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What is Hyperlocal?

Australians spend an average of 150 hours online per month.
There's only one way to get your property out to the right people in **YOUR** local area and that's **Hyperlocal's** Programmatic Marketing.



Exclusive to First National Real Estate, Hyperlocal uses data from Google, Facebook, and Instagram to find the right people at the right time, and target **active** property buyers and renters.

With targeted advertising, Hyperlocal finds segments of internet users that would be most responsive, and generate the largest number of hits to your website.



Hyperlocal advertises on thousands of websites including

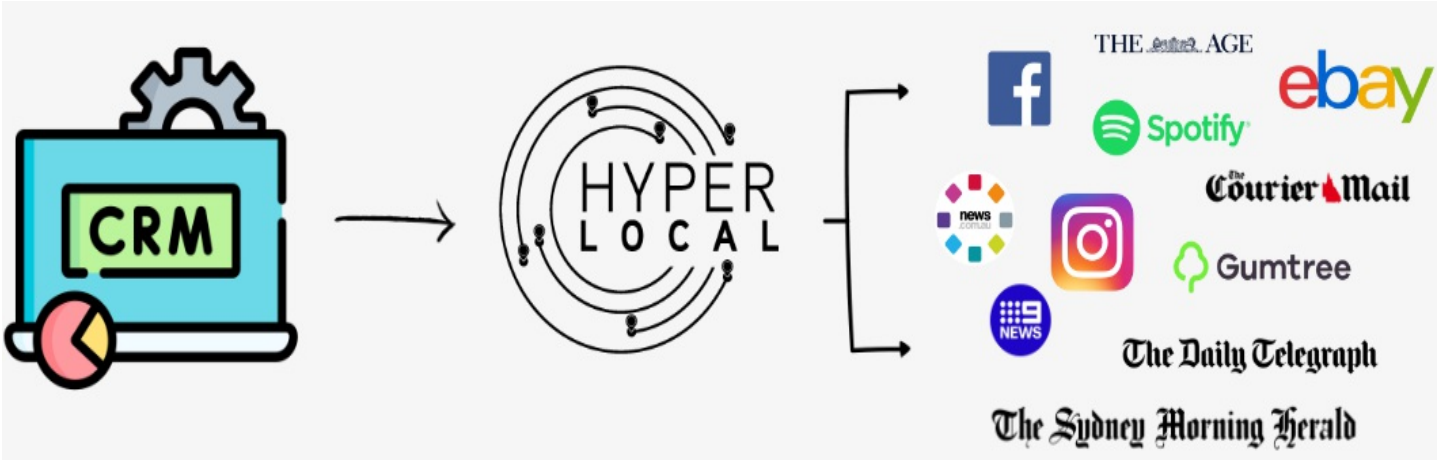


By advertising on these platforms, and more, Hyperlocal is able to advertise in the most effective and efficient way possible.

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CRM Connection

Discover the Simplicity of Hyperlocal



Simply contact your CRM provider and have the Hyperlocal option enabled. Then, it's as easy as setting up a campaign, and watching as Hyperlocal begins to target ready-to-buy and ready-to-rent web users.

Select the property you'd like to promote on your CRM, tick Hyperlocal under 'portals', receive a final confirmation, and be invoiced directly as the ad runs simultaneously.

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REA Display Advertising VS Hyperlocal

Experience the Difference

FEATURES	realestate.com.au Audience Maximiser	HYPER LOCAL
Simple and easy to use	✓	✓
Adapts to cookie-less browsing	✓	✓
Advertises on thousands of websites	✗	✓
Economical	✗	✓
Directs traffic to YOUR website rather than back to a platform filled with competitors	✗	✓
Follows target audience wherever they go	✗	✓

