



## 8-Week Marketing Plan

"A goal  
without a plan  
is just a wish."

— Antoine de Saint-Exupéry





## WEEK ZERO

# Campaign Setup & Pre-Launch Marketing



You only have one chance to make a fantastic first impression with homebuyers. Many agents and brokerages stumble on this step because they don't have a solid plan, and it costs their sellers real money; sometimes *a lot* of money.

Avoid a lackluster launch by engaging a full-throttled marketing plan that includes a strong pre-launch component.

My pre-launch activities are designed to seed the marketplace for the big debut of my listings; they engage social platforms, optimize for SEO, and they position my listings 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.
- 250 "nosey neighbor" invitations for a neighbors-only open house are prepared and delivered.
- Property Tour & Seller Interview Video uploaded to YouTube and embedded on Featured Property Landing Page.
- Property posted to company's Facebook page.
- 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.

You get one chance to make a GREAT first impression.

- Will Rogers



## WEEK ONE



# Campaign Launch

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



- Announce new property on market to your national network of real estate agents.
- "Grand debut" Open House is promoted on social media, Craigslist and private invitations.
- 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.
- Featured Property on company website.



Beginning is the  
most important  
part of the work.

- Plato





## WEEK TWO



# Campaign Analysis & Improvements

Throughout the campaign cycle, I'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. I 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.
- Feedback from Open House is discussed and analysed.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels)

#### ONGOING:

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

Continuous improvement is better than delayed perfection.

- Mark Twain





## WEEK THREE

# Campaign Optimization

During this phase of the campaign, we'll let the efforts from the previous weeks do their work to get traffic and views. If we decide to host another 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).

#### ONGOING:

- Facebook Ad Campaign.
- 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.



If I'd had more time I  
would have written  
you a shorter letter.

- Blaise Pascal







## WEEK FOUR

# 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 homebuyers and to the agents representing those buyers.



- Campaign results analyzed, and modifications made to ongoing marketing campaigns.
- Facebook Ad Campaign ends.
- Facebook Campaign to promote Property Tour & Seller Interview Video ends.

#### 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.



An ounce of  
performance is worth  
pounds of promises.

– Mae West



## WEEK FIVE



# Campaign Evaluation & Relaunch

If there is insufficient interest in the property (e.g. lack of traffic at Open Houses and agent showings; negative feedback from who have toured the property), then a price reduction is most likely in order. Research and feedback from the market will give guidance regarding a price adjustment. Once a new price has been determined, the marketing campaign will be updated and a relaunch 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.
- 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.



It is no use saying “we are doing our best.” You have to succeed in doing what is necessary.

- Winston Churchill





## WEEK SIX



# 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.



**I have not failed, I've just found  
10,000 ways that won't work.**

- Thomas Edison







## WEEK SEVEN

# 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).

#### 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.



I can't change the direction of the wind, but I can adjust my sails to always reach my destination.

- Jimmy Dean





## WEEK EIGHT

# Agent Network Re-Engagement

From the very start, I will communicate with to my extensive 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 my 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.
- Property Tour & Seller Interview Video reposted to company's Facebook page.
- 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.
- Re-order photos in MLS so property will come up again at the top of searches.



**Keep Calm &  
Moustache On!**

- Legion Anders





# Strategic Plans & Tactical Engagement



## Campaign Goals

The primary objective of the marketing campaign is to find a buyer for your home. The criteria for meeting this objective include the following:

- Selling your home at or above market value.
- Achieving the sale within your preferences for timing.

## Audience

The target audience for your home are prospective buyers actively searching for homes within your home's price range, area, lifestyle, or any combination of these variables. I'll use information such as photos, video, and details about your home as the main benefit or value to attract the audience. This information will help prospective buyers determine if your home meets their criteria and give them the opportunity to express their interest.

## Positioning

The message's positioning is the main theme in the marketing for your home. It represents the distinct value your home offers in comparison to its competition on the market. Buyers are evaluating your home against the others, which is why I want your home to stand out from competing houses.

Developing the positioning requires three steps: (1.) Assessing the home's condition and highlighting features compared to other similar home for sale; (2.) connecting those features to the current trends in buyer preferences, and (3.) crafting the narrative to connect to the distinctive value your home offers.

