



8 Week

MARKETING
PLAN

WEEK 0 (CAMPAIGN SETUP & PRE-LAUNCH MARKETING)

We only have one chance to make a first impression with the consumer. Many agents and brokerages stumble on this step and cost their sellers real money when buyers don't value the home enough to make solid offers. So how can we avoid this misstep? Much of the property marketing campaign rests on the consumer's ability to find your property online... and to find it with the right information. These pre-launch activities, therefore, are designed to seed the marketplace, optimize for SEO, and position the property for the best possible impression right out of the gate.

- Company branded "Coming Soon" real estate sign placed on property.
- Marketing Narrative and Lifestyle Story for the property, location, and neighborhood is drafted with client input.
- Marketing Copy for the property is distilled from the Marketing Narrative and Lifestyle Story.
- Featured Property Landing Page on company website.
- Professional-grade Photos (with address and description in the file name) uploaded to the Featured Property Landing Page.
- Property Tour Video uploaded to YouTube and embedded on Featured Property Landing Page.
- Property posted to company's Facebook, Instagram & Twitter pages.
- Facebook Ad Campaign starts marketing property (will run for 30 Days using 3 different images to split test for best response).
- Property Photos posted on local Craigslist.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels).
- Client shares post from company's Facebook page on personal profile.
- Showing System set up by attaching MLS record to lockbox.

WEEK 1 (CAMPAIGN LAUNCH)

Launch activities build on the Pre-launch phase by “announcing” the property’s availability through a combination of online and offline channels. By using online marketing to connect with consumers and offline marketing to connect with real estate agents, your property gets the necessary exposure to prospective buyers.

- Announce new property on market to our national network of real estate agents.
- Property promoted in the MLS.
- Property Tour Video uploaded to MLS.
- Showcase listing on Realtor.com.
- Property Tour uploaded to Realtor.com.
- Property posted on company’s Instagram page.
- Real Estate Flyer PDF designed for client.
- Client shares Real Estate Flyer PDF with neighbors, friends & family.

ONGOING:

- Facebook Ad Campaign to people *Likely to Move* residential profile.
- Featured Property on company website.

WEEK 2 (CAMPAIGN ANALYSIS & IMPROVEMENTS)

Throughout the campaign cycle, we'll be checking the data and evaluating whether the message and images are getting the impressions and Click Through Rates (CTR) within the desirable ranges. We will constantly test and make adjustments as necessary.

- Campaign results analyzed and modifications made to ongoing marketing campaigns.
- Property Tour & Seller Interview Video uploaded to company's Facebook page.
- Re-order photos in MLS so property will come up again at the top of searches.
- Decision on whether Just Listed/Open House Direct Mailer is feasible to market the home. If yes, then mailing scheduled for WEEK 3.
- Decision on whether Open House is feasible to market the home. If yes, then Open House scheduled for WEEK 4.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels).

ONGOING:

- Facebook Ad Campaign to people *Likely to Move* residential profile.
- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.com.

WEEK 3 (CAMPAIGN OPTIMIZATION)

During this phase of the campaign, you'll let the efforts from the previous weeks do their work to get traffic and views. If you decide to host an Open House, preparation and marketing for it will also take place.

- Property photos re-posted on Craigslist.
- New Facebook campaign to promote Property Tour & Seller Interview Video.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels).

IF DIRECT MAIL IS SCHEDULED:

- Design Custom Mailer.
- Include Week 4 Open House Information.
- Print and prepare mailing.
- Send mailer to direct neighborhood.

ONGOING:

- Facebook Ad Campaign to people *Likely to Move* residential profile.
- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.com.
- Re-order photos in MLS so property will come up again at the top of searches.

WEEK 4 (CAMPAIGN PERFORMANCE)

There is a constant ebb and flow of marketing activities that start and end simultaneously. This is intentionally designed so a steady stream of online and offline interest is being generated, while ongoing promotion will make sure your property is getting in front of both consumers and to the agents representing those consumers.

- Campaign results analyzed, and modifications made to marketing campaigns.
- Facebook Ad Campaign to *Likely to Move Residential Profile* ends.
- Facebook Campaign to promote Property Tour & Seller Interview Video ends.

