



# Bayleys' Commercial Definitive Guide to Digital Version 1.0

# Digital Marketing

Both buyers and sellers are increasingly opting to start their real estate journeys online with research showing that they often reference up to six sources before picking up the phone to call an agent or enquiring through [www.bayleys.co.nz](http://www.bayleys.co.nz).

Now it is more important than ever to include digital marketing as an integral part of any campaign to ensure that your property or tenancy is found ahead of competing listings and to continue to reach passive audiences i.e. those not currently actively engaged with Bayleys.

Bayleys aims to dominate relevant online mediums and position ourselves as the brand that provides the best digital experience for potential purchasers and tenants.

Our target market, who are already familiar with the online (www) space, are increasingly using multiple digital mediums to research commercial opportunities and we are right up there with them.

Digital marketing includes;

- Online / websites
- Advertising on tablet applications
- Mobile marketing
- Social media
- Digital billboards and signage
- Electronic direct mail communication (eDM)
- Video
- Search engine marketing (SEM)

Digital marketing is here, it works, and it is the future. Now is the time to adopt, embrace and maximise the opportunities that this exciting digital marketplace offers you and your vendors.

We undertake to stay abreast of trends, and implement new digital tools and marketing mediums as they evolve and become available, always ensuring that they are 100% relevant to our business and effective in driving enquiry and revenue for you.

Full ahead.

Bayleys' Commercial Marketing team.

## Why digital?

### REACH

Profiling vendors' properties to the widest possible buyer audience.

Digital opens up a whole world of new and exciting ways to profile our vendor's properties to the widest possible buyer audience. The online arena is the new reality; it is very much part of everyday life across personal, business, and leisure environments.

86% of New Zealand's population regularly use the internet  
Source is [internetworldstats.com](http://internetworldstats.com)

2.7 million  
New Zealanders visited Facebook in Nov 2012

Source is [iab.org.nz](http://iab.org.nz)

44% Smartphone penetration has reached 44% in New Zealand  
Source is 'Our Mobile Planet' – Google

Digital marketing enables us to reach our three key audiences; active, highly engaged and passive.

### ENGAGEMENT

One click = instant information

Digital marketing allows effective conversion of our target audiences. Today's pace of life limits the time consumers have to spend researching purchasing opportunities. Our audience knows that they can conduct their entire property research process online, and they demand the time efficiencies that digital marketing provides.

Bill Gates famously quotes "Content is King". The key with digital advertising is to invest time in constructing killer content, and in creating a market-relevant hook to grab our target audience's attention, and prompt them to engage through clicking on the advertisement.

Additionally, online is the perfect solution for converting the more passive audiences – those who have money to buy, or may need to relocate in the future, but who are not actively looking at this point in time. They see something they like – and one click, the information is there. Win.

### TARGETED

Reaching the right people

Digital is one of the most targeted forms of marketing. Online advertising gives us the ability to define who we reach, at what time, and where. With digital marketing we can segment who we reach by their interests, and past media consumption. Digital marketing used effectively, and with a targeted approach ensures that there is no wastage with marketing spend.

### MEASURABLE

Better reporting for our clients

Digital advertising is fully measurable. With online advertising, we can easily reference how many people clicked on our advertisement for more information, what part of the country or world they came from and how long they spent looking at your listing. With eDM we can easily identify exactly WHO clicked for more information, allowing for prompt follow up with potential purchasers.



With any new technology there comes a new language. While digital terminology can be vast and complicated, there are only a few key terms and concepts we need to understand as advertisers in the digital space – no different from learning the concept of column centimetres when we started placing newspaper advertising.

TERM	MEANING	EXAMPLE
<b>CPM</b> Cost per thousand page impressions	CPM is the standard unit for buying online advertising. The 1,000 or M (Roman numerals are used in the abbreviation) stands for thousand page impressions or views. We typically purchase a specified number of page impressions over a specified period of time. Advertisements will then appear a certain number of times each day until the close of the campaign.	<b>Agent</b> – “I have \$2,000 + GST to spend on advertising on your site, how many times will it appear on your site?” <b>Supplier</b> – “Our CPM rate is \$30 + GST which means your ad will appear 60,000 times”
<b>CPC</b> Cost per click	An alternative way to purchase online advertising is to pay on a cost per click basis (you pay every time someone clicks on your ad). This is more typically used when advertising on social sites. Purchasing on a cost per click basis is effective if you don’t have a preference on how long your online advertisement runs for. We can opt to allocate a high number of page impressions to the first week of the campaign and pay each time someone clicks on our ad, until our budget runs out.	<b>Agent</b> – “I have \$1,000 + GST to spend on advertising on your site and would like to drive the maximum level of enquiry in the first week of my campaign” <b>Supplier</b> – We will charge this campaign at a CPC of \$2 + GST and allocate the bulk of your page impressions to the first week of advertising. Your campaign will cease once 500 people have clicked on your ad”
<b>Page Impression</b>	A page impression is essentially the number of times your ad will appear on a website. A single impression is an occurrence of your ad appearing on a website once.	<b>Agent</b> – “I want the maximum number of people to see my advertisement” <b>Supplier</b> – “We will put measures in place so that an individual will not see your ad more than three times per browsing session. That way, you will still get good cut through but you will not waste multiple page impressions on a single viewer”
<b>Geo Targeting</b>	Geo targeting enables us to target specific users by our geographic regions. We can use Geo targeting to reach only offshore audiences, or we can break it down further to target certain parts of New Zealand.	<b>Agent</b> – “I have an office tower for sale – the key target markets are locally based institutions and high net worth investors based offshore – how can I maximise my online spend?” <b>Supplier</b> – “We would recommend that you allocate your page impressions to audiences based in New Zealand’s main centres, and also to Singapore and Hong Kong. We will geotarget your advertising so it is only seen by individuals based in these locations”

<b>Behavioural Targeting</b>	Behavioural targeting enables us to target specific online users by their past browsing habits. When a consumer visits a web site, the pages they visit, the amount of time they view each page, the links they click on, the searches they make and the things that they interact with, allow sites to collect that data, and other factors, create a ‘profile’ that links to that visitor’s web browser.  As a result, site publishers can use this data to create defined audience segments.  Advertisers can then write really defined briefs to enable them to target these specific audience segments based on their past browsing habits / online activity.	<b>Agent</b> – “I have a high-end office strata floor for sell and I want to target business decision makers in boutique and small to medium sized law firms”  <b>Supplier</b> – “We can place your advertisement so it appears to any person who has read articles on our site pertaining to legislative changes and high profile legal cases. We could also assume that partners of boutique law firms are consumers of luxury goods, so we can also put your property in front of people who have clicked on advertisements for items such as luxury cars or high end holidays and fashion”.
<b>Contextual Targeting</b>	Contextual targeting is similar to Behavioural targeting, except it allows us to reach certain target groups based on their real time browsing habits, rather than historical ones.  Contextual advertising is a form of targeted advertising in which the content of an ad is in direct correlation to the content of the web page the user is viewing. For example, if you are visiting a website concerning travelling in Europe and see that an ad pops up offering a special price on a flight to Italy, that’s contextual advertising. Contextual advertising is also called “In-Text” advertising or “In-Context” technology.	<b>Agent</b> – “I have a syndicated property project for sale, with investment starting at \$50,000. I want to target any individual who may be researching any sort of investment option”  <b>Supplier</b> – “We can place your advertisement in and amongst any article on shares, bonds, bank deposits and any other comparable investment option to ensure you reach your target audience”.
<b>Unique Visitor</b>	Unique visitors (or unique browser) refers to the number of distinct individuals requesting pages from a website during a given period, regardless of how often they visit.  All of the metrics provided on the Total Property and Leasing Focus online campaigns use unique visitors as a measure as we believe they are the most relevant.	<b>Agent</b> – “I need to know how many people have viewed my listing at 1 Queen Street, Auckland for my vendor report”  <b>Administrator</b> – “300 unique visitors (people) have visited the listing since it was live”.
<b>Visits</b>	Visits refers to the number of times a site is visited, no matter how many unique visitors make up those sessions. When an individual goes to a website on Tuesday, then again on Wednesday, this is recorded as two visits from one visitor.  This is a good measure to include alongside unique visitors. www.bayleys.co.nz web stat reports use the number of visits as a measure of activity on particular listings.	<b>Agent</b> – “How many visits has my listing for 1 Queen Street, Auckland had?”  <b>Administrator</b> – “The listing for 1 Queen Street, Auckland on www.bayleys.co.nz has had 550 visits. 300 unique visitors have viewed the listing, so you can assume there will be strong interest in this property as a number of parties have viewed it multiple times”.

