



TrueProperty.io

# CAMPAIGN ACTIVATION

4/186 Marine Parade - **BRONZE**



# Campaign Details

This report should be used as a quick guide to your upcoming **BRONZE** property marketing campaign. We suggest that you check this report to ensure that you agree with our property analysis process.

## Platforms, Budget & Allocation



Facebook



Instagram



Google Display

### CUSTOM BUDGET ALLOCATION

Budget:	\$750
Start Date:	23/05/25
End Date:	20/06/25
Length (Weeks):	4

## Property Overview

Address:	4/186 Marine Parade
Suburb:	Mt Maunganui
Region:	Tauranga City



## Important Links

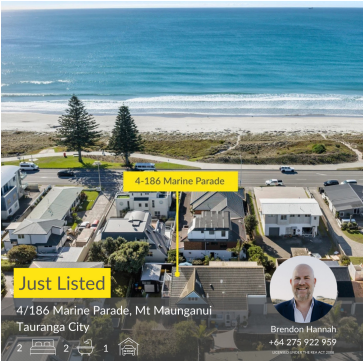


Destination Link: <https://rwpapamoa.co.nz/properties/residential-for-sale/tauranga-city/mt-maunganui-3116/house/3302881>

# Content Example

Here are examples to showcase the style and format of the advertisements for this campaign. They should be viewed as the foundation for your campaign and not exact replicas of the complete catalog.

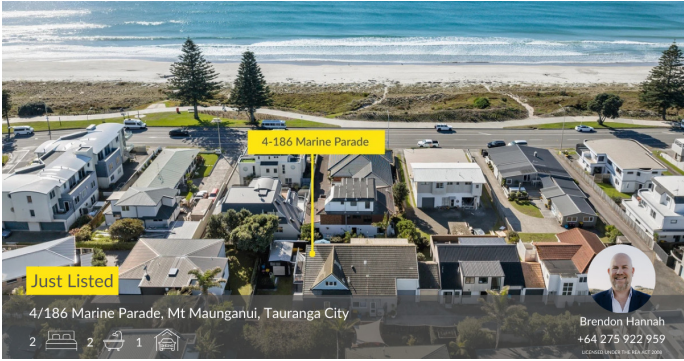
## Photo Content



[Click Here To View](#)

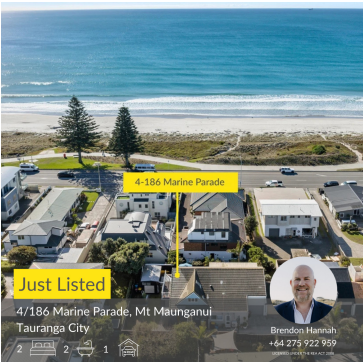


[Click Here To View](#)



[Click Here To View](#)

