

# DIGITAL ADVERTISING



Advertise a listing, farm an area, or get in front of your sphere using custom digital ads through Adwerx.

## OVERVIEW

Digital marketing can help ensure that you are well-positioned to connect with new leads, retain your current database, and gain referrals. Adwerx targets prospective clients that are behaviorally looking to buy and sell. Examples would be searching for moving companies or mortgage calculators. With Adwerx, you can easily and affordably make sure you're not only marketing yourself but targeting prospective clients. In this lesson, we'll explore three opportunities for digital marketing through Adwerx.

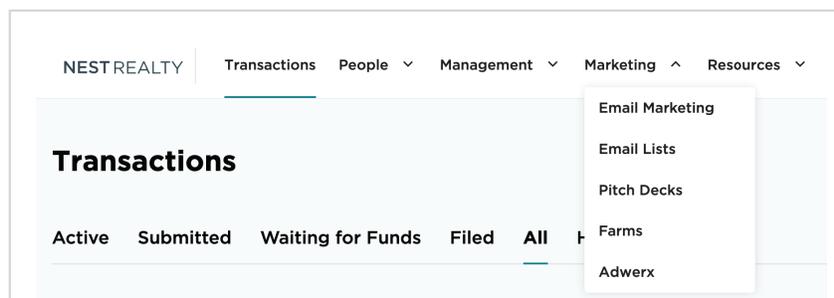
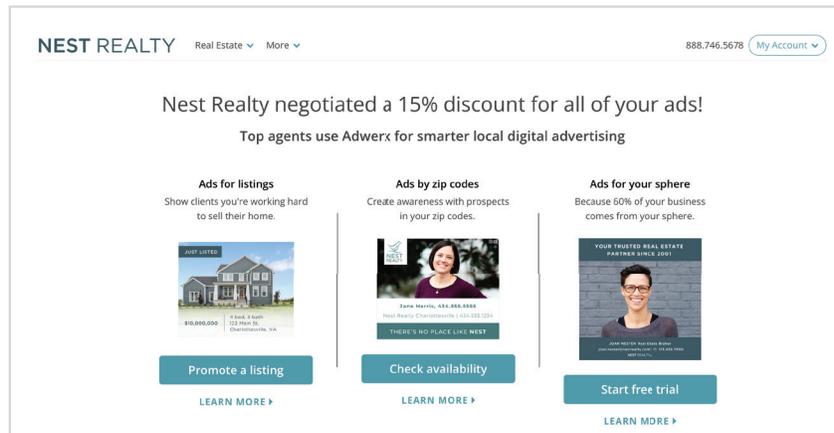
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## NAVIGATING TO ADWERX

You can access your Adwerx account through the Marketing tab on your Envoy dashboard. Once you've arrived at the Adwerx homepage, you can explore the three available marketing initiatives.

- Listing Promotion
- Zip Code Marketing
- Sphere Marketing



## LISTING PROMOTION

One of the amazing features available to you through Adwerx is "Just Listed" ad campaigns for eligible\* listings. These are 100% automated ads for the first seven days a listing is active. These ads are generated 24-36 hours after the listing is live. Adwerx ads benefit your sale by generating thousands of impressions and targeting prospective clients within a 15-mile radius of your listing, which is sure to impress your seller! To make sure they know the impact of this advertising, your sellers will be notified via email about the ad and will see it "in the wild" through targeting. See an example below!

Pro Tip: If your listing goes under contract before your seven days of advertising expire, you can update your ad to change the property status, or you can retrofit the design as a personal marketing opportunity, marketing yourself as the go-to realtor for the area

\*Contact your lead Broker for more details on eligible listings.

## LISTING PRESENTATION

Don't hesitate to toot your own horn! When connecting with prospective new sellers, be sure to mention that your digital marketing efforts as part of your marketing strategy. The first week of advertising is automated for you, but you can extend your ad beyond the free seven days for additional promotion.

To extend your ad, you can:

- Click the blue-button above to log into your Adwerx account
- On the top right corner of the page, click My Account
- Click My Campaigns
- Go to the Ad Campaign and click "+ Add Weeks"
- Select the number of weeks to advertise and click Continue
- Enter your payment information
- Click Purchase

## ZIP CODE MARKETING

With zip code marketing, you can raise your own brand awareness and position yourself as the area expert. A few things to note when setting up zipcode marketing:

- Pricing varies across zip codes
- There are 10 total spaces for each zip code, 5 for Facebook and Instagram and 5 for web ads
- You can join a waitlist if all 10 ads are sold for your desired zip code

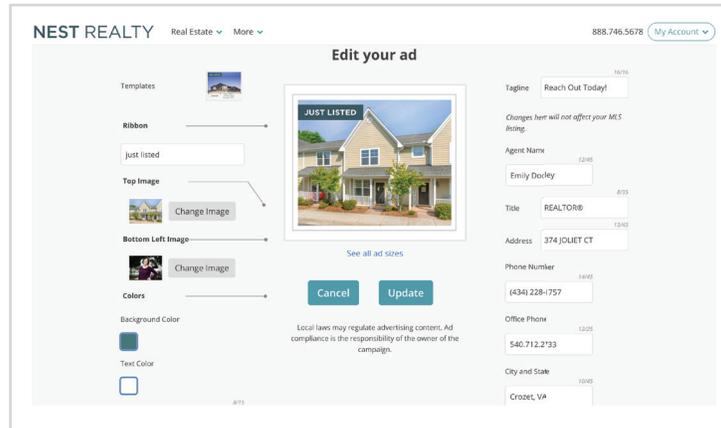
Please note zip code marketing should not be considered a lead generation tool but is a long-term brand awareness opportunity.

