

REAL ESTATE DIGITAL MARKETING IN 10 SIMPLE STEPS

Learn how to generate more buyer demand,
deliver better results for vendors and turn
campaign success into more listings.



CHEAT SHEET

1

FIND BUYERS THE PORTALS DON'T REACH

Reach new buyers, impulse buyers, fatigued buyers and out-of-area buyers with digital marketing.

2

REPLACE SPRAY AND PRAY WITH INTELLIGENT TARGETING

Ai Targeting optimises the display of your social media ads to the right audience.

3

MEASURE THE JOURNEY, NOT THE NOISE

Impressions = ads shown, People = reach, Clicks = Interaction, CTR = clicks/impressions, LPV's = Views on your website

4

HELP THE VENDOR UNDERSTAND THE VALUE

Develop a digital marketing script that helps you win listings in the lounge room.

5

USE CREATIVE THAT MAKES BUYERS LOOK INSIDE

Good exterior shots (facade & outdoor entertaining) increase engagement by encouraging buyers to have a look inside.

6

TARGET THE BUYER, NOT JUST THE SUBURB

Ai Targeting allows you to target the buyers across multiple geographic areas without investing money per suburb.

7

PUT THE HOME IN THE BUYER'S POCKET

Use BrochureMAX digital brochures for better buyer experience, better engagement and better for the planet.

8

USE THE EVIDENCE TO SELL - OR RESET

Digital marketing will generate more buyer competition but if it doesn't sell you can use the data to reset expectations.

9

TURN THE RESULT INTO A CASE STUDY

Convert a successful campaign into public proof that generates new leads.

10

TAKE THE SYSTEM INTO THE LOUNGE ROOM

Turn your sales pitch into a proprietary marketing system that differentiates you against all competitors.

DIGITAL MARKETING IS NOT NEW. EFFECTIVE DIGITAL MARKETING IS.

Digital marketing is one of the most efficient ways available to real estate agents to generate buyer demand, demonstrate value to vendors and convert campaign success into future listing opportunities.

Yet more than 20 years after digital advertising became mainstream, it is still not being used as effectively as it could be across the real estate industry.

WHY IT REMAINS CONFUSING

- Targeting is often treated as a black box.
- Providers report performance in inconsistent ways.
- Agents are not always shown what good performance looks like.

WHAT HAPPENS AS A RESULT

- Digital marketing becomes a box to tick.
- Campaigns are underfunded or poorly planned.
- Vendors receive less demand and less evidence than they should.

REai was created to close that gap. SocialMAX uses AI-assisted delivery to help campaigns find and learn from the people most likely to engage. BrochureMAX then connects that attention with a better mobile property experience and richer buyer information.

WHAT THIS PROGRAM IS DESIGNED TO DO

This is not a technical media-buying course. It is a practical 10-step system that gives agents the knowledge, language and evidence to use digital marketing as a genuine sales method - not an advertising add-on.

By the end, an agent should be able to identify the buyers portals don't reach, explain AI targeting to a vendor, interpret campaign metrics, use buyer data during the campaign and convert the result into a stronger listing proposition.

10 STEPS FROM BUYER ATTENTION TO THE NEXT LISTINGS

The program follows the same commercial journey as a high-performing property campaign: create more demand, execute with greater intelligence, then convert the evidence and outcome into future business.

CREATE DEMAND

1

Find Buyers

2

AI Targeting

3

Measure

EXECUTE THE CAMPAIGN

4

Explain Value

5

Create Desire

6

Target Nationally

7

Digital Brochures

CONVERT SUCCESS

8

Sell or Reset

9

Success Marketing

10

Win Listings

1

FIND BUYERS THE PORTALS DON'T REACH

Property portals are essential because they capture buyers who have already declared their intent. They are searching, filtering suburbs, setting alerts and comparing listings. These are active buyers.

Digital marketing creates the opportunity to reach the people who could buy the property but are not currently searching for it. These passive buyers are where incremental demand is created.

NEW BUYERS

People entering the market who have not yet built portal habits, alerts or a fixed search area.

IMPULSE BUYERS

People not planning to move until a particular home, view, location or lifestyle gives them a reason

FATIGUED BUYERS

People who have missed properties, paused their search or stopped checking portals every day.

OUT-OF-AREA BUYERS

People searching nearby or living in adjacent markets who may move for the right home.

