

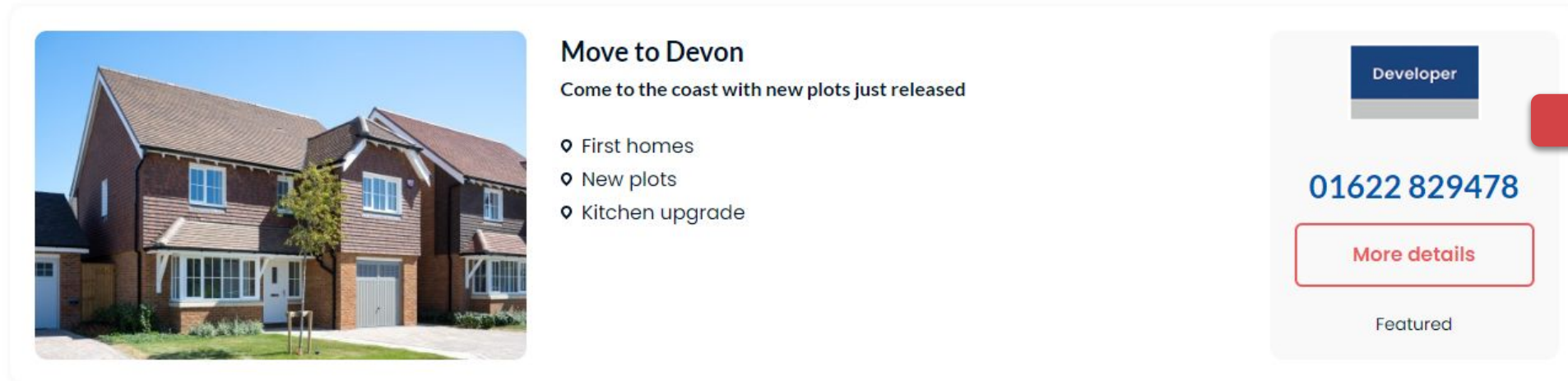
The main title of the document, "In-Market Ads User guide", displayed in a large, white, sans-serif font. The text is centered and partially overlaid by a large red graphic element.

This guide is designed to help you with the implementation of In-Market properties at OnTheMarket Expert.

To find out more about our additional products, please email products@onthemarket.com or call 0808 120 2877. Our team will be more than happy to help.

In-Market Ads

- In-Market Ads will appear within your chosen search results, showcasing a property or development of your choice amongst other property listings
- The advert will link through to the website or development webpage of your choice
- Change the In-Market Ad as often as you want, allowing you to promote a variety of properties with up to three unique USP's for each



Move to Devon
Come to the coast with new plots just released

- ◊ First homes
- ◊ New plots
- ◊ Kitchen upgrade

Developer

01622 829478

More details

Featured

List view

How much is your home worth?

Start instant valuation

UK > Kent > Maidstone

Maidstone

Radius Price Bedrooms Property type Wish List Filters

Ask The Agent

Homes coming to the market

10

Reserve Buyers List

Be next in line on sold properties

10+

Serious about selling?

Request a free home valuation

1


542 results Property & houses for sale in Maidstone

Create alert

List view Map view Sort: Most recent

Feedback

Recently added



Spotlight Property
£265,000
2 bedroom terraced house for sale
Heath Road, Linton, Maidstone, Kent

OnTheMarket - 7 days


Reduced today



Village location
£640,000
3 bedroom detached bungalow for sale
The Street, Bredhurst, Gillingham, Kent

Reduced today

Added today



£325,000 guide price
3 bedroom end of terrace house for sale
Gladstone Road, Penenden Heath, Maidstone, ME14

OnTheMarket today



Move to Devon

Come to the coast with new plots just released

Grid view

- First homes
- New plots
- Kitchen upgrade

Featured

Developer

Improve with a move Whatever better means to you find it at one of our developments in Kent

Bovis Homes Discover more >



Move to Devon

Come to the coast with new plots just released

- First homes
- New plots
- Kitchen upgrade

Developer

Added today



Reduced yesterday




Added yesterday



Added yesterday




Added today



Garden
£310,000
2 bedroom terraced house for sale
Milton Street, Maidstone, Kent

OnTheMarket today


Reduced today



£350,000 Guide price
3 bedroom semi-detached house for sale
Clewson Rise, Penenden Heath, Maidstone, ME14

