

# THE ULTIMATE GUIDE TO Property Marketing Plans

## What is a Property Marketing Plan?

A property marketing plan is a strategic document that outlines the specific steps, tactics, and resources an agent will use to promote a property and attract potential buyers.

It serves as a roadmap for all marketing activities from the initial listing to the final sale.

Simply put, a property marketing plan details every step you will take to prepare, list, market and sell a seller's home.

## The Importance of Property Marketing Plans

### 1. Differentiation in a Competitive Market

In areas with high inventory or fierce competition, a robust marketing plan helps a property stand out. By showcasing unique features and targeting the right audience, you increase the chances of capturing buyer interest.

### 2. Attracting Qualified Buyers

A well-designed plan ensures that marketing efforts reach the most likely buyers for the property, increasing the efficiency of the selling process and the likelihood of a successful sale.

### 3. Maximizing Property Exposure

By utilizing a variety of marketing channels and techniques, a comprehensive plan ensures maximum visibility for the property across different platforms and demographics.

### 4. Demonstrating Value to Sellers

A detailed marketing plan showcases your expertise and commitment to achieving the best possible outcome for your clients, helping you win listings and build your reputation.

### 5. Organizing and Streamlining the Sales Process

A clear plan keeps all marketing activities organized, ensuring that no crucial steps are missed and that resources are used efficiently throughout the sales process.

## Property Marketing Plan

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## Sections to Include in Your Property Marketing Plan

1. Property Assessment
2. Marketing Analysis
3. Define Objectives
4. Target Audience
5. Marketing Channels
6. Content Development
7. Staging & Preparation
8. Pricing Strategy
9. Marketing Schedule
10. Reporting & Communication



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## How Property Marketing Plans Can Be Used

### 1. Setting Realistic Expectations

Use the plan to have honest conversations with sellers about the marketing process, timeline, and potential outcomes. This helps manage expectations and builds trust.

### 2. Guiding Marketing Activities

The plan serves as a detailed roadmap for all marketing efforts, ensuring a consistent and focused approach throughout the selling process.

### 3. Tracking Progress and Performance

Regularly review the plan to track the progress of marketing activities, allowing for timely adjustments and optimization of strategies.

### 4. Facilitating Communication with Sellers

Use the plan as a framework for regular updates to sellers, keeping them informed about marketing activities, buyer feedback, and market conditions.

### 5. Supporting Negotiations

A strong marketing plan can be a powerful tool during listing presentations and price negotiations, demonstrating the value you bring to the table.

### 6. Seller Lead Generation

Use your property marketing plan as a resource to attract sellers to work with you by offering as a Call-to-Action in your seller lead generation activities.

### 7. Expired Listing & FSBO Lead Gen

Show expireds and For Sale By Owners your value proposition by giving the concrete reasons they need to hire you. Your property marketing plan articulates your value by showing them what you do to list, market and sell homes.



## Ways to Use Your Property Marketing Plan

1. Include in your pre-listing packet.
2. Share during your listing appointment.
3. Offer as a resource at Open Houses.
4. Include in your Expired Listing Package.
5. Share with FSBOs to earn opportunity.
6. Reference in your Just Sold marketing.
7. Share with your SOI as a resource.



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# THE ULTIMATE GUIDE TO Property Marketing Plans

Sample Property Marketing Plan - Page 1



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Exclusively Prepared for: [Client Name & Address]

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## Sample Property Marketing Plan - Page 2



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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 are 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, video, 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 main theme in the marketing for your home. It represents the distinct value your home offers in comparison to its competition on the market. 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 highlight features compared to other similar home for sale, connecting those features to the current trends in buyer preferences, crafting the narrative to connect to the distinctive value your home offers.

*Example: Rare sub-\$300K Ranch Oaks home in top school district.* [option: use real message]

#### 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 home buying 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."

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## Sample Property Marketing Plan - Page 3



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#### 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

#### 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 Aerial Video Footage
- Highlight-Feature Social Videos
- Marketing Narratives Written for Landing Pages, MLS & Syndication
- Featured Property Landing Page (on our website)
- Facebook Ad Creative (Copy, Design & Video)
- Instagram Ads Creative (Copy, Design & Video)
- YouTube Ad Creative (Copy & Video)
- Google Display Ads Creative (Copy & Banner Design)
- Digital & Print Property Flyers
- Property Postcard Mailer

#### 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)
- YouTube & Google Ad Audiences (active real estate searchers)
- Proprietary Email List

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## Sample Property Marketing Plan - Page 4



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- Postcard Mail Drop (Every Door Direct Mail)

### Schedule

[Update table to reflect your actual schedule and frequency]

Description	Frequency / Timing
Sign Posted in Front Yard	Once at Start
Property Landing Page Published to Website	Once at Start
Property Tour Video Added to YouTube Channel	Once at Start
Photos & Videos Posted to Facebook Business Page	Weekly
Photos & Videos Posted to Instagram Business Account	Weekly
YouTube Ad Campaign to Active Real Estate Searchers	Ongoing
Facebook Ad Campaign to Real Estate Interested	Ongoing
Instagram Ad Campaign to Real Estate Interested	Ongoing
Google Display Ads to Active Real Estate Searchers	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
Postcard Mail Drop	Once at Start
Open House Campaign & Event	Monthly
Agent Door Knocking with Printed Flyer	Once at Start
Metrics Evaluation & Campaign Adjustments	Weekly
Agent Feedback Report from Buyer Tours	Monthly



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