TERM	MEANING	EXAMPLE
Page View	<p>A page view (PV) or page impression is a request to load a single web page of an Internet site. On the web, a page request would result from a person clicking on a link on another 'page' pointing to the page in question.</p> <p>Page views may be counted as part of web analytics. For the owner of the site, this information can be useful to see if any change in the 'page' (such as the information or the way it is presented) results in more visits. If there are any advertisements on the page, the publishers would also be interested in the number of page views to determine their expected revenue from the ads. For this reason, it is a term that is used widely for Internet marketing and advertising.</p>	<p><b>Agent</b> – “I have a microsite (stand alone website) set up for the sale of a portfolio of commercial properties – how many page views has the page with the video loaded on to it had this week?”</p> <p><b>Administrator</b> – “The page with the video loaded on to it has had 200 views this week. The video page has been the second most visited page after the home page, ahead of the image gallery and map pages”.</p>
Hits	<p>A hit is a request to a web server for a file – this could be a web page, an image or even background coding. When a web page loads – a 'hit' counts every element that needs to load on a particular page. Therefore, one page load does not always equal one 'hit'. Pages that contain more complex elements or information will use up more 'hits' to load than a basic text only page. Hits are an inaccurate measure of a websites popularity or traffic.</p>	<p><b>Agent</b> – “How many hits has my microsite (stand alone website) had this week?”</p> <p><b>Administrator</b> – “Hits is not an effective measure as there are a number of different elements on each page of this site that count as a 'hit' each time they load. You are better to include the number of unique individuals to view the site”.</p>
ROS (Run of Site)	<p>Run of Site describes advertising space that is bought to appear anywhere on the website, rather than on a specific page or section – the same as placing an ad 'Run of Site' in a newspaper.</p>	<p><b>Agent</b> – “I would like to place an ad for a syndicated property sale on www.interest.co.nz, I am not sure if it would be better placed on the Bonds or Property pages?”</p> <p><b>Supplier</b>– “Why not try placing the ad Run of Site – if you are not sure which pages your target audience will be visiting, we can allocate your ad appearances across the whole site”.</p>

In 2002 a number of online publishers agreed to support an online advertising specifications model - the Universal Ad Package – a set of four standard online advertisement sizes. All of the online advertising recommended in this document utilises the Universal Ad Package model. The below terminology is industry standard and should be used when briefing suppliers on the creation of online advertisements.

A standard file size of (40kb) allows for approximately 4 x frames of animated content per advertisement (as illustrated below). A click on any frame of the advertisement takes the viewer directly to the individual listing or magazine profiled on www.bayleys.co.nz.



Medium rectangle

Dimensions in pixels:	300 x 250
Maximum file size:	40kb
Recommended animation length:	15 seconds



Rectangle

Dimensions in pixels:	180 x 150
Maximum file size:	40kb
Recommended animation length:	15 seconds



# Universal Ad Package Specifications



### Sky Scraper

Dimensions in pixels:	160 x 600
Maximum file size:	40kb
Recommended animation length:	15 seconds



### Banner

Dimensions in pixels:	728 x 90
Maximum file size:	40kb
Recommended animation length:	15 seconds

# Digital Marketing – A Global Snapshot

On a global scale, the digital landscape is changing daily. New tools and products are being launched to the market constantly, and adoption rates of these by our target market are soaring.

Of particular relevance to our business –



Cisco technology predicts –

90%

- In 2013 90% of all mobile phones will be smartphones  
- Smartphones are also a critical component of traditional advertising as 57% of smartphone users have performed a search on their smartphone after seeing an offline advertisement.
- By 2015 90% of all internet traffic will be video



Google informs us –  
Digital marketing, particularly mobile and tablet advertising give us 24/7 access to our target markets.



- 72 hours of video are uploaded to YouTube every minute
- YouTube is the second most popular global search tool after Google

# The digital landscape – New Zealand

## Online

Some of these local statistics and trends may be surprising. We can no longer say “our market is not there yet” – digital media consumption is growing rapidly in New Zealand. The adoption of smartphones, and tablet devices is commonplace with individuals and groups we target – typically those who are of a high net worth or are business decision makers within companies.

**27%** In total the internet accounts for 27% of our time spent with any media each week. This is up from 17% in 2007.

Source: ASA Total Media Turnover; Graph by IABNZ

**20%** Tablet usage in New Zealand is expected to triple in the next six months alone meaning 20% of the population will soon be using online devices such as the iPad.

Source: The Ericsson survey

**44%** Smartphone penetration has reached 44% in New Zealand

Source: Our Mobile Planet

**112%** Digital newspaper consumption has increased 112% in the last 5 years

Source: Roy Morgan

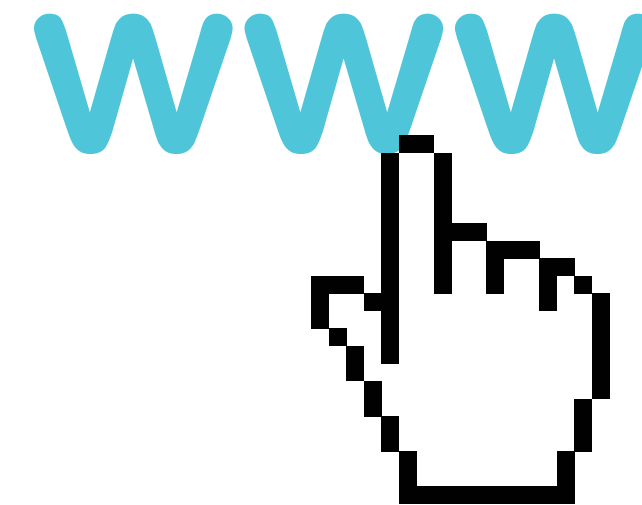
**86%** of New Zealanders use the Internet

Source: Benchmark Report – The Engaged Web in New Zealand 2012

 Facebook is the top ranking social media website in New Zealand with a unique audience of over 2.7 million people. With 80 percent of the online New Zealand population using Facebook, New Zealand has the highest proportion of the online population who visit the social networking site in comparison to Australia (74%), the US (69%) and the UK (68%).

 LinkedIn has over 600,000 users in New Zealand

Online advertising, also known as online advertisement, internet marketing, online marketing or e-marketing, is the marketing and promotion of products or services over the Internet.



