



THE OKLAHOMAN  
MEDIA COMPANY

# Real Estate Campaign

# Real Estate Campaign

## C A M P A I G N   D E T A I L S

**Best Idea to Grow Advertising Sales or Retain Advertising Clients**  
**Group 1/Local, Regional Brands**

### **Excerpt:**

The Oklahoman created a business-to-business marketing campaign designed to help our Sales Team recapture lost real estate advertising. Our research driven campaign generated 68 sales leads and a nearly 10% close rate.

### **Challenge:**

During the past several years, the OKC real estate community has gradually been moving away from The Oklahoman as an advertising vehicle to smaller, specialty publications and national real estate websites like Zillow, Trulia, Redfin and others. This has resulted in erosion of our real estate sourced revenue. Our challenge was to begin to reverse this trend.

### **Objective:**

Reintroduce The Oklahoman to the real estate community; present the efficiency and effectiveness of the quality of our audience; introduce our new real estate website and present our wide array of advertising products and marketing services; and generate handraiser leads for our Sales Team.

### **Campaign:**

We created a research-based campaign designed to communicate the opportunity for realtors represented by our audience. For example, compared to the general market or any local TV audience, Oklahoman readers are more likely to:

- Own a home
- Have a higher home value
- Own multiple homes
- Own a vacation home
- Invest in real estate
- Be in the market to buy/sell in the next 12 months
- The campaign included a real estate marketing seminar/event that gave our Sales Team the opportunity to interface with 68 potential real estate advertisers.

# Real Estate Campaign

## C A M P A I G N   D E T A I L S

### Results:

- ROI 127%
- Traffic to our newly revamped real estate website, HomesOK.com, increased by 23% during the promotional period
- 2,667 page views to the real estate landing page on OklahomaUnfolded.com
- 2,336 unique page views
- 3:13 average time on page
- CTR for Facebook ads, LinkedIn ads and email exceeded industry benchmarks (HubSpot, WordStream, LinkedIn, MailChimp) by 53%, 123% and 94% respectively.

# Real Estate Campaign

P R I N T   A D S

# P R I N T   A D S   O V E R V I E W

5

# Real Estate Campaign

F U L L P A G E P R I N T A D



## Only In The Oklahoman.

Compared to the OKC market or any local TV audience, our audience is more likely to be in the market to buy or sell a home in the next 12 months.

In fact, they're also more likely to own a home, have a higher home value, own multiple homes, and invest in real estate.

The bottom line? Nowhere else can you reach more potential clients than with The Oklahoman.

### ATTEND THE OKLAHOMAN'S COMPLIMENTARY REAL ESTATE MARKETING EVENT

Thursday, November 9, 2017 11:30am - 1:30pm

Devon Boathouse | 725 SW Lincoln Boulevard | Oklahoma City | OK 73129

Lunch is included

**THE OKLAHOMAN. OKC'S BIGGEST REAL ESTATE AUDIENCE.**

Sign Up Today At [OklahomaUnfolded.com/Events](http://OklahomaUnfolded.com/Events)

 THE OKLAHOMAN MEDIA COMPANY 

The Oklahoman | NewsOK.com | The Oklahoman Direct | BigWing

# Real Estate Campaign

F U L L P A G E P R I N T A D

Realtors: There are nearly **4,000** realtors in OKC.  
How will you **stand out?**



## Stand Out From The Rest In The Oklahoman, OKC's Most Effective Real Estate Audience.

Compared to the OKC market or any local TV audience, our audience is more likely to be in the market to buy or sell a home in the next 12 months.

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# Real Estate Campaign

F U L L P A G E P R I N T A D



**20,000**  
OKLAHOMAN READERS WILL NEED A  
REALTOR WITHIN THE NEXT 12 MONTHS.  
WILL IT BE YOU?

## Get Your Fair Share Of New Clients – Only In The Oklahoman.

20,000 Oklahoman readers say they'll be in the market to buy or sell a home in the next 12 months – that means advertising in The Oklahoman will place your brand in front of 20,000 potential new clients.

