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HEKKTA™ DIGITAL

An Introduction to **PPC**
Property Marketing

AN OFFICIAL GOOGLE PARTNER

Google



WHAT IS PPC?

Online adverts that appear in search engine results, as banner images on websites, and on social media platforms such as LinkedIn, Facebook and YouTube.

Depending on what platform the advert is shown on they can be targeted at people depending on their location, job role, employer, browser history, keywords searched and a range of other criteria.

All platforms allow for Remarketing, which involves showing adverts to people who have already visited your site within a certain time period.

Depending on what platform the advert is shown it can include text, images, gifs, video, slideshows, carousels and interactive HTML.



HOW DOES IT WORK

Every platform collects data on its users, whether that is LinkedIn knowing what job you do, or Google knowing what keywords you are entering. They then allow advertisers to use that data to select a highly targeted audience, and bid to show adverts to them online.

You are only charged money when your advert is actually clicked on, and a user visits your site for longer than 3 seconds. The amount you are charged depends on how high you set your maximum cost-per-click bid, and the quality of your landing page.

This is known as Pay-Per-Click Advertising, thus the term PPC Advertising, which is used as a blanket term for this style of advertising across all platforms.

WHAT ARE THE BENEFITS?

Unlike other forms of advertising, PPC has a 100% guarantee of driving traffic to your website because you are charged per click. You only spend money when someone actively takes an interest in your property.

Results are immediate, with traffic being driven to the site within 4 hours.

Pin point your target audience with incredible accuracy.

If your target audience is not big enough to generate the clicks needed to spend all the budget, that money can be rolled into the next campaign or simply refunded.

Analytics can track the behavior of your target audience once they land on your site. So we can see which channel drove the most enquiries, which one brought the most first time visitors, and which resulted in the longest time being spent on the site.

Outrank organic SEO results in search engines.

All advert impressions (when an advert is seen but not clicked on) are free.

Budgets can be immediately paused, increased or shifted onto another campaign.

Multiple adverts can be created to test which one works best with your audience.

Re-engage users who have visited your site in the past for a lower cost-per-click.

Get more out of marketing material you have already commissioned such as CGI's, video or HTML emailers by using them in your adverts.





CASE STUDY

6 week campaign for a newly completed, 39,000 sq ft self-contained office to let in South-West London, targeting:

Anyone searching on Google or Bing for office space within 15 miles of the development.

Anyone visiting websites related to office rental within 15 miles of the development.

Decision makers on LinkedIn at companies with over 200 employees, located close to the development, as well decision makers at hand picked companies by the development's agents.

People on Facebook who had visited the developments website in the past 90 days.

This campaign drove 1,267 clicks from 988 different people at a cost-per-click of £1.06.

This represented a 605% increase in traffic compared to the previous 6 week time period, and a 290% increase compared to what the website would have received in that time without PPC.