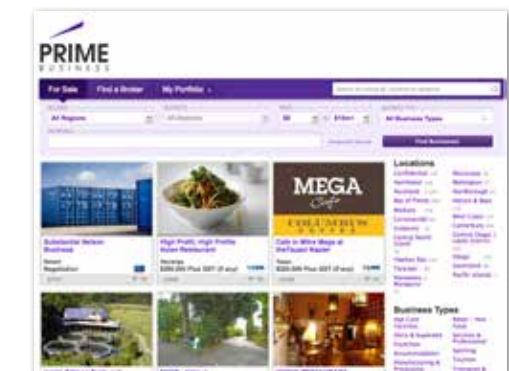
### Online advertising aimed at the active market

The following mediums are recommended for reaching those actively looking to purchase or lease commercial property or buy a business –

→ [www.bayleys.co.nz](http://www.bayleys.co.nz)

→ [www.trademe.co.nz](http://www.trademe.co.nz)

→ [www.primecommercial.co.nz](http://www.primecommercial.co.nz) / [www.primebusiness.co.nz](http://www.primebusiness.co.nz)





# Online

## www.bayleys.co.nz

The Bayleys' website has become one of the most powerful and effective online real estate tools in New Zealand.



→ On average www.bayleys.co.nz attracts over 160,000 unique individuals each month

→ 60% of all visitors to www.bayleys.co.nz are search engine referred. Bayleys make a significant annual investment in to search engine optimisation so when people are using Google and other search engines to look for property opportunities, Bayleys is listed first!

→ Over 15% of all visitors to www.bayleys.co.nz are based offshore

### Visitors to www.bayleys.co.nz by country

For the period 1st April 2012 – 31st March 2013

- 1 New Zealand
- 2 Australia
- 3 United Kingdom
- 4 United States
- 5 Canada
- 6 Singapore
- 7 China
- 8 Hong Kong
- 9 Fiji
- 10 Germany



## www.bayleys.co.nz marketing options

### STANDARD - \$0.00

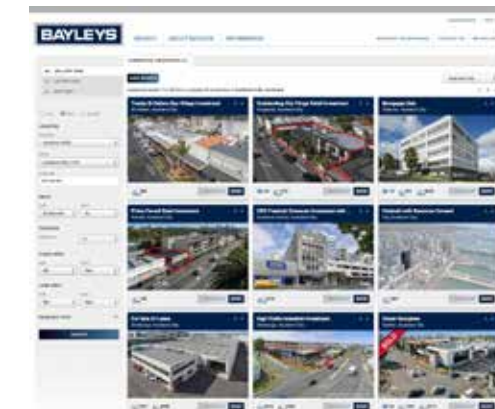
- Listing on www.bayleys.co.nz
- Listing on www.primecommercial.co.nz
- Listing on www.trademe.co.nz

### FEATURE - \$500.00 + GST

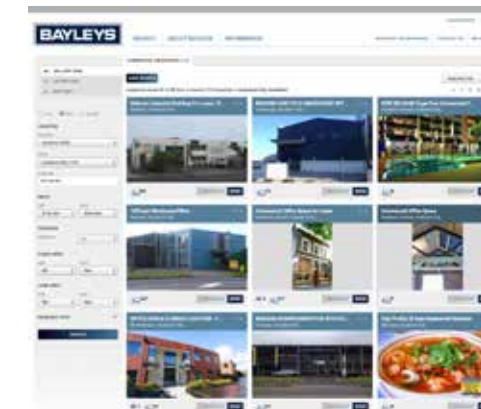
- Feature listing on www.bayleys.co.nz
- Listing on www.rightmove.uk / commercial or businesses for sale
- Feature listing on www.trademe.co.nz
- Feature listing on www.primecommercial.co.nz
- Classified advertisement on www.nzherald.co.nz

### SUPER-CHARGED FEATURE

- Feature listing on www.bayleys.co.nz
- Feature listing on www.rightmove.uk / commercial or businesses for sale
- Super feature listing on www.trademe.co.nz (first week of campaign and feature for 4 weeks)
- Classified advertisement on www.primecommercial.co.nz or www.primebusiness.co.nz
- Classified advertisement on www.nzherald.co.nz\* or www.stuff.co.nz\* (30,000 impressions)



Feature listing



Standard listing

## When constructing a listing for www.bayleys.co.nz the following factors should be taken in to consideration –

### PHOTOGRAPHY

- All listings should have a minimum of six photos (with the exception of businesses for sale)
- All photos should be labelled with the property address rather than 'image 1' – this improves our Google rankings (where we are listed in Google searches if a buyer is searching for a certain street or area to purchase in)
- It is prudent to include additional photos of the area or key selling features such as main roads or amenities close to the listed property given the number of offshore purchasers who visit our site who often may not be familiar with geographic regions of New Zealand

### MARKETING TEXT

- It is imperative that marketing text is not an exact replica of what is printed in Bayleys' magazines or in printed advertising. www.bayleys.co.nz is a 'destination' for those looking for further information. We must not turn people off by wasting their time by putting the same information in front of them time and time again.
- With any marketing text, it is imperative to focus on the benefits of a particular property or tenancy as well as the features. An example of this would be;
  - Playing on the fact that an investment property will provide security for future generations
  - Or –
  - An employer's staff will love a particular tenancy because of all of the amenities in the area that will contribute to their physical and mental wellbeing such as gyms, café's and bars
- Key search terms should be used throughout the marketing text so as our listings appear first in Google searches, these could include; investment property, high return, solid investment, premium office space or 5 green star rated building.

# Online

[www.trademe.co.nz](http://www.trademe.co.nz)

# 89,500

active purchasers visited Trademe's commercial property pages in April 2013, each spending an average of 3.04 minutes on the site.



All Bayleys listings receive a free standard listing on [www.trademe.co.nz](http://www.trademe.co.nz), however the three following additional options are available:

#### SUPER FEATURE - \$249.00 + GST FOR 1 WEEK



- Appears above all other listings (in rotation)
- Priority search return
- Large format
- Typically returns 3 x the views of a standard listing
- \$150 + GST to renew for subsequent weeks

#### FEATURE - \$69.00 + GST FOR THE DURATION OF THE CAMPAIGN



- Appears at the top of relevant search results (after super features)
- Bold format
- Typically returns 2 x the views of a standard listing

#### DISPLAY ADVERTISEMENT - \$1,000 + GST FOR 2 WEEKS



For any out of the box campaigns, or to launch a local magazine, a Trademe display advertisement can be a very effective tool. Display advertisements appear on the main search page for property – they cannot be missed by anyone actively searching for property!

**Format:** medium rectangle  
**Booking:** liaise with Bayleys' Commercial marketing department

[www.primecommercial.co.nz](http://www.primecommercial.co.nz)

# 40,000

individuals visit [www.realestate.co.nz](http://www.realestate.co.nz) every month. Prime Commercial and Prime Business form part of the realestate.co.nz group, and are often a first port of call for purchasers looking for their next commercial investment or business opportunity.



All properties listed with Bayleys receive a free standard listing on [www.primecommercial.co.nz](http://www.primecommercial.co.nz) or [www.primebusiness.co.nz](http://www.primebusiness.co.nz), however the two following additional options are available:

#### SHOWCASE LISTING - \$250 + GST FOR 4 WEEKS



- Bold advertising on search result page and homepage
- Exclusive advertising of your commercial property with only 3 Showcase Listings per suburb per price range
- Grab attention and increase views with a highlighted property display in email alerts to active buyers
- Complementary Commercial Feature (below) when you book a Commercial Showcase

#### FEATURE LISTING - \$49 + GST FOR THE DURATION OF YOUR CAMPAIGN



- Featured at the top of the search results page
- Highlighted display attracts attention
- Maximises traffic to your commercial property



# Online

## Online advertising aimed at the highly engaged market

We define the highly engaged market as all of those who are currently actively looking to purchase or lease a commercial property or business opportunity, but have not yet engaged with a sales or leasing agent. We know this group are in a position to purchase or lease because they are consuming industry specific media relevant to their imminent decision making processes.

