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# PROPERTY BROKERS MARKETING PACKAGES

MARKETING THAT AMPLIFIES YOUR IMPACT

JUNE 2023

# WHO ARE WE?

RMH Consulting is a full-service marketing agency based in Manawatu.

We have exclusively partnered with Property Brokers to provide you with a range of tailored marketing packages to help grow your business, your brand, and generate more leads.





## WHY SHOULD YOU WORK WITH US?

These packages were designed exclusively for Property Brokers sales consultants in collaboration with the Property Brokers marketing team, where we identified areas that we could help you grow your own profile and business and provide you with the knowledge, resource, and skills to dominate that online space.

Depending on your marketing and business goals and where you're at in your career, we've got something to help you get where you want to go.

# STRATEGY

## ALL GREAT MARKETING STARTS WITH STRATEGY

### **Monthly Marketing Strategy** | \$1,100

- 6x 1 hour marketing strategy or training consultations
- Post-session action notes to execute. \*6 month comitmmnt.

### **Annual Marketing Strategy Pack** | \$1,950

- Quarterly 90-minute marketing strategy consults
- Quarterly light marketing plan
- Quarterly on-demand phone consults
- Bi-monthly email reminders to keep you on track! \*12 month commitment.

### **New Agent Marketing Consult\*** | \$650

- 2 x 1 hour strategy sessions with action notes to execute
- 1 hour of done-for-you marketing assistance
- Marketing setup checklist
- Google My Business checklist
- Instagram community management guide
- Access to The Marketing Emporium library of videos, tools, and tips to boost your marketing efforts (valued at \$400). \*Available to newly licensed agents only.





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# GOOGLE

## BE SEEN ONLINE AND RANK ABOVE YOUR COMPETITORS ON SEARCH ENGINES

### **Google My Business Development (new) | \$600**

- Comprehensive Profile Creation: Our experts will create your profile.
- Engaging Copywriting: We will craft compelling copy that effectively communicates your unique value and captures the attention of customers.
- Strategic Post Creation: To maximise SEO, we will create and share 6 posts.
- Proactive Review Management: Our package includes a detailed checklist on how to request reviews, plus tips to maintain and grow your profile.
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### **Google My Business Refresh (existing) | \$400**

- Thorough Profile Review and Update: Our experts will meticulously review and update your existing profile, ensuring its accuracy
- Compelling Post Creation: We will create and share six captivating posts.
- Enhanced Copy and Imagery: We will refine and update your copy and imagery , ensuring it effectively communicates your brand message.
- Proactive Review Management: Our package includes a helpful checklist on how to request reviews, as well as strategies to maintain and grow your profile.



# SOCIAL MEDIA

## GROW YOUR ONLINE BRAND AND INCREASE YOUR FOLLOWING WITH A STRONG SOCIAL PRESENCE

### **BRONZE** | \$650 per month\*

- 30 min check in every 3 months and monthly reporting
- 2 x hours of community management on your chosen platforms (max 3)
- 4 x posts per month on your chosen platforms (max 3)

### **SILVER** | \$1,100 per month\*

- 30 min check in every 3 months and monthly reporting
- 4 x hours of community management on your chosen platforms (max 3)
- 8 x posts per month on your chosen platforms (max 3)
- 4 x custom on-brand post graphics
- 4 x stories on Facebook/Instagram

### **GOLD** | \$1,400 per month\*

- 30 min check in every 3 months + monthly reporting
- 4 x hours of community management on your chosen platforms (max 3)
- 12 x posts per month on your chosen platforms (max 3)
- 6 x custom on brand post graphics
- 8 x stories on Facebook/Instagram

\*6-month min commitment



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# PERSONAL BRANDING

## MAKE YOUR BRAND SHINE AND GENERATE MORE AWARENESS AND BUSINESS

You've got your listings under control, but you need more awareness and recognition in your local market of who you are and why people should engage you to be part of their real estate journey.

Our tailored personal branding packages will enable people to connect with you, your brand and your business. People tend to do business with people they like and trust, and these packages are designed to do just that by making you stand out, relatable, professional, credible and front of mind in your patch.

From community papers and display ads, to Facebook and Google Ads and posts, we will ensure that you are highly visible in your area to get the phone ringing and those appraisal requests flying in.

Let us take care of making you look good, so you can spend more time on what you do best, selling properties.



