

DREALabs: Your Guide to Marketing Your Listing

I am Marketing a....	I am Marketing a Condominium / EC / Apartment				I am Marketing a Landed / Townhouse Property	
My Property is a...	New Launch Property		Resale Property		New Launch	Resale Property
The Price of my Property Listing is...	\$1,000 - \$2,000PSF	>\$2,000PSF and above	\$1,000 - \$2,000PSF	>\$2,000PSF and above	-	-
Advertisers Typically Set a Budget of	\$100 - \$200 7 – 13 Days	\$250 - \$500 15 – 30 Days	\$100 - \$200 7 – 13 Days	\$250 - \$500 15 – 30 Days	\$300 - \$500 20 – 30 Days	\$300 - \$500 20 – 30 Days
Advertisers Typically Market these Properties on.... (Based on Past Campaigns)	Facebook Google Search	Facebook Google Search	Facebook Other Sites	Facebook Other Sites	Facebook Other Sites Google Search	Facebook Other Sites
Advertisers usually include a Marketing Hook...	Yes E-brochure VIP Pass	Yes E-brochure VIP Pass	Yes Property Report	Yes* Property Report (if favourable)	Yes E-brochure VIP Pass	None
Advertisers typically choose these Target Audiences... (Based on Past Campaigns)	<ul style="list-style-type: none"> People interested to buy in the District Homeowners in the area People Living in HDB 	<ul style="list-style-type: none"> People interested to buy in the District Affluent Individuals / Investors Homeowners in the area People living in Landed Property 	<ul style="list-style-type: none"> People interested to buy in the Planning Area Homeowners in the area People Living in HDB 	<ul style="list-style-type: none"> People interested to buy in the Planning Area / District Affluent Individuals / Investors Homeowners in the area 	<ul style="list-style-type: none"> People Living in Landed Property People interested in buying Townhouse People interested in Landed Property Affluent Individuals / Investors People Living in Condo 	<ul style="list-style-type: none"> People Living in Landed Property People interested in buying Townhouse People interested in Landed Property Affluent Individuals / Investors People Living in Condo
What should I use for my Ad Creative?	Video	Video	Interior Photo Video of Property	Interior Photo Video of Property	Video Photo	Interior Photo Video of Property
I know Copywriting is Important, but what should I Include?	Invite to Launch Event Investment Value Key Selling Point	Luxury & Lifestyle Key Selling Point Invite to Launch Event	Investment Value Key Selling Point Request for More Photos / Report	Key Selling Point Luxury, Lifestyle Connectivity Arrange a Viewing	Key Selling Point Invite to Launch Event	Key Selling Point Arrange a Viewing

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Visit www.drea.com.sg/labs for the latest versions (if available)