In the online space, these media include –

- [www.nzherald.co.nz](http://www.nzherald.co.nz) – commercial property pages
- [www.stuff.co.nz/dominion-post/press.co.nz](http://www.stuff.co.nz/dominion-post/press.co.nz) - commercial property pages
- [www.interest.co.nz](http://www.interest.co.nz) – property pages

## www.nzherald.co.nz – Commercial Property pages

# 1,500,00

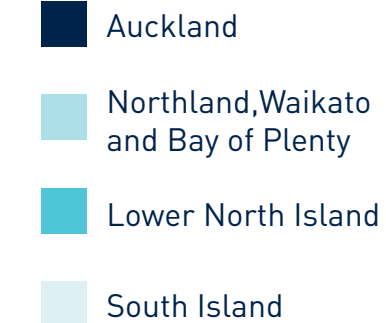
Over 1,500,000 individuals visit [www. nzherald.co.nz](http://www.nzherald.co.nz) every month

The NZ Herald Online Commercial Property section has the latest features on building and construction, property development, commercial and residential markets, the impact of interest rates and the big changes in the world of commercial property.

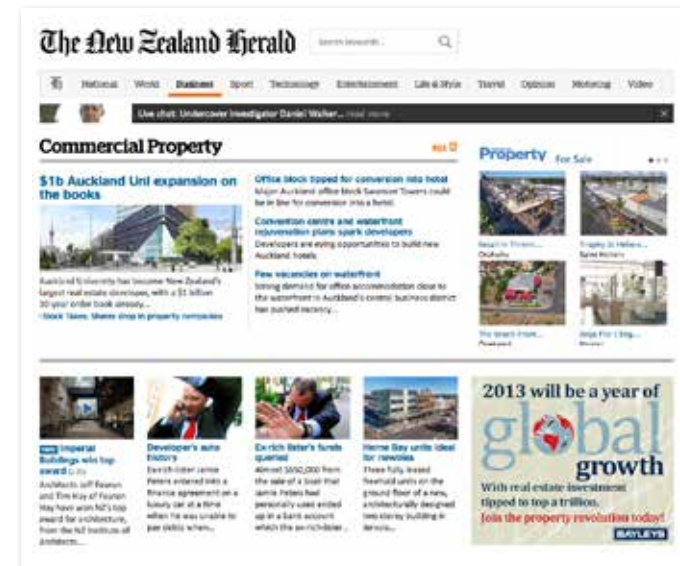
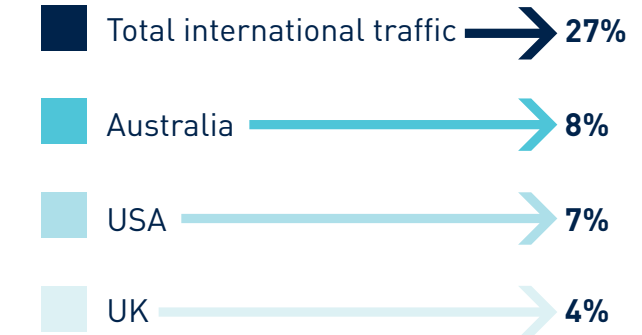
Unlike the New Zealand Herald's printed offering, which is distributed from Taupo to the top of the North Island, [www. nzherald.co.nz](http://www.nzherald.co.nz) – commercial property online – is hugely effective in reaching the whole of New Zealand, and key offshore audiences.

## www.nzherald.co.nz reach

### National



### International



[www.nzherald.co.nz](http://www.nzherald.co.nz)



[www.stuff.co.nz/dominion-post/press](http://www.stuff.co.nz/dominion-post/press)



[www.interest.co.nz](http://www.interest.co.nz)



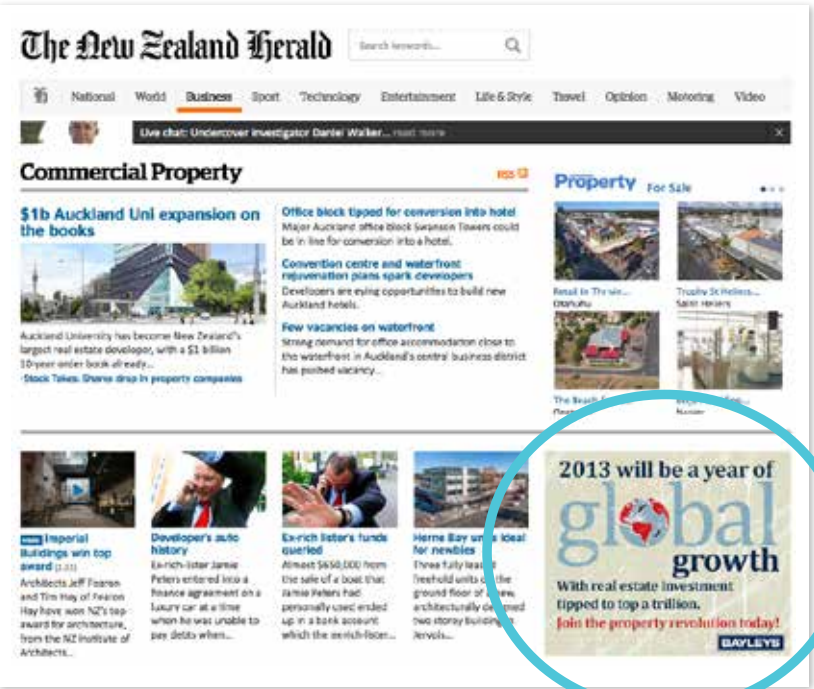


Online

www.nzherald.co.nz – Commercial Property pages

Advertising Options  
Format: medium rectangle or banner  
Booking: liaise with Bayleys’ Commercial marketing department

Package	Page Impressions	Cost
1	60,000	\$2,200
2	125,000	\$4,200
3	200,000	\$6,200



www.nzherald.co.nz

Example Placements



www.stuff.co.nz - Dominion Post - Press – Commercial Property pages

1,142,000

Over 1,142,000 individuals visit www.stuff.co.nz every month

75,000

75,000 individuals visit the Dom Post online every month

The Dominion Post is the voice of New Zealand’s capital. The website complements the daily newspaper and includes a combination of news, current events within business communities and special features. 56% of The Dominion Post’s online audience are aged 45+ years – a large portion of our target market fit within this age bracket.

stuff.co.nz

Advertising Options

Format: all standard formats are available  
Booking: liaise with Bayleys’ Commercial marketing department

Package	Page Impressions	Cost
1	50,000	\$950
2	66,000	\$1,200
3	100,000	\$1,700



www.stuff.co.nz/dominion-post



Online

www.interest.co.nz

200,000

Close to 200,000 individuals visit interest.co.nz every month

interest.co.nz  
Helping you make financial decisions

Interest.co.nz is the market-leading resource for interest-rate comparative in New Zealand. As the only truly comprehensive source of all interest rates, it has become a key source of research on banks and other financial institutions that provide both lending and deposit products in New Zealand. Interest.co.nz has a bespoke online section for property news and syndicated property projects.

