

NATIONAL MARKETING CAMPAIGN & AUDIENCE REACH

A Multi-Channel Campaign Designed to Reach Active Property Buyers, Investors & Wealth Builders

3M+ DIGITAL AD IMPRESSIONS
500K+ SOCIAL MEDIA REACH
100K+ EMAIL DATABASE
10K+ EXPECTED ATTENDEES PER EVENT

MULTI-CHANNEL MARKETING

- | | | |
|------------------------|----------------------------------|--------------------------------------|
| Digital | Direct & Database | Media & Partnerships |
| - Google Ads | - Email Marketing | - PR & Media Coverage |
| - Facebook & Instagram | - Social Media | - Industry Partnerships |
| - LinkedIn | - Property & Investment Database | - Outdoor & Venue Advertising |
| - YouTube | | - Property & Investment Publications |

TARGETING THE RIGHT AUDIENCE

Property Investors • First Home Buyers • SMSF Investors
 Business Owners • Existing Property Owners • Wealth Builders

DESIGNED TO DRIVE ENGAGEMENT

Driving relevant buyers, investors and industry professionals to the Expo
 — creating more opportunities for exhibitors to connect, engage and generate enquiries.



359K+ REACH
6.6K+ VIDEO VIEWS

DIGITAL CAMPAIGN PERFORMANCE

Google

3.18M Impressions | 307K Views



PREVIOUS EXPO MARKETING & MEDIA HIGHLIGHTS

Examples of television coverage, digital campaigns, outdoor advertising and print promotion from previous Expo events.