GOOGLE

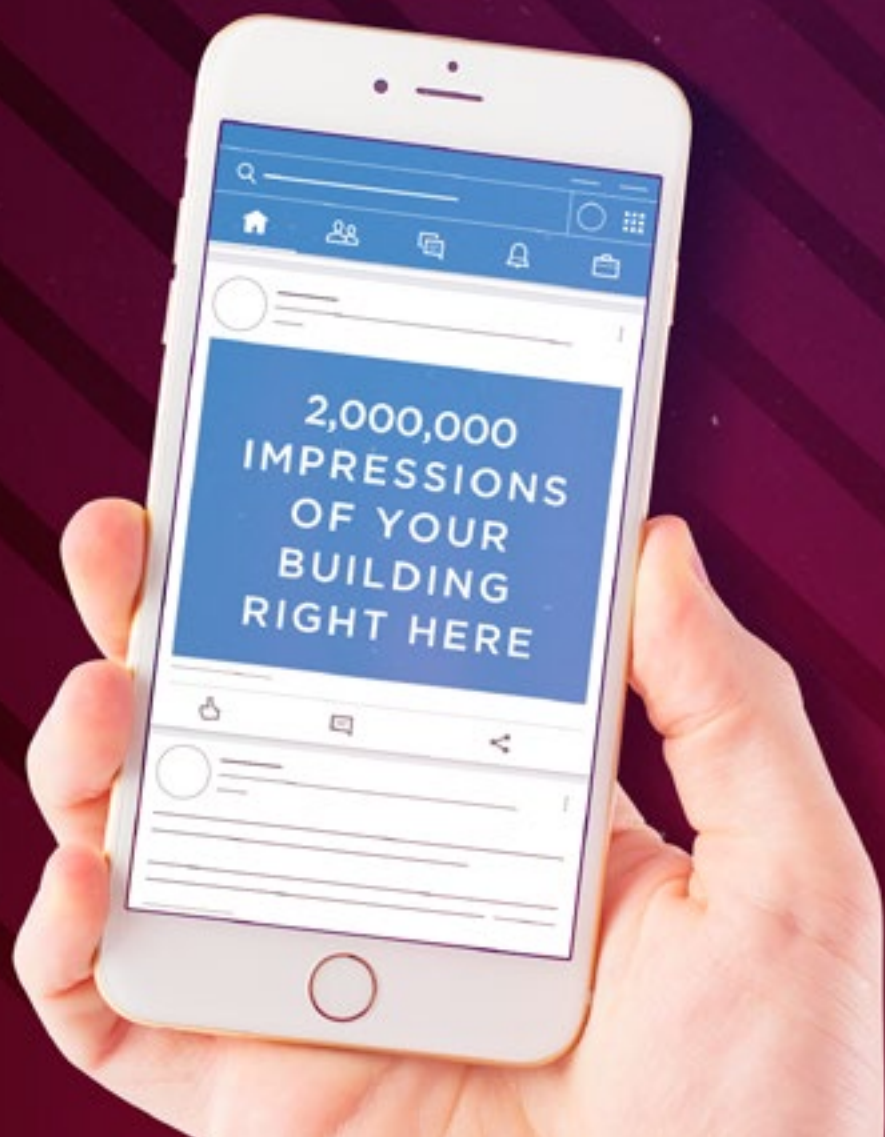
Search campaigns allow you to show text adverts to people above and below Google search results based on what keywords they have entered, as well as their current location.

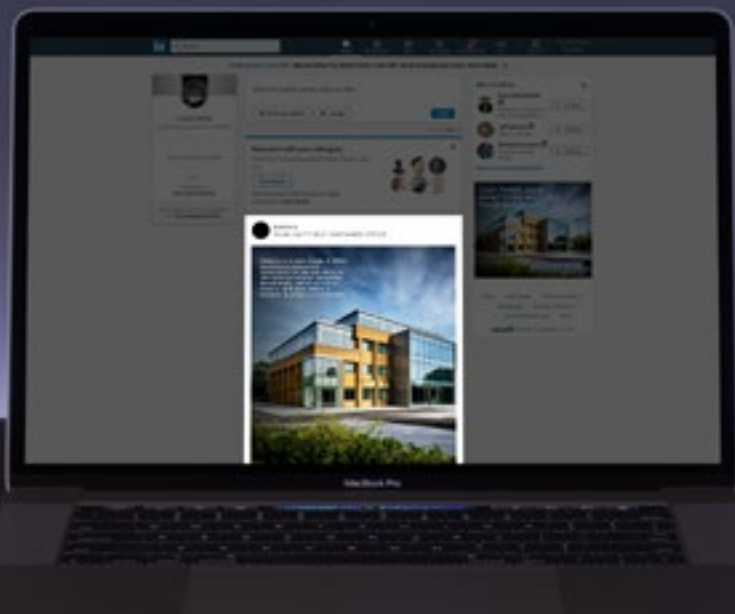
This guarantee's a highly engaged audience who are actively seeking a property like yours.

Display campaigns allow you to show image, gif and interactive HTML adverts of various sizes on websites in the Google Display Network, based on the content of those sites.

This guarantee's your adverts are only shown on relevant websites.

The Google Display Network is a network of sites that have opted in to have adverts displayed on their sites. Google then groups these websites, page by page, into categories you can select depending on their content such as office rental, real estate and commercial real estate. The network has millions of sites, including the guardian, the telegraph and sky sports.