Advertising Options

Format: all standard formats are available

Booking: liaise with Bayleys' Commercial marketing department

Package	Page Impressions	Cost
1	30,000	\$1,200 + GST
2	45,000	\$1,700 + GST
3	60,000	\$2,200 + GST

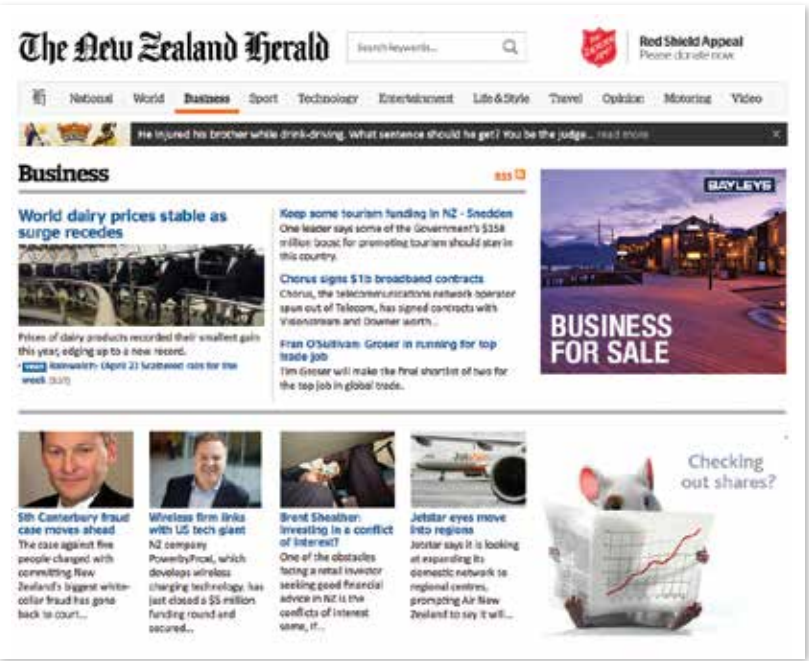


www.interest.co.nz

Online advertising aimed at the passive market

We define the passive market, as any party who are in a position to purchase a commercial property opportunity, or relocate their business but are not currently actively looking to do so. Online advertising is hugely effective in reaching these passive markets and has proven to be very effective in attracting interest from parties who have never done business with Bayleys before.

On average, every time we run a campaign on one of the below mediums, 50% of the individuals to view the advertised property or tenancy on www.bayleys.co.nz as a direct result of the online advertisement, have never visited our website before.



www.nzherald.co.nz– Business pages

The NZ Herald online Business pages contain are a highly credible and respected editorial environment that delivers a complete package of financial analysis, business news and market prices from the national and global markets. NZH's online business pages provide readers with the best market information on the key aspects of personal finance and the economy.

The NZ Herald online Business pages are very effective for targeting tenants and owner occupiers.

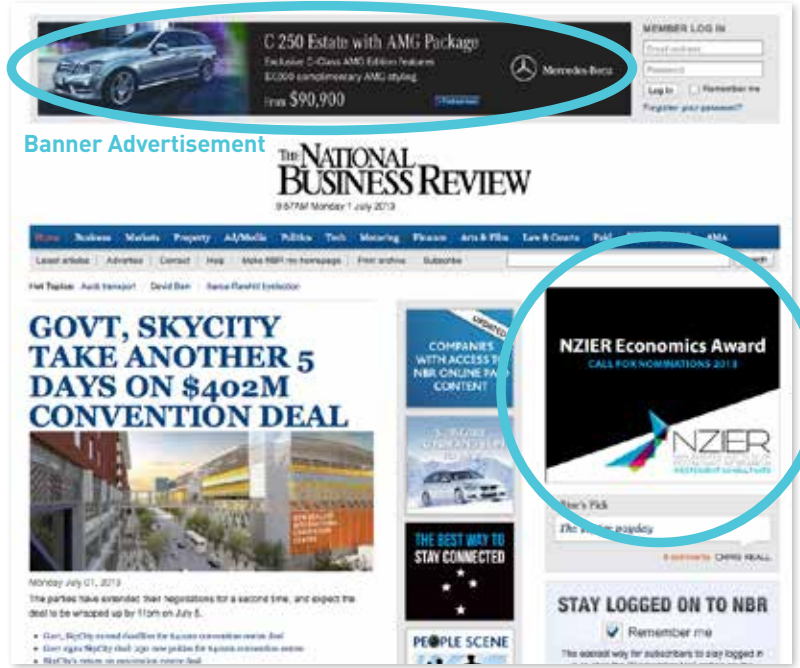
Advertising Options

Format: medium rectangle

Booking: book on CampaignTRACK

Package	Page Impressions	Cost
1	22,500	\$950
2	30,000	\$1,200
3	60,000	\$2,200

Online



40,000

Over 40,000 individuals visit www.nbr.co.nz every month

www.nbr.co.nz

Nbr.co.nz attracts internet users who are in top occupations and have a high household income. 46.9% of people visiting nbr.co.nz are professional or senior government / business manager or executive / business proprietor or self– employed. People visiting nbr.co.nz are active users of the internet. Of those people who visit the NBR website, research topics such as investment, savings, stocks or shares are researched more than the market average. These visitors to the NBR website are also proficient users of the internet functionality on their mobile phones. 28% of people visiting nbr.co.nz used the internet to research investments, savings or shares in the past 4 weeks. [The market average is 16.7%].

Advertising Options

Booking: liaise with Bayleys' Commercial marketing department

NBR Mini-Blast Campaign - \$3,700 + GST FOR 2 WEEKS

NBR mini-blast campaign is spread over two weeks and includes –

- Premium text link – 47 000 impressions
- Rectangle– 94 000 impressions

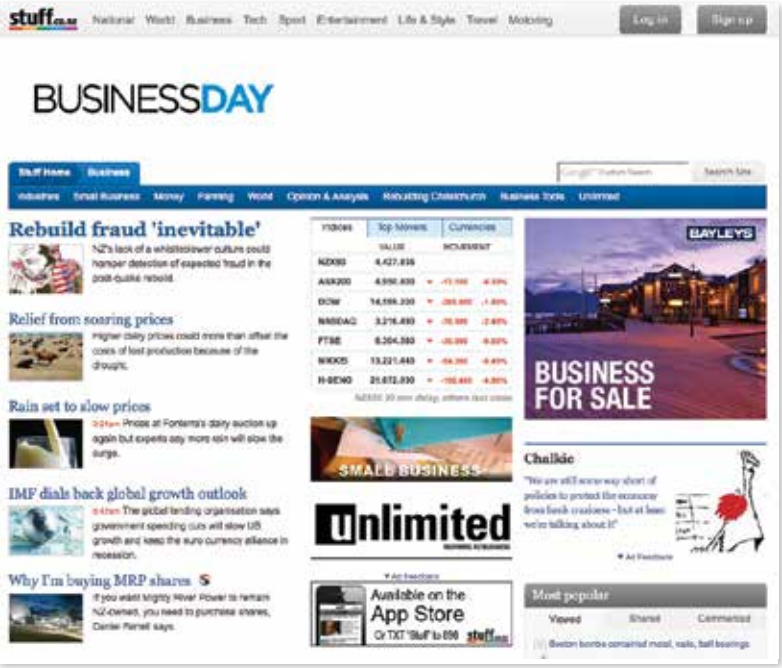
NBR Banner Advertisement

Format: leader board

Booking: book on CampaignTRACK

Package	Page Impressions	Cost
1	30,000	\$950
2	40,000	\$1,200
3	60,000	\$1,700

Mini-Blast



505,000

individuals visit the Business pages every month

www.stuff.co.nz – Business Pages

Stuff.co.nz's Business channel is a key content category, which covers industry news, farming news, market data, money, small business and property. Stuff's online business pages are very effective in targeting tenants and owner occupiers.

Advertising Options

Format: all standard formats are available

Booking: liaise with Bayleys' Commercial marketing department

Package	Page Impressions	Cost
1	25,000	\$950
2	34,000	\$1200
3	50,000	\$1,700

You are by no means limited to the online advertising options detailed in this document. The Bayleys' Commercial marketing team can work with you to tailor a bespoke online advertising campaign to suit your unique requirements.