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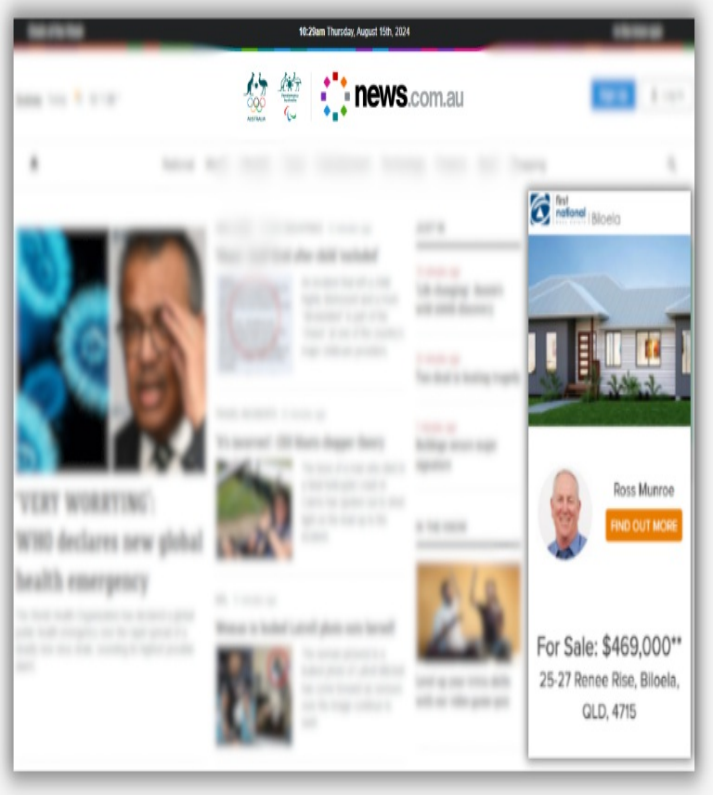
Listing Campaign

Sales & Rental

Through Hyperlocal you can create a one-click sales and rental listing campaign that goes out to a prequalified local audience who have shown an interest in purchasing or renting property.

These ads are shown on thousands of websites across the internet and direct the users who click on the ad back to your own office website, rather than the major portals. This allows the user to view your listing and also find out more about you as an agency.

Sales Campaign



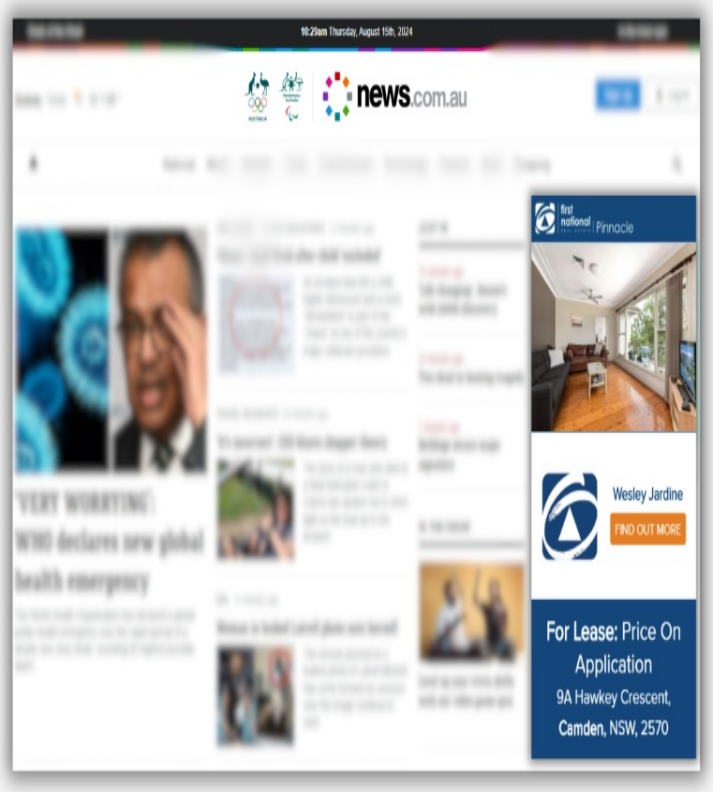
Campaign details:

Duration: **4 weeks**

Peformance: **Minimum 40,000** impressions

Cost: **$199+GST** (currently discounted from $250+GST).

Rental Campaign



Campaign details:

Duration: **2 weeks**

Performance: **Minimum 20,000** impressions

Cost: **$99+GST**.

To activate a listing campaign, you will need to have Hyperlocal enabled with your property uploader. Contact National Support Office to get this started.

For more information useful to agents and vendors, click to view and download the Vendor Document and the Agent Talking Points.

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Custom Office/Agent Campaign

Grow your personal and brand profile

A custom campaign is a great way to boost your profile in the local area. You are able to add 2-4 of your own images (team, properties, office or other images you may wish to use) and your own ad copy to create your own marketing campaign.