Reduced today

Added today



£320,000 offers in region of
3 bedroom semi-detached house for sale
Underwood Close, Maidstone

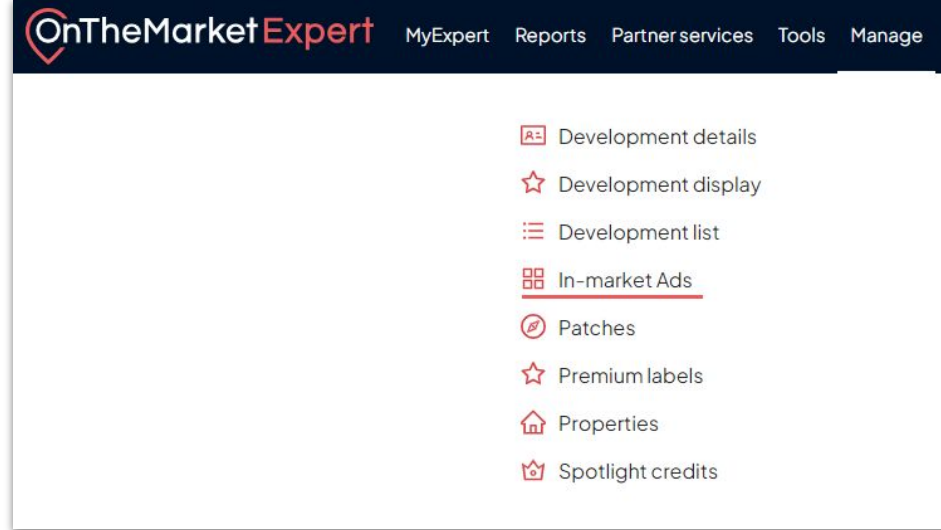
OnTheMarket today

Accessing the In-Market administration system

Log in to OnTheMarket Expert and view an individual branch/development.

Select **Manage > In-market Ads**.

The initial load of the page is a list of adverts that the development has set up (on first use this will be empty). Click on the + at the top right and the page to load a new advert will appear and complete the items below.



New In-market Ad for Jeff Gold Homes – Olive Gardens

Ad name:

Strapline: 29 characters max

Body text: 100 characters max

Key selling point 1: 50 characters max

Key selling point 2: 50 characters max (optional)

Key selling point 3: 50 characters max (optional)

Link URL:

Locations:
Optional - Leave blank to apply the same advert to all locations

Channel:

Image:

(480x320, 250kb max)

Ad name: This is an internal reference for the advert and will not be shown on the website.

Strapline: This is the main text in the advert. **29 characters max**

Body text: A short description for the advert. **100 characters max**

Key selling points: Up to 3 can be added, these will be bulleted on the final advert. **50 characters max for each selling point**

Locations: Optional - Choose which purchased locations to apply the advert to, leave blank to apply to all terms. It can also be left blank to set up a default advert, which will be used when an advert with a specific location is not found.


Link URL: Where the advert should link through to, can be an OTM page or external page.

Image: Multiple images can be uploaded. Clicking the Upload button will show the option to drag and drop or upload an image from your computer. Using the manage option it is possible to change the order if there are multiple images, so that there is a main image shown first and then further images, which can be scrolled through on the website. Please note, all images **have to be 480x320 and less than 250kb**. Any resizing needs to be completed before loading.

Once completed, click on the 'Save in-market ad' button at the bottom of the page.

In-Market administration system

Once created it will return to the list page. Here all the ads can be viewed and published. Currently this is one per development, per term.

In-market Ads for Jeff Gold Homes – Olive Gardens +						
Lead image	Ad name & URL	Terms	Channel	Published on	Removed on	Action
	Olive Gardens https://www.jeffgoldhomes.co.uk/olivegardens		Sales	24/08/23	-	<button>Unpublish</button>

Once ready to go on to the site, click 'Publish'. Ads will then show in position 5 and 17 on the website search results. If you have multiple adverts created, you can choose which advert to publish and change as you wish, or if they are under different locations, they can all be published together