# International online advertising

The world really is our oyster when it comes to running international online campaigns. The below options have been included as a guide, but we are by no means limited to just these. Each recommended site has multiple placement and purchasing options. Please discuss your requirements with a member of the Commercial Marketing Team who can assist in tailoring a bespoke option to suit your campaign.



## The Australian Financial Review www.afr.com

### Advertising Formats

- Medium rectangle
- Leaderboard

Investment starts at approximately \$4,500 NZD.

Recommended placement for commercial property – Property, national, markets or business pages.



## The South China Morning Post www.scmp.com

### Advertising Formats

- Medium rectangle
- Leaderboard

Investment starts at approximately \$1,500 NZD.

Recommended placement for commercial property – International property pages, home page and business pages.



## The Financial Times www.ft.com

### Advertising Formats

- Medium rectangle
- Leaderboard

Investment starts at approximately \$6,000 NZD

Recommended placement for commercial property – Home and markets pages.



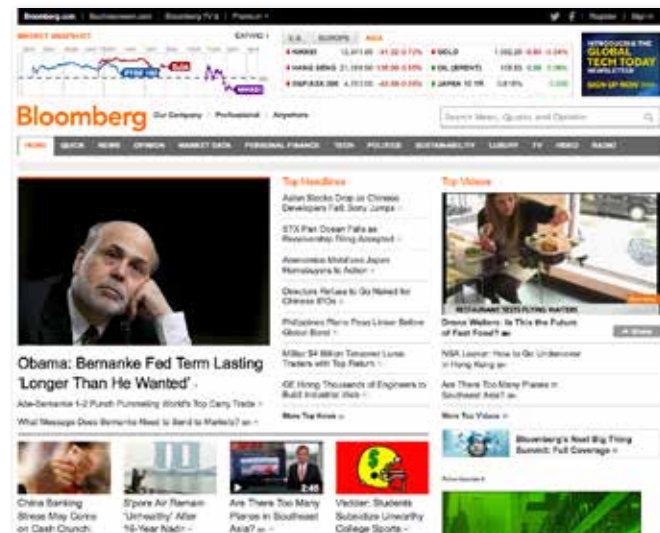
## Forbes / Forbes Asia www.forbes.com

### Advertising Formats

- Medium rectangle
- Leaderboard

Investment starts at approximately \$6,000 NZD.

Recommended placement for commercial property – Investing pages on Forbes Asia.



## Bloomberg www.bloomberg.com

### Advertising Formats

- Medium rectangle
- Leaderboard

Investment starts at approximately \$6,000 NZD.

Recommended placement for commercial property – A wide variety of placement options available. The core news page is generally recommended. Advertising can be Geo Targeted by country and also US city.

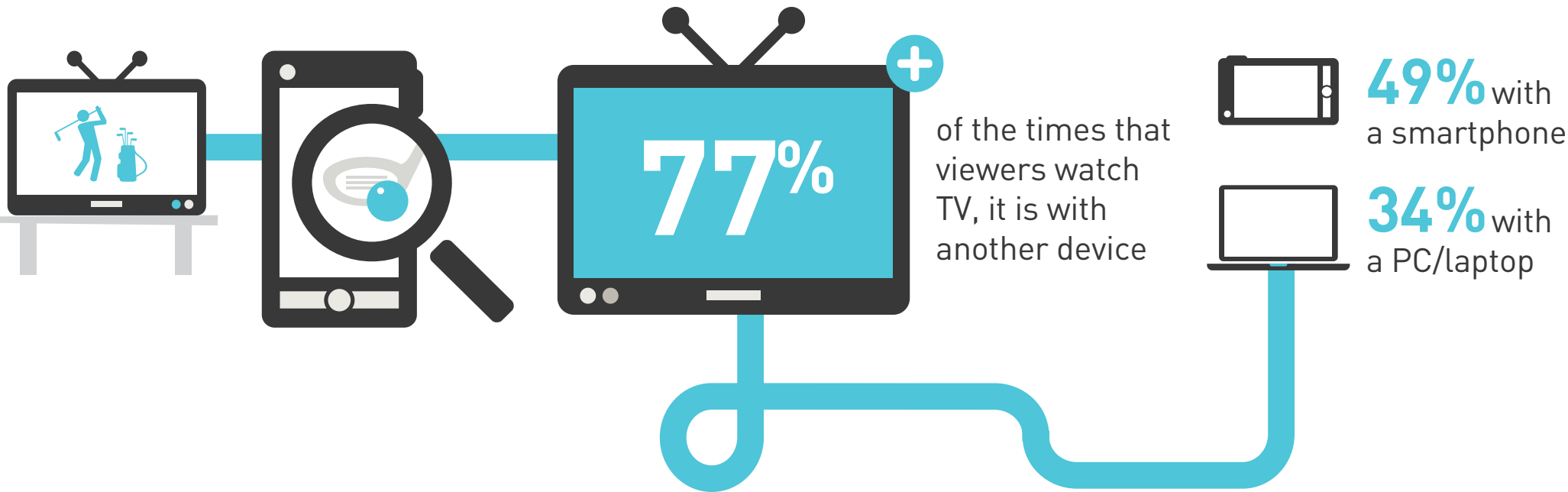
# Mobile and tablet advertising

## Tablet Advertising

Tablet ownership in New Zealand is soaring – with predictions that up to 20% of Kiwi’s will own a tablet by the end of 2013. We can safely make an assumption that the lion’s share of this 20% fit a similar profile to Bayley’s target markets – high net worth individuals and business decision makers.

Advertising on the recommended tablet applications is effective for two reasons –

- 1. The mediums are still fairly uncluttered meaning our advertising get’s great cut through and exposure
- 2. Recent Google research dictates that 77% of individuals are using multiple devices + media sources outside of business hours – people don’t just watch TV in the evenings anymore. Tablet advertising is a great way for us to reach passive audiences catching up on their business news in the evenings and at the weekends.



### The New Zealand Herald Tablet Application

Total number of individuals using the app: 176,000  
Average weekly unique browsers: 57,700

#### Advertising Options

Format: medium rectangle

Booking: book on CampaignTRACK

Package	Page Impressions	Cost
1	45,000	\$2,200 + GST
2	69,000	\$3,200 + GST
3	95,000	\$4,200 + GST

The New Zealand Herald ipad application has a minimum spend of \$2,000 + GST to ensure for meaningful cut through. Advertising packages may be booked at a lower price if booked in line with the first week of Total Property advertising.



### Stuff.co.nz Tablet Application

Total number of individuals using the app: 29,778  
Average weekly unique browsers: 14,838

#### Advertising Options

Format: medium rectangle

Booking: book on CampaignTRACK

Package	Page Impressions	Cost
1	45,000	\$2,200 + GST



# Mobile + tablet advertising

## Mobile advertising

Smartphone penetration has reached 44% in New Zealand, and is growing rapidly. Although their screens may be small, the worlds that they open up are gigantic. Apps, maps and email on the go are the new normal. Mobile advertising is an effective tool for us for the same reasons as tablet advertising – cut through and 24/7 reach.



### The New Zealand Herald Mobile Application (iphone + Android)

Total number of individuals using the app: **337,000**  
Average weekly unique browsers: **113,500**

#### Advertising Options

**Format:** medium rectangle

**Booking:** book on CampaignTRACK

Package	Page Impressions	Cost
1	35,000	\$1,200 + GST
2	71,000	\$2,200 + GST
3	109,000	\$3,200 + GST

Advertising can be Geo Targeted enabling us to buy out 100% of available advertising in a particluar geographic region e.g. Auckland CBD.