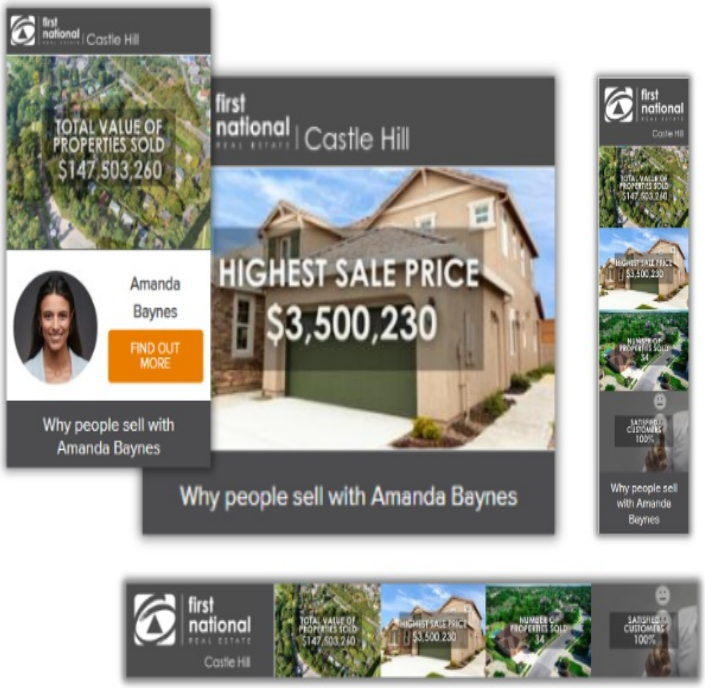
You can also add a link back to your website where you may have a specific landing page to capture leads, or just send them to your home page for brand awareness.

Campaign Details:

Duration: **4 weeks**

Performance: **Minimum 40,000** impressions

Cost: **$199+GST** (currently discounted from $250+GST)



Hyperlocal uses your images to create carousel-like, moving ads, to grab and hold audience attention, increase retention, and convert that into website clicks.

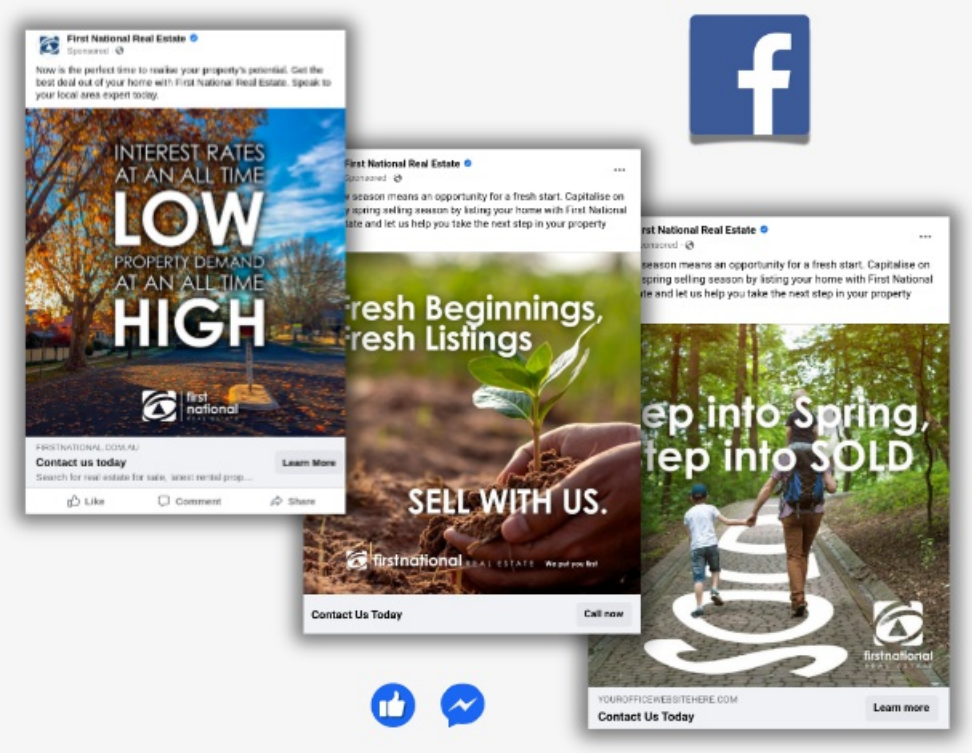
To personalise your ads even more, simply submit a design request where you can customise to suit your style.

