

ACM PARTNERS WITH THE TODAY BUSINESS & KEY REAL ESTATE AGENTS TO PILOT A REVOLUTIONARY DIGITAL MARKETING SOLUTION

THURSDAY, JANUARY 30, 2020 - The ACM business is partnering with six real estate agencies in Newcastle to pilot a sophisticated new approach to digital marketing that reaches potential home buyers with targeted advertising for specific properties.

ACM Executive Chairman Antony Catalano said his media company's partnership with The Today Business on its enhanced digital media solution, called Today Acquire, represented a "digital revolution for mum and dad vendors selling their greatest asset".

The pilot will use direct buyer acquisition software combined with existing print campaigns to drive improved overall awareness and lead generation for residential property sales. The pilot will launch in February with six agent partners including PRD Newcastle, PRD Shoal Bay, Street Property, Walkom Real Estate, O'Meara Property & First National Newcastle.

Mr Catalano said, "This type of targeted digital media has traditionally only been available to large-scale advertisers but we're now making it available for individual listings; large or small,"

"Our objective is to help vendors sell their properties more quickly. Combining the awareness driven by the ACM publishing platforms with digital activity that targets relevant buyers in environments they frequent will help push buyers along the path to purchase quicker" he explained.

The Today Acquire platform uses smart technology and advanced buyer intention data to optimise campaigns in real time, ensuring precious marketing dollars are maximised.

Trent Casson, General Manager of Residential at The Today Business, says that Today Acquire uses "a sophisticated multi-channel approach that includes display, native and social advertising".

"Today Acquire puts residential properties in front of active and passive buyers wherever they are consuming content online – from news websites to LinkedIn, to social media channels" Mr Casson said.

Importantly, users who match the buyer profile for a property are targeted and directed to the agency's website, allowing the agency to build its brand, business intelligence, buyer data and expand its client database.

Mr Casson said the product's performance was "measured not just on reach and click through rates but conversion of those clicks through to enquiry".

“The end-to-end automation that Today Acquire provides agents gives them the confidence that the marketing dollar is working hard for them so they can focus on acquiring listings and selling homes,” he said.

Scott Walkom, of Walkom Real Estate, said his agency was keen to be a partner in the Newcastle pilot and was “very excited about the potential of the ACM digital offering”.

“We’ve been looking at ways to be more active in the digital space, knowing that some of the buyers are not always on the portals - Today Acquire looks to be a solution that ticks all the boxes for us,” Mr Walkom said.

“The automation from both a creative production and campaign execution perspective allows us to scale up and down quickly with minimal impact on internal resources. This could be a game changer for our business.”

Mark Kentwell of PRD Newcastle & Lake Macquarie said his agency was pleased to be involved in the pilot: “Our agents will benefit from having access to the latest digital tools. Our vendors can gain a wider audience for their property, driving better prices in less time.

“If we can replicate the pilot results we have seen from other areas in our area, it will be a big win for consumers and the industry,” he said.

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