



*8 Week*

**MARKETING  
PLAN**

## **WEEK 0 (CAMPAIGN SETUP & PRE-LAUNCH MARKETING)**

***We start before this step by building your time line to move with you, pricing, get your approval on different strategies we can use then setting up make ready, staging etc.***

- Company branded "Coming Soon" real estate sign placed on property.
- iBuyer, Investor database & first to know sphere directly advertised to for any pre-listing offers.
- Marketing Narrative and Lifestyle Story for the property, location, and neighborhood is drafted with client input.
- Marketing Copy for the property is distilled from the Marketing Narrative and Lifestyle Story.
- Featured Property Landing Page on company website.
- Professional-grade Photos (with address and description in the file name) uploaded to the Featured Property Landing Page.
- Property Tour & Seller Interview Video uploaded to YouTube and embedded on Featured Property Landing Page.
- Property posted to company's Facebook & Twitter pages.
- Facebook Ad Campaign starts marketing property (will run for 30 Days using 3 different images to split test for best response).
- Property Photos posted on local Craigslist.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels like Nextdoor, Twitter and email to friends/family).
- Client shares post from company's Facebook page on personal profile.
- Showing System set up by attaching MLS record to lockbox.

## **WEEK 1 (CAMPAIGN LAUNCH)**

Launch activities build on the Pre-launch phase by “announcing” the property’s availability through a combination of online and offline channels. By using online marketing to connect with consumers and offline marketing to connect with real estate agents, your property gets the necessary exposure to prospective buyers.

- Announce new property on market to your national network of real estate agents.
- Google Ads campaign started.
- Property promoted in the MLS, weekly Association networking meetings
- Property Tour Video uploaded to MLS.
- Showcase listing on Realtor.com.
- Property Tour uploaded to Realtor.com.
- Property posted on Instagram page, Pinterest, Yelp, Google
- Real Estate Flyer PDF designed for client.
- Client shares Real Estate Flyer PDF with neighbors, friends & family.

### **ONGOING:**

- Facebook Instagram Ad Campaign to people *Likely to Move* residential profile.
- Featured Property on agent/company website.

## **WEEK 2 (CAMPAIGN ANALYSIS & IMPROVEMENTS)**

Throughout the campaign cycle, you'll be checking the data and evaluating whether the message and images are getting the impressions and Click Through Rates (CTR) within the desirable ranges. You should constantly test and make adjustments as necessary.

- Campaign results analyzed and modifications made to ongoing marketing campaigns.
- Property Tour & Seller Interview Video uploaded to company's Facebook page.
- Re-order photos in MLS so property will come up again at the top of searches.
- Decision on whether Open House is feasible to market the home. If yes, then Open House scheduled for WEEK 3 or WEEK 4.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels).

### **ONGOING:**

- Facebook Ad Campaign to people *Likely to Move* residential profile.
- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.com.
- MLS analysis of buyers sent your listing, agent contacted.
- Analysis of all area showing appointments for comparison of how home is doing.

### **WEEK 3 (CAMPAIGN OPTIMIZATION)**

During this phase of the campaign, you'll let the efforts from the previous weeks do their work to get traffic and views. If you decide to host an Open House, preparation and marketing for it will also take place.

- Property photos re-posted on Craigslist.
- New Facebook campaign to promote Property Tour & Seller Interview Video.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels).

#### **IF OPEN HOUSE IS SCHEDULED:**

- Open House Flyer designed for Client to share with neighbors, friends & family.
- Facebook Campaign to promote Open House to people *Likely to Move* residential profile.
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social channels)
- Open House posted on Craigslist & Invitation incorporated into all Facebook, Google, Instagram and buyer home search site.
- Door Knocking Campaign by agent to share Open House Flyer with neighborhood.

#### **ONGOING:**

- Facebook Ad + Google Ad Campaign to people *Likely to Move* residential profile.
- Featured Property on company website.
- Property promoted in the MLS/Association
- Showcase listing on Realtor.com.
- Re-order photos in MLS so property will come up again at the top of searches.
- MLS analysis of buyers sent your listing, agent contacted.
- Analysis of all area showing appointments for comparison of how home is doing.

