

# AGENCY GUIDELINES

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## FOR POSTING AZIZI CONTENT ONLINE



# CONTENTS

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Summary	3
Website + Domain Creation	4
Google Ads	7
Property Portal Listings	8
Social Media, Direct emailers & Display banners	11

## SUMMARY

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Azizi Developments marketing and communications team wants to help you maximise your opportunities to sell properties from Azizi.

For this reason we have created a set of guidelines to ensure that you are showcasing our properties in the best possible light across various digital channels.

These guidelines will make your creatives on brand and consistent as well as making clear to your site visitors or social media fans/followers what your relationship is with Azizi properties.

It is essential that these guidelines are read and understood, any creatives that do not follow these guidelines will be removed.

## WEBSITE + DOMAIN CREATION

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Websites are generally the first impression most people will ever have about an organization, and to ensure the Azizi brand is protected and messaging consistent please follow the below guidelines:

### DOs

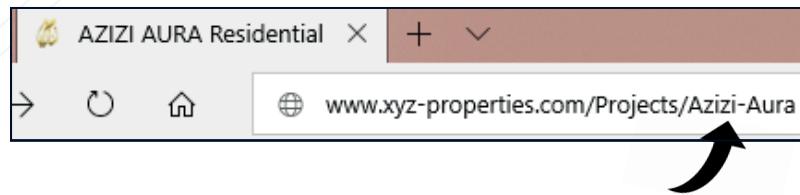
- Your agency name **should** appear first within domain structure
- Azizi brand and project names **can** be included within the URL structure after the domain name
- Ensure that all offers and listings are up-to-date and remove old listings
- Azizi project logos **can** be placed beside the property description if it's a property listings page
- Always comply with unit prices updated by Azizi Developments agency relation team

### DON'Ts

- **Do not** replicate our site and pass it off as your own
- **Do not** create any domain names that include Azizi Developments
- **Do not** create any domain names that include Azizi Developments project names
- **Do not** use any Azizi logos above the fold of your website
- **Avoid** using website themes and branding that conflicts with Azizi Developments websites, landing pages or projects branding

## DOMAIN NAME EXAMPLES

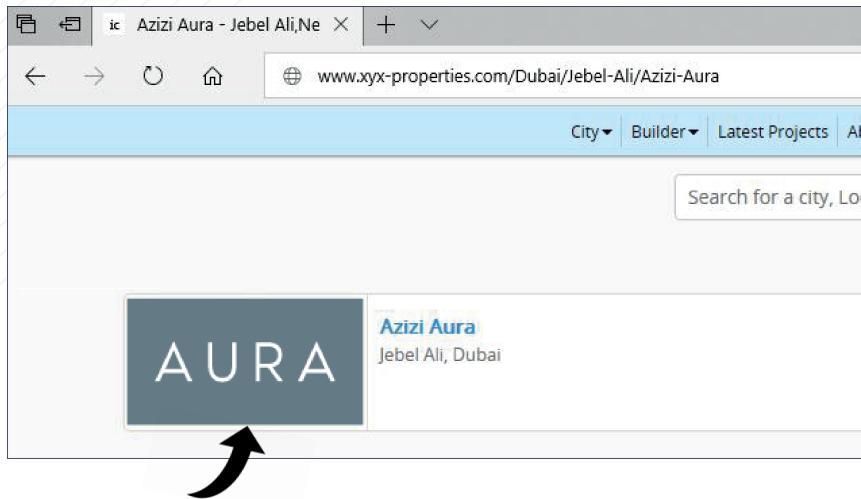
Correct usage of URL structure. Azizi Project name after domain name



Incorrect usage of URL structure. Azizi name included within domain name



## LOGO PLACEMENT EXAMPLE



Incorrect usage of Azizi Project Logo. Azizi Project logo visible above the fold\*

\*Above the fold, is the portion of a Web page that is visible in a browser window when the page first loads

## GOOGLE ADS

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Google paid search ads are a good channel to receive leads to your website and Azizi welcomes you to use our branding to drive traffic to your site and maximise your opportunities to sell Azizi inventory. There are however guidelines that must be followed to maintain consistency and to protect the Azizi brand:

- It must be clear that ads originate from your agency and are not from Azizi Developments
- Azizi project names **can** be included within the Headline copy, however your agency name **must** also be included
- The Azizi brand name **can** be included within the description body
- The Azizi brand name or project names can both appear within the description body

## GOOGLE PPC ADS EXAMPLES

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Promoting Azizi property whilst clearly displaying agency information

Mina by Azizi | Explore Properties Online | Homes Live Here | bayut.com

[Ad] [www.bayut.com/ae/Mina\\_by\\_Azizi](http://www.bayut.com/ae/Mina_by_Azizi) ▾

Narrow your search using filters. View amenities, nearby areas & price indices. Do your research with Bayut.com to find exclusive property listings online! Over 85K Listings. Price Comparisons. Expert Advice Available. Investment Opportunities. Available in Arabic. Market Trends. Nearby Locations.