The Oklahoman not only offers you more potential in-market clients, we offer the best audience for realtors in OKC – in fact, compared to the general market or any local TV audience, our readers are more likely to own a home, have a higher home value, own multiple homes, and invest in real estate.

The bottom line? Nowhere else can you reach a greater number of affluent clients than with The Oklahoman.

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# Real Estate Campaign

F U L L P A G E P R I N T A D



**Realtors**  
WHERE CAN YOU FIND THE MOST  
OKLAHOMANS LOOKING TO BUY OR SELL  
IN THE NEXT 12 MONTHS?

**Only In The Oklahoman, OKC's  
Biggest Real Estate Audience.**

Compared to the OKC market or any local TV audience, our audience is more likely to be in the market to buy or sell a home in the next 12 months.

In fact, they're also more likely to own a home, have a higher home value, own multiple homes, and invest in real estate.

The bottom line? Nowhere else can you reach more potential clients than with The Oklahoman.

Call **405.475.3338** To Get Started  
Or Visit **[OklahomaUnfolded.com/BuildYourBusiness](http://OklahomaUnfolded.com/BuildYourBusiness)**

**THE OKLAHOMAN** 

WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

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F U L L P A G E P R I N T A D

Realtors:  
There are nearly **4,000**  
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How will you **stand out?**



## Stand Out From The Rest In The Oklahoman, OKC's Most Effective Real Estate Audience.

Compared to the OKC market or any local TV audience, our audience is more likely to be in the market to buy or sell a home in the next 12 months.

In fact, they're also more likely to own a home, have a higher home value, own multiple homes, and invest in real estate.

We also have the new and improved, HomesOK.com, featuring continuous open house updates, new listings, real estate agents and is the only real estate website backed by MLSOK.

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F U L L P A G E P R I N T A D

20,000

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The Oklahoman not only offers you more potential in-market clients, we offer the best audience for realtors in OKC – in fact, compared to the general market or any local TV audience, our readers are more likely to own a home, have a higher home value, own multiple homes, and invest in real estate.

Plus our real estate website, HomesOK.com, features open house updates, new listings, real estate agents and it's the only real estate website backed by MLSOK.

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H A L F   P A G E   P R I N T   A D



## Realtors:

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THE MOST OKLAHOMANS  
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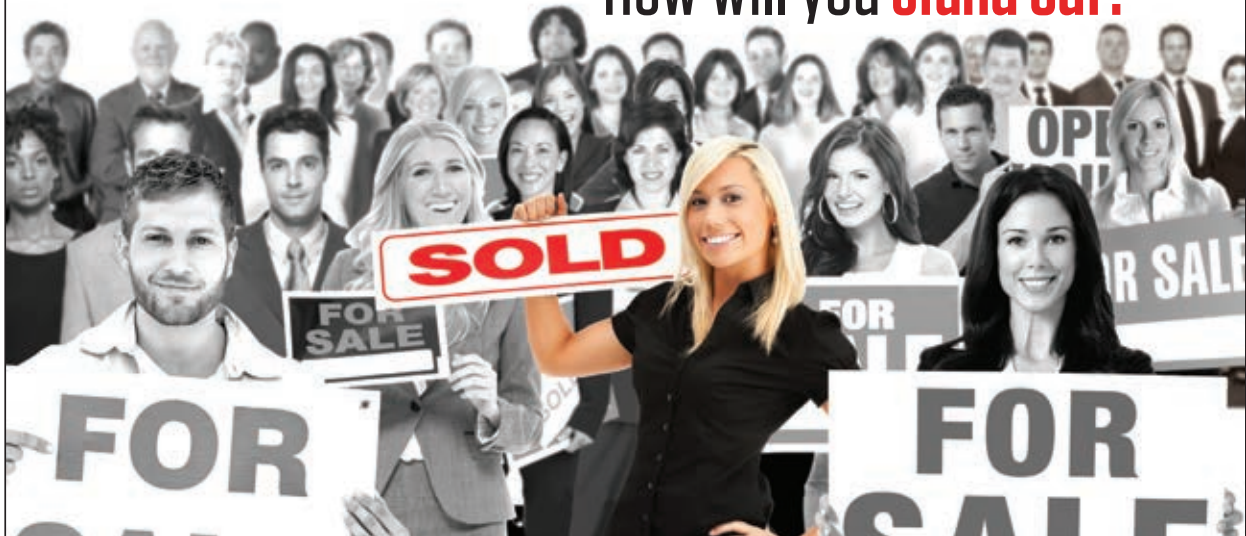
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H A L F   P A G E   P R I N T   A D



