

Property Stream Digital Marketing



2016 Best
Estate Agency website

THE  **TIMES**
THE SUNDAY TIMES

In partnership with JN Digital

The Negotiator
Awards 2016
Best website of the year

Services overview/



- Paid Search
 - Google AdWords
 - Bing Ads
 - Display Advertising
 - Shopping Ads
 - Remarketing
- Search Engine Optimisation (SEO)
 - Audits
 - Strategic Keyword Planning
- Paid Social
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn
 - Pinterest

Paid search/



Paid Search is the fastest way of generating relevant traffic to your website by advertising your business to people searching for your products and services.

With over 50% of audiences happy to click on paid adverts, paid search is a channel businesses can't afford to ignore.

Our paid search services include optimisation and management of:

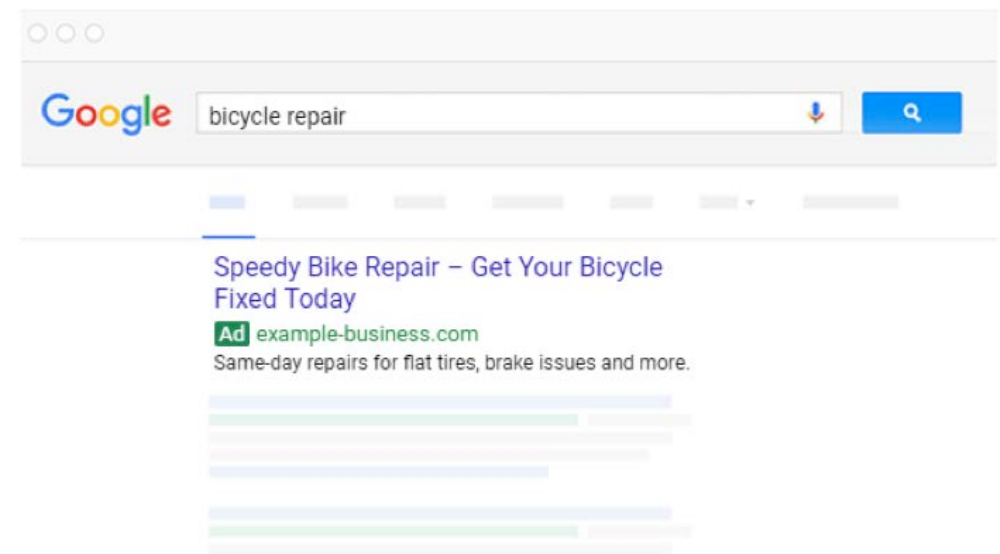
- Google AdWords
- Bing Ads
- Display Advertising
- Shopping Ads
- Remarketing



Paid search / Google Adwords



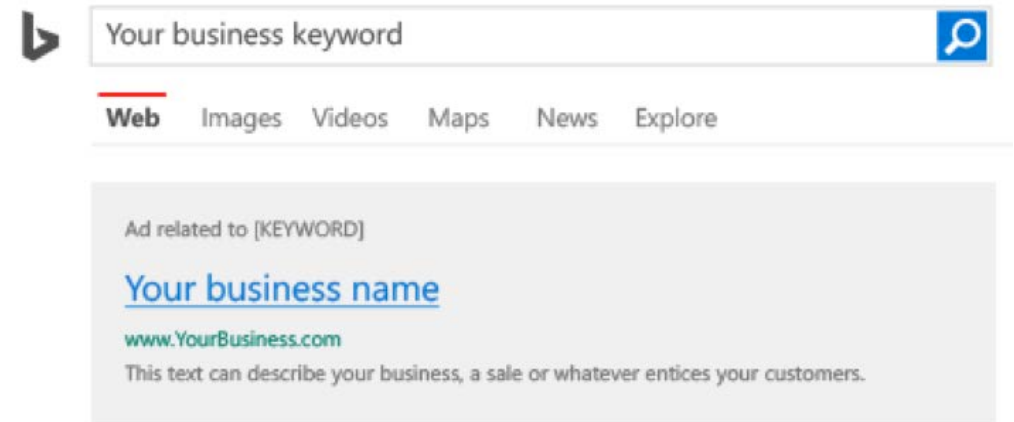
Google boasts approximately 75% of the global search audience. This alone makes Google AdWords the most important paid search platform.