# BRONZE | STARTER PACK

## PERSONAL BRANDING

### Inclusions:

- Initial audit of all digital channels with suggestions on where to invest and focus
- 1 x hour of updates available from audit suggestions to execute
- 4 x personal brand posts per month on selected platforms
- Google Ads / Display Ads set up and management over 3 months (\$1,000 ad spend)
- Monthly reporting

Our starter pack will ensure you've got all your bases covered.

Kicking off with an audit of your existing digital presence, we will develop a plan to create and schedule posts to your existing social media business platforms (Facebook, Instagram, LinkedIn, Google My Business), and run \$1,000 worth of Google Ads on your account to ensure you rank highly on search engines,

This pack is guaranteed to increase your online presence and personal brand and present your business as professional, credible and trustworthy.

\$1,400 + \$1,000 Ad spend (\$800pm) | 3-month commitment



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# SILVER | MID-RANGE MAGIC

## PERSONAL BRANDING

### Inclusions:

- Initial audit of all digital channels with suggestions on where to invest and focus
- 2 x hours of updates available from audit suggestions to execute
- 4 x personal brand posts per month on selected platforms
- Community paper digital display (Mrec - 7,000 impressions pm for 3 months)
- Google Ads / Display Ads set up and management over 3 months (including \$1,000 ad spend)
- 3 x Facebook/Instagram ads (set up and management, \$1,000 ad spend)
- Monthly reporting

Our silver pack covers everything you need for a solid personal brand campaign.

Kicking off with an audit of your existing digital presence, we will develop a plan to create and schedule posts to your existing social media business platforms (Facebook, Instagram, LinkedIn, Google My Business), and run \$2,000 worth of Google Display and Facebook Ads on your account to ensure you rank highly on search engines, Plus, you'll have a spot in your local community digital paper!

\$2,500 + \$2,000 Ad spend (\$1,500pm) | 3-month commitment





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# GOLD | ELITE PACKAGE

## PERSONAL BRANDING

### Inclusions:

- Initial audit of all digital channels with suggestions on where to invest and focus
- 2 x hours of updates available from audit suggestions to execute
- 4 x personal brand posts per month on selected platforms
- Community paper digital display (Mrec - 7,000 impressions pm for 3 months)
- 1/2 page advertorial in your local newspaper (including copywriting)
- Google Ads / Display Ads set up and management over 3 months (including \$2,000 ad spend)
- 3 x Facebook/Instagram ads (set up and management, \$2,000 ad spend)
- Monthly reporting

Our crème-de-la-crème package will ensure that you are very well-known in your market and people will be stopping you in the supermarket aisles to have a yarn!

Kicking off with an audit of your existing digital presence, we will develop a plan to create and schedule posts to your existing social media business platforms (Facebook, Instagram, LinkedIn, Google My Business), and run \$4,000 worth of Google Display and Facebook Ads on your account to ensure you rank highly on search engines,

We will also work with you to create a 1/2 page advertorial that will be printed in your local community paper, as well as on the digital edition.

\$5,000 + \$4,000 Ad Spend (\$3,000pm)\* | 3-month commitment



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# ADS | BE SEEN ONLINE

## PERSONAL BRANDING

### Includes:

- Initial consultation and audit of channels
- Ad development
- Community paper digital display (Mrec - 7,000 impressions pm for 3 months)
- Google or Facebook (your choice), management (\$1,000 ad spend)
- Monthly reporting

Our ads pack will ensure you're marketing yourself online effectively, and with some clever targeting, will be building brand awareness right where you need to.

Kicking off with a consultation and an audit of your existing digital presence, we will develop a small suite of ads to increase your profile on either Google or Facebook with \$1,000 ad spend, and in your local community paper.

This pack is a no-brainer and something that every business should be investing in as a minimum, to grow your personal brand, stay front of mind, and present yourself as professional, credible and trustworthy to potential clients.

\$1,300+ \$1,000 Ad spend (\$766pm) | 3-month minimum



# MEET YOUR RMH TEAM



RACHAEL HEDGES

 Strategy

International experience in commercial and marketing.



DANIEL HEDGES

 Strategy

Experience with large industry-leading businesses + local and small business.



KYLIE STIRLING

 Account Manager | Content Creation

Over 6 years in the Property Brokers Marketing Team!



# THANK YOU!

We look forward to the opportunity to help grow your business. Please reach out to us with any questions you may have.