LINKEDIN

You can target users based on criteria such as their job role, industry, employer, location, email address and seniority. This allows you to hand pick decision makers at certain companies or within certain industries. There are 3 advert types:

1. Sponsored Content adverts allow you to show posts in a users main newsfeed.
2. Side adverts are smaller adverts that appear on the right hand side of a users main newsfeed.
3. InMail adverts are direct email adverts sent to the LinkedIn private message inbox of users.

Due to the extensive professional database available the cost-per-click is £1-£2 more expensive than other platforms as they have the highest guarantee of being able to most accurately target a potential occupier.

LinkedIn consistently provides the highest percentage of first time visitors to the page of all platforms, and regularly provides the most engaged audience in terms of time spent on the properties website.

FACEBOOK & INSTAGRAM

You can target users based on criteria such as their location, age, gender, job role, current accommodation, interests, 1st/2nd/3rd time buyers and household composition.

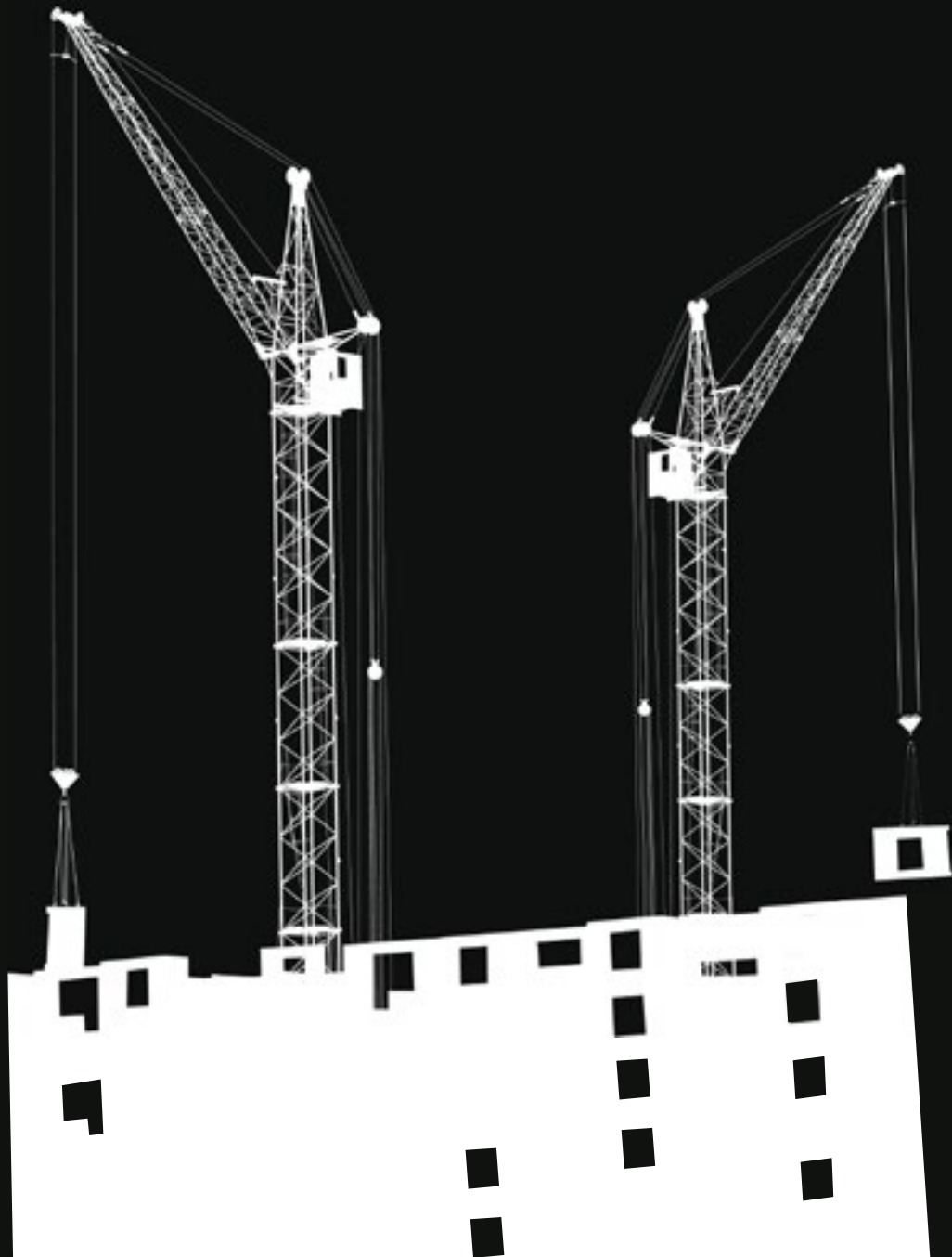
Adverts can be shown in a user's main newsfeed on both platforms, along the right hand side of the main Facebook newsfeed, in the stories of Instagram users, in the suggested videos stream on Facebook, and across the Audience Network.