### The Stuff.co.nz Mobile Application (iphone + Android)

Total number of individuals using the app: **100,651**  
Average weekly users: **82,315**

#### Advertising Options

**Format:** medium rectangle

**Booking:** book on CampaignTRACK

Package	Page Impressions	Cost
1		\$1,200 + GST
2		\$2,200 + GST

# Social media

65% of New Zealander's aged 15 + accessed social media sites in 2012. The number of Social Media users aged 35 + has doubled since 2009, with the largest growth in the age bracket 55 – 64. Facebook alone has a unique audience of over 2.7million New Zealanders, ranking us ahead of Australia, the US and the UK in terms of proportion of the national online population using the site.



# Social media



www.linkedin.com

600,000

LinkedIn has over 600,000 members in New Zealand

**Booking:** liaise with Bayleys’ Commercial marketing department

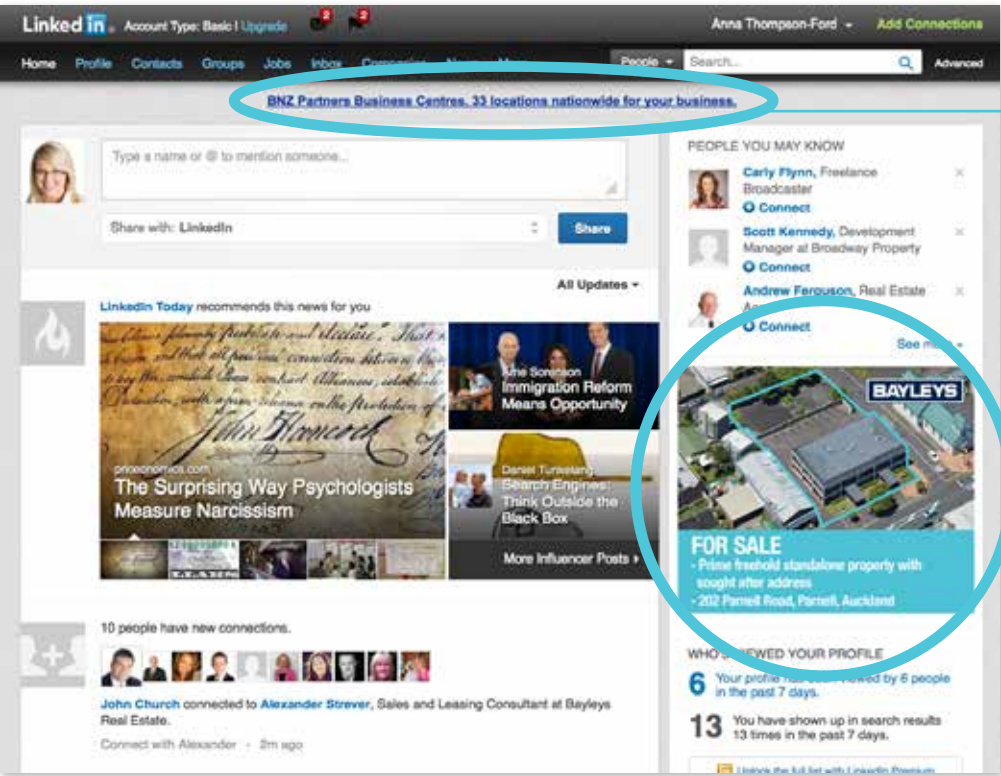
LinkedIn is a social networking site for business professionals. LinkedIn is a highly effective tool in targeting the business community, and high net worth individuals. We can target advertising on LinkedIn to reach individuals –

- By job title and function
- By industry and company size
- By seniority and age
- By LinkedIn Groups

## How to use LinkedIn – Example Campaign

If we were marketing 1,000m<sup>2</sup> of premium or A grade office space in one of New Zealand’s main centres, we would target our LinkedIn advertising as follows –

Target By	Example
Job Title	“CEO” or “CFO” or “MD” or “Operations Manager” or “General Manager”
Job Function	“Operations” or “Management” or “Finance” functions
Industry	“Insurance” or “Legal” industries – use this to formulate a list of potential tenant types
Geography	“New Zealand” or “Australia”
Company Size	“40-150” people
Company Name	“GE” or “Lion” – include the names of any companies you believe are potential tenants
Seniority	“Senior management” or “Owners”
Age	“35-54” or “55-74”
Gender	“Female” or “Male”
LinkedIn Group	“Business Intelligence Group” or “New Zealand Financial Advisers” – this may be too micro for our market, however there are a number of industry groups – legal, financial, marketing that we can include if relevant



## Advertising Options

**Booking:** liaise with Bayleys’ Commercial marketing department

### LinkedIn Classified Advertisements

LinkedIn classified advertising is a cost effective way to promote individual properties for sale or lease. LinkedIn classified advertising can be likened to putting a run on advertisement in the business section of a newspaper, however placement is dynamic meaning the advertisement will show on a number of pages on LinkedIn depending on your brief.

- Headline (up to 25 characters of text)
- Description (up to 75 characters of text)
- From: (your name or any company)
- Image: (50x50 pixel image)
- URL (website people visit once they click on your ad)

### LinkedIn Display Advertisements

We have been using LinkedIn display advertisements for over 18 months now – for branding, to promote the release of Total Property and also to promote the sale or lease of individual properties or tenancies where relevant.

**The cost of advertising on LinkedIn varies on the size of the audience you are trying to target. Advertising packages start at \$700 + GST.**



# Social media



2,267,560

Facebook has 2,267,560 members in New Zealand

**Booking:** liaise with Bayleys' Commercial marketing department

There are 1,467,720 people aged over 30 on Facebook in New Zealand. We have been using Facebook for over 18 months now to promote the sale of sub-\$5m investment properties in the Auckland area.

**Case Study 19 East Street, Papakura, Auckland**

→ 490m<sup>2</sup> mixed use space located on 801m<sup>2</sup> in Central Papakura

→ Solid location – situated on a main arterial road running adjacent to Great South Road

→ Property has appeal to a wide number of potential purchasers – particularly owner occupiers, in the past had been used as a church and printing work room

→ Dual access and 10 off street car parks

→ The property was being sold with vacant possession

→ The Facebook campaign was targeted at small – medium business owners using the Facebook targeting function – this worked particularly well as this property has huge appeal to the SME owner occupier market

→ A clear, well composed photograph was used – this is essential given the size of Facebook classified advertisements

→ The heading appeals to a wide range of potential owner occupiers / purchasers



The result – 304 individuals clicked on this advertisement to view the property on [www.bayleys.co.nz](http://www.bayleys.co.nz) in the first 2 weeks of the campaign!



**How to use Facebook - Example Campaign**  
If we were marketing a 100m<sup>2</sup> tenanted retail unit in one of New Zealand's main shopping precincts and our target market was investors and owner occupiers we would target our Facebook advertising as follows –

Target By	Examples
Location	New Zealand or 'Wellington'
Age	30 – 75
Gender	Male, female or both
Precice interests	'Property investment', 'investing' and 'retail', – we can list almost anything here! It refences an individuals past Facebook activity – 'likes' and 'shares'
Broad categories	Business/Technology group – Real Estate, Small Business

There are a number of other targeting options available on Facebook. However the above are the ones relevant to our business.

- Facebook Classified Advertisments**  
Facebook classified advertisements will appear on the right hand side of all Facebook pages including the Newsfeed and Profile page.
- **Headline** (up to 25 characters of text)
  - **Description** (up to 90 characters of text)
  - **From:** (your name or any company)
  - **Image:** (100x72 pixel image)
  - **URL** (website people visit once they click on your ad)

**Advertising Options**  
Advertising is based on CPC (cost Per Click), at around \$2.50 per click. So a \$500 investment would return 200 individuals to your listing on [www.bayleys.co.nz](http://www.bayleys.co.nz).