Paid search / Bing Ads



Bing holds approximately 7% of the global search market share. Although a smaller audience, Bing is still an important platform for paid search.

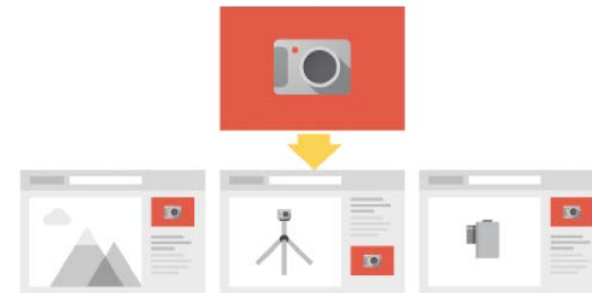


Paid search / Display Advertising



One of the oldest online advertising methods and now more targeted than ever, display advertising helps you reach your target audience on websites and apps with different advert types, including:

- Text Ads
- Image Ads
- Video Ads



Paid search / Shopping Ads



Reach shoppers who are searching for your products with adverts containing product images, headlines and prices.

Shop on Google

Sponsored ⓘ



Dr. Hu Light Wing Franklin Shoes

\$88.00

Betabrand



Paid search / Remarketing



A website visit rarely leads to a conversion on first engagement, therefore it's important to re-engage with visitors once they leave your website.

Increase engagement and conversions by serving dynamic and relevant adverts to people who have visited your website or app.



Search engine optimisation /



Search Engine Optimisation (SEO) is the process of growing a website's visibility in organic (non-paid) search engine results.

Not only do we aim to improve a website's visibility within search engines results, we also focus on driving quality traffic that will convert to your site through strategic keyword planning.

Our SEO services include:

- SEO Audits
- Strategic Keyword Planning



Auditing a website is vital to ensuring it performs for both search engines and users.

By analysing and reviewing your website we can identify the problem areas and strategically plan how to improve your website's performance.

We offer mini and full SEO audits. Contact us for more information.

Our full SEO Audits include analysing and reviewing:

- Search engine accessibility
- Website code
- Website content
- Website navigation
- URL structure
- Mobile friendliness
- Competitor analysis



Keyword research and planning is one of the important aspects of developing a successful SEO strategy. Targeting the right keywords across all of your pages ensures you'll get the right visitors to your website.

By researching your market we are able to identify the right keywords and phrases to include in your SEO strategy and develop an understanding of your online customers.

Our strategic keyword planning includes:

- Keyword research
- Keyword mapping
- Keyword ranking analysis
- Competitor analysis
- Content opportunities
- And much more



Paid social is used to target audiences on social media to improve conversions, presence and engagement. It's the fastest growing form of digital advertising.

Our paid social services include optimisation and management of:

- Facebooks Ads
- Instagram Ads
- Twitter Ads
- LinkedIn Ads
- Pinterest Ads

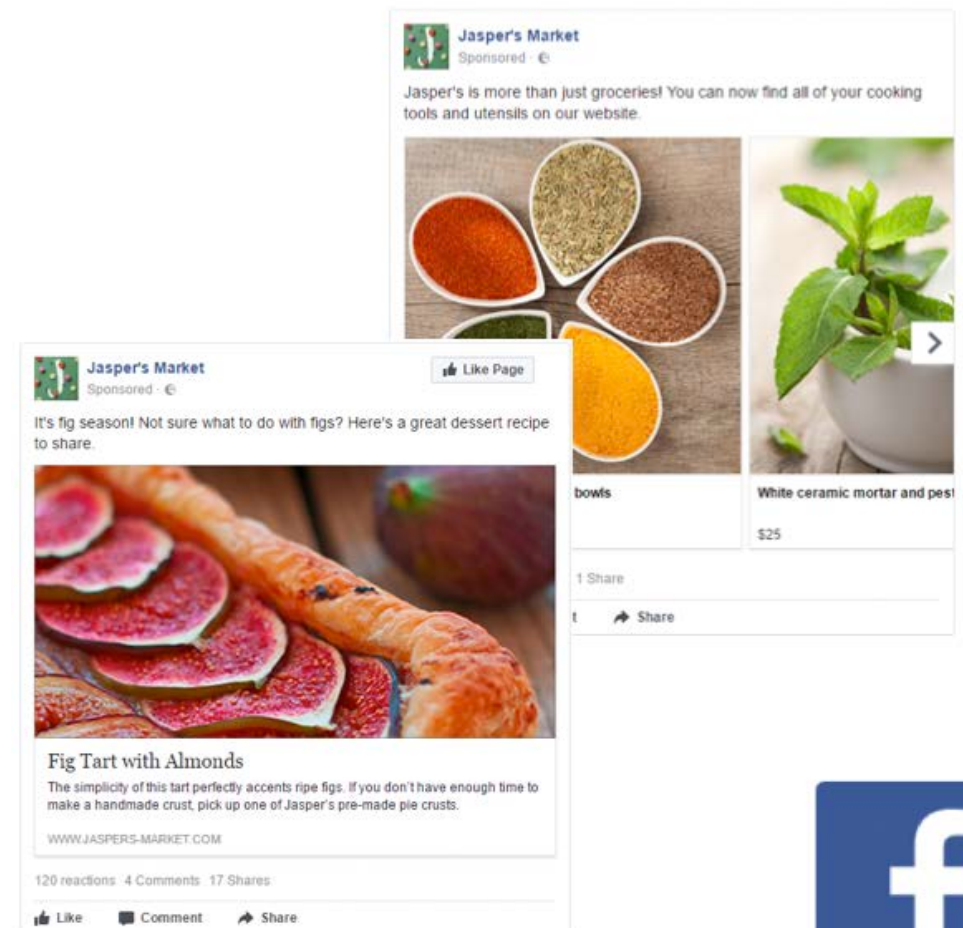


Paid Social / Facebook



Using Facebook advertising you are able to target people based on demographics like age, gender, job title, relationship status, education, and workplace.

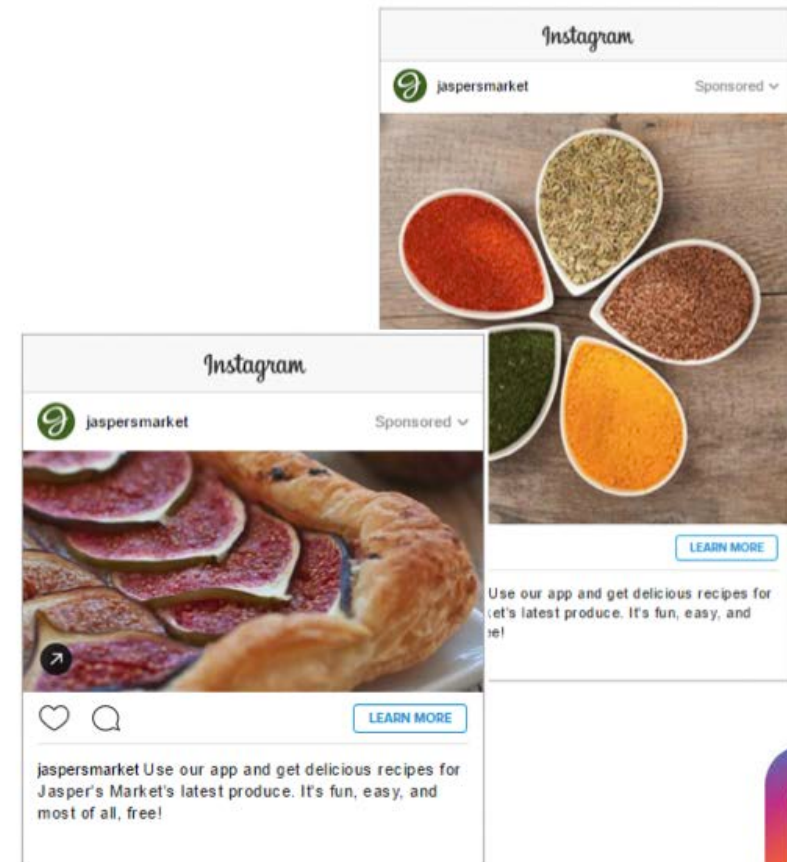
We can also target people who have visited your website or app, as well as use interest targeting so we can define the ideal audience by their online interests, hobbies and Pages they like on Facebook.