The Audience Network includes all affiliated websites controlled by Google, including all the apps and online games associated/linked to the platform.

This platform has the greatest flexibility when it comes to advert variety, as we can use a single image, multiple images in a carousel, a slideshow, a video, gifs or a collection advert that has an assortment of all these media types.

While these platforms may not initially seem a likely B2B opportunity they do in fact have a very strong role at key times throughout the commercial calendar.





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REMARKETING

These adverts don't use the regular targeting criteria available on each of the platforms, but instead they are simply shown to people who have already visited your website.

Remarketing can be done on all the major channels and platforms, using the full range of advert type options. This can be particularly helpful in allowing us to use a platform whose regular targeting criteria isn't targeted enough, or for seasonal targeting such as using Facebook during summer and Christmas when people are on LinkedIn less.

Adverts can assume prior knowledge and therefore be used to update potential occupiers on the building's progress. For example, advertising the fact that only 50% of the available space is left, or that the building is now completed and ready to let.

These adverts require the creation of a 'remarketing list' on the website which tracks each user who has visited the site. Therefore campaigns can only target people from the date that the remarketing list was added to the site.

BUDGETS, COST AND PROCESS

We don't need to be your lead agency to run a PPC campaign, as PPC can be done completely autonomously to your other marketing. Anybody can create a PPC campaign to drive traffic to any site they wish.

At the beginning we will provide a strategy proposal detailing recommended channels, budgets and estimated results. We then provide a full ad spec detailing all suggested targeting and advert recommendations for your approval.

Once the campaign has been created and set live we perform on going monitoring and optimisation in order to ensure the best quality performance, as well as reporting to keep you informed on progress.

Once finished we provide an end of campaign report with future recommendations. All these costs are covered by the overall campaign budget, and we will take this into consideration when providing you with estimated results and budgets at the beginning of the campaign.

With this in mind, and given the general cost-per-click and traffic volumes in the property industry, we generally recommend a budget of c£1,000 a month, per advertising platform, per property.





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BUDGETS, COST AND PROCESS

The average cost-per-click is volatile as it is heavily influenced by who the target market are, what time of day it is when they click, what location you are targeting, who you are competing with, and how detailed you targeting is. With this in mind, we have generally found that:

GOOGLE SEARCH	£1.50 - £2.50 a click for industrial and residential, whilst office campaigns are £3.00-£4.50
GOOGLE DISPLAY	£0.30 - £0.70 a click
LINKEDIN	£3.50 - £4.50 a click
FACEBOOK	£1.50 - £2.50

Remarketing on Google Display is slightly cheaper, whilst remarketing on LinkedIn and Facebook is slightly more expensive.

COMPARABLES

For the cost of a half-page
ESTATES GAZETTE advert you could:

Run a Google Display campaign
that would receive over **2,000,000**
impressions and **3,000 engaged clicks**.

OR

Run a Google Search campaign for flats
in Tottenham that would receive over
25,000 impressions and **1,000 clicks**.

OR

Run a Facebook Remarketing campaign
that would receive over **180,000**
impressions and **900 clicks**.

OR

Run a LinkedIn Sponsored Content
campaign targeting Owners, Directors,
VP's, CXO's and Partners at hand picked
companies that would receive over
100,000 impressions and **500 clicks**.





WHY HEKKTA?

Expertise: We are the only UK PPC advertising provider who work exclusively within the property industry.

Ease: We can carry out a PPC campaign on ANY property scheme, regardless of who created your website or who the lead agency on the project is.

Estimate: To get a recommended budget, estimated traffic volume and a strategy for any project you have, all we need is the website URL.

Economic: Budget can be quickly shifted between platforms and campaigns, and any budget that has not been spent within the given time frame can be reused or refunded.

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