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**WITHIN THE NEXT**  
**12 MONTHS.**  
**WILL IT BE YOU?**

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# Real Estate Campaign

DIRECT MAIL



# Real Estate Campaign

## DIRECT MAIL

FRONT SIDE:



BACK SIDE:

**ONLY IN THE OKLAHOMAN, OKC'S BIGGEST REAL ESTATE AUDIENCE**

**OKLAHOMAN READERS ARE:\***

- **35% more likely to be in the market** to buy or sell a home in the next 12 months
- **29% more likely to own multiple homes** than the local TV audience
- **29% more likely to invest in real estate** compared to the local TV audience
- **30% more likely to own a home** compared to market average
- **42% higher income** than the market average

Get your brand & listings in The Oklahoman or on the new HomesOK.com website today. Call **405.475.3156** for more information.

\*2017 Scarborough Oklahoma City, OK, R1

**ATTEND THE OKLAHOMAN'S COMPLIMENTARY REAL ESTATE MARKETING EVENT**

- ▶ Learn about cutting edge digital and social media marketing tools designed to help you grow your client base.
- ▶ Listen to Dr. David Chapman, renowned realtor, entrepreneur and professor give advice on how to stay ahead of the ever changing real estate trends in Oklahoma.
- ▶ We'll introduce you to the all new HomesOK.com and show you why The Oklahoman's audience is poised to buy now!

Plus, find out about our special offer just for you!

Thursday, November 9th, 2017 | 11:30am - 1:30pm  
Devon Boathouse | 725 SW Lincoln Boulevard | Oklahoma City | OK 73129  
Lunch is included

Sign Up Today At [OklahomaUnfolded.com/Events](http://OklahomaUnfolded.com/Events)  
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THE OKLAHOMAN MEDIA COMPANY

The Oklahoman | NewsOK.com | The Oklahoman Direct | BigWing


# Real Estate Campaign

S O C I A L   A D S


# Real Estate Campaign

## S O C I A L   A D S

### FACEBOOK

**NewsOK**  
Sponsored (demo) · 🌐


The Oklahoman's audience is ready to buy or sell their home in the next 12 months! They're also most likely to own their home, have a higher home value, own multiple homes and invest in real estate. Seems pretty easy to us ... attend our real estate event and learn how to reach more potential clients than anywhere else.







Realtors, where can you find leads looking to buy in the next 12 months?


Find out at The Oklahoman's Real Estate Event on Tuesday, October 24th

[OKLAHOMAUNFOLDED.COM](http://OKLAHOMAUNFOLDED.COM) [Learn More](#)


 9 4 Shares

 Like  Comment  Share 

### LINKEDIN



**The Oklahoman**  
2,196 followers  
4mo

The Oklahoman's audience is looking to buy or sell their home in the next 12 months! Attend our real estate event and we'll show you how to reach them













**Realtors, Looking For Your Next Lead?**  
[oklahomaunfolded.com](http://oklahomaunfolded.com)


26 Likes · 2 Comments



 Like  Comment

Likes

+18

 **Lacey Wallace** Keller Williams Awesome suggestion 4mo ...  
Like Reply 1 Like

 **Yvonne Weaver** Yes I do I like that thank you 3mo ...  
Like Reply 2 Likes

# Real Estate Campaign

D I G I T A L   A D S

# Real Estate Campaign

## D I G I T A L   A D S

NEWSOK

HOME

SPORTS

NEWS

BUSINESS

OPINION

A&E

BLOGS

LIFE

WEATHER

PHOTOS

VIDEOS

HOMES

JOBBS

BestRide

THE OKLAHOMAN

NewsOK: Oklahoma City News, Sports, Weather & Entertainment

Google Custom Search

Realtors: There are nearly **4,000** realtors in OKC.  
How will you **stand out?**

**Realtors:**

WHERE CAN YOU FIND THE MOST OKLAHOMANS LOOKING TO BUY OR SELL IN THE NEXT 12 MONTHS?