Create a Custom Hyperlocal Campaign

Facebook Campaigns

Sales Office Campaign

The sales office Facebook campaign is a ready-made ad that offices can run to target active sellers in the local market. It is run through your office Facebook page and delivers ads in your local area.



Campaign details:

Duration: **4 weeks**

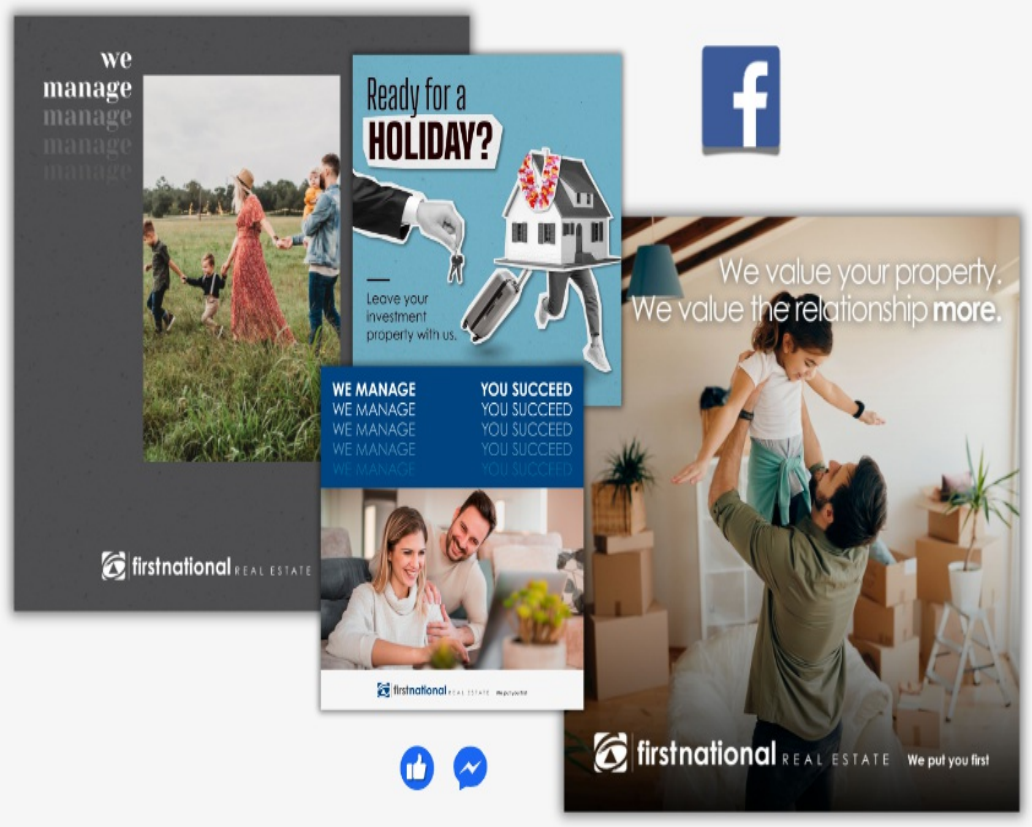
Performance: **Minimum 22,000** impressions

Cost: **$199+GST**

[Create a Sales Office Facebook Campaign]

Property Management Office Campaign

The property management office Facebook campaign is another ready-made ad that can be run through your office Facebook page. It is targeted at local landlords in your area with the goal of getting property management leads through.



Campaign Details:

Duration: **4 weeks**

Performance: **Minimum 22,000** impressions

Cost: **$199+GST**

[Create a Property Management Office Facebook Campaign]

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Pick Your Postcode Campaign

Hyperlocal allows you to create a campaign and choose two to five extra postcodes to promote your listing or office.

Standard campaign plus 2 selected postcodes - $499

Campaign details:

Duration: **4 weeks**

Performance: Performance: It consists of **40,000** impressions Geo-Targeted to the property address and an additional postcode of your choice, with **30,000** impressions per postcode and a minimum of **100,000** impressions per campaign.

Cost: **$499+GST**

Standard campaign plus 5 selected postcodes - $799

Campaign details:

Duration: **4 weeks**

Performance: It consists of **40,000** impressions Geo-Targeted to the property address and an additional postcode of your choice, with **30,000** impressions per postcode and a minimum of **190,000** impressions per campaign.

Cost: **$799+GST**

Create a Pick Your Postcode Campaign

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What's New in Hyperlocal

Watch our Latest Webinar