



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. *[option: insert price]*
- Achieving the sale within your preferences for timing. *[option: insert date]*

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 *[add to or remove from this list based on your actual plan]*:

- 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 my website)
- Facebook Ad Creative (Copy, Design & Video)
- Instagram Ads Creative (Copy, Design & Video)
- Digital & Print Property Flyers
- Full Page Print Ad in Haven Lifestyle Magazine

DISTRIBUTION


Your home will be marketed to the following platforms and audiences *[add to or remove from this list based on your actual plan]*:


- Multiple Listing Service (MLS)
- Popular Home Search Sites (Zillow, Trulia, Realtor.com, etc.)
- Facebook & Instagram Ad Audiences (expressed real estate interest)
- Proprietary Email List


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SCHEDULE

Sign Posted in Front Yard (Optional)	Once at Start
Property Landing Page Published to Website	Once at Start
Property Tour Video Added to Social Media Sites	Once at Start
Photos & Videos Posted to Facebook Business Page	Weekly
Photos & Videos Posted to Instagram Business Account	Weekly
Facebook Ad Campaign to Real Estate Interested	Ongoing
Instagram Ad Campaign to Real Estate Interested	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
Full Page Ad in Haven Lifestyle Magazine	Monthly
Open House Campaign & Event	Monthly
Metrics Evaluation & Campaign Adjustments	Weekly
Agent Feedback Report from Buyer Tours	Monthly

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