Only in The Oklahoman. OKC's biggest real estate audience.

GET STARTED TODAY

THE OKLAHOMAN

THE OKLAHOMAN

WATCHDOG

ENERGY

EVENTS

NEWSOK NOW

EARTHQUAKES

CONTRIBUTORS

OBITS

CLASSIFIEDS

SHOP

BRAND INSIGHT

READER'S CHOICE

OKC

ON THE WEB

Equi

Realtors: There are nearly **4,000** realtors in OKC.  
How will you **stand out?**



Police searching for missing pedestrian in NW OKC

Master Sgt. Gary Knight said the incident happ

One man arrested Thursday in Beckham County, Oklahoma manhunt, others at large

One of several men who fled Thursday after a pursuit that started in Texas and ended near Elk City has been arrested in Beckham County, the sheriff's office reports.

LIVE

OKC Central Live Chat with Steve Lackmeyer at 9:30 a.m.

The chat kicks off soon, so submit your questions now!



ADVERTISEMENT

**Realtors:**



WHERE CAN YOU FIND THE MOST OKLAHOMANS LOOKING TO BUY OR SELL IN THE NEXT 12 MONTHS?

Only In The Oklahoman,  
OKC's Biggest Real Estate Audience.

GET STARTED TODAY

THE OKLAHOMAN



# Real Estate Campaign

## D I G I T A L   A D S

The screenshot displays the NewsOK website interface. At the top, a navigation bar includes links for HOME, SPORTS, NEWS, BUSINESS, OPINION, A&E, BLOGS, LIFE, WEATHER, PHOTOS, VIDEOS, HOMES, JOBS, and BestRide. Below this, a sub-header reads 'THE OKLAHOMAN' and 'NewsOK: Oklahoma City News, Sports, Weather & Entertainment'. A search bar with 'Google Custom Search' is also present.

The main content area features several advertisements and news snippets. A large black banner at the top of the main content area reads: 'By Advertising In The Oklahoman, OKC's Most Effective Real Estate Audience.' with a red 'GET STARTED TODAY' button and 'THE OKLAHOMAN' logo. Below this, a large red 'Realtors:' headline is followed by the text 'WHERE CAN YOU FIND THE MOST OKLAHOMANS LOOKING TO BUY OR SELL IN THE NEXT 12 MONTHS?' and 'Only in The Oklahoman. OKC's biggest real estate audience.' with another 'GET STARTED TODAY' button and 'THE OKLAHOMAN' logo.

Below the main banner, there are several news snippets and a live chat section. On the left, a 'READER'S CHOICE' section highlights 'ON THE WEB' with a link to 'Equi'. A 'DEVELOPING' section reports on 'Police searching for missing pedestrian in NW OKC' and 'One man arrested Thursday in Beckham County, Oklahoma manhunt, others at large'. A 'LIVE' section promotes an 'OKC Central Live Chat with Steve Lackmeyer at 9:30 a.m.'.

On the right side, there is a vertical advertisement for 'Realtors:' featuring a woman holding a sign that says 'OPEN HOUSE'. The text below the image reads: 'WHERE CAN YOU FIND THE MOST OKLAHOMANS LOOKING TO BUY OR SELL IN THE NEXT 12 MONTHS?' and 'Only In The Oklahoman, OKC's Biggest Real Estate Audience.' with a 'GET STARTED TODAY' button and 'THE OKLAHOMAN' logo.

At the bottom of the page, there is a photo of a man wearing a black cap that says 'WORLD WAR II VETERAN'.

