Meet Spoke.

A simple and cost-effective way to advertise your property to tens of thousands of people with Social Media and Google advertising.

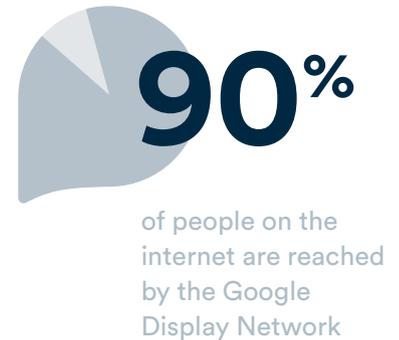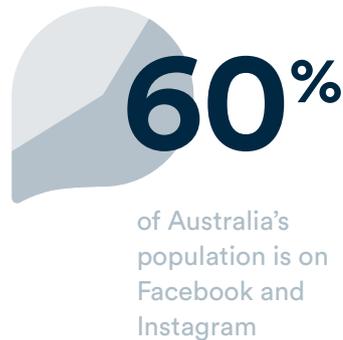Google Ads   facebook   Instagram

Spoke is a data-driven platform, built so you can reach the right buyers, at the right time – often before they even know they're looking to buy.

Maybe they've got a pay rise, been recently married, or had a baby – and they've started searching the web for things that suggest they're interested in property. Spoke targets the people who have made the right sort of signals and puts multiple, different ads in front of them – on Facebook, Instagram and the websites where they spend the most time. Spoke's Ad Performance Formula constantly tweaks and retargets your ads to generate more interest in the property you are selling, leading to a faster sale at a higher price.

Why wait for the right buyer to discover your listing?
Find them first, with Spoke.

Most buyers browse the web for 5.5 hours every single day – but they only spend 8.4 minutes on property websites. The rest of time, they're scrolling through social media and searching the web.

58%
of people buy within 5km of their existing home

60%
of Australia's population is on Facebook and Instagram

90%
of people on the internet are reached by the Google Display Network

Advertise only on the portals, and you're missing buyers 98% of the time they're online.

Starting at just $150 for an express 7 day campaign, our ads can showcase your property to tens of thousands of potential buyers in less than a day. Instead of waiting for your property to be found, Spoke targets the potential buyers most likely to be interested, by putting your home in front of them – again, and again, and again.

The average Spoke
property ad is shown

60,000 times

across Facebook, Instagram, YouTube
and the web, to an engaged audience
within 10kms of the property. Of that
an average of,

1,500 people

click to view detailed information
about the property, and visit your
listing online.

Google Ads

YouTube

news.com.au

facebook

10 play

Gumtree

Instagram

ABC

nine.com.au

Choosing to advertise with Spoke

How it targets your buyers

Spoke analyses data from Google and Facebook to work out who might be interested in the property you are selling.

01   Locals

58% of people look to move within 5km of their current address. Using location targeting, Spoke shows your ads to tens of thousands of people in your local area.

02   Property hunters

By analysing buyers' online profiles, spending habits, web searches and more, Spoke figures out who is most likely (and able) to buy this particular home.

03   Dreamers

Spoke proactively connects your listing with passive buyers, too— those who aren't actively searching for property, but would buy if they found the right home.

Then, it creates dozens of ad types for your listing across multiple different platforms. When a buyer clicks one of your ads, Spoke will retarget them with more ads – and different ads in different places – to recapture their interest, so they won't be able to forget about the home. It will be as if the perfect property dropped right into their lap.

Creating a Listing with Spoke

Here's how it works

1. ### Choose your audience

Spoke intelligently creates an audience of potential buyers likely to be interested in the property. You can easily expand your reach by adding additional suburbs or specific types of buyers to that target audience.

2. ### Check your ads

Spoke will create a collection of ads, in all different formats for Facebook, Instagram and websites across the Google Display Network. Each ad shows off the property in a slightly different way. Of course, you can make manual changes if needed.

3. ### Select a budget

There's an option for everyone. Prices start from just $150 for an Express 7 day campaign, $250 for a 14 day campaign, and $500 for a Premium campaign.

4. ### Publish your ads

Spoke will publish and show your ads to tens of thousands of potential buyers on social media and across the web.

5. ### Check how your ads are performing

We'll keep you in the loop with campaign reports showing how many potential buyers your ads have reached, and how your ads are performing overall.