# Electronic direct mail commu

There are a number of factors that contribute to the success of an eDM. Three critical factors are:

## Relevancy

Our data is our most valuable asset. We must ensure we are constantly growing our databases and not turning off potential clients or tenants through sending them information that is not relevant to them. It is critical that all electronic data is segmented and every eDM is sent using a manual selection process to ensure the right properties / tenancies are reaching the right people.

## Timing

As we are often sending multiple properties or tenancies to the same client over a specified period of time it is suggested each office develop an internal eDM protocol to ensure we are not over sending to our client base and that eDM's are anticipated for better cut through. Factors to consider are:

→ Allocating a day of the week to send eDM's on – Tuesday and Wednesday mornings are typically the best times for email communication

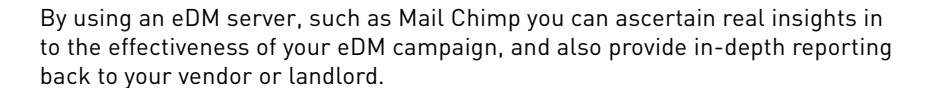
→ If your office sends an eDM for every property listed, it is more effective to group them in to a newsletter style communication and send to a particular database in one hit

**Content – succinct content with a clear call to action**

Use bold phrases and great imagery. Often eDM's will be viewed on a smartphone, so it is key to keep them simple and punchy. A clear and compelling call to action is a necessity. Make it easy for the viewer to contact you or source more information. eDM's will link straight through to [www.bayleys.co.nz](http://www.bayleys.co.nz) for more information, so it is important your online content is comprehensive and not a direct replica of what is in the eDM.

It is also important to keep in mind New Zealand's Unsolicited Electronic Messages Act 2007. Information on this can be found at the end of this document.

**Bespoke eDM's for unique properties' can be created at a cost.**

[illegible][illegible][illegible]

You can see who has opened your eDM and clicked for more information for quick and attentive follow up!





# Video

Online video is booming. Every minute, 48 hours of video content is uploaded to YouTube, the second-ranking search engine in the world.

Cisco technology predicts that in the next 3 years, video will account for a whopping 90% of all video content.

## Why Video?

Source is www.forbes.com

Susan Weinschenk, Ph.D. consultant to big businesses such as Amazon and Disney has uncovered four core, very human reasons we are drawn to video –

1. The Fusiform Facial area (part of the human visual system specialized for facial recognition) makes us pay attention to faces – this is an actual brain function that hard-wires us to use the human face as a gathering point for information and believability.
2. Voice conveys rich information – yes, the simple sound of a human voice speaking to us has an amazing way of converting information into meaningful content.

3. Emotions are contagious – here's a subtle but powerful aspect that we may take for granted. The body language of emotions is an appealing and we naturally love to share.
4. Movement grabs attention – another trait that runs deep in our collective anthropological DNA is the power of peripheral motion. Since the stone age, we've survived by noticing things in motion – looks like we still do!

## Using Video to Promote the Sale or Lease of Commercial Property

There are a number of ways that video can significantly enhance any commercial property marketing campaign.

The benefits of using video in our business are –

- It sells the sizzle of particularly hot properties! A high energy soundtrack and a sharp voice over can assist in enthusing potential purchasers.
- Video is a great tool when marketing properties offshore. A number of our clients based in Asia, or Australia or even other parts of New Zealand may not be familiar with the geographic area of a property. All property videos should include footage of it location focusing on key selling features such as main roads, neighboring buildings and local amenities.
- It is not being widely used by our competitors – Bayleys have a small window to get on the front foot in terms of giving potential purchasers and tenants an enhanced preview experience.

## Examples of recent commercial property videos



Scan here to view website



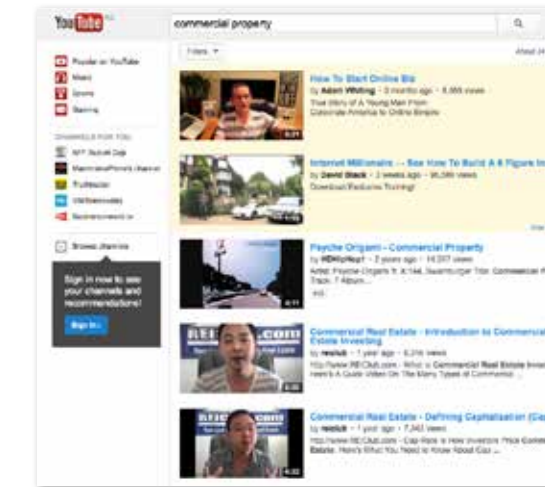
Scan here to view website



## How to use video –



Embed the video in an eDM – one click to watch online



Host the video on YouTube



Embed the video in your listing on www.bayleys.co.nz



Play the video on office display screens or prior to auctions



Play on your tablet.



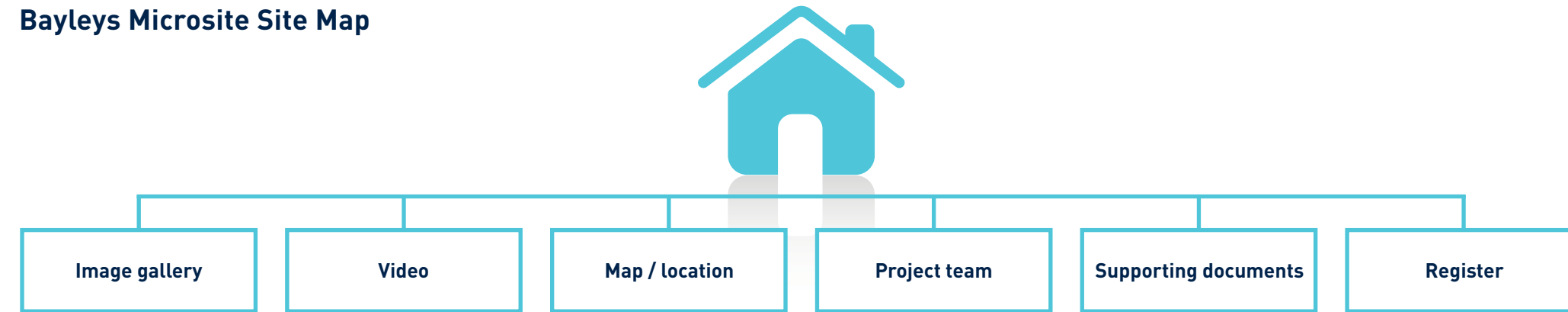
Use a QR code on printed marketing material to link straight through to the video on www.bayleys.co.nz



# Microsites

Unique properties, portfolios of property or properties with a lot of associated documentation can use a microsite (also known as a stand-alone website) to provide potential purchasers or tenants an enhanced online experience and act as a tool to manage enquiry and enable quick and efficient handling of large IM's and other documents.

## Bayleys Microsite Site Map



## Features

- Unique URL relevant to the project
- Customisable and branded as per the projects look / feel
- Can house video and extensive image galleries
- Google mapping function
- Supporting documents section
  - This section is locked until the viewer has registered their contact details. There is the option for the viewer to have instant access post registering their details, or for the agent in question to provide them with a login password
- A register your details form enables agents to capture contact details in a secure database. This form can be fully customized. It is recommended that a dropdown 'where did you see this property advertised' is included to gauge the effectiveness of the current marketing campaign and to assist in future planning of similar campaigns.

## Recent examples



**Cost:** \$2,300 + GST **Booking:** liaise with Bayleys' Commercial marketing department

# #finalthoughts

**“The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire.”**

**— Malcolm Gladwell - from The Tipping Point**

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