# Real Estate Campaign

## D I G I T A L   E V E N T   A D S

NEWSOK

HOME

SPORTS

NEWS

BUSINESS

OPINION

A&E

BLOGS

LIFE

WEATHER

PHOTOS

VIDEOS

HOMES

JOBS

BestRide

Person icon

THE OKLAHOMAN

NewsOK: Oklahoma City News, Sports, Weather & Entertainment

Facebook icon


Twitter icon

Instagram icon

Google Custom Search

Search icon

**Realtors:** There are nearly **4,000** realtors in OKC. How will you **stand out**?

Find out October 24, at The Oklahoman's Real Estate Marketing Conference. **RSVP** 

**Realtors:**

WHERE CAN YOU FIND THE MOST OKLAHOMANS  
LOOKING TO BUY OR SELL IN THE NEXT 12 MONTHS?

WE'LL SHOW YOU AT THE OKLAHOMAN'S  
REAL ESTATE MARKETING EVENT  
ON TUESDAY, OCTOBER 24.

**RSVP TODAY!**

THE OKLAHOMAN MEDIA COMPANY

The Oklahoman | NewsOK.com | The Oklahoman Direct | BigWing



**OPEN HOUSE**

**Realtors:**

WHERE CAN YOU  
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OR SELL IN THE  
NEXT 12 MONTHS?

WE'LL SHOW YOU AT  
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**RSVP  
TODAY!**

THE OKLAHOMAN  
MEDIA COMPANY

THE OKLAHOMAN WATCHDOG ENERGY EVENTS NEWSOK NOW EARTHQUAKES CONTRIBUTORS OBITS CLASSIFIEDS SHOP BRAND DESIGN

READER'S CHOICE OKC

ON THE WEB Equi

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THE OKLAHOMAN MEDIA COMPANY

Social Security numbers, other data

**Police searching for missing pedestrian in NW OKC**

Master Sgt. Gary Knight said the incident happened

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ADVERTISEMENT

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E M A I L S

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## E M A I L S

2016 Oklahoma readers will need a realtor in the next 12 months.  
2016 Oklahoma readers will need a realtor in the next 12 months.

**Realtors:**  
**WHERE CAN YOU FIND THE MOST HOMEOWNERS?**



**Oklahoman Readers Are More Likely To Own A Home Than Any Local TV Audience.** - Scarborough 2017

**Find Out How to Reach Them at Our Real Estate Marketing Conference on November 9th!**

Why should realtors advertise in The Oklahoman? Because our readers are more likely to own a home than any local TV audience.  
Even better, their home values are nearly 30% higher and they're 30% more likely to be in the market to buy or sell a home in the next 12 months.  
The bottom line? If you're looking to reach OKC's most valuable potential real estate audience, look no further than The Oklahoman. Call us today at 405-475-3556 to find out how.

**Sign Up Now To Attend The Oklahoman's Complimentary Real Estate Marketing Event.**

**Learn from OKC's Best Digital and Social Media Marketers How to Reach New Clients and Make More \$\$\$**

**THE OKLAHOMAN'S COMPLIMENTARY REAL ESTATE MARKETING EVENT**  
 Thursday, November 9, 2017, 11:30am - 1:30pm  
 CHK | Central Bookhouse  
 732 Riverport Drive, Oklahoma City, OK 73129

**FREE LUNCH INCLUDED**

**SECURE YOUR SPOT RSVP NOW!**

Still unsure about attending our free event? Let's talk about the tips and tricks you'll learn:

- **Dr. David Chapman**, Real Estate Broker and Associate Professor at UCO: Dr. Chapman is a licensed real estate broker in Oklahoma who owns Realty 1, LLC - a real estate company with annual sales in excess of \$25 million and will be discussing current trends in real estate.
- **Clayton Dunlap**, Senior Business Development Manager at BigWing: Clayton will tell you all about using Facebook ads and video to reach and grow your client base, and how BigWing Connect can help you achieve your sales goals.
- **Wayne Snow**, Vice President of Sales at The Oklahoman: Wayne will be introducing you to the newly redesigned homesOK.com and how you can reach the state's most affluent and ready to buy audience using The Oklahoman and NewsOK.com.

**RSVP NOW**

Like us on Facebook and share this event with colleagues and friends!  
[Like Us](#) [Share](#)

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 The Oklahoman | NewsOK.com | The Oklahoman Direct | BigWing

The event will be held at The Oklahoman Media Company's headquarters, 732 Riverport Drive, Oklahoma City, OK 73129. For more information, visit [www.oklahomanmedia.com](#) or call 405-475-3556.