Correct placement  
of agency name



Ensure correct content within ad – below ad displays property types not sold by Azizi

Azizi Real Estate | Find the Right Home for You |

[Ad] ['Azizi+Real+Estate/Top-10](#) ▾

Azizi real estate - Search through the best Property on Mitula. Photos. For Sale. All Locations. All Sizes. All Prices. To Rent. Types: Apartment, House, Cottage, Flat, Land, Office, Mobile Home, Studio, Farm, Villa.



## PROPERTY PORTAL LISTINGS

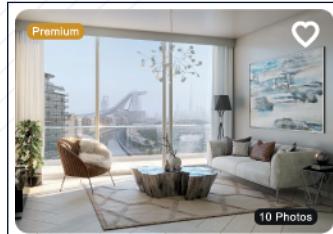
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Property portals are an important medium that links property purchasers and sellers with each other. It is vital that the information provided within these portals is up-to-date, correct in terms of messaging and visuals, which will ensure consistency and maximise your sales potential. Please follow the below guidelines:

- **Pricing:** Agency listings for direct from Azizi units must not be priced lower than the unit prices supplied by Azizi Developments
- **Secondary Sale listings:** The copy should be extremely clear that this is a secondary market listing and not direct from Azizi Developments

## PROPERTY LISTINGS AD EXAMPLES

Ensure accurate pricing information



BEST DEAL OF STUDIO APARTMENT | HIGH ROI |  
AZIZI RIVIERA

Meydan City, Azizi Riviera

**AED 535,000**

Studio • 1 Bathroom • 321 SqFt



Prices displayed should not be lower than prices supplied by Azizi



7% ROI | 0 DLD | STUDIO BURJ KHALIFA VIEW

Meydan City, Azizi Riviera

1 day

**AED 430,000**

Studio • 1 Bathrooms • 310 SqFt



## **SOCIAL MEDIA, DIRECT MAILERS, DISPLAY BANNERS**

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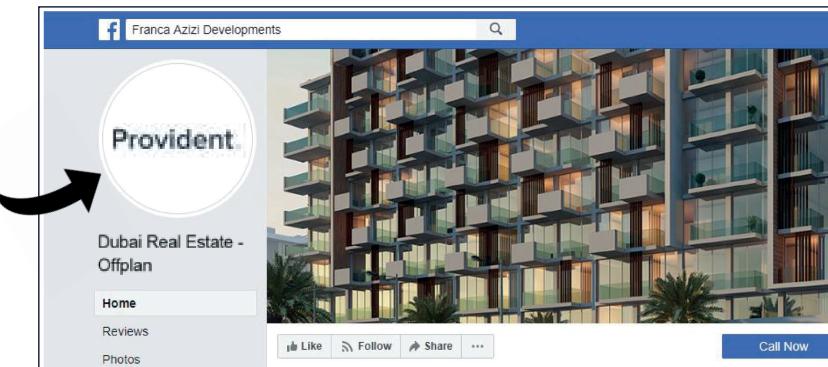
Social Media, Direct Mailers and Display banners are extremely effective mediums to advertise and promote properties. However, guidelines have to be followed to ensure that listings are clear, accurate and non deceptive and that the Azizi brand is consistently presented as per our guidelines. Guidelines include:

- Agencies or agency employees are not permitted to create Facebook pages using Azizi brand names or project names
- Facebook display pictures should only include your agency branding or logo Under no circumstances should any Azizi assets be included within this area
- Your agency logo should be the primary logo visible within any Direct emailers. These mailers should be readily recognizable as communications from your agency with Azizi content forming the body of the creatives
- Display banners should follow your agencies brand guidelines with Azizi content forming the body of the creatives
- Agencies or Agency employees are not permitted to create or claim Google Maps listings of Azizi development projects or buildings

## SOCIAL MEDIA EXAMPLES

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Facebook display pictures should only include your agency branding / logo.



Incorrect placement of Azizi logo.  
Under no circumstances should  
the Azizi logo be placed in the  
Facebook display picture area.



Thank You