## **WEEK 4 (CAMPAIGN PERFORMANCE)**

There is a constant ebb and flow of marketing activities that start and end simultaneously. This is intentionally designed so a steady stream of online and offline interest is being generated, while ongoing promotion will make sure your property is getting in front of both consumers and to the agents representing those consumers.

- Campaign results analyzed, and modifications made to ongoing marketing campaigns.
- Facebook Ad Campaign to *Likely to Move Residential Profile* ends.
- Facebook Campaign to promote Property Tour & Seller Interview Video ends.

### **IF OPEN HOUSE IS SCHEDULED:**

- Open House Flyer designed for client to share with neighbors, friends & family.
- Facebook Campaign to promote Open House to people *Likely to Move Residential Profile*.
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social channels)
- Open House posted on Craigslist.
- Door Knocking Campaign by agent to share Open House Flyer with neighborhood.

### **ONGOING:**

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.com.
- Re-order photos in MLS so property will come up again at the top of searches.
- MLS analysis of buyers sent your listing, agent contacted.
- Analysis of all area showing appointments for comparison of how home is doing.

## **WEEK 5 (CAMPAIGN EVALUATION & RE-LAUNCH)**

If there is insufficient interest in the property (lack of traffic & showings, negative feedback on value from people who toured the property), then a price reduction is most likely in order.

Research and feedback from the market will give guidance on the price to market the home to sell it within the desired timeframe. Once a new price has been determined, the marketing campaign will be updated and a re-launch will take place.

- If online traffic is not converting into offline tours, then price must be re-assessed to attract more traffic.
- Company announces price reduction to its national network of real estate agents.
- Price updated and promoted on Featured Property Landing Page on company website.
- Price updated and promoted in the MLS.
- Price updated and promoted on Realtor.com.
- Price updated and Property Photos re-posted on Craigslist.
- New Facebook Ad Campaign marketing price reduction to *Likely to Move* and retargeting company traffic using *Website Custom Audiences*.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels).

### **ONGOING:**

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.com.
- MLS analysis of buyers sent your listing, agent contacted.
- Analysis of all area showing appointments for comparison of how home is doing.

## **WEEK 6 (CAMPAIGN ANALYSIS & IMPROVEMENTS)**

Consistent monitoring of data to determine if the message and images are getting the impressions and Click Through Rates (CTR) is important to present the property in the best possible light in the market. Ongoing campaign improvements and seller support are key to getting the home sold.

- Campaign results analyzed, and modifications made to ongoing marketing campaigns.
- Decision on whether Open House is feasible to market the home. If yes, then Open House scheduled for WEEK 7 or WEEK 8.
- Real Estate Flyer PDF updated for client.
- Client shares Real Estate Flyer PDF with neighbors, friends & family.

### **ONGOING:**

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.com.
- Re-order photos in MLS so property will come up again at the top of searches.
- Facebook Ad Campaign marketing price reduction.
- MLS analysis of buyers sent your listing, agent contacted.
- Analysis of all area showing appointments for comparison of how home is doing.



## **WEEK 7 (CAMPAIGN OPTIMIZATION)**

As conducted in week 3 of the campaign, we'll let the efforts from the previous weeks do their work to get traffic and views. If a decision to host an Open House has been made, preparation and marketing for it will also take place.

- Property photos re-posted on Craigslist.
- Facebook Ad Campaign marketing price reduction ends.
- Client shares 3 professional grade photos of their home on Facebook (and preferred social channels).

### **IF OPEN HOUSE IS SCHEDULED:**

- Open House Flyer designed for client to share with neighbors, friends & family.
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social channels)
- Facebook Campaign to promote Open House to people *Likely to Move Residential Profile*.
- Open House posted on Craigslist.
- Door Knocking Campaign by agent to share Open House Flyer with neighborhood.

