



COLDWELL BANKER
SUNSTAR REALTY



PROPERTY MARKETING PLAN

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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 is 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, videos, 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 central theme in the marketing for your home. It represents the distinct value your home offers compared to its market competition. 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 highlighting features compared to other similar homes for sale, connecting those features to the current trends in buyer preferences, and crafting the narrative to communicate the distinctive value your home offers.

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

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ASSETS

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

- Professional quality Photography
- Property Tour Video
- Drone Arial Video Footage (when appropriate)
- Highlight-Feature Social Videos
- Marketing Narratives Written for Landing Pages, MLS & Syndication
- Featured Property Landing Page (on our website)
- Facebook Ad Creative
- Instagram Ads Creative
- YouTube Ad Creative
- Google Display Ads Creative
- Digital & Print Property Flyers
- Property Postcard Mailers

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 Ads Audiences & Organic Groups
- YouTube & Google Ad Audiences & Organic Traffic
- TikTok, NextDoor, X(Twitter), Reddit
- Proprietary Email List
- Postcard Mail Drop

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SCHEDULE

1.	Sign Posted in Front Yard	Once at Start
2.	Property Landing Page Published to Website	Once at Start
3.	Property Tour Video Added to YouTube Channel	Once at Start
4.	Photos & Videos Posted to Facebook	Weekly
5.	Photos & Videos Posted to Instagram	Weekly
6.	YouTube Ad Campaign to Active Real Estate Searchers	Ongoing
7.	Facebook Ad Campaign to Real Estate Interested	Ongoing
8.	Instagram Ad Campaign to Real Estate Interested	Ongoing
9.	Google Display Ads to Active Real Estate Searchers	Ongoing
10.	New Listing Email Announcement to Email List	Ongoing
11.	Listing Posted in Multiple Listing Service (MLS)	Ongoing
12.	Listing Syndicated to Popular Home Search Sites	Ongoing
13.	Postcard Mail Drop	As Appropriate
14.	Open House Campaign & Event	As Appropriate
15.	Metrics Evaluation & Campaign Adjustments	Weekly
16.	Agent Feedback Report from Buyer Tours	ASAP

 www.VISITPG.com

 INFO@VISITPG.com

 239.980.7949



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YOUTUBE



MEET KRISTIN!

Kristin is motivated by a natural desire to help people through her experiences, with honesty, respect and compassion. As your Advisor, she's here to guide you with expert insight and support.

Quickly finding a passion for real estate after moving from NY in 2004, Kristin's near 20 year journey has given her a comprehensive understanding of the market and local area. Holding the Seller Representative Specialist (SRS®) designation her expertise lies in valuation, preparing and marketing properties for quick and profitable sale. Together with her popular YouTube Channel "Visit Punta Gorda" & the foot traffic at Fishermen's Village, Kristin has the best platform to showcase your property!

MORE RESOURCES

Click the links below for more information to guide your home-selling journey.

- [2024 Fall Real Estate Housing Trends \(And What It Means for You\)](#)
- [7 Costly Mistakes Home Sellers Make \(And How to Avoid Them\)](#)
- [Seller's Checklist: A Timeline to Prep Your Home for Sale](#)
- [7 Tips to Maximize Your Home's Sale Price](#)

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