Your Spoke campaign is live!

How it retargets potential buyers

Tom spots one ad while he's scrolling through Facebook or Instagram on his way to work.

He checks the news during his lunch break and spots another, different ad online.

And then another on his way home, while looking for dog videos on Instagram.
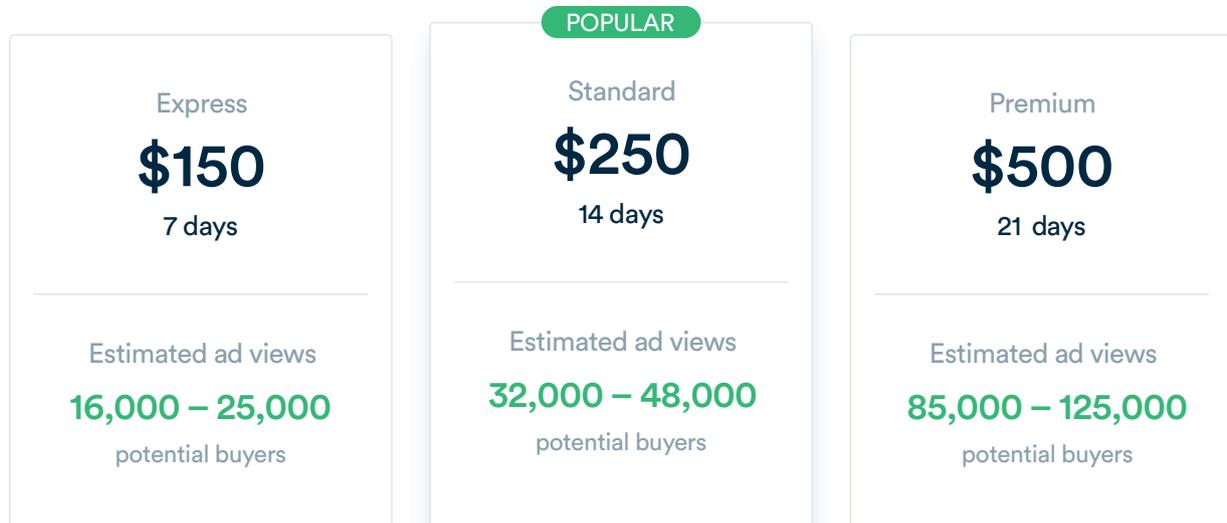
The whole time this is happening, Spoke's ad performance formula is working in the background to make sure the most successful ads are always visible.

Choose your campaign budget

Find a package that best suits you

Spoke has a package to suit every property and every budget. Keep in mind that the bigger the package, the more potential buyers your ads will reach – and the longer your ads will run.

Express	Standard POPULAR	Premium
$150	**$250**	**$500**
7 days	14 days	21 days
Estimated ad views	Estimated ad views	Estimated ad views
16,000 – 25,000	**32,000 – 48,000**	**85,000 – 125,000**
potential buyers	potential buyers	potential buyers

If you want a customised campaign, Spoke can help – just chat to your agent.

All it takes is one more interested buyer to boost the sale price of the property: more enquiries means more attendees at open homes, which generates more competition and higher offers to get you the best price possible. Spoke's AI targets the people most likely to make that happen.

Customise your audience

Select your target market and reach

Audience Location

Area around property location

| 66 Lamington Street, New Farm |

Range

| 10km ▾ |

+ Add extra suburbs

Age

| 32 ⇅ | – | 55 ⇅ |

General Audience

Spoke finds new potential buyers by using Facebook and Google data to group internet users into audiences, based on where they sit in the buying cycle.

- ☑ First time buyers
- ☑ Active buyers
- ☑ Investors
- ☑ Premium buyers
- ☑ Your website visitors

My Audience

Spoke analyses your website traffic, your agent's social media community and interactions, and the specific contacts you want to target.

- ☑ My web traffic
- ☑ Ad and post engagement on Facebook and Instagram

Networks

- ☑ Facebook
- ☑ Google Ads
- ☑ Instagram

Estimated audience size

87,000

Potential Buyers

🟢 Target people who live near the property you're advertising. ⓘ

It's simple.

More buyers means more interest.
More interest means more offers,
which means a quicker sale,
for a higher price.

Find them first, with Spoke.

spoke

rexlabs.
a rexlabs product

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