Treat portal traffic as the starting audience, not the entire market.

2

REPLACE SPRAY AND PRAY WITH INTELLIGENT TARGETING

Traditional digital marketing often begins with a manually selected set of suburbs, ages and interests, then serves the same campaign broadly and hopes the right buyer is somewhere inside the audience.

SPRAY AND PRAY

- Static audience built at launch.
- Success judged by cheap reach or large impression numbers.
- Budget can be wasted on people with little property interest.
- Limited learning from actual buyer behaviour.

AI-ASSISTED SOCIALMAX

- Attributes of the home from number of beds, baths and cars to architectural styles to even the number of floors used to target similar buyers.
- Early engagement gives the delivery system new signals.
- AI increasingly prioritises people more likely to act for that particular type of property.
- Performance is measured against meaningful campaign actions.

Meta explains that its delivery system learns who is more likely to engage and narrows delivery over time. SocialMAX applies this capability through a proprietary property and buyer based AI powered targeting system designed to maximise the ROI on your digital marketing investment.

**A bigger audience is not
automatically a better audience**

The objective is not to show the property to everyone. It is to give AI the ability to identify and concentrate on the people most likely to stop, click and explore.

- Set geotargeting based on where you think the buyers are likely to come from, but avoid over-restricting the audience because the AI will find the right buyers in any market.
- Use a sufficient campaign duration and budget so the delivery system can gather signals and optimise.
- Judge effectiveness by listing page views generated on your website, not by superficial views and clicks within the social media platforms.

3

MEASURE THE JOURNEY, NOT THE NOISE

Learn the metrics, understand the buyer journey and make listing page views the priority.

IMPRESSIONS

The number of times the ad was displayed in the social media platforms.. This is what you pay for and you want the right audience to see your ad.

PEOPLE

The number of individual people reached by the campaign.

CLICKS

Recorded interactions with the advertisement. Clicks, shares, comments, flicking through photos, etc

LISTING PAGE VIEWS

A successful visit to the property page after the click. This is the clearest consistent signal that someone stopped scrolling and entered the property experience.

Digital reports are often difficult to interpret because providers lead with the largest number. A million impressions can sound impressive, but impressions are just a function of how much money is invested in the campaign. Engagement is the key.

After 12-months of campaigns these are the industry leading performance stats (average per campaign) of SocialMAX.

IMPRESSIONS

16,880

PEOPLE

7,579

CLICKS

1,938

LISTING PAGE VIEWS

1,162

12.3% CLICK-THROUGH-RATE (CTR)

CTR = Clicks divided by Impressions

BENCHMARK FOR REAL ESTATE

2.5% - 3.75% CTR in 2026 according to Adamigo.

WHY LISTING PAGE VIEWS MATTER MOST

They show the buyer did more than glance at an ad or tap a button. The person left the social media platform, waited for the listing to load on your website and chose to look around the property

THE STRONGER PROOF IS THE DISTRIBUTION

- 74.5% of SocialMAX campaigns achieved 10%+ CTR
- 20.8% exceeded 15%, and fewer than 2% finished below 5%.

4

HELP THE VENDOR UNDERSTAND THE VALUE

You want to develop a clear script that turns digital marketing from a technical line item into a sales advantage.

Vendors do not need a lesson in advertising platforms. They need to understand how effective digital marketing can give their property more opportunities to be discovered.

THE 45-SECOND VENDOR SCRIPT

The portals are essential, but they mostly reach people who are already searching. Our digital campaigns are designed to put your property in front of active buyers and the passive buyers who may move when the right home appears. AI then learns from the people who engage and directs more of the campaign towards people likely to take the next step. We report not only how often the property was seen, but how many people stopped scrolling and visited the listing on our website. That creates more buyer competition for your home.

THREE POINTS VENDORS MUST REMEMBER

MORE BUYERS

Reach beyond the existing portal search pool.

SMARTER DELIVERY

AI learns from real engagement

CLEARER EVIDENCE

Listing page views show genuine exploration.

5

USE CREATIVE THAT MAKES BUYERS LOOK INSIDE

The first image is not a catalogue of the property. It is an invitation. Its job is to make the right buyer stop, imagine the lifestyle and choose to look inside.