Paid Social / Instagram



Instagram uses information about what users do on Instagram and Facebook, as well as on third party apps so you can easily target audiences who are likely to be interested in your products and services

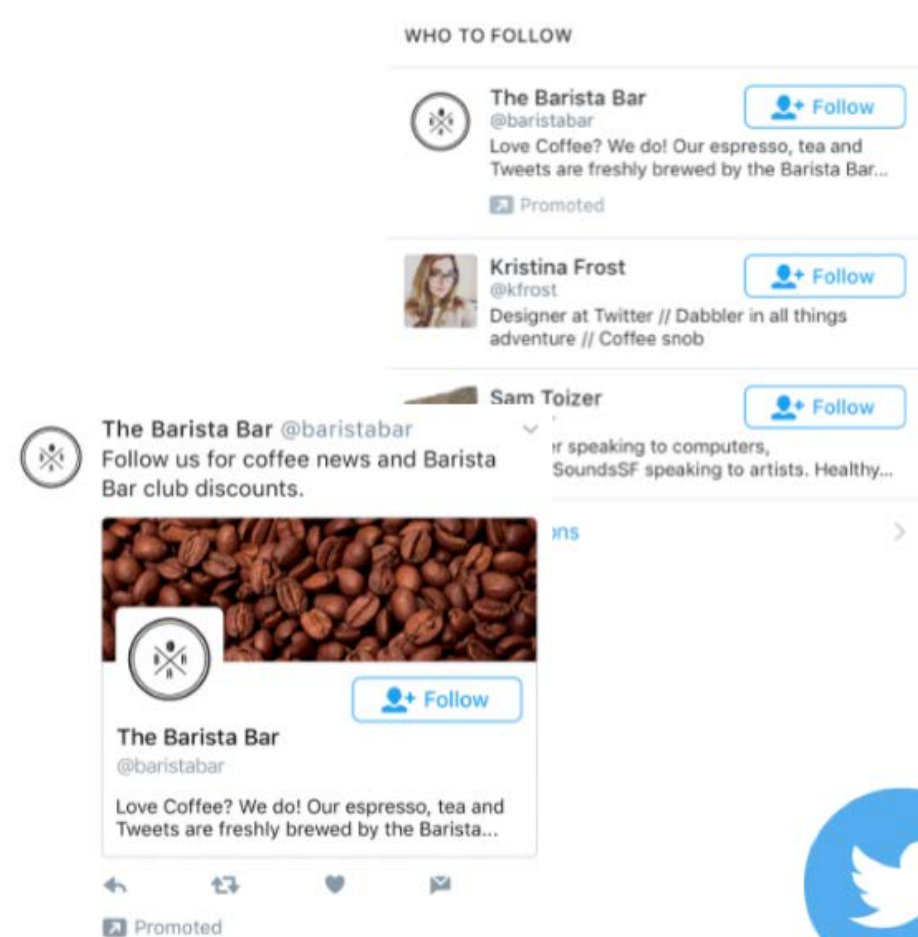


Paid Social / Twitter



Twitter advertising enables you to reach the right audience by targeting based on interests, geography, gender, device, or users similar to your followers.

In addition, maximize the relevancy of your message by targeting by keywords in people's Tweets and by serving ads to your website visitors.

