



Online  
& Social  
Marketing

# GOOD

*Property* Marketing Plan



### WEEK 3 (CAMPAIGN OPTIMIZATION)

During this phase 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 <http://austin.craigslist.org/>.
- New Facebook Campaign to promote Property Tour & Seller Interview Video.
- Client Shares Property Tour & Seller Interview with Neighbors, Friends & Family via Facebook (and other preferred Social Channels).

#### IF OPEN HOUSE IS SCHEDULED:

- Open House Flyer PDF 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 <http://austin.craigslist.org/>.
- Door Knocking Campaign by agent to share Open House Flyer with Neighborhood.

#### ONGOING:

- Facebook Ad Campaign to *Likely to Move Residential Profile*.
- Featured Property on GoodLifeTeam.com.
- Property promoted in the Austin Multiple Listing Service (MLS).
- Property promoted on <http://www.austinhomesearch.com/>.
- Showcase Listing on Realtor.com.
- Re-ordering of photos in MLS so property will come up again at the top of searches.