

CAMPAIGN ACTIVATION

Claudia Wright - ELITE



Campaign Details

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

Platforms, Budget & Allocation



Facebook



Instagram



Google Display



Google Search

Budget:	\$1500
Start Date:	PENDING
End Date:	PENDING
Length (Weeks):	8

AUTOMATED BUDGET ALLOCATION

Important Links

 Destination Link: <https://www.raywhite.co.nz/claudia-wright/real-estate-agent/cw240405342?type=selling>

Landing Page Review

Landing Page Analysis

General Comments

Imagery

Includes clean screenshots from Ray White's agent page showcasing property listings and professional profile.

Website design highlights agent branding with headshots and contact info prominently displayed.

Property photos on listings likely include exterior shots of classic Auckland homes—villas and bungalows.

Interior highlights are suggested through listings, likely featuring well-lit, staged rooms for buyer appeal.

Neighborhood visuals convey a family-friendly, community-focused atmosphere centered around Mt Eden.

Descriptive Language

Claudia Wright is described as energetic, experienced, and deeply passionate about real estate.

Her profile emphasizes genuine care, empathy, and commitment to client success.

Language builds trust by referencing a strong family legacy in real estate and years of hands-on experience.

Positive tone assures potential clients of a personalized and knowledgeable approach.

Mentions of strong school zones and local community add lifestyle appeal for families and long-term investors.

Features Section

Based in Mt Eden, Auckland—an area known for restored villas, bungalows, and a strong community spirit.

Close proximity to top-tier schools like Epsom Girls Grammar and Auckland Boys Grammar adds value.


Listings such as 8A Athol Place and 5/12 Pukerangi Crescent indicate diverse options, from units to standalone homes.

Ray White Mt Eden office positioned in a vibrant village hub, enhancing agent accessibility and local market knowledge.

Testimonials highlight Claudia's responsiveness, trustworthiness, and refreshing approach—key emotional selling points.

Claudia Wright

ALL AGENTS



LICENSED SALESPERSON

With energy, experience, and a genuine passion for property, Claudia brings her expertise to help clients make their most important decision—whether buying or selling. Growing up in a family of trading and estate agents in Wellington, Claudia has lived and breathed real estate for over 20 years. Claudia has dedicated herself to the family business, guiding buyers and sellers toward their property goals.

Genuine, warm, naturally empathetic, and truly committed, Claudia combines her positive approach with a deep knowledge of real estate, representing your property with the utmost care and expertise.

CONTACT VIA WHATSAPP

CLAUDIA.WRIGHT@RAYWHITE.COM

021 222 2222

Ray White Mt Eden


RAY WHITE MT EDEN. Our office is perfectly positioned in the hub of the village. We are proud to be a part of the Mt Eden community where the locals are passionate about their village and have a strong community spirit, particularly embracing the hills, trees and all things "local". With a mixture of beautifully restored villas and bungalows together with units are currently there is something for everyone. Being straight away off the country these include (including) Manurewa Primary School, Mt Eden Normal Primary School, Epsom Normal Intermediate, Epsom Girls Grammar School and Auckland Boys Grammar. There is always a village around Mt Eden.

10/10 Star Rating Mt Eden Auckland City 1024

VIEW OFFICE


Claudia Wright Listings

Selling



8A Athol Place
St Heliers, Auckland City
1071

Sold




5/12 Pukerangi Crescent
Ellerslie, Auckland City
1051

Inspection


Next By

1


Agent's Testimonials




"I have had the pleasure of working with Claudia in her capacity as a real estate agent at Ray White Mt Eden. Read More



"Claudia Wright was a breath of fresh air and so easy to deal with when I sold my property. I thank... Read More



"We appreciated Claudia's responsiveness in communication and further advice. We felt... Read More



"Claudia was a genuine, reliable and knowledgeable member of Ray's team."

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 clients 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 your campaign.

Campaign Purpose

This campaign will promote Claudia Wright into a set location. The main focus will be to create interest and enquiry in terms listings.

We are using a wide range of content versions to ensure that we don't saturate the market.

Location Targeting

Area 1

Targeting Parameters

Targeted Areas Shown Below



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

Presence vs Living

We will target users living 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.

Targeted Areas:

- Meadowbank,
- Remuera,
- Ellerslie,
- St Heliers,
- Glendowie

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 Professionals & First-Time Buyers (25–40 years)

Claudia's fresh energy, approachable nature, and in-depth local knowledge make her an ideal agent for younger buyers entering the property market. The Mt Eden area offers proximity to public transport, cafés, and vibrant village life, which appeals to active, career-driven individuals. Claudia's guidance and responsiveness are ideal for buyers navigating their first property purchase with clarity and confidence.