LEAD WITH DESIRE

- Strong facade with immediate street appeal.
- Outdoor entertaining, pool, view or lifestyle image. Exceptional hero interior when it is genuinely the strongest feature.
- Bright, clean image with a clear mobile crop
- Make buyers want to come inside and have a look around.

AVOID FRICTION

- Dark or visually confusing rooms.
- Floorplans as the first creative.
- Busy collages that make the buyer work.
- Heavy text or branding that competes with the home.

THE CREATIVE RULE

Show enough to create curiosity, not so much that the buyer feels they have already seen the whole home.

6

TARGET THE BUYER, NOT JUST THE SUBURB

Buyers do not always come from the suburb where the property is located. Prestige, lifestyle, investment and relocation properties can attract interest from nearby suburbs, capital cities, interstate markets and other parts of the country.

SocialMAX helps you reach likely buyers across multiple markets without paying a separate fee for every suburb.

LOCAL

People already connected to the area.

FEEDERS

Suburbs and regions that commonly move into the area.

NATIONAL

Relocators, investors and lifestyle buyers around Australia.

SocialMAX can include multiple relevant locations within the campaign without adding a separate media charge for every suburb. This gives agents the freedom to build a buyer strategy around likely origins rather than around a narrow postcode list.

GIVE AI ROOM TO FIND THE PATTERN

Select plausible buyer markets, then allow the delivery system to learn where engagement is strongest. Do not confuse adding every suburb with having a national strategy.

7

PUT THE HOME IN THE BUYER'S POCKET

SOCIALMAX

Creates attention.

BROCHUREMAX

Makes property easy to explore.

BUYER DATA

Reveals engagement signals.

AGENT FOLLOW-UP

Improves service and feedback.

BROCHUREMAX is a mobile optimised digital property brochure designed for the majority of your market that view properties on their phone.

BrochureMAX conveys the home with flipbook swipe and vertical scroll functionality for a beautifully engaging experience complete with your agency branding. It is environmentally friendly and delivered seamlessly via SMS at OFI's or via QR code from other marketing.

It provides unrivalled capture of interested buyer data to ensure you service buyers effectively and efficiently. This helps you have meaningful buyer interest conversations with your Vendors.

VALUE FOR THE BUYER

- Fast access to property details on a phone.
- Information can be revisited after the inspection.
- A simpler experience than carrying or losing paper.
- Allow buyers easy access to download important property documents.
- Real time feed of OFI and Auction times.
- Real time update of price and other important information.
- A direct way to share the property with partners or advisers.

VALUE FOR THE AGENT AND SELLER

- More informed buyer follow-up.
- Better evidence of where interest is building.
- Stronger feedback conversations with the seller.
- A connected journey from advertisement to inspection and follow-up.

8

USE THE EVIDENCE TO SELL - OR RESET

Digital marketing does not replace negotiation, inspection feedback or market judgement. It strengthens them by providing an additional body of evidence about how the market has responded to the property.

WHEN THE HOME SELLS

- Use campaign reach and engagement to demonstrate how demand was created.
- Show how listing page views, brochure activity, inspections and offers progressed.
- Capture the result as proof of the sales method.

WHEN THE MARKET DOES NOT CONVERT

- Identify where the buyer journey is breaking down.
- Compare strong digital engagement with inspection, feedback and offer behaviour.
- Use the combined evidence to discuss price, presentation, access or campaign strategy.

You should use the campaign data for better decision making when demand converts and when it does not.

A DIAGNOSTIC FRAMEWORK

SIGNAL	WHAT TO INVESTIGATE
LOW REACH	Budget, duration or audience may be too limited.
LOW CTR	Creative, message or targeting may not be creating enough interest.
STRONG LPVS, WEAK INSPECTIONS	Review price perception, inspection timing, presentation and buyer objections.
STRONG INSPECTIONS, NO OFFERS	Review value, conditions, unresolved concerns and competitive alternatives.

PROPERTY FAILED TO SELL?

RESET EXPECTATIONS WITH EVIDENCE, NOT OPINION.

“The campaign has generated strong attention and property visits, but that interest is not converting into inspections or offers. Together with the buyer feedback, that gives us a clear reason to review how the market is perceiving the property.”

9

TURN THE RESULT INTO A CASE STUDY

A sale is an outcome. A case study explains your contribution to that outcome. It shows future vendors what the challenge was, what you did differently and what evidence proves the model worked. You want to convert a successful campaign from a private result into public proof that generates new leads.