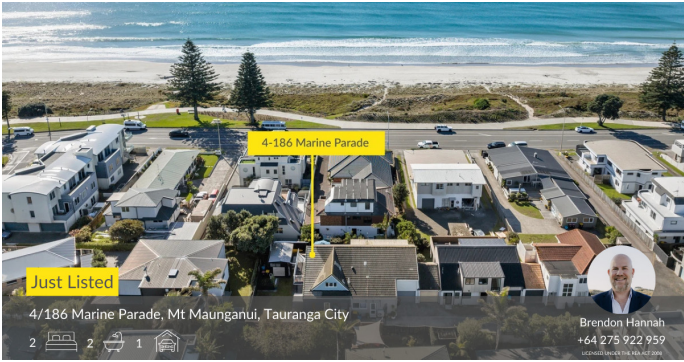
## Video Content



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# Landing Page Review

## Landing Page Analysis

**Overall Quality:** GREAT

**Visual Content:** GREAT

**Script:** GREAT

### Comments

#### Imagery:

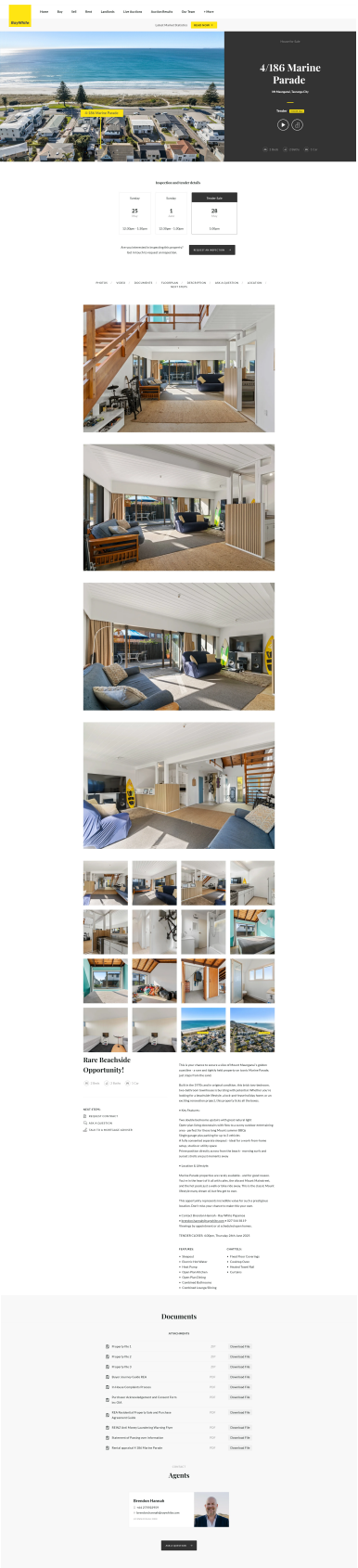
- Aerial photographs highlight the property's prime beachside location, just steps from the sand and sea.
- Wide-angle exterior shots showcase the townhouse's modern, coastal design and generous backyard.
- Interior images focus on the open-plan living area, natural lighting, and functional kitchen/dining space.
- Outdoor shots emphasize the sunny courtyard, ideal for entertaining and summer BBQs.
- Images also capture ocean glimpses from the upper-level, reinforcing the proximity to the beach.

#### Descriptive Language:

- Described as a rare beachside opportunity on Mt Maunganui's prestigious Marine Parade.
- Emphasizes the appeal for holidaymakers, renovators, or anyone seeking a low-maintenance lifestyle.
- Highlights potential for a "lock-and-leave" home or exciting renovation project with great bones.
- Promotes lifestyle perks like morning beach walks and vibrant local cafes within walking distance.
- Frames the property as a smart investment in a tightly held, high-demand location.

#### Features Section:

- 2-bedroom, 2-bathroom two-storey townhouse built in the 1970s with 120m<sup>2</sup> (approx.) of floor area.
- Located on Marine Parade, directly opposite the beach and moments from the Mainstreet hub.
- Includes a private sunny courtyard, a sleepout ideal for home office or studio, and a single garage with extra parking.
- Features open-plan kitchen/dining/living and two light-filled bedrooms upstairs.
- Crosslease title, with potential for further value uplift through renovation.





# Targeting Details

The targeting details in this report should be used as a sample of the overall campaign, as this process is fluid and subject to change. Our aim is to target our campaigns to all potential buyers across a wide range of platforms.

Each platform has its own set of targeting options, so some parameters are either ignored or added where relevant. As the campaign progresses, we adjust a number of parameters that our systems identify as having an affinity towards the property

## Agent Notes

### Key Features:

- Two double bedrooms upstairs with great natural light
- Two bathrooms across two levels
- Open-plan living area with flow to sunny outdoor entertaining space
- Single garage plus extra parking for up to 3 vehicles
- Fully consented separate sleepout – ideal for a home office, studio, or utility space
- 120m<sup>2</sup> (approx.) brick townhouse, built in the 1970s
- Located directly across from Mount Maunganui beach
- Rare and tightly held Marine Parade location
- Renovation potential or perfect for a beachside holiday home
- Crosslease title
- Close proximity to cafes, Mount Mainstreet, hot pools, and beach lifestyle attractions

