

# 43-POINT MARKETING PLAN CHECKLIST



Property/Client: \_\_\_\_\_

Date: \_\_\_\_\_

## Listing Research

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

## Coming Soon

- \_\_\_\_ Touchup & Repairs
- \_\_\_\_ Professional/virtual Staging
- \_\_\_\_ Aggressive 5-Day Pre-Mkt ad campaign

## Create Assets

- \_\_\_\_ Professional Photography
- \_\_\_\_ Video & Virtual Tours
- \_\_\_\_ Aerial Photography & Video

## Create Listing

- \_\_\_\_ Draft Property Description
- \_\_\_\_ Add to MLS Systems
- \_\_\_\_ Add Property Details
- \_\_\_\_ Syndicate Your Listing (Zillow, etc)
- \_\_\_\_ Create Listing Book

## Open House Events

- \_\_\_\_ Traditional/Virtual
- \_\_\_\_ By Appointment / Neighbor Exclusive
- \_\_\_\_ Broker Open

## Digital Marketing

- \_\_\_\_ Facebook & Instagram Ads
- \_\_\_\_ Google Ads
- \_\_\_\_ Rre-Targeting Ad Campaigns
- \_\_\_\_ Single Property Website
- \_\_\_\_ Featured listing on my websites!

## Traditional Media Marketing

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

## Neighborhood Marketing

- \_\_\_\_ Yard Sign
- \_\_\_\_ QR Code
- \_\_\_\_ 24-Hr Automated Phone #
- \_\_\_\_ Branded Directional Arrows
- \_\_\_\_ Postcards & Door Hangers
- \_\_\_\_ Neighborhood phone calls

## SOI Marketing

- \_\_\_\_ Market to My Office
- \_\_\_\_ Email to thousands of local Agents
- \_\_\_\_ Reverse Prospecting (active buyers)
- \_\_\_\_ Email Newsletter

## Social Media Marketing

- \_\_\_\_ Google
- \_\_\_\_ Facebook
- \_\_\_\_ Twitter
- \_\_\_\_ Instagram
- \_\_\_\_ TikTok
- \_\_\_\_ SnapChat
- \_\_\_\_ LinkedIn