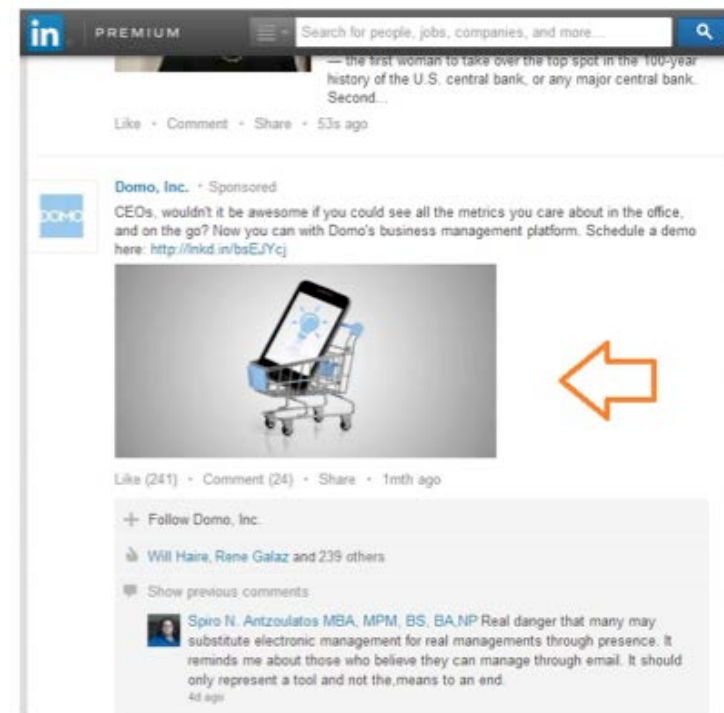


Paid Social / LinkedIn



On LinkedIn, you have a unique opportunity to target over 450 million professionals – the world's largest professional audience.

Target by job title, function, industry, and more.

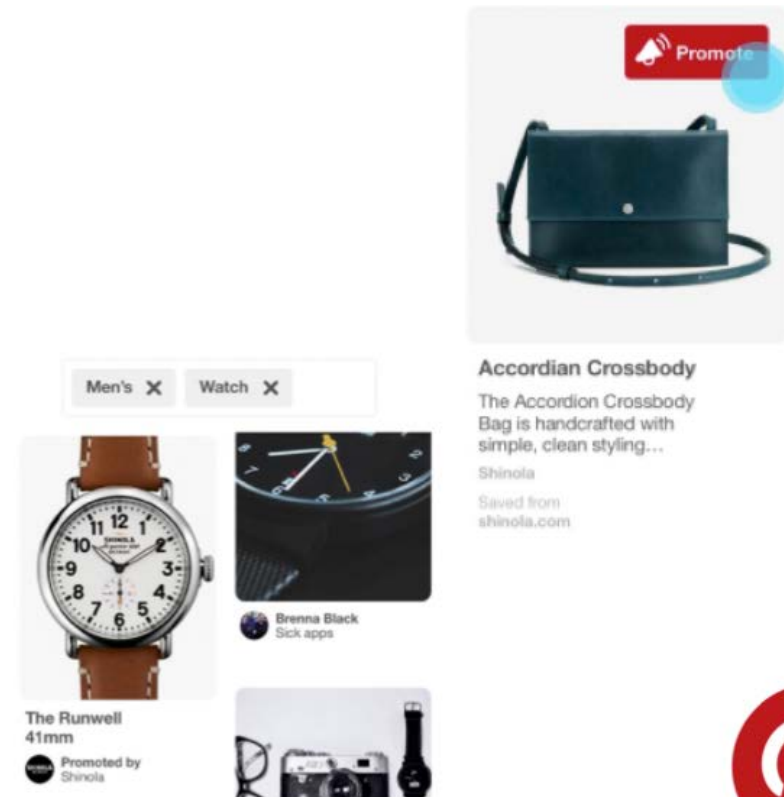


Paid Social / Pinterest



Pinterest advertising enables you to reach the 175 million people who visit Pinterest every month.

Build awareness and drive website traffic by targeting people based on what they like and are interested in, what they search for, by location, and more.



Thank you



Get in touch

T 0161 672 7820	Manchester	London
E enquiries@propertystream.co	26 Dale Street,	326 City Road,
www.propertystream.co	Manchester, M1 1FY	London, EC1V 2PT

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