THE SIX-PART CASE STUDY

CHALLENGE

What made the property, market or campaign difficult?

STRATEGY

What did you decide to do and why?

TARGETING

Which active and passive buyers were pursued?

EVIDENCE

Use reach, clicks, CTR, listing page views, brochure engagement and inspection activity.

RESULT

State the sale outcome, competition created or expectations successfully reset.

LESSON AND CTA

Explain what the result means for owners considering a similar move.

REAL CASE STUDIES

Been on the market 3 months with limited interest. After purchasing SocialMAX and BrochureMAX we had 6 inspections, 3 interested parties and sold in 4 days for \$200K more than comparables.



The busiest campaign I've ever had in Toowoomba. Sold for 20% more than initial price expectations. SocialMAX and BrochureMAX made a big difference.



We had 46 groups of buyers through during campaign and received 11 offers. SocialMAX and BrochureMAX are a key part of how I market properties now. I love it.



This was a truly unique property and Real Estate Ai has helped us find buyers that were really interested. It was our most viewed property of the year. Real Estate Ai really delivers.



This property failed to sell with another agency. We found the buyer in 1 day with SocialMAX and they had been looking for a while in the surrounding suburbs.



We had 11 groups through the first open home, 49 enquiries overall, leading to 7 offers and under contract within 3 days, for a result above the asking price.



10

TAKE THE SYSTEM INTO THE LOUNGE ROOM

The final step is to show the vendor that you have a more complete model for finding, understanding and converting buyer demand. You can use SocialMAX AI-powered digital marketing campaigns and BrochureMAX digital brochures to create a genuine listing advantage.

FIND

Active and passive buyers.

LEARN

AI improves delivery from engagement.

PROVE

Clear metrics show market response.

SERVICE

Brochure data supports follow-up.

ACT

Evidence guides the campaign.

AMPLIFY

Success becomes the next listing story.

THE LOUNGE-ROOM PITCH

We do not simply put your property online and wait. We create demand beyond the portals, use AI to continually identify the people most likely to engage, give buyers a better mobile property experience and report on the actions that matter.

That means your home has more opportunities to reach the right buyers, you have better evidence to make decisions throughout the campaign, and you create more competition to maximise price.

A 30-DAY PLAN TO MAKE THE SKILL PART OF YOUR PROCESS

WEEK 1

Build the language.

Identify active and passive buyer groups for three current listings. Learn the five metrics. Practise the vendor script until it sounds natural.

WEEK 2

Improve campaign inputs.

Review creative selection, buyer origins and geographic targeting. Build each campaign around a clear demand hypothesis.

WEEK 3

Use the data.

Report listing page views alongside impressions, reach, clicks and CTR. Connect digital behaviour with enquiry, open-home feedback and offers.

WEEK 4

Convert the proof.

Create one case study, publish it, add it to the listing presentation and use the 10-step framework in every appraisal conversation.

THE OUTCOME

Digital marketing should not be a box to tick. Used properly, it is a measurable system for reaching more buyers, learning from their behaviour, improving vendor decisions and creating the proof that wins the next listing.

When you do it properly, digital marketing stops being something you just do because everyone does it and becomes a capability you can explain, measure and use to win new business.

METHODOLOGY & SOURCES

METHODOLOGY

- REai performance figures are based on the cleaned FY26 campaign spreadsheet covering 1 July 2025 to 29 June 2026.
- Campaign performance analysis uses SocialMAX campaigns with impression data.
- The dataset includes Package, SocialMAX Only and BrochureMAX only campaigns.
- Campaign-level averages are unweighted.
- Listing page views are the supplied campaign metric for completed property-page visits.
- Benchmark caution - Published benchmark datasets and SocialMAX may use different campaign objectives, click definitions, attribution settings and audience markets. External comparisons are included to give agents context, not to claim a like-for-like controlled test.

SOURCES

- REai FY26 campaign dataset and First Financial Year Campaign Performance Report.
- Meta for Business - Facebook ad auctions explained and Advantage+ audience. Meta ad auction | Advantage+ audience - <https://www.adamigo.ai/blog/meta-ads-benchmarks-2026-funnel-prospecting-retargeting-retention>



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