IF OPEN HOUSE IS SCHEDULED:

- Open House Flyer designed for client to share with neighbors, friends & family.
- Facebook Campaign to promote Open House to people *Likely to Move Residential Profile*.
- Client shares Facebook Event for Open House on their Facebook Page.
- Open House posted on Craigslist.
- Door Knocking Campaign by agent to share Open House Flyer with neighborhood.
- Phone Campaign by team directly calling neighborhood to visit Open House.

ONGOING:

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.com.
- Re-order photos in MLS so property will come up again at the top of searches.

WEEK 5 (CAMPAIGN EVALUATION & RE-LAUNCH)

If there is insufficient interest in the property (lack of traffic & showings, negative feedback on value from people who toured the property), then a price reduction is most likely in order. Research and feedback from the market will give guidance on the price to market the home to sell it within the desired timeframe. Once a new price has been determined, the marketing campaign will be updated and a re-launch will take place.

- If online traffic is not converting into offline tours, then price must be re-assessed to attract more traffic.
- Company announces price reduction to its national network of real estate agents.
- Price updated and promoted on Featured Property Landing Page on company website.
- Price updated and promoted in the MLS.
- Price updated and promoted on Realtor.com.
- Price updated and Property Photos re-posted on Craigslist.
- New Facebook Ad Campaign marketing price reduction to *Likely to Move* and *Retargeting* company traffic using *Website Custom Audiences*.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels).

ONGOING:

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.com.

WEEK 6 (CAMPAIGN ANALYSIS & IMPROVEMENTS)

Consistent monitoring of data to determine if the message and images are getting the impressions and Click Through Rates (CTR) is important to present the property in the best possible light in the market. Ongoing campaign improvements and seller support are key to getting the home sold.

- Campaign results analyzed, and modifications made to ongoing marketing campaigns.
- Decision on whether Open House is feasible to market the home. If yes, then Open House scheduled for WEEK 7 or WEEK 8.
- Real Estate Flyer PDF updated for client.
- Client shares Real Estate Flyer PDF with neighbors, friends & family.

ONGOING:

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.com.
- Re-order photos in MLS so property will come up again at the top of searches.
- Facebook Ad Campaign marketing price reduction.

WEEK 7 (CAMPAIGN OPTIMIZATION)

As conducted in week 3 of the campaign, we'll let the efforts from the previous weeks do their work to get traffic and views. If a decision to host an Open House has been made, preparation and marketing for it will also take place.

- Property photos re-posted on Craigslist.
- Facebook Ad Campaign marketing price reduction ends.
- Client shares 3 professional grade photos of their home on Facebook (and preferred social channels).

IF OPEN HOUSE IS SCHEDULED:

- Open House Flyer designed for client to share with neighbors, friends & family.
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social channels)
- Facebook Campaign to promote Open House to people *Likely to Move Residential Profile*.
- Open House posted on Craigslist.
- Door Knocking Campaign by agent to share Open House Flyer with neighborhood.

ONGOING:

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.com.
- Re-order photos in MLS so property will come up again at the top of searches.

WEEK 8 (AGENT NETWORK RE-ENGAGEMENT)

From the very start, we will communicate with our network of real estate professionals, both local and national, so they will communicate with their buyers. During this week we will reach out again to your agent network using a direct marketing message to get their attention and get market feedback on the property.

- HELP Email sent to your local network of real estate agents.
- HELP Social message sent to your national network of real estate agents.
- HELP Phone Campaign directly to our Local Agent Network.
- Property Tour Video reposted to company's Facebook page.
- Client shares link to Featured Property Landing Page on Facebook.

IF OPEN HOUSE IS SCHEDULED:

- Open House Flyer designed for client to share with neighbors, friends & family.
- Client shares Facebook Event for Open House on their Facebook page (and preferred social channels)
- Facebook Campaign to promote Open House to people *Likely to Move Residential Profile*.
- Open House posted on Craigslist.
- Door Knocking Campaign by agent to share Open House Flyer.

ONGOING:

- Property promoted in the MLS.
- Showcase listing on Realtor.com.
- Re-order photos in MLS so property will come up again at the top of searches.