### **ONGOING:**

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.com.
- Re-order photos in MLS so property will come up again at the top of searches.
- MLS analysis of buyers sent your listing, agent contacted.
- Analysis of all area showing appointments for comparison of how home is doing.

## **WEEK 8 (AGENT NETWORK RE-ENGAGEMENT)**

From the very start, you will communicate with to your network of real estate professionals, both local and national, so they will communicate with their buyers. During this week you will reach out again to your agent network using a direct marketing message to get their attention and get market feedback on the property.

- HELP email sent to your local network of real estate agents.
- HELP social message sent to your national network of real estate agents.
- Property Tour & Seller Interview Video reposted to company's Facebook page.
- Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels).

### **IF OPEN HOUSE IS SCHEDULED:**

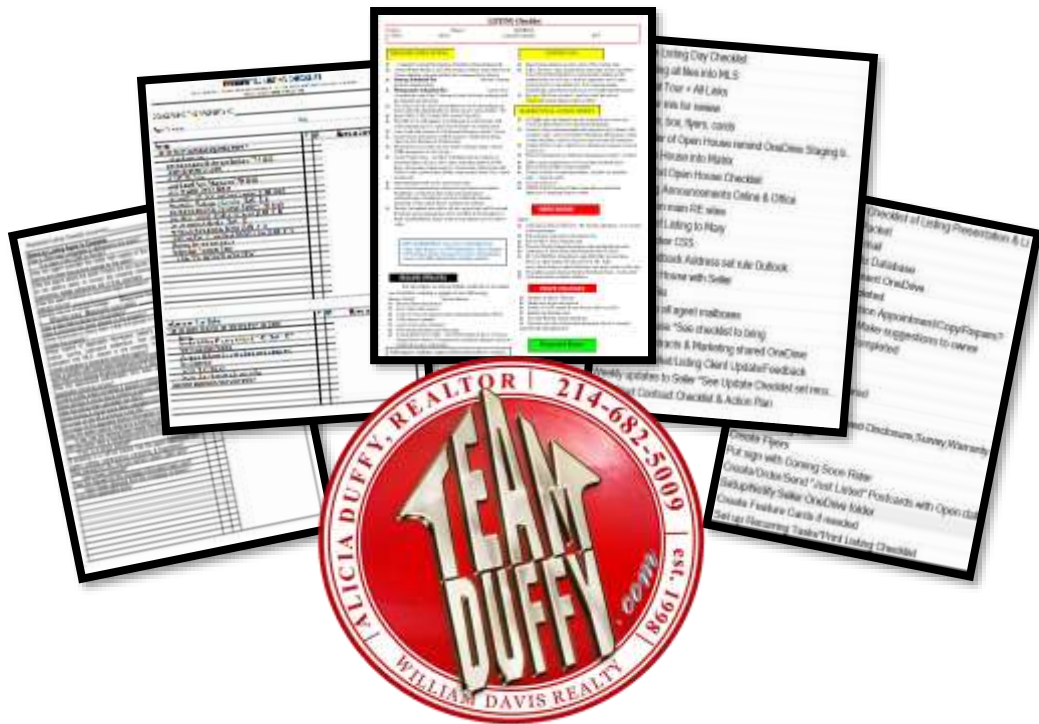
- Open House Flyer designed for client to share with neighbors, friends & family.
- Client shares Facebook Event for Open House on their Facebook page (and preferred social channels, Nextdoor etc)
- Facebook Campaign to promote Open House to people *Likely to Move Residential Profile*.
- Open House posted on Craigslist + all previous sites for mega open house.
- Door Knocking Campaign by agent to share Open House Flyer.

### **ONGOING:**

- Featured Property on company website.
- Property promoted in the MLS.
- Showcase listing on Realtor.com.
- Re-order photos in MLS so property will come up again at the top of searches.
- MLS analysis of buyers sent your listing, agent contacted.
- Analysis of all area showing appointments for comparison of how home is doing.

And much more...





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