



**REALTY GROUP** PROPERTY MARKETING PLAN



Exclusively Prepared for you by Marla Hudson



## **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. We'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 them 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 we want your home to stand out from the competing houses.

Developing the positioning requires three steps: Assessing the home's condition and highlight features compared to other similar homes for sale, connecting those features to the current trends in buyer preferences, crafting the narrative to connect to the distinctive value you home offers.

*Example: Rare sub-\$300K Ranch Oaks family home in top school district.*

## **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**

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

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

## **Assets**

Our 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 Video Footage
- Highlight-Feature Social Videos
- Marketing Narratives Written for Landing Pages, MLS & Syndication
- Featured Property Landing Page (on our 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

## **Distribution**

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

- Multiple Listing Service (Stellar 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

Description	Frequency/Timing
Sign Posted in Front Yard	Once at Start
Property Landing Page Published to Website	Once at Start
Property Tour Video Added to YouTube Channel	Once at Start
Photos & Videos Posted to Facebook Business Page	Weekly
Photos & Videos Posted to Instagram Business Page	Weekly
YouTube Ad Campaign to Active Real Estate Searchers	Ongoing
Facebook Ad Campaign to Real Estate Interested	Ongoing
Instagram Ad Campaign to Real Estate Interested	Ongoing
Google Display Ads to Active Real Estate Searchers	Ongoing
New Listing Email Announcement to Email List	Ongoing
Listing Posted in Multiple Listing Service (MLS)	Ongoing
Listing Syndicated to Popular Home Search Sites	Ongoing
Postcard Mail Drop	Once at Start
Open House Campaign & Event	Weekly
Agent Door Knocking with Printed Flyer	Once at Start
Metrics Evaluation & Campaign Adjustments	Weekly
Agent Feedback Report from Buyer Tours	Monthly

## About Us

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Snowbird Realty Group uses technology & experience to make your next move easy & enjoyable. We help home buyers search and find Florida homes for sale, negotiate to our clients' advantage, and make moving as easy as possible. We help Florida home sellers prepare their home for the market, set a pricing strategy, and find buyers for their homes through innovative, effective marketing.

Marla Hudson is a listing expert working with her clients to sell their homes for best market values. Marla also works with her clients to use real estate to build wealth and passive income.

