

# Domain SOCIAL BOOST



## Boost your property marketing campaign with Facebook

Showcase your listings as a Domain sponsored post on Facebook with Domain's **Social Boost**.

Exclusive to Premium Plus listings, Social Boost amplifies your exposure to targeted buyers actively searching in your area.

With 14 million Facebook users in Australia\*, adding social to your online and print campaign helps you achieve the best result.



### Intelligent targeting

Pair Facebook's reach with Domain's powerful search insights to target buyers actively looking in your area



### Lead generation

Drive more listing and Agent profile views, keeping your property top of mind prior to auction



### Social media expertise

Leverage Domain's social media credibility as Australia's most followed and engaged property brand



### Sell faster

Deliver greater listing engagement and enquiries, helping to sell your property faster and for more

\*Source: Based on Facebook internal data, Sep 2015.

## Hybrid targeting approach



Combining Domain's search insights with Facebook's reach, Social Boost connects your listings with active and local buyers

Local buyers

**58%**<sup>1</sup>

of Australian home buyers look to move within 5km of their current address

### Facebook engagement

Weekly visits

**32 times**<sup>2</sup>

Average number of Facebook visits per user weekly

Time spent

**12.5 hours**<sup>2</sup>

Average time spent on Facebook per user weekly

## Boost your exposure mid-campaign

Applying Social Boost in the third week of your campaign is an effective way to keep your property top of mind and drive buyer interest ahead of auction.



To boost your property campaign, contact your Account Manager today

1300 799 109 | [sales@domain.com.au](mailto:sales@domain.com.au)

**Domain**