# Strategic Plans & Tactical Engagement



## **Calls to Action**

Calls to Action are created for different levels of buyer interest to connect with the viewer based on where they are in their home buying journey. The following calls-to-action will be used throughout the marketing mix for your home's campaign:

- Schedule a Tour – Viewers can schedule a specific day and time to tour your home. This indicates a serious buyer. A variation of this call-to-action is “See This Home.”
- Ask A Question – Viewers can fill out a form, message, text, or call my phone number to find out more details about your home. This indicates a high-interest buyer. Typically, the next step for this viewer is to schedule a tour to see the home.
- Learn More – Viewers can click buttons or links to get more information about your home. This indicates a buyer with potential interest. Variations of this call-to-action include “See More Photos,” “Watch More,” and “Get Address & Details.”

## **Metrics**

I utilize performance-based marketing practices to monitor and improve results as my campaigns are implemented. The following measurements (metrics) will be tracked during your campaign:

- # of views of listing ads
- # of landing page views
- # of inquiries about listing
- # of showings



# Strategic Plans & Tactical Engagement



## Assets

My full-service marketing includes the creation of the following assets to use in our marketing campaign for your home:

- Professional Photography
- Full Property Tour Video
- Drone Arial Photography
- Highlight-Feature Social Videos
- Marketing Narratives Written for Landing Pages, MLS & Syndication
- Featured Property Landing Page (on my website)
- Facebook Ad Creative (Copy, Design & Video)
- Instagram Ads Creative (Copy, Design & Video)
- YouTube Ad Creative (Copy & Video)
- Google Display Ads Creative (Copy & Banner Design)
- Digital & Print Property Flyers
- Property Postcard Mailer

# Strategic Plans & Tactical Engagement



## Distribution

Your home will be marketed to the following platforms and audiences:

- Multiple Listing Service (MLS)
- Popular Home Search Sites (Zillow, Trulia, Realtor.com, etc.)
- Facebook & Instagram Ad Audiences (expressed real estate interest)
- YouTube & Google Ad Audiences (active real estate searchers)
- Proprietary Email List
- Postcard Mail Drop (Every Door Direct Mail)

## Schedule

01	Description Sign Posted in Front Yard	Frequency / Timing Once At Start
02	Description Property Landing Page Published to Website	Frequency / Timing Once At Start
03	Description Property Tour Video Added to Youtube Channel	Frequency / Timing Once At Start



# Strategic Plans & Tactical Engagement



04	Description Postcard Mail Drop	Frequency / Timing Once At Start
05	Description Photos & Videos Posted to Facebook Business Page	Frequency / Timing Weekly
06	Description Photos & Videos Posted to Instagram Business Account	Frequency / Timing Weekly
07	Description Metrics Evaluation & Campaign Adjustments	Frequency / Timing Weekly
08	Description Open House Campaign & Event	Frequency / Timing Monthly
09	Description Agent Feedback Report from Buyer Tours	Frequency / Timing Monthly
10	Description YouTube Ad Campaign to Active Real Estate Searchers	Frequency / Timing Ongoing
11	Description Facebook Ad Campaign to Real Estate Interested	Frequency / Timing Ongoing

# Strategic Plans & Tactical Engagement



12

Description

Instagram Ad Campaign to Real Estate Interested

Frequency / Timing

Ongoing

13

Description

Google Display Ads to Active Real Estate Searchers

Frequency / Timing

Ongoing

14

Description

New Listing Email Announcement to Email List

Frequency / Timing

Ongoing

15

Description

Listing Posted in Multiple Listing Service (MLS)

Frequency / Timing

Ongoing

16

Description

Listing Syndicated to Popular Home Search Sites

Frequency / Timing

Ongoing



# LEGION ANDERS

Don't let my funny-looking moustache fool you.

When it comes to protecting a client's best interest you would be hard-pressed to find an agent that brings more experience or passion to his/her work.

Why does that matter?

Because what I do as an agent to is *enormously* important.

I help my clients put their kids through college.

I help them to significantly enhance their standard of living and quality of life.

I help them enjoy a comfortable retirement.

I take my job extremely seriously -- because buying and selling real estate is a minefield fraught with peril, and when something goes wrong it can go wrong in a *very* bad, *very* expensive way.

Put my 37 years of real estate experience to work for you.

And remember to KEEP CALM & MOUSTACHE ON!

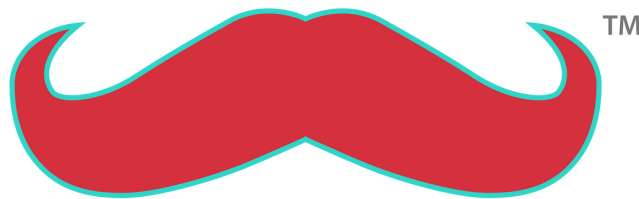


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37 Years Experience  
Better Business Bureau A+ Rating  
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KEEP  
CALM  
AND



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ON