

Marketing Checklist

CREATE STORY OUTLINE & FILM YOUR LISTING VIDEO

Whether you talk to the previous house owners or explore the neighborhood, it's important to collect some valuable content for your listing video that potential clients will see.

Once you have your content, film a video at the home and show people its unique value.

Here are three questions that we recommend you ask the previous owners

- ☑ *Why did you buy this home?*
- ☑ *What do you love about the house?*
- ☑ *What do you love about the neighborhood?*

CREATE LEAD CAPTURE FORM

A lead capture form is an online page that allows for user input. This is a great opportunity to collect information on prospects who attend your Open House! When creating your form, make sure it includes these questions:

- ☑ *Name & Email*
- ☑ *Are you currently working with a Realtor? If so, who?*
- ☑ *What part of this home is so appealing to you and why?*

CREATE THREE SPHERE CAMPAIGN EMAILS

Here are three emails that should be included in your campaign. Make sure these emails are going to relevant contacts, not everyone in your database.

- ☑ *Open House Announcement Email with your Form*
- ☑ *Story (Listing Video) Email*
- ☑ *Open House Reminder Email (a day or two before)*



CREATE THREE COMPELLING SOCIAL MEDIA POSTS

A post including your form that prompts people to fill it out to get more information.

- ✔ A post including your form that prompts people to fill out and get more info
- ✔ A post including your story video of the home
- ✔ A reminder post the day before the event



CREATE A FACEBOOK AD THAT INCLUDES A CALL-TO-ACTION

Facebook advertising is still the least expensive way to get in touch with future clients, and see amazing results. Make sure your ad has a link to submit their information into your lead capture form. Here are three ideas that are definitely worth trying:

- ✔ Create a Facebook Event for the Open House and promote it to target zip codes
- ✔ Record a quick video on your phone inviting guests to the open house and boost it
- ✔ Upload professional photos of the house into a Facebook album and boost the timeline post that announces the album. Don't forget to mention all the event details in the post!



CREATE FOLLOW UP AUTOMATIONS

Here are three emails that should be included in your campaign. Make sure these emails are going to be relevant to contacts, not everyone in your database.

- ✔ Answers to common questions from the open house
- ✔ Home update emails
- ✔ Other open house invites

