

# Marketing Plan

## Listing Research

- \_\_\_\_\_ Identify Unique Features
- \_\_\_\_\_ Property Research
- \_\_\_\_\_ Neighborhood Research
- \_\_\_\_\_ Pricing Strategy

## Prepare Listing

- \_\_\_\_\_ Touchup & Repairs
- \_\_\_\_\_ Professional Staging
- \_\_\_\_\_ Virtual Staging

## Create Assets

- \_\_\_\_\_ Professional Photography
- \_\_\_\_\_ Matterport 3D Tours
- \_\_\_\_\_ Video & Virtual Tours
- \_\_\_\_\_ Aerial Photography & Video

## Create Listing

- \_\_\_\_\_ Draft Property Description
- \_\_\_\_\_ Add to MLS Systems
- \_\_\_\_\_ Add Property Details
- \_\_\_\_\_ Syndicate Your Listing
- \_\_\_\_\_ Create Listing Book

## Open House Events

- \_\_\_\_\_ Tradition
- \_\_\_\_\_ Virtual
- \_\_\_\_\_ By Appointment

## Digital Marketing

- \_\_\_\_\_ Facebook & Instagram Ads
- \_\_\_\_\_ Google Ads
- \_\_\_\_\_ Remarketing Ad Campaign
- \_\_\_\_\_ Single Property Website

## Traditional Media Marketing

- \_\_\_\_\_ TV
- \_\_\_\_\_ Radio
- \_\_\_\_\_ Home Magazines
- \_\_\_\_\_ Listing Fliers
- \_\_\_\_\_ Newspaper Display Ads

## Neighborhood Marketing

- \_\_\_\_\_ Yard Sign
- \_\_\_\_\_ QR Code
- \_\_\_\_\_ Call-2-Text
- \_\_\_\_\_ Branded Directional Arrows
- \_\_\_\_\_ Postcards & Door Hangers

## SOI Marketing

- \_\_\_\_\_ Market to Your Office
- \_\_\_\_\_ Market to Local Agents
- \_\_\_\_\_ Market to Local Assc. of Realtors
- \_\_\_\_\_ Email Newsletter

## Social Media Marketing

- \_\_\_\_\_ Facebook
- \_\_\_\_\_ Pinterest
- \_\_\_\_\_ Instagram
- \_\_\_\_\_ TikTok
- \_\_\_\_\_ SnapChat
- \_\_\_\_\_ LinkedIn

## Luxury Property Marketing

- \_\_\_\_\_ Market Nationally
- \_\_\_\_\_ Market Internationally
- \_\_\_\_\_ Custom Video
- \_\_\_\_\_ Custom Brochure
- \_\_\_\_\_ Broker Open House
- \_\_\_\_\_ Weekly Marketing Updates