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**Only In The Oklahoman! Find Out How to Reach Them at Our Real Estate Marketing Conference on November 9th!**

According to Scarborough 2017 market research, The Oklahoman delivers more consumers planning to buy or sell real estate in the next 12 months than any local TV audience.  
Even better - they're more likely to own a home, have a higher home value, own multiple homes, and invest in real estate.  
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2016 Oklahoma readers will need a realtor in the next 12 months.

**20,000**  
**OKLAHOMAN READERS WILL NEED A REALTOR WITHIN THE NEXT 12 MONTHS. WILL IT BE YOU?**



**Find Out How To Reach Your Fair Share Of New Clients From The Oklahoman's Audience When You Attend Our Real Estate Marketing Conference On November 9th!**

20,000 Oklahoma readers say they'll be in the market to buy or sell a home in the next 12 months - that means advertising in The Oklahoman will place your brand in front of 20,000 potential new clients.  
The Oklahoman not only offers you more potential in-market clients, we offer the best audience for readers in OKC - in fact, compared to the general market or any local TV audience, our readers are more likely to own a home, have a higher home value, own multiple homes, and invest in real estate.  
The bottom line? Nowhere else can you reach a greater number of affluent clients than with The Oklahoman. Call us today at 405-475-3556 to find out how.

**Sign Up Now To Attend The Oklahoman's Complimentary Real Estate Marketing Event.**

**Learn from OKC's Best Digital and Social Media Marketers How to Reach New Clients and Make More \$\$\$**

**THE OKLAHOMAN'S COMPLIMENTARY REAL ESTATE MARKETING EVENT**  
 Thursday, November 9, 2017, 11:30am - 1:30pm  
 CHK | Central Bookhouse  
 732 Riverport Drive, Oklahoma City, OK 73129

**FREE LUNCH INCLUDED**

**SECURE YOUR SPOT RSVP NOW!**

Still unsure about attending our free event? Let's talk about the tips and tricks you'll learn:

- **Karen McGowan**, Social Media Specialist at BigWing Interactive: will show you the insider tips for finding your ideal target audience.
- **Clayton Dunlap**, Senior Business Development Manager at BigWing: will talk about BigWing Connect and how important of a tool this is for you!
- **Wayne Snow**, Vice President of Sales at The Oklahoman will present how you can reach The Oklahoman and NewsOK audience that's ready to buy and sell their home!

**RSVP NOW**

Like us on Facebook and share this event with colleagues and friends!  
[Like Us](#) [Share](#)

**THE OKLAHOMAN MEDIA COMPANY**

The event will be held at The Oklahoman Media Company's headquarters, 732 Riverport Drive, Oklahoma City, OK 73129. For more information, visit [www.oklahomanmedia.com](#) or call 405-475-3556.

# Real Estate Campaign

MORE  
PROMOTIONS

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## P O P U P B A N N E R S



**Realtors:**  
WHERE CAN YOU FIND  
THE MOST OKLAHOMANS  
LOOKING TO BUY OR SELL  
IN THE NEXT 12 MONTHS?

**SOLD**

**ONLY IN THE OKLAHOMAN, OKC'S  
BIGGEST REAL ESTATE AUDIENCE.**

**OKLAHOMAN READERS ARE:\***

- 35% more likely to be in the market to buy or sell a home in the next 12 months
- 29% more likely to own multiple homes than the local TV audience
- 29% more likely to invest in real estate compared to the local TV audience
- 30% more likely to own a home compared to market average
- 42% higher income than the market average

Get your brand & listings in The Oklahoman or on the new HomesOK.com website today.  
Call **405.475.3338** for more information.

**THE OKLAHOMAN MEDIA COMPANY**  
The Oklahoman | NewsOK.com | The Oklahoman Direct | BigWing

WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

\*2017 Scarborough Oklahoma City, OK, RI



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or talk with one of our staff here today.

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## T A B L E   T E N T

