentum - 6 weeks Boost visibility and build recognition among local buyers and sellers	\$990	✓	✓	✓	30-35k ads 700-740 clicks
Area Authority - 8 weeks Strengthen your professional presence and stay top-of-mind in your key region for longer	\$1,940	✓	✓	✓	60-70k ads 1300-1400 clicks
Leading Agent - 12 weeks LinkedIn optional Establish dominance in your market with consistent, high-impact exposure	\$4,400	✓	✓	✓	145-165k ads 3100-3300 clicks