Established Families & Professionals (40–60 years)

Professionals and families looking to upgrade or settle into a long-term home will find Claudia's focus on client relationships and trusted advice invaluable. Her experience in the family real estate business ensures a legacy of expertise, perfect for buyers who want knowledgeable service. The Mt Eden office's location near top schools makes Claudia the perfect agent to guide educationally driven decisions.

PARENTAL STATUS

Families with School-Aged Children

Mt Eden and surrounding suburbs feature some of Auckland's most sought-after schools, including Epsom Girls Grammar and Auckland Boys Grammar. Claudia's listings often include family homes with multiple bedrooms, garden spaces, and proximity to parks and schools. Her local roots and community ties make her a knowledgeable advocate for family-centric living.

Empty Nesters Seeking Lifestyle Change

Claudia understands the unique transition facing couples whose children have moved out. The variety of properties available – from low-maintenance villas to lock-and-leave apartments – suits those downsizing but still seeking quality. Her empathetic, relationship-based approach ensures a smooth, supportive experience for those making emotional or lifestyle-driven moves.

HOUSEHOLD INCOME

Mid to High-Income Homeowners

Claudia operates in high-demand suburbs like Mt Eden, St Heliers, and Ellerslie where real estate typically sits in the mid to high price brackets. Buyers in this group will appreciate Claudia's polished, professional approach and her ability to showcase properties with confidence and style. Many listings feature architectural charm, spacious living, and location value – ideal for those looking for substance and prestige.

Aspirational Buyers & Lifestyle Investors

Whether it's a first investment or a step toward building a property portfolio, Claudia's local expertise provides strategic value. With a mix of apartments, villas, and family homes in her listings, there's room to appeal to buyers with a long-term investment mindset. Claudia's honest communication and strong negotiation skills support investors seeking rental potential, capital gains, or Airbnb-friendly options.

MOBILE, DESKTOP, TABLETS & TV SCREENS

Smartphone Users:

- **Immediacy and Accessibility:** Smartphone users typically seek quick and accessible information. They are likely to appreciate rapid responses and the ability to view listings and communicate on-the-go. Targeting this group makes sense because they represent a highly active and responsive segment, often checking their devices frequently throughout the day.

Tablet Users:

- **Rich Content Engagement:** Tablet users generally engage with content more deeply, often in a leisure context at home. They tend to spend more time per session and are likely to engage with visually rich content.

Desktop Computer Users:

- **Detailed Research and Consideration:** Users on desktop computers often conduct more thorough research and are likely to appreciate detailed, extensive content. They represent a segment that might take a more analytical approach to decision-making.

Targeting Parameters

The features listed below are not shown to clients; 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 Audience & Brand Analysis

Life Stage Transitions

Focus on people undergoing key life changes that typically trigger a move:

- First-time buyers entering the market
- Young families needing more space
- Empty nesters looking to downsize
- Professionals approaching retirement and seeking lifestyle change

Motivated Movers

Target people actively preparing to make a move:

- Browsing homes online frequently
- Visiting open homes or scheduling appraisals
- Engaging with real estate market trends, mortgage updates, or property investment tools

School Zone Seekers

Target families prioritizing access to top schools (Epsom Girls Grammar, Auckland Boys Grammar, etc.):

- Parents researching school ratings and zones
- Those seeking homes in specific educational catchments

Urban Lifestyle Buyers

Appeal to professionals and younger buyers who want:

- Walkability, access to cafés, transport, and village vibes
- Low-maintenance living with modern comforts

Equity Builders & Property Investors

Target people thinking long-term:

- First-time sellers looking to upgrade
- Investors looking for rental returns or development potential
- Owners considering when to sell for the best return

Luxury Market Clients

Appeal to high-net-worth buyers and sellers in premium suburbs:

- Interested in unique architecture, views, privacy, and prestige
- Browsing high-end listings, design magazines, and international property portals

Home Presentation Enthusiasts

Target sellers interested in staging and presentation:

- Engaged with home improvement, styling tips, or prepping homes for sale
- DIY-friendly, visually driven sellers

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.

Image Content

Wright Move. Right Results.



Roy White

Claudia Wright
022 040 2942
claudia.wright@roywhite.com

11 Southdown Avenue, Glenview, Auckland

"Claudia Wright was a breath of fresh air and so easy to deal with when I sold my property. I found her so lovely, calm and professional. Claudia was incredibly reliable, always on time, a great communicator – she was such an asset selling my house." **Charlotte**

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"I have had the pleasure of working with Claudia in her capacity as a real estate agent at Roy White Mt Eden, and I can confidently say that she is an exceptional professional in the field. Claudia demonstrated outstanding expertise in the market, providing invaluable insights and guidance throughout the buying/selling process. She is responsive, attentive to detail, and was always willing to go the extra mile to meet our needs, including countless open homes, questions and advice throughout our buyers' journey. I highly recommend Claudia to anyone in need of a reliable and knowledgeable real estate professional!" **Michael**

Thinking of selling or buying?



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