## SPHERE MARKETING

Using your client's database, you can be sure that you will stay top of mind for their next real estate transaction and earn new referrals. Rest assured, Adwerx is not emailing your clients directly, but with their email addresses, Adwerx can help you target your contacts with your ad based on their online activity. This is an incredible compliment to what you have already created in print by using the Friends of Nest program.

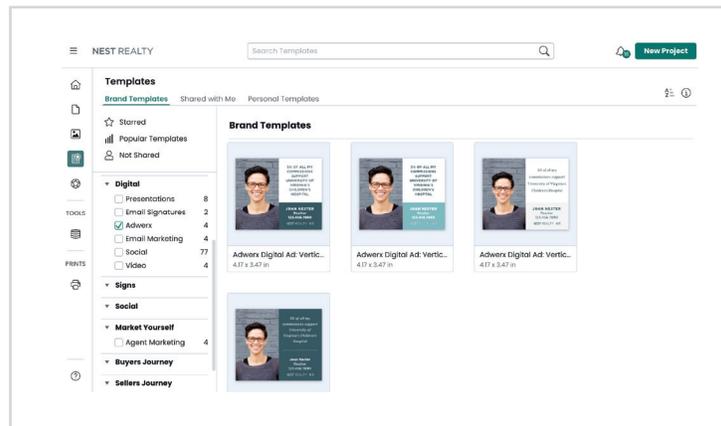
## CUSTOMIZING YOUR ADS

Within the “review your ad” feature you have the ability to change photos, contact information, and other information displayed in your design.



Looking for more customization than what’s seen in Adwerx? No problem. There are Adwerx templates available to you in Nest Design Center that are already sized for you. Be sure to download your design as a JPEG.

If you are looking for something truly custom, you can reach out to Agent Services (agentservices@nestrealty.com) to get started on a custom ad design.



## PAYMENT

Whether you're engaging in additional listing promotion time, zip code marketing, or sphere marketing, you will review your order details before submitting your credit card for payment. The process will feel familiar to most eCommerce sites.

**Finish setting up your campaign**

**Step 1. Select your billing plan**

Billing Plan	Price	Discount
Quarterly	\$198.00/month	15% PARTNER DISCOUNT
<b>Annual</b>	<b>\$198.00/month</b>	<b>40.5% PARTNER DISCOUNT</b>
2-Year	\$117.81/month	40.5% PARTNER DISCOUNT

**Step 2. Enter your payment information**

Order Summary	Total
2 zip code spots for one year	\$2,376.00
Nest Realty® Annual Discount: 40.5% Off	-\$962.28
<b>Today's Total</b>	<b>\$1,413.72</b>

Your campaign will renew in one year. You will be reminded 7 days prior to your renewal date.

Have a coupon code? [Click to apply it.](#)

**Contact Information** [Already have an account? Sign in.](#)

**Ad Preview**

1 web spot for 27701  
1 web spot for 27707

**Destination Page**

<http://nestrealty.com>

**Frequently Asked Questions**

**Can I update my ad after purchase?**  
Yes, you can update your ad and destination page at any point during your campaign. Updates are unlimited.

**Can I pay monthly?**  
We offer Quarterly and Annual campaigns because brand advertising takes a longer period of time to see its impact. We collect the total payment upfront because we make a commitment to our ad partners for your campaign when you purchase.

## MANAGE YOUR ADS

If you would like to change or revisit any of your ads, you can do so by clicking “My Campaigns” on the Adwrx dashboard. Here you can edit active ads, extend time for your ad campaign, and view your ad performance.

**How many times has your ad been viewed?**

Selected dates: **4,661** Web: 4,000 Facebook, Instagram: 661

Full-Time: **4,661** Web: 4,000 Facebook, Instagram: 661

From: May 9, 2023 To: May 16, 2023

Total Views

View Daily Listing Views

**Manage Your Ad Campaign**

- Edit Ad Weeks
- Edit Ad
- Destination Page \*
- Edit Facebook Page
- Copy this Ad
- Send report to your client

**Contact Adwrx**

- Email Us: [support@adwrx.com](mailto:support@adwrx.com)
- Chat Online
- Call Us: 888.746.5878

**Frequently Asked Questions**

**Who will see my ads?**  
Potential buyers who are looking for a home in the same area as your listing.

**Where does my ad show?**  
Adwrx gives you access to the entire internet. Because each local prospect is a unique person and visits different websites and apps, we don't have a preset list of places your ad is shown. Your ad will appear on top sites across the web, mobile apps, and Facebook's News Feed.

View your ad's metrics

Edit or extend your campaign