### Buyer Comments

- Holiday home buyers – seeking a classic beachside retreat just steps from the sand
- Renovators/investors – looking for a property with strong location value and potential to add value through updates
- Professional couples – wanting a lifestyle-focused home near cafes, shops, and the beach
- Retirees or downsizers – chasing a low-maintenance home in a premium coastal location
- Remote workers or creatives – needing a separate sleepout for a home office or studio
- Small families or second-home buyers – after a versatile, centrally located Mount Maunganui base
- Out-of-town buyers – wanting a lock-and-leave property in a tightly held, high-demand area

## Location Targeting

### Local Campaign

#### Targeting Parameters

Less Than - 100km From Property Location

#### Presence vs Living

We will target users with a recent presence in the targeted area.

*Exact presence duration varies however typically a user is classified as present in an area if they have been within the last 3 months or 90 days.*



*Location shown is an estimation as we vary our location targeting parameters throughout the campaigns duration slightly.*

# Demographic Targeting

Our demographic parameters serve as guidelines, and we frequently adjust them based on the results we achieve throughout the campaign. They should be viewed as a framework for the overall demographic targeting parameters.

## AGE

### Young to Mid-Age Couples (30–50 years)

This rare Marine Parade gem is ideal for younger to mid-age couples seeking a lock-and-leave coastal lifestyle. With its unbeatable position across from the beach, easy flow to outdoor entertaining areas, and room for future renovation, it suits buyers ready to live the beach dream now while planning long-term upgrades. Whether used as a full-time home or luxe weekender, this townhouse offers a high lifestyle return in an iconic location.

### Empty Nesters and Active Retirees (55–70 years)

Buyers in this bracket will be drawn to the location, sun-soaked layout, and manageable footprint. Many will see the opportunity to downsize without sacrificing lifestyle — with cafes, hot pools, and coastal walks right outside the door. The sleepout offers flexibility for hosting visiting family, or setting up a creative studio or hobby space, all while enjoying sea air and morning beach strolls.

## PARENTAL STATUS

### Couples With Grown or No Children

This property isn't built for big families it's better suited to couples either without kids or whose children have left home. The two-bedroom, two-bathroom layout, combined with a flexible sleepout space, makes for an easy, low-stress home. Whether buyers are using it for short coastal getaways, Airbnb income, or relaxed day-to-day living, it works best for smaller households.

### Part-Time Hosts or Multi-Use Buyers

The separate, fully consented sleepout expands the buyer pool to those needing a home-office setup or space for short-stay guests. It's perfect for remote workers, artists, or anyone who wants a semi-separate work or income space especially with the beach just metres away.

## HOUSEHOLD INCOME

### Mid-to-High Earners

Buyers in this tier are likely to have the financial stability to invest in the location and modernise over time. They'll be paying a premium for address and lifestyle, not just house size. This property appeals to buyers who value walkability, prestige, and position over large land or sprawling floorplans and who see the long-term capital potential of Marine Parade.

### Lifestyle Investors or Renovation-Minded Buyers

Thanks to its original condition and prime location, the home is also ideal for buyers with an eye for transformation. Whether that's light cosmetic refreshes or full-scale updates, the bones are solid, and the value uplift is clear. This group could include holiday-let investors, second-home buyers, or semi-locals wanting a high-quality foothold in Mount Maunganui's most tightly held coastal strip.

## MOBILE, DESKTOP, TABLETS & TV SCREENS

### Mobile Devices:

- **Primary Targeting:** Likely buyers on the move, such as busy professionals, families, and those who use mobile devices for quick research or communication.

### Desktop Computers:

- **Primary Targeting:** Middle-aged or older homebuyers who may be more comfortable conducting detailed research on a larger screen, and may also be using desktops during work hours for house hunting.

### Tablets:

- **Primary Targeting:** Affluent individuals and families using tablets in the evenings or weekends for leisurely browsing of real estate listings. This device may also be common for older users who prefer the larger screen over a phone but appreciate the portability.

### TV Screens:

- **Primary Targeting:** This is less common for individual real estate searches, but it could be relevant for shared viewing experiences, such as families or couples browsing together at home.

# Targeting Parameters

The features listed below are not shown to potential buyers; they are instead used as a foundation for our campaign targeting methods. If you have additional features that you would like our team to include, please feel free to let us know.

## Other Features Highlighted During Property & Audience Analysis

### **Holiday Makers Wanting the Classic Mount Beach Lifestyle**

This property is a dream come true for buyers wanting a beach base in one of New Zealand's most iconic coastal locations. With direct beach access, space for the BBQ, and unbeatable proximity to Mount cafés and surf breaks, it's perfect for relaxed weekenders or summer-long escapes.

### **Retired or Semi-Retired Buyers Wanting Location Over Size**

Ideal for buyers wanting to downsize without giving up lifestyle. Morning walks, a coffee on the strip, and an easy lock-and-leave setup this unit offers a low-maintenance, prime-positioned home where the ocean is your backyard.

### **Professionals or Creative Buyers Seeking a Renovation Opportunity**

With original 1970s charm and full renovation potential, this is an excellent opportunity for hands-on buyers, investors, or creative professionals wanting to redesign a Mount Maunganui classic. The layout is ripe for transformation, with great bones and an unbeatable location.

### **Remote Workers or Consultants Wanting a Compact Base by the Sea**

Thanks to the fully consented sleepout, this property is also ideal for work-from-home buyers who want office separation. Whether used as a home studio, consulting space, or guest room, it offers flexibility that's rare this close to the beach.

### **Couples or Singles Seeking a Coastal Pad With Character**

This two-bedroom townhouse suits those looking for an alternative to high-rise apartment living. With off-street parking, a sunny courtyard, and a separate garage/sleepout combo, it offers charm, function, and lifestyle wrapped into one compact home.

### **Buyers With an Eye on Long-Term Value in a Tightly Held Area**

Marine Parade properties are rarely available, and this one comes with potential for immediate use or future gains through renovation. It's a classic 'buy the location' opportunity for those with vision, especially given the high desirability of the beachfront strip.

### **Expat Buyers Returning Home and Wanting a Beachside Bolthole**

New Zealanders living abroad who know the Mount's value will jump at this rare chance to own on Marine Parade. Whether they use it as a home base while visiting family or a future retirement pad, it ticks the boxes for location, flexibility, and long-term value.

### **Second-Home Buyers From Auckland or Waikato Wanting a Weekender**

Easy access from Auckland or Hamilton makes this an ideal lock-and-leave for busy couples or families wanting an escape. It's just enough space to enjoy, without the hassle of maintaining a large property and the beach is literally across the road.

### **Buyers Seeking a Passive Income Option With Bonus Sleepout**

The fully consented sleepout could easily serve as short-term rental income, guest accommodation, or a utility space for hobbies. Buyers wanting dual-use properties will love the layout and potential return.

### **Surf and Wellness Enthusiasts Craving a Minimalist Coastal Life**

For people focused on lifestyle over luxury, this home offers the ultimate beachside simplicity. Wake up, surf, stroll for coffee, repeat. It's ideal for those chasing clean air, daily movement, and a low-fuss home near the sea.

### **Creative Professionals Wanting an Inspirational Coastal Base**

Writers, designers, or entrepreneurs wanting a calming space with proximity to natural beauty will appreciate the light, privacy, and walkable location. The separate sleepout adds a studio/workshop feel for solo or project-based work.

### **Retirees Looking for a Low-Maintenance Mount Base With Parking**

With internal garaging, extra off-street parking, and no stairs between key living spaces and outdoor areas, this unit works well for retirees who want simplicity, security, and access to everything the Mount offers from Mainstreet to the hot pools.

### **Buyers Wanting to Secure Rare Landholding Potential**

Crosslease title and original condition give this property "future potential" for those thinking long-term. It's a land-bank and live-in scenario where the